

# Directory of STANDARD (AM) BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to December 6, 1948)

AP—Associated Press. INS—International News Service. TP—Transradio Press. UP—United Press.  
 Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

## ALABAMA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
ALBERTVILLE .....	WAVU 1948	630 500-D	Pat Murphy Courington Albertville 555	.....	Pat M. Courington, Pres. & Gen. Mgr. Eaton P. Govan, Jr., Coml. Mgr.	Annette Hooper, Prog. Dir. Glenn Abercrombie, Chief Engr. World AP
ALEXANDER CITY..	WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	.....	James L. Coley, Pres., Gen. & Coml. Mgr. Bob McKinnon, Prog. Dir.	James L. Coley, Chief Engr. Sears & Ayer Thesaurus UP
ANDALUSIA .....	WCTA 1945	1340 250	Andalusia Bcstg. Co. Sanford Road 844	MBS KBS	James T. Ownby, Gen. Mgr. Dige Bishop, Coml. Mgr. & Chief Engr.	Barbara Nicholson, Prog. Dir. World UP
ANNISTON .....	WHMA 1938	1450 250	Anniston Bcstg. Co. 1330 Noble St. 2380	ABC	Harry M. Ayers, Pres. Malcolm Street, Gen. & Coml. Mgr.	Ross Charles, Prog. Dir. Joanna Aly, Prom. Mgr. James Hudson, Chief Engr. Sears & Ayer Lang-Worth UP
ANNISTON .....	WOOB 1947	1490 250	W. S. Weatherly 1001½ Noble St. 3210	MBS Alabama	W. S. Weatherly, Pres. & Gen. Mgr. Hugh Webb, Coml. Mgr.	Lee Blaine, Prog. Dir. Raymond Watson, Chief Engr. Clark World AP
ATHIENS .....	WJMW 1948	1010 250-D	Athens Bcstg. Co. c/o White Motor Sales Co.		Wilson T. White, Pres.	
AUBURN .....	WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	.....	Elmer G. Salter, Pres. & Gen. & Coml. Mgr. Buck Persons, Prog. Dir.	Anne Belvin, Prom. Mgr. Chas. Herman, Chief Engr. World Lang-Worth AP
BESSEMER .....	WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 2300	MBS KBS Alabama	George Johnston, Jr., Pres. James E. Connolly, Asst. Mgr. Clay Coe, Coml. Mgr.	Joan Jetton, Prog. Dir. Jane Shaddix, Prom. Mgr. Maurice McKinney, Chief Engr. Sears & Ayer World AP
BIRMINGHAM 3 ....	WAPI 1922	1070 5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed. Norton, Ch. of Bd. Thad Holt, Pres., Gen. & Coml. Mgr. C. P. Persons, Jr., Natl. Sls. Mgr.	Maury Farrell, Prog. Dir. Lionel Baxter, Prom. Mgr. James L. Evans, Chief Engr. Radio Sales World AP, UP
BIRMINGHAM 3 ....	WBRC 1925	960 5,000	Birmingham Bcstg. Co. WBRC Building 4-7741	NBC	Eloise H. Hanna, Pres. Howell C. Cobb, Station Mgr. D. D. Campbell, Coml. Mgr.	Fox Lightfoot, Prog. Dir. John T. Orr, Prom. Mgr. G. P. Hamann, Chief Engr. Raymer Capitol, Standard Lang-Worth INS
BIRMINGHAM 1 ....	WKAX 1946	900 1,000-D	Courier Bcstg. Serv. Inc. 1710 6th Ave. N. 54-2541	.....	Glenn V. Tingley, Pres. Ganus C. Scarborough, Gen. & Coml. Mgr. Wanda Houghton, Prog. Dir.	Maurice Jackson, Prom. Mgr. Stanley L. Hawkins, Chief Engr. McGillvra Associated AP
BIRMINGHAM 2 ....	WSGN 1927	610 5,000-LS 1,000-N	The Birmingham News Co. P.O. Box 2553 4-3434	ABC Alabama	Henry P. Johnston, Mngng. Dir. Julian A. Flint, Coml. Mgr. Eugene M. Plumstead, Prog. Dir.	Mary Frances Childers, Prom. Mgr. J. V. Sanderson, Chief Engr. Headley-Reed AP
BIRMINGHAM .....	WTNB 1490 1946 250	CP-850 CP-5,000-LS 1,000-N	Thomas N. Beach & Roy M. Hofheinz 117½ N. 21st St. 4-4511	MBS	Thomas N. Beach, Pres. Evelyn S. Hicks, V.P. & Gen. Mgr. David L. Loveman, Asst. Mgr.	Joyce Smith, Prog. Dir. Florence Garney, Prom. Mgr. Frank Murphree, Chief Engr. Taylor- Boroff SESAC, World AP
BIRMINGHAM 1 ....	WVOK 1947	690 10,000-D	Voice of Dixie, Inc. Birmingham 6-2924	Alabama	Iralee W. Bennis, Pres. & Gen. Mgr. Bill Brennan, Coml. & Prom. Mgr.	Margarett L. Cotten, Prog. Dir. W. J. Brennan, Chief Engr. Capitol UP
BREWTON .....	WEBJ 1947	1240 250	Brewton Bcstg. Co. Brewton 553	KBS Alabama	W. Emmett Brooks, Pres. & Gen. Mgr. Wm. E. Brooks, Jr., V. P. & Asst. Mgr.	J. M. Miller, Jr., Coml. Mgr. George Carr, Prog. Dir. Joseph L. Cobb, Chief Engr. Friendenberg Cole, Lang- Worth SESAC AP
CLANTON .....	WKLF 1947	980 1,000-D	Southeastern Broadcast- ing Co. Clanton 449	KBS Alabama	Dr. J. Kelley Robinson, Pres. J. S. Robinson, Secy.-Treas. Robert B. Taber, Gen. Mgr.	Jesse Culp, Coml. Mgr. Lester Carter, Chief Engr. World AP
CULLMAN .....	WKUL 1946	1340 250	Cullman Broadcasting Co. P.O. Box 211 864	KBS Alabama	H. H. Kinney, Pres. B. C. Eddins, Gen. Mgr.	Betty Lowery, Prog. Dir. B. C. Eddins, Chief Engr. SESAC World AP
DECATUR .....	WHOS 1948	800 1,000-D	North Alabama Broad- casting Co. P.O. Box 1064 991	.....	H. H. & D. T. Kinney, Partners Lon Waters, Acting Gen. Mgr. Bob Chrystie, Coml. Mgr.	Lon Waters, Prog. Dir. Wally Bresham, Prom. Mgr. Bob Epstein, Chief Engr. Clark Capitol UP
DECATUR .....	WMSL 1935	1400 250	Tenn. Valley Bcstg. Co. 511 Bank St. 802	MBS KBS N. Ala.	Melvin T. Hutson, Pres. & Gen. Mgr. J. V. Roser, Coml. Mgr. & Chief Engr.	Louis C. Blizzard, Prog. Dir. SESAC World AP

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DEMOPOLIS	WXAL 1947	1400 250	Demopolis Bcstg. Co. P.O. Box 261 400	MBS KBS Alabama	T. H. Gaillard Jr., Part- ners W. M. Jordan, Gen. & Prom. Mgr.	T. H. Gaillard, Coml. Mgr. J. C. Cooper Jr., Prog. Dir. J. T. Larkin, Jr., Chief Engr.	World AP
DOTHAN	WAGF 1932	1320 1,000	Dothan Broadcasting Co. 204½ East Main St. 1430	MBS	Julian C. Smith, Gen. Mgr. Fred C. Moseley, Coml. Mgr.	Arthur Creamer, Prog. Dir. Willard Wilkes, Prom. Mgr. John T. Hubbard, Chief Engr.	McGillivra World AP
DOTHAN	WDIG 1947	1450 250	Houston Broadcasters 107 E. Adams St. 2480	ABC Alabama	Jesse Swicegood, Pres., Gen. Mgr. & Coml. Mgr. Wayne Moseley, Prog. Dir.	Jesse Swicegood, Chief Eng.	Walker Lang-Worth UP
DOTHAN	WOOF 1948	560 1,000-D	Dowlander Broadcasting Co. 110 S. Foster St. 2520	KBS	R. A. Dowling Jr. & Owens F. Alexander, Co-Owners Owens F. Alexander, Gen. Mgr. & Prog. Dir.	R. A. Dowling Jr., Coml. Mgr. W. Bruce Joyner, Chief Engr.	Sears & Ayer Capitol UP
ENTERPRISE	WIRB 1948	1230 250	The Wiregrass Broad- casting Co. 200 N. Main St.	.....	R. A. Dowling Jr. & Owens F. Alexander—Partners		
EUFAULA	WULA 1948	1240 250	Alabama-Georgla Bcstrs. Inc. Dothan Road 745	Alabama	M. M. Moulthrop, Gen. Mgr. James T. Ownby, Coml. Mgr.	Hugh Chastain-Dige Bishop, Chief Engrs.	UP
FAYETTE	.....	990 1,000-D (Construction permit)	Bankhead Bcstg. Co. Inc. Care James E. Reese Jasper, Ala.	.....	W. W. Bankhead, Owner		
FLORENCE 1	WJOI 1946	1340 250	Florence Broadcasting Co. 850 S. Court Street 401	ABC Alabama	Joe T. Van Sandt, Pres & Gen. Mgr. Oscar D. Lewis, Coml. Mgr.	David E. Bigley, Prog. Dir. & Prom. Mgr. Pete Bingham, Chief Engr.	
FLORENCE 1	WMFT 1946	1240 250	Tri-Cities Broadcast Co. P.O. Box 477 42	KBS Alabama	Milton S. Kilen, Pres. Franklin L. Bush, Gen. Mgr. Evelyn R. Littlepage, Prog. Dir.	E. R. Cudabac, Prom. Mgr. Edwin R. Miller, Chief Engr.	Friendenberg Associated, World, AP
GADSDEN	WGAD 1946	1350 1,000	Coosa Valley Broadcast- ing Co. 817 Forrest Ave. 3880	MBS Alabama	E. L. Roberts, Pres. J. W. Buttram, Gen. & Coml. Mgr.	Frances Seale, Prog. Dir., Prom. Mgr. Col. J. C. Vessels, Chief Engr.	Cooke Thesaurus UP
GADSDEN	WGNH 1947	1400 250	General Newspapers Inc. 2000 Chestnut St. 3860	ABC Alabama	Carmage Walls, Pres. Joel C. Robertson, Gen. Mgr.	Mary L. Collins, Prog. Dir. Joel C. Robertson, Prom. Mgr.	Burke, Kuipers & Mahoney World INS
GADSDEN	WGWD 1947	570 1,000-D	G. W. Covington Jr. P. O. Box 128 1029	.....	G. W. Covington Jr., Pres. Edwin H. Estes, Gen. Mgr.	Charles F. Pruitt, Prog. Dir. Calvin Williamson, Chief Engr.	Taylor-Boroff Associated UP
GADSDEN	WJBY 1928	1240 250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88	.....	Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir.	Sam A. Benton, Coml. Mgr. Glenn Nichols, Chief Engr.	Sears & Ayer Lang-Worth AP
GREENVILLE	WGYV 1948	1400 250	Greenville Broadcasting Co.	Alabama	E. V. Stabler, Calvin Poole and S. W. Ferrel Jr., Part- ners		
HALEYVILLE	WJBB (Construction permit)	1230 250	Haleyville Bcstg. Co. P. O. Box 151	.....	Roy Mayhall M. E. Buttram H. E. Ray } Partners		
HUNTSVILLE	WBHP 1937	1230 250	W. H. Pollard 318 W. Clinton St. 313	MBS KBS N. Ala.	Wilton H. Pollard, Pres. Wm. G. Harris, Gen. Mgr., Prog. Dir., Chief Engr.	Mrs. W. G. Harris, Coml. Mgr. Glenn Slayton, Prom. Mgr.	UP
HUNTSVILLE	WFUN 1946	1450 250	Huntsville Broadcasting Co. 410 W. Holmes St. 2424	Alabama	John Garrison, J. B. Felt Jr., Principals John Garrison, Gen. Mgr., Prog. Dir., Chief Engr.	J. B. Felt Jr., Coml. Mgr. & Prom. Mgr.	Sears & Ayer Lang-Worth AP
HUNTSVILLE	WHBS 1946	1490 250	The Huntsville Times Co. 207 W. Clinton St. 2345	ABC Alabama	Richard Warner, Gen. Mgr. Paul R. Bumgardner, Prog. Dir.	James V. Sanderson, Chief Engr.	Headley-Reed Thesaurus AP
JASPER	WWWB 1946	1240 250	Bankhead Bcstg Co. Inc. Bankhead-Long Bldg. 100	MBS KBS Alabama	Walter Will Bankhead, Pres. James E. Reese, Gen. Mgr. J. L. Sartain Jr., Coml. Mgr.	Chas. T. Metcalfe, Prog. Dir. Jim Miller 3d, Prom. Mgr. Wiley W. White, Chief Engr.	Friedenberg World AP
LANETT	WRLD	1490 250	(See West Point, Ga.)	.....			
MOBILE	WABB 1948	1480 5,000	Mobile Press Register 304 Government St. 2-2633	MBS Alabama	R. B. Chandler, Pres. W. J. Hearin Jr., Exec. V.P. A. Louls Read, Gen. Mgr.	J. Anthony Leighton, Prog. Dir. Wm. H. Murphree, Chief Engr.	Taylor-Boroff Associated, SESAC AP
MOBILE	WALA 1930	1410 5,000	Pape Broadcasting Co. 210 Government St. 3-3756	NBC Alabama	W. O. Pape, Pres. H. K. Martin, Gen. Mgr. Al Treadway, Coml. Mgr.	Al Holman, Prog. Dir. Lee Smallwood, Prom. Mgr. Raymond Hurley, Chief Engr.	Headley-Reed Standard AP
MOBILE	WKAB 1947	840 1,000-D	Pursley Bcstg. Service 354 St. Francis St. 2-4561	Alabama	C. L. & Louise P. Pursley, Partnership Louise P. Pursley, Gen. Mgr. Claude L. Pursley, Coml. Mgr.	John T. Jackson, Prog. Dir. H. Eugene Miller, Chief Engr.	Standard, SESAC Lang-Worth, MacGregor INS
MOBILE	WKRK 1946	710 1,000-LS 250-N	Giddens & Rester Telegraph Rd. 2-6789	CBS	F. E. Busby, Gen. Mgr. John E. Waller, Coml. Mgr. Carl G. Haug, Prog. Dir.	Genevieve G. Spafford, Prom. Mgr. Richard M. Cole, Chief Engr.	Young Lang-Worth, Standard AP

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MOBILE .....	WMOB 1939	1230 250	Nunn Bcstg. Corp. 458 Government St. 2-4566	ABC	Gilmore N. Nunn, Pres. D. H. Long, Gen. Mgr. R. H. Moore, Coml. Mgr.	Adele Hull, Prog. Dir. Sanford Helt, Chief Engr.	Branham Capitol, World Thesaurus UP
MONTGOMERY 5....	WAPX 1947	1600 1,000	United Broadcasting Co., Inc. All States Life Bldg. 3-7569	ABC	T. E. Martin, Pres. & Gen. Mgr. Hoke S. Williford, V. P. & Coml. Mgr.	Dave Manners, Prog. Dir. Owen Lehr, Chief Engr.	Walker Lang-Worth, SESAC UP
MONTGOMERY 2 ...	WCOV 1939	1240 250	G. W. Covington Jr. Exchange Hotel 5781	CBS	G. W. Covington Jr., Owner & Mgr. E. J. Duke, Coml. Mgr.	Bill Stedman, Prog. Dir. W. D. Weatherly, Chief Engr.	Taylor-Boroff Associated UP
MONTGOMERY .....	WJJB 1948	1170 10,000-LS 1,000-N	Southern Bcstg. Co. 115½ Commerce St. 3-4471	MBS Alabama	Joseph G. Mathews, Pres. John C. Hughes, Gen. Mgr. Herbert A. McLendon, Coml. Mgr.	E. Caldwell Stewart, Prog. Dir. Clyde C. Sellers, Prom. Mgr. A. Fred Wright, Chief Engr.	Weed Capitol INS
MONTGOMERY .....	WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 2½ S. Perry St. 3245	Alabama	Dr. S. D. Suggs, Pres. Perry Elliott, Gen. Mgr. Eron Ingle, Coml. Mgr.	Frank Montealeone, Prog. Dir. & Prom. Mgr. John D. Lamar, Chief Engr.	Meeker World INS
MONTGOMERY 2 ...	WSFA 1930	1440 1,000	Montgomery Broadcast- ing Co. Inc. P.O. Box 1031 8361	NBC	Howard E. Pill, Pres. & Prom. Mgr. David E. Dunn, Asst. to Pres. Wm. W. Hunt, Loc'l Sls. Mgr.	Lee Gooch, Mgr. Prog. Dept. C. I. Shelkofsky, Chief Engr.	Headley-Reed Cole Standard Thesaurus AP
MUSCLE SHOALS ..	WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. E. Second Street Sheffield 1450	MBS KBS N. Ala.	Frank M. Farris Jr., Pres. Richard B. Biddle, Gen. Mgr. Eulus Whitehead, Coml. Mgr.	Charlie Welsh, Prog. Dir. Doryce G. Levi, Prom. Mgr. Lynn V. McMoran, Chief Engr.	Branham Standard UP
OPELIKA .....	WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS KBS Alabama	F. Marion Hyatt, Gen. & Prom. Mgr. Harold Morris, Coml. Mgr.	Lowell Takles, Prog. Dir. James S. Farrier Jr., Chief Engr.	SESAC Standard UP
RUSSELLVILLE .....	.....	920 1,000-D (Construction permit)	Bankhead Bcstg. Co. Inc. Care James E. Reese Jasper, Ala.	.....	.....	.....	.....
SELMA .....	WGWC 1946	1340 250	G. W. Covington Jr. N. Broad St. 2746	CBS	G. W. Covington Jr., Pres. Kyle G. Frazier, Gen. Mgr.	John Townsend, Chief Engr.	Taylor-Boroff Thesaurus UP
SELMA .....	WHBB 1935	1490 250	Selma Broadcasting Co. 209 Washington St. 1233	MBS Alabama	B. H. Hopson, Pres. Julien Smith Jr., Gen. & Coml. Mgr.	Julia Craig Miller, Prog. Dir. Cayce Jones, Prom. Mgr. T. F. Kelly Jr., Chief Engr.	Sears & Ayer
SYLACAUGA .....	WFEB 1945	1340 250	Alabama Bcstg. Co. 527 N. Broadway 160	MBS	Robert P. Brett, Gen. & Coml. Mgr. M. J. Phillips, Prog. Dir.	Earl Kaiser, Chief Engr.	UP
SYLACAUGA .....	WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. Sylacauga 1220	.....	James S. Stowers Jr., Pres. & Chief Engr. Curtis O. Liles, Gen. Mgr.	Henry J. Darden Jr., Coml. Mgr. Edward J. Smith, Prog. Dir.	Lang-Worth AP
TALLADEGA 5 .....	WHTB 1945	1230 250	Voice of Talladega Inc. Goldberg & Lewis Bldg. 3733	MBS KBS Alabama	R. A. Davidson, Pres., Gen. & Coml. Mgr. Lillian S. Davidson, Prog. Dir.	Wm. Smith, Prom. Mgr. John L. Fisher, Chief Engr.	Standard AP
TROY .....	WTBF 1947	1490 250	Troy Broadcasting Corp. Troy 980	MBS KBS Alabama	J. Roy Crow, Pres. W. C. Needham, Gen. Mgr. J. L. Bruce, Coml. Mgr.	Jesse Jordan, Prog. Dir. Joe. W. Gilchrist, Chief Engr.	Continental World AP
TUSCALOOSA .....	WJRD 1936	1150 5,000-LS 1,000-N	James R. Doss Jr. First Natl. Bank Bldg. 4464	Alabama	James R. Doss Jr., Pres. & Gen. Mgr. Mrs. J. R. Doss Jr., Prog. Dir.	J. E. Reynolds, Prom. Mgr. Lee V. Rector, Chief Engr.	Walker Capitol, SESAC, World UP
TUSCALOOSA .....	WTBC 1946	1230 250	Tuscaloosa Broadcasting Co. City Hall Bldg. 5523	MBS KBS Alabama	Bert Bank, Gen. Mgr. Tom Forrester, Coml. Mgr.	Jeanne Hope, Prog. Dir., Prom. Mgr. T. H. Todd, Chief Engr.	Sears & Ayer Thesaurus AP

### ARIZONA

BISBEE .....	KSUN (See Lowell, Arizona)	1230 250	.....	.....	.....	.....	.....
COOLIDGE .....	KCKY 1948	1150 1,000	Gila Broadcasting Co. Roosevelt & Main 355	MBS	Lewis F. Long, Pres. Paul Merrill, Gen. Mgr. Pete C. Dillman, Coml. Mgr.	Wm. F. Parady, Prog. Dir. Joseph W. Sutton, Prom. Mgr. H. W. Fernyhough, Chief Engr.	Associated UP
DOUGLAS .....	KAWT 1946	1450 250	Carleton W. Morris Box 1118 173	NBC Arizona Bestg.	Carleton W. Morris, Owner John King, Gen. & Coml. Mgr.	Lee Boner, Prog. Dir. & Prom. Mgr. Justin Kilness, Chief Engr.	Raymer Associated AP, UP
FLAGSTAFF .....	KWRZ 1947	1340 250	Grand Canyon Bcstg. Co. P.O. Box 519 899	Arizona Bestg.	James L. Stapleton, Pres. Mark A. Sapp, Gen. Mgr. & Prog. Dir.	Hoyett L. Martin, Coml. Mgr. Jack F. Murphy Jr., Prom. Mgr. Harry L. Woodley, Chief Engr.	Blair Lang-Worth, World UP

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GLENDALE	KRUX 1947	1340 250	'Gene Burke Brophy 615 N. Central Ave. 2-2371	.....	Gene Burke Brophy, Owner Pat Goolsby, Gen. & Coml. Mgr.	Ed Deforest, Prog. Dir. Marvin Edwards, Chief Engr. Rambeau Standard AP, UP
GLOBE	KWJB 1938	1240 250	Gila Bcstg. Co. Inc. South Globe 41	NBC Arizona Bcstg.	Louis F. Long, Pres. Willard Shoecraft, Station Mgr. & Prog. Dir.	John D. Seater Jr., Coml. Mgr. Ted Thompson, Chief Engr. Raymer Capitol Standard PN
KINGMAN	KGAN (Construction permit)	1230 250	J. James Glancy P. O. Box 871	.....	J. James Glancy, Owner	
LOWELL CP—BISBEE	KSUN 1933	1230 250	Carleton W. Morris Drawer C, Lowell, Ariz. Bisbee 9	CBS Ariz. Net	Carleton W. Morris, Pres. Robert E. Spiros, Coml. Mgr.	J. Earl Hickman, Chief Engr. Blair World UP
MESA	KTYL 1947	1490 250	Sun Valley Broadcasting Co. Inc. Chandler Rd. 903	KBS	Howard Roberts, Pres. Dwight Harkins, Gen. Mgr. Leonard Bradshaw, Coml. Mgr.	James Murdock, Prog. Dir. Wm. Harrison, Chief Engr. Associated Standard UP
NOGALES	KNOG 1948	1340 250	Border Broadcasting Co., Inc. Rancho Grande Hotel 770	MBS Radio Arizona	Robert Marcus, Pres. Samuel Marcus, Gen. Mgr.	Clifford Baker, Chief Engr. World UP
PHOENIX	KOOL 1947	960 5,000	Maricopa Broadcasters, Inc. Adams Hotel Bldg. 2-1748	MBS Radio Arizona	Gene Autrey, Pres. Chas. H. Garland, Gen. Mgr. Myles Reed, Coml. Mgr.	Victor Lundberg, Prog. Dir. Larry Jonas, Prom. Mgr. Selwyn Kirby, Chief Engr. Hollingbery Lang-Worth MacGregor UP
PHOENIX	KOY 1922	550 5,000-LS 1,000-N	Salt River Valley Broad- casting Co. 836 N. Central Ave. 4-4144	CBS Ariz. Net	John L. Hogg, Pres. & Coml. Mgr. Albert D. Johnson, Gen. Mgr.	John R. Williams, Prog. Dir. Clifford R. Miller, Chief Engr. Blair Associated World UP, TP
PHOENIX	KPHO 1940	1230 250	Phoenix Bcstg. Co. Inc. Adams Hotel 4-7367	ABC	Rex Schepp, Pres. & Gen. Mgr. Frank Orth, Coml. Mgr. Bill Reddick, Prog. Dir.	Dwight Greenwood, Prom. Mgr. Walter Kidwell, Chief Engr. Taylor-Borrorf Lang-Worth INS
PHOENIX	KPSC (Construction permit)	1270 5,000	Sun Country Bcstg. Co. Security Bldg. 2-3471	.....	J. R. Heath, Owner & Gen. Mgr.	
PHOENIX	KTAR 1922	620 5,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC Arizona Bcstg.	John J. Louis, Chm. of Board Richard O. Lewis, Pres. & Gen. Mgr. E. W. (Bill) Harvey, Coml. Mgr.	J. Howard Pyle, Prog. Dir. J. E. (Brick) Miller, Asst. Coml. Mgr. A. C. Anderson, Chief Engr. Raymer Thesaurus Standard Capitol AP
PRESCOTT	KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 2-4664	NBC Arizona Bcstg.	John J. Louis, Chief Owner Harold Ritter, Gen. & Coml. Mgr.	Roberta M. Pfister, Prog. Dir. Marsha Gates, Prom. Mgr. George Eitel, Chief Engr. Raymer Standard Thesaurus AP
SAFFORD	KGLU 1938	1480 1,000	Gila Broadcasting Co. 1216 6th Ave. 15	NBC Arizona Bcstg.	L. F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	Lester McBride, Prog. Dir. Edward M. Sterling, Prom. Mgr. Herbert Hartman, Chief Engr. Raymer World AP, UP, INS
TUCSON	KCNA 1945	1340 250	Catalina Broadcasting Co. Box 2348 2-4664	MBS Don Lee Radio Arizona	Erskine Caldwell, Pres. Wayne Sanders, Gen. & Coml. Mgr.	Ray Helgesen, Prog. Dir. & Prom. Mgr. William Karpisek, Chief Engr. Hollingbery Lang-Worth AP
TUCSON	KOPO 1947	1450 250	Old Pueblo Broadcasting Co. 115 W. Drachman St. 1752	ABC	Harold Tovrea, Pres. Eugene S. Mittendorf, Gen. Mgr. Paul Plunkett, Coml. Mgr.	R. A. Williams, Prog. Dir. B. Anderson, Prom. Mgr. Verne Cimmiyotti, Chief Engr. Griffith MacGregor AP
TUCSON	KTSC (Construction permit)	580 1,000	Sun Country Bcstg. Co. 628 N. Stone Ave. 1-337	.....	J. R. Heath, Owner & Gen. Mgr.	
TUCSON	KTUC 1929	1400 250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Ariz. Net.	Lee Little, Pres. & Gen. Mgr. George Bradley, Coml. Mgr. Gerry O'Brien, Prog. Dir.	Scott Henderson, Prom Mgr. Cliff Livingston, Chief Engr. Blair Cole SESAC World UP
TUCSON	KVOA 1929	1290 1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizona Bcstg.	R. B. Williams, Gen. Mgr. Ben L. Slack, Jr., Prog. Dir. Harper M. Phillips, Bus. Mgr.	Fred J. Gerletti, Prom. Mgr. Ray H. Holcslaw, Chief Engr. Raymer Capitol Standard Thesaurus AP
TUCSON	(Construction permit)	1490 250	Thomas J. Wallace 134 N. Van Ness Ave. Los Angeles, Calif.	.....	Thomas J. Wallace, Owner	
YUMA	KSOL (Construction permit)	1400 250	'Gene Burke Brophy 2214 N. Central Ave., Phoenix, Ariz.	.....	Gene Burke Brophy, Owner	
YUMA	KYSC 1948	1190 1,000	Yumasa Broadcasting Co. 601 Orange Ave. (Temp.)	.....	N. S. McCallum, Pres.	
YUMA	KYUM 1940	1240; CP-560 250; CP-1,000	Yuma Broadcasting Co. 1st St. & 19th Ave. 88	NBC Arizona Bcstg.	R. N. Campbell, Pres. Ray C. Smucker, Gen. Mgr. Roy Jorgensen, Coml. Mgr.	Paul Dawson, Prog. Dir. Don Metcalf, Prom. Mgr. Leavenworth Wheeler, Chief Engr. Raymer Capitol Thesaurus AP, UP, INS

# ARIZONA



a **BIG STATE**

## ... A RICH MARKET!

Per capita sales are now \$830.00 against a national average of \$685.00. In 1946 more than \$800,000,000 were spent for goods and services. The 1947 total will exceed a \$1,000,000,000. Arizona's largest network, the seven line-connected NBC stations of the Arizona Broadcasting System, is your surest approach to this buying power.

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



National Representative  
Paul H. Raymer Company

NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Telecasting

## DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to December 6, 1948)

### ARKANSAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
ARKADELPHIA .....	KVRC 1947	1240 250	Cecil W. Cupp 506 Main St. 789	MBS	Cecil W. Cupp, Pres. John M. Moore, Gen. Coml. & Prom. Mgr.	Bill Deaton, Prog. Dir. E. H. Summers, Chief Engr. World AP
BLYTHEVILLE .....	KLCN 1922	900 1,000-D	Harold L. Sudbury 2nd & Walnut Sts. 2093	.....	Harold L. Sudbury, Owner & Gen. Mgr.	John Hamilton, Prog. Dir. Marion Skinner, Chief Engr. Pearson Capitol Lang-Worth AP
CAMDEN .....	KAMD 1946	1450 250	Camden Radio Inc. S. California St. 6791	MBS KBS	Walter E. Hussman, Pres. David Crockett, Gen. Mgr. James Blaine, Coml. Mgr.	Paul Crawford, Prog. Dir. Callis Carter, Prom. Mgr. Dorris Hunter, Chief Engr. AP
EL DORADO .....	KELD 1935	1400 250	Radio Enterprises Inc. Home Finance Bldg. 1313	ABC	W. N. McKinney, Pres. Leon M. Sipes, Gen., Coml. & Prom. Mgr.	Wilfred McKinney, Prog. Dir. John Long, Chief Engr. Continental World AP
FAYETTEVILLE ....	KGRH 1946	1450 250	Fayetteville Broadcasting Co. 922 Leverett St. 862	MBS	Hayden McIlroy, Pres. Fred J. Stevenson, Gen. & Prom. Mgr.	Jeff Lynch, Coml. Mgr. Al Rowe, Prog. Dir. George Dotson, Chief Engr. Burke, Kulpers & Mahoney Standard AP
FORREST CITY ..	KXJK (Construction permit)	950 1,000-D	Forrest City Bcstg. Co. P. O. Box 655	.....	William B. Fogg, Pres.	
FORT SMITH .....	KFPW 1930	1400 250	Southwestern Hotel Co. Goldman Hotel 4106	MBS	John A. England, Pres. Al Godwin, Gen. Mgr. Pat Garner, Station Mgr.	E. H. Patterson, Coml. Mgr. Willard Kunkel, Chief Engr. Walker Cole, World UP, AP
FORT SMITH .....	KFSA 1946	950 1,000-LS 500-N	Southwestern Publishing Co. 920 Rogers St. 3126	ABC	Donald W. Reynolds, Pres. Karl Lambertz, Gen. Mgr.	Robert W. Platt Jr., Chief Engr. Taylor-Boroff Lang-Worth UP
FORT SMITH .....	KRKN 1947	1230 250	Arkansas-Oklahoma Broadcasting Corp. Professional Bldg. 9168	.....	C. B. Randall, Pres. R. G. Hines, Gen. Mgr. Bill Stapleton, Coml. Mgr.	Harvey Marsh, Prog. Dir. Pat H. Walton, Chief Engr. Holman Standard, Thesaurus AP
FORT SMITH .....	KWHN 1947	1320 5,000	KWHN Broadcasting Co. Inc. 421 Garrison Ave. 8967	.....	Allen Whiteside, Pres. Jimmy Jones, Coml. Mgr. Lou Martin, Prog. Dir.	Bruce Dennis, Chief Engr. H. S. Nakdemlin, Secy. & Treas. Pearson Associated Capitol AP

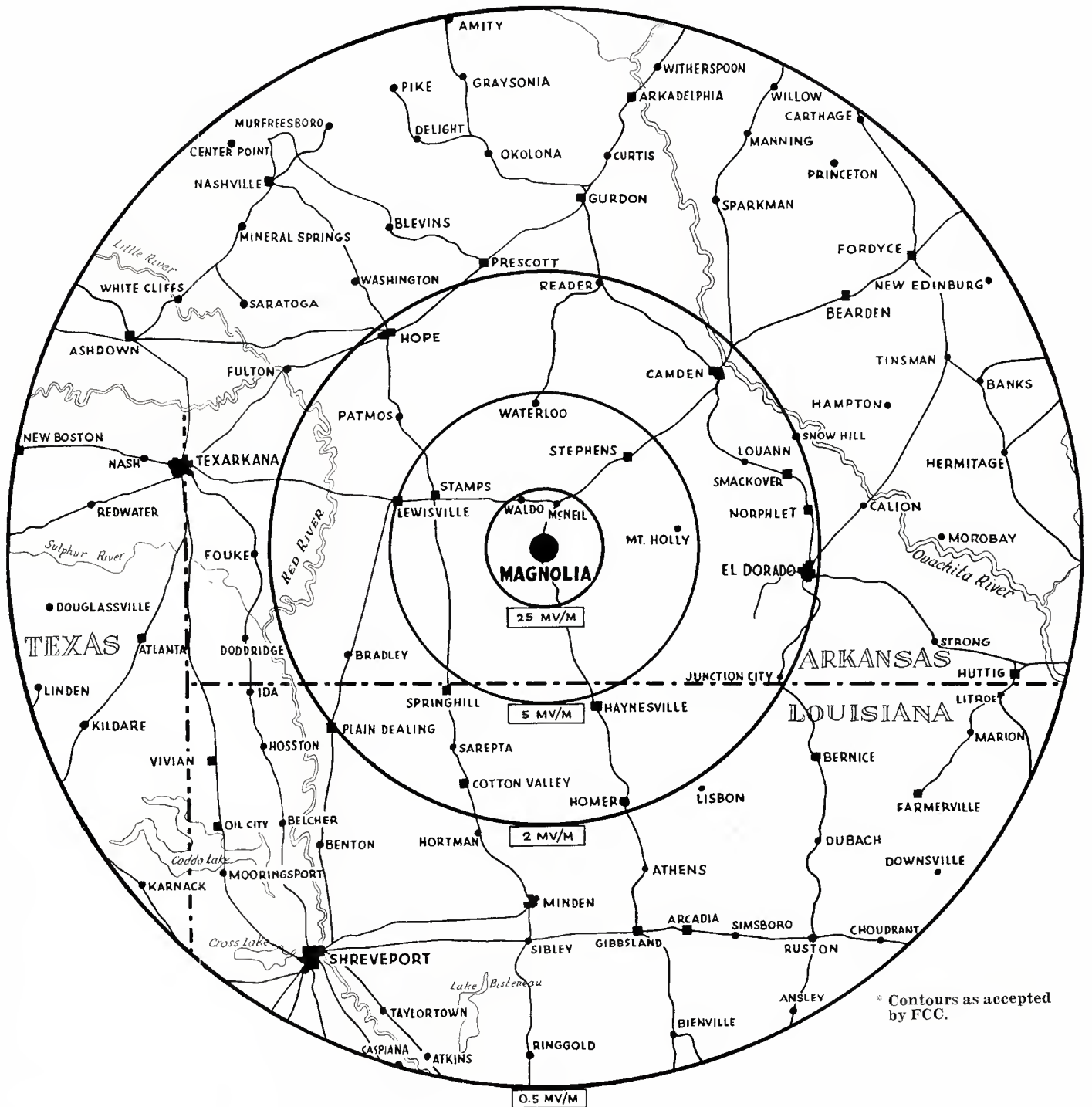
John A. England, Pres.  
Al Godwin, Mgr.

KFPW & KFPW-FM  
 FORT SMITH'S  
 PIONEER STATION

MUTUAL  
BROADCASTING  
SYSTEM

Represented by  
**WYTHE WALKER CO.**

# COMPLETE COVERAGE OF OIL-RICH ARK-LA-TEX\*



\* Contours as accepted by FCC.

**KVMA**  
MAGNOLIA, ARKANSAS

1000 WATTS  
630 KC

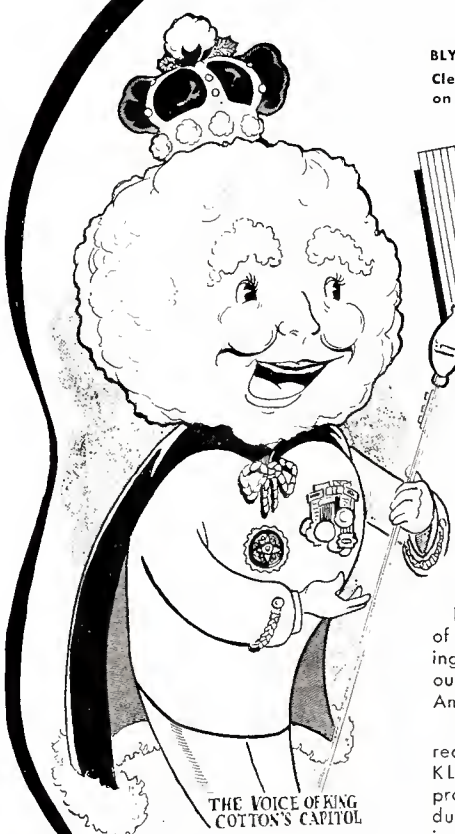
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HARRISON	KHOZ 1946	1240 250	Harrison Broadcasting Corp. Radio City Addition 840	MBS	Roy M. Milum, Pres. Robert S. Wheeler, Jr., Gen. & Coml. Mgr.	Jimmie Jobes, Prog. Dir. & Prom. Mgr. Don Causey, Chief Engr.	Burke, Kuipers & Mahoney SESAC, Standard UP
HELENA	KFFA 1941	1360 1,000	Helena Broadcasting Co. 215 York St. Main 59	MBS KBS	Sam W. Anderson, Pres. & Gen. Mgr. Ted Woods, Coml. Mgr.	Hugh Smith, Prog. Dir. Harry Webb, Prom. Mgr. A. P. Decker, Chief Engr.	Continental Lang-Worth AP
HOPE	KXAR 1947	1490 250	Hope Broadcasting Co. P.O. Box 398 508	MBS	A. H. Washburn, Pres. L. B. Tooley, Gen. Mgr. & Chief Engr. George Frazier, Prog. Dir.		Lang-Worth AP
HOT SPRINGS	KTHS 1924	1090 10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	ABC	John D. Ewing, Pres. J. John Wolever, Gen. & Coml. Mgr. Jon F. Karber, Prog. Dir. & Prom. Mgr.	Cecil L. Suitt, Chief Engr.	Branham Lang-Worth UP
HOT SPRINGS	KWFC 1940	1340 250	Clyde E. Wilson 819½ Central Ave. 412	MBS KBS	Clyde Wilson, Owner Robert Choate, Gen. Mgr.	C. J. Dickson, Coml. Mgr. Tom Wilson, Chief Engr.	Sears & Ayer SESAC Standard AP
JONESBORO	KBTM 1930	1230 250	Regional Broadcasting Co. KBTM Bldg. 5597	MBS KBS	Jay P. Beard, Pres. & Gen. Mgr.		AP
LITTLE ROCK	KARK	920 5,000	Arkansas Radio & Equipment Co. Radio Center Bldg. LD-99	NBC South Central	T. H. Barton, Chm. of the Board G. E. Zimmerman, V. P. & Gen. Mgr. Julian F. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. A. C. Dowden, Publ. Dir. Dan L. Winn, Chief Engr.	Petry Standard AP, UP

*1922 • Arkansas' Oldest Broadcasting Station • 1949*

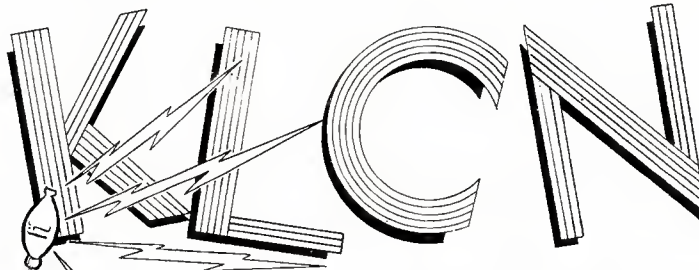


THE VOICE OF KING COTTON'S CAPITOL

Horold Sudbury, Gen. Manager - Represented Nationally by John E. Pearson Co.

**BLYTHEVILLE, ARKANSAS**

Cleared Channel Coverage of the Mid-Mississippi Valley on 900 KCS with 1000 W.



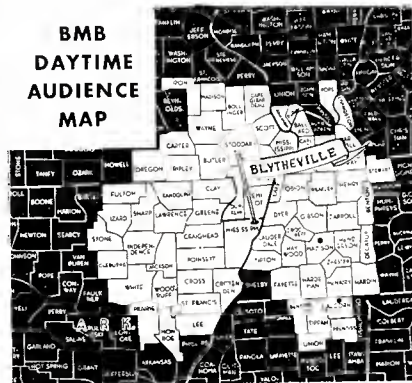
From the home of the Notional Cotton Picking Contest KLCN commands the attention of over 1,500,000 people living in the most prosperous agricultural area in the world

*They Listen to* **KLCN**  
*and* **KLCN-FM**

KLCN has twenty six years of background in broodcasting from the some city to an audience of friends typically American as the Liberty Bell!

Terrific mail response ond recent BMB reports prove that KLCN produces live - toient programs which cannot be duplicated by networks originating in different time zones ond oimed at the whole United States.

**BMB DAYTIME AUDIENCE MAP**





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LITTLE ROCK 1 ....	KGHI 1927	1250 1,000-LS 500-N	KGHI Broadcasting Serv- ice 306 W. 3rd St. 9166	ABC	A. L. Chilton L. H. Chilton S. C. Vinsonhaler Partnership S. C. Vinsonhaler, Gen. Mgr.	Don Corbet, Cml. & Prom. Mgr. Ardella Bullard, Prog. Dir. Y. O. Van Dusen, Chief Engr.	Hollingbery
LITTLE ROCK .....	KLRA 1928	1010 10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 2-5427	CBS	J. N. Helskell, Pres. W. C. Allsopp, Gen. Mgr. Ed V. Murphy, Station & Coml. Mgr.	Harris Owen, Prog. Dir. Kermit F. Tracy, Chief Engr.	Taylor-Boroff Lang-Worth Thesaurus AP, UP
LITTLE ROCK .....	KVLC 1948	1050 1,000-D	Southwestern Broadcast- ing Co. 527 Pyramit Bldg. 5-5321	.....	A. Bensky, Pres. Leonard Coe, Gen. Mgr. Bob Harrison, Coml. Mgr.	David Donovan, Prog. Dir. Clovis Copeland, Prom. Mgr. O. E. Kelly, Chief Engr.	ForJoe World UP
MAGNOLIA .....	KVMA 1948	630 1,000-D	Magnolia Broadcasting Co. McKay Bldg.	.....	J. Rushton, Pres. Dr. J. H. & Leon J. Wilson, V.P's.	Lewis Byrne, Gen. Mgr. Bill Humbert, Coml. Mgr.	
NORTH LITTLE ROCK .....	KXLR 1945	1450 250	Arkansas Airwaves Co. Cotton Belt Bldg. 2-2155	MBS	John F. Wells, Pres. & Gen. Mgr.		Burke, Kuipers & Mahoney Capitol, Stand- ard
PARAGOULD .....	KDRS 1947	1490 250	Progressive Bcstg. Co. P.O. Box 491 627	KBS	Ted Rand, Gen. Mgr. T. M. Self, Bus. Mgr.	Ray Dexter, Prog. Dir. J. E. Douglas, Chief Engr.	Continental Standard AP
PINE BLUFF .....	KCLA 1947	1400 250	Radio Engineering Serv- ice 2900 W. 28th Ave. 1900	.....	Kenneth Kesterson & Charles Penix, Partners Kenneth Kesterson, Gen. Mgr. & Prog. Dir.	Clyde Martin Sr., Coml. Mgr. Charles Penix, Chief Engr.	World AP
PINE BLUFF .....	KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS KBS	B. J. Parrish, Pres. & Gen. Mgr. Joe L. Wallace, Coml. Mgr. Lois Sloan, Prog. Dir.	R. W. Etter, Prom. Mgr. Everett Pearcy, Chief Engr.	Thesaurus Cole AP
RUSSELLVILLE ....	KXRJ 1946	1490 250	The Valley Broadcasters Russellville, Ark. 299	MBS KBS	Jerrell A. Shepherd, Pres. Randall L. McCarrell, Coml. Mgr.	James Lipsey, Prog. Dir. William Sneed, Chief Engr.	Capitol AP
SILOAM SPRINGS ..	KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs 77	MBS KBS	John E. Brown, Pres. Storm Whaley, Gen. Mgr. Clinton Fowler, Asst. Mgr.	Ralph Kennedy, Prog. Dir. Cecil E. Smith, Tech. Dir.	Rural Radio SESAC World UP
SPRINGDALE .....	KBRS (Construction permit)	1340 250	Southwestern Publishing Co. 920 Rogers Ave. Fort Smith, Ark.		Donald W. Reynolds, Owner		
STUTTGART .....	KWAK 1948	1240 250	Stuttgart Broadcasting Corp. P.O. Box 271 842	MBS	Beloit Taylor, Pres. Melvin P. Spann, Gen. Mgr. Skip Landen, Coml. Mgr.	Carroll Lee, Prog. Dir. June Spann, Prom. Mgr. Jack Warden, Chief Engr.	Burke, Kuipers & Mahoney Capitol UP
WEST MEMPHIS ....	KWEM 1947	990 1,000-D	West Memphis Bcstg. Corp. West Memphis 8-0518	.....	J. C. Johnson, Pres. Vernon L. Dillaplain, Gen. Mgr.	Roger S. Davision, Coml. Mgr. & Prog. Dir. E. T. Beck, Chief Engr.	Burke, Kuipers & Mahoney Capitol, Lang- worth UP

**CALIFORNIA**

BAKERSFIELD .....	KAFY 1946	1490 250	Bakersfield Bcstg. Co. 2013 Chester Ave. 8-8700	MBS Don Lee	George Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Station Mgr.	Art Brock, Prog. Dir. Ted Froming, Chief Engr.	Western Radio, Pearson Lang-Worth UP
BAKERSFIELD .....	KERN 1932	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS	Eleanor McClatchy, Pres. Walter Baziuk, Acting Mgr. Clinton Johnson, Coml. Mgr.	Ramsey Elliott, Prog. Dir. & Prom. Mgr. Luverne Shatto, Chief Engr.	Raymer World AP, UP, INS
BAKERSFIELD .....	KERO 1946	1230 250	Paul R. Bartlett 1420 Truxtun Ave. 44548	NBC	Paul R. Bartlett, Owner Gene De Young, Mgr. Hugh Gordon, Coml. Mgr.	Warren Mead, Prog. Dir. Rose Mary Noble, Prom. Mgr. Alfred H. Horton, Chief Engr.	Avery-Knodel Standard Capitol UP
BAKERSFIELD .....	KPMC 1934	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC	F. G. R. Schamblin, Pres. L. A. Schamblin, Gen. Mgr. C. C. Sturm, Coml. Mgr.	E. A. Mason, Prom. Mgr. L. P. Jarvis, Chief Engr.	Grant Associated Thesaurus AP, UP
BANNING .....	KPAS 1946	1490 250	Pass Broadcasting Co. 4425 W. Ramsey St. 515	.....	John Phillips, Pres. Carl Phillips, Gen. & Coml. Mgr.	Carleton E. Anderson, Prog. Dir. John Lockhart, Prom. Mgr. Frank Dunn, Chief Engr.	Cooke Gene Grant World AP
BARSTOW 1 .....	KWTC 1947	1230 250	Mojave Valley Broadcasters Inc. Radio Center 4001	.....	W. T. Brown, Pres. & Coml. & Prom. Mgr. B. C. Boatright, Gen. Mgr. & Chief Engr.	R. E. Reno, Prog. Dir.	Cooke Gene Grant World UP
BERKELEY 2 .....	KRE 1923	1400 250	Central Calif. Broadcast- ers Inc. 601 Ashby Ave. Ashberry 3-7715	.....	Arthur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. Mgr.	Les Avery, Prog. Dir. David Fields, Chief Engr.	Standard AP
BLYTHE .....	KUCB 1948	1450 250	Broadcasting Corp of America P.O. Box 573 4341	KBS Calif. Rural	W. L. Gleason, Pres. & Gen. Mgr. Robert A. Wareham, Sta. Mgr. Roy Sinor, Coml. Mgr.	R. F. Van Wickle, Prog. Dir. Stan Reynolds, Chief Engr.	Pearson MacGregor SESAC World Associated AP

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BRAWLEY	KROP 1946	1300 1,000-LS 500-N	Broadcasting Corp. of America 3401 Russell St. 6290	ABC KBS Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Coml. Mgr.	Forrest Wallace, Prog. Dir. Stan Reynolds, Chief Engr. Pearson World MacGregor AP
BURBANK	KWIK 1946	1490 250	Burbank Broadcasters Inc. 20 Burbank Blvd. Charleston 0-2111	.....	James H. Furns, Pres. George H. Bowles, Gen. Mgr. Wm. J. Handelsman, V. P. in charge of sales.	Jim Straln, Coml. Mgr. Orville Anderson, Prog. Dir. Dene Moore & Garry Good- win, Prom. Mgrs. Eugene L. Mieczko, Chief Engr. Standard Land-Worth UP
CALEXICO	KICO 1947	1490 250	Charles R. Love P.O. Box 786 918	.....	Charles R. Love, Owner & Gen. Mgr.	Continental
CHICO	KHSL 1935	1290 1,000 CP-5,000	Golden Empire Broad- casting Co. 4th and Broadway Sts. 237	MBS Don Lee	Hugh McClung Sr., Pres. M. F. Woodling, Gen. Mgr. J. A. Pero, Coml. Mgr.	Thomas Nelson, Prog. Dir. Russell B. Pope, Chief Engr. Grant World UP
CHICO	KXOC (Construction permit)	1150 1,000	Sacramento Brdcastrs., Inc. 1617 30th St. Sacramento, Cal.	.....	Lincoln Dellar, Pres.	
COALINGA	KCOI (Construction permit)	1470 500-D	D. O. Kinnie 614 E. Main St. Sacramento, Cal.	.....	D. O. Kinnie, Owner	
CORONA	KBUC 1946	1370 500	American Pacific Radio Bcstg. Co. 117 W. 7th St. 1370	.....	John G. Bucknum, Pres., Station Mgr. & Prog. Dir. Homer Hogan, Bus. & Prom. Mgr.	F. M. Johnson, Chief Engr. MacGregor Lang-Worth UP
DINUBA	KRDU 1947	1130 250-D	Radio Dinuba Co. 110 North L St. 500	.....	Egon Hofer, Pres. & Gen. Mgr. Harold Sparks, Coml. Mgr.	Dick Gifford, Prog. Dir. Troy Banks, Chief Engr. Lang-Worth AP
EL CENTRO	KKO 1927	1230 250	Valradlo Inc. P. O. Box 140 El Centro 1100	MBS Don Lee	Paul A. Jenkins, Pres. Doyle J. Osman, V. P. & Gen. Mgr. Belle Hovey, Coml. Mgr.	Bill Chaney, Prog. Dir. Bob Smith, Prom. Mgr. Jim Coin, Chief Engr. Raymer Standard UP
EUREKA	KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel 3900	ABC	Carroll R. Hauser, Pres. & Gen. & Coml. Mgr. Frank Robinson Brown, Prog. Dir. & Prom. Mgr.	Edward P. Strople, Chief Engr. Grant Capitol AP
EUREKA	KIEM 1933	1480 1,000	Redwood Broadcasting Co. Inc. Radio Center E. at Sixth 4000	MBS Don Lee	Wm. B. Smullin, Pres. & Gen. Mgr. Don Telford, Coml. Mgr. Charles Paul Corbin, Prog. Dir.	Robert Stach, Prom. Mgr. Alvor Olson, Chief Engr. Blair World Standard UP, INS
FORT BRAGG	KDAC 1948	1230 250	Mendocino Coast Broad- casting Co. 2100 East Oak St. 822	.....	Edward Mertle } Partners T. R. Amarante }	T. R. Amarante, Gen. Mgr. Arvo Haapanen, Chief Engr. Forjoe World, Capitol AP
FRESNO 1	KARM 1938	1430 5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm, Pres. Clyde F. Coombs, Gen. Mgr. John Garrick, Prog. Dir.	Eldora Roth, Prom. Mgr. Elbert Dean, Chief Engr. Petry Standard AP, INS
FRESNO	KBNO 1948	1600 1,000-D	Baker Broadcasting Co. 1121 N. Fruit Ave.	.....	John L. Baker, Peter K. Onniglan, Dr. George F. Baker, J. Schiffer, Harry Haratunian—Partners	Chas. P. Scott, Mgr. UP
FRESNO	KFRE 1942	1340; CP-940 250; 50,000	J. E. Rodman Patterson Bldg. 4-5001	ABC	J. E. Rodman, Pres. Paul R. Bartlett, Gen. & Coml. Mgr.	Ed J. Frech, Prog. Dir. Marian Ruane, Prom. Mgr. Keith L. Mealey, Chief Engr. Avery-Knodel Capitol Associated World UP
FRESNO 22	KMJ 1922	580 5,000	McClatchy Broadcasting Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy, Pres. Hal Brown, Mgr. Coyle Chambers, Coml. Mgr.	Andrew Patterson, Traffic Mgr. Jack Griffith, Prom. Mgr. William N. Wallace, Chief Engr. Raymer Thesaurus AP, UP
FRESNO	KTKC 1937	940 50,000	(In process of consoli- dation with KFRE Fresno)			
FRESNO	KYNO 1947	1300 1,000	The Voice of Fresno Hotel Fresno 2-6141	MBS Don Lee	Robert Schuler, Pres. Gene Chenault, Gen. Mgr.	Warren Tufts, Prog. Dir. Bert Williamson, Chief Engr. Pearson, West- ern Radio Lang-Worth UP
GLENDALE 6	KIEV 1932	870 250-D	Cannon System Ltd. 102 N. Glendale Chapman 5-2388	.....	David H. Cannon, Pres. Cal Cannon, Gen. Mgr.	Vern Schuman, Chief Engr. Standard UP
GRASS VALLEY	KGFN 1947	1400 250	'49er Broadcasting Co. P.O. Box 924 1400	KBS	W. H. Westbrook, Pres. Robert Allene, Gen. Coml. Mgr. & Prog. Dir.	Victor Tamietti, Prom. Mgr. James R. Johnson Jr., Chief Engr. Standard AP
HANFORD	KNGS 1948	620 1,000	Hanford Publishing Co. P. O. Box 620 620	.....	Stanley S. Beaubaire, Pres. Don C. Reeves, Gen. Mgr. Don C. Robbins, Coml. Mgr.	Elmore C. Balthis, Prog. Dir. J. H. Sole, Chief Engr. Grant Associated World UP, INS
INDIO	KREO 1946	1400 250	Broadcasting Corp. of America Calhoun Drive Indio 7403	KBS Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Coml. Mgr.	Forrest Wallace, Prog. Dir. Stanley Reynolds, Chief Engr. Pearson World MacGregor AP



# in '49 it's 50 for Central California

**M**ore than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

And you'll cover it like a blanket with 50,000 watts at 940 kc.

More than a million—over a billion. It's a sweet story. Ask:

*Avery-Knodel, INC.*  
RADIO STATION REPRESENTATIVE

## **KFRE** **FRESNO'S FIFTY**

**50,000 WATTS, 940 KILOCYCLES**

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LODI .....	KQVR 1945	1570 1,000-D	Central Valley Radio P.O. Box 600 1700	KBS	Herbert W. & David A. Brown, Owners Herbert W. Brown, Gen. Coml. & Prom. Mgr.	David A. Brown, Asst. Mgr. William C. Bauer, Chief Engr.	Standard UP
LONG BEACH 13 ...	KFOX 1924	1280 1,000	Nichols & Warinner Inc. 220 East Anaheim 672-81	.....	Hal G. Nichols, Pres. & Gen. Mgr.	Lawrence W. McDowell, Coml. Mgr. & Chief Engr.	Burn-Smith Lang-Worth Standard, Cole UP
LONG BEACH 2 .....	KGER 1926	1390 5,000	Consolidated Broadcast- ing Corp. Ltd. 435 Pine Ave. 727-85	.....	Earl Rutledge, Sales Mgr.	Luther Crumbaugh, Chief Engr.	McGillvra Associated, Lang-Worth World, AP
LOS ANGELES..... (Hollywood 28)	KECA 1929	790 5,000	American Broadcasting Co. Inc. 6363 Sunset Blvd. Hudson 2-3141	ABC	Mark Woods (ABC), Pres. Clyde Scott, Gen. Mgr. Frank Samuels, Coml. Mgr.	R. W. Hunter, Prog. Dir. Jack O'Mara, Prom. Mgr. P. G. Caldwell, Chief Engr.	ABC Spot Lang-Worth Thesaurus AP, UP, INS
LOS ANGELES 5 ....	KFAC 1922	1330 5,000	Los Angeles Broadcasting Co. Inc. 645 So. Mariposa Ave. Fitzroy 1231	.....	E. L. Cord, Owner Calvin J. Smith, Pres. & Gen. & Coml. Mgr.	Carlyle Stevens, Prog. Dir. Ron Oakley, Chief Engr.	Grant Associated UP
LOS ANGELES 4 ....	KFI 1922	640 50,000	Earle C. Anthony, Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony, Pres. W. B. Ryan, Gen. Mgr. Kevin B. Sweeney, Coml. & Prom. Mgr.	Haan J. Tyler, Prog. Dir. H. L. Blatterman & Curtis Mason, Chief Engrs.	Petry World, Capitol Associated AP, UP
LOS ANGELES 26 ...	*KFSG 1923	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	.....	Dr. Rolf K. McPherson, Pres. & Gen. Mgr.	Jack Carman, Prog. Dir. C. Harvey Haas, Chief Engr.	
LOS ANGELES 5 ....	KFVD 1936	1020 5,000 L-KDKA	Standard Broadcasting Calif. Rural Co. 338 S. Western Ave. Fairfax 6361		Frank Burke, Jr., Pres. & Gen. Mgr. Harry H. Patterson, Coml. & Prom. Mgr.	Carl Brewster, Prog. Dir. Leonard Reeves, Chief Engr.	Cooke, Gene Grant Lang-Worth Cole UP



**LOS ANGELES**

**2 great Stations**  
*Serving* **2 great Markets**

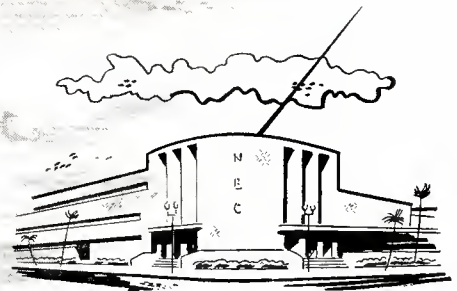
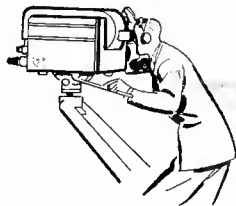


**SAN FRANCISCO**

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

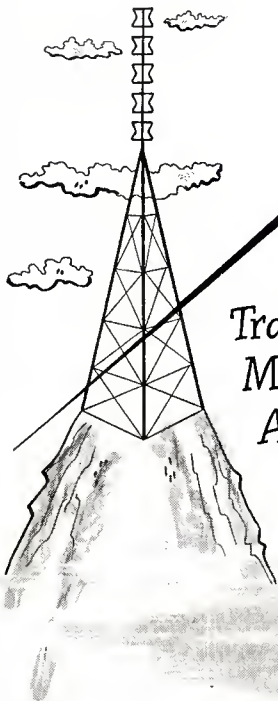


For NBC  
television  
in Southern  
California....it's KNBH  
channel 4



Studio at  
Radio City  
Sunset and  
Vine

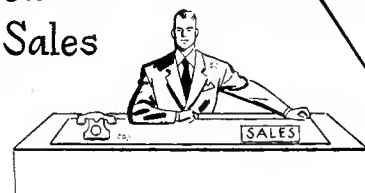
**KNBH**  
**CHANNEL 4**



Transmitter...  
Mt. Wilson  
Altitude 5,780 ft.



Represented  
by NBC Sales



**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to December 6, 1948)

**CALIFORNIA (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
LOS ANGELES (Hollywood 28)	KFWB 1925	980 5,000	Warner Bros. Bestg. Corp. 5833 Fernwood Ave. Hempstead 5151	.....	J. L. Warner, Pres. Harry Malzlish, Gen. Mgr. Berne W. Wilkins, Coml. Mgr.	Thomas Freebairn-Smith, Prog. Dir. Gene Gach, Prom. Mgr. Harry Myers, Chief Engr.	Rambeau SESAC AP, UP, INS
LOS ANGELES (Hollywood 28)	KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201	.....	Ben S. McGlashan, Owner Thelma Kirchner, Gen. Mgr. James Strain, Coml. Mgr.	Elmitt Eastcott, Prog. Dir. Homor Obuchon, Chief Engr.	Associated UP
LOS ANGELES 28 ...	KHJ 1922	930 5,000	Don Lee Bestg. System 1313 N. Vine St. Hudson 2-2133	MBS Don Lee	Lewis Allen Weiss, Pres. & Gen. Mgr. Sydney Gaynor, Coml. Mgr. Henry Gerstenkorn, Asst. Coml. Mgr.	Charles Bulotti, Prog. Dir. Mark Finley, Prom. Mgr. Walter Carruthers, Chief Engr.	Blair AP, INS
LOS ANGELES (Hollywood 38)	KLAC 1924	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	.....	Don J. Fedderson, Exec. V. P. & Gen. Mgr. Dave Lundy, Gen. Sales Mgr.	Fred Henry Asst. Mgr. & Prog. Dir. Paul C. Schulz, Chief Engr.	Young Capitol AP, UP
LOS ANGELES 28 ...	KMPC 1927	710 5,000-LS 10,000-N CP-50,000-U	Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341	.....	G. A. Richards, Owner Frank E. Mullen, Pres. Robert O. Reynolds, Gen. Mgr. Mike Watson, Prom. Mgr.	Herbert H. Wixson, Coml. Mgr. & Prog. Dir. John Baird, Prog. Spvrs. Lloyd Sigmon, Chief Engr.	Raymer Lang-Worth World AP, UP, INS
LOS ANGELES 28 ...	KNX 1924	1070 50,000	Columbia Broadcasting System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	Frank Stanton (CBS) Pres. Donald W. Thornburgh, V. P. & Gen. Mgr. Wayne Steffner, Coml. Mgr.	Hal Hudson, Prog. Dir. George Allen, Prog. Dir., CBS Pacific Network Ralph Taylor, Prom. Mgr. Lester Bowman, Chief Engr.	Radio Sales Lang-Worth AP, UP
LOS ANGELES 13 ...	KRKD 1927	1150 5,000-LS 1000-N ST-KFSG	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111	.....	Ned Connor, Gen. & Coml. Mgr. Venna Taylor, Prog. Dir.	Willis O. Freitag, Chief Engr.	Associated SESAC INS
MARYSVILLE .....	KMYC 1940	1450 250	Marysville-Yuba Bctrs. Inc. P.O. Box 631 2080	MBS Don Lee	Horace E. Thomas, Pres. Joe D. Carroll, Gen. & Coml. Mgr.	William R. Cleveland, Prog. Dir. A. J. Powell Jr., Prom. Mgr. Lloyd McQueary, Chief Engr.	Grant World UP
MERCED .....	KYOS 1936	1490; CP 1480 250; CP 5000	Merced Broadcasting Co. P.O. Box 717 1430	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Charles H. Kinsley Jr., Station Mgr.	A. J. Krisik, Coml. Mgr. Rebecca Krisik, Prog. Dir. Clare Coffman, Prom. Mgr. Russell Pope, Chief Engr.	Grant World UP
MODESTO .....	KTRB 1933	860 1,000 CP-5000-LS 1,000-N	KTRB Broadcasting Co. P.O. Box 593 774	.....	William H. Bates Jr., Pres., Gen. Mgr. & Chief Engr. James VanParks, Coml. & Prom. Mgr.	Gene D'Accardo, Prog. Dir.	Grant Standard World Lang-Worth Cole, UP, INS
MONTEREY .....	KDON 1935	1240 250	Monterey Peninsula Bestg. Co. 468 Calle Principal 8501	.....	Paul H. Caswell, Pres. Reed Pollock, Gen. & Prom. Mgr. George Ross, Coml. Mgr.	Ford Warner, Prog. Dir. Omer N. Wright, Chief Engr.	Associated Thesaurus Cole, World UP
MOUNT SHASTA ....	KWSD 1947	1340 250	Shasta Cascade Broad- casting Corp. East Alma St. 101	.....	Arthur Adler, Gen. & Coml. Mgr. Iola Huntingdon, Prog. Dir.	John Pennington, Prom. Mgr. David H. Rees, Station Mgr. & Chief Engr.	Griffith Friedenberg Capitol Standard, AP
NAPA .....	KVON 1947	1440 500	Napa Broadcasting Co. Poster Rd. 2606	.....	Elwyn Quynn, Gen. Mgr. Ed. Letson, Station Mgr. Edgar Cameron, Coml. Mgr.	Howard Gordon, Prog. Dir. Herbert Van Derbek, Chief Engr.	Forjoe Associated World, AP
NEEDLES .....	KSFE 1948	1340 250	Oscar D. Shelley Needles 1260	California Rural	Oscar D. Shelley & F. Ken- yon Reed, Owners & Co- mgrs.		World INS
OAKLAND 4 .....	KLX 1922	910 1,000	Tribune Bulding Co. Tribune Tower Glencourt 1-0660	.....	J. R. Knowland Jr., Pres. Glenn Shaw, Gen. Mgr. Jerry Morton, Prog. Dir.	Howard Luck Gossage, Prom. Mgr. Roswell S. Smith, Chief Engr.	World Capitol AP
OAKLAND 12 .....	KROW 1925	960 1,000 CP-5,000	KROW Inc. 464 19th St. Twinoaks 3-9600	.....	Sheldon F. Sackett, Pres. Wilton Gunzendorfer, Gen. & Coml. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. & Publ. Dir. C. E. Downey, Chief Engr.	Standard UP
OAKLAND 12 .....	KWER 1920	1310 1,000	Warner Bros. 327 21st Street Hlgate 4-1212	.....	Stafford W. Warner, Owner & Gen. Mgr. Eugene N. Warner, Co-owner F. Wellington Morse, Sta- tion Mgr.	Evelyn R. Dewsnup, Prog. Dir. Ed. R. Skinner, Coml. Mgr. Paul Gregg, Chief Engr.	Lang-Worth Standard UP
ONTARIO .....	KOCS 1947	1510 250-D	The Daily Report Co. 222 E. B St. 627-54	.....	Jerene Appleby Harnish, Pres. Ernest L. Spencer, Gen. Mgr. Joe E. Downey, Coml. Mgr.	Stanley E. Davis, Prog. Dir. & Asst. Gen. Mgr. Helen Faye, Prom. Mgr. Floyd Hall, Chief Engr.	Gene Grant Associated Capitol UP
OROVILLE .....	KDAN 1948	1340 250	Mercurv Bestg. Co. Box 231 1340	.....	Dan L. Beebe, Pres. Arden Booth, Gen. & Coml. Mgr.	Ed Kihn, Prog. Dir.	Lang-Worth UP
OXNARD .....	KVNE (Construction permit)	910 1,000-D	Eva Miller Grimes 211 N. F St.	.....	Eva Miller Grimes, Owner		
PALM SPRINGS ....	KCMJ 1946	1340 250	Palm Springs Broadcast- ing Co. Box KK 2253	CBS	Dick Joy, Gen. & Prom. Mgr. & Prog. Dir. Roland Valle, Asst. Gen. Mgr. & Local Coml. Mgr.	Donald C. McBain, Chief Engr. Larry Eaton, Asst. Chief Engr.	Grant Standard UP

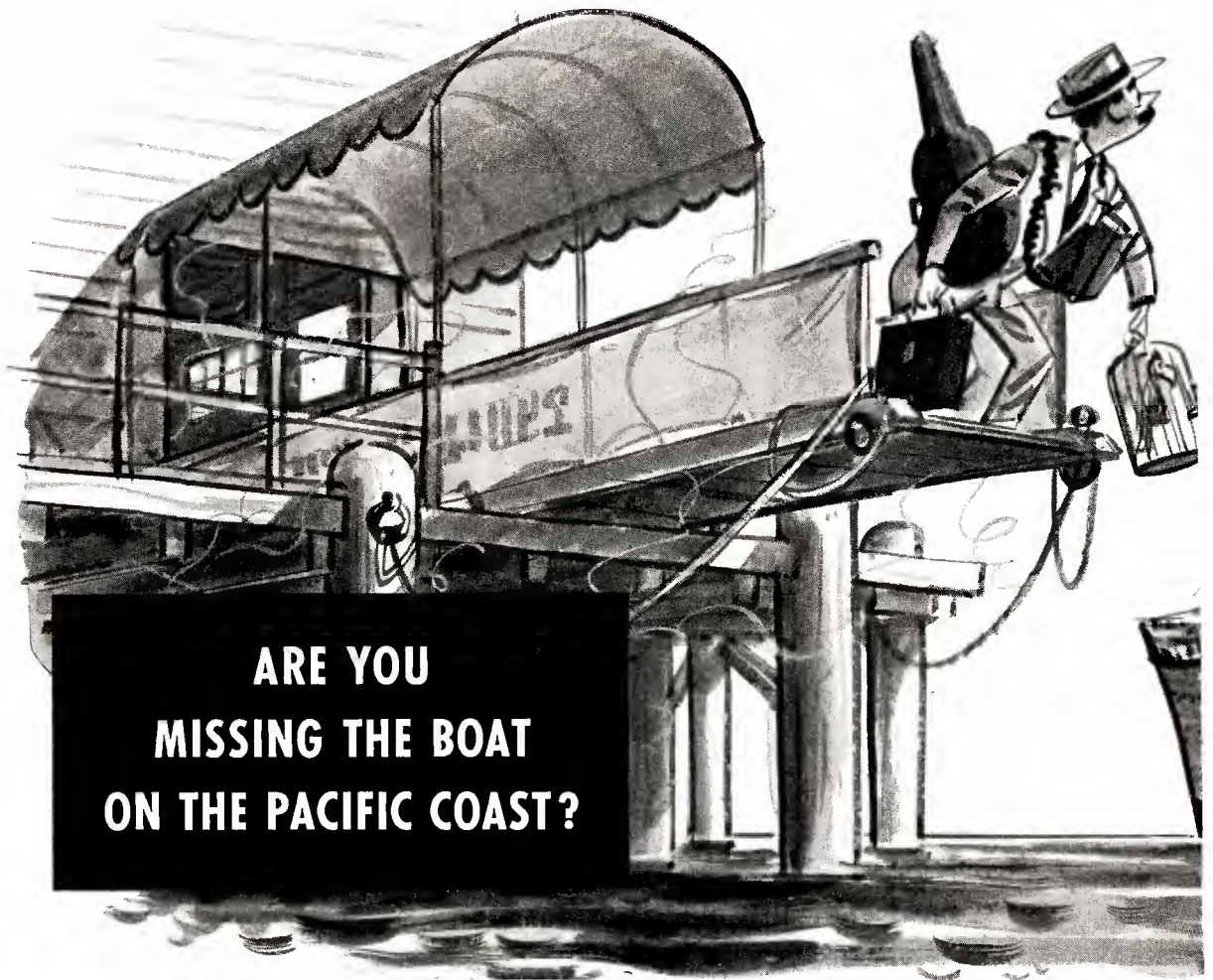
Your product gets a warm welcome in the nation's second largest market when advertised on Warner Bros. **KFWB.** Fine programs and public service for 23 years have built audience loyalty and response that produce sales.

*warner bros.*



*Hollywood*

Consult your nearest William G. Rambeau office for full details of programs, rates, coverage and success stories.

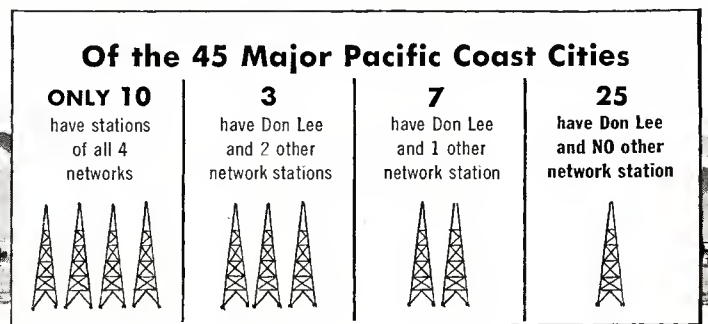


**ARE YOU  
MISSING THE BOAT  
ON THE PACIFIC COAST?**

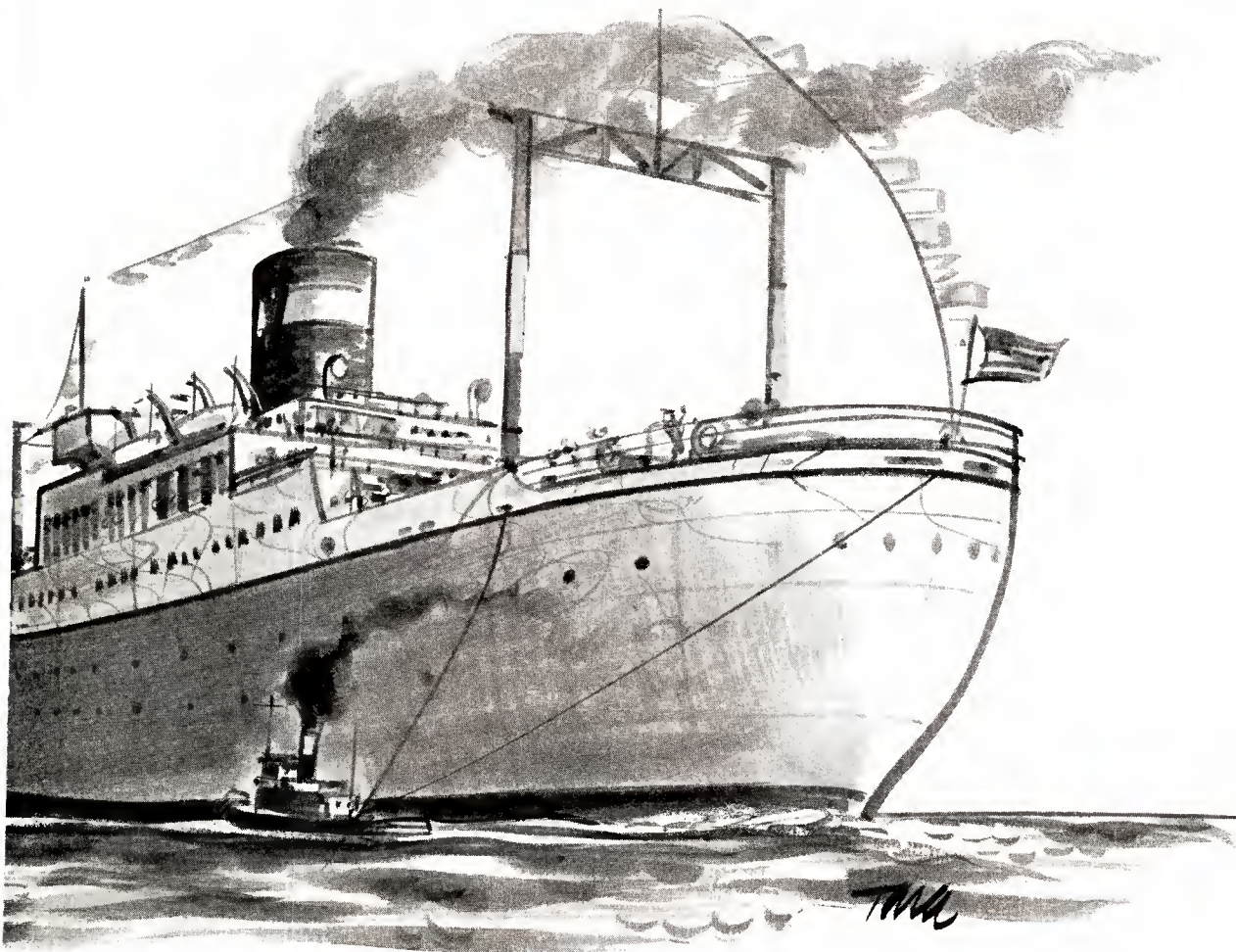
**I**F YOU AREN'T USING Don Lee to cover the Pacific Coast, you're missing the boat in radio. Only the Don Lee network, with 45 stations, can release your message from within the buying market, where people listen to their local network station rather than out of town or distant stations.

The Pacific Coast has 18 "Inside" market counties (metropolitan county areas of the nine cities in which *all four networks have stations*). To cover the balance of the Pacific Coast, or the 115 "Outside" market counties, there is a total of 48 stations of all networks. Of these stations, Don Lee has 32, *twice as many as the other three networks combined!*

LEWIS ALLEN WEISS, *President* · WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by JOHN BLAIR & COMPANY*







**ONLY DON LEE DELIVERS BOTH PACIFIC COAST MARKETS**

	"INSIDE"	"OUTSIDE"	"INSIDE" AND "OUTSIDE" COMBINED
Population	9,206,100	4,427,600	13,633,700
Radio Families	2,772,500	1,280,000	4,052,500
Retail Sales	\$10,836,386,000	\$4,013,687,000	\$14,850,073,000
Buying Income	\$16,489,781,000	\$5,575,847,000	\$22,065,628,000

REMEMBER: In addition to coverage facilities in the "Inside" market equal to those of any other network, Don Lee has 100% more coverage facilities for the "Outside" market than all other Pacific Coast networks combined. Don't miss the boat on the Pacific Coast—buy Don Lee!

*The Nation's Greatest Regional Network*

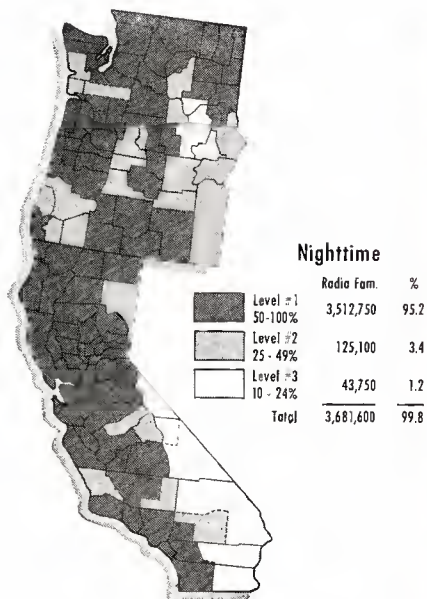
*Mutual*  
**DON LEE**  
 BROADCASTING SYSTEM

# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to December 6, 1948)

## CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PASADENA	KAGH 1948	1300 1,000-D	KAGH Inc. 800 Sierra Madre Villa Sycamore 2-2196	.....	Andrew C. Haley, Pres. Pete Watts, Gen. Mgr.	Aubrey Ison, Prog. Dir. Standard
PASADENA	*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2192	.....	Dr. Eugene Carsen Blake, Pastor Leon Hall, Gen. Mgr. & Prog. Dir.	Roger Anthes, Chief Engr. .....
PASADENA 1	KWKW 1942	1430 1,000-D	Southern Calif. Bcstg. Co. 425 E. Green St. Ryan 1-6744	.....	Marshall S. Neale, Pres. Wm. J. Beaton, Gen. & Coml. Mgr.	Eddie Allbright, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr. ForJoe Capitol UP
PASADENA	KXLA 1942	1140 10,000	Pacific Coast Broadcast- ing Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	.....	Loyal K. King, Pres. & Gen. Mgr. Jack Reeder, Chief Engr.	World Associated Lang-Worth AP
PASO ROBLES	KPRL 1946	1230 250	Leslie H. Hacker 32nd & Oak Sts. 204	MBS KBS Don Lee	Leslie Henry Hacker, Pres. Arthur J. Haggood, Station Mgr. & Prog. Dir. Joe Shuttleworth, Coml. Mgr.	George Palmer, Chief Engr. Grant
POMONA	KPMO 1948	1600 500	Valley Broadcasting Co. Calif. Rural 1240 E. Holt St. Lycoming 2-1293	.....	Dean H. Wickstrom, Pres. & Gen. Mgr. Riley Kyser, Coml. Mgr.	Melvan Carroll, Prog. Dir. Ed Rodrigues, Prom. Mgr. Al Heibert, Chief Engr. Standard World UP
PORTERVILLE	KTIP 1947	1450 250	J. F. Tighe Bcstg. Co. P. O. Box 1312 1450	KBS	J. F. Tighe, Pres. John K. Clarke, Gen. Mgr. Ward Fritch, Coml. Mgr.	Dave Belman, Prog. Dir. Bill Lund, Prom. Mgr. Hampton McKinney, Chief Engr. Cooke Gene Grant World UP
RED BLUFF	KBLF 1946	1490 250	Robert L. Weeks 346 Oak St. 354	.....	Dr. Russell G. Frey, Pres. Harold N. Altman, Gen. & Prom. Mgr. & Prog. Dir.	Walt Bronson, Coml. Mgr. & Chief Engr. Gene Grant World AP
REDDING	KVCV 1938	600 1,000	Golden Empire Broad- casting Co. Inc. Highway 99 So. 1646	MBS Don Lee	Hugh McClung, Pres. Fred M. Stuepnel, Gen. Mgr. H. E. McCarty, Coml. Mgr.	Lyle Mathys, Prog. Dir. Theodore Dooley, Prom. Mgr. Russell Pope, Chief Engr. Grant World Standard Cole UP
RIVERSIDE	KPRO 1941	1440 1,000	Broadcasting Corp. of America 3401 Russell St. 6290	KBS Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Coml. Mgr. Forrest Wallace, Prog. Dir.	Stan Reynolds, Chief Engr. Pearson World SESAC MacGregor Associated AP
SACRAMENTO	KCRA 1945	1320 1,000	KCRA Inc. 604 Calif. State Life Bldg. 2-0758	NBC	Ewing C. Kelly, Pres. & Gen. Mgr. John F. Dupell, Coml. Mgr. Howard J. Smiley, Prog. Dir.	Irma C. Davis, Prom. Mgr. Raymond W. Bailey, Chief Engr. Weed Capitol World AP
SACRAMENTO 4	KFBK 1922	1530 50,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Keith B. Collins, Mgr. George H. Larue, Coml. Mgr.	Richard S. Burdick, Prog. Mgr. Austin B. Chaney, Prom. Mgr. Stam Sronce, Chief Engr. Raymer Capitol, Thesaurus AP, UP
SACRAMENTO 14	KROY 1937	1240 250	Harmco Inc. Hotel Sacramento 3-2525	CBS	Clyde F. Coombs, Gen. Mgr. Byron Nelson, Coml. Mgr.	William J. Ratcliff, Prog. Dir. & Prom. Mgr. Howard Martineau, Chief Engr. Avery-Knodel Associated UP, INS
SACRAMENTO 16	KXOA 1945	1490: CP-1470 250: CP-1,000	Sacramento Broadcasters Inc. 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar, Pres. & Gen. Mgr. Morton Sidley, Station & Coml. Mgr. Jack Alkire, Prog. Dir.	Ralph Lawrence, Prom. Mgr. Paul E. Leake, Chief Engr. Pearson Western Radio Associated UP
SALINAS	KCLF (Construction permit)	1150 500-D	Radio Twins Bcstg. Co. 1814 N. Vine St. Hollywood, Cal.	.....	Edwin N. & Alvin B. Kaufman, Owners	.....
SALINAS	KSBW 1947	1380 1,000	Salinas Bcstg. Corp. Airport Rd. 8071	MBS Don Lee	Milt Hall, Pres., Gen. Mgr. & Chief Engr. W. M. Oates, Nat'l Coml. Mgr.	J. W. Tressel, Lcl. Coml. Mgr. Don Wells, Prog. Dir. Pearson Western Radio Standard AP
SAN BERNARDINO	KCSB 1947	1350 500-D	San Bernardino Valley Broadcasters 770 Mill St. 8-2245	.....	Woodrow Miller, Pres. John R. Rider, Gen. & Coml. Mgr.	Sam Kerner, Station Mgr. & Prog. Dir. Donald Kerr, Chief Engr. ForJoe Lang-Worth AP, UP
SAN BERNARDINO	KFXM 1929	590 1,000	Lee Bros. Broadcasting Co. 512 5th Street 4761	MBS Don Lee	J. Clifford Lee, Pres. Gene W. Lee, V.P., Gen. Mgr. & Prog. Dir.	Don S. Cummings, Coml. Mgr. Lowell Smith, Prom. Mgr. George Ewing, Chief Engr. Blair World UP
SAN BERNARDINO	KITO 1947	1290 5,000	San Bernardino Broad- casting Co., Inc. 569 Fourth St. 7807	ABC	Carl Haymond, Pres. George E. Lindman, Gen. & Coml. Mgr.	Charles Foll, Prog. Dir. & Prom. Mgr. Owen Ford, Chief Engr. Hollingbery Capitol UP
SAN BERNARDINO	KRNO 1946	1240 250	Western Empire Brcstrs. Inc. 990 Colton Ave. 2-4282	.....	Van C. Newkirk, Chief Owner Norman H. Rogers, V. P. & Gen. Mgr. David Shaw, Prog. Dir.	James W. Gerrard, Pres. & Coml. Mgr. George W. Brock, V. P. & Chief Engr. Gene Grant Standard AP

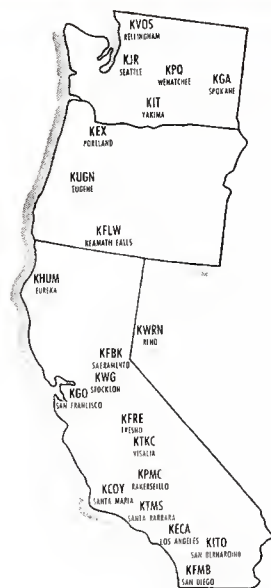


**A**NYONE can see from this map how ABC covers the Coast. Darkest areas indicate counties or sub-county areas where impartial, published BMB figures show that 50% or better of all radio families listen regularly to ABC. (That lonely white spot is the one county out of 144 where less than 10% of the radio families have the ABC habit.)



\*Additional cities and towns in which ABC Pacific now has an estimated 50% (or more) BMB penetration due to new stations and improved facilities.

**B**UT THAT ISN'T ALL! See how ABC delivers the trade centers—big and little, outside and inside. Here we show 42 towns listed by BMB where 50% or more of all radio families listen regularly, day or night to ABC... plus 8 towns where ABC station improvement has raised listening levels to an estimated 50% or better.



**C**OVERAGE of all the Coast audience worth having is assured by the strategic location of ABC stations. And of the two networks currently offering worthwhile availabilities, ABC is the one that leads in average Hooperatings, audience promotion and number of high-ranking shows. It's smart to talk to ABC before you buy.

On the coast you can't get away from

# ABC

**FULL COVERAGE...** ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

**IMPROVED FACILITIES...** ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network... a 31% increase in facilities during the past year.

**GREATER FLEXIBILITY...** You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

**LOWER COST...** ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

**THE TREND TO ABC...** The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

## ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CRele 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DELaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUDson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6344

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## CALIFORNIA (Continued)


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SAN DIEGO 1 .....	KFMB 1941	550 1,000	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC	Jack Gross, Pres. John Bainbridge, Prog. Dir.	Robert E. Lee, Jr., Chief Engr.	Branham World AF
SAN DIEGO 12 .....	KFSD 1926	600 5,000	Alrfan Radio Corp. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp, Pres. John C. Merino, Gen. Mgr.	Alys Phreaner, Prog. Dir.	Raymer Thesaurus UP
SAN DIEGO 1 .....	KGB 1928	1360 1,000	Don Lee Bcstg. System 1017 First Ave. Franklin 6151	MBS Don Lee	Lewis Allen Welss, Pres. F. D. Ide, Gen. Mgr. Hobby Myers, Coml. Mgr.	Jerry Lee Pecht Prog. Dir. Wm. G. Collins, Chief Engr.	Blair World UP
SAN DIEGO 12 .....	KSDJ 1946	1170 5,000-LS 1,000-N	Charles E. Salik 1405-5th Ave. Franklin 1315	CBS	Charles E. Salik, Pres. & Gen. Mgr. Amos Baron, Coml. & Prom. Mgr.	Dan Cubberly, Prog. Dir. Charles J. Sherburne, Chief Engr.	Free & Peters Capitol SESAC UP
SAN DIEGO 1 .....	KSON 1947	1240 250	Studebaker Broadcasting Co. 630 P St. Franklin 5175	KBS	J. W. Studebaker } Fred Rabell } Partners J. G. Studebaker } Wm. Tomberlin, Chief Engr.	Fred Rabell, Gen. & Coml. Mgr. Dorothy Johnson, Prog. Dir. J. G. Studebaker, Prom. Mgr.	Burn-Smith Standard Lang-Worth Capitol SESAC AP, INS
SAN DIEGO 1 .....	KUSN 1947	1510 5,000-LS 1,000-N	San Diego Broadcasting Co. 1029 Second Ave. Main 2041	Calif. Rural	C. A. Smith, Pres. Jack Heintz, Gen. Mgr. Paul Jones, Coml. Mgr.	Wilson Edwards, Prog. Dir. Vern Milton, Chief Engr.	Forjoe Associated Lang-Worth AP, UP
SAN DIEGO 1 .....	KYOR 1947	1130 250-D; CP-5,000	Silver Gate Broadcasting San Diego Hotel Franklin 9-5121	.....	Pete Watts, Gen. Mgr.		Grant MacGregor Standard AP
SAN FERNANDO ....	KGIL 1947	1260 1,000	San Fernando Valley Broadcasting Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291	.....	F. J. Smalley, Jr., Pres. & Gen. Mgr. Howard P. Gray, Coml. Mgr.	Allan W. McKee, Prog. Dir. Caleb C. Frisk, Chief Engr.	Standard Capitol UP
SAN FRANCISCO 9..	KFRC 1924	610 5,000	Don Lee Holding Co. 1000 Van Ness Ave. Prospect 5-0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Coml. Mgr.	Mel Venter, Prog. Dir. Robert L. Templeton, Prom. Mgr.	Blair World AP, INS
SAN FRANCISCO 4 ..	KGO 1924	810 50,000	American Broadcasting Co. 155 Montgomery St. Exbrook 2-6544	ABC	Mark Woods (ABC) Pres. Gayle V. Grubb, Gen. Mgr. Kirk Torney, Coml. Sales Mgr.	Bloyce Wright, Prog. Mgr. Maury Baker, Prom. & Publ. Mgr. A. E. Evans, Chief Engr.	ABC Spot Associated Capitol Standard AP, UP, INS
SAN FRANCISCO 9 ..	KJBS 1924	1100 1,000 L-WTAM	KJBS Broadcasters 1470 Pine Street Ordway 3-4148	.....	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr. Charles F. Pendleton, Prog. Dir.	Wayne L. Berthhold, Chief Engr.	Headley-Reed Standard MacGregor Lang-Worth AP, UP, INS
SAN FRANCISCO 2 ..	KNBC 1922	680 50,000	National Broadcasting Co. Taylor & O'Farrell Sts. Graystone 4-8700	NBC	Niles Trammell (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred W. Crapsey, Coml. Mgr.	Harry Bubeck, Prog. Dir. Ethel Gilchrist, Prom. Mgr. Curtis D. Peck, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
SAN FRANCISCO 5 ..	KQW 1912	740; CP-560 5,000	Pacific Agricultural Foundation Ltd. 140 Jesse St. Exbrook 2-3233	CBS	Ralph E. Brunton, Pres. & Gen. Mgr. Myron A. Elges, Coml. Mgr.	Fred Ruegg, Prog. Dir. Alan N. Cormack, Chief Engr.	Petry Standard AP, UP
SAN FRANCISCO 3 ..	KSAN 1922	1450 250	Golden Gate Broadcast- ing 1355 Market St. Market 1-8171	.....	S. H. Patterson, Pres. Lee Mikesell, Gen. & Coml. Mgr.	Clint Sherwood, Prog. Dir. & Prom. Mgr. Norwood Patterson, Chief Engr.	Rambeau Lang-Worth AP, UP
SAN FRANCISCO 6 ..	KSFO 1925	560 5,000-LS 1,000-N CP: 740 50,000-U	The Associated Broad- casters Inc. Mark Hopkins Hotel Exbrook 2-4567	.....	W. I. Dumm, Pres. Philip G. Lasky, V. P. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby Lakin, Prog. Dir. A. E. Towne, Dir. of Engrng.	Bolling Associated Standard UP, INS
SAN FRANCISCO 3 ..	KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Radio Station Inc. Third & Market Douglas 2-2536	.....	Dorothy S. Thackrey, Pres. & Owner Don Fedderson, Exec. V. P. & Gen. Mgr. David E. Lundy, Coml. Mgr.	Tom Franklin, Prog. Dir. Paul C. Schulz, Chief Engr.	Young World AP, UP, INS
SANGER .....	KSGN 1947	900 1000-D	Radio Sanger Co. P.O. Box 338 490	.....	E. L. Barr, Estey Walton, J. & E. Rheingans— Partners Edward L. Terry, Gen. Mgr.	R. B. McGill, Coml. Mgr. George E. Steiner, Prog. Dir. Julian Nielsen, Chief Engr.	World Capitol UP
SAN JOSE 3 .....	KEEN 1947	1370 1,000	United Broadcasting Co. Hotel De Anza Columbia 1370	.....	George M. Mardiklan, Pres. Floyd Farr, V. P. & Gen. Mgr. Walter Grau, Sales Mgr.	George Snell, Secy., Treas., & Prog. Dir. Harold Woolley, Prom. Mgr. Lee Johnston, Chief Engr.	Forjoe, Grant Associated MacGregor UP
SAN JOSE 17 .....	KLOK 1946	1170 5,000-D	Valley Broadcasting Co. 40 W. San Antonio St. Columbia 1483	.....	E. L. Barker, Pres. & Gen. Mgr. R. E. Ryan, Coml. Mgr.	Ruth Poindexter, Prog. Dir. Gene Goldrup, Chief Engr.	Rural Radio Gene Grant AP
SAN JOSE .....	KQW		(See listing under San Francisco)	.....			
SAN JOSE .....	KSJO 1946	1590 1,000-LS 500-N	Santa Clara Broadcast- ing Co. P.O. Box 995 Ballard 3660	.....	Patrick H. Peabody, Pres. Charles F. Mallory, Gen., Coml. & Prom. Mgr.	Norman Paul, Prog. Dir. Lawrence King, Chief Engr.	Moore Standard World UP

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**CALIFORNIA (Continued)**

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SAN JOSE 17 .....	KXRX 1948	1500 1,000	San Jose Broadcasting Co Box 167 Ballard 971	.....	Joe Levitt, Pres. Jan King, Gen. Mgr. Tom Magowan, Coml. Mgr.	Walker Associated UP
SAN LUIS OBISPO ..	KPIK 1947	1340 250	San Luis Obispo Broad- casting Co. 1130 Garden St. 3171	.....	Emma Widman, Owner Hugh Harling, Gen. Mgr. Robert Richardson, Coml. Mgr.	Moore Capitol Lang-Worth World UP
SAN LUIS OBISPO ..	KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS KBS Don Lee	Christina M. Jacobson, Pres. Les Hacker, Gen. Mgr. Joe Shuttleworth, Coml. & Prom. Mgr.	Grant Standard Thesaurus AP
SAN MATEO .....	KSMO 1947	1550 1,000	Amphlett Printing Co. 811 B Street Diamond 4-2594	.....	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	Grant Lang-Worth Standard AP, UP
SAN MATEO 1 .....	KVSM 1946	1050 250-D	San Mateo County Broad- casters 279 Baldwin Ave. Diamond 4-4385	.....	Edmund Scott, Pres. Gordon D. France, Gen. & Coml. Mgr.	Cooke Gene Grant Associated Capitol SESAC, World UP
SAN RAFAEL .....	KTIM 1947	1510 1,000-D	Marin Broadcasting Co. Inc. 1117 Fifth Ave. 1510	.....	Roy A. Brown, Pres. Hugh Turner, Gen. Mgr. Clifford Trotter, Coml. Mgr.	Lang-Worth AP
SANTA ANA .....	KVOE 1922	1480 1,000	The Voice of the Orange Empire Inc. Ltd. 206 North Main Street Kimberly 2-7191	MBS Don Lee Calif. Rural	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Coml. Mgr. Wallace S. Wiggins, Prog. Dir.	Grant MacGregor Standard




ON TOP OF THE MARK

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Wesley I. Dumm, *President*      Philip G. Lasky, *Vice-President and General Manager*

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SANTA BARBARA ...	KDB 1921	1490 250	Don Lee Broadcasting System Radio Square 4131	MBS Don Lee	Lewis Allen Weiss, Pres. Edward K. Kemble, Gen. Mgr. James S. Blomfield, Coml. Mgr.	Donald Roberts, Prog. Dir. Frederick Burrous, Prom. Mgr. Forrest Choate, Chief Engr.	Blair World UP
SANTA BARBARA ...	KIST 1946	1340 250	Radio KIST, Inc. Balboa Bldg. 3981	NBC	Harry C. Butcher, Pres. Fin Hollinger, Gen. & Coml. Mgr. Mary Ann Casey, Prog. Dir.	Michael McKeogh, Prom. Mgr. Stanley Saueressig, Chief Engr.	Hollingbery UP
SANTA BARBARA ...	KTMS 1937	1250 5,000-LS 1,000-N	News Press Publishing Co. De la Guerra Plaza 6111	ABC	T. M. Storke, Pres. C. A. Storke, V. P. Ken Peters, Gen. & Coml. Mgr.	Don E. Evans, Prog. Dir. John Willis, Prom. Mgr. Albert A. Nicolay, Chief Engr.	Raymer Lang-Worth AP
SANTA CRUZ .....	KRUZ 1948	1460 1,000	Monterey Bay Broadcast Co. 133 Middlefield Road, Palo Alto, Calif.	.....	L. John Miner Taft R. Wrathall Grant R. Wrathall	} Partners	
SANTA CRUZ .....	KSCO 1947	1080 1,000-D	Radio Santa Cruz P.O. Box 1080 1080	.....	Chas. Vernon Berlin, Mngg. Partner & Gen. Mgr. & Coml. Mgr. Kenney Alford, Prog. Dir.	Chas. Vernon Berlin, Chief Engr.	Standard AP
SANTA MARIA .....	KCOY 1947	1400 250	News Press Publishing Co. 114 W. Cook St. 104	ABC	Charles A. Storke, Gen. Mgr.	Jo W. Benes, Station Mgr.	Raymer Lang-Worth AP
SANTA MARIA .....	KSMA 1946	1450 250	Santa Maria Bcstg. Co. P.O. Box 407 24	.....	Raymond H. Hardenbergh, Gen. Mgr.		Forjoe Associated AP
SANTA MONICA ....	KOWL 1947	1580 5,000-D	KOWL Inc. Ambassador Hotel 4-6761	.....	Arthur H. Croghan, Pres., Gen. & Coml. Mgr.	John Morecroft, Chief Engr.	Associated Standard UP
SANTA PAULA .....	KSPA 1948	1400 250	Ventura County Radio Center Inc. P.O. Box 112 1400	.....			
SANTA ROSA .....	KSRO 1937	1350 1,000	Ruth W. Finley 425 Mendocino Ave. 110	.....	Ruth W. Findley, Pres. Eddie Hanley, Gen. Mgr. Lee Fleming, Coml. Mgr.	Jack Murphy, Prog. Dir. Bill Lambert, Prom. Mgr. Vern Hassett, Chief Engr.	Western Radio Lang-Worth MacGregor Cole AP, UP
SONORA .....	KROG (Construction permit)	1450 250	Ianthe Densmore 5 Washington St.	.....	Ianthe Densmore, Owner		
STOCKTON 7 .....	KGDM 1926	1140 5,000 CP-10,000	E. F. Peffer 519 E. Market St. 4-4531	CBS	E. F. Peffer, Pres. E. Smith, Gen. & Coml. Mgr.	V. Swan, Prog. Dir. A. Lubersky, Prom. Mgr. M. B. Greene, Chief Engr.	Blair World INS
STOCKTON .....	KSTN (Construction permit)	1420 1,000	San Joaquin Broadcast- ing Co. 311 California St., San Francisco, Calif.	.....	A. Dwight Newton W. H. Wood A. John Anton Charles F. Green	} Partners	
STOCKTON 7 .....	KWG 1921	1230 250	McClatchy Broadcasting Co. Hotel Wolf 5-5728	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Mgr.	James E. Longe, Prog. Mgr. Frank Nesmith, Chief Engr.	Raymer Capitol AP, UP
STOCKTON .....	KXOB 1947	1280 1,000	Valley Broadcasting Co. 2013 Pacific Avenue 5-5896	MBS Don Lee	Lincoln Dellar, Pres. Herb Ferguson, Gen. Mgr.	Earle Russell, Prog. Dir. Ewald Berger, Chief Engr.	Fearson Western Radio Associated UP
SUSANVILLE .....	KSUF 1948	1240 250	Hollowell & McKahan KSUE Bldg. 354 B	.....	Nolan Hollowell & James E. McKahan, Co-owners William B. Murphy, Gen. Mgr.	Jerry Oliver, Coml. Mgr. Wayne Thornton Jr., Prog. Dir. Harold C. Houston, Chief Engr.	Cooke Gene Grant World UP
TAFT .....	KTKR 1947	1310 500-D	Taft Broadcasting Co. P. O. Box "WW" 1001	.....	Kenneth Aitken, Pres., Gen. Mgr. & Prog. Dir. George Krisik, Coml. Mgr.	George Flansberg, Prom. Mgr. James R. Welch, Chief Engr.	Griffith World UP
TULARE .....	KCOK 1945	1240; CP-1270 250; CP-1,000	Herman Anderson P.O. Box 119 800	MBS Don Lee	Herman Anderson, Pres. Sheldon Anderson, Gen. Mgr. R. A. Wegener, Coml. Mgr.	Paul Salvo, Prog. Dir. Wanda Woods, Prom. Mgr. J. M. Morrison, Chief Engr.	Western Radio Pearson Thesaurus UP
VALLEJO .....	KGYW 1947	1190 250-D	California-Nevada Broad- casting Co. 141 Highway #29 3-5667	.....	David McKay, Pres. & Gen. Mgr. Victor Paulsen, Prog. Dir.	Arthur David, Chief Engr.	Moore Lang-Worth UP
VENTURA .....	KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1611 8675	.....	Mort Werner, Gen. Mgr. Harry Engel, Coml. Mgr. Phil McMurray, Prog. Dir.	Dana Marbel, Prom. Mgr. John Scales, Chief Engr.	Capitol UP
VENTURA .....	KVVC 1948	1590 1,000	KVVC The Voice of Ven- tura County P. O. Box 1411 6185	.....	William H. Haupt, Pres. J. M. Stafford, Coml. & Prom. Mgr. & Prog. Dir.	William J. Pickering, Chief Engr.	Grant Associated SESAC Standard Thesaurus AP
VICTORVILLE	KVRV (Construction permit)	960 5,000-D	Francisco Rental Co. 537 N. Irving Blvd. Los Angeles, Cal	.....	O. E. & O. L. Bohlen, Owners		
VISALIA .....	KKIN 1946	1400 250	KKIN Inc. 119 E. Acequia St. 4-5811	.....	Lyman Treaster, Gen. Mgr. Al Blain, Coml. Mgr.	George Lindsey, Prog. Dir. Forrest Hughes, Chief Engr.	Forjoe Standard UP

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VISALIA CP-FRESNO	KTKC 1937	940 50,000	California Inland Bcstg. Co. (see Fresno, Calif.)		(In process of consolidation with KFRE, Fresno)		
WATSONVILLE	KHUB 1937	1340 250	Luther E. Gibson Atkinson Lane 1700	.....	Luther E. Gibson, Owner John A. Pearson, Gen. Mgr.	Grant Capitol, World AP	
YREKA	KSYC 1947	1490 250	Siskiyou County Bcstg. Co. P. O. Box 597 624	KBS	E. G. Millbourn, Pres. Holt Wardrip, Gen. Mgr. Jack R. Wagner, Station Mgr.	Forrest Moore, Coml. Mgr. Jack Matranga, Prog. Dir. William Maginnis, Chief Engr.	Moore World AP
YUBA CITY	KUBA 1947	1600 500	Peach Bowl Broadcast- ers P.O. Box 309 1690	KBS	Bud B. Ballard, Clyde L. Goodnight, & Chet Ullom, partners Bud B. Ballard, Gen. Mgr. Clyde L. Goodnight, Coml. Mgr.	Bert Downing, Prog. Dir. Dave Harris, Prom. Mgr. Chet. Ullom, Chief Engr.	Griffith Friedenberg Standard. Capitol AP

## COLORADO

ALAMOSA	KGIW 1929	1450 250 SH	E. L. Allen Alamosa 26	KBS	E. L. Allen, Pres. & Gen. Mgr. Lloyd Allen, Coml. Mgr. & Prog. Dir.	Charles Dynes, Prom. Mgr. George Kettle, Chief Engr.	UP
BOULDER	KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	KBS	J. Herbert Hollister, Pres. Russell Shaffer, Gen. & Coml. Mgr.	Bill Keene, Prog. Dir. Blair Dobbins, Chief Engr.	Standard Lang-Worth AP
CANON CITY	KRLN 1947	1400 250-SH	Royal Gorge Broadcasters 1605 Central Ave. 1100	KBS	Raymond M. Beckner, Pres., Gen. & Coml. Mgr. Guy C. Underhill, Prog. Dir.	John L. Antic, Chief Engr.	Cole UP
COLORADO SPRINGS	KRDO 1947	1240 250	Plkes Peak Broadcasting Co. Alta Vista Hotel Main 1125	.....	Joseph H. Rohrer, Pres., Gen. & Coml. Mgr. Paul Crozier, Business Mgr.	Gean Gitz, Prog. Dir. Harry Hoth, Prom. Mgr. Joseph H. Rohrer, Chief Engr.	Rambeau Cole, Lang- Worth Standard AP
COLORADO SPRINGS	KVOR 1923	1300 1,000	Outwest Broadcasting Co. Exchange National Bank Bldg. Main 278	CBS	E. K. Gaylord, Pres. Everett Shupe, Gen. & Coml. Mgr.	Conrad Brown, Prog. Dir. & Prom. Mgr. Cozine Strang, Chief Engr.	Katz World AP
CRAIG	KRAI 1948	1230 250	Newell S. Cahoon Craig 707	.....	Newell S. Cahoon, Pres. M. H. Hilton, Gen. & Coml. Mgr.	Ed. Christy, Prog. Dir. Drew Walker, Chief Engr.	UP
DENVER 2	KFEL 1923	950 5,000	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS	Gene O'Fallon, Gen. Mgr. Frank L. Bishop, Managing Dir. Mark C. Crandall, Coml. Mgr. & Prog. Dir.	Thomas G. Morrissey, Chief Engr.	Blair Associated Cole SESAC, Stand- ard AP, UP, INS
DENVER	KGMI (Construction permit)	1430 1,000-D	Gifford Phillips 1030 15th St.		Gifford Phillips, Owner		
DENVER 2	KLZ 1922	560 5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord, Pres. Hugh B. Terry, Station Mgr. R. Main Morris, Coml. Mgr.	Charles Roberts, Prog. Dir. John Connors, Prom. Mgr. Harvey Wehrman, Chief Engr.	Katz Capitol Standard AP, INS
DENVER 2	KMYR 1941	1340 250	KMYR Broadcasting Co. 1626 Stout St. Main 4161	.....	F. W. Meyer, Pres. & Gen. Mgr. A. G. Meyer, Coml. Mgr.	Johsep McGrame, Prog. Dir. Richard Schmlidt, Prom Mgr. Glen James, Chief Engr.	Rambeau Capitol, Cole Lang-Worth AP, UP
DENVER 2	KOA 1924	850 50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	Niles Trammell (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. L. Berry Long, Jr., Sales Mgr.	Clarence C. Moore, Prog. Dir. Randy F. Smith, Prom. Mgr. Robert H. Owen, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
DENVER	*KPOF 1923	910 5,000-LS 1,000-N ST-KFKA	Pillar of Fire 1845 Champa St. Tabor 3733	.....	Arthur K. White, Pres. Kathleen M. White, Gen. Mgr.	L. Ray Sharpe, Prog. Dir. Paul H. Schlessler, Chief Engr.	
DENVER	KTLN 1948	990 1,000-D	Hon. Alf M. Landon Park Lane Hotel Race 4636		Alf M. Landon, Pres. W. P. Gillin, Gen. & Coml. Mgr.	David Button, Prog. Dir. Robert E. Blanchard, Chief Engr.	Lorenzen & Thompson Standard UP
DENVER 2	KVOD 1925	630 5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	W. D. Pyle, Pres. T. C. Ekrem, Station Mgr. Con Hecker, Coml. Mgr.	V. W. Corbett, Prog. Dir. Ben H. Stanton, Prom. Mgr. W. D. Pyle-T. C. Ekrem, Chief Engr.	Free & Peters Cole, Asso- ciated Lang-Worth UP
DURANGO	KIUP 1935	1400 250	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	.....	Mike Cummins, Pres. H. L. Hoover, Sales Mgr.	James Laramore, Prog. Dir. Harold Hoffman, Chief Engr.	Griffith Cole MacGregor UP
ENGLEWOOD	(Construction permit)	1380 1,000-D	Colorado Bcstg. Co. 1517 Commerce St. Dallas, Tex.		S. E. Bradford B. C. Cunningham R. L. Cunningham } Part- ners		

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FORT COLLINS ....	KCOL 1947	1400 250	Northern Colorado Broadcasting Co. 1600 Laporte Ave. 2600	KBS	Douglas D. Kahle, Pres. & Gen. Mgr. J. Herbert Hollister, V. P. Dave Schlothauer, Coml. Mgr.	Jack Hitchcock, Prog. Dir. & Prom. Mgr. Harold G. Austin, Chief Engr.	Standard AP
FORT MORGAN ....	KFTM (Construction permit)	1260 1,000-D	Fort Morgan Broadcast- ing Co. 321 Ensing St.	.....	Robert H. Dolph } Prin- Robert S. McCollum } J. Thomas Price, Jr. } cipals		
GRAND JUNCTION.	KEXO 1948	1230 250	Voice of Western Colorado P. O. Box 629 1230	.....	D. Spencer Grow, Pres. H. Abbott Tessman, Gen. & Prom. Mgr. Harold Roper, Coml. Mgr.	Robert A. Collins, Prog. Dir. Lee Grothe, Chief Engr.	Capitol Standard Lang-Worth UP
GRAND JUNCTION.	KFXJ 1930	920 1,000-LS 500-N	Western Slope Broad- casting Co. Box 30 1300	MBS KBS	Rex & Charles Howell, Co-owners Rex Howell, Mgr.	Ed Lewis, Prog. Dir. Charles Hay, Chief Engr.	Holman Standard Lang-Worth UP
GREELEY .....	KFKA 1921	1310 1,000	Mid-Western Radio Corp. 620 8th Ave. 450	.....	Francis Price, Pres. & Gen. Mgr. Frank S. Thomas, Coml. Mgr. Larry Lee, Prog. Dir.	Ken Perry, Prom. Mgr. Harry Brewer, Chief Engr.	Lang-Worth Cole UP
GREELEY .....	KYOU 1948	1450 250	Meroco Broadcasting Co. 2424 6th Ave. 3275	.....	Elwood H. Meyer, Pres. & Gen. Mgr. Gail Templeton, Coml. Mgr.	Jack Hull, Prog. Dir. & Prom. Mgr. Paul Emrich, Chief Engr.	World AP
LA JUNTA .....	KOKO 1937	1400 250	The Southwest Broad- casting Co. Box 225 42	KBS	B. C. Bulson, Pres. Burt Harrison, Gen. Mgr.	Robert Mott, Coml. & Station Mgr. Lloyd Wilson, Chief Engr.	Forjoe Capitol UP
LAMAR .....	KLMR 1948	1340 250	The Southeast Colorado Broadcasting Co. North Santa Fe Trail 804	.....	Ralph E. Eaton, Pres. L. K. Christolear, Gen. & Coml. Mgr. & Chief Engr.	Robert L. McGrath, Prog. Dir.	World AP
MONTROSE .....	KUBC 1947	1240 250	Uncompaghre Bestg. Co. P. O. Box 179 199	KBS	Joseph Hartman, Pres. George Cory, Gen. & Coml. Mgr.	Ted Agnew, Prog. Dir. Louis Benedict, Chief Engr.	Capitol UP
PUEBLO .....	KCSJ 1947	590 1,000	Star Broadcasting Co. 211 W. 5th St. 8522	MBS	Frank S. Hoag, Jr., Pres. Dale W. Scott, Gen. Mgr. Jack Cobb, Coml. Mgr.	Roy Borden, Prog. Dir. Morey Wilber, Prom. Mgr. Harry Mason, Chief Engr.	Taylor-Boroff Lang-Worth AP
PUEBLO .....	KDZA 1947	1230 250	Pueblo Radio Co. 3011 Elizabeth 8551	.....	Dee B. Crouch, Pres., Gen. Mgr. & Chief Engr.	J. C. Liner, Jr., Coml. & Prom. Mgr. & Prog. Dir.	Standard Capitol AP
PUEBLO .....	KGHF 1928	1350 1,000-LS 500-N CP-5,000-LS 1,000-N	Colorado Bestg. Co., Inc. 304 N. Main St. 3877	ABC	Gifford Phillips, Pres. Robert D. Ellis, Gen. Mgr. Kenneth C. Russell, Coml. Mgr.	Clifford Hendrix, Prog. Dir. Howard Myers, Prom. Mgr. Willis C. Shanks, Chief Engr.	McGillvra SESAC World UP
PUEBLO .....	KROM (Construction permit)	930 5,000-LS 1,000-N	Rocky Mountain Broad- casting Co. 429 Thatcher Bldg.	.....			
SALIDA .....	KVRH 1948	1340 250	Vir N. James P. O. Box 229	KBS	Vir N. James, Pres. & Gen. Mgr.	August C. Grebe Jr., Prog. Dir.	Clark UP
STERLING .....	KGEK 1925	1230 100-D	Elmer G. Beehler Fleming Rd. 1175	KBS	Elmer Beehler, Pres. & Gen. Mgr. & Chief Engr. Al Ross, Coml. Mgr.	Frank Morrell, Prog. Dir.	Clark MacGregor Cole UP
TRINIDAD .....	KCRT 1946	1240 250	H. L. Corley So. County Club Dr. 338	KBS	H. L. Corley, Pres., Gen. Mgr. & Chief Engr.		Lang-Worth Standard UP
TRINIDAD .....	KSFT 1946	1280 1,000-LS 500-N	Trinidad Bestg. Corp. 225 N. Commercial St. 414	MBS	E. O. Schoemas, Pres. Burt Harrison, Gen. Mgr.	Edwin Parker, Coml. Mgr. Lloyd Wilson, Chief Engr.	Forjoe Thesaurus AP
WALSENBURG .....	KPHC 1948	1450 250	Walsenburg Broadcasting Corp. P. O. Box 312 79	.....	Tom G. Banks, Jr., and Patrick H. Connelly, Partners Glenn Rippen, Gen. & Coml. Mgr.	Lucille E. Banks, Prog. Dir. James E. Testor, Prom. Mgr. John Figal, Chief Engr.	Standard UP

**CONNECTICUT**

BRIDGEPORT 1.....	WICC 1926	600 1,000-LS 500-N	Yankee Network Stratfield Hotel 6-1121	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Joseph Lopez, Station Mgr.	Norman Whitaker, Coml. Mgr. Florence Robinson, Prog. Dir. George Keich, Chief Engr.	Petry Associated SESAC Standard AP
BRIDGEPORT 3 .....	WLIZ 1947	1300 1,000-D	The Bridgeport Bestg. Co. 114 State St. 5-4144	.....	William Elliott, Pres., Gen. & Prom. Mgr. Emanuel S. Slotnick, Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Cayford E. Holt, Chief Engr.	Taylor-Boroff Thesaurus AP
BRIDGEPORT 3 .....	WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 33112	ABC Conn- State	Harold Thomas, Pres. & Chief Engr. Levon Thomas, Gen. Mgr. Torrence McGough, Sta. Mgr., Coml. Mgr.	Jack Dahlby, Prog. Dir. Jean O'Shea, Promotion Mgr.	Rambeau AP



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BRISTOL	WBIS 1948	1440 500-D	The Bristol Bcstg. Co. 157 Main St.		Dr. Benjamin Sachner, Pres.	Earle Clement, Station Mgr. Standard UP
DANBURY	WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-0580		Joseph M. Mathers, Coml. Mgr.	Jerry Arthur, Prog. Dir. McGeehan & O'Mara World, SESAC UP
HARTFORD 1	WCCC 1947	1290 500-D	Greater Hartford Bcstg. Inc. Bond Hotel 5-6648		Wm. Savitt, Pres. Harry Le Brun, Gen. & Prom. Mgr. Raymond Dower, Coml. Mgr.	Walter Neilsen, Prog. Dir. Howard Wessenberg, Chief Engr. Rambeau Assoc. UP
HARTFORD 4	WDRG 1922	1360 5,000	The Connecticut Bcstg. Co. 750 Main St. 7-1188	CBS	Franklin M. Doolittle, Pres. Walter B. Haase, Mgr. William F. Malo, Coml. & Prom. Mgr.	Harvey H. Olson, Prog. Dir. Italo A. Martino, Chief Engr. Raymer UP
HARTFORD 4	WONS 1935	1410 5,000	Yankee Network 54 Pratt St. 7-9131	MBS Yankee	William O'Neil, Pres. Robert Manby, Gen. Mgr. Linus Travers, Coml. Mgr.	Ralph Klein, Prog. Dir. Jan Sundeen, Prom. Mgr. Rogers B. Holt, Chief Engr. Petry UP
HARTFORD 5	WTHT 1936	1230 250	The Hartford Times, Inc. 555 Asylum St. 2-0237	ABC Conn- State	C. Glover DeLaney, Gen. Mgr. Leonard R. Schoenfeld, Coml. Mgr. Richard K. Blackburn, Asst. Mgr.	Phillip Becker, Prog. Dir. Ralph S. Silver, Jr., Prom. Mgr. Charles S. Masini, Chief Engr. McKinney Standard AP, Reuters
HARTFORD 15	WTIC 1925	1080 50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	New England	Jesse W. Randall, Pres. Paul W. Moreny, V.P. & Gen. Mgr. Walter Johnson, Asst. Gen. Mgr. & Sales Mgr.	Leonard J. Patricelli, Prog. Dir. Bernard Mullins, Dir. Pub. Rel. Hernand D. Taylor, Chief Engr. Weed Lang-Worth Thesaurus AP, INS TP
MERIDEN (MIDDLETOWN)	WMMW 1947	1470 1,000-D	Silver City Crystal Co. Inc. 8½ W. Main St., Meriden 2600 505 Main St., Middletown 4920		Carl A. Schultz, Pres. Ralph D. Kanna, Gen. Mgr. Gustave A. Kruttschnitt, Coml. Mgr.	Carl W. Schultz, Prom. Mgr. Gabriel Langfelder, Chief Engr. Thesaurus UP
MIDDLETOWN	WCNX 1948	1150 500-D	Middlesex Bcstg. Co. 279 Main St.		Richard J. O'Brien, Pres. Elmer S. Hubbell, V.P.	
NEW BRITAIN	WHAY (Construction permit)	910 5,000	Central Connecticut Bcstg. Co. 87 W. Main St.			
NEW BRITAIN	WKNB 1945	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 3-3603		Julian Gross, Pres. Elliott Miller, Gen. Mgr. Peter B. Kenney, Coml. Mgr.	William Atkinson, Chief Engr. Young Associated Lang-Worth AP
NEW HAVEN 10	WAVZ 1946	1260 1,000-D	New Haven Broadcasting Corp. 152 Temple St. 7-0171		Lester C. Flood, Chief Owner & Gen. Mgr. Edward S. Minor, Pres.	Murray L. Grossman, Coml. Prom. Mgr., & Secy. Roy Hemming, Prog. Supvsr. World UP
NEW HAVEN 10	WELI 1935	960 1,000	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC	Harry C. Wilder, Pres. Richard W. Davis, Gen. Mgr. Edwin H. Schweitzer, Coml. Mgr.	Charles H. Wright, Prog. Dir. Rudy Frank, Prom. Mgr. Fred King, Chief Engr. Headley-Reed Lang-Worth, SESAC UP
NEW HAVEN 10	WNHC 1944	1340 250	Elm City Bcstg. Co. 1110 Chapel St. 8-0196	Conn- State	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr.	Vincent Callanan, Coml. Mgr. V. De Laurentis, Chief Engr. Rambeau Standard AP
NEW LONDON	WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 2-4365	ABC-MBS Yankee Conn- State	Gerald J. Morey, Pres. & Tech. Dir. Roderick L. Morey, V. P. & Secy.	Leslie S. Morson, Mgr. & Prog. Dir. Leo B. Keegan, Coml. Mgr. Jane C. Cobb, Prom. Mgr. AP
NORWALK	WNLK 1947	1350 500-D	Norwalk Broadcasting Co. Main & Wall Sts. 6-2542		Benjamin Ginzburg, Pres. & Gen. Mgr. Jeremy Marcus, Coml. & Prom. Mgr.	Milton Warren, Prog. Dir. Charles W. Winter, Jr., Chief Engr. Associated UP
NORWICH	WNOC 1946	1400 250	Norwich Bcstg. Co. 91 Main St. 3325	KBS	H. Ross Perkins, Pres., Gen. Mgr. Phillip Rubin, Coml. Mgr. T. A. Perkins, Prog. Dir.	Kay Bruce, Prom. Mgr. John D. Benson, Chief Engr. Rambeau SESAC AP
STAMFORD	WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC Conn- State	Kingsley Gillespie, Pres. Julian Schwartz, Gen. Mgr. Wharton Ford, Coml. Mgr.	Ernest Hartman, Prog. Dir. Edward Markman, Chief Engr. McKinney World UP
TORRINGTON	WLGR 1948	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173		J. Richard Dobbins, Pres., Prom. Mgr. Francis Martin, Jr., Gen. Mgr.	Earl Smedick, Coml. Mgr. James Cipriano, Prog. Dir. Alfred Falokat, Chief Engr. Sears & Ayer World UP
TORRINGTON	WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Main St. 4181	Conn- State	Joseph R. Schifini, Pres. James Parker, Gen. Mgr. Joseph X. O'Hara, Coml. & Prom. Mgr.	Richard C. Kilbourn, Prog. Dir. T. Webster Hitchcock, Chief Engr. Continental Capitol INS
WATERBURY 86	WATR 1934	1320 1,000	The WATR Co., Inc. 440 Meadow St. 3-5161	ABC Conn- State	Harold Thomas, Pres. Sam Elman, Gen. & Coml. Mgr.	Edmund Waller, Prog. Dir. Wallace Gordon, Prom. Mgr. Russell Jensen, Chief Engr. Rambeau UP
WATERBURY 89	WBRY 1934	1590 5,000	American-Republican, Inc. 136 Grand St. 3-1125	CBS	William J. Pape, Pres. J. Maxim Ryder, Mgr. & Prom. Mgr. Harry DeVorken, Coml. Mgr.	Walter O. Howard, Prog. Dir. Frank B. Hales, Chief Engr. Avery-Knodel World AP
WATERBURY 32	WWCO 1946	1240 250	Mattatuck Broadcasting Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, Pres. & Gen. Mgr. Mort Silverman, Coml. Mgr.	Robert Gillespie, Prog. Dir. Don Brennan, Chief Engr. ForJoe Thesaurus AP



***WTIC  
DOMINATES  
THE PROSPEROUS  
SOUTHERN NEW ENGLAND  
MARKET***



***WTIC  
DOMINATES  
THE PROSPEROUS  
SOUTHERN NEW ENGLAND  
MARKET***

Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

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**DELAWARE**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
DOVER	WDOV 1948	1410 1,000-D	William C. Evans Dover 3063		William Courtney Evans, Pres. & Gen. Mgr. Jacob A. Marti, Coml. Mgr. William Freed, Asst. Coml. Mgr.	Larry Dietz, Prog. Dir. Russell Lee, Chief Engr. Capitol Cole AP
WILMINGTON	WAMS 1948	1380 1,000 ST-WAWZ	Wilmington Tri-State Bcstg. Co. 414 French St. 4-8881	MBS	Frank S. Carrow, Pres. George L. Sutherland, Exec.-V.P., Gen. & Coml. Mgr.	John F. Gibbons, Prog. Dir. & Prom. Mgr. Hetebrt Eckstein, Chief Engr. Weed Lang-Worth Standard AP, TP Meeker World UP
WILMINGTON 28	WDEL 1922	1150 5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Harvey C. Smith, Prog. Dir. James Adshead, Prom. Mgr. J. E. Mathiot, Chief Engr.
WILMINGTON	WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC	Alfred G. Hill, Pres. Francis H. Brinkley, V.P. & Gen. Mgr. Francis X. Gallagher, Prog. Dir.	William P. Frank, Prom. Mgr. Edwin C. Kennedy, Chief Engr. Young Lang-Worth AP
WILMINGTON	WTUX 1947	1290 500-D	Port Frere Broadcasting Co. 1326 Market St. 5-8821		Gordon R. MacIntosh, Own-Howard R. Robinson, Pres. Gordon R. McIntosh, Pres. Howard R. Robinson, Gen. Mgr.	Sidney Schulman, Coml. Mgr. Wayne Neuhaus, Chief Engr. ForJoe World AP

**Delaware's Home Owned & Operated Station**

# WAMS

**1,000 WATTS - MUTUAL NETWORK**

**Wilmington, Delaware**

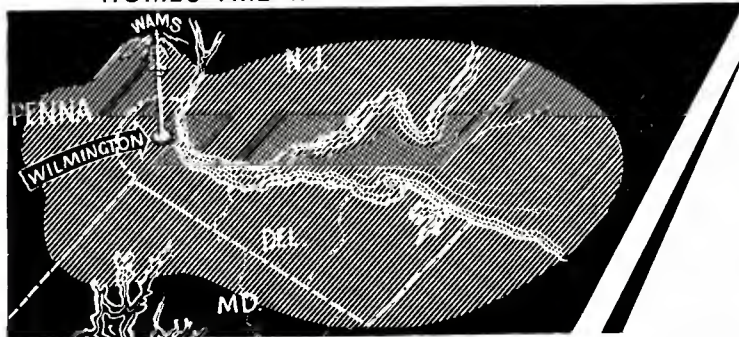
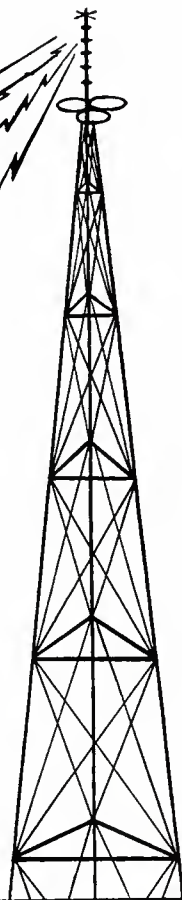
**35th LARGEST WHOLESALE MARKET IN THE U.S.A.**

**DAY and NIGHT**

**1380 KC**

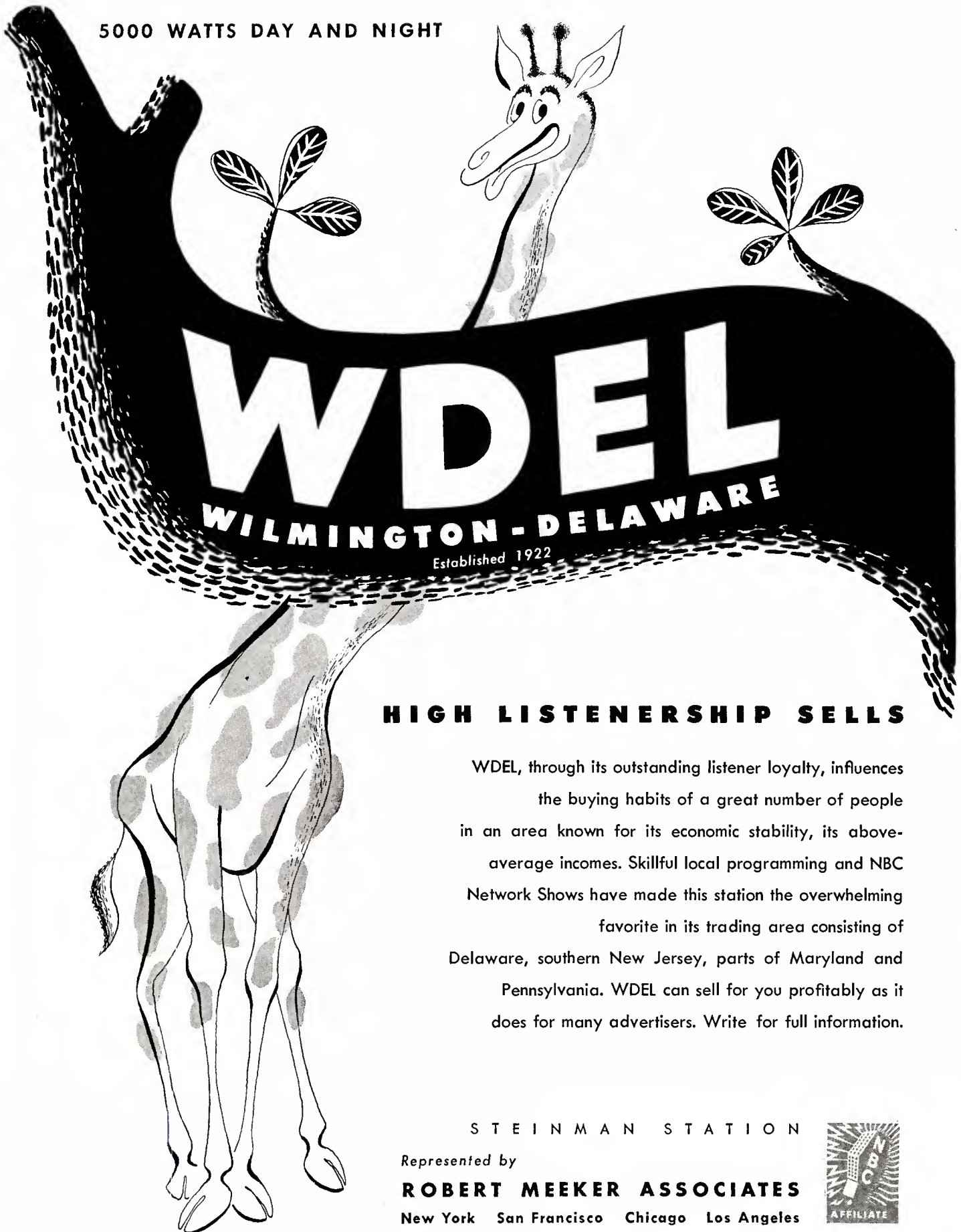
The only Delaware station with a directional antenna pattern Designed to blanket the 53rd Metropolitan Area in the United States. 1000 watts, 6 miles northwest of Wilmington is Directionally beamed southeast to radiate 5000 - 6000 watts over the entire Wilmington Area, Downstate Delaware, PLUS Southern New Jersey and parts of Maryland and Pennsylvania. 225,000 RADIO HOMES ARE IN THIS BLANKET AREA.

**Plus Budget Buy WAMS-FM 20,000 Watts 96.1 MCS**  
 18,000 Homes FM Equipped. The only FM station on the air.



**WHY PAY FOR COVERAGE THAT IS WASTED**  
*Buy* **WAMS**  
 George L. Sutherland, Vice Pres. and General Mgr.  
 REPRESENTED NATIONALLY BY  
**WEED & COMPANY**

5000 WATTS DAY AND NIGHT



## HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

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**DISTRICT OF COLUMBIA**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
WASHINGTON 1 ....	WINX 1940	1340 250	WINX Broadcasting Co. (Transfer pending) 8th & Eye Sts. N.W. Republic 8000	.....	Charles Trippe, Coml. Mgr. George Creamer, Prog. Dir. Marion Cedarblade, Pub Dir.	Ralph Cannon, Jr., Chief Engr. Headley-Reed Standard Associated Lang-Worth AP, UP
WASHINGTON 5 ....	WMAL 1925	630 5,000	Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC	S. H. Kauffmann, Pres. K. H. Berkely, V.P. & Gen Mgr. Fred Shawn, Mgr. Bdcst Opns.	Ben B. Baylor, Jr., Coml. Mgr. Frank Harvey, Chief Engr. ABC Spot Associated, Standard AP, UP
WASHINGTON 6 ....	WOL 1924	1260 5,000	Cowles Broadcasting Co. 1627 K St., N.W. Metropolitan 0010	MBS	Gardner Cowles, Pres. Phil Hoffman, Gen. Mgr. Arden Swisher, Coml. Mgr.	L. B. Lindquist, Prog. Dir. Jack Hardesty, Prom. Mgr. Harold Reed, Chief Engr. Katz Associated AP, UP
WASHINGTON 8 ....	WQQW 1947	570 1000-D	Radio Station WQQW Inc. 2627 Connecticut Ave., N.W. Columbia 6331	.....	Morris Rodman, Pres. M. Robert Rogers, Gen. Mgr. Perry Walders, Coml. Mgr.	Pierson Underwood, Prog. Dir. Robert B. Martin, Chief Engr. Rambau Standard World AP
WASHINGTON 5 ....	WRC 1923	980 5,000	National Broadcasting Co. Trans-Lux Bldg. Republic 4000	NBC	Niles Trammell, NBC Pres. Frank M. Russell, V.P.-in- Charge Wm. R. MacAndrew, Asst. to V.P. Mahon A. Glascock, Dir. of Sales	George Y. Wheeler, Dir. of Prog. Lorin Myers, Prom. Mgr. Donald Cooper, Chief Engr. NBC Spot Thesaurus, Standard Associated AP, UP, INS
WASHINGTON 4 ....	WTOP 1932	1500 50,000	WTOP Inc. Warner Bldg. Metropolitan 3200	CBS	John S. Hayes, Gen. Mgr. Robert McGeedy, Coml. Mgr.	Cody Pfanstiehl, Prom. Mgr. Clyde Hunt, Chief Engr. Radio Sales AP, UP
WASHINGTON 6 ....	WWDC 1941	1450 250	Capital Broadcasting Co. 1000 Connecticut Ave., N.W. National 7203	.....	Joseph Katz, Pres. & Owner Ben Strouse, Gen. Mgr. Helen Moberly, Coml. Mgr. & Natl. Sales Rep.	Norman Reed, Prog. Dir. Ross Beville, Chief Engr. Forjoe Thesaurus, Standard AP, UP
WASHINGTON ..... (Alexandria, Va.)	WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. 523 First St., Alex- andria, Va. Overlook 3000	.....	Howard B. Hayes, Pres. & Gen. Mgr. Carl L. Lindberg, V.P. & Chief Engr.	Henry Z. Ungar, Coml. Mgr. Lang-Worth World AP

**AN ASSURED AUDIENCE  
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**40,000 OWNER-LISTENERS\***

prefer the Static-Free Reception of Washington's 20,000 Watt FM Station

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**99.5 MEGACYCLES  
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**WASHINGTON 6, D. C.**

\* Controlling interest is held by Washington's Cooperatives, whose active membership numbers more than 40,000 people.

**WPIK**—“THE OLDEST 1000 WATT INDEPENDENT IN METROPOLITAN WASHINGTON”

- 730 ON THE DIAL where a low power rate buys high-power coverage
- Transmitter site **KNEE-DEEP IN WATER**, only seven miles from the heart of metropolitan **WASHINGTON, D. C.**, assures constant powerful signal
- 50 MILES RADIUS primary service area includes 373,941 homes, housing 1,363,758 radio listeners
- **EXCLUSIVE BROADCAST** fourth consecutive season Washington Senators daytime Baseball Games
- More listeners, more results for less money

WRITE, WIRE OR PHONE **WPIK**

“The Sunshine Station for the Capitol of the Nation”

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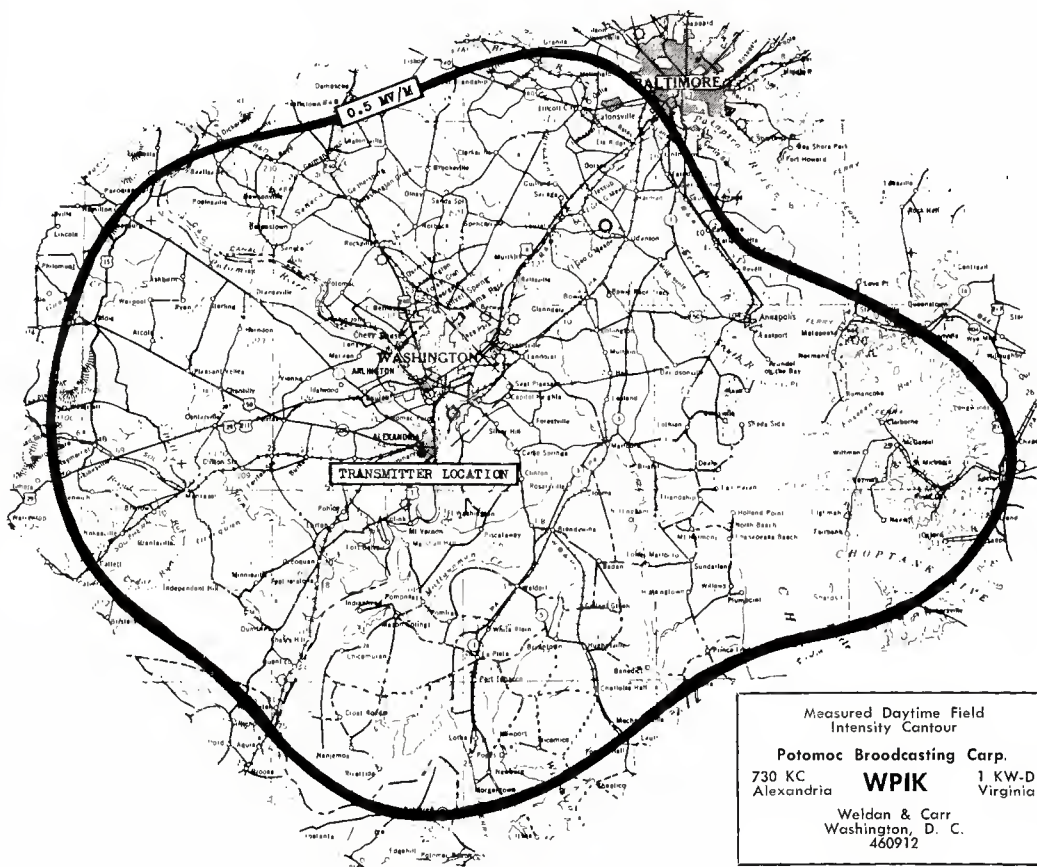
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**KILOWATT**



Measured Daytime Field Intensity Contour

Potomac Broadcasting Corp.  
730 KC Alexandria **WPIK** 1 KW-D Virginia

Weldon & Carr  
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WASHINGTON .... (Arlington, Va.)	WARL 1946	780 1,000-D	Northern Va. Bcstrs. Inc. Box 391, Arlington, Va. Owens 7800	.....	R. Kilbourne Castell, Frank U. Fletcher—Co-owners Raymond W. Baker, Station Mgr.	William W. Jefferay, Coml. Mgr. Ray L. Hutchinson, Prog. Dir. John E. Strong, Chief Engr.	Burn-Smith Capitol Standard UP
WASHINGTON .... (Arlington, Va.)	WEAM 1947	1390 5,000	Arlington-Fairfax Bcstg. Co. 2030 N. 16th St., Arlington Owens 7100	.....	Harold H. Thoms, Pres. Howard Stanley, Gen. & Coml. Mgr.	Matthew Warren, Prog. Dir. Al Goldenberg, Chief Engr.	Young Lang-Worth AP
WASHINGTON .... (Bethesda-Chevy Chase, Md.)	WBCC 1947	1120 250-D	Broadcast Management Inc. Bethesda, Md. Oliver 2800	.....	Willard D. Egolf, Pres. John Haskell, Coml. Mgr.	Grace Campbell Egolf, Prog. Dir. Vernon Story, Chief Engr.	Associated Lang-Worth UP
WASHINGTON .... (Falls Church, Va.)	WFAX 1948	1220 250-D	Lamar A. Newcomb Box L, Falls Church, Va. Falls Church 0900	.....	Lamar A. Newcomb, Pres. & Gen. Mgr. James S. Hollins, Coml. Mgr.	Genevieve Newcomb, Prog. Dir. Bob Hanesworth, Prom. Mgr. Paul Malik, Chief Engr.	Thesaurus UP
WASHINGTON .... (Silver Spring, Md.)	WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Silver Spring, Md. Shepherd 1050	.....	John W. Kluge, Pres. Joseph L. Brechener, Gen. & Coml. Mgr.	Ernest Tannen, Prog. Dir. Nicholas J. Chaconas, Chief Engr.	Walker World AP
WASHINGTON .... (Silver Spring, Md.)	WOOK 1947	1590 1,000-D	United Broadcasting Co. 1143 Conn. Ave., N.W. Sterling 7265	.....	Richard Eaton, Pres., Gen. & Coml. Mgr.	Albert Lamphear, Prog. Dir. Jas. N. Gilbert, Chief Engr.	Lang-Worth

**FLORIDA**

BELLE GLADE .....	WSWN 1947	900 1,000-D	Seminole Broadcasting Co Scarborough Bldg. 155	KBS	Tom Watson Jr., Pres. & Gen. Mgr. Mary Foy, Coml. Mgr.	C. S. Clemans, Chief Engr.	World Associated UP
BRADENTON .....	WDHL 1946	1490 250	Manatee Bcstg. Co. Inc. Memorial Pier 37-561	KBS	L. E. Jakobson, Pres. & Gen. Mgr. Jerry Baker, Prog. Dir.	Arthur Betts, Chief Engr.	Associated AP
CLEARWATER .....	WCLE 1947	680 1,000-D	Clearwater Broadcasting Co. Inc. P.O. Box 1139 2573	.....	Houston Cox Jr., Pres. & Gen. Mgr. Jack Nino, Coml. Mgr. Frank Parker, Prog. Dir.	Mary Roberts, Prom. Mgr. Harold Legg, Chief Engr.	Holman Associated AP
CLEARWATER .....	WTAN 1948	1340 250	Clearwater Radio Broad- casters Inc. P.O. Box 1109 2560	KBS	Otis E. Prullt, Pres. Denzil Pulley, Gen. Mgr. C. A. McKay, Coml. Mgr.	Jim Brownell, Prog. Dir. L. H. Falconnier, Prom Mgr. John Callan, Chief Engr.	McGillvra MacGregor UP
CORAL GABLES ....	WBAY 1947	1490 250	Atlantic Shores Bcstg. Ltd. 322 Aragon 831611	.....	James A. Brown } Part- Ronald C. Johnson } ners Ronald C. Johnson, Mng. Dir. J. A. Brown, Gen. Mgr.	R. W. Standart, Prom. Mgr. & Coml. Mgr. Bert Graulich, Prog. Dir. Walter Kinney, Chief Engr.	McGillvra Cole Associated Standard UP
CORAL GABLES 38..	WVCG 1948	1070 1,000-D	Peninsular Broadcasting Corp. 223 Aragon Ave.	.....	George W. Thorpe, Pres. & Gen. & Coml. Mgr. Edward S. Gaylor, Prog. Dir.	Warren Snot, Prom. Mgr. Edward M. Vickers, Chief Engr.	Associated AP
CRESTVIEW .....	WCNU 1948	1010 1,000-D	Gulf Shores Bcstg. Co. Box 486 3511	KBS	Cyril W. Reddoch, Pres. John B. McCrary, Gen. Mgr. D. Grady O'Neal, Coml. Mgr.	Sam Townsend, Prog. Dir. Franklin Prestwood, Chief Engr.	Lang-Worth AP
DAYTONA BEACH ..	WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491	ABC	W. Wright Esch, Chief Owner Billie B. Esch, Gen. Mgr. Ray Clancy, Sta. Mgr.	John S. Pitts, Coml. Mgr. Webster Ellenwood, Chief Engr.	McGillvra Lang-Worth INS
DAYTONA BEACH ..	WNDB 1948	1150 1000-D	News-Journal Corp. 128 Orange Ave. 3601	.....	Julius Davidson, Pres. Jerry Stone, Gen. Mgr.	John H. Cummins, Coml. Mgr. Fred F. Moore, Chief Engr.	Perry World Standard AP
DAYTONA BEACH ..	WROD 1947	1340 250	Daytona Beach Broad- casting Corp. Box 991 4626	MBS	E. J. Sperry, Pres. & Gen. Mgr. R. Y. Huffman, Coml. Mgr.	F. A. Scott, Chief Engr.	Associated UP
DE LAND.....	WDLF 1948	1490 250	Lyle Van Valkenburgh 220 E. Hubbard Ave. 1290	.....	Lyle Van, Pres. Lynn Gearhart, Sta. Mgr. Maj. R. L. Clinton, Jr., Bus. Mgr.	Michael Davis, Prog. Dir. Lauren Mickle, Chief Engr.	Associated AP
EUSTIS .....	WEUS 1948	790 1,000	Lake County Broadcast- ers 32 Magnolia Ave. 394	KBS	Frank W. Stebbins, Pres., Gen., Coml. & Prom. Mgr.	Walter E. Barden, Prog. Dir. Martin C. Klrkland, Chief Engr.	Rural Radio Lang-Worth Standard AP
FT. LAUDERDALE ..	WFTL 1946	1400 250	Gore Pub. Co. 100 E. Las Olas Blvd.	.....	J. W. Dickey, Exec. V.P. Robert Standart, Gen. & Coml. Mgr.	Paul Taylor, Prog. Dir. & Prom. Mgr. Howard Sheets, Chief Engr.	World UP
FT. LAUDERDALE ..	WSLN (Construction permit)	1580 250-D	Geo. D. Gartland	.....			



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**FLORIDA (Continued)**

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FORT MYERS .....	WINK 1940	1240 250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS KBS	Arthur McBride, Pres. A. J. Bauer, Gen. Prom. & Coml. Mgr. Daniel Sherby, V.P.	Betty Whitefield, Prog. Dir. John Vance Jr., Chief Engr.  Lorenzen & Thompson Associated AP
FORT PIERCE .....	WIRA 1946	1400 250	Indian River Bestg. Co. Melody Lane 870	MBS	Douglas Silver, Pres. & Gen. Mgr. Marjorie B. Silver, Coml. Mgr.	John Sadler, Prom. Mgr. & Prog. Dir. James Sowinski, Chief Engr.  Standard UP
GAINESVILLE .....	WGGG 1948	1230 250	Alachua County Bestg. Co. 1230 Waldo Rd. 1230	.....	R. M. Chamberlain, Pres., Gen. Mgr. & Chief Engr. Gordon K. Hemby, Coml. Mgr.	Guy Hamilton, Prog. Dir.  Friedenberg Capitol Associated AP
GAINESVILLE 2 ....	WRUF 1928	850 5,000	University of Florida Gainesville 2000	MBS	Maj. Garland Powell, Dir. Paul Acosta, Coml. Mgr. James J. Sharp, Prog. Dir.	Sewell Brown, Prod. Mgr. Duane F. McConnell, Chief Engr.  Burn-Smith Lang-Worth SESAC AP
HOLLYWOOD .....	WINZ 1946	940 1,000	Hollywood Bestg. Co. Inc. 300 Lincoln Rd. Miami Beach, Fla. Miami-5-3191	.....	Jonas Weiland, Pres. M. J. Weisfeldt, Coml. & Prom. Mgr.	Dennis D. Kirwan, Prog. Dir. E. Watkins, Chief Engr.  Perry Lang-Worth AP
JACKSONVILLE ....	WIVY 1948	1050 1000-D	WIVY, Inc. 135 Riverside Ave. 4-7722	.....	Frank L. Denton, Pres., Prom. Mgr. & Chief Engr. L. Frank Jones, Gen. & Coml. Mgr.	L. Derwood Carn, Prog. Dir.  MacGregor World INS
JACKSONVILLE 2 ..	WJAX 1926	930 5,000	City of Jacksonville #1 Broadcast Place 4-1681	NBC	George A. Pierce, Commis- sioner John T. Hopkins III, Gen., Coml. & Prom. Mgr. & Chief Engr.	Evelyn Boote, Prog. Dir.  Blair Cummings Thesaurus Associated AP
JACKSONVILLE 1 ..	WJHP 1940	1320 5,000	The Metropolis Co. 500 Laura St. 4-7711	MBS	John Perry, Pres. C. S. Veal, Gen., Coml. Mgr. & Prog. Dir.	Joan Palmer, Prom. Mgr. Beecher Hayford, Chief Engr.  Perry Lang-Worth Associated UP

**VACATION LAND SUMMER AND WINTER**

**WMFJ**

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**NATIONAL REPRESENTATIVES**

**ROBERT S. KELLER,**  
**AGENCY COORDINATOR**

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JACKSONVILLE 7 ..	WMBR 1927	1460 5,000	Florida Bcstg. Co. 605 S. Main St. 9-4477	CBS	Frank Kling, Pres. & Gen. Mgr. Glenn Marshall Jr., Coml. Mgr. Roger Van Duzer, Prog. Dir.	Ted Chapeau, Prom. Mgr. E. B. Vordermark, Chief Engr. Avery-Knodel Associated UP
JACKSONVILLE 2 ..	WOBS 1948	1360 1,000-D	Southern Radio and Equipment Co. 10 E. Forsyth St. 6-4231	.....	Jack R. Sharpe, Pres. Ed. Sharpe, Gen. Mgr. Mark Thompson, Coml. Mgr.	Larry Scarborough, Prog. Dir. James Macri, Prom. Mgr. William Askew, Chief Engr. Forjoe Capitol AP
JACKSONVILLE 1 ..	WPDQ 1942	600 5,000	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC	Linton D. Baggs Jr., V. P. Robert R. Feagin, Gen. Mgr. Frank Taylor, Jr., Coml. Mgr.	Bernie Adams, Prog. Dir. Lillian Nunn, Prom. Mgr. James R. Donovan, Chief Engr. Katz Standard AP
JACKSONVILLE BEACH .....	WJVB 1947	1010 250-D	Jacksonville Beach Broadcasting Co. 211 1st Ave. North 1072	KBS	Reggie Martin, Pres., Gen. & Coml. Mgr. Hal King, Prog. Dir.	Lester Combs, Prom. Mgr. W. Lewis Evenden, Chief Engr. Friedenberg Capitol AP
KEY WEST .....	WKWF 1945	1600 500	John M. Spottswood Stock Island 510	MBS KBS	John M. Spottswood, Pres., Genl. & Coml. Mgr. Ruth Newton, Prog. Dir.	Homer Harris, Chief Engr. Walker Thesaurus UP
LAKE CITY .....	WDSR 1946	1340 250	Deep South Radloways 126 N. Marion St. 525	.....	Aifred H. Temple, Principal Partner & Gen. Mgr.	Thomas M. Colton, Coml. Mgr. Owen W. Parnacott, Prog. Dir. Associated AP
LAKELAND .....	WLAK 1936	1430 1,000	Lakeland Broadcasting Corp. 1412 E. Lime St. 2127	NBC	S. O. Ward, Pres., Gen. & Prom. Mgr. Bill Reeves, Asst. Mgr. & Prog. Dir.	Powell Adams, Coml. Mgr. William P. Lee, Chief Engr. Pearson Thesaurus PN
LAKE WORTH .....	WEAT 1948	1490 250	Lake Worth Broadcasting Corp. North Dixie Highway 1200	NBC	C. L. Menser, Pres. Matt F. Gettings, Gen. & Coml. Mgr.	James Wright, Prog. Dir. Richard Spruill, Chief Engr. Lorenzen & Thompson Associated AP
LEESBURG .....	WLBK 1947	1240 250	Lake Broadcasting Co. Lassister-Ware Bldg. 554	KBS	P. C. Gorman, Pres. W. E. Harkness, Gen. Mgr. Earle Broome, Coml. Mgr.	Donn Colee, Prog. Dir. Charles Castle, Chief Engr. Thesaurus Capitol UP
LIVE OAK .....	WNER (Construction permit)	1450 250	John A. Boling	.....	John A. Boling, Owner	
MARIANNA .....	WTYS 1948	1340 250	John H. Phipps Marianna 650	.....	John H. Phipps, Pres. Fred U. Wamble, Gen. & Coml. Mgr. Lucille W. Wamble, Prog. Dir.	Susan G. Thames, Prom. Mgr. Christian Reuter, Chief Engr. Lang-Worth Standard AP
MELBOURNE .....	WMMB 1948	1050 250-D	Melbourne Bcstg. Corp. Box 235 575	.....	William Shakespeare, Jr., Pres. T. B. Newsom, Jr., Gen. Mgr. Maud Newsom, Coml. Mgr.	Victoria Martin, Prom. Mgr. Kenneth R. Waltz, Chief Engr. World Standard UP
MIAMI .....	WFEC (Construction permit)	1220 250-D	Florida East Coast Broadcasting Co. 627 NW 20th Ave.	.....		
MIAMI 36 .....	WGBS 1939	710 50,000-LS 10,000-N	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS	George B. Storer, Pres. Stanton B. Kettler, V.P. In Charge of Operations	Milner N. Babcock, Coml. Mgr. Ewald Kockritz, Prog. Dir. Frank Jaffe, Prom. Mgr. A. W. Shropshire, Chief Engr. Katz Lang-Worth Thesaurus AP
MIAMI 30 .....	WIOD 1926	610 5,000	Isle of Dreams Bcstg. Co. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidiar, Coml. Mgr.	Scott Bishop, Prog. Dir. Martha Henriquez, Prom. Mgr. M. C. Scott, Chief Engr. Hollingbery Cummings Standard Associated AP, UP, INS
MIAMI .....	WMIE 1948	1140 10,000-LS 5,000-N	Sun Coast Broadcasting Corp. Everglades Hotel 3-5556	.....	Mitchell Wolfson, Pres. Robert G. Venn, Gen. Coml. & Prom. Mgr.	Ted Anthony, Prog. Dir. Earl Lewis, Chief Engr. Forjoe Associated INS
MIAMI 31 .....	WQAM 1920	560 5,000-LS 1,000-N	Miami Broadcasting Co. 327 NE First Ave. 2-6121	ABC	John S. Knight, Pres. Owen F. Uridge, Gen. Mgr. Harry Camp, Coml. Mgr.	Marjorie Christopher, Prog. Dir. & Prom. Mgr. Gene Rlder, Chief Engr. Blair World, Associated AP, INS
MIAMI 32 .....	WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. 3-7405	.....	Paul Brake, Pres., Gen. Mgr. & Coml. Mgr. Charles Green, Prog. Dir. & Prom. Mgr.	Ralph Kilbler, Chief Engr. Jack Wilson, Tech. Dir. Lorenzen & Thompson World AP
MIAMI BEACH 39....	WKAT 1937	1360 5,000-LS 1,000-N	WKAT Inc. 1759 N. Bay Road 5-5711	MBS	A. Frank Katzentine, Pres. John I. Prosser, V.P. & Gen. Mgr.	Gordon N. Waltz, Prog. Dir. Arthur P. Smlth Jr., Chief Engr. Weed Standard, Cole UP
MIAMI BEACH .....	WMBM 1947	800 1,000-D	Biscayne Broadcasting Co. McArthur Causeway Terminal 5-5586	.....	Thomas O. McCullough, Pres., Gen. Mgr. & Coml. Mgr. Calvert A. Carter, Prog. Dir.	Mary Lucille Carter, Prom. Mgr. John Miller, Chief Engr. McGeehan & O'Mara Capitol, Standard UP

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## FLORIDA—(Continued)

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OCALA	WTMC 1939	1290 1,000	Ocala Broadcasting Co. 1 Broadcast Place 128	MBS KBS	John H. Perry, Pres. T. S. Glichrist Jr., Gen. Mgr. John F. Nicholson, Asst. Mgr.	Charles R. Schon, Prog. Dir. C. J. Reinhardt, Coml. Mgr. Beecher Hayford, Tech. Dir. W. P. Callahan, Chief Engr.	Perry Lang-Worth UP
ORLANDO	WDBO 1924	580 5,000	Orlando Broadcasting Co. Inc. 30 S. Ivanhoe Blvd. E. 6181	CBS	Col. George C. Johnson, Pres. & Gen. Mgr. Harold P. Danforth, V.P. & Sta. Mgr.	Wm. G. McBride, Natl. Sales Dir. John M. Pedrick, Local Sales Dir. James E. Yarbrough, Chief Engr.	Blair, Cummings World, Thesaurus Associated AP, UP
ORLANDO	WHDG 1947	990 10,000-LS 5,000-N	Orlando Daily News- papers Ft. Gatlin Hotel 2-0773	ABC	Martin Andersen, Pres. John A. Buning, Gen. Mgr. Clarence H. Bracey, Coml Mgr.	Freda C. Hilton, Prog. Dir. Gene Dashiell, Chief Engr.	Hollingbery Capitol AP
ORLANDO	WLOF 1940	950 5,000	Hazlewood Inc. Angeblt Hotel Bldg. 8163	MBS	Wm. Joe Sears Jr., Pres. Walter C. Shea, V.P. Victor Buissett, Gen. Mgr.	R. Donahue, Prog. Dir. W. Dodd Daniel, Chief Engr.	Raymer Lang-Worth INS
ORLANDO	WORZ 1947	740 1,000	Central Florida Bcstg. Co. 740 N. Orange Ave. 2-2451	NBC	James Dandelake, Pres. Eugene D. Hill, Mgr.	Howard Scott, Chief Engr.	Weed Standard AP
PALATKA	WWPF 1947	800 250-D	Palatka Broadcasting Co. 900 River St. 354	.....	J. E. Massey } L. C. McCall } partners L. C. McCall, Gen. Mgr. & Chief Engr.	Roy F. Wilson, Coml. Mgr. Bruce E. Wilson, Prog. Dir.	Holman Lang-Worth, SESAC UP
PALM BEACH	WWPG 1941	1340 250	Palm Beach Bcstg. Corp. Scuth Ocean Blvd. 2-1515	ABC	Charles E. Davis, Pres. Donald S. Greenlief, Coml. Mgr.	Clyde L. Walkden, Chief Engr.	Perry Thesaurus, World, Lang-Worth AP
PANAMA CITY	WDLF 1940	590 1,000	Panama City Broadcast- ing Co. West Palm Beach Drive 777	MBS KBS	John H. Perry, Pres. Byron Hayford, Gen. and Coml. Mgr.	John Thomas, Prog. Dir. Elmer Scott, Chief Engr.	Perry World UP
PENSACOLA	WBSR 1946	1450 250	Escambia Broadcasting Co. San Carlos Hotel 6173	ABC	Ruth Braden, Pres. & Gen. Mgr. Robert O. Forsyth, Coml. & Sta. Mgr.	Bill Kirby, Prog. Dir. Jack Brown, Prom. Mgr. Bert Mead, Chief Engr.	Meeker Lang-Worth AP
PENSACOLA	WCOA 1926	1370 5,000	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry, Pres. J. Holliday Veal, Gen. Mgr. Wm. G. Champlin, Coml. Mgr.	Thomas A. Carswell, Prog. Dir. Pauline Heller, Prom. Mgr. Harold Heath, Chief Engr.	Perry Associated Capitol UP
PENSACOLA	WEAR 1947	1490 250	Gulfport Broadcasting Co. 5 East Gregory St. 8-4449	MBS	Irving F. Welch, Gen. & Coml. Mgr. Russell Hirsch, Prog. Dir.	Ann Martin, Prom. Mgr. Howard Grove, Chief Engr.	Pearson AP
PLANT CITY	..... (Construction permit)	1570 250-D	W. A. Smith 901 S. Collins St.	.....	W. A. Smith, Owner		
QUINCY	WCNH 1948	1230 250	Quincy Broadcasting Corp. P. O. Box 190 300	.....	Richard J. Gardner, Pres. A. B. Letson, Gen. Mgr. & Chief Engr. E. W. Carrell, Coml. Mgr.	W. H. Martin, Prog. Dir.	Lang-Worth AP
ST. AUGUSTINE	WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS	J. C. Bell, Pres. John E. Bernhard Jr., V.P. & Coml. Mgr.	Mrs. Frankye C. Walker, Prog. Dir. & Secy-Treas. Ernest Raistrick, Chief Engr.	Avery-Knodel Thesaurus UP
ST. PETERSBURG 1.	WSUN 1927	620 5,000	City of St. Petersburg Municipal Pier 7-4747	ABC	Norman E. Brown, Mgr. & Prom. Mgr. Vera New, Coml. Mgr.	Louis J. Link, Prog. Dir. & Chief Engr.	Weed Associated SESAC UP
ST. PETERSBURG 1.	WTSP 1939	1380 5,000	Pinellas Broadcasting Co. Times Bldg. 7-8108	MBS	Nelson P. Poynter, Pres. Herbert T. Anderson, Gen. Mgr. A. T. Reagin, Coml. Mgr.	Jack Faulkner, Prog. Dir. & Prom. Mgr. William D. Mangold, Chief Engr.	Pearson World Capitol UP
SANFORD	WTRR 1947	1400 250	Southeastern Bcstg. System Mayfair Inn 999	KBS	James S. Rivers, Pres. J. Marion Harmon Sr., Sta. & Coml. Mgr.	Gilbert D. Brooks, Prog. Dir. Emerson Brown, Chief Engr. Engr.	Lang-Worth UP
SARASOTA	WKXY (Construction permit)	1540 1,000-D	Sarasota Bcstg. Co.	.....	Antonio C. Fernandez, Chas. J. Fernandez, William P. Cary—Co- Owners		
SARASOTA	WSPB 1939	1450 250	WSPB Inc. P. O. Box 1110 2564	CBS	Robert C. Jones, Jr., Pres. John B. Browning, Gen. & Prom. Mgr.	Raymond Brown, Coml. Mgr. David Hale, Prog. Dir. James E. Grant, Chief Engr.	Pearson Lang-Worth UP
SULPHUR SPRINGS.	WHBO 1948	1050 250-D	Sulphur Springs Broad- casters 8122 Nebraska Ave. Tampa 33-2251	.....	Harold A. Harry } Harry J. Dunlap } Partners Ann Bowman, Prog. Dir.	Betty Strong, Traffic Man- ager Charles McLellan, Chief Engr.	McGeehan & O'Mara AP

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TALLAHASSEE	WRHP 1946	1450 250	Tallahassee Appliance Corp. Hotel Floridan 2691	ABC KBS	Frank W. Pepper, Pres. & Gen. Mgr. Joe Hosford, Coml. Mgr.	Frank W. Hazelton, Prog. Dir. & Prom. Mgr. Charles L. Clifton, Chief Engr.	Clark World UP
TALLAHASSEE	WTAL 1935	1270 5,000	John H. Phipps P. O. Box 989 2160	MBS	John H. Phipps, Pres. L. Herschel Graves, Gen. Mgr.	Helen F. Todd, Prog. Dir. William A. Snowden, Jr.	Perry Cummings Associated AP
TAMPA 1	WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. M-7921	.....	W. Walter Tison, Pres., Gen., Coml. Mgr. Prog. Dir. Coburn Gum, Prom. Mgr.	J. B. Tison, Chief Engr.	Perry Capitol Lang-Worth SESAC AP
TAMPA 1	WDAE 1922	1250 5,000	Tampa Times Co. 114 N. Franklin St. M-2911	CBS	David E. Smiley, Pres. L. Spencer Mitchell, Gen. & Coml. Mgr.	Kenneth W. Skelton, Prog. Dir. & Prom. Mgr. William Pharr Moore, Chief Engr.	Katz Associated AP
TAMPA 6	WFLA 1926	970 5,000	The Tribune Co. P. O. Box 1410 H-1828	NBC	J. S. Mims, Pres. Charles G. Baskerville, Gen. Mgr. Bert Arnold, Coml. Mgr.	Paul M. Jones, Prog. Dir. Tom Matthews, Prom. Mgr. J. H. Mitchell, Chief Engr.	Blair Cummings Lang-Worth UP
WEST PALM BEACH.	WIRK 1947	1290 1,000	Ken-Sell Inc. Citizens Bldg. 2-1744	MBS	J. S. Field Jr., Pres. Joseph B. Matthews, Gen. & Coml. Mgr.	Bob Cummings, Prog. Dir. S. H. Andrews, Prom. Mgr. Wm. F. Heltzman, Chief Engr.	McGillvra Associated Lang-Worth AP
WEST PALM BEACH.	WJNO 1936	1230 250	WJNO Inc. P. O. Box 189 2-3638	CBS	Marshall Heminway, Pres. Stephen P. Willis, Gen. & Coml. Mgr.	Vernon Crawford, Prog. Dir. Harry Forster, Prom. Mgr. Otis C. Wright, Chief Engr.	Meeker Standard Capitol UP
WINTER HAVEN	WSIR 1947	1490 250	Citrus Belt Broadcasters Inc. 132 Thldr St. S.W. 3-1313	MBS	Frederick L. Allman, Pres. Lawrence A. Rollins, Gen. Mgr. John W. Brandstetter, Coml. Mgr.	Richard P. Eyrych, Prog. Dir. L. Orden Craig, Chief Engr.	World AP

### GEORGIA

ALBANY	WALB 1941	1590 1,000	Herald Publishing Co. Leesburg Road 1590	MBS	James H. Gray, Pres. H. L. "Mac" Tallman, Gen. & Coml. Mgr.	David K. Fulton, Prog. Dir. & Prom. Mgr. Ernest Ruckle, Chief Engr.	Burn-Smith Cook World AP
ALBANY	WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1371	CBS	J. W. Woodruff Jr., Exec. Mgr. L. M. George, Sta., Coml. & Prom. Mgr.	Walter H. Flint, Prog. Dir. Wayne C. McClung, Chief Engr.	Hollingbery Standard UP
AMERICUS	WDEC* 1947	1230 250	The Americus Bcstg. Co. 110 Windsor Ave. 3681	MBS	J. R. Blair, Pres. W. E. Johnson, Gen. & Coml. Mgr.	Tommy Duke, Chief Engr.	AP
ATHENS	WGAU 1938	1340 250	J. K. Patrick and Co. Bobbin's Mill Road 1741	CBS KBS GALS	C. A. Rowland, Pres. R. Lewis Doster, Gen. & Coml. Mgr.	Mary M. Lester, Prog. Dir. & Prom. Mgr. Bill Evans, Chief Engr.	Standard AP
ATHENS	WRFC 1948	960 1,000-D	Radio Athens, Inc. 264½ N. Lumpkin St. 446	.....	L. H. Christian, Pres. & Gen. Mgr. Claude Williams, Jr., V. P. & Coml. Mgr.	Charles A. McClure, Secy.-Treas., & Prog. Dir. Luctus D. Drewry, Chief Engr.	Associated UP
ATLANTA 3	WAGA 1937	590 5,000	Liberty Bcstg. Corp. Western Union Bldg. Main 5900	CBS	George B. Storer, Pres. James E. Bailey, Gen. Mgr. Claude Frazier, Coml. Mgr.	William McCain, Prog. Dir. William R. Terry, Prom. Mgr. Paul B. Cram, Chief Engr.	Katz Lang-Worth AP, INS
ATLANTA 3	WATL 1927	1380 5,000	Atlanta Bcstg. Co. Henry Grady Bldg. Walnut 4377	.....	J. W. Woodruff, Sr., Pres. & Gen. Mgr. James Davenport, Coml. Mgr.	A. R. Bruckner, Jr., Prog. Dir. George A. Beard, Chief Engr.	Standard UP
ATLANTA 3	WBGE 1947	1340 250	General Broadcasting Co. Georgian Terrace Hotel Vernon 1194	.....	Mike Benton, Pres. Maurice C. Coleman, Gen. Mgr.	.....	Burn-Smith Capitol, Cole Lang-Worth AP
ATLANTA 2	WCON 1947	550 5,000	Constitution Publishing Co. Constitution Bldg. Lamar 4545	ABC	Clark Howell, Pres. David Carpenter, Gen. Mgr. Crenshaw Bonner, Sales Mgr.	Warde Adams, Prog. Dir. Rita Van Pelt, Prom. Mgr. Harvey J. Aderbold, Chief Engr.	Headley-Reed World AP, UP
ATLANTA 3	WERD 1948	860 1,000-D	Radio Atlanta Inc. 23 Broad St. S.W. Lamar 0666	.....	Richard A. Granville, Gen. Mgr. Pat Rosano, Prod. Mgr.	William F. Kennedy, Chief Engr.	McGillvra World SESAC AP
ATLANTA 1	WGST 1923	920 5,000-LS 1,000-N	Regents, Georgia School of Tech. Forsyth Building Walnut 8441	MBS	John Fulton, Gen. Mgr. Jack Kelly, Prog. Dir.	Paul Sanford, Prom. Mgr. Ben Akerman, Chief Engr.	Hollingbery Lang-Worth Thesaurus AP
ATLANTA	WPKM (Construction permit)	1550 50,000-LS 10,000-N	Fulton County Bcstg. Corp. Atlanta	.....	Samuel Rothberg, Owner	.....	.....

# WFLA gives you MORE listeners in the heart of Florida's richest trade area!

## FACTS ABOUT THE TAMPA TRADE AREA

759,748 people—35% of the State's population—live within a 100 mile radius of Tampa.

Hillsborough and Pinellas counties (Tampa - St. Petersburg) form the largest metropolitan trade area in Florida with the population of 338,112.

69% of Florida's citrus production is in the Tampa trade area.

60 of Florida's 63 canning plants are in this trade area—and Tampa is the citrus canning center of the world.

Tampa is the distributing center for a vast territory which includes rich agricultural regions, expanding industry, and thriving cities and towns.



FLORIDA is a big state—and a growing state. And one of its fastest growing areas is the Tampa-St. Petersburg market—the home market of WFLA and WFLA-FM.

Located in the heart of Florida's richest, most heavily populated trade area, the WFLA market is big in all the factors that produce steady sales.

It enjoys a balanced economy—with year-round buying power built by the substantial, weekly payrolls of diversified business, industry and agriculture.

To reach a bigger audience in this big Florida market, get the double-barreled impact of WFLA and WFLA-FM. All programs, NBC and local, sponsored and sustaining are broadcast over both facilities. And, month after month, they deliver more listeners than any other station in this prosperous market.

**NBC** AFFILIATE

**WFLA**  
AM *The Tampa* Tribune Stations **FM**

TAMPA  FLORIDA

SOUTHEASTERN REPRESENTATIVE  
**HARRY E. CUMMINGS**  
JACKSONVILLE, FLORIDA


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ATLANTA (Buckhead)	WQXI 1948	790 1000-D	Robert W. Rounsaville Peachtree at Mathieson Cherokee 2196		R. W. Rounsaville, Pres. & Gen. Mgr. Howard Brooks, Coml. Mgr.	Bill Lowery, Prog. Dir. Bob Corley, Prom. Mgr. Wm. F. Lange, Chief Engr. Capitol World UP
ATLANTA	WSB 1922	750 50,000	The Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox, Jr., Chm. of Board J. Leonard Reinsch, Mngng. Dir. John M. Outler, Jr., Gen. Mgr. Frank Gaither, Coml. Mgr.	Marcus Bartlett, Prog. Dir. Vic Piano, Prom. Mgr. C. F. Daugherty, Chief Engr. Petry Associated Standard AP, UP, PN
AUGUSTA	WBBQ 1945	1340 250	Savannah Valley Bcstg. Co. 515 Jefferson Davis Ave. 2-0264	MBS KBS	George G. Weiss, Pres., Gen. Mgr. & Chief Engr. John W. Watkins, Coml. Mgr.	George M. Scott, Prog. Dir. Jack Lenz, Prom. Mgr. Walker Standard AP, INS
AUGUSTA	WGAC 1940	580 5,000-LS 1,000-N	The Twin States Bcstg. Co. WGAC Bldg. 2-2692	ABC	J. B. Fuqua, Pres. & Gen. Mgr. D. M. Kelly, Coml. Mgr. Warren Hites, Prog. Dir.	Damon Swann, Prom. Mgr. John P. Jopling, Chief Engr. Avery-Knodel Thesaurus UP
AUGUSTA	WRDW 1930	1480 5,000	Augusta Broadcasting Co. 8th & Broad Sts. 2-8805	CBS	William K. Jenkins, Pres. W. R. Ringson, Gen. & Prom. Mgr. William B. Smart, Coml. Mgr.	Joe G. Hunt, Prog. Dir. Rabun F. Bobo, Chief Engr. Hollingbery Lang-Worth UP
AUGUSTA	WTNT 1946	1230 250	Georgia-Carolina bcstg. Co. Cotton Row 4-2421	NBC	Walter J. Brown, Pres. Edgar W. Teasley, Gen. Mgr. Ben Decker, Asst. Mgr.	Ralph B. Willis, Coml. Mgr. John P. Callcott, Chief Engr. Taylor-Boroff Associated UP
BAINBRIDGE	WMGR 1946	1490 250	S. Marvin Griffin P.O. Box 348 776	MBS KBS	S. Marvin Griffith, Pres. Ben H. Dekle, Gen. Mgr.	Barbara Ann Johnson, Prog. Dir. Woodrow F. Dunlap, Chief Engr. SESAC AP
BRUNSWICK	WGIG (Construction permit)	1440 1,000	Brunswick Broadcasting Corp. Parker Bldg.		Norman A. Way, Pres. Alfred Robinson, Gen. Mgr.	Herman Lange, Chief Engr. Associated AP
BRUNSWICK	WMOG 1940	1490 250	Coastal Broadcasting Co. St. Simons Island Causeway 1500	MBS KBS	Alma W. King, Pres. Kenneth E. White, V. P., Gen. & Coml. Mgr.	Lang-Worth UP

In  
ATLANTA...  
*it's..* WQXI



"A ROUNSAVILLE STATION"

**Other Rounsaville Stations**

- WBAC—CLEVELAND, TENNESSEE
- WBEJ—ELIZABETHTON-JOHNSON CITY, TENNESSEE
- WGRV—GREENEVILLE, TENNESSEE
- WKSJ—PULASKI, TENNESSEE

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

**IN THE HEART OF A CLASS MARKET**

1000 Watts 790 KC.

STAGE  
ENTRANCE



*Just what is  
Sufficient  
Coverage?*

WGST covers 82% of the radio families in the Greater Atlanta area\* at lowest cost per thousand.

\*Broadcast Measurement Bureau

**COVERAGE PLUS RESULTS!**

WGST has a responsive audience.

2,112 requests for pictures of the "Corn-huskers", a local quartette, offered for only 6 days, were received from 316 cities and towns in 5 states.

A nursery sponsor received 1592 orders in 2 months.

There's a reason. WGST programs are promoted locally via newspapers, 3-sheet posters, 24-sheet posters, car cards, direct mail and station announcements.

# WGST

ATLANTA

*Delivers it for less!*

5000 Watts Day — 1000 Watts Night

**REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY**

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CARROLLTON	WLBB 1946	1100 250-D	Carroll Bcstg. Co., Inc. Peoples Bank Bldg. 980	KBS GALS	James C. Vocalis, Pres. & Gen. Mgr. James M. Matthews, Asst. Mgr.	Daniel L. Benson, Coml. Mgr. James Dunaway, Prog. Dir. Chesley Hooper, Chief Engr.	Capitol SESAC UP
CARTERSVILLE	WBHF 1946	1450 250	W. Ryan Frier PO Box 71 686	MBS KBS	W. R. Frier, Owner James O. Hardin, Jr., Gen. Coml. & Prom. Mgr.	John C. Hamrick, Prog. Dir. Robert G. Slaughter, Chief. Engr.	Lang-Worth UP
CEDARTOWN	WGAA 1941	1340 250	Northwest Georgia Bcstg. Co. West Theatre Bldg. 777	ABC KBS	O. C. Lam, Pres. William B. Estes, Gen. & Coml. Mgr.	Rowena Whitfield, Prog. Dir. Edward Reilly, Prom. Mgr. Gary C. Hunt, Chief Engr.	World AP
COLUMBUS	WDAK 1943	1340 250	Radio Columbus Inc. 1320 Broadway 5447	ABC	Allen M. Woodall, Pres. & Gen. Mgr. Miles Ferguson, Coml. Mgr.	John Nolan, Prog. Dir. & Prom. Mgr. L. R. Jones, Chief Engr.	Headley-Reed World AP
COLUMBUS	WGBA 1947	620 1,000-D	Georgia-Alabama Bcstg. Co. 1213½ Broadway 3-3603	.....	A. H. Chapman, Pres. W. S. Massie, Gen. Mgr. Glen Watkins, Coml. Mgr.	William Rhodes, Prog. Dir. Jack Dell, Prom. Mgr. John H. Wisely, Chief Engr.	Branham Associated Capitol AP
COLUMBUS	WRBL 1928	1420 5,000	Columbus Broadcasting Co. 1420 Second Ave. 2-081	CBS	J. W. Woodruff, Sr. Owner J. W. Woodruff, Jr., Exec.- Mgr. George Gingell, Prog. Dir.	Ed J. Hannessy, Prom. Mgr. Joseph A. Gamble, Chief Engr.	Hollingsbery Lang-Worth Standard UP, INS
COLUMBUS	WSAC 1948	1460 1,000	Chattahoochee Bcstg. Co. 1028½ Broadway 2-4427	MBS	William K. Jenkins, Pres. Edwin Mullinax, V. P. & Gen. Mgr.	Francis Smith, Coml. Mgr. Bob Grant, Prom. Mgr. Hudie M. Brown, Chief Engr.	Walker Lang-Worth UP
CORDELE	WMJM 1939	1490 250-LS 100-N	Southeastern Bcstg. System 20th Ave. and B St. 666	MBS KBS	James S. Rivers, Pres. & Gen. Mgr. William E. Blizzard, Jr., Coml. Mgr.	Willard Belote, Prog. Dir. & Prom. Mgr. Reo Chairland, Chief Engr.	World UP
COVINGTON	WMOC 1948	1490 250	Covington News Inc. 621 Monticello St. 2275	MBS KES GALS	Belmont Dennis, Pres. W. Thomas Hay, Gen. Mgr. W. I. Allgood, Prog. Dir.	S. G. Turner, Prom. Mgr. R. L. White, Chief Engr.	World UP
DALTON	WBLJ 1940	1230 250	Dalton Broadcasting Corp. 111 S. Pentz St. 1180	MBS KBS GALS	H. C. Kenemer, Pres. Bill Armond, Gen. & Coml. Mgr.	Dave Achor, Prog. Dir. Chester Wilson, Prom. Mgr. Johns S. Andrews, Chief Engr.	Continental Capitol SESAC UP
DAWSON	WDWD 1948	990 1,000-D	Dawson Broadcasting Co. Dawson 415	.....	Ed Stevens, Pres. W. C. Woodall Jr., Gen. & Coml. Mgr.	Olyn L. Gee, Prog. Dir. Joseph N. Stephens, Prom. Mgr. Jim Q. Honey, Chief Engr.	Lang-Worth UP
DECATUR	WEAS 1947	1010 1,000-D	Eurith Dickinson Rivers, Jr. 217 W. Ponce de Leon Ave. Dearborn 2521	.....	E. D. Rivers Jr., Owner Raymond D. McCay, Station Dir. Ed. Wing, Coml. Mgr.	Warren Roberts, Prod. Dir. Ben Gunn, Prom. Mgr. William H. Keller, Chief Engr.	World AP
DECATUR	WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. Phelps Bldg. Crescent 7066	GALS	Frank Thomas, Pres. Tom Carr, Gen. Mgr.	Cliff Hanson, Chief Engr.	Standard UP
DOUGLAS	WDMG 1947	860 1,000-D	WDMG Inc. Radio Center Bldg. 564	.....	Downing Musgrove, Pres. B. F. J. Timm, Gen. Mgr. Al H. Evans, Coml. Mgr.	Terry N. Kieilty, Prog. Dir. Al Woodson, Chief Engr.	SESAC World UP
DUBLIN	WMLT 1945	1340 250	Dublin Broadcasting Co. Franklin & Moore St. 871	MBS KBS GALS	George T. Morris, Pres. W. Newton Morris, Gen. Mgr. Dennis N. Brown, Coml. Mgr.	H. T. Duke, Prog. Dir. Charlie R. Lord, Chief Engr.	Continental Thesaurus AP
ELBERTON	WSGC 1946	1400 250	Elberton Broadcasting Co. Elberton	MBS KBS	Melvin C. Gorman, Mgr.		Continental AP
EAST POINT	..... (Construction permit)	1260 1,000-D	Southeastern Bcstg. System Box 432 Cordele, Ga.	.....			
FITZGERALD	WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 600 Roanoke Drive 740	MBS GALS	Arthur Carpenter Jr., Pres. Herbert Wolin Scott, Gen. & Coml. Mgr.	Jack Owens, Prog. Dir. Lee Raines, Prom. Mgr. Thomas Hanssen, Chief Engr.	Lang-Worth AP
GAINESVILLE	WDUN (Construction permit)	1400 250	Northeast Georgia Bcstg. Co. 115½ S. Bradford 2341	.....	Paul Plaginos, Pres. John W. Jacobs, Jr., Gen. Mgr.		AP
GAINESVILLE	WGGA 1941	1240 250	Blue Ridge Bcstg. Co. Box 664 1600	MBS KBS	Charles Smithgall, Pres. E. F. MacLeod, Coml. Mgr.	Robert P. Schwab, Prog. Dir. F. Kieth Brown, Chief Engr.	Lang-Worth UP
GRIFFIN	WKEU 1934	1450 250	Radio Station WKEU P.O. Box 155 5507	MBS KBS GALS	A. W. Marshall Jr., Pres. & Gen. Mgr. C. I. Crawley, Coml. Mgr.	Johnny Smolka, Prog. Dir. G. H. Whitley Jr., Chief Engr.	UP
HARTWELL	WKLY 1947	980 1,000-D	Louie L. Morris Hartwell 71	.....	Louie L. Morris, Pres. Max G. Pfaender, Exec. V.P. Joe Morris, Coml. Mgr.	Joe B. Wilder, Prog. Dir. Prom. Mgr. Ernest Church, Chief Engr.	Capitol UP
JESUP	WBGR (Construction permit)	1370 1,000-D	Wm. Glenn Thomas Thomas Bldg.	.....	William Glenn Thomas, Owner		
LAGRANGE	WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 3505	MBS KBS	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr.	John K. Boggess, Prog. Dir. Herb Wells, Prom. Mgr. J. M. McKay, Chief Engr.	McGillvra Standard UP
MACON	WBML 1940	1240 250	Middle Georgia Bcstg. Co. First Nat'l Bank Bldg. 2728	ABC	E. D. Black, Pres. Charles W. Pittman, Gen. Mgr. Walter Graham, Coml. M-	Mary Hester Richardson, Prog. Dir. Harold Beaty, Prom. Mgr. H. S. Goodrich, Chief Engr.	Taylor-Borroff World AP



# AMERICA'S LARGEST STATE NETWORK

*Georgia's*  
**BEST**  
*Radio Buy*

# G-A-L-S

*Georgia's*  
**BEST**  
*Radio Buy*

## Georgia Association of Local Stations

- WGLS Decatur-Atlanta
- WDEC Americus
- WGAU Athens
- WLBB Carrollton
- WBHF Cartersville
- WGAA Cedartown
- WMJM Cordele
- WMOC Covington
- WBLJ Dalton
- WDWD Dawson
- WMLT Dublin
- WDUN Gainesville
- WKEU Griffin
- WFOM Marietta

**GALS**  
**KEY STATION**  
**WGLS**  
**DECATUR — ATLANTA**  
*Georgia*

- WROM Rome
- WFRP Savannah
- WWNS Statesboro
- WSFT Thomaston
- WKTG Thomasville
- WWGS Tifton
- WRLC Toccoa
- WRQN Vidalia
- WAYX Waycross
- WRLD West Point
- WMVG Milledgeville
- WMGA Moultrie
- WIBB Macon
- WBHB Fitzgerald

### ONE OF THE GALS

FRIENDS, ROMANS, COUNTRYMEN  
*"Lend Us Your Ears"*

**W·R·O·M** 710 K.C.  
1000 WATTS  
ROME, GEORGIA



*Serving Northwest Georgia  
and Northeastern Alabama*

### ONE OF THE GALS

WHY NOT USE THE BEST BY USING

**W·M·O·C** 1490 K.C.

Broadcasting daily from studios  
in Covington, Conyers, Madison,  
Monticello and Monroe, Georgia



*Primary day-time coverage in over twelve  
counties—population 221,568. The largest  
coverage of any 250 watt suburban station*

### ONE OF THE GALS

**W·B·L·J** 1230 K.C.

DALTON, GEORGIA

*Doing the best selling  
Job in North Georgia*



### ONE OF THE GALS

**W·D·E·C**  
AMERICUS, GEORGIA



*Serving  
Nine  
Counties*

W. E. Johnson, Manager

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to December 6, 1948)

**GEORGIA (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
MACON .....	WIBB 1943	1280 1,000-D	Peach State Bcstg. Co. Professional Bldg. Ivy 2716	GALS	M. O. Thornburg Jr., } Own- Thomas Maxwell } ers George W. Patton, Coml. & Prom. Mgr.	M. O. Thornburg Jr., Prog. Dir. Thomas Maxwell, Chief Engr.	Thesaurus UP
MACON .....	WMAZ 1922	940 10,000	Southeastern Broadcast- ing Co. Bankers Insurance Bldg. 3131	CBS	George P. Rankln, Pres. & Chief Engr. Wilton Cobb, Gen. Mgr.	"Red" Cross, Coml. & Prom. Mgr. Frank Hubbs, Prog. Dir.	Katz Lang-Worth UP, INS
MACON .....	WNEX 1945	1400 250	Macon Broadcasting Co. Bibb Bldg. 8211	MBS	E. M. Lowe, Pres. Alfred Lowe, Gen. Mgr. & Prog. Dir.	James Weathers, Coml. Mgr. A. C. Kibler, Chief Engr.	For Joe Capitol AP
MARIETTA 4 .....	WFOM 1946	1230 250	Chattahoochee Bcstrs. P. O. Box 131 1746	GALS	Fred B. Wilson } Channing Cope } Partners Albert L. Jones, Gen. & Coml. Mgr.	Nelsie Horne, Prog. Dir. Jim Collins, Prom. Mgr. Lynne Brannen, Chief Engr.	World AP
MILLEDGEVILLE ...	WMVG 1946	1450 250	Jere N. Moore Georgia Military College 250	MBS KBS GALS	Jere N. Moore, Owner Michael T. Landy, Gen., Coml. & Prom. Mgr.	Josephine Ragsdale, Prog. Dir. Robbie O. Hattaway, Chief Engr.	Griffith World UP
MOULTRIE .....	WMGA 1939	1400 250	John F. Pidcock Moultrie 999	KBS	John F. Pidcock, Pres. Roy F. Zess, Station & Prom. Mgr. & Prog. Dir.	Wandell Murphy, Coml. Mgr. Lamar Beaty, Chief Engr.	Clark Thesaurus UP
NEWNAN .....	WCOH 1947	1400 250	Newnan Broadcasting Co. 6½ Jefferson St. 1400	MBS	D. T. Manget E. W. Thomasson } Partner- James Thomasson } ship Ida A. Thomasson }	James Thomasson, Gen. & Coml. Mgr. R. C. S. Young, Prog. Dir. Walter O. Welch, Chief Engr.	World AP
QUITMAN .....	WKMA 1947	1490 250	John Raymond Barlett Walker Bldg. 4811	.....	John R. Bartlett, Owner & Gen. Mgr.		
ROME .....	WLAQ 1947	670 1,000-D	News Publishing Co. 209 N. Broad St. 7767	.....	Burgett Mooney Sr., Pres. Robert Leach, Gen. Mgr. Martha Daniel, Coml. Mgr.	George Rice, Prog. Dir. & Prom. Mgr. Dan Scott, Chief Engr.	McGillvra Capitol AP, UP, INS
ROME .....	WRGA 1929	1470 5,000	Rome Broadcasting Corp. National City Bank Bldg. 6589	MBS KBS	John W. Quarles, Pres. Happy Quarles, Gen. Mgr. Mather Payne, Sta. Mgr. Pinkle Talley, Coml. Mgr.	Jim Roberts, Prog. Dir. Don Murdock, Prom. Mgr. R. L. Starr, Chief Engr.	Walker Lang-Worth UP



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 VOICE IN GEORGIA**

**WRGA 1470**

**WRGA • FM 106.5**

HAPPY QUARLES GENERAL MANAGER

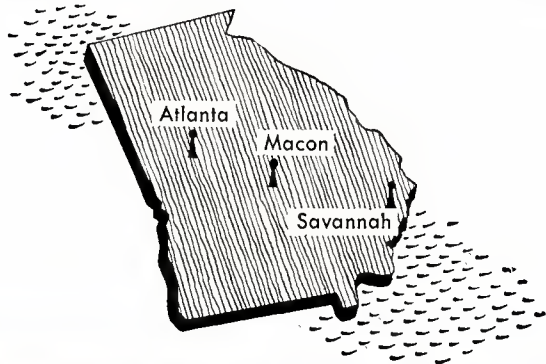
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**THE WALKER COMPANY**

**ROME, GEORGIA**

**DAY  
 AND  
 NIGHT**

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



# The Georgia Trio

**WAGA**  
ATLANTA  
5000W • 590Kc

**WMAZ**  
MACON  
10,000W • 940Kc

**WTOG**  
SAVANNAH  
5000W • 1290Kc



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- Concentrated coverage • Merchandising assistance
- Listener loyalty built by local programming • Dealer loyalties

— IN GEORGIA'S FIRST THREE MARKETS



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**GEORGIA (Continued)**

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ROME	WROM 1946	710 1,000-D	Coosa Valley Radio Co. Inc. 121 Broad St. 9075	GALS	Dean Covington, Owner, Gen. Mgr. George Eubanks, Sta. Mgr. Donald Lanham, Coml. Mgr.	W. B. Davies, Prog. Dir. Bill Hale, Prom. Mgr. Ken Lowery, Chief. Engr.	World AP
SAVANNAH	WCCP 1946	1450 250	Carter C. Peterson P.O. Box 943 2-4182	MBS	Carter C. Peterson, Pres. & Gen. Mgr. Welden Herrin, Sta. & Coml. Mgr.	Charles Beresford, Prog. Dir. Chas. J. Lipton, Sales Prom. Mgr. William Moats, Chief Engr.	Walker Standard UP
SAVANNAH	WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC	A. C. Neff, Pres. L. H. Thesmar, Gen. & Coml. Mgr.	J. Davis Sheppard, Prog. Dir. Robert Mann, Prom. Mgr. Howard C. Jewett, Jr., Chief Engr.	Avery-Knodel Standard AP
SAVANNAH	WFRP 1946	1230 250	Georgia Broadcasting Co. 219 E. Charlton St. 3-9642	GALS	F. R. Pidcock, Sr., Pres. John F. Pidcock, Actg. Gen. Mgr. & Prog. Dir.	John Williams, Coml. Mgr. James M. Wilder, Chief Engr.	Perry Associated, Cole AP
SAVANNAH	WSAV 1939	630 5,000	WSAV Inc. Liberty Nat'l Bank Bldg. 3-0234	NBC	Harben Daniel, Pres. & Gen. Mgr. William Slates, Coml. Mgr. James L. Woods, Prog. Dir.	Carson Demmond, Prom. Mgr. Meredith E. Thompson, Chief Engr.	Hollingsbery Thesaurus AP
SAVANNAH	WTOC 1929	1290 5,000	Savannah Bestg. Co. 516 Abercorn St. 2-0127	CBS	Wm. T. Knight, Jr., Pres., Gen. Mgr. Ben Williams, Coml. & Prom. Mgr.	Dwight J. Bruce, Prog. Dir. Reeve Owen, Chief Engr.	Katz World, Lang- Worth UP
STATESBORO	WWNS 1946	1490 250	Alfred Dorman P. O. Box 146 502	MBS KBS- GALS	Alfred Dorman, Owner Paul R. Sauve, Gen. & Coml. Mgr.	Worth McDougald, Prog. Dir. & Prom. Mgr. Lawrence D. Winegardner, Chief Engr.	UP
THOMASTON	WSFT 1947	1220 250-D	Thomaston Broadcasting Co. P.O. Box 839 1300	MBS	R. E. Hightower, Pres. S. J. Carswell, Gen. Mgr. Claude Thames, Coml. Mgr.	Wm. H. Heule, Prog. Dir. R. D. Wharton, Chief Engr.	AP
THOMASVILLE	WKTG 1946	730 1,000-D	Southern Broadcasting System Inc. Bank of Thomas County Bldg. 1501	.....	W. F. Scott, Jr., Pres. & Gen. Mgr. Pratt Secrest, Coml. & Prom. Mgr.	W. B. Hill, Prog. Dir. K. T. Mallory, Chief Engr.	Clark Lang-Worth, World AP
THOMASVILLE	WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909	.....	H. Wimpy, Owner & Gen. Mgr. Al Feinberg, Coml. Mgr.	Bob Oakman, Prog. Dir. James W. Poole, Chief Engr.	Thesaurus Capitol UP
THOMSON	WTWA 1948	1240 250	Hickory Hill Bestg. Co. 215 Lumpkin St. 777	MBS	Walter Brown, Pres. Harold Teasley, Gen. Mgr.	William E. Bates, Chief Engr.	Taylor-Borroff World UP
TIFTON	WWGS 1946	1340 250	Tifton Bestg. Co. 800 S. Main St. 921	MBS GALS	Walter A. Graham, Pres. James Eugene Graham, Exec. V.P. Paul Wynn, Prog. Dir.	R. H. Pittman, Prom. Mgr. Wm. W. Shepherd, Coml. Mgr. Wendell C. Roberts, Chief Engr.	Standard UP
TOCCOA	WLET 1941	1450 250	R. G. LeTourneau Prather Bridge Road 544	MBS KBS	R. G. LeTourneau, Pres. Virgie E. Craig, Gen. Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. Charles A. Gaines, Prom. Mgr. J. Carl Meeks, Chief Engr.	Clark Associated UP
VALDOSTA	WGOV 1940	950 5,000-LS 1,000-N	E. D. Rivers Daniel Ashley Hotel 1420	MBS	E. D. Rivers, Pres., Gen. Mgr. & Coml. Mgr. John H. McKnight, Supvrs. Local Sales	John Evans, Prog. Dir. Ralph Dennis, Chief Engr.	Pearson World UP
VIDALIA	WRQN 1946	1450 250	Vidalia Broadcasting Co. Vidalia 327	MBS KBS- GALS	M. F. Brice, Pres. Robert Moran, Gen. & Coml. Mgr.	Dick Tillman, Prog. Dir. W. G. Jones, Chief Engr.	World UP
WAYCROSS	WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS KBS	Jack Williams, Owner John J. Tobola, Mgr. & Coml. Mgr.	Gwen Thomas, Prog. Dir. Raymond Williamson, Prom. Mgr. John E. Legare, Chief Engr.	Holman World, Cole UP
WEST POINT	WRLD 1940	1490 250	Valley Broadcasting Co. P.O. Box 191 173	ABC KBS	L. J. Duncan, Pres. & Gen. Mgr. C. E. Lifesey, Coml. Mgr.	Aileen Love, Prog. Dir. R. R. Magill, Chief Engr.	World AP

**IDAHO**

BOISE	KDSH 1947	950 5,000	Boise Valley Broadcasters Inc. 311 N. 10th St. 6820	CBS	Saul Haas, Pres. Westernman Whillock, Gen. Mgr.	Earl Glade, Assoc. Mgr. & Prog. Dir. James A. Johntz, Jr., Chief Engr.	Free & Peters Associated UP
BOISE	KGEM 1946	1340; CP-1140 250; CP-10,000	Idaho Bestg. & Telev. Co. 1107 N. Main St. 533	ABC Rocky Mtn.	Frank C. Carman, Pres. Ray Padel, Gen. Mgr. Cecil H. Seavey, Coml. Mgr.	Sheldon Bren, Prod. Mgr. Harry Waterstone, Prom. Mgr. R. W. Egleston, Chief Engr.	Hollingsbery Lang-Worth AP
BOISE	KIDO 1928	1380 2,500-LS 1,000-N	KIDO Inc. Hotel Boise 660	NBC	Georgia M. Davidson, Pres. Walter E. Wagstaff, Gen. Mgr. Hugh Shelley, Coml. Mgr.	James McKibben, Prog. Dir. Peter Brooks, Prom. Mgr. Harold Toedtmeier, Chief Engr.	Blair World, Stand- ard AP, UP
BURLEY	KBIO 1946	1230 250	KBIO Inc. Box 461 10	ABC KBS Rocky Mtn.	Jessica L. Longston, Pres. James L. Hamstreet, Gen. Mgr. Rudy Rankin, Coml. Mgr.	Jean McLean, Prog. Dir. Franklin K. Clark, Prom. Mgr. Donald Pinney, Chief Engr.	Grant World UP

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

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

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

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750 Kilocycles

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## IDAHO (Continued)

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CALDWELL	KCID 1946	1490 250	Caldwell Broadcasting Co. Canyon Hill Park 1540	.....	J. T. LaFond, Pres. Jack J. Link, Prog. Dir., Prom. Mgr.	H. R. McCosh, Gen. & Coml. Mgr. Don Bower, Chief Engr.	World UP
COEUR D' ALENE	KVNI 1946	1240 250	Coeur d'Alene Broad- casting Co. Blackwell Island 1250	MBS Don Lee	Burl C. Hagadong, Pres. C. E. Rodell, Mgr. & Coml. Mgr.	Bernard V. Merriman, Prog. Dir. & Prom. Mgr. Howard Olsen, Chief Engr.	Hollingbery Lang-Worth AP, UP
IDAHO FALLS	KID 1927	1350 5,000-LS 500-N	Idaho Radio Corp. Hotel Bonneville 4	MBS KBS Inter- moun- tain	Joseph E. Williams, Pres. C. N. Layne, Gen. Mgr. & Chief Engr.	Leonard Wasden, Coml. Mgr. James H. Lawrence, Prog. Dir. Marcell Blvd, Prom. Mgr.	Avery-Knodel World, Mc- Gregor UP
IDAHO FALLS	KIFI 1947	1400 250	Eastern Idaho Bcstg. & Telev. Co. 339 Broadway 1054	ABC Rocky Mtn. Gem	J. M. Brady, Pres. & Gen. Mgr. Chic Crabtree, Sta. Mgr. Daniel W. Kelly, Coml. Mgr.	Keith H. Clarke, Prog. Dir. Blair G. Nelson, Chief Engr.	Hollingbery Thesaurus AP
LEWISTON	KRLC 1935	1350 1,000	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker, Pres. Donald Thomas, Gen. Mgr. Robert Taylor, Coml. Mgr.	Reg Roos, Prog. Dir. Gene Wilson, Chief Engr.	Grant Lang-Worth UP
MOSCOW	KRPL 1947	1400 250	Interstate Radio Inc. P. O. Box 207 2283	.....	T. R. Farrler, Pres. Bert McAllister, Gen. & Prom Mgr., Prog. Dir.	Jack H. Goetz, Coml. Mgr. Herbert D. Young, Chief Engr.	Continental Biddick World, Cole AP
NAMPA	KFXD 1930	580 1,000	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS Inter- moun- tain	Frank E. Hurt, Pres. Doyle Cain, Gen. & Coml. Mgr.	Shiri Black, Prog. Dir. Edward Hurt, Chief Engr.	Avery-Knodel Thesaurus, Lang-Worth PN
POCATELLO	KEIO 1946	1440 1,000	Eastern Idaho Bcstg. & Telev. Co. Hotel Bannock 3400	ABC KBS Rocky Mtn. Gem	James M. Brady, Pres. John R. Taylor, Gen. Mgr. John H. Schoonover, Coml. Mgr.	Steve Shepard, Prog. Dir. Denzil V. Musulin, Chief Engr.	Hollingbery Thesaurus World AP
POCATELLO	KEYY 1946	1240 250	Radio and Television Bcstg. Co. of Idaho Radio Center 1240	MBS Inter- moun- tain	Calvin L. Hale, Pres. Gen. & Coml. Mgr. Doris MacBride, Prog. Dir.	Myron Guyaz, Prom. Mgr. J. Julian Dennis, Chief Engr.	Avery-Knodel World AP
POCATELLO	KSEI 1926	930 5,000	Radio Service Corp. Hotel Whitman 960	NBC	O. P. Soule, Pres. Henry H. Fletcher, Gen. & Coml. Mgr.	Ruthe A. Fletcher, Prog. Dir. Olive M. Leeny, Prom. Mgr. Ellis W. Call, Chief Engr.	Walker Standard, Lang-Worth, Cole UP
PRESTON	KSPT 1948	1340 250	Voice of the Rockies, Inc. 17 North St. 600	KBS	J. L. Peterson, Pres. Al Blorge, Gen. Mgr. Ray Egan, Asst. Mgr.	James Kelley, Chief Engr.	Associated Lang-Worth AP
SANDPOINT	KSPT (Construction permit)	1400 250	Bauer Bcstg. Service 841 E. 86th St. Seattle, Wash.	.....			
TWIN FALLS	KLIX 1946	1340 250	Southern Idaho Bcstg. & Telev. Co. Elizabeth Blvd. 2484	ABC Rocky Mtn. Gem	Frank C. McIntyre, V.P. & Gen. Mgr. Juneau H. Shimm, Coml. Mgr.	Ian Elliot, Admin. Asst. Lloyd James, Chief Engr.	Hollingbery Capitol, World AP
TWIN FALLS	KTFI 1928	1270 5,000-LS 1,000-N	Radio Broadcasting Corp. 241 Main St. W. 2400	NBC	O. P. Soule, Pres. F. M. Gardner, Gen. & Coml. Mgr. Kenneth W. Montgomery, Sales Mgr.	Lenore Parker, Prog. Dir. & Prom. Mgr. George Malone, Chief Engr.	Weed Keating Standard Lang-Worth UP
TWIN FALLS	KVMV 1946	1450 250	Radio Sales Corp. 126½ E. Shoshone 2002	MBS Inter- moun- tain	Franklin V. Cox, Owner & Chief Engr.	George Ross, Gen. Mgr.	World, Cole UP
WALLACE	KWAL 1939	620 1,000	Silver Broadcasting Co. Box 930 330	MBS KBS Don Lee	Dr. J. R. Binyon, Pres. Robert G. Binyon, Gen. Mgr.	W. Mondell Spencer, Prog. Dir. G. Turner Dreher, Chief Engr.	World SESAC
WEISER	KWEI 1947	1240 250	Inland Broadcasting Co. Box 791 700	KBS	Frank S. Gwilliam, Pres. Claude W. Cain, Gen. Mgr. Jack Hatch, Coml. Mgr.	Don Jones, Prog. Dir. James Carlson, Chief Engr.	Standard, Lang- Worth AP

## ILLINOIS

ALTON	WOKZ 1948	1570 1,000-D	WOKZ, Inc. 229 Market St. 3-5506	.....	R. C. Goshorn, own- ers E. L. Rose J. R. Paulos, Gen. Mgr. Oscar Jaeger, Coml. Mgr.	A. A. Riehl, Prog. Dir. Lowell Seitzinger, Prom. Mgr. Thomas Payton, Jr., Chief Engr.	Sears & Ayer Lang-Worth AP
AURORA	WMRO 1938	1280 250-D	WMRO, Inc. 184 S. River St. 4215	KBS	Martin R. O'Brien, Pres. Vincent G. Coffey, Gen. Mgr. James D. O'Brien, Coml. Mgr.	Jeanne M. Doran, Prog. Dir. John Kitner, Chief Engr.	Lang-Worth INS
BELLEVILLE	WIBV 1947	1060 250-D	Belleville Broadcasting Co. 2100 W. Main St. 5000	.....	Paul A. Wnorowski, Gen. Mgr. Marshall True, Coml. Mgr.	Virginia B. Wilson, Prog. Dir., Prom. Mgr. Marvin M. Mollring, Chief Engr.	Holman Standard, World AP

**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

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**ILLINOIS (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BLOOMINGTON ....	WJBC 1924	1230 250	Bloomington Bestg. Co. 209 E. Washington St. 5281	ABC	Loring Merwin, Pres. Hale Bondurant, Gen. Mgr.	Joseph J. Hannie, Coml. Mgr. Joseph J. Glass, Prog. Dir. Fred L. Bailey, Chief Engr.	Pearson Lang-Worth SESAC UP
CAIRO .....	WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS	Oscar C. Hirsch, Pres. & Chief Engr. Merrill C. Currier, Gen. & Coml. Mgr.	Charles Housewright, Prog. Dir.	Pearson UP
CANTON .....	WBYS 1947	1560 250-D	Fulton County Bestg. Co. East Linn St. 1877	.....	Harold R. Winsor, Pres. Robert L. Odson, Gen Mgr. Myron Coy, Prog. Dir.	John M. Stockberger, Chief Engr.	Lang-Worth, World AP
CARBONDALE .....	WCIL 1946	1020 1,000-D	Southern Illinois Bestg. 219 W. Main St. 167	.....	Paul F. McRoy, Pres., Gen. Mgr., & Prog. Dir.	Walter Schafer, Coml. Mgr. Marion Sawyer, Chief Engr.	Capitol AP
CARMI .....	WROY (Construction permit)	1460 1,000-D	Carmi Bestg. Co. 101 S. Walnut St. 682	.....	Roy Clippinger, Pres. Thomas S. Land, Gen. Mgr. Howard Reedy, Coml. Mgr.	Paul Cotton, Prog. Dir. Elmer Gladson, Chief Engr.	Holman Lang-Worth UP
CARTHAGE .....	WCAZ 1922	990 1,000-D	Superior Bestg. Service Inc. 502 Wabash Ave. 520	.....	Bob Compton, Pres. John Palmer, Mgr.		
CENTRALIA .....	WCNT 1946	1210 1000-D	WCNT, Inc. Centralia 234	.....	George F. Isaac, Pres. Anne Collins, Prog. Dir.	J. J. Flanigan, Gen. Mgr. Hobart Stephenson, Jr., Chief Engr.	UP
CHAMPAIGN .....	WDWS 1936	1400 250	The News-Gazette Inc. 48 Main St. 5252	CBS KBS	J. A. McDermott, Gen. Mgr. Marc Howard, Coml. Mgr.	Jack R. Baum, Chief Engr.	Meeker World UP
CHICAGO 1.....	WAAF 1922	950 1000-D	Corn Belt Publishers, Inc. (Drivers Journal Div.) 221 N. LaSalle Randolph 6-1932	.....	Ward A. Neff, Pres. W. E. Hutchinson, Gen. Mgr. Bradley R. Eidmann, Coml. Mgr.	Cynthia A. Coyle, Prog. Dir. Carl Ulrich, Chief Engr.	Hollingsbery Lang-Worth Standard UP
CHICAGO 1 .....	WAIT 1940	820 5000 L-LS, Dallas	Radio Station WAIT 360 N. Michigan Ave. Franklin 2-0680	.....	Gene T. Dyer, Pres. Sil Aston, Gen. & Coml. Mgr.	Rosemary Petru, Prog. Dir. Ed W. Jacker, Chief Engr.	Radio Reps, Inc. Lang-Worth, Associated, UP

**PROFIT RESOLUTION FOR ADVERTISERS IN 1949**

Improve Penetration and Coverage

In CHICAGO by Using . . .

for Greater Power  
Now 50,000 Watts

**WCFL**

for Ideal Position  
1,000 on the Dial

for Championship Programming

**Ace Sports**—Notre Dame and Chicago Cardinals  
Football; Blackhawks Hockey.

**News**—by Baukhage and Agronsky plus round-the-clock coverage.

**Great Music**—Chicago Symphony, The Music Lovers' Hour, Deems Taylor.

**Top Network Features**—Breakfast Club, Gang Busters, Abbott & Costello Kid Show, What's My Name? and others.

**WCFL**

*The Voice of Labor*

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

... and incidentally, WCFL offers an unequalled plus factor in audience loyalty. There's a Union member in 2 out of every 3 families in the great Chicago area, a foundation upon which WCFL, The Voice of Labor, is building one of the most responsive product-buying markets in radio today.

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CHICAGO 11	WBBM 1923	780 50,000	Columbia Bcastg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS	Frank Stanton (CBS), Pres. H. Leslie Atlass, V. P. & Gen. Mgr. Frank Falknor, Sta. Mgr. Erwin Shomo, Coml. Mgr. Valentine Sherman, Prog. Dir.	Arthur E. Duram, Prom. Mgr. George Sherman, Chief Engr. Don E. Kelley, Dir. of Publicity	Radio Sales Lang-Worth, World Associated AP, UP, INS
CHICAGO	WCBD 1947	820 5,000 SH	Christian Catholic Church Administration Bldg., Zion, Ill. 521	.....	Michael J. Mintern, Gen. Overseer	Carl Q. Lee, Coml. Mgr.	
CHICAGO 11	WCFL 1926	1000 50,000	Chicago Federation of Labor 666 Lake Shore Drive Mohawk 4-2400	ABC	William A. Lee, Pres. Maurice Lynch, Gen. Mgr. George F. Isaac, Coml. Mgr. Howard T. Keegan, Prog. Dir.	Frank McGivern, Prom. Mgr. Charles Willett, Chief Engr.	Boiling Associated UP
CHICAGO 14	WCRW 1926	1240 100 SH-WEDC, WSBC	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860	.....	Clinton R. White, Ownr., Chief Engr. J. A. White, Gen. Mgr.		MacGregor
CHICAGO 23	WEDC 1926	1240 250 SH-WCRW, WSBC	Emil Denemark 3860 W. Ogden Ave. Crawford 7-4100	.....	Emil Denemark, Pres. Frank J. Kotnour, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom. Mgr. Chester Lewicki, Chief Engr.	UP
CHICAGO 6	WENR 1923	890 50,000 ST-WLS	American Broadcasting Co. 20 N. Wacker Drive Delaware 7-1900	ABC	Mark Woods (ABC), Pres. John Norton Jr., V. P. in charge Central Div. Roy McLaughlin, Coml. & Gen. Mgr.	Harold Stokes, Prog. Dir. Karl R. Sutphin, Prom. Mgr. Edward Horstman, Chief Engr.	Standard AP, UP, INS
CHICAGO 12	WGES 1924	1390 5,000	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700	.....	John A. Dyer, Pres. & Gen. Mgr. E. M. Hinzman, Coml. Mgr. Herbert Rudolph, Prog. Dir.	K. P. Freda, Prom. Mgr. Elery L. Plotts, Chief Engr.	Associated UP
CHICAGO 11	WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 7-0100	MBS	Col. R. R. McCormick, Pres. Frank P. Schreiber, Mgr. Paul C. Brines, Asst. Mgr. Wm. A. McGuineas, Coml. Mgr. Walter J. Preston, Prog. Dir.	Bruce W. Dennis, Asst. Prog. Dir. James G. Hanlon, Publ. Dir. Carl J. Myers, Dir. of Engrg.	Keenan & Eickelberg WGN Standard, Capitol AP, UP
CHICAGO 11	WIND 1927	560 5,000	Johnson Kennedy Radio Corp 400 N. Michigan Whitehall 2170	.....	Paul Harper, Pres. Ralph L. Atlass, Gen. Mgr. John T. Carey, Coml. Mgr.	H. Leslie Atlass, Jr., Prog. Dir. Jimmie Spanos, Prom. Mgr. Ken Shirk, Chief Engr.	Katz Standard AP, UP
CHICAGO 1	WJJD 1934	1160 50,000 L-KSL	WJJD Inc. 230 N. Michigan Ave. State 2-5466	.....	Marshall Field, Pres. Arthur F. Harre, Gen. Mgr. Frederick G. Harm, Coml. Mgr.	Mark Russell, Prog. Dir. Ed Short, Prom. Mgr. Walter F. Myers, Chief Engr.	Avery-Knodei Standard, Associated UP
CHICAGO 7	WLS 1924	890 50,000 ST-WENR	Agricultural Broadcast- ing Co. 1230 W. Washington Blvd. Monroe 6-9700	ABC	James E. Edwards, Pres. Glenn Snyder, Gen. Mgr. & V. P. C. M. Freeman, Coml. Mgr.	Harold Safford, Prog. Dir. Donald E. Pinlayson, Prom. Mgr. Thomas L. Rowe, Chief Engr.	Blair Standard AP, UP, TP
CHICAGO 54	WMAQ 1922	670 50,000	National Bcastg. Co. Merchandise Mart Superior 7-8300	NBC	Niles Trammell (NBC), Pres. I. E. Showerman, V. P. & Gen. Mgr. Oliver Morton, Sales Mgr.	Arthur Jacobsen, Prog. Dir. Harold Smith, Prom. Mgr. Howard Luttgens, Chief Engr.	NBC Spot Thesaurus AP, UP, INS
CHICAGO 10	*WMBI 1926	1110 5,000 L-KFAB, WBT	The Moody Bible Insti- tute of Chicago 153 Institute Place Michigan 2-1570	.....	Dr. Wm. Culbertson, Pres. R. L. Constable, Gen. Mgr. Robert O. Parsons, Prog. Dir.	John Raymond, Prom. Mgr. A. Paul Frye, Chief Engr.	World UP
CHICAGO 12	WSBC 1925	1240 250 SH-WCRW, WEDC	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	.....	Robert O. Miller, Gen. Mgr. & Prog. Dir. Julius Miller, Coml. Mgr.	Arnold B. Miller, Prom. Mgr.	Fbrjoe Associated, SESAC, Macgregor Cole, UP
CICERO 50	WHFC 1926	1450 250	WHFC, Inc. 6138 West Cermak Road Olympic 4305	.....	Richard W. Hoffman, Pres. M. E. Clifford, Sta. Mgr. A. Vann, Coml. Mgr.	R. Mueller, Prog. Dir. E. P. Hayes, Chief Engr.	Lang-Worth World Capitol UP
CLINTON	WHOW 1947	1520 1,000-D	Cornbelt Bcastg. Co. 401½ S. Side Square 305	.....	Dr. Keith Rhea, Pres. Francis Higgins, Gen. Mgr. James Williams, Coml. Mgr.	Bill Johnson, Prog. Dir. Jaqueline Cels, Prom. Mgr. Edward Fisher, Chief Engr.	Cooke Standard UP
DANVILLE	WDAN 1938	1490 250	Northwestern Publishing Co. 1500 N. Washington Ave. 1700	CBS	E. C. Hewes, Gen. Mgr. Robert J. Burow, Sta. & Prom. Mgr.	Honore E. Ronan, Prog. Dir. Theodore G. Magin, Chief Engr.	McKinney World UP
DECATUR 70	WSOY 1924	1340 250	Commodore Bcastg. Inc. Route 48 at N. Jasper St. 5371	CBS	Fred W. Schaub, Pres. Merrill Lindsay, Gen. Mgr. Charles F. Bruce, Coml. & Prom. Mgr.	Bernard J. Johnson, Prog. Dir. Milburn H. Stuckwish, Tech. Dir.	Weed Lang-Worth AP
DEKALB	WLBK 1947	1360 500-D	DeKalb Radio Studios 153½ N. Third St. 2677	.....	T. A. Lanes, Pres.	Robert C. Brown, Prog. Dir.	McGeehan & O'Mara Colc. Thesaurus AP
EAST ST. LOUIS	WTMV 1935	1490 250	WTMV, On The Air Inc. Broadview Hotel Bridge 3424	.....	Clarence Leich, Owner Frank J. Prendergast, Gen. & Coml. Mgr.	Dale Douglas, Prog. Dir. & Prom. Mgr. Erie B. White, Chief Engr.	Weed World UP
EFFINGHAM	WCRA 1947	1090 250-D	Effingham Broadcasting Co. Box 568 1090	.....	Joseph E. McNaughton, Pres. & Coml. Mgr. Donald J. Grantham, Gen. Mgr.	Patricia A. Grantham, Prog. Dir. Scott Franklin, Chief Engr.	Rural Radio Lang-Worth UP



in april 1949, we'll be 25 years old

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

## What They Say About Us

### THE STATION

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

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

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

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

"Listeners write to WLS as they would write to a friend or cousin."  
—READ MAGAZINE

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

"WLS a public servant in the Midwest."  
—TIME MAGAZINE

### THE NATIONAL BARN DANCE

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

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

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

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

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

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

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

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

A CLEAR CHANNEL STATION  
50,000 WATTS, 890 KC, ABC AFFILIATE  
REPRESENTED BY JOHN BLAIR & CO,



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EVANSTON	WNMP 1947	1590 1,000-D	Evanston Broadcasting Co. 2201 Oakton St. Greenleaf 5-1590	.....	Fred S. Newton, Pres. Angus D. Pfaff, Gen. & Coml. Mgr.	Frederick H. Schmutz, Prod. Mgr. L. J. Schnedorf, Chief Engr.	Standard INS
FREEPORT	WFRL 1947	1570 1,000-D	Freeport Broadcasting Co. 9 N. Chicago Ave. State 436	.....	Vincent S. Barker, Pres. & Gen. Mgr. Dave Taylor, Coml. Mgr.	Arthur Hanstrom, Prog. Dir. Vincent S. Barker, Chief Engr.	Cooke World AP
GALESBURG	WGIL 1938	1400 250	Galesburg Broadcasting Co. Hill Arcade 4626	MBS	Mrs. Milton Schmith. Pres. R. W. Frudeger, Gen. & Coml. Mgr.	Elizabeth Harler, Prog. Dir. E. D. Scandrett, Chief Engr.	McGeehan & O'Mara Standard UP
HARRISBURG	WEBQ 1923	1240 250	Harrisburg Broadcasting Co. 100 East Poplar St. 28	KBS	Inglis M. Taylor, Gen. & Coml. Mgr. Wanda O. Raley, Prog. Dir.	Ken Hamilton, Prom. Mgr. Elmer Gladson, Chief Engr.	UP
HERRIN	WJPF 1940	1340 250	Orville W. Lyerla Herrin 382	MBS KBS	Orville W. Lyerla, Pres. Charles R. Cook, Gen. & Coml. Mgr.	Gino Monaco, Chief Engr.	Pearson Standard SESAC UP
JACKSONVILLE	WLDS 1941	1180 1,000-D	Edge & Korsmeyer Fox Illinois Theatre Bldg. 1180	KBS	Milton Edge } Partners E. J. Korsmeyer } E. J. Korsmeyer, Gen., Coml. & Prom. Mgr.	T. J. Fairburn, Prog. Dir. G. J. Cassens, Chief Engr.	Holman Standard UP
JOLIET	WJOL 1926	1340 250	Joliet Broadcasting Co. 601 Walnut St. 4761	KBS	Calvin Wilson, Pres. R. L. Bowles, Gen. & Coml. Mgr.	Eileen Caron, Prog. Dir. Lester De Costa, Chief Engr.	McGillivra Lang-Worth UP
KANKAKEE	WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 6500	.....	Leslie C. Small, Pres. Bruce Brown, Sta. Mgr.	Wayne Center, Prog. Dir. Robert Harrell, Chief Engr.	Holman World, Standard AP
LaSALLE	WLPO 1947	1220 250-D	LaSalle County Broadcasting Co. P. O. Box 399 3100	.....	F. F. McNaughton } Partners L. F. Leurig } William Holm, Gen. & Coml. Mgr.	Joseph Terrando, Prog. Dir. Lawrence McCann, Chief Engr.	World Lang-Worth AP
MACOMB	WKAI 1946	1510 250-D	Macomb Broadcasting Co. 113 E. Carroll St. 1350	KBS	James C. Bailey, Pres. Lyle B. Landis, V. P.	Eugene F. Spry, Prog. Dir. Maurice Riggins, Chief Engr.	Thesaurus SESAC UP
MATTOON	WLBH 1946	1170 250-D	Mattoon Broadcasting Co. 1632½ Broadway 3800	.....	J. R. Livesay, Pres. & Gen. Mgr. R. O. Looper, Coml. Mgr.	Robert F. LaMere, Prog. Dir. Ray Livesay, Chief Engr.	Standard AP
MOLINE	WQUA 1946	1230 250	Moline Broadcasting Co. Radio Center 7000	MBS	Bruff W. Olin, Jr., Pres. & Gen. & Prom. Mgr. G. Laverne Flambo, V. P. & Coml. Mgr.	Jack Davis, Prog. Dir. Larry Lynch, Chief Engr.	World AP
MOUNT CARMEL	WVMC 1948	1360 500-D	Charles F. Rodgers 727 Main St.	.....	Charles F. Rodgers, Owner		
MT. VERNON	WMIX 1946	940 1,000-D	Mt. Vernon Radio & Telev. Co. 2 Radio Center 3500	.....	John Russell Mitchell, Pres. Edward Raasch, Gen. Mgr. Walter Hemann, Coml. Mgr.	William F. Miller, Prog. Dir. Adron N. Miller, Chief Engr.	Pearson World, Standard AP
OAK PARK	WEBS (Construction permit)	1490 250	Village Bcstg. Co. 104 N. Oak Park Ave.	.....			
OLNEY 3	WVLN 1947	740 250-D	Olney Broadcasting Co. 302 E. Main St. 935	.....	Marshall H. Poole, Pres. & Gen. Mgr. Raymond Baker, Coml. Mgr.	James Butler, Prog. Dir. James H. Weber, Chief Engr.	Holman Capitol Standard AP
PEKIN	WSIV 1945	1140 1,000-D	Pekin Broadcasting Co. 15 S. Fourth St. 1747	.....	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed Henry, Coml. Mgr. Robert R. Snow, Prog. Dir.	George C. Udry, Prom. Mgr. Emil Prandoni, Chief Engr.	Holman Lang-Worth SESAC AP
PEORIA	WEEK 1947	1350 1,000	West Central Bcstg. Co. Commercial Nat'l. Bank Bldg. 3-3688	NBC	Robert S. Kerr, Pres. Fred C. Mueller, Gen. Mgr. Thomas I. Greer, Lcl. Sales Mgr.	George W. Cremeens, Prog. Dir. Montez Tjaden, Prom. Mgr. Alden F. Wooster, Chief Engr.	Katz World Capitol AP
PEORIA 2	WIRL 1948	1290 5,000	Illinois Valley Broadcasting Co. 115 N. Jefferson Ave. 4-9239	ABC	Timothy W. Swain, Pres. Robert B. Jones, Jr., Gen. & Coml. Mgr. C. William Selah, Prog. Dir.	Freeman Hasbrook, Prom. Mgr. Rudolph Luukinen, Chief Engr.	Avery-Knodel Standard UP
PEORIA 2	WMBD 1927	1470 5,000	Peoria Broadcasting Co. 212 S. Jefferson 7133	CBS	Edgar L. Bill, Pres. Charles C. Caley, Exec.-V.P. Don D. Kynaston, Dir. of Sales	Charles E. Barnhart, Prog. Dir. Marvin H. Hult, Prom. Mgr. James A. Ebel, Dir. of Engrg.	Free & Peters Thesaurus Lang-Worth AP, UP
PEORIA 2	WMMJ 1946	1020 1,000-D	Mid State Broadcasting Co. Inc. 408 Fulton St. 9164	MBS	William J. Kutsch, Pres. & Gen. Mgr. James T. Butler, Coml. Mgr.	Robyn Weaver, Prog. Dir. Verne Parks, Chief Engr.	Pearson Standard SESAC UP
PEORIA 2	WWXL 1947	1590 1,000	Central Ill. Radio Corp. Hotel Jefferson 9106	.....	Joseph H. Giddan, Pres. Michael Henry, Gen. & Coml. Mgr. Kres Fluegel, Prog. Dir.	Lee Rothman, Prom. Mgr. Carl Horine, Chief Engr.	Associated SESAC INS

# 1,029,762,240

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

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

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



Data based on Nielsen Radio Index, 1948 Coverage Report.

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

MBS

# WGN

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keenan and Eickelberg  
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5  
710 Lewis Bldg., 333 SW Oak St., Portland 4

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QUINCY	WFAR .....	1230 250 (Construction permit)	Illmo Bestg. Corp. 1000 Monroe St.	.....	S. Parker Gates, Pres.		
QUINCY	WGEM 1948	1440 1,000	Quincy Broadcasting Co. Hotel Quincy 6840	ABC	Donald F. Fischer, Pres. & Gen. Mgr.	Joseph S. Bonansinga, Coml. Mgr. Lorenzen & Thompson Lang-Worth AP, UP	
QUINCY	WTAD 1926	930 1,000	Lee Broadcasting Inc. W.C.U. Bldg. 6200	CBS	Lee P. Loomis, Jr., Pres. George Arnold, Jr. Co.-Mgr. (Opns.) W. T. Burghart, Co.-Mgr. (Sales) Waiter J. Rothschild, Natl. Sales Mgr.	Merritt Milligan, Prog. Dir. Charles Griffith, Prom. Mgr. Urlin Whitman, Chief Engr. L. Winfield Born, Tech. Dir.	Weed Standard Associated AP, UP
ROCKFORD	WROK 1929	1440 1000-LS 500-N	Rockford Broadcasters Inc. Rockford Newstower 2-6621	ABC	Albert Simms, Pres. Walter M. Koessler, Gen. Mgr. John J. Dixon, Coml. Mgr.	Maurice Owens, Prog. Dir. Betty Thro, Prom. Mgr. Wilfred A. Smith, Chief Engr.	Headley-Reed Standard UP
ROCK ISLAND	WHEF 1926	1270 5,000	Rock Island Bcstg. Co. 1800 Third Ave. 918	ABC	Ben H. Potter, Pres. Leslie C. Johnson, V.P. & Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Forest W. Cooke, Prog. Dir. Fern R. Hawks, Prom. Mgr. Robert J. Sinnott, Chief Engr.	Avery-Knodel Associated AP, UP
SPRINGFIELD	WCVS 1922	1450 250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	H. L. Dewing, Pres. C. W. Neeld, Gen. Mgr.	John Geil, Prog. Dir.	Sears & Ayer World AP
SPRINGFIELD	WTAX 1930	1240 100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Oliver J. Keller, Pres. & Gen. Mgr. O. J. Keller, Jr., Coml. Mgr. Gladys McGrew, Prog. Dir.	Shelby Harbison, Prom. Mgr. E. C. Swaringen, Chief Engr.	Weed Lang-Worth SESAC UP
TAYLORVILLE	WTIM ..... (Construction permit)	1410 1,000-D	Christian County Bestg. Co. 530 S. Washington St.	.....	L. H. Pilcher, Pres.		
TUSCOLA	WDZ 1921	1050 1,000-D	WDZ Bestg. Co. McNeill Bldg. 431	.....	Edgar L. Bill, Pres. Charles C. Caley, V.P. & Gen. Mgr. James W. Fuson, Jr., Res. Mgr. & Prog. Dir.	E. E. Dilliner, Dir. of Sales A. James Ebel, Chief Engr.	Free & Peters World UP
URBANA	*WILL 1922	580 5,000-D	U. of Illinois 1010 S. Wright St. 7-6611	.....	George D. Stoddard, Pres. Jos. F. Wright, Gen. Mgr.	Frank E. Schooley, Prog. Dir. Harold E. Hill, Prom. Mgr. John R. Brugger, Chief Engr.	Thesaurus AP, UP
URBANA	WKID 1948	1580 250-D	University City Bcstg. Corp. 505 Vermont Ave.	.....	John O. Bartlow, Pres. Bruce R. Foote, V.P.		

**W W X L**  
**Peoria**

1,000 Watts

Full Time

1590 KC

**Programs for the Listener**

**SPORTS**

**MUSIC**

**NEWS EVERY-HOUR-  
 ON-THE-HOUR**

*National Rep.*  
 Burn-Smith Co.

*Studios:*  
 Jefferson Hotel

 **DRAMA, TOO!!**

**Billboard's 1948  
2nd Place Award  
in 50,000 Watt  
Class to  
WJJD**

**ERNIE SIMON**

**RANDY BLAKE**

**ROSEMARY WAYNE**

**FRANK SWEENEY**

**AL BENSON**

**J. WILSON DOTY**  
organ

**CHARLOTTE MORRIS**  
piano

outstanding  
music

**MARTY HOGAN**

**PIAZZA QUINTET**

**RECORDS**

**TRANSCRIPTIONS**

WJJD combines the best in records, transcriptions, "disc jockeys," and the live music of J. Wilson Doty at the organ, Charlotte Morris at the piano and the Al Piazza Quintet to meet Chicago's diversified taste in music. Al Benson and Ernie Simon ran "one-two" in the recent poll to determine "Chicago's Favorite Disc Jockey" with the other WJJD platter-spinners . . . Rosemary Wayne, Randy Blake, Frank Sweeney and Marty Hogan . . . well up in the running. One of Chicago's largest record libraries and the complete Standard, Associated and Capitol Transcription Services provide the melody for our "Disc Jockeys."

**WJJD**

**1160 SPOT ON YOUR DIAL ★ 50,000 WATTS ★ CHICAGO**

*a Marshall Field station ☆ represented nationally by Avery-Knodel*

# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to December 6, 1948)

## INDIANA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ANDERSON	WCBC 1947	1470 1000-D	Civic Broadcasting Corp. 116 W. 12th St. 3822	.....	Lloyd B. Gallimore, Pres. John J. Garrett, Jr., Gen. & Coml. Mgr.	Sidney Grleb, Prog. Dir. & Prom. Mgr. Kenneth Routh, Chief Engr.	Holman World, SESAC AP
ANDERSON	WHBU 1924	1240 250	Anderson Bcstg. Corp. Citizens Bank Bldg. 7791	ABC KBS	C. Bruce McConnell, Pres. John R. Atkinson, Gen. Mgr.	E. R. McCord, Prog. Dir. L. M. Shroyer, Chief Engr.	McGeehan & O'Mara Standard UP
BEDFORD	WBIW 1948	1340 250	Radio Bedford Inc. P.O. Box 169 4421	.....	William C. Smith, Jr., Pres. & Gen. Mgr. Louis E. Gaines, Coml. Mgr.	Barbara Davis, Prog. Dir. Harold B. Rothrock, Prom. Mgr. Carl Finger, Chief Engr.	McGeehan & O'Mara Capitol AP
BLOOMINGTON	WSUA 1946	1010 1000-D	Radio Station WSUA Inc. 117½ W. Kirkwood Ave. 7277	.....	Warren G. Davis, Pres. & Gen. Mgr. Lyle Warrick, Coml. Mgr.	Steven T. Briggs, Prog. Dir. James Rolfe, Chief Engr.	World Standard UP
BLOOMINGTON	WTOM 1947	1490 250	Fred O. Grimwood Curry Bldg. 2-2593	KBS	Fred O. Grimwood, Pres. Theo. A. Giles, Gen. Mgr. Maurice Latimer, Coml. Mgr.	Marc. A. Williams, Prog. Dir.	Sears & Ayer Lang-Worth AP
BLOOMINGTON	WTTS 1948	1370 1,000-LS 500-N	Sarkes and Mary Tarzian 535 S. Walnut St. 7538	.....	Sarkes and Mary Tarzian, Owners Glenn Van Horn, Gen. Mgr.		Associated Thesaurus
CONNERSVILLE	WCNB 1948	1580 250-D	News-Examiner Company 406 Central Ave. 1950	.....	Emmett M. Jackson, Gen. & Coml. Mgr. Evaere Walters, Prog. Dir.	Al Edmonds, Prom. Mgr. James C. Wulliman, Chief Engr.	Thesaurus Capitol UP
ELKHART	WTRC 1931	1340 250	Truth Publishing Co. 116 S. 2nd St. 948	NBC KBS	C. D. Greenleaf, Pres. R. R. Baker, Gen. Mgr. Dick Holloway, Coml. Mgr.	Howard Hoffman, Prog. Dir. Hank Davis, Prom. Mgr. L. W. Zellmer, Chief Engr.	Burn-Smith World Standard Associated UP
EVANSVILLE 8	WEOA 1936	1400 250	WFBS Inc. 24 N. W. 3rd St. 4-9215	CBS	Harry M. Bitner, Jr., Pres. Don Menke, Gen. & Coml. Mgr.	William Fall, Prog. Dir. & Prom. Mgr. Robert Wilson, Chief Engr.	Katz Lang-Worth INS
EVANSVILLE 8	WGBF 1925	1280 5,000-LS 1,000-N	On the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich, Gen. Mgr. Mrs. Pat Roper, Prog. Dir.	Del Greenwood, Prom. Mgr. Erwin Schoeny, Chief Engr.	Weed World UP
EVANSVILLE	WIKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Auburn Rd. 48284	.....	John A. Engelbrecht, Pres. & Gen. Mgr.	George F. Stoltz, Chief Engr.	Burn-Smith Associated Capitol AP
EVANSVILLE	WJPS 1948	1330 5,000-LS 1,000-N	WJPS Inc. 206 Main St. 5-2221	ABC	Robert S. Davis, Pres. Robert J. McIntosh, Gen. & Coml. Mgr. Jack McLean, Prog. Dir.	E. Ward Crane, Prom. Mgr. Gilbert Hoffman, Chief Engr.	Meeker Standard UP
FT. WAYNE 2	WANE 1948	1450 250	Radio Ft. Wayne Inc. Ft. Wayne Bk. Bldg. Anthony 6212	.....	Merlin H. Smith, Pres. Glenn R. Thayer, Secy- Treas. & Coml. Mgr.	Chester T. Behrman, Prog. Dir. John Vick, Chief Engr.	ForJoe Standard AP
FORT WAYNE 2	WFTW 1947	1090 1000-D	Fort Wayne Bcstg. Inc. 220 E. Jefferson St. Anthony 2295	KBS	Edward G. Thoms, Pres. & Gen. Mgr. William R. Aldrich, Coml. Mgr.	Paul Price, Prog. Dir. Eugene A. Chase, Chief Engr.	Burn Smith Associated UP
FORT WAYNE 2	WGL 1924	1250 1000	Farnsworth Telev. & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	E. A. Nichols, Pres. Pierre Boucheron, Gen. & Coml. Mgr.	Norman C. Widenhofer, Prog. Dir. & Prom. Mgr. Don Holzapfel, Chief Engr.	Headley-Reed Standard, Lang-Worth AP
FORT WAYNE 6	WKJG 1947	1380 5000	Northeastern Indiana Bcstg. Co. 3802 S. Calhoun St. Harrison 6111	MBS	William A. Kunkel, Jr. Pres. Hilliard Gates, Sta. Mgr. Norman H. Stewart, Sales Mgr.	Calo O. Mahlock, Prog. Mgr. Thomas J. Copeland, Chief Engr.	Lorenzen & Thompson World AP, UP
FORT WAYNE 2	WOWO 1925	1190 10,000	Westinghouse Radio Sta- tions Inc. 925 S. Harrison Anthony 2136	ABC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. Robert G. Duffield, Station Mgr. Paul E. Mills, Sales Mgr.	Carl Vandegrift, Prog. Mgr. Hilda C. Woehrmeyer, Sales Prom. Mgr. Bruce Ratts, Chief Engr.	Free & Peters Capitol UP
HAMMOND	WJOB 1928	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	.....	Robert C. Adair, Pres. & Gen. Mgr. L. B. Weller, Coml. Mgr. Edward Rozhon, Sales Mgr.	Frank Reynolds, Prog. Dir. Jess Peters, Chief Engr.	McGillvra Associated SESAC Capitol UP
INDIANAPOLIS 4	WFBS 1939	1260 5000	WFBS Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner, Pres. H. M. Bitner, Jr., Gen. Mgr. William F. Killey, Coml. & Prom. Mgr.	Frank O. Sharp, Prog. Dir. Harold S. Holland, Chief Engr.	Katz Associated AP, INS
INDIANAPOLIS 6	WIBC 1938	1070 50,000	Indiana Bcstg. Corp. 30 W. Washington St. Lincoln 2305	MBS	R. M. Fairbanks, Pres. Kenneth W. Church, Gen. & Coml. Mgr.	Ed. Mason, Prog. Dir. Jane Flaherty, Prom. Mgr. Harry Adams, Chief Engr.	Blair Associated, World Lang-Worth UP
INDIANAPOLIS 6	WIRE 1929	1430 5000	Indianapolis Bcstg. Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam, Pres. Willard C. Worcester, V.P. & Gen. Mgr. Daniel C. Park, Gen. Sales Mgr.	Wm. L. Dean, Prog. Dir. James Willingham, Prom. Dir. Eugene E. Aiden, Chief Engr.	Pearson Thesaurus, World AP, UP



# Your Best Salesman

## In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

**THE BEST SHOWS IN RADIO ARE ON WIRE**

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INDIANAPOLIS 4	WISH 1941	1310 5000-LS 1000-N	Universal Bcstg. Co. 215 Board of Trade Bldg. Market 6345	ABC	Frank E. McKinney, Pres. George J. Higgins, Gen. & Coml. Mgr. William H. Frosch, Prog. Dir.	Reid Chapman, Prom. Mgr. Stokes Gresham, Jr., Chief Engr. Free & Peters Standard AP
INDIANAPOLIS	WXLW 1948	1590 1000-D	Radio Indianapolis Inc. Indianapolis Athletic Club Riley 4446	.....	Samuel R. Sutphin, Pres. George S. Losey, Station Mgr. Samuel R. White, Coml. Mgr.	Harry Lukins, Prog. Dir. Charles Alter, Chief Engr. Burn-Smith Capitol, World UP
JASPER	WITZ 1947	990 1000-D	Jasper On the Air, Inc. Jasper 515	.....	Gilbert E. Metzger, Pres. Dales Phares, Gen. Mgr. Thomas D. Mitchel, Coml. Mgr.	Elizabeth Good, Prog. Dir. Margaret Scherle, Prom. Mgr. James Mosby, Chief Engr. Associated UP
KOKOMO	WIOU 1948	1350 1000	North Central Indiana Bcstg. Corp. Radio Center 6194	CBS	John Carl Jeffrey, V.P. & Gen. Mgr. Frank Gregory, Coml. Mgr. James Muse, Prog. Dir.	Chester Rector, Chief Engr. Weed Thesaurus AP
KOKOMO	WKMO 1941	1400 250	Kokomo Bcstg. Corp. 400½ N. Main St. 5171	KBS	Dr. R. S. Taylor, Pres. "Tiny" Joe Jordan, Gen. Mgr. Bill Wells, Local Coml. Mgr.	Don Cripe, Prog. Dir. George Palmer, Chief Engr. Meeker Lang-Worth, Standard UP
LAFAYETTE	WASK 1942	1450 250	WFAM Inc. Wallace Bldg. 4300	MBS	O. E. Richardson, Pres. & Gen. Mgr. Hi Shumway, Prom. Mgr.	Harry Garba, Chief Engr. McGillvra World UP
LAFAYETTE	*WBAA 1922	920 5,000-LS 1,000-N	Purdue U. Hall of Music 92-2147	.....	Dr. F. L. Hovde, Pres. James S. Miles, Gen. Mgr.	Ralph R. Townsley, Chief Engr. Associated UP
LA PORTE	WLOI 1948	1540 250-D	La Porte County Bcstg. Co. P. O. Box 381 La Porte 3675	.....	Hoyt H. Scott, Pres.	
MARION	WBAT 1947	1600 500-D	Marion Radio Corp. Box 309 5500	.....	J. H. Bone, Pres. & Gen. Mgr. Harry G. Hipps, V.P. & Asst. Gen. Mgr. Kermit A. Botkin, Coml. & Prom. Mgr.	J. Richard Aker, Prog. Dir. Charles Westfall, Chief Engr. Walker World AP
MICHIGAN CITY	WIMS 1947	1420 1000-D	Northern Indiana Bcstrs. Inc. 415 Franklin St. 4980	.....	O. E. Richardson, Pres. E. R. Herkner, Gen. Mgr.	Richard S. Olsen, Prog. Dir. Robert J. Schilling, Chief Engr. Lorenzen & Thompson World UP
MUNCIE	WLBC 1926	1340 250	Tri-City Radio Corp. P. O. Box 271 4403	CBS KBS	D. A. Burton, Pres. & Gen. Mgr. W. F. Craig, Coml. Mgr.	Lee Allerton, Prog. Dir. M. M. Crain, Chief Engr. Walker, Hol- man Capitol AP
NEW ALBANY	WLRP (Construction permit)	1570 1,000-D	Ohio Valley Bcstg. Co. New Albany	.....	Roy L. Hickox, Pres. & Gen. Mgr.	
RICHMOND	WKBV 1926	1490 250	Central Broadcasting Corp. 25 S. Ninth St. 1156	MBS	C. E. Hamilton, Pres. G. F. Albright, Gen. Mgr. R. L. Nusbaum, Coml. Mgr. & Prom. Mgr.	A. F. Schroy, Prog. Dir. L. J. Duning, Chief Engr. Meeker Lang-Worth SESAC UP
SEYMOUR	WJCD (Construction permit)	1390 500-D	Dr. Azra C. Baker 1340 28th St. Louisville, Ky.	.....	Dr. Azra C. Baker, Owner	
SOUTH BEND 4	WHOT 1944	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 3-4155	ABC	C. Bruce McConnell, Pres. William H. Spencer, Gen. & Coml. Mgr.	Robert E. Berryman, Prog. Dir. C. J. Pajakowski, Prom. Mgr. David Maltby, Chief Engr. Bolling Associated AP
SOUTH BEND	WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 214 W. Wayne St. 3-8688	.....	B. W. Redifer, Pres. & Gen. Mgr. Dale Roberts, Coml. & Prom. Mgr.	William Oliver, Prog. Dir. F. J. Bock, Chief Engr. Burn-Smith Capitol, Lang-Worth World UP
SOUTH BEND 26	WSBT 1922	960 5000	South Bend Tribune South Bend 26 3-6161	CBS	F. A. Miller, Pres. Robert H. Swintz, Gen. Mgr. Neal B. Welch, Coml. Mgr.	Robert J. Drain, Prog. Dir. Walter Sweitzer, Prom. Mgr. Herbert G. Cole, Chief Engr. Raymer Capitol, Standard UP
TELL CITY	WTCJ 1948	1230 250	James Roland Brewer Tell City 740	KBS	James R. Brewer, Pres., Gen. & Coml. Mgr. Steve Bellinger, Prom. Mgr.	James R. Brewer, Chief Engr. AP
TERRE HAUTE	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	Wm F. Rippetoe, Gen. & Coml. Mgr. Leo J. Baxter, Prog. Dir.	Madeline Barry, Prom. Mgr. Donald Aldrich, Chief Engr. Weed World AP, UP
TERRE HAUTE	WTHI 1945	1480 1000	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	ABC	Anton Hulman Jr., Pres. J. M. Higgins, Mgr. & Coml. Mgr.	A. C. Johnson, Prog. Dir. T. R. Felts, Chief Engr. Free & Peters Lang-Worth UP
VINCENNES	WAOV 1940	1450 250	Vincennes Sun Co. 320 Busseron St. 787	MBS	Eugene C. Pulliam, Pres. Howard N. Greenlee, Gen. Mgr. Robert L. Harris, Sta. Mgr.	Vernon Paule, Prog. Dir. Eugene E. Alden, Chief Engr. Pearson Lang-Worth SESAC UP



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**IOWA**

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AMES	KASI 1948	1430 1,000-D	Ames Broadcasting Co. 328½ Main St. 3460	.....	Harold W. Haby, Pres. & Gen. Mgr. Arthur A. Skinner, Sales Mgr.	Wm. Allen Bell, Prog. Dir. Doyle D. Kelso, Chief Engr. Thesaurus, Capitol UP
AMES	*WOI 1921	640 5000-D	Iowa State College Ames 2500	.....	Richard B. Hull, Director Edw. P. Wegner, Prod. Mgr.	L. L. Lewis, Chief Engr. Standard, World AP, UP
BOONE	*KFGQ 1923	1260 250-D	Boone Biblical College Boone	.....		
BURLINGTON	KBUR 1941	1490 250-D	Burlington Bcstg. Co. Nat'l Bank Bldg. 680	ABC	Dan T. Riley, Pres. G. B. McDermott, Gen. Mgr. David Steinle, Sales Mgr.	Richard Mosena, Prog. Dir. John Gallino, Chief Engr. Taylor-Borrorf Thesaurus UP
CEDAR RAPIDS	KCRG 1947	1600 5,000	The Gazette Co. 104 First St. S.W. 4194	MBS	J. F. Hladky, Jr., V. P. Neil C. Conklin, Gen. & Coml. Mgr.	Wade S. Patterson, Prog. Dir. Edna A. Herbst, Dir. Prom. & Publicity Ken Caldwell, Chief Engr. Pearson Associated, Standard AP, INS
CEDAR RAPIDS	KCRI (Construction permit)	1450 250	Cedar Rapids Bcstg. Corp. Cedar Rapids	Tail Corn	W. S. Jacobsen, Chief Owner	
CEDAR RAPIDS	WMT 1922	600 5000	American Bcstg. Stations Irc. Paramount Theatre Bldg. 6127	CBS	Helen S. Mark, Owner Wm. B. Dolph, V. P. Wm. B. Quarton, Gen. Mgr. Lew Van Nostrand, Coml. Mgr.	Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George P. Hixenbaugh, Chief Engr. Katz World, Lang- Worth, Mac- Gregor AP, UP, INS
CENTERVILLE	KCOG (Construction permit)	1400 100	The Centerville Bcstg. Co. 1908 S. Main St.	.....	Robert G. Irwin, Mgr.	Robert Moore, Chief Engr. SESAC AP
CHARLES CITY	KCHA (Construction permit)	1580 250-D	Inland Bcstg. Corp.	.....	Dean W. Hollingsworth, Pres.	

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

\$2,000,000  
\$1,750,000  
\$1,500,000  
\$1,250,000  
\$1,000,000  
\$830,000

# K X E L

"Backbone" of Radio's  
Most Amazing  
SALES SUCCESS

- \* OVER THREE THOUSAND KXEL newscasts build Kleen-Maid bread sales from \$830,000 yearly to \$2,250,000.
- \* KXEL'S newscasts increase Kleen-Maid outlets from 1020 to 1421.
- \* KXEL's newscasts increase Kleen-Maid routes from 27 to 40, OVER A ONE HUNDRED AND FORTY MILE AREA.

This amazing sales increase has been accomplished through KXEL's INTENSE SELLING, its GREAT PROGRAM POPULARITY and ITS BROAD 50,000 WATT COVERAGE in an area embracing Iowa's greatest concentration of wealth and people.

Here is positive proof that you cannot sell the heart of Iowa without KXEL and the KXEL rural city.

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

## KXEL-50,000 watts-ABC

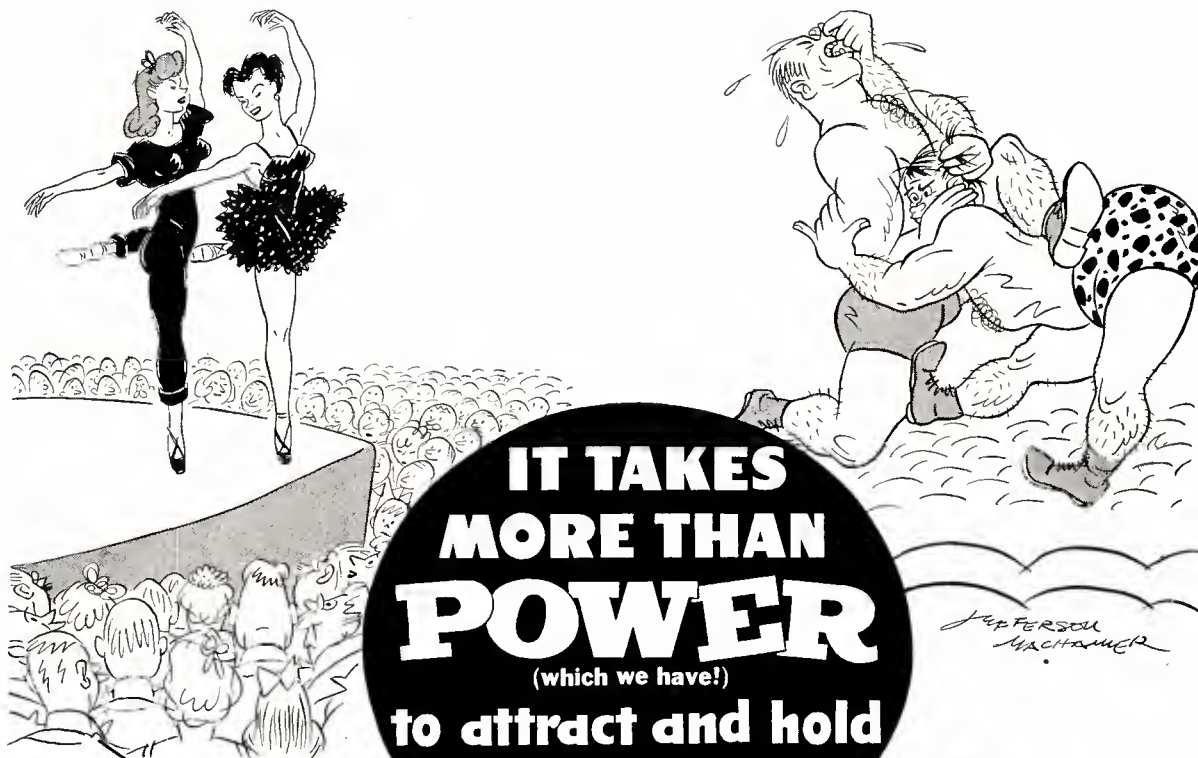
JOSH HIGGINS BROADCASTING COMPANY  
Waterloo, Iowa  
Represented by Avery-Knodel, Inc.  
COVERING THE GREAT "KXEL RURAL CITY"

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CLINTON	KROS 1941	1340 250	Clinton Bcstg. Co. 246 Fifth Ave. So. 448	MBS Tall Corn	W. S. Jacobsen, Pres. Morgan Sexton, Gen. Mgr. Walter Teich, Coml. Mgr.	Bob Bodden, Prog. Dir. Gilbert Andrew, Chief Engr. McKinney, Webber Standard UP
COUNCIL BLUFFS	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. Strand Theatre Bldg. 4041	Tall Corn	Robert R. O'Brien, Pres. William E. Ware, Gen. Mgr. Robert H. O'Brien, Coml. Mgr. Elden Anspach, Prog. Dir.	Clare Murphy, Prom. Mgr. Robert W. Hall, Chief Engr. McKinney Lang-Worth Associated AP
CRESTON	KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Radio Center 55	KBS Tall Corn	Arthur Horning, Pres. E. M. Horning, Gen. & Prom Mgr., Prog. Dir.	Frank Reynolds, Coml. Mgr. Louis A. Polen, Chief Engr. McKinney Standard, SESAC AP
DAVENPORT	KSTT 1946	750 250-D	Davenport Bcstg. Co. Inc. 324 Main St. 2-3525	MBS Tall Corn	Hugh R. Norman, Pres. & Gen. Mgr. A. M. McGregor, Secy- Treas., Prog. Dir.	Buryl Lottridge, Coml. Mgr. Bill Genett, Prom. Mgr. A. M. McGregor, Chief Engr. McKinney, Webber MacGregor UP
DAVENPORT	WOC 1922	1420 5,000	Tri-City Bcstg. Co. 1000 Brady St. 3-3661	NBC	Col. B. J. Palmer, Pres. Ernie Sanders, Gen. Mgr. L. O. Fitzgibbons, Coml. Mgr.	Charles Freburg, Prog. Dir. Paul Ives, Prom. Mgr. Paul Arvidson, Chief. Engr. Free & Peters Lang-Worth Thesaurus UP
DECORAH	KDEC 1947	1240 250 SH	Telegraph-Herald 301 W. Broadway 1240	MBS Tall Corn	F. W. Woodward, Pres. William J. Croker, Gen. Mgr.	George Dorrington, Coml. Mgr. Curtis Eittrheim, Chief Engr. McKinney, Webber Standard AP
DECORAH	*KWLC 1927	1240 250 SH	Luther College 600 Leif Erickson Drive 690	.....	William Ylvisaker, Pres. Paul Borge, Gen. Mgr. & Prog. Dir.	Oliver Eittrheim, Chief Engr.
DES MOINES 9	KBIG (Construction permit)	740 250-D	Radio Station Des Moines Inc. Paramount Bldg. 3-5175	.....	Myron J. Bennett, Pres.	AP, UP
DES MOINES	KCBC 1947	1390 1,000	Majestic Broadcasting Co. 2323 Grand Ave. 4-3151	MBS	George P. E. Ceasar, Sr., Pres. Myles H. Johns, Exec. V. P. Rollo H. Bergeson, V. P., Gen. Mgr.	Claire E. Grant, Coml. & Prom. Mgr. Don Purdy, Prog. Dir. Robert Brown, Chief Engr. Weed Lang-Worth AP
DES MOINES	KIOA 1948	940 10,000-LS 5,000-N	Independent Broadcast- ing Co. 10th & Mulberry 2-9191	.....	John W. Boler, Pres. & Gen. Mgr. Don D. Alt, Prog. Dir. Harold E. Baker, V. P.	Donn A. Clayton, V. P. Janice Rae Hull, Prom. Mgr. Lloyd R. Amoo, Chief Engr. Raymer Associated World UP, INS
DES MOINES 4	KRNT 1947	1350 5,000	Cowles Broadcasting Co. 715 Locust St. 3-2111	ABC	Gardner Cowles, Pres. Robert Dillon, Gen. Mgr. Paul M. Elliott, Local Sales Mgr.	Charles D. Miller, Prog. Dir. Joe Hudgens, Prom. Mgr. Charles Quentin, Chief Engr. Katz Standard, Associated AP, UP, INS
DES MOINES 9	KSO 1932	1460 5,000	Murphy Bcstg. Co. Farm Bureau Bldg 30571	CBS	Kingsley H. Murphy, Pres. & Gen. Mgr. S. H. McGovern, Coml. & Prom. Mgr.	T. L. Shumate, Prog. Dir. F. E. Bartlett, Chief Engr. Headley-Read World AP, UP
DES MOINES 9	KWDM 1948	1150 1,000	Des Moines Bcstg. Corp. 407 Fifth Ave. 2-8363	Tall Corn	George W. Webber, Pres. Robert L. Webber, Gen. Mgr. James L. Kelehan, Coml. Mgr.	Les Carmichael, Prog. Dir. Werner Schwartz, Chief Engr. McKinney & Everett Webber Capitol, Cole Associated AP, INS
DES MOINES 7	WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC	Col. B. J. Palmer, Pres. Paul A. Loyet, V. P. & Resident Mgr. D. D. Palmer, V. P. & Treas. Ralph Evans, Exec. V. P.	Harold Fulton, Coml. Mgr. Jack Kerrigan, Prog. Dir. Reed E. Snyder, Chief Engr. Free & Peters Lang-Worth SESAC Thesaurus AP, UP, INS
DUBUQUE	KDTH 1941	1370 1,000	Telegraph Herald 8th & Bluff 1603	MBS Tall Corn	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr.	Arnie B. Stierman, Prog. Dir. Robert Hancock, Chief Engr. McKinney Standard AP
DUBUQUE	WKBB 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 572	ABC	James D. Carpenter, Exec. V.P. & Gen. Mgr. Harry Hatzenbuehler, Coml. Mgr.	Gleason Kistler, Prog. Dir. John Uyeoka, Chief Engr. Meeker World UP
FORT DODGE	KVFD 1939	1400 250	Northwest Bcstg. Co. 912 First Ave. S. Walnut 3761	MBS Tall Corn	Edward Breen, Pres. & Gen. Mgr. Max Landes, Coml. Mgr. Drexel Peterson, Prog. Dir.	L. A. Gifford, Prom. Mgr. David Sinclair, Chief Engr. McKinney Webber Lang-Worth UP
FORT MADISON	KXGI 1948	1360 500-D	Hawkeye Broadcasting Co. Marquette Bldg. 2678	.....	John F. Courrier, Gen. & Coml. Mgr. Bill Barron, Prog. Dir.	Jim Fitzgerald, Prom. Mgr. Bill Ashby, Chief Engr. McGeehan & O'Mara Capitol AP
IOWA CITY	KXIC 1948	800 1,000-D	Johnson County Broad- casting Co. 108½ E. Washington 8-1181	.....	Robert E. J. Snyder, Pres. & Gen. Mgr. Lawrence E. Butler, Sales Mgr.	Herbert D. Olson, Prog. Dir. Gene E. Claussen, Prom. Mgr. Elliott D. Full, Chief Engr. Rural Radio Lang-Worth Standard UP
IOWA CITY	*WSUI 1919	910 5,000	The State U. of Iowa Iowa City 80511	.....	Carl H. Menzer, Gen. Mgr. John Highlander, Prog. Dir.	John Ebert, Chief Engr. Thesaurus AP, UP



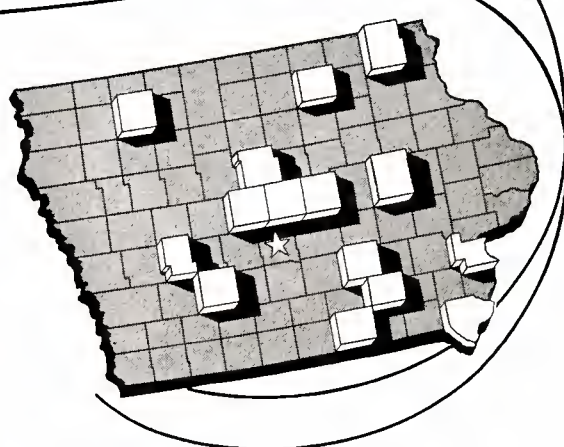
JAY PETERSON  
MACHAMER

**TAKE THESE 15 IOWA COUNTIES, FOR INSTANCE**

**T**HE simplest thing in radio is the formula for getting and holding an audience: (1) Enough power so that the audience can listen; (2) Enough program skill, showmanship and presentation to make them want to listen.

WHO offers both—therefore attracts and holds by far the largest audience in Iowa. In every one of the fifteen counties emphasized at the right, there is at least one good radio station. Yet the 1948 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m., WHO's average percentage of total listening in those fifteen counties is 65.3%!

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service*. Write for Survey and see for yourself.



**WHO**  
**+ for Iowa PLUS +**

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to December 6, 1948)

**IOWA (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
KEOKUK .....	KOKX 1947	1310 250-D	Keokuk Bcstg. Co. 5th & Main Sts. 235	Tall Corn	H. W. Stadler, Pres. George B. J. Adkisson, Gen. Coml. & Prom. Mgr.	Robert C. Matheny, Prog. Dir. Alvin M. Frazee, Chief Engr.	Webber Lang-Worth UP
MARSHALLTOWN ..	KFJB 1923	1230 250	Marshall Electric Co. 136 W. Main St. 3361	MBS Tall Corn	D. W. Norris, Pres. Paul E. Millen, Gen. Mgr. R. W. Brown, Coml. Mgr.	Ray P. Bennett, Prog. Dir. Paul G. Norris, Prom. Mgr. Herbert Anderson, Chief Engr.	McKinney Standard UP
MASON CITY .....	KGLO 1937	1300 5,000	Lee Radlo Inc. 12½ Second St. NE 2800	CBS	Lee P. Loomis, Pres. Herbert R. Ohrt, Gen. Mgr. Lloyd D. Loers, Coml. Mgr. Walter J. Rothschild, Natl. Sales Mgr.	Bud Suter, Prog. Dir. Hank Hook, Prom. Mgr. Roger Sawyer, Chief Engr.	Weed Associated Standard AP, UP
MASON CITY .....	KICM 1948	1490 250	Mason City Bcstg. Co. 5 Second St. S. W. 5400	MBS Tall Corn	Charles E. Jones, Gen. & Coml. Mgr. Paul Patrick, Prog. Dir.	Larry Lawson, Chief Engr.	McKinney World AP
MASON CITY .....	KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5640	.....	Robert M. Carson, Pres. & Gen. Mgr. Norman W. Rice, Coml. Mgr.	Jane Rice, Prog. Dir. Jack H. Duncan, Chief Engr.	McGillvra Lang-Worth UP
MUSCATINE .....	KWPC 1947	860 250-D	Muscatine Bcstg. Co. Ltd. Mulberry & Houser Sts. 860	Tall Corn	George J. Volger, Gen. & Coml. Mgr. Thelma Volger, Prog. Dir.	Elmer Christenson, Chief Engr.	McKinney Thesaurus UP
OTTUMWA .....	KBIZ 1941	1240 250	KBIZ, Inc. 115 N. Marion St. 5600	MBS	James J. Conroy, Pres. Eleanor M. Haling, Sta. Mgr. Richard Meier, Coml. & Prom. Mgr.	Wayne J. Hatchett, Chief Engr.	World UP
SHENANDOAH .....	KPNF 1924	920 1,000-LS 500-N ST-KUSD	Capital Bcstg. Co. Federal Security Bldg. Lincoln, Neb. 1302	.....	C. J. Abbott, Pres. C. Earl Williams, Gen. Mgr.	Wm. P. Dietz, Coml. Mgr. Earl Blakesley, Prog. Dir. Wm. I. Hutton, Chief Engr.	Taylor-Borroff Standard World AP
SHENANDOAH .....	KMA 1925	960 5,000	May Bcstg. Co. Lowell & Elm Sts. 192	MBS ABC	Edward W. May, Pres. Owen Sadler, Gen. Mgr. Howard O. Peterson, Coml. Mgr.	Glenn E. Harris, Prog. Dir. James Moore, Prom. Mgr. R. J. Schroeder, Chief Engr.	Avery-Knodel Capitol AP, UP
SIoux CITY .....	KCOM (Construction permit)	620 1,000	Commercial Associates, Inc.	.....			
SIoux CITY 1 .....	KSCJ 1927	1360 5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. R. Perkins, Pres. Eugene T. Flaherty, Gen. & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. Jean Harraday, Prom. Mgr. S. C. Dier, Chief Engr.	Hollingsbery Cole Lang-Worth SESAC World AP
SIoux CITY .....	KTRI 1938	1470 5,000	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Tall Corn	Detrich Dirks, Pres. & Gen. Mgr. Charles Butler, Coml. Mgr. Sheldon Singer, Prog. Dir.	Lennon Kelly, Prom. Mgr. Willard Easterly, Chief Engr.	Taylor-Borroff Associated UP
SPENCER .....	KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 45	MBS Tall Corn	Ben B. Sanders, Pres. & Gen. Mgr. Henry P. Cate, Coml. Mgr. Mason Dixon, Prog. Dir.	Tom Edwards, Prom. Mgr. Clarence Touw, Chief Engr.	McKinney World Associated Standard AP
STORM LAKE .....	KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Bldg. 1490	.....	O. J. Grau, Pres. Lee Gordon Rasmussen, Gen. Mgr. James McCord, Sales Mgr.	Wm. H. Carman, Chief Engr.	Capitol Thesaurus AP
WATERLOO .....	KAYX 1947	1090 1,000-D	Waterloo Bcstg. Co. 620½ Lafayette St. 6851	Tall Corn	C. R. Miller, Pres. O. A. Kohl, V.P. A. W. Triggs, Gen. & Coml. Mgr.	L. F. Podhaski, Prog. Dir. Ray Starr, Prom. Mgr. R. Moore, Chief Engr.	McKinney Thesaurus Lang-Worth UP
WATERLOO .....	KWWL 1947	1320 1,000-D	Black Hawk Bcstg. Co. Russell-Lamson Hotel 4406	.....	R. J. McElroy, Pres. & Gen. Mgr. W. Lyle Harvey, Coml. Mgr. Edwin L. Falk, Prog. Dir.	Herb James, Prom. Mgr. Howard Burgess, Chief Engr.	Associated AP
WATERLOO .....	KXEL 1942	1540 50,000	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr.	Emlyn Owen, Prog. Dir. Donald E. Kassner, Chief Engr.	Avery-Knodel INS
WEBSTER CITY ....	KJFJ (Construction permit)	1570 250-D	Land O'Corn Bcstg. Co. 623 2nd St.		Charles V. & Ruth B. War- ren, Jack B. & Gayle H. Bladine, Owners		

**KANSAS**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ARKANSAS CITY ...	KSOK 1947	1280 1,000-D	KSOK Broadcasting Co., Inc. Home Nat'l Bank Bldg. 2666	.....	Oscar S. Stauffer, Pres. S. C. Thompson, V. P. & Gen. & Coml. Mgr.	Donald D. Chadd, Prog. Dir. Edward Howe, Chief Engr.	Lorenzen & Thompson Standard AP
ATCHISON .....	KVAK 1939	1470 1,000	S. H. Patterson 622½ Commercial St. 1420	KBS	S. H. Patterson, Pres. Norwood J. Patterson, Gen. Mgr. Ed Arthur, Coml. Mgr.	Peter Pitell, Prog. Dir. Sam Elliston, Prom. Mgr. Lowden Gingre, Chief Engr.	AP
COFFEYVILLE .....	KGGF 1930	690 1,000-LS; 500-N CP-1,000	Midwest Bcstg. Co. Inc. 8th & Elm Sts. 147	ABC	Fay N. Seaton, Pres. Richard M. Seaton, Gen. Mgr. Robert L. Pratt, Sta. Mgr.	E. B. Spoonamore, Coml. Mgr. Roger H. Stoner, Prog. Dir. J. Sarto Jamlnet, Chief Engr.	Weed Thesaurus World UP

**PIKE'S PEAK IS A FAR  
CRY FROM DENVER**  
(IOWA)



**THERE'S A HOME (or two)  
IN WYOMIN'** (IOWA)



**GET THAR WITH THE MOSTEST IN  
YOUR BATTLE FOR  
WATERLOO** (IOWA)



**WMT ROCKS 'EM TO THEIR  
FOUNDATIONS IN STONE CITY**  
(IOWA)



**STAKE YOUR CLAIM TO  
HOMESTEAD** (IOWA)



**NO FALLEN ARCHES IN  
KEYSTONE** (IOWA)



**FEATHER YOUR NEST  
IN DOWNEY** (IOWA)



**THE MUSIC POURS FORTH IN  
SPILLVILLE** (IOWA)



## WMT COVERS EASTERN IOWA

... the balanced farm and industrial market

### The Facts:

#### ABOUT IOWA

- ▶ Agricultural income over \$2 billion annually
- ▶ Industrial income almost \$2 billion annually
- ▶ 25% of the Grade A land of USA is in Iowa

#### ABOUT CEDAR RAPIDS

(among cities of 50,000 to 100,000 population)

- ▶ First in per capita income
- ▶ Second in net income
- ▶ Third in per family income
- ▶ Fourth (nationally) in net effective buying income per family (with an amazing figure of \$7485)

#### ABOUT WMT

- ▶ Enjoys greater population coverage within its 2.5 mv line than any other Iowa station
- ▶ Provides exclusive CBS programming in Eastern Iowa on Iowa's best frequency
- ▶ Serves WMTland with a News Center utilizing the services of more than 40 correspondents throughout the state—plus UP, AP, and INS news services
- ▶ Offers farm programs and special events that attract more than 40,000 visitors annually

Get on WMT for your share of prosperous Iowa's buying power!

Ask the Katz man for complete details

**THERE ARE NO "BUMS"  
IN BROOKLYN** (IOWA)



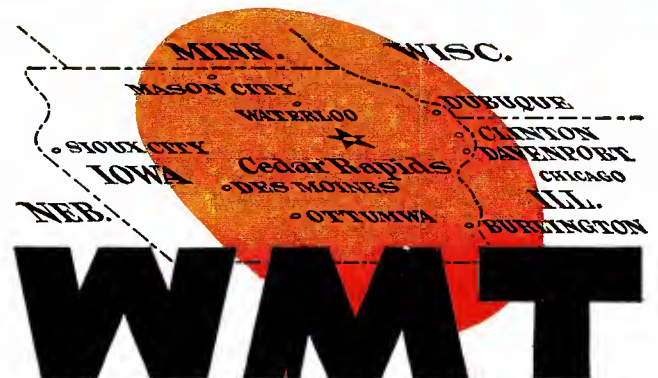
**WHETHER IT'S  
MONTEZUMA OR  
TRIPOLI (IOWA) WMT IS THERE!**



**FOREVER LISTENING IS  
AMBER** (IOWA)



**WMT OPENS NEW  
VISTAS IN ALTA VISTA**  
(IOWA)



600 KC., 5000 WATTS

**CEDAR RAPIDS**

DAY AND NIGHT

Basic Columbia Network

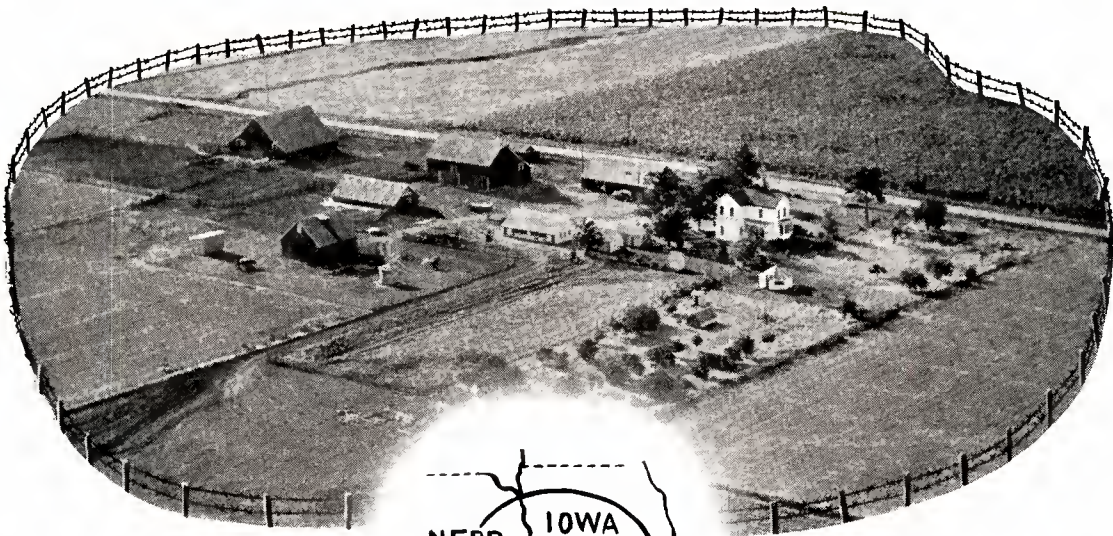
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## IOWA (Continued)

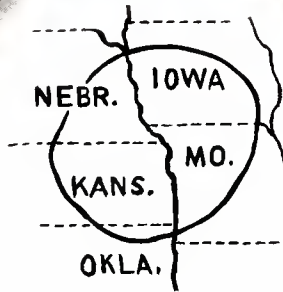
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
COLBY	KXXX 1947	790 5,000-D	Western Plains Broad- casting Co. Cooper Hotel 790	.....	John B. Hughes, Pres. & Gen. Mgr.	George Nickson, Prog. Dir. Urban L. Lynch, Chief Engr.	Rural Radio Associated, Capitol Thesaurus INS
DODGE CITY	KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg. 1340	KBS	J. C. Denious, Pres. Herschel Holland, Mgr.		Hagg Lang-Worth AF
EL DORADO	KTMP (Construction permit)	1360 1,000-D	Tom Potter 1517 Commerce St., Dallas, Tex.	.....	Tom Potter, Pres.		
EMPORIA	KTSW 1939	1400 250	Emporia Bcstg. Co. 613 Merchant St. 153	MBS KBS	Julian L. Hill, Pres. & Gen. Mgr. Vic Peck, Asst. Mgr. John M. Boyd, Coml. Mgr.	Mrs. Robert Grimm, Prog. Dir. Paul H. Dannels, Chief Engr.	World, Standard AP
GARDEN CITY	KGAR 1948	1050 1,000-D	Albert B. Pyatt Radio Ranch 3041	.....	Albert B. Pyatt, Pres. & Gen. Mgr. Don White, Coml. Mgr. & Prog. Dir.	Claude L. Hughes, Chief Engr.	Associated, Capitol MacGregor UP
GARDEN CITY	KIUL 1935	1240 250	Telegram Publishing Co. 509½ Main St. 4581	MBS KBS	Robert E. Reed, Pres. Robert Wells, Gen. Mgr. Steve Aylward, Coml. Mgr.	Tony Jewell, Prog. Dir. Tom Lanman, Prom. Mgr. Robert Bryant, Chief Engr.	Thesaurus Cole AF
GOODLAND	KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Goodland 331	.....	James E. Blair, Pres. & Gen. Mgr. Dick Eldridge, Coml. Mgr.	Bert Blair, Prog. Dir. Walt Blgelow, Jr., Chief Engr.	Lang-Worth World INS
GREAT BEND	KVGB 1937	1590 5,000	KVGB Inc. Cork Bldg. 4317	MBS	R. C. Russell, Pres. Grover C. Cobb, Gen. Mgr. Sherwood R. Parks, Asst. Mgr., Sales Dir.	Raymond Beals, Prog. Dir. Joseph Neldig, Prom. Mgr. Chester A. Wallace, Chief Engr.	Pearson Lang-Worth AP
HAYS	KAYS 1948	1400 250	KAYS, Inc. Hays 200	.....	Frank Motz, Pres. Clem Morgan, Gen. & Coml. Mgr.	Paul F. Kelley, Prog. Dir. & Prom. Mgr. Glenn Barnett, Chief Engr.	Standard AP
HUTCHINSON	KWBW 1935	1450 250	Radio Station KWBW 101 E. Avenue A 5202	NBC	William Wyse, Chief Owner & Gen. Mgr.	George Aiden, Asst. Mgr. & Prog. Dir. John Swafford, Chief Engr.	Lang-Worth AP
HUTCHINSON	KWHK 1946	1190 1,000-D	KWHK Bcstg. Co., Inc. 18 West 5th St. 3-100	KBS	Vern Minor, Gen. Mgr. Grover Darling, Coml. & Prom. Mgr. Paul Cochran, Prog. Dir.	Millard Clary, Chief Engr. Kenneth McCrum, Dir. of Engrg.	McKinney, Griffith Standard AP
INDEPENDENCE	KIND 1947	1010 250-D	Central Bcstg. Co. Inc. Professional Bldg. 1010	KBS	J. Nelson Ruppard, Pres. & Gen. Mgr. John J. McCarthy, Coml. Mgr.	M. Keith Upson, Prog. Dir. Harry C. Butterfield, Chief Engr.	Lang-Worth AP
KANSAS CITY	KCKN 1925	1340 250	(See Kansas City, Mo.)	.....			
LAWRENCE	*KFKU 1924	1250 5,000	Unlversity of Kansas ST-WREN	.....			
LEAVENWORTH	KCLO 1948	1410 500-D	The Leavenworth Bcstg. Co. 418½ Cherokee St.	.....	Hon. Alf M. Landon, Pres. A. D. Whisenant, Gen. Mgr. Orville Hundley, Coml. Mgr.	Ron Barkley, Prog. Dir. Mel Gleason, Chief Engr.	Capitol UP
LIBERAL	KSCB 1948	1270 1000-D	The Seward County Bcstg. Co. East 8th St. 385	.....	Hon. Alf M. Landon, Pres. Leon S. Salathiel, Gen. Mgr.	Ben Barry, Prog. Dir. Wayne Pash, Chief Engr.	Standard UP
MANHATTAN	*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan 5661	.....	Milton S. Eisenhower, Pres. of College L. L. Longsdorf, Prog. Dir.	Bernard Holbert, Chief Engr.	AP
MANHATTAN	KSBM (Construction permit)	1350 500-D	Manhattan Bcstg. Co. 114 North 4th St.	.....	Fred A. Seaton, Pres.		
MCPHERSON	KNEX (Construction permit)	1540 250-D	McPherson Bcstg. Co. 228 Grand Bldg.	.....	John R. Griffith, Pres.	Dan Bellus, Gen. Mgr.	
PARSONS	KLKC 1948	1540 250-D	Community Bcstg. Co. 1904 Broadway 4050	.....	Clyde M. Reed, Jr., Pres. Kerm Trimble, Gen. Mgr.	Jerry Toland, Coml. Mgr. Ray Drenner, Prog. Dir.	Standard AP
PITTSBURG	KOAM 1937	860 10,000-LS 5,000-N	Pittsburg Bcstg. Co. P. O. Box 603 2165	NBC	E. V. Baxter, Pres. R. E. Wade, Gen. Mgr. & Prog. Dir.	Leo Stafford, Chief Engr.	Pearson World AP
PITTSBURG	KSEK 1947	1340 250	Pittsburg Publishing Co. Hotel Besse Bldg. 742	.....	Oscar S. Stauffer, Pres. James M. Griffith, Gen. Mgr. Peter Esser, Coml. Mgr.	Jack Lloyd, Prog. Dir. Dorothy L. Conner, Prom. Mgr. W. D. Brosseau, Chief Engr.	Lorenzen & Thompson Lang-Worth AP
SALINA	KSAL 1937	1150 1,000; CP-5,000	KSAL Inc. Journal Bldg. 100	MBS	R. J. Laubengayer, Pres. R. V. Jensen, Mgr. & Coml. Mgr. & Prog. Dir.	Peter Macdonald, Prom. Mgr. N. E. Vance Jr., Chief Engr.	Pearson Lang-Worth Standard AP
TOPEKA	KJAY (Construction permit)	1440 5,000-LS 1,000-N	S. H. Patterson 908 Kansas Ave. 8890	.....	S. H. Patterson, Chief Owner		
TOPEKA	KTOP 1947	1490 250	Collinson Bcstg. Co. 214 W. 6th St. 4-3444	MBS	T. Hall Collinson, Owner, Gen. Mgr. Richard C. Scheele, Coml. Mgr. Jack Warren Ostrode, Prog. Dir.	Thad M. Sandstrom, Prom. Mgr. David R. Stevenson, Chief Engr.	Lorenzen & Thompson Capitol, Associated AP

# WIBW Fences In This Rich



## FIVE STATE

Within this half millivolt line live the First Families of Agriculture—those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.



## FARM MARKET

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

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



Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and topped it off with the third largest wheat crop. In-

come from these alone would put WIBW listeners on Easy Street, but it's only the beginning.

There are dozens of other diversified



sources of year-round income—cattle, hogs, sheep, poultry, milk and eggs. Kansas farmers alone will market about a million and a half bushels of premium

potatoes, tons of grapes, apples, peaches and pears. Add to this potential two and a half million bushels of high priced soy beans as well as flax, barley, rye and sor-



ghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.



WEALTH LIKE THIS has been piling up for eight years. The "by heck" farmer of the comic strip has been replaced by a scientific agriculturist. Modernization



is everywhere . . . in machinery, equipment, homes and furnishings. Modern communication has made the wants of our farm and small town families the same as

those of the city dweller.

MOST IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is demonstrated year after year by independent surveys and by sales records of WIBW advertisers.



*Seems like we ought to get together—doesn't it?*

# W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



C  
B  
S

Rep.: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN—KCKN-FM

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**KANSAS (Continued)**

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TOPEKA	WIBW 1926	580 5,000 ST-KSAC	Topeka Bcstg. Assn. Inc. 1035 Topeka Bldg. 3-2377	CBS	H. S. Blake, Pres. Ben Ludy, Gen. Mgr. Hilton Hodges, Coml. Mgr.	Maude Carlson, Prog. Dir. Allan Young, Prom. Mgr. K. G. Marquardt, Chief Engr.	Capper Lang-Worth, Standard AP, UP
TOPEKA	WREN 1927	1250 5,000 ST-KFKU	WREN Bcstg. Co. Inc. WREN Bldg. 2-0505	ABC	R. C. Jackman, Pres. John S. Major, Gen. Mgr. Larry Cotton, Sales Mgr.	Fred Conger, Prog. Dir. John Bondeson, Asst. Mgr., Prom. Dir. Carl Ellesner, Chief Engr.	Hollingbery Thesaurus UP
WICHITA 2	KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 416 W. Douglas 4-9369	MBS	Mark Adams, Pres. Graeme Fletcher, Prog. Dir. & Prom. Mgr.	Harold Newby, Chief Engr.	World AP
WICHITA 5	KANS 1936	1480 5,000-LS 1,000-N	Kansas Bcstg. Inc. 1015 N. Broadway 4-2387	NBC	O. L. Taylor, Owner. Archie J. Taylor, Pres. & Gen. & Prom. Mgr. H. W. Allen, Coml. Mgr.	Paul A. Wilson, Prog. Dir. Ted Heithecker, Chief Engr.	Taylor-Boroff Lang-Worth UP
WICHITA 1	KFBI 1923	1070 10,000-LS 1,000-N	KFBI Inc. 200 E. First St. 2-1447	ABC	Clem J. Randau, Pres. Howard Lane, Exec. V. P. D. W. McCoy, Coml. & Prom. Mgr.	J. B. Bradshaw, Prog. Dir. K. W. Pyle, Chief Engr.	Avery-Knodel Capitol, UP
WICHITA 2	KFH 1923	1330 5,000	Radio Station KFH Co. KFH Bldg. 2-4491	CBS	Frank V. Webb, Gen. Mgr. Frank Mathews, Natl. Sales & Prom. Mgr.	Vernon E. Reed, Prog. Dir. Amos C. Dadisman, Chief Engr.	Petry Lang-Worth AP, UP
WICHITA 1	KWBB (Construction permit)	1420 500-D	Wichita Beacon Bcstg. Co. Beacon Bldg. 3-2211	.....	Louis, Max & John Levand, Owners	Austin Kimble, Chief Engr.	
WINFIELD	KSWM (Construction permit)	1580 1,000-D	Wm. Solon Snowden 808 Texas Bank Bldg. Dallas, Tex.		Wm. S. Snowden, Owner		

*Serving the Heart of the Rich State of Kansas*

**IN WICHITA**

# KANS

**NOW 5,000 WATTS**

More than 199,000 stout Kansan hearts beat to the tempo of the Wichita opus. It costs you less per unit to sell the Wichita market because Wichita people are quicker to sense the relationship of quality to value — they're quick to buy because employment continues at top levels in the oil industry, agriculture, manufacturing, and livestock raising — the BIG 4 contributors to steady business everyday in this vital heart of Kansas. Reach this rich market through KANS, the station with a place in every Wichitan's heart!

**1480 KILOCYCLES** **NBC** **WICHITA, KANSAS**  
**5000 WATTS DAY** **1000 WATTS NIGHT**

**Represented by Taylor - Borroff & Co., Inc.**



# IMPressive . . .

how KDAL's imp makes  
"big time" in just 13 weeks . . .

Does BROADCASTING reach and impress buyers of time? I. F. I., agency for KDAL, surveyed 300 national agencies. When the returns were tallied, one out of four identified "Otto Mattick," the KDAL imp—and decorated him with a recognition rating of 25.4%.

**IMPressive**—"Otto" had run only 13 weeks in BROADCASTING

**IMPressive**—"Otto" had run exclusively in BROADCASTING

**MORAL:** Any budget in BROADCASTING brings "Otto Mattick" results. Get the facts fast.



DULUTH 2, MINN. 8000 WATTS 610 KILOCYCLES

September 2, 1943

Mr. Maury Long, Business Manager  
BROADCASTING PUBLICATIONS, INC.  
870 National Press Building  
Washington 4, D. C.

Dear Maury:

We are definitely going to continue our schedule in Broadcasting magazine, and the thought occurred to me that you might be interested in knowing the reason for our enthusiasm.

As you know, we've been running a series of "weird" looking ads, using a trademark illustration we call "Otto Mattick". After thirteen insertions, we decided to find out if Otto was being seen, and if so, by whom. Our agency, I. F. I., was commissioned to send out 300 cards to leading agencies. On this card was superimposed our "Otto Mattick", and we asked if the reader could recognize this character, the name of the advertiser, and the business the advertiser was in.

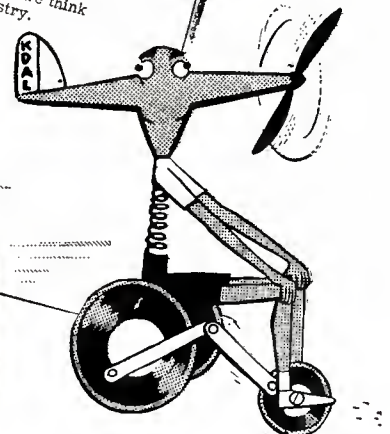
25.4% of the returns identified our character and stated he was being used by KDAL in its advertising. We have used "Otto" in no other trade publication, and frankly, inserted the ad as a test of trade paper advertising. We are pleased with the results of the first thirteen weeks, and have, therefore, decided to continue the schedule.

Please remember Dalton and me to Sol Talshoff, and tell him we think his publication is doing an excellent editorial job for the industry.

Kindest regards

Cordially,

*Olaf S. Ramsland*  
Olaf S. Ramsland  
Commercial Manager



Any budget in  
BROADCASTING  
brings "Otto Mattick"  
results.

**BROADCASTING  
TELECASTING**

THE NEWSWEEKLY OF RADIO AND TELEVISION

250 PARK AVE., NEW YORK 17—PL 5-8355 • 360 N. MICHIGAN AVE., CHICAGO 1—CE 6-4115 • TAFT BLDG., HOLLYWOOD & VINE, HOLLYWOOD 28—HE 8181

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### KENTUCKY

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ASHLAND	WCMI 1935	1340 250	The Ashland Bcstg. Co. 120 S. 20th St. 3010	CBS	Gilmore N. Nunn, Pres. Charles G. Warren, Gen. & Coml. Mgr.	W. R. Martin, Prog. Dir. & Prom. Mgr. Clarence Weaver, Chief Engr.	Pearson Thesaurus World UP
BOWLING GREEN	WKCT 1947	930 1,000-D	Daily News Bcstg. Co. 415 Park Row 2640	.....	J. Ray Gaines, Pres. Paul R. Huddleston, Secy.. Gen. Mgr. Houston Griffin, Coml. Mgr.	Joe H. Calloway, Prog. Dir. Alvis Temple, Prom. Mgr. Neal McGown, Chief Engr.	Associated, SESAC Standard UP
BOWLING GREEN	WLBK 1940	1340 250	Bowling Green Broad- casting Corp. 901 Fairview Ave. 1340	MBS KBS	Ken D. Given, Pres. & Gen. Mgr. L. A. Finley, Coml. Mgr.	Wm. Kuznitsof, Prog. Dir. Joe Hamilton, Prom. Mgr. Rondal L. Miller, Chief Engr.	Burn-Smith Capitol AP
CAMPBELLSVILLE	WTCO 1948	1150 1,000-D	South Central Ky. Bcstg. Co. 203 Main St. 250	.....	H. T. Parrott, Pres. Dr. Paul B. Shirley, V.-P. James Shacklette, Gen. Mgr. Lemuel Felts, Prog. Dir.	Bill Harris, Prom. Mgr. J. B. Crawley, Chief Engr.	Cole, Capitol World UP
CORBIN	WCTT 1947	1400 250	Corbin Times-Tribune 308 S. Main St. 1071	MBS KBS	John L. Crawford, Gen. Mgr. W. Wallace Robinson, Station Mgr. & Prog. Dir.	S. G. Hembree, Coml. & Prom. Mgr. Russell Henson, Chief Engr.	Thesaurus AP
COVINGTON	WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave. Juniper 5300 Cincinnati	.....	Arthur L. Eilerman, Gen., Coml. Mgr. & Pres. Lloyd W. Baldwin, Prom. Mgr. and Prog. Dir.	Richard B. Washington, Jr., Chief Engr.	World, SESAC AP
DANVILLE	WHIR 1947	1230 250	Commonwealth Broad- casting Corp. P.O. Box 234 1230	.....	David B. Highbaugh, Pres. & Prog. Dir. W. T. Isaac, Coml. Mgr. and V. P.	James D. Russell, V. P. & Tech. Dir.	Holman World Capitol AP
FRANKFORT	WPKY 1945	1490 250	Frankfort Bcstg. Co. 104 E. Main St. 2509	MBS	Garvice D. Kincaid, Pres. M. L. Peace, Gen. Mgr.	Robertson C. Scott, Coml. Mgr.	Wood & Colton World AP
GLASGOW	WKAY 1946	1490 250	Glasgow Bcstg. Co. Box 407 598	.....	Gordon E. Brown, Pres. Edward C. Lockwood, Gen. Mgr. & Chief Engr.	Louis Rayburn, Coml. Mgr. Clarence Hulse, Prog. Dir.	Wood & Colton World Standard UP
HARLAN	WHLN 1941	1230 250	Bianfox Radio Co. Harlan 652	MBS KBS	R. B. Helms, Pres., Gen. Mgr. & Co-Owner J. Francke Fox, Jr., V.-P. & Co-Owner C. E. Whitehart, Coml. Mgr.	Helen Ellison, Prog. Dir. James Morgan, Prom. Mgr. John Greenwood, Chief Engr.	Burn-Smith Standard AP
HAZARD	WKIC 1947	1340 250	BMG Broadcasting Corp. Peoples Bank Bldg. Main 720	MBS	Fred B. Bullard, Pres. & Gen. Mgr. Richard H. Goodlette, Coml. Mgr. Charles W. Metcalfe, Prog. Dir.	Paul Combs, Prom. Mgr. James C. French, Chief Engr.	Clark World AP
HENDERSON	WSON 1941	860 500-D	Henderson Broadcasting Co. Inc. Zion Road 3923	MBS	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. & Coml. Mgr.	Tom Fitzgibbons Murray, Prog. Dir. & Prom. Mgr. Vernon R. Nunn, Chief Engr.	Sears & Ayer World, Cole AP, UP
HOPKINSVILLE	WHOP 1940	1230 250	Hopkinsville Broadcast- ing Co. Inc. Cadiz Road 1025	CBS KBS	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr. Katherine Peden, Prog. Dir.	Charles W. Stratton, Prom. Mgr. Leo Y. Wilson, Chief Engr.	Sears & Ayer World, Cole, Lang-Worth AP, UP
LEXINGTON	WKLX 1946	1300 1,000	Fayette Bcstg. Co. Phoenix Hotel 8115	.....	Phillip Ardery, Pres. E. F. Prichard, Sr., Owner Ted Grizzard, Gen. & Prom. Mgr.	Jack Brooks, Prog. Dir. William Yount, Chief Engr.	Walker Standard, Lang-Worth AP
LEXINGTON 9	WLAP 1928	1450 250	American Bcstg. Corp. Radio Bldg. 1721	ABC	Gilmore N. Nunn, Pres. J. E. Willis, V.P. & Gen. Mgr. Miller A. Welch, Coml. Mgr.	J. B. Faulconer, Prog. Dir. Joe DeLong, Prom. Mgr. Sanford Helt, Chief Engr.	Pearson Thesaurus, World UP
LEXINGTON	WLEX 1947	1340 250	The Central Kentucky Broadcasting Co. Box 985 7833	.....	J. D. Gay, Jr., Pres. H. G. Bell, Business & Prom. Mgr.	Robert Kimbro, Prod. Dir. O. W. Warner, Chief Engr.	Burke- Kuipers- Mahoney Associated, SESAC Capitol, AP
LOUISVILLE 2	WAVE 1930	970 5,000	WAVE, Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton, Jr., Pres. Nathan Lord, V.P. Gen. Mgr. James F. Cox, Coml. Mgr.	George C. Patterson, Prog. Dir. Eugene W. Leake, Jr., Prom. & Publ. Dir. W. E. Hudson, Chief Engr.	Free & Peters Thesaurus, Lang-Worth AP
LOUISVILLE 4	WGRC 1936	1400; CP-790 250; CP-5,000-LS CP-1,000-N	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith, Pres. Coml. Mgr. Charles L. Harris, Gen. Mgr.	Ward Hatcher, Prog. Dir. H. R. Hunter, Prom. Mgr. Perry Esten, Chief Engr.	Walker Lang-Worth, Standard UP

# IN LOUISVILLE YOU CAN REALLY RIDE THE WAVE

## AM

Everybody knows Station WAVE — the 5000-watt NBC-affiliated station which does a superb job of covering the properous Louisville Trading Area — but which does not cover Chicken Bristle, Kentucky! WAVE gives you a 50% — or greater — BMB audience in an area which does nearly as much retail buying as *all the rest of Kentucky, combined!*

## FM

FM Station WRXW, owned and operated by WAVE, Inc., is the *only* independently-programmed station in the rich Louisville Trading Area. WRXW has a real Hooper story. Sponsors include the cream of Louisville businesses. Need we say more?

## TV

Louisville's first and only television station, which went on the air November 24, 1948, has finest TV equipment, a 570-foot tower in down-town Louisville, and a television staff whose experience totals 41 years *in television!*

Channel 5. NBC and ABC Television Networks.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

1949 Yearbook Number • Page 135

# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to December 6, 1948)

## KENTUCKY (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
LOUISVILLE 2	WHAS 1922	840 50,000	WHAS Inc. 6th & Broadway Wabash 2211	CBS	Barry Bingham, Pres. Victor A. Sholis, Director J. Mac Wynn, Sales Dir.	Peter R. Disney, Prog. Dir. Sandy Sanders, Pub. Dir. Orrin W. Towner, Chief Engr.	Petry World Stand- ard Asso- ciated AP, UP
LOUISVILLE 2	WINN 1940	1240 250	Kentucky Bestg. Corp. Earle Hotel Wabash 5148	ABC	Harry McTigue, Pres. & Gen. Mgr. G. F. Bauer, Coml. Mgr. M. K. McCarten, Prog. Dir.	H. Roberts, Prom. Mgr. E. G. Rinn, Chief Engr.	Taylor-Boroff Capitol. SESAC MacGregor AP
LOUISVILLE 2	WKLO 1948	1080 5,000-LS 1,000-N	Mid-American Broad- casting Corp. Henry Clay Hotel Clay 4441	.....	James F. Brownlee, Pres. Joe Eaton, Gen. Mgr. Tom Underwood, Coml. Mgr.	W. G. Bortoff, Prog. Dir. Russell Pirkey, Prom. Mgr. D. C. Summerford, Chief Engr.	Blair Associated UP
LOUISVILLE 2	WKYW 1946	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	.....	F. Eugene Sanford, Pres. & Treas. Edwin E. S. Weidon, V.P. & Sta. Mgr.	Stephen A. Cisler, V.P. & Opns. Mgr. David M. Wilburn, Prog. Dir.	Burn-Smith Associated, Capitol Standard, Cole AP Cooke Capitol
LOUISVILLE 8	WLOU 1948	1350 1,000-D	Louisville Bestg. Corp. 2549 S. Third St.	.....	Mrs. John E. Messervy, Pres. & Gen. Mgr.  Joseph M. Hannan, Asst. Gen. Mgr.	Fred Darwin, Prog. Dir. & Sales Mgr.  Joseph M. Hannan, Chief Engr.	UP Coke Capitol
MADISONVILLE	WCIF 1947	730 250-D	Madisonville Bestg. Co. Box 27 1297	.....	Pierce E. Lackey, Pres. T. E. Brewer, Gen. & Coml. Mgr.	Conrad Brewer, Prog. Dir. Evers Mick, Chief Engr.	Sears & Ayer Standard AP
MAYFIELD	WKTM 1946	1050 1,000-D	Mayfield Bestg. Co. Inc. Mayfield Hotel 46	.....	Frank Evans, Pres. Wayne R. Morgan, Gen. Coml. Mgr.	James Motheral, Prog. Dir. & Prom. Mgr. Joe Hargrove, Chief Engr.	Sears & Ayer Standard AP
MAYFIELD	WNGO 1947	1320 1,000-D	West Ky Bestg. Co. Inc. Mayfield 1204	.....	H. M. Suthard, Pres. G. C. Dyer, Gen. & Coml. Mgr.	J. B. Fowler, Prog. Dir. & Prom. Mgr. Lynn Lemon, Chief Engr.	Freidenberg Thesaurus, SESAC AP
MAYSVILLE	WPTM 1948	1240 250	Standard Tobacco Co. Inc. 626 Forest Ave. 1400	.....	C. P. Clarke, Pres. J. M. Finch, Jr., Secy-Treas. J. W. Betts, Gen. & Coml. Mgr.	Gene Waters, Prog. Dir. Prom. Mgr. Wm. E. Martin, Chief Engr.	Grant Cole, Standard World UP
MIDDLESBORO	WMIK 1948	1490 250	Cumberland Gap Bestg. Co. Middlesboro 980	MBS	Robt. J. Williamson, Jr., Gen. Mgr. John H. Farmer, Coml. Mgr.	Haisey H. Bigger, Prog. Dir. & Prom. Mgr. George M. Mendenhall, Chief Engr.	Cole, World AP
MIDDLESBORO	..... (Construction permit)	500 500-D	Tri-State Bestg. Co. 2821 Cumberland Ave.	.....	Elmer Dennis Smith, Pres.		
MURRAY	WNBS 1948	1340 250	Murray Broadcasting Co. 4th & Main Sts. Murray 1340	.....	George E. Overby, Pres. Kenneth Z. Turner, Sta. Mgr. Joseph Edward Griffin, Coml. & Prom. Mgr.	Troy W. Glidewell, Prog. Dir. Carlos M. Steele, Chief Engr.	World AP
NEWPORT	WNOP 1948	740 1,000-D	Tri-City Bestg. Co. 606 Monmouth St. Juniper 7100	.....	James G. Lang & Richard J. Nesbitt—Owners Richard J. Nesbitt, Pres. Gen. Mgr.	James G. Lang, Coml. Mgr. Jack Baker, Prog. Dir. Anna Mae Rolfes, Prom. Mgr. Richard F. Adams, Chief Engr.	ForJoe World UP
OWENSBORO	WOMI 1937	1490 250	Owensboro Bestg. Co. Owensboro 420	MBS KBS	Lawrence W. Hager, Pres. Hugh O. Potter, Gen. Coml. & Prom. Mgr.	Norman Hall, Prog. Dir. Leslie Goodaker, Chief Engr.	Burn-Smith Lang-Worth AP
OWENSBORO	WVJS 1947	1420 1,000	Owensboro On the Air Inc. 320 Allen St. 3408	.....	Vincent J. Steele, Pres. Malcolm Greep, Gen. Mgr. John T. Rutledge, Coml. Mgr.	Lee Carl Meredith, Prog. Dir. Leola C. Hayden, Prom. Mgr. Robert Earl Jagoe, Chief Engr.	Rambeau World UP
PADUCAH	WKYB 1946	800 1,000-D	Paducah Newspapers Inc. 504 Kentucky Ave. 800	MBS	Edwin J. Paxton, Sr., Pres. E. J. Paxton, Jr., Gen. Mgr.	Sam Livingston, Coml. Mgr. Zack Hill, Prog. Dir. C. G. Sims, Chief Engr.	Burke, Kuipers & Mahoney Standard, Associated AP
PADUCAH	WPAD 1930	1450 250	Paducah Bestg. Co. Inc. Taylor Bldg. 4100	CBS	Pierce E. Lackey, Pres. Prewitt Lackey, Gen. & Coml. Mgr. Evelyn Carroll, Prog. Dir.	Ray Moñfeld, Prom. Mgr. U. C. Morris, Chief Engr.	Sears & Ayer World, Lang- Worth, Cole AP
PIKEVILLE	WLSI (Construction permit)	900 1,000-D	Cumberland Pub. Co. Carolina Ave.	.....			
PIKEVILLE	WPKE (Construction permit)	1240 250	East Kentucky Bestg. Co.	.....	John T. H. Scott Dr. O. W. Thompson W. Frank Scott	Owners	
SOMERSET	WSFC 1947	1240 250	Southeastern Bestg. Co. Stanford Bld. 907	MBS	S. A. Chesley, Jr., Gen. Mgr. William E. Frazier, Coml. Mgr. John A. Hartnett, Prog. Dir.	Donald C. Orwin, Prom. Mgr. Jonny Agostine, Chief Engr.	Wood & Colton Capitol World AP
VANCLEVE	WMTC 1947	730 1,000-D	Kentucky Mt. Holiness Assn. Vancleve	.....	Dr. Lela G. McConnell, Pres. Wilfred Fisher, Gen. & Coml. Mgr.	Violet Person, Prog. Dir. Mardequeo E. Picazo, Chief Engr.	World AP
VERSAILLES	WVLK 1948	590 1,000	Bluegrass Bestg. Co. Inc. Logan-Heim Memorial Lib. 654	MBS	A. B. Chandier, Pres. W. D. McCammish, Gen. & Coml. Mgr.	Edwin L. Rogers, Prog. Dir. Margaret Middendorf, Prom. Mgr. Henry C. Hall, Chief Engr.	SESAC INS

NOW, MORE THAN EVER,  
YOUR BEST BUY IS  
*The large  
economy  
size!*

**WHAS  
MARKET**

(Counties with 50% to  
100% Daytime BMB coverage)

NOW

**689,580**

RADIO FAMILIES

**Louisville  
Station B Market**

(Counties with 50% to  
100% Daytime BMB coverage)

NOW

**207,630**

RADIO FAMILIES

AND COMPARING 1946 TO 1948

**WHAS**

Up **17.1%**

**LOUISVILLE  
STATION B**

Down **3%**

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

*The only radio station serving and selling  
all of the rich Kentuckiana Market*

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.



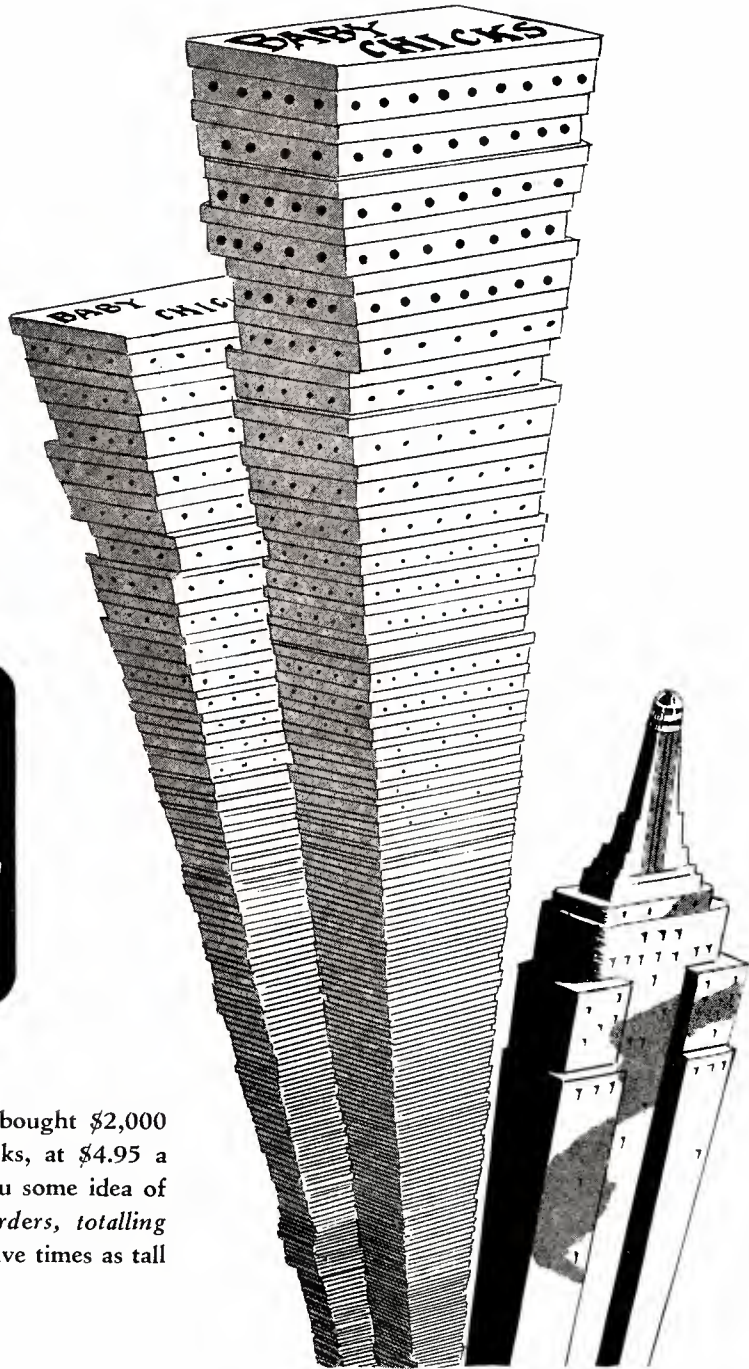
# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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ABBEVILLE	KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 306 90	.....	George Phillip Martin, Gen. & Coml. Mgr. Ebba L. Martin, Prog. Dir.	Gordon Anderson, Chief Engr. Rural Radio World AP
ALEXANDRIA	KALB 1934	580 5,000-LS 1,000-N	Alexandria Bcstg. Co. Inc. 505½ Johnston St. 2-3335	ABC Louisiana	Walter H. Allen, Pres. Willard L. Cobb, Gen. Mgr. Walter D. Melson, Sales Mgr.	Fred Ohl, Sta. Dir. Harper Clark, Prom. Mgr. Jesse R. Sexton, Chief Engr. Weed World UP
ALEXANDRIA	KSYL 1946	1400 250	Radio Station KSYL P.O. Box 1489 6611	NBC	Sylvan Fox } Part- Harold Wheelahan } ners Paul H. Goldman, Gen. Mgr. Milton Fox, Coml. Mgr.	Bruce Rainey, Prog. Dir. Jack McCall, Prom. Mgr. E. W. McDonald, Chief Engr. Burke, Kuipers & Mahoney Lang-Worth AP
ALEXANDRIA	KVOB 1946	1490; CP-970 250; CP-1,000-LS 500-N	Central La. Bcstg. Corp. 1710 Jackson St. 8008	MBS KBS Louisiana	E. Levy, Pres. W. H. Dick, Gen. Mgr. J. M. Hirsch, Coml. Mgr.	P. A. McCusker, Prog. Dir. F. Whitehead, Prom. Mgr. G. Peebles, Chief Engr. Cox & Tanz Capitol Thesaurus AP
BASTROP	KTRY 1948	730 250-D	Morehouse Broadcast- ing Co. 215 S. Washington St. 1400	.....	Nathan Bolton, Pres. Gene P. Loffler, Gen. Mgr.	Sal Scarpino, Coml. Mgr. S. E. Eckhardt, Chief Engr. Lang-Worth Capitol AP
BATON ROUGE 8....	WAFB 1948	1460 1,000-D	Modern Bcstg. Co. of Baton Rouge, Inc. 1048 Florida St. 4-8571	MBS	Louis S. Prejean, Pres. Tom E. Gibbens, Gen. Mgr.	Max Fetty, Prog. Dir. & Prom. Mgr. Donald K. Allan, Chief Engr. Thesaurus AP
BATON ROUGE	WCLA 1948	1220 250-D	Community Bcstg. Co. Box 1226 4-9493	.....	G. T. Owen } O. W. Ware } Partnership H. W. Bumpas, Gen. Mgr. Bob Perry, Coml. Mgr.	Scott Erwin, Prog. Dir. Mary Elizabeth Faser, Prom. Mgr. Edward E. Case, Chief Engr. Lang-Worth SESAC UP
BATON ROUGE 1 ...	WJBO 1934	1150 5,000	Baton Rouge Bcstg. Co. 444 Florida St. 2-5271	NBC Louisiana	Charles P. Manship Jr., Pres. J. Roy Dabadie, V. P. & Gen. Mgr. Charles C. Garvey, Sales Mgr.	Ralph H. Sims, Prog. Dir. & Prom. Mgr. Vernon E. Dudley, Chief Engr. Hollingbery World Standard AP, UP
BATON ROUGE 6 ..	WLCS 1946	1400 250	Air Waves Inc. 204 North St. 2-4411	ABC	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. Lamar Simmons, Coml. Mgr.	Horace H. Lyons, Prog. Dir. Edward Van Valkenburg, Chief Engr. Burke, Kuipers & Mahoney Capitol Associated SESAC, Cole AP, INS
BOGALUSA	WIKC 1947	1490 250	I. K. Corkern Jr. Bogalusa 1906	MBS Louisiana	I. K. Corkern Jr., Pres. & Gen. Mgr.	J. H. Knight, Coml. Mgr. World AP
CROWLEY	KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson 1450	.....	Max J. Thomas, Pres. & Prom. Mgr. B. Hillman Bailey Jr., Gen. Mgr. Lauren R. Stagg, Coml. Mgr.	Freda S. Thomas, Prog. Dir. Clovie L. Bailey, Chief Engr. McGillvra Associated World AP
HAMMOND	WIHL 1947	730 250-D	Superior Enterprises 500 West Morris St.	KBS	Joseph A. Sims } Part- Henry A. Mentz Jr. } ners	Keith Kenney, Prog. Dir. & Prom. Mgr. Donald Jones, Chief Engr. McGeehan & O'Mara World AP
HOUMA	KCIL 1946	1490 250	Charles W. Lamar Jr. P.O. Box 1031 2047	MBS Louisiana	Charles W. Lamar Jr., Pres. Frank Conwell, Gen. Mgr. Dick Walsh, Coml. Mgr.	Keith Kenney, Prog. Dir. & Prom. Mgr. Donald Jones, Chief Engr. McGeehan & O'Mara World AP
JENNINGS	KDXJ (Construction permit)	1300 1,000-D	Wm. Solon Snowden 808 Texas Bank Bldg. Dallas, Tex.	Louisiana	Wm. Solon Snowden, Owner	
LAFAYETTE	KVOL 1935	1340 250	Evangeline Bcstg. Co. Inc. 519 S. Buchanan St. 336	NBC	George H. Thomas, Pres. & Gen. Mgr. Evan H. Hughes, Prog. Dir. & Prom. Mgr.	Charles T. Hook, Chief Engr. Thesaurus AP
LAKE CHARLES 1...	KLOU 1947	1580 1,000	Pelican Bcstg. Co. 134 Clarence St. 7277	CBS Louisiana	H. Vernon Anderson, Pres. & Gen. Mgr. Eugene S. Cuny, Coml. Mgr.	James H. Jesse, Prog. Dir. Lucille Storer, Traffic Mgr. Andrew Vargo, Chief Engr. Walker Capitol AP
LAKE CHARLES ....	KPLC 1935	1490 CP-1470 250 CP-5,000-LS 1,000-N	Calcasieu Bcstg. Co. P. O. Box 1521 2713	NBC Louisiana	T. B. Lanford, Pres. David Wilson, Gen. Mgr. Felham Mills, Coml. Mgr.	E. M. White, Prog. Dir. Hester Taylor, Prom. Mgr. A. B. Craft, Chief Engr. World AP
LAKE CHARLES ....	KWSL 1947	1400 250	A. S. Dudley 1 Mill Street 61401	MBS	A. Stanford Dudley, Pres. & Gen. Mgr. Wm. F. Hession, Coml. Mgr.	Robert P. Thompson, Prog. Dir. & Prom. Mgr. Freidenberg Lang-Worth Cole, UP
MONROE	KMLB 1930	1440 5,000-LS 1,000-N	Liners Bcstg. Station Inc. P.O. Box 1723 LD 25	ABC Louisiana	J. C. Liner Sr., Pres.	Taylor Borroff World UP
MONROE	KNOE 1944	1230; CP-1390 250; CP-5,000	James A. Noe Bernhardt Bldg. 912	NBC Louisiana	James A. Noe, Pres. Robert W. Dumm, Gen. & Coml. Mgr.	Bill Stanley, Prog. Dir. Jack Ratliff, Chief Engr. Burke, Kuipers & Mahoney AP
NATCHITOCHEs ....	KWCJ 1947	1450 250	Natchitoches Bcstg. Co. Box 232 2353	MBS KBS	W. H. Pierson, Pres. Charles L. Planchard, Gen. Mgr.	Kenneth M. Dowty, Prog. Dir. Carroll G. Crew, Chief Engr. Standard AP
NEW IBERIA	KANE 1946	1240 250	New Iberia Bcstg. Co. 101 W. St. Peter St. 965	MBS	George H. Thomas, Gen. Mgr. Dierrell Hamm, Mgr.	Geraldine Viator, Prog. Dir. Charles Bradford, Prom. Mgr. Henry Bonin, Chief Engr. SESAC Standard UP

**IT'S EASY,  
IF YOU  
KNOW HOW!**



LAST Spring the B & W Sales Company bought \$2,000 worth of time on KWKH to sell baby chicks, at \$4.95 a carton. The illustration at the right gives you some idea of the campaign's amazing success—13,131 orders, totalling over \$64,000! They'd literally make a stack five times as tall as the Empire State Building!

*Time costs were just a little over 3%!*

KWKH gets results because we have a radio *Know-How* based upon 23 years of broadcasting in this section of the South. Whether you sell chicks, chocolates or cheese, we'd welcome the opportunity to tell you how our Know-How can work for you.

**KW KH**

**Texas**  
**SHREVEPORT LOUISIANA**  
**Arkansas**  
**Mississippi**

50,000 Watts • CBS •

The Branham Company  
Representatives

Henry Clay, General Manager

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**LOUISIANA (Continued)**

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NEW ORLEANS	WADW 1923 (Construction permit)	1230 250	Louise A. Carlson	.....	Louise A. Carlson, Owner		
NEW ORLEANS 12...	WDSU 1923	1280 5,000	Stephens Bcstg. Co. Hotel Monteleone Raymond 7135	ABC Louisiana	Edgar B. Stern Jr., Pres. Fred Weber, Gen. Mgr. Charles Price, Coml. Mgr.	Stanley Holiday, Prog. Dir. Julia Musgrove, Prom. Mgr. Linsley G. Riddle, Chief Engr.	Blair AF, UP
NEW ORLEANS 12 ..	WJBW 1926	1230 250	Charles C. Carson 924 Canal St. Magnolia 3488	Louisiana	Charles C. Carlson, Pres. & Gen. Mgr. Patrick J. Shannon, Coml. Mgr.	Harry Nigocia, Prog. Dir. Patrick J. Shannon, Prom. Mgr. Charles Whitney, Chief Engr.	Rambeau Capitol AF
NEW ORLEANS 13 ..	WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	.....	William Cortada, Pres. Stanley W. Ray Jr. } George A. Mayoral } Co-Mgrs. Jules Paglin, V.P.	Henry Lanier, Prom. Mgr. George A. Mayoral, Chief Engr. Stanley W. Ray, Coml. & Prom. Mgr.	ForJoe Lang-Worth Associated UP
NEW ORLEANS	WMRY (Construction permit)	600 300-D	Southland Bcstg. Co. 1106 Scanlan Bldg. Houston, Tex.	.....	Joe Darsky, Pres. Billy B. Goldberg, V. P.		
NEW ORLEANS 12...	WNOE 1922	1450 250	James A. Noe St. Charles Hotel Raymond 0423	MBS	James A. Noe, Owner James E. Gordon, Gen. & Prom. Mgr.	Paul Beville, Coml. Dir. Beverly C. Brown, Prog. Dir. A. J. Bourgeois, Chief Engr.	Burke, Kuipers & Mahoney Standard AF, UP
NEW ORLEANS 16...	WSMB 1925	1350 5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards Jr., Pres. H. Wheelahan, Gen. Mgr. T. J. Fontelleu, Coml. Mgr.	Harry Arthur, Prog. Dir. T. J. Fontelleu, Prom. Mgr. H. G. Nebe, Chief Engr.	Petry Lang-Worth Thesaurus AF
NEW ORLEANS	WTFS 1948	940 1,000-D	The Times Picayune Publishing Co. 601 Howard Ave. Canal 5561	.....	L. K. Nicholson, Pres. H. F. Wehrmann, Gen. Mgr.	J. R. O'Meallie, Coml. Mgr Mike Clark, Prog. Dir.	Walker Associated Capitol World AF
NEW ORLEANS 13 ..	WWEZ 1947	690 1,000-D CP-5000-U	Sky Bcstg. Service Hotel New Orleans Canal 3521	.....	A. L. Chilton, Pres. Joe A. Oswald, Gen. Mgr. William D. Matthews, Asst. Mgr.	Roland C. Wolfe, Jr., Prog. Dir. Harrison C. Monday, Chief Engr.	Hollingbery Associated AF
NEW ORLEANS 12...	WWL 1922	870 50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Father T. J. Shield, S. J., Pres. W. H. Summerville Sr., Gen. Mgr. Larry Baird Sr., Coml. Mgr.	E. M. Hoerner, Prog. Dir. J. T. Halladay, Prom. Mgr. J. D. Bloom Jr., Chief Engr	Katz Standard World AF, UP

**CITY POPULATION 120,000**

**AVERAGE FAMILY BUYING INCOME - - \$4,572**

**REACHING OVER 400,000 LISTENERS**

**CONTINUOUS PROMOTION OF SPONSOR'S PROGRAMS.**

**WAFB**

Reaching one of the richest and fastest growing markets in the country, WAFB's outstanding programming of local and Mutual Network shows commands listenership in an area where the average family effective buying income is higher than the national average. Retail sales in 1947 amounted to \$152,550,000. We help you get results in this rich area by giving unlimited cooperation.

**AM - FM      1000 watts      1460 KC      Mutual Network      Baton Rouge, Louisiana**

Lorenzen & Thompson, Representatives



In NEW ORLEANS

*Where showmanship was born it's*

●  
**WDSU-AM**

1280 KC — 5,000 watts

**WDSU-FM**

287 KC . . . 15,000 watts  
(licensed 155,000 watts)

Atop Hotel Monteleone

●  
**WDSU-TV**

Channel 6 30,800 watts

Video Studios and Transmitters Atop  
**Hibernia National Bank Building**

Tallest Building in the Deep South

●  
*First With The Most in The Deep South*

Affiliated with the New Orleans Item  
**AMERICAN BROADCASTING COMPANY AFFILIATE**

Represented by John Blair Co.

**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

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 (Data corrected to December 6, 1948)

**LOUISIANA (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
OPELOUSAS	KJAN	910 1,000 (Construction permit)	The KJAN Bestg. Co.	.....			
OPELOUSAS	KSLO 1947	1230 250	KSLO Bestg. Co. KSLO Bldg. 3776	MBS KBS Louisiana	Hugh O. Jones W. Eugene Jones Mrs. Sarah S. Jones W. Eugene Jones, Gen. Mgr.	Part-ners } John Chauvin, Prog. Dir. Freddie J. Herbert, Chief Engr.	Sears & Ayer World UP
RUSTON	KRUS 1947	1490 250	C. E. Faulk Jr. 105 E. No. Railroad Ave. 1490	MBS	C. E. Faulk Jr., Owner Lloyd A. Goodin, Gen. & Coml. Mgr.	Dallas F. Wales Jr., Prog. Dir. Henry Sheen, Chief Engr.	Lang-Worth UP
SHREVEPORT	KCIJ (Construction)	980 5,000-D (Construction permit)	Southland Bestg. Co. Scanlan Bldg. Houston, Tex.	.....	Joe Darsky, Pres.		
SHREVEPORT	KENT 1947	1550 1,000-LS 500-N	Frank H. Ford 311 Milam St. 3-3681	MBS	Frank H. Ford, Pres., Gen. Mgr. Frank H. Ford Jr., Coml. Mgr. Todd Branson, Prog. Dir.	Elsa R. Schlubach, Prom. Mgr. L. J. Carlson, Chief Engr.	Walker Standard AP
SHREVEPORT "R"	KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Louisiana	Glenn V. Wilson, Gen. & Coml. Mgr.	William L. Switzer, Station Dir.	Taylor-Boroff
SHREVEPORT	KTBS 1922	710 10,000-LS 5,000-N	Radio Station KTBS 312 E. Kingshighway 7-3644	NBC Texas Quality	Allen D. Morris, Pres. C. K. Beaver, Gen. Mgr. Nell Cline, Coml. Mgr.	Deane Flett, Prog. Dir. C. W. Doebler, Prom. Mgr. C. H. Maddox, Chief Engr.	Petry Lang-Worth Thesaurus AP, UP
SHREVEPORT 92	KWKH 1925	1130 50,000	International Bestg. Corp. Commercial Bldg. 2-8711	CBS Central	John D. Ewing, Pres. Henry B. Clay, Gen. Mgr. B. G. Robertson, Coml. & Asst. Mgr.	Horace Logan, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Branham Lang-Worth Capitol AP, UP

**MAINE**

AUBURN	WDAV (Construction)	1320 500-D (Construction permit)	Davis Bestg. System 155 Main St.	.....	Richard I. Davis, Pres. & Mgr.		
AUGUSTA	WFAU 1946	1340 250	Twin City Bestg. Co. Inc. 160 Bangor St. 2540	MBS Yankee	Faust Couture, Pres. Robert I. Payne, Gen. Mgr.	Norman Gallant, Prog. Dir. Robert H. Parker, Chief Engr.	Forjoe Standard AP
AUGUSTA	WRDO 1932	1400 250	WRDO Inc. 175 Water St. 2285	NBC New England	Adeline B. Rines, Pres. Jack S. Atwood, Gen. Mgr. Donald K. Powers, Coml. Mgr.	Leslie R. Hubble, Prog. Dir. & Prom. Mgr. Harold T. Dinsmore, Chief Engr.	Weed Bannan Thesaurus UP
BANGOR	WABI 1922	910 5,000	Community Broadcasting Service 57 State St. 6446	CBS	F. B. Simpson, Pres. & Gen. Mgr. Guy A. Corey, Coml. Mgr. F. M. Simpson, V.P.	Harold W. Dorr, Prog. Dir. & Prom. Mgr. Walter L. Dickson, Chief Engr.	Young Associated AP
BANGOR	WGUY 1947	1450 250	Guy Gannett Bestg. Service 100 Mt. Hope Ave. 7354	ABC	Guy P. Gannett, Pres. Samuel G. Henderson Jr., Gen. Mgr. Harvey M. Grant, Coml. Mgr.	Elizabeth A. Kihlmire, Prog. Dir. George F. Mulherin, Prom. Mgr. Lauris P. McGown, Chief Engr.	Raymer Lang-Worth SESAC AP
BANGOR	WJOR 1946	1230 250	Bangor Bestg. Service Inc. 22 State St. 5612	MBS KBS Yankee	Stephen Velardi, Pres. Lawrence Slon, Mgr. & Prog. Dir.	Stephen Velardi, Chief Engr.	Forjoe World AP
BANGOR	WLBZ 1926	620 5,000	Malne Bestg. Co. Inc. 100 Main St. 6023	NBC New England	Adeline B. Rines, Pres. Edward E. Guernsey, Gen. Mgr.	Irving Hunter, Prog. Dir. George Chapman, Prom. Mgr. John Wibby, Chief Engr.	Weed Bannan Thesaurus UP
BIDDEFORD	WIDE 1948	1400 250	Biddeford Bestg. Corp. 234 Main St. 3467	.....	Gordon J. Lewis, Pres., Gen. & Coml. Mgr. Lucien Dumont, Prod. Mgr.	Arthur A. Deters, Chief Engr.	Capitol UP
LEWISTON	WCOU 1938	1240 250	Twin City Bestg. Co. Inc. 223 Lisbon St. 4-6921	MBS Yankee	Faust Couture, Pres. John C. Libby, Gen. & Coml. Mgr. Eugene Parker, Prog. Dir.	Conrad Giguere, Prom. Mgr. Donald R. Mason, Chief Engr.	Forjoe Bannan Standard SESAC, UP
LEWISTON	WLAM 1947	1470 5,000	Lewiston-Auburn Bestg. Corp. 129 Lisbon St. 4-5401	ABC	Elden H. Shute Jr., Pres. Frank S. Hoy, Gen. Mgr. & Chief Owner. Gerald T. Higgins, Coml. & Prom. Mgr.	William Finkeldey, Prog. Dir. Leslie R. Hall, Chief Engr.	Ketell-Carter Young Thesaurus Capitol, AP
PORTLAND 3	WCSH 1925	970 5,000	Congress Square Hotel Co. 157 High St. 2-0181	NBC New Eng-land	Adeline B. Rines, Pres. William H. Rines, Gen. Mgr. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. Linwood T. Pitman, Prom. Mgr. G. Fred Crandon, Chief Engr.	Weed, Bannan Thesaurus AP, UP

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**MAINE (Continued)**

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PORTLAND 3	WGAN 1938	560 5,000	Guy Gannett Bcstg. Serv- ices 390 Congress St. 2-7423	CBS	Guy P. Gannett, Pres. Creighton E. Gatchell, Gen. Mgr. Arthur K. Atherton, Coml. Mgr.	Richard E. Bates, Prog. Dir. Francis H. Farnum Jr., Prom. Mgr. Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth UP
PORTLAND 3	WMTW 1946	1490 250	The Yankee Network Falmouth Hotel 4-2649	MBS Yankee	John Shepard 3d, Ch. of Bd. William O'Neil, Pres. Wm. S. Brown, Sales & Sta- tion Supvsr.	Donald J. Curran, Prog. Dir. Arthur Linell, Chief Engr.	Petry Associated SESAC Standard AP
PORTLAND	WPOR 1946	1450 250	Oliver Bcstg. Co. Chapman Bldg. 3-8111	ABC	Murray Carpenter, Pres., Gen. Mgr. Leon P. Gorman Jr., Coml. & Prom. Mgr.	Richard Bronson, Prog. Dir. Roger Perry, Chief Engr.	Young Kettell-Carter Standard AP
PRESQUE ISLE 1....	WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. W. 8821	KBS	Harry E. Umphrey, Pres. Harold D. Glidden, Gen. Mgr. Forrest Craig, Coml. Mgr.	Ted Coffin, Prog. Dir. & Prom. Mgr. Lester E. Hughes, Chief Engr.	Continental Bannan Associated SESAC UP
WATERVILLE	WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC	Carleton D. Brown, Pres. & Gen. Mgr. Harold L. Vigue, Coml. Mgr. Paul Huber, Prog. Dir.	Paul Wiley, Prom. Mgr. Donald H. Sutherland, Chief Engr.	Meeker Kettell-Carter Standard AP

**MARYLAND**

ANNAPOLIS	WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500	.....	Morris H. Blum, Pres. & Gen. Mgr. Thomas S. Carr, Station & Coml. Mgr.	Bruce W. Harris, Chief Engr.	Lang-Worth SESAC AP
ANNAPOLIS	WASL 1947	810 250-D	Chesapeake Radio Corp. Box 508 9211	.....	Robert L. Blalock, Pres. Joseph H. Griscom Jr., Gen. Mgr.	Tom Orpwood, Coml. Mgr.	AP
ANNAPOLIS	.....	1430 500 (Construction permit)	Capital Bcstg. Co. Box 1147, Salisbury, Md.	.....	.....	.....	.....

**TWO OF AMERICA'S FINER RADIO STATIONS**

Dominant Area Coverage — Tops in Listener Fare

287,000 POPULATION

\$300,000,000 RETAIL SALES

On the Storied Delaware-Maryland-Virginia Peninsula

**WBOC WBOC-FM**

1000 W. 960 KC.

12,000 W. E-R-P 97.5 MC.

Full Time Operation

Full Time Operation

FOUNDED 1940

FOUNDED MARCH 1948

**RADIO PARK—SALISBURY, MD.**

STUDIOS: Salisbury, Md. — Pocomoke City, Md. — Seaford, Del.

*President:*  
John W. Downing  
*Manager:*  
Charles J. Truitt

**MUTUAL  
NETWORK**

*National Representatives:*  
Burn-Smith Co., Inc.  
New York, N.Y. Chicago, Ill.

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## MARYLAND (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BALTIMORE 18	WBAL 1925	1090 50,000	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC	Charles B. McCabe, Pres. Harold C. Burke, Gen. Mgr. Kenneth Carter, Coml. Mgr.	John Dickman, Prog. Dir. Richard Duncan, Chief Engr.	Petry Thesaurus AP, UP, INS
BALTIMORE 1	WBMD 1947	750 1,000-D	Key Bcstg. Corp. 2 W. Eager St. Mulberry 7095	.....	George Hull, Pres. H. Shelton Earp Jr., Gen. & Coml. Mgr.	Thoms O'Connor, Prog. Dir. Russell Morgan, Chief Engr.	McGillvra Associated AP
BALTIMORE 1	WCAO 1922	600 5,000	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS	Lewis M. Milbourne, Pres. L. Waters Milbourne, Exec. V. P. & Gen. Mgr.	Leslie H. Peard Jr., Coml. & Prom. Mgr. George L. Filling, Prog. Dir. Martin L. Jones, Chief Engr.	Raymer Standard AP
BALTIMORE 13	WCBM 1924	1400; CP-680 250; CP-10,000-LS 5,000-N	Baltimore Bcstg. Corp. Harford & North Avenues Belmont 8400	MBS	John Elmer, Pres. & Coml. Mgr. George H. Roeder, Gen. Mgr. Charles A. Roeder, Prog. Dir.	G. Porter Houston, Chief Engr.	Weed Associated UP, INS
BALTIMORE 2	WFBR 1924	1300 5,000	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Robert S. Maslin Sr., Pres. J. H. L. Trautfelter, V. P., Acting Gen. Mgr. William S. Pirie Jr., Dir. Natl. Sales William R. Dothard, Dir. Lcl. Sales	W. B. Hanauer, Prog. Dir. Robert S. Maslin Jr., Dir. of Publ. William Q. Ranft, Chief Engr.	Blair World AP, UP
BALTIMORE 3	WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	.....	Thomas G. Tinsley II, Pres. & Gen. Mgr. Robert C. Embry, V. P. Chg. Sales	William Warren, Prog. Dir. James Duff, Chief Engr.	Headley-Reed Standard Lang-Worth AP
BALTIMORE 21	WSID 1947	1570 1,000-D	Sidney H. Tinley Jr. 136 Eastern Ave. Peabody 8150	.....	Sidney H. Tinley, Pres. Howard S. Frazier, Gen. Mgr. Armand Terl, Coml. Mgr.	Jay Nielsen, Prog. Dir. Ben Wolfe, Chief Engr.	Forjoe Capitol, Mac- Gregor AP
BALTIMORE	WTLS (Construction permit)	1010 1,000-D	Radio Television of Balt., Inc. O'Sullivan Bldg.	.....			
BETHESDA-CHEVY CHASE	WBCC 1947	1120 250-D		.....	(See District of Columbia listing)		
CAMBRIDGE	WCMD 1947	1240 100	The Cambridge Co. "The Pines" 1599	.....	James H. Littlepage } Own- Thomas P. Littlepage } ers John Schneider III, Gen. Mgr.	Edward H. Brigham, Prog. Dir. Frederick Flischer, Chief Engr.	Standard MacGregor UP
CUMBERLAND	WCUM 1948	1490 100	The Tower Realty Co. Box 360 5400	CBS	Karl F. Steinmann, Pres. A. Jack Stewart, V.P. Gen. & Coml. Mgr.	Floyd S. Cozad, Prog. Dir. Charles R. Sine, Chief Engr.	Standard AP, TP
CUMBERLAND 1	WTBO 1928	1450 250	Cumberland Bcstg. Co. 31 Frederick St. 299	NBC	Aurella S. Becker, Chief Owner, Gen. & Coml. Mgr.	Edwin F. Hinkle, Prog. Dir.	World AP, UP
EASTON	WORM (Construction permit)	1480 1,000	Easton Bcstg Co., Inc. Easton Box 278 1230	.....	Roger E. Crintchlow, Pres.		
FREDERICK	WFMD 1945	930 500	Monocacy Bcstg. Co. Winchester Hall 1626	CBS	Laurence Leonard, Pres. William E. Hardy, Gen. & Coml. Mgr.	Evelyn Leonard, Prog. Dir. James W. Robertson, Chief Engr.	McGillvra World AP
HAGERSTOWN	WARK 1947	1490 250	Antletam Bcstg. Corp. 128 S. Prospect St. 4500	ABC	R. J. Funkhouser, Chmn. of Board Stewart W. Phillips, Gen. Mgr. Samuel E. Phillips, Jr., Coml. Mgr.	Hunter Reams, Prog. Dir. G. Harold Brewer, Chief Engr.	Meeker AP
HAGERSTOWN	WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	MBS	Grover C. Crilley, Owner & Gen. Mgr. William H. Paulsgrove, Coml. & Prom. Mgr.	Marie Whitcraft, Prog. Dir. George McIntire, Chief Engr.	Friedenberg World Lang-Worth Standard AP
HAVRE DE GRACE	WASA 1948	1600 500-D	Chesapeake Bcstg. Corp. Box 97 800	.....	Jason T. Pate, Pres. & Gen. Mgr. Charles W. Irwin, Coml. Mgr.	Sam W. Lawder, Prog. Dir. William C. Kuntz, Chief Engr.	Clark World UP
SALISBURY	WBOC 1940	960 1,000	The Peninsula Broadcast- ing Co. Radio Park 2480	MBS	John W. Downing, Pres. Charles J. Trulltt, Gen. & Coml. Mgr.	John W. Downing, Jr., Prog. Dir. Jack W. Ward, Chief Engr.	Burn-Smith World AP
SILVER SPRING	WGAY 1946	1050 1,000-D		.....	(See District of Columbia listing)		
SILVER SPRING	WOOK 1947	1590 1,000-D		.....	(See District of Columbia listing)		

**WBAL and**

**WBAL-TV**

*Mean Business*

*in Baltimore!*

**NBC AFFILIATE—Nationally Represented By Edward Petry Co.**

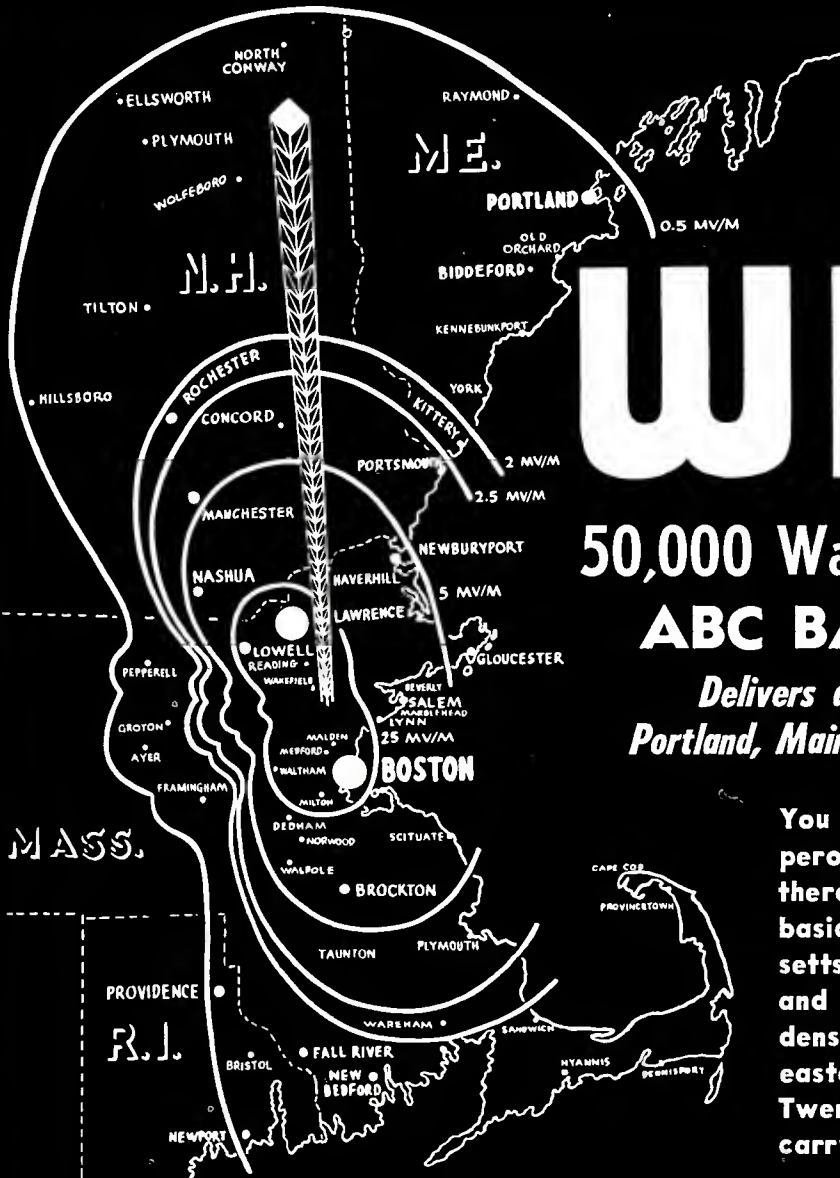
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## MASSACHUSETTS

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BOSTON 8	WBMS 1946	1090 1,000-D	WBMS Inc. 35 Court St. Lafayette 3-5616		Jack N. Berkman, Pres. Kenneth A. Fuellinger, Gen. Mgr. John R. Thornton, Prog. Dir.	Merle L. Towle, Chief Engr.  Lorenzen & Thompson Associated UP
BOSTON 34	WEZ 1921	1030 50,000	Westinghouse Radio Stations, Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England	Walter Evans, Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. C. Herbert Masse, Sales Mgr.	W. Gordon Swan, Prog. Dir. Lynn Morrow, Sales Prom. Mgr. W. H. Hauser, Chief Engr.  Free & Peters Associated Thesaurus AP, UP, INS
BOSTON 16	WCOP 1935	1150 5,000	Massachusetts Bcstg. Corp. 485 Boyleston St. Copley 7-0123	ABC	John Cowles, Pres. Craig Lawrence, Exec. V.P. & Gen. Mgr. A. N. Armstrong, Jr., Natl. Coml. Mgr.	Harry Wheeler, Local Sales Mgr. Eugene King, Prog. Dir. John Wilkoff, Prom. Mgr. Roland C. Hale, Chief Engr.  Katz Standard AP, UP, INS
BOSTON 12	WEEL 1924	590 5,000	Columbia Bcstg. System Inc. 182 Tremont St. Hubbard 2-2323	CBS	Frank Stanton (CBS), Pres. Harold E. Fellows, Gen. Mgr. Wilbur S. Edwards, Asst. Gen. Mgr. & Coml. Mgr. Frederick A. Garrigus, Dir. of Publ. Affairs & Special Events. Marie H. Houlahan, Publicity Dir.	Raymond G. Girardin, Prog. Dir. Guy H. Cunningham, Sales Prom. Mgr. Harold A. Dorschung, Chief Engr. John J. Murray, Asst. to Gen. Mgr.  Radio Sales Lang-Worth AP, UP
BOSTON 16	WHDH 1926	850 5,000; CP-50,000	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 6-5500		Robert B. Choate, Pres. William B. McGrath, Mngng. Dir. Arthur T. Brush, Coml. Mgr.	George M. Perkins, Prog. Dir. William Shea, Prom. Mgr. Phillip K. Baldwin, Chief Engr.  Blair Capitol Standard AP, UP
BOSTON 15	WMEX 1934	1510 5,000	The Northern Corp. 70 Brookline Ave. Commonwealth 3900		Wm. S. Pote, Gen. Mgr.	     Reambeau
BOSTON 15	WNAC 1922	1260 5,000	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Linus Travers, V.P., Gen. & Coml. Mgr.	George W. Steffy, V.P., Prog. Dir. David F. Shurtieff, Prom. Mgr. Irving B. Robinson, Chief Engr.  Petry Associated. SESAC Standard AP, INS, Reuters
BOSTON 16	WORL 1926	950 1,000-D	Bcstg. Service Organization Inc. 216 Tremont St. Liberty 2-4540		Harold A. Lafount, Pres. George Lasker, Gen. Mgr. A. L. Robinson, Asst. Mgr.	Robert Perry, Prog. Dir. John W. Parker, Chief Engr.  ForJoe UP
BOSTON 46 (Brookline)	WVOM 1948	1600 5,000	The Boston Bcstg. Corp. 1 Harvard St. Brookline Beacon 2-5650		Benjamin Bartzoff, Exec. V.P., Gen. & Coml. Mgr.	Ervin Crandell, Chief Engr.  McGillvra SESAC, World Standard, MacGregor UP
BROCKTON 64	WBET 1946	990 250-D	Enterprise Publishing Co. 60 Main St. Brockton 7062		Charles A. Fuller, Gen. & Coml. Mgr. Joseph G. Quill, Prod. Mgr.	Mark L. MacAdam, Chief Engr.  Thesaurus, Lang-Worth, SESAC, World AP, TP
BROCKTON 58	WBKA 1948	1450 250	Cur-Nan Co. 205 E. Ashland St. 8-0621		Fred J. Curran, Pres. Mathew Noonan, Gen. Mgr.	Hal Newell, Prog. Dir. Mark L. MacAdam, Tech. Advsr.  Friedenberg World AP
CAMBRIDGE 38	WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 447 Concord Ave. Eliot 4-6745		Frank Lyman, Jr., Pres. Paul J. Ferreault, Gen. Mgr.	Larry Anderson, Coml. Mgr. Louis Barkus, Chief Engr.  Kettell-Carter McGeehan & O'Mara World AP
CHICOPEE	WACE 1946	730 1,000-D	The Regional Bcstg. Co. 326 Chicopee St. (Springfield 6-1323) (Chicopee 2330)		David Hayes, Pres. John S. Begley, Treas.	Ralph J. Robinson, Gen. & Coml. Mgr. & Chief Engr.  Kettell-Carter McGeehan & O'Mara World AP
FALL RIVER	WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400		George L. Sisson, Jr., Pres. & Mng. Dir. J. Buz Way, Sta. Mgr.	Nellie F. McCain, Prog. Dir. Norman P. Guimond, Chief Engr.  Kettell-Carter Associated, Capitol, SESAC UP, INS
FALL RIVER	WSAR 1921	1480 5,000	The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr, Pres. & Gen. Mgr. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Crowley, Prom. Mgr. John Pavoia, Chief Engr.  Headley-Reed Bannan Lang-Worth, Thesaurus, UP
FITCHBURG	WEIM 1941	1340 250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Henry G. Molina, Jr., Pres. & Gen. Mgr. Ford Billings, Coml. Mgr.	James Christie, Prog. Dir. Richard Tucker, Prod. Mgr. Theodore Kalin, Chief Engr.  Bannan AP
FRAMINGHAM	WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7400		Richard E. Adams, Gen. Mgr. James H. Shoemaker, Coml. Mgr. Lee Emmerich, Prog. Dir.	Robert Fuller, Prom. Mgr. Frances W. Bartol, Chief Engr.  Freidenberg Capitol UP
GARDNER	WHOB 1946	1490 250	The Gardner Bcstg. Co. Colonial Hotel 1490		David M. Richman, Pres. Ted Jones, Mgr. Duke Savitt, Coml. Mgr.	Ed Johnson, Prom. Mgr. Parker Vincent, Chief Engr.  Rambeau SESAC AP
GREENFIELD	WHAJ 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee	John W. Haigis, Sr., Pres. John W. Haigis, Jr., Gen. Mgr. H. W. Nichols, Coml. Mgr.	Lawrence A. Coney, Prog. Dir. Thomas J. Kelly, Prom. Mgr. Leland F. Wheeler, Chief Engr.  Associated Thesaurus AP

**NEW ENGLAND'S MOST POWERFUL RADIO STATION**



# WLAW

**50,000 Watts — 680 Kilocycles  
ABC BASIC STATION**

*Delivers an Effective Signal from  
Portland, Maine to Newport, Rhode Island*

You are interested in reaching the prosperous heart of industrial New England, therefore, you should be using WLAW. A basic station of ABC, Lawrence, Massachusetts, WLAW gives you a signal strength and listener coverage that dominate the densely populated and highly prosperous eastern section of this rich industrial area. Twenty-seven New England newspapers carry the WLAW programs.

## NEW ENGLAND'S BEST RADIO BUY

**OVER 4,000,000 LISTENERS FOR YOUR SALES MESSAGES**

All Regular Programs over WLAW are Broadcast over

93.7 MEGACYCLES **WLAW-FM** CHANNEL 229

20,000 Watts E.R.P.

**Main Studios: Lawrence, Massachusetts. Other Studios: Boston and Lowell**

**Boston Offices: Union Savings Bank Building, 216 Tremont Street**

**National Representatives: Paul H. Raymer Co.**

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## MASSACHUSETTS (Continued)

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HAVERHILL	WHAU 1947	1490 250	The Haverhill Gazette Co. 30 How St. 7090		John T. Russ, Gen. Mgr. Lew Sargent, Sta. Mgr. Warren Greenwood, Prog. Dir.	Robert Kimel, Prom. Mgr. Paul Hurd, Chief Engr.	McGeehan & & O'Mara Kettell-Carter World, Associated SESAC AP
HOLYOKE	WHYN 1941	1400 250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	Charles N. DeRose, Gen. Mgr. Patrick J. Montague, Coml. Mgr.	Jay Heitin, Prog. Dir. & Prom. Mgr. Jack Foley, Chief Operator	Walker, Bannan Lang-Worth, Associated UP
LAWRENCE	WCCM 1947	800 1,000-D	Lawrence Bcstg. Co. 54 Essex St. 3-7171		George H. Jaspert, Pres. Gordon S. Ley, Gen. Mgr. & Chief Engr.	William C. Engel, Coml. Mgr. Thomas F. Frank, Prog. Dir. David W. Gardner, Prom. Mgr.	Forjoe Capitol AP
LAWRENCE	WLAW 1937	680 50,000	Hildreth & Rogers Co. 278 Essex St. 4107	ABC New England	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr. David M. Kimel, Coml. Mgr.	James T. Mahoney, Prog. Dir. Fred A. Sullivan, Prom. Mgr. George A. Hinckley, Chief Engr.	Raymer Standard, World UP
LOWELL	WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Square 8715	MBS Yankee	Gerald Harrison, Pres. Dana W. Fitzgerald, Gen. Mgr. Haskell Bloomberg, Coml. Mgr.	Tom Clayton, Prog. Dir. A. G. Michaels, Chief Engr. R. B. Newton, Asst. Chief Engr.	Petry Associated UP
LYNN	WLYN 1946	1360 500-D	Furltan Bcstg. Service Inc. 7 Willow St. 5-6200		A. M. Morgan, Pres. & Gen. Mgr. Cyril Morgan, Station Mgr. Ethel Adams, Prog. Dir.	Kenneth Strong, Prom. Mgr. John Parker, Chief Engr.	Associated SESAC UP
NEW BEDFORD	WNBH 1921	1340 250	Bristol Bcstg. Co. Inc. 588 Pleasant St. 8-5228	ABC	Basil Brewer, V. P. & Treas. James M. Patt, Gen. Mgr. Theo M. Healy, Coml. Mgr.	Edward Boghosian, Prog. Dir. Stanley Emery, Chief Engr.	Walker Bannan World AP
NORTH ADAMS	WKOB 1947	860 250-D	Citizens Bcstg. Co. Wellington Hotel 860		Royal G. Lister, Consultant Mgr. & Coml. Mgr.	Thomas Donland, Prog. Dir., Prom. Mgr. Charles Smith, Chief Engr.	McGillivra Capitol, Standard UP
NORTH ADAMS	WMNB 1947	1230 100	Northern Berkshre Broadcasting Co. 466 Curran Hwy 1230		J. Gordon Keyworth, Gen. Mgr. & Chief Engr. Richard J. O'Brien, Coml. Rep. Benjamin A. Hubley, Prog. Mgr.	Belva C. Keyworth, Office Mgr. William B. Dalley, Chief Techn.	Kettell-Carter World AP
PITTSFIELD	WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC	Donald B. Miller, Pres. W. Wendell Budrow, Gen. Coml. & Prom. Mgr.	Frank Welner, Prog. Dir. James L. Spates, Chief Engr.	Kettell-Carter McKinney Standard, Lang-Worth AP
PITTSFIELD	WRBK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee	Leon Podolsky, Pres. John T. Parsons, Gen. & Coml. Mgr.	Daniel Healy, Prog. Dir. Leonard Lavendol, Chief Engr.	Walker, Bannan Thesaurus UP
QUINCY 69	WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. Inc. 29 Brackett St. Mayflower 9-1300		Joseph H. Tobln, Pres. & Sta. Mgr. James D. Asher, Treas. & Coml. Mgr.	George Erwin, Prog. Dir. John Duffy, Chief Engr.	World AP
SALEM	WESX 1939	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Charles W. Phelan, Pres. Edmund L. Phelan, Gen. Mgr.	John Sullivan, Coml. Mgr.	Bannan Lang-Worth, World UP
SPRINGFIELD		1600 5,000-D (Construction permit)	Springfield Bcstg. Co. 137½ State St.				
SPRINGFIELD	WBZA 1925	1030 1,000	Westinghouse Radio Sta- tions, Inc. Hotel Kimball 6-8336	NBC New Eng- land	Walter Evans, Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. C. Herbert Masse, Sales Mgr.	W. Gordon Swan, Prog. Mgr. Lynn Morrow, Sales Prom. Mgr. Harold Randol, Chief Engr.	Free & Peters Associated Thesaurus AP, UP, INS
SPRINGFIELD 3	WMAS 1932	1450 250	WMAS Inc. 1757 Main St. 7-1414	CBS	Gerald Harrison, Pres. Carl S. Wheeler, V.P. Robert F. Donahue, Gen. Mgr. Robert M. Feldman, Coml. Mgr.	F. Turner Cooke, Prog. Dir. Paul Peltier, Prom. Mgr. John Michnovetz, Chief Engr.	Petry Associated UP
SPRINGFIELD 5	WSPR 1936	1270 1,000	WSPR Inc. 63 Chestnut St. 6-2757	ABC	Quincy A. Brackett, Sta. Mgr. & Pres. Milton W. Stoughton, V. P. & Coml. Mgr. Wayne Henry Latham, Prog. Dir.	Howard S. Keefe, Prom. Mgr. Lawrence A. Relly, Chief Engr.	Hollingbery Bannan Lang-Worth AP
TAUNTON		1570 1,000-D (Construction permit)	Silver City Bcstg. Corp. 29 Main St.		J. Marshall McGregor, Pres.		
WALTHAM	WCRB 1948	1330 500-D	Charles River Bcstg. Co. 4 Gordon St. 5-7080		Richard C. O'Hare, Partner & Mng. Dir. Deuel Richardson, Partner, Gen. Mgr. & Prog. Dir. L. P. Liles, Coml. Mgr., Part- ner	Harold P. Richardson, Prom. Mgr. James H. Bonney, Chief Engr.	Lang-Worth UP
WARE	WRMS 1948	1250 500-D	Donald W. Howe East St. 23		Donald W. Howe, Owner Ansel E. Gridley, Gen., Coml. Mgr.	Don McKellar, Prog. Dir. F. R. Joslin, Chief Engr.	Associated AP



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## MASSACHUSETTS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
WEST SPRINGFIELD	WTXL (Construction permit)	1490 250	Telecolor Corp. Cor. Dyke Ave. & Bramble St.				
WEST YARMOUTH	WOEB 1943	1240 250	Bristol Bcstg. Co. Inc. West Yarmouth Hyannis 502	ABC KBS	Basil Brewer, Pres. David J. Shurtleif, Gen. Coml. & Prom. Mgr.	Marion C. Pareseau, Prog. Dir. Stanley S. Emery, Chief Engr.	Walker Bannan World AP
WORCESTER 8	WAAB 1931	1440 5,000	The Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres.	Richard A. Cobb, Gen. Mgr. Joseph Grahn, Chief Engr.	Petry Associated Standard AP
WORCESTER 8	WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 6-4672	.....	Paul C. Lytle, Pres. John J. Hurley, Gen. Mgr. Kenneth B. Murray, Coml. Mgr.	John F. Morse, Prog. Dir. Dorothy Murray, Prom. Mgr. Vernon P. Wilson, Chief Engr.	Young Capitol Thesaurus UP
WORCESTER 2	WORC 1925	1310 1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	ABC	Alfred Frank Kleindienst, Owner & Chief Engr.	Mildred P. Stanton, Director & Coml. Mgr., Prog. Dir.	Weed Lang-Worth INS
WORCESTER 1	WTAG 1924	580 5,000	WTAG Inc. 18 Franklin St. 5-4321	CBS	E. E. Hill, Exec. V. P. Robert W. Booth, V.P. & Gen. Mgr. Herbert L. Kreuger, Coml. Mgr.	A. J. Brisette, Prog. Dir. Andrew C. Fuller, Prom. Mgr. Elwood Browning, Chief Engr.	Raymer Associated World AP

## MICHIGAN

ADRIAN	WABJ 1946	1500 250-D	James Gerity Jr. 2982 Treat Rd. 1599	.....	James Gerity Jr., Pres. Francis X. McNerny, Gen. & Coml. Mgr. Larry Payne, Prog. Dir.	Aileen Lindbert, Prom. Mgr. Elwood Brown, Chief Engr.	McGeehan & O'Mara World UP
ALMA	WFYC 1947	1280 1,000-D	Alma Broadcasting Co. 408 Gratiot St. 95	.....	Merle E. Rhoads, Pres. & Gen. Mgr. Cleon Vanriper, Coml. Mgr.	Frank D. Tefft, Chief Engr.	World UP
ALPENA	WATZ 1946	1450 250	Midwestern Bcstg. Co. Alpena 1049	MBS KBS Bunyan Wolver- ine	Les Biederman, Pres. Drew McClay, Gen. Mgr.	Amos R. Crow, Coml. Mgr. Wm. Kiker, Chief Engr.	AP Holman
ANN ARBOR	WHRV 1947	1600 1,000	Huron Valley Bcstg. Inc. Box 160 2-4573	ABC	James F. Hopkins, Pres. R. S. Augustus, Coml. Mgr.	Amy Wilcox, Prog. Dir. Jay Berry, Prom. Mgr. James Allen, Chief Engr.	Forjoe World AP
ANN ARBOR	WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Hutzell Bldg. 25517	.....	Arthur Greene, Pres. Edw. F. Baughn, V.P., Gen. Mgr. A. H. Turner, Coml. Mgr.	Wendell Hester, Prog. Dir. George D. Stearns, Chief Engr.	Holman Associated Standard AP
BATTLE CREEK	WBCK 1948	930 1,000	Michigan Broadcasting Co. Security Nat'l Bk. Bldg. 3-55-55	MBS	Robert H. Holmes, Pres. & Gen. Mgr. F. K. Doyle, Lcl. Sales Mgr.	Charles E. Dewey Jr., Chief Engr. A. R. Cooper, Prog. & Prod. Mgr.	McGeehan & O'Mara Associated Capitol UP
BATTLE CREEK	WELL 1925	1400 250	Federated Publications Inc. Mich. Nat'l Bank Bldg. 5655	ABC Michi- gan Wolver- ine	Dan E. Jayne, Gen. Mgr. E. P. Mills Jr., Coml. Mgr.	Forrest F. Owen, Prog. Dir. Earl J. Stone, Chief Engr.	Burn-Smith Lang-Worth Standard AP
BAY CITY	WBCM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC	Harley D. Peet, Pres. H. A. Giesel, Gen. & Coml. Mgr.	Charles E. Anthony, Prog. Dir. Ralph H. Carpenter, Chief Engr.	Hollingbery Lang-Worth World UP
BENTON HARBOR	WHFB 1947	1060 1,000-D	Palladium Publishing Co. Fairplain Ave. 5-2113	.....	S. R. Banyon, Pres. Jacob P. Scherer, Gen. Mgr. W. Curtis Beck, Coml. Mgr.	Phil A. Molloy, Prog. Dir. Frank Tebrugge, Prom. Mgr. Munson U. Robinson, Chief Engr.	Capitol Lang-Worth AP
CADILLAC	WATF 1945	1240 250	Midwestern Bcstg. Co. Cadillac 1270	MBS KBS Bunyan Wolver- ine	Les Biederman, Pres. John Cundiff, Gen. Mgr.	Merritt Chandler, Coml. Mgr. Wm. Kiker, Chief Engr.	Holman SESAC AP
DEARBORN	WKMH 1946	1310 1,000	WKMH, Inc. WKMH Bldg. Logan 2-4000	.....	Fred A. Knorr, Pres. & Gen. Mgr. Walter Patterson, Coml. & Prom. Mgr.	Richard S. Buller, Prog. Dir. Jerrold Martin, Chief Engr.	Weed Lang-Worth UP, INS

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**MICHIGAN (Continued)**

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DETROIT (Windsor)	CKLW 1932	800 5,000 CP-50,000	Western Ont. Bestg. Co. Canada Trust Bldg. Cadillac 7200 (Detroit)	MBS CBC	J. E. Campeau, Pres. & Gen. Mgr. E. Wilson Wardell, Coml. Mgr.	S. Campbell Ritchie, Prog. Dir. Barbara MacFarland, Prom. Mgr. W. J. Carter, Chief Engr.	Young, Stovin World Standard UTS INS, BUP
DETROIT 2	WJBK 1925	1490 250	Detroit Bestg. Co. 6559 Hamilton Ave. Trinity 2-2000	Wolverine	George B. Storer, Pres. Richard E. Jones, Gen. Mgr. George M. Miller, Coml. Mgr.	L. Hal. Hough, Prog. Dir. Joyce M. Chapman, Prom. Mgr. Paul O. Frincke, Chief Engr.	Katz Lang-Worth, Standard AP
DETROIT 26	WJLB 1926	1400 250	Booth Radio Stations Inc. 3100 David Broderick Tower Woodward 5-2000	.....	John L. Booth, Pres. & Gen. Mgr. Eric V. Hay, Coml. Mgr.	George Kendall, Prog. Dir. Arthur Naylor, Prom. Mgr. Edward H. Clark, Chief Engr.	Rambeau Standard, World AP
DETROIT 26	WJR 1922	760 50,000	WJR, The Goodwill Sta- tion Inc. Fisher Bldg. Madison 4440	CBS	George A. Richards, Chmn. of Board Frank E. Mullen, Pres. Harry Wismer, Asst. to Pres. & Gen. Mgr. Worth Kramer, Asst. Gen. Mgr.	Arch Shawd, Coml. Mgr. Franklin C. Mitchell, Prog. Dir. James Quello, Publ. & Prom. Mgr. G. F. Leydorff, V. P. & Chief Engr.	Petry Thesaurus Associated Lang-Worth Standard AP, UP, INS
DETROIT 31	WWJ 1920	950 5,000	Evening News Associa- tion 622 W. Lafayette Ave. Woodward 2-2000	NBC	W. E. Scripps, Pres. Harry Bannister, Gen. Mgr. Harry W. Betteridge, Gen. Sls. Mgr. Mel Wissman, Gen. Prog. Mgr.	Jake Albert, Prom. Mgr. E. J. Love, Gen. Engr. Mgr. Edwin K. Wheeler, Asst. Gen. Mgr.	Hollingbery Lang-Worth, Standard AP, UP
DETROIT 26	WXYZ 1930	1270 5,000	WXYZ Inc. 1700 Stroh Building Cherry 8321	ABC Michi- gan	James G. Riddell, Gen. Mgr. Harold S. Christian, Coml. Mgr.	Jack McCarthy, Prog. Dir. William J. Hendricks, Prom. Mgr. Charles Kotcher, Chief Engr.	ABC Spot Lang-Worth, World UP, INS
EAST LANSING	*WKAR 1922	870 5,000-D	Michigan State College East Lansing Lansing 8-1511	.....	Robert J. Coleman, Gen. & Prog. Dir.	Norris E. Grover, Chief Engr.	Thesaurus AP

*you definitely get* **MORE** *sales impacts for less*

ON

**CKLW**

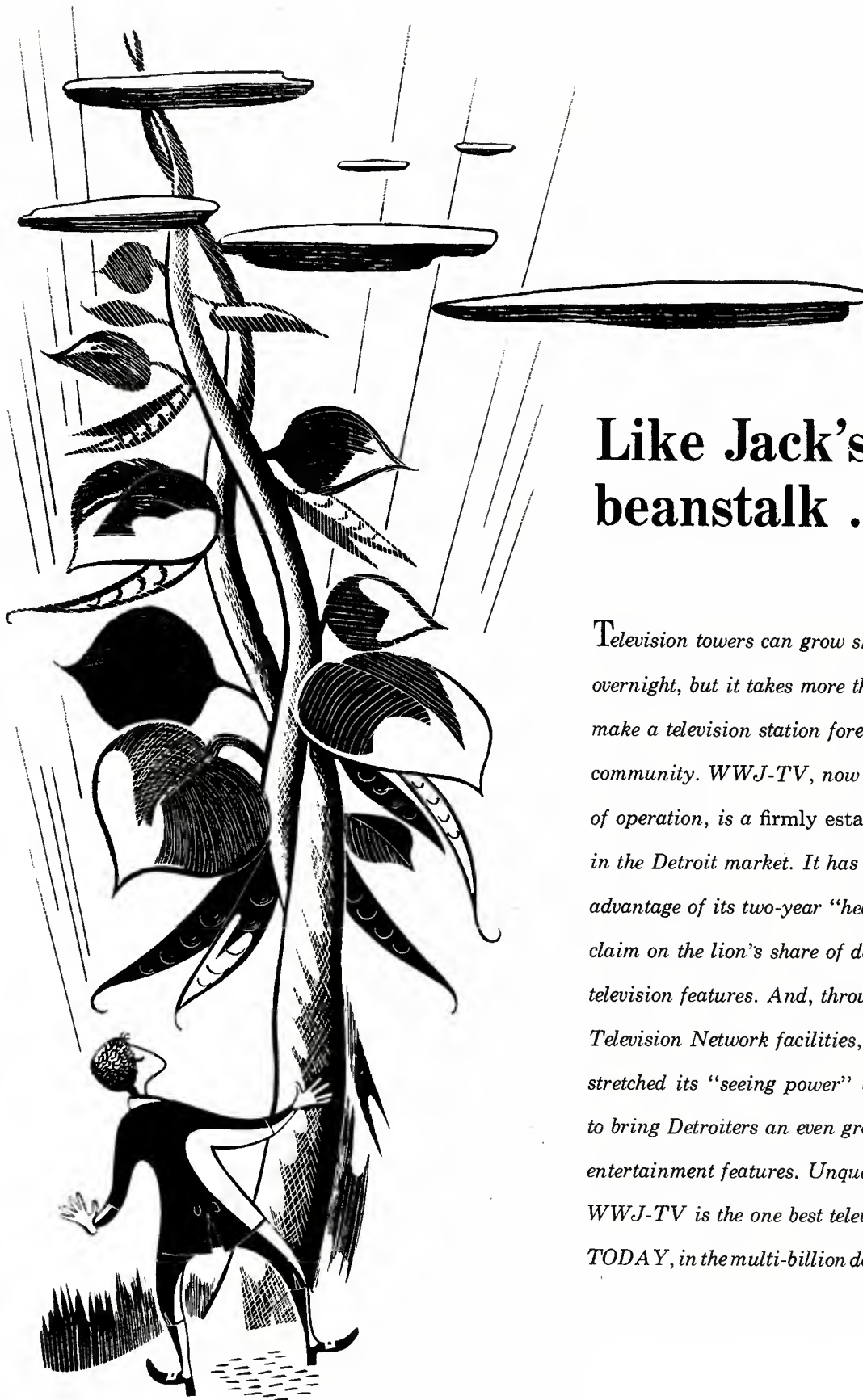
*in the Detroit Area*

**FLASH! WE'RE GOING 50 kw. at 800 kc.  
 EARLY IN '49. A GREATER VOICE  
 and by far a GREATER BUY!**

*Guardian Bldg., Detroit 26  
 J. E. Campeau, President*

*Adam J. Young, Jr., Inc., Nat'l Rep.  
 H. N. Stovin & Co., Canadian Rep.*

.....  
**5,000 Watts Day and Night—800 kc.—Mutual Broadcasting System**



## Like Jack's beanstalk . . .

*Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.*

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

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

# WWJ-TV

NBC Television Network

BROADCASTING • Telecasting

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**MICHIGAN (Continued)**

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ESCANABA .....	WDBC 1941	1490 250	Delta Broadcasting Co. P. O. Box 419 3190	MBS KBS Wolver- ine	John P. Norton, Pres. George D. Lindenthal, Gen. & Prom. Mgr. Richard Morenus, Coml. Mgr.	Scott Runge, Prog. Dir. Jack Foster, Chief Engr.	Walker World UP
FLINT 3 .....	WBBC 1947	1330 1,000	Booth Bcstg. Co. 112 W. Water St. 9-8686	MBS	John Lord Booth, Pres. Robert L. Balfour, Gen. Mgr. W. Eldon Garner, Coml. Mgr.	Robert L. Mabry, Prog. Dir. L. George Geiger, Prom. Mgr. G. Elwood Ryan, Chief Engr.	Forjoe MacGregor AP
FLINT .....	WFDF 1922	910 1,000	Trebit Corp. Mott Foundation Bldg. 2-7158	ABC Michi- gan Wolver- ine	Harry M. Bitner, Sr., Pres. Lester W. Lindow, Gen. Mgr. Jon R. McKinley, Coml. & Prom. Mgr.	Elmer Knopf, Prog. Dir. Frank D. Fallain, Chief Engr.	Katz Thesaurus Capitol Lang-Worth Standard AP
FLINT 4 .....	WMRP 1943	1510 250-D	Methodist Radio Parish Inc. 573 Mary St. 3-5112	KBS	Daniel M. Robins, Pres. William H. Morford, Gen. & Coml. Mgr.	Cedric Harger, Prog. Dir. Homer Blumerich, Chief Engr.	Standard SESAC
FLINT .....	WTAC 1947	600 1,000-LS 500-N	Trendle-Campbell Bcstg. Co. 740 S. Saginaw St. 2-1136	NBC	George W. Trendle, Pres. H. Allen Campbell, V. P. & Gen. Mgr. Don De Groot, Mgr.	Leo D. Smith, Sales, Mgr. Frank Crombie, Prog. Dir. Darrell Jones, Chief Engr.	Raymer World, Lang-Worth UP
FLINT 3 .....	WWOK 1946	1470 1,000	Cooperative Radio Co. 432 N. Saginaw St. 4-1691	Wolver- ine	Herbert L. Crate, Pres. Howard C. Evans, Gen. & Coml. Mgr.	Leon McNew, Prog. Dir. Edsel Forsythe, Chief Engr.	Burn-Smith Capitol UP
GRAND RAPIDS 2...	WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 430 Federal Square Bldg. 6-9541	Wolver- ine	Simon W. Oppenhuizen, Pres., Gen. Mgr. Arthur M. Swift, Coml. Mgr.	Gordon F. Kibby, Prog. Dir. Henry G. Bosch, Prom. Mgr. John D. Timmer, Chief Engr.	Walker Lang-Worth Capitol AP
GRAND RAPIDS 3...	WGRD 1947	1410 1,000-D	Musc Bcstg. Co. 35 Lafayette Ave., N. 9-4111	.....	Paul F. Eichhorn, Pres. & Gen. Mgr. Donald M. Mullen, Prog. Dir.	Richard Groenevelt, Chief Engr.	McGillvra Associated Standard AP
GRAND RAPIDS 1...	WJEF 1945	1230 250	Fetzer Bcstg. Co. Pantlind Hotel 6-8512	CBS	John E. Fetzer, Pres. Edward H. Bronson, Gen. Mgr. John W. O'Harrow, Coml. Mgr.	Edward E. McKean, Prog. Dir. Richard L. Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodel Associated AP
GRAND RAPIDS 2...	WLAV 1940	1340 250	Leonard A. Versluis 6 Fountain St. N.E. 6-5461	ABO Michi- gan	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	Lee Stevens, Chief Engr.	Pearson Standard UP
GRAND RAPIDS 2...	WOOD 1924	1300 5,000	Grandwood Bcstg. Co. Grand Rapids Nat'l Bank Bldg. 9-4211	NBC	Harry M. Bitner, Sr., Pres. Stanley W. Barnett, Gen. Mgr. Walter A. Bass, Coml. Mgr. Harry M. Bitner, Jr., V. Pres. & Supvsg. Dir.	Sandy Meek, Prog. Dir. Lenore Little, Prom. Mgr. Fred W. Russell, Chief Engr.	Katz World Lang-Worth UP
HOLLAND .....	WHTC 1948	1450 250	Holland Broadcasting Co. One E. 8th St. 6-6610	.....	Millard Westrate, Pres. Kenneth Welch, Coml. Mgr.	Willard C. Wichers, V. P. & Prog. Dir. Millward Westrate, Chief Engr.	Lang-Worth, World AP
HOUGHTON .....	WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass House 1	MBS KBS Wolver- ine	John W. Rice, Exec. V.P. Albert W. Payne, Coml. Mgr.	Earl Norden, Prog. Dir. George L. Burgan, Chief Engr.	Walker World
IRON MOUNTAIN ..	WIKB 1946	1230 250	Upper Mich.-Wis. Bcstg. Co. Inc. Dickinson Hotel 2020	MBS KBS Wolver- ine	William L. Johnson, Pres. J. W. Huss, V.P., Gen. Mgr. James F. Kauper, Station Mgr.	John Harvey, Coml. Mgr. Ran Jensen, Prog. Dir. Eugene Kaari, Chief Engr.	Walker Standard UP
IRON MOUNTAIN ..	WMIQ 1947	1450 250	Iron Mountain Kingsford Bcstg. Co. 211 E. Ludington St. 2031	.....	William C. Johnson, Gen. Mgr. John S. Walls, Coml. Mgr.	Ronald F. Bothe, Prog. Dir. & Prom. Mgr. Robert W. Berry, Chief Engr.	Griffith Lang-Worth UP
IRONWOOD .....	WJMS 1931	630 1,000	Upper Mich.-Wis. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS KBS Wolver- ine	William L. Johnson, Pres. J. W. Huss, V.P. Gen. Mgr. Donald R. Hoover, Station Mgr. & Prom. Mgr.	Gordon F. Scott, Coml. Mgr. Laura Johnson, Prog. Dir. Arne Dahlbacka, Chief Engr.	Walker Standard UP
ISHPEMING .....	WJPD 1947	1240 250	Ishpeming Broadcasting Co. Care Jenks Block 1892	Wolver- ine	James P. Deegan, Pres., Gen. & Coml. Mgr.	Paul C. Crowley, Prog. Dir. Carl B. Tupala, Prom. Mgr. Bernard R. Maloney, Chief Engr.	Lang-Worth AP
JACKSON .....	WIBM 1927	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Michi- gan Wolver- ine	Herman Radner, Pres. Roy Radner, V.P. Wm. Cizek, Mgr.	Jack Underwood, Prog. Dir. C. W. Wirtanen, Chief Engr.	Forjoe, Hol- man Thesaurus
KALAMAZOO 8 .....	WGFG 1947	1360 1,000	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 4-0111	ABC Michi- gan	Harold F. Gross, Pres. & Gen. Mgr. Irene A. Ginther, Coml. Mgr.	Charles T. Lynch, Prog. Dir. Carl Stephens, Chief Engr.	Meeker Standard UP

# First in Flint



Morning, afternoon and night, WFDF shows up first in Flint for listener preference in the C. E. Hooper 1948 Summer Listening Index. Obviously that means Flint's oldest radio station is your best radio buy to reach a lush market no sales-minded executive wants to overlook.

And Flint *is* a lush market—\$200,000,000 lush, retail sales-wise. That's important money in any manufacturer's language, and it's comforting to know one top radio station commands across-the-board domination. BMB surveys show WFDF has widest coverage, too. In short, WFDF's a natural!

How about merchandising? Right again . . . WFDF leads with bus cards, taxi posters, juke box inserts, station announcements, newspaper ads, movie trailers, mailing pieces AND PERSONAL CALLS. If you're looking for sales, look to WFDF!

**WFDF** AMERICAN BROADCASTING COMPANY  
**FLINT, MICHIGAN**

REPRESENTED BY THE KATZ AGENCY  
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville  
*910 Kilocycles*



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KALAMAZOO 99 ...	WKZO 1923	590 5,000	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Coml. & Prom. Mgr.	Edward E. McKean, Prog. Dir. Carl E. Lee, Chief Engr.	Avery-Knodel World AP
LANSING 30 .....	WLS 1946	1430 500-D	Lansing Bcstg. Co. 407 N. Washington Ave. 2-1655	MBS Wolver- ine	W. A. Pomeroy, Pres., Gen. Mgr. & Coml. Mgr. Alex Dillingham, Prog. Dir.	Walter Zahrt, Prom. Mgr. John C. Pomeroy, Chief Engr.	Holman Capitol, Lang- Worth AP
LANSING 16 .....	WJIM 1934	1240; CP-550 250; CP-1000	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michi- gan	Harold F. Gross, Pres. & Gen. Mgr.	Howard K. Finch, Prog. Dir.	Meeker Standard, World UP
LAPEER .....	*WMPG 1926	1230 250 SH	The Liberty St. Gospel Church	.....			
LUDINGTON .....	WKLA 1944	1450 250	Ludington Bcstg. Co. Stearns Bldg. 842	ABC KBS Wolver- ine Michi- gan	Karl L. Ashbacker, Pres. Gen. & Coml. Mgr. Peter A. Mars, Prog. Dir. & Prom. Mgr.	Clyde Hull, Chief Engr.	Burn-Smith UP
MARQUETTE .....	WDMJ 1931	1340 250	The Lake Superior Broadcasting Co. West Washington St. 618	MBS KBS Wolver- ine	Frank J. Russell, Jr., Pres. Leo G. Erott, Gen. Mgr. W. H. Treloar, Coml. Mgr.	Eldon W. Wallace, Prog. Dir. R. W. Palmer, Prom. Mgr. G. H. Brozek, Chief Engr.	Walker Capitol UP
MIDLAND .....	WMDN 1948	1490 250	Rich Publ. House Inc. 124 S. McDonald St. 400		Philip T. Rich, Pres. Walt Gaines, Gen. Coml. & Prom. Mgr.	Don Gehring, Prog. Dir. Peter Wolfe, Chief Engr.	Lang-Worth AP

**YOU MIGHT BOX FOR 110 ROUNDS\*—**

**BUT ...**

**YOU COULDN'T FIGHT THROUGH THE RING AROUND WESTERN MICHIGAN**



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that stops satisfactory reception of "outside" stations. Unless you're using stations *inside* the wall, you're just not OK—you're KO!

When it comes to *inside* stations, you can project our ratings and discover that WJEF and WKZO give you nearly 23% more listeners in Kalamazoo and Grand Rapids than any other two-station

combination available. What's more, BMB audience figures will convince you that WJEF-WKZO do an *even more impressive* job in the rural areas of Western Michigan. Then, finally, "Radio Rates" will prove that the combination rate on WJEF-WKZO is *the best bargain in our area* . . .

Get the facts, and you'll never again try to cover Western Michigan with *any* stations except WJEF-WKZO! Write—or ask Avery-Knodel, Inc.

\* Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893, in New Orleans.

EVERY-KNODEL, INC.  
 Exclusive  
 National  
 Representatives

**WKZO**  
*best* IN KALAMAZOO  
 and GREATER WESTERN MICHIGAN  
 (CBS)

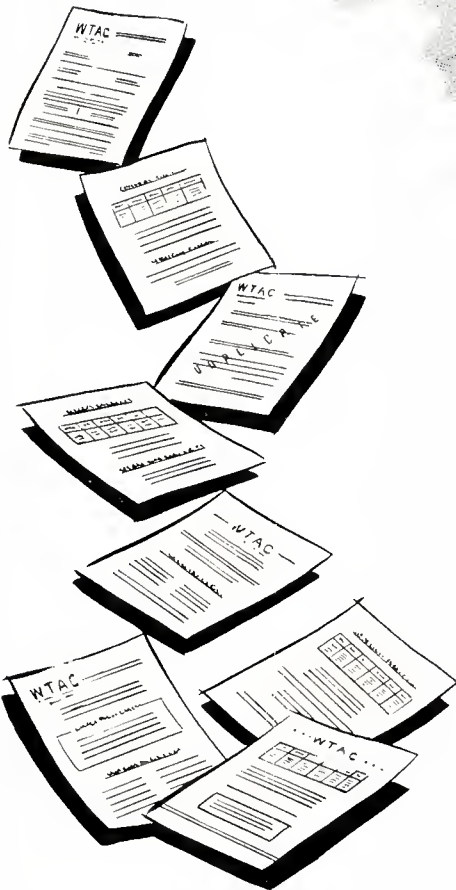
**WJEF**  
*best* IN GRAND RAPIDS  
 AND KENT COUNTY  
 (CBS)

BOTH OWNED  
 AND OPERATED  
 BY FETZER  
 BROADCASTING CO.

**NO  
NBC CONTRACT  
IS COMPLETE  
WITHOUT**

# WTAC FLINT

**... in the Nation's 62nd city\***



That's correct . . . No NBC contract is complete without WTAC, Flint. This is why: Flint is the nation's 62nd city. WTAC is its only NBC outlet. But WTAC on 600 KC also blasts an NBC "most-listened-to" signal in populous, wealthy East Central Michigan where over a million people live. Where over \$200,000,000 is spent annually in retail sales.

NBC top network shows year-in year-out attract the largest number of listeners, and WTAC is proud to be an NBC affiliate delivering these programs to its 300,000 radio homes. Interwoven, however, with these excellent shows, is the long-experienced programming of Trendle-Campbell, creators of the Lone Ranger-Green Hornet successful air-vertising. When you buy network or spot advertising on WTAC, you know programming is right, acceptance and responsive audience is a proven, tested fact.

Industrial America lies within WTAC's primary coverage area. More automobiles are manufactured in Flint than anywhere else, except Detroit. Every Buick and Chevrolet is born in Flint. The effective buying income in WTAC's primary area is over a *BILLION DOLLARS*.

Paul Raymer Company can give you the full details.

**1000 WATTS DAY**

**500 WATTS NIGHT**



**TRENDE-CAMPBELL BROADCASTING CORP., STROH BLDG.**

**740 SOUTH SAGINAW STREET**

Paul H. Raymer, Representative

**FLINT, MICH.**

**600 KC**

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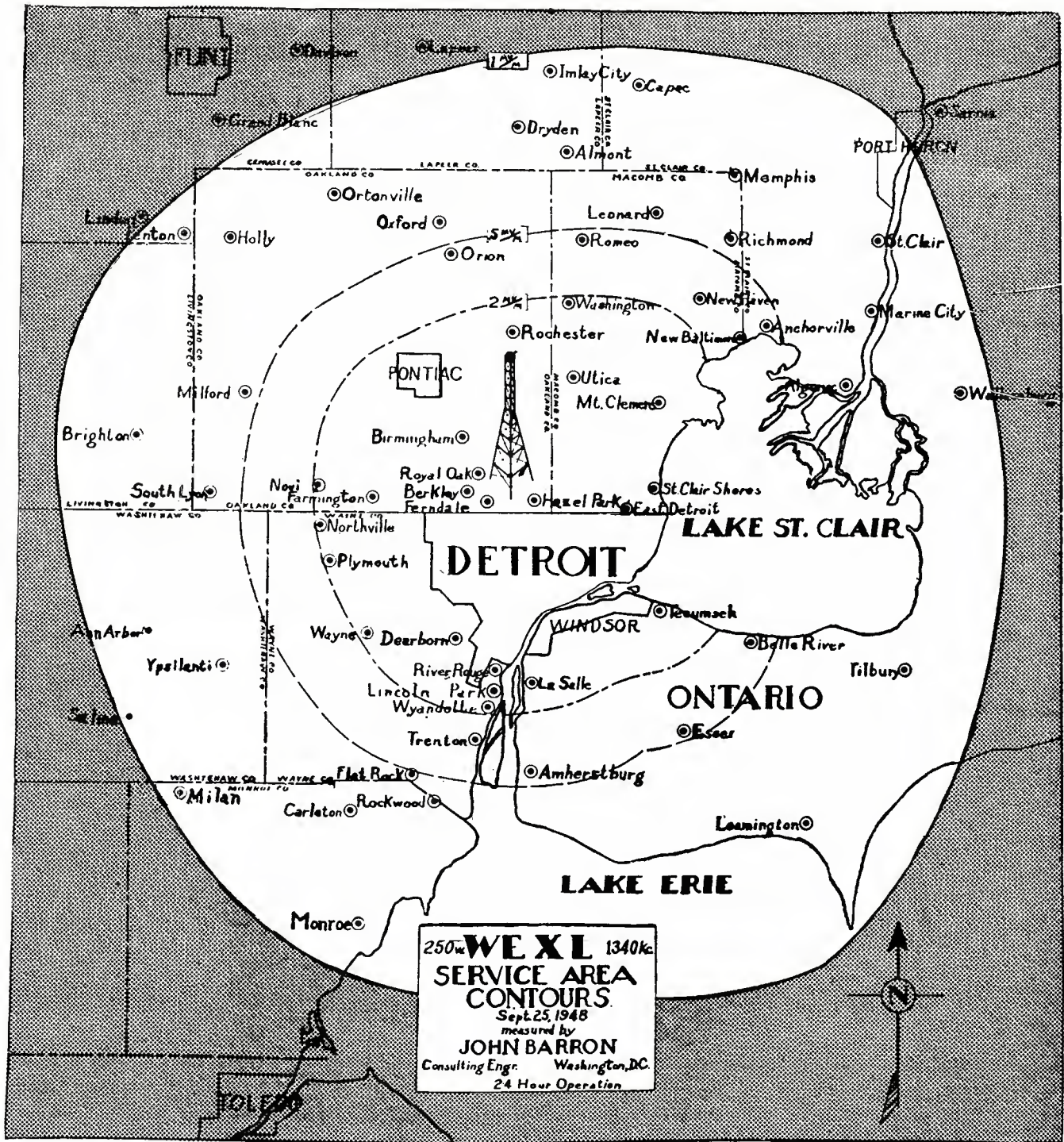
**MICHIGAN (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
MUSKEGON	WKBZ 1926	850 1,000	Ashbacker Radio Corp. 432 Apple Ave. 2-6051	ABC Wolver- ine	Grant F. Ashbacker, Pres., Gen. & Coml. Mgr. Robert Quinn, Prog. Dir.	Kenneth B. Pendleton, Chief Engr. Burn-Smith Standard UP
MUSKEGON	WKNK (Construction permit)	1600 1,000-D	N-K Bcstg. Co. 268 Market St.		Nicholas William Kuris and Steven Klaud Garcia, Co- partners	
MUSKEGON	WMUS 1947	1090 1,000-D	Greater Muskegon Broad- casters Inc. 1769 Peck St. 2-7608		William C. Wester, Pres. & Coml. Mgr.	B. L. Bennett, Gen. & Prom. Mgr., Prog. Dir. George Krivitsky, Chief Engr. Holman Associated, Capitol UP
OWOSSO	WOAP 1948	1080 250-D	Argus Press Co. Owosso 980	.....	J. E. Campbell, Pres. M. H. Wirth, Gen. & Coml. Mgr.	Robert Cessna, Prog. Dir. & Mgr. Maynard Carson, Chief Engr. McGillvra Standard AP
PETOSKEY	WMBN 1948	1340 250	Midwestern Bcstg. Co. Petoskey 3633	MBS KBS Paul Bunyan Wolver- ine	Les Blederman, Pres. Raiph Pierson, Mgr.	Merten Carter, Coml. Mgr. Max Anspaugh, Prog. Dir. Wm. H. Kiker, Chief Engr. Holman AP
PONTIAC	WCAR 1940	1130 1,000-D	WCAR, Inc. Riker Bldg. 7141		H. Y. Levinson, Gen. Mgr.	Pearson SESAC Standard INS
PORT HURON	WHLS 1938	1450 250	Port Huron Bcstg. Co. 932 Military St. 23151	MBS KBS	Harmon LeRoy & Herman LeRoy Stevens, Partners Helen Nelson, Gen. Mgr.	Robert J. McIntosh, Coml. Mgr. Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr. Holman Lang-Worth Standard World UP
PORT HURON	WTTH 1947	1360 1,000-D	Times Herald Co. 903 Sixth St. 5171	.....	Louis A. Weil, Pres. F. Granger Weil, Exec. V.P.	Alice Anderson, Prog. Dir. Marion Stoner, Chief Engr. McGeehan & O'Mara Associated, Capitol, Standard AP
ROGERS CITY	WHAK (Construction permit)	960 1,000-D	Rogers City Bcstg. Co. 150 W. Michigan Ave.		Alfred Klann, Pres.	
ROYAL OAK	WEXL 1923	1340 250	Royal Oak Bcstg. Co. 212 West Sixth St. Jordan 4-6524	.....	George B. Hartrick, Pres. Jacob B. Sparks, Gen. Mgr. Calvert M. Hill, Coml. & Prom. Mgr.	Gordon A. Sparks, Prog. Dir. Garnet G. Sparks, Chief Engr. Standard Associated AP, INS
SAGINAW	WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Co. 221 S. Washington 3-4471	Wolver- ine	O. J. Kelchner, Partner & Gen. Mgr. W. J. Edwards, Partner & Coml. Mgr.	Ernest T. Guy, Prog. Dir., Prom. Mgr. Max W. Thomas, Chief Engr. Holman Associated Lang-Worth UP
SAGINAW	WSAM 1940	1400 250	Saginaw Bcstg. Co. Radio Bldg. 2-8161	NBC	Milton L. Greenebaum, Pres. & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	Jack D. Parker, Prog. Dir. Meredith Koerner, Chief Engr. Headley-Reed Standard AP
SAULT STE. MARIE	WSOO 1940	1230 250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Michi- gan	Stanley R. Pratt, Pres. & Gen. Mgr. Richard Y. Burnett, Sta. Mgr. Russell J. Staffield, Coml. Mgr.	Ray Ulbrich, Prog. Dir. Ed Kreiger, Prom. Mgr. William Morris, Chief Engr. AP
TRAVERSE CITY	WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 1150	MBS KBS Paul Bunyan Wolver- ine	Les Blederman, Pres. & Gen. Mgr. R. E. Detwiler, Coml. Mgr.	Ken Haven, Prog. Dir. Wm. H. Kiker, Chief Engr. Holman Lang-Worth AP

**MINNESOTA**

ALBERT LEA	KATE 1937	1450 250	Albert Lea-Austin Broadcasting Co. 332 S. Broadway 2338	ABC	Bennett O. Knudson, Pres. James J. Delmont, Gen. & Coml. Mgr. Danny E. Gilbert, Prog. Dir.	Lee Meredith, Prom. Mgr. Larry Lawson, Chief Engr. Pearson Bulmer & Johnson Capitol UP
AUSTIN	KAUS 1948	1480 1,000	Cedar Valley Bcstg. Co. 405A N. Main St. 8836	MBS	Harry M. Smith, Pres. L. L. McCurnin, Gen. & Coml. Mgr.	Ray Skaran, Prog. Dir. & From. Mgr. Glen Klein, Chief Engr. Lorenzen & Thompson World AP
BEMIDJI	KBUN 1946	1450 250	Butler Bcstg. Co. 419½ Beltrami Ave. 1900	MBS	Edward W. Butler, Pres., Gen. & Coml. Mgr. Gwenyth G. Butler, Prog. Dir.	Denvy Doty, Chief Engr. Walker Lang-Worth UP
BRAINERD	KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 1400	MBS	E. Thomas O'Brien, Pres. & Genl. Mgr. Raymond E. Schwartz, Coml. Mgr. Lucille G. Grosse, Prog. Dir.	M. C. Gorham, Prom. Mgr. A. L. Vandersluis, Chief Engr. Walker Standard AP
BRECKENRIDGE	KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave. Wahpeton, N. D. 527	.....	K. E. Bower, Pres. & Gen. Mgr. V. E. Baumgartner, Asst. Mgr. & Chief Engr.	Donn Dwyer, Prog. Dir. Standard Thesaurus UP





**WEXL**—PRIMARY COVERAGE—819,950 MICHIGAN HOMES  
 MORE THAN HALF THE TOTAL RADIO HOMES IN THE STATE  
 Further Proof That You Do Not Have Adequate Coverage In The DETROIT  
 Area Unless You Are On

**WEXL**  
 ROYAL OAK, MICH.

PHONE DETROIT — JORDAN 4-6524

Represented nationally by the Friedenbergs Agency, Inc.

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### MINNESOTA (Continued)

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CROOKSTON	KROX 1948	1050 1,000-D	Crookston Bcstg Co. Eagles Bldg. 1050	.....	D. A. McKenzie, Pres. Don Keith Van Velzer, Gen. Mgr.	Evelyn Baustian, Coml. Mgr. & Prog. Dir. William J. Keiwei, Chief Engr.	Thesaurus Lang-Worth UP
DULUTH	KDAL 1936	610 5,000	Red River Broadcasting Co. Inc. Bradley Bldg. Melrose 2628	CBS	Dalton Le Masurier, Pres. & Gen. Mgr. Odin Ramsland, Coml. Mgr. Richard Lawrence, Prog. Dir.	Leigh Kamman, Prom. Mgr. Robert Dettman, Chief Engr.	Avery-Knodel Lang-Worth AP
DULUTH 2	WEBC 1924	1320 5,000	Head of the Lakes Broadcasting Co. Melrose 2873	NBC Arrow-head North-west	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. H. E. Westmoreland, Dir. of Ops.	W. E. Conner, Prog. Dir. L. G. Anderson, Prom. Mgr. Norman Gill, Chief Engr.	Hollingbery Associated Thesaurus UP
DULUTH 2	WREX 1947	1080 10,000-LS 5,000-N	Lake Superior Bcstg. Co. 213 E. Superior St. Melrose 2911	MBS	Thomas McCabe, Pres. James R. King, V. P., Gen. & Coml. Mgr.	Rolf M. Erickson, Dir. of Ops. Don Graham, Prom. Mgr. Wm. Lounsbury, Chief Engr.	Weed World UP
ELY	WXLT 1948	1450 250	Charles W. Ingersoll Box 450 226	.....	Charles W. Ingersoll, Pres. & Gen. Mgr.		Walker MacGregor UP
EVELETH	WEVE 1947	1340 250	Rldson Inc. Park Hotel 4451	ABC	Robert Ridder, Pres. Carl Bloomquist, Gen. Mgr.	Elden Soberg, Coml. Mgr. Mel Lasky, Chief Engr.	Lang-Worth
FAIRMONT	KSUM (Construction permit)	1370 1,000	Fairmont Bcstg. Co. 103 S. North Ave.				
FARIBAULT	KDHL 1948	920 1,000	Lee-Smith Bcstg. Co. 213 Central Ave. 2312	.....	Herbert H. Lee Palmer Dragsten } Partners John E. Hyde Jr. }	Herbert H. Lee, Gen. Mgr. Palmer Dragsten, Coml. Mgr. Jorgen Nash, Prog. Dir. John E. Hyde Jr., Chief Engr.	Walker Standard AP
FERGUS FALLS	KGDE 1926	1230 250	Fergus Radio Corp. Fergus Falls 3986	MBS	Harold L. Dell, Pres., Asst. Mgr. & Coml. Mgr. Don L. Albertson, Gen. Mgr.	Harold E. Allen, Chief Engr.	Walker AP
GRAND RAPIDS	KBZY 1948	1490 250	Itasca Broadcasting Co. Grand Rapids 198	MBS Arrow-head	Robert D. Kennedy, Ownr. & Gen. Mgr. Richard L. Bishop, Coml. Mgr.	Ross A. Fessenmeyer, Chief Engr.	Lang-Worth UP
HIBBING	WMFG 1935	1240 250	Head of the Lakes Broadcasting Co. 1150	NBC Arrow-head	Walter C. Bridges, Gen. Mgr. Oscar H. Peterson, Coml. Mgr.	Ruth E. Coe, Prog. Dir. & Prom. Mgr. Norman Gill, Chief Engr.	Hollingbery Eulmer & Johnson Associated SESAC UP
MANKATO	KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC North-west	John F. Meagher, Gen. & Coml. Mgr. Bob Gardner, Prog. Dir.	Jim Houts, Chief Engr.	Pearson Thesaurus Lang-Worth UP
MARSHALL	KMHL 1947	1400 250	Harry Willard Linder KMHL Bldg. 2262	MBS	Harry W. Linder, Owner Gilmore F. Frayseth, Mgr. & Coml. Mgr.	Homer Lane, Prog. Dir. H. Willard Linder, Tech. Dir.	Pearson UP
MINNEAPOLIS (St. Paul)	KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. 9th St. Lincoln 8451		Lee L. Whiting, Gen. Mgr. Harold A. Winther, Sales Mgr.		Standard SESAC
MINNEAPOLIS 14 (St. Paul)	KSTP 1928	1500 50,000	KSTP Inc. 3415 University Ave. Minneapolis 14 St. Paul—Prior 2717	NBC North-west	Stanley E. Hubbard, Pres. & Gen. Mgr. K. M. Hance, V. P. & Treas. Miller C. Robertson, Sales Mgr.	C. Brooks Henderson, Prod. Supvr. John McMahon, Acting Mgr. Joe Cook, Prom. Mgr. Chief Engr.	Petry Lang-Worth World Thesaurus Standard AP, UP
MINNEAPOLIS (St. Paul)	*KT1S (Construction permit)	900 1,000-D	Northwestern Theological Seminary & Bible Training School 20 S. 11th St.		Dr. William Graham, Pres. T. O. Jorgenson, Chief Engr.	Loren F. Bridges, Dir. of Radio	UP
MINNEAPOLIS 14 (St. Paul)	*KUOM 1921	770 5,000-D ST-WCAL	U. of Minnesota Minneapolis Main 8177	.....	Burton Paulu, Mgr. Ruth Swanson, Actg. Mgr.	Berten Holmberg, Chief Engr.	AP
MINNEAPOLIS 2 (St. Paul)	WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 2nd Ave. S. Main 1202	CBS	Frank Stanton, (CBS) Pres. Merle S. Jones, Gen. Mgr. Al Harding, Coml. Mgr. Gene Wilkey, Prog. Dir.	Tony Moe, Prom. Mgr. J. J. Beloungy, Chief Engr.	Radio Sales Lang-Worth AP, UP
MINNEAPOLIS 1 (St. Paul)	WDGY 1923	1130 5,000-LS 500-N L-Albuquerque CP-50,000-LS 25,000-N	Twin Cities Bcstg. Corp. Hotel Nicolle Bridgeport 2271	.....	James Stuart, Pres. Melvin Drake, V. P. and Sta. Mgr. Robert W. Owens, Sales Mgr.	B. Kendall Crane, Prog. Dir. Charles W. Winkler, Chief Engr.	Avery-Knodel Capitol Standard AP
MINNEAPOLIS 3 (St. Paul)	WLOL 1940	1330 5,000	Independent Merchants Bcstg. Co 1730 Hennepin Ave. Atlantic 0406	MBS	Ralph L. Atlass, Ownr. Norman Boggs, Pres. & Gen. Mgr. C. T. Hagman, Exec. V.P. & Coml. Mgr.	Jack Swenson, Prog. Dir. & Prom. Mgr.	Blair UP
MINNEAPOLIS 2 (St. Paul)	WMIN 1936	1400 250	WMIN Bcstg. Co. Hamm Bldg., St. Paul Garfield 1361	.....	Frank M. Devaney, Gen. & Coml. Mgr. Helen B. Conelly, Prom. Mgr.	Warren B. Fritze, Chief Engr.	Forjoe Associated AP

# WHY IS KSTP ... THE NORTHWEST'S LEADING RADIO STATION?

KSTP's pioneering spirit and ability to produce the best in broadcasting first . . . KSTP's ultra-modern, new Radio City building, designed and built exclusively for radio and television production, offers three floors of the ultimate in broadcasting facilities . . . KSTP is the only station presenting regular broadcasts from both Twin Cities . . . Constant vigilance over the wants and needs of its hundreds of thousands of loyal listeners . . . 50,000 watts of power sending big-time local and NBC programs to the Northwest . . . Top-flight production and promotion staffs . . . Local personalities who's Hoopers often top the big nighttime network stars . . . The more than two million folks who have seen KSTP broadcasts . . . And Giant Audience Delivery for Advertisers . . . If television is your medium, KSTP-TV has the audience exclusively.



**KEY STATION FOR THE NORTHWEST NETWORK**  
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**KSTP**  
MINNEAPOLIS . . . ST. PAUL

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BROADCASTING • Telecasting

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MINNEAPOLIS 4 .... (St. Paul)	WTCN 1934	1280 5,000-LS 1,000-N	Minnesota Bestg. Corp. Wesley Temple Bldg. Main 6562	ABC Dairy- land	Robert Ridder, Pres. F. Van Konynenburg, Gen. Mgr. R. N. Ekstrum, Coml. Mgr.	Judy Bryson, Prog. Dir. C. J. Rian, Prom. Mgr. John M. Sherman, Tech. Dir.	Free & Peters Capitol. Associated AP, UP
MOORHEAD .....	KVOX 1937	1340 250	KVOX Bestg. Co. 818 Center Ave. 3-1523	MBS	E. J. McKellar, Pres. & Coml. Mgr. M. M. Marget, Gen. Mgr.	Dale Howard, Prog. Dir. Don Geiken, Chief Engr.	Walker Capitol UP
NEW ULM .....		860 1,000-D (Construction permit)	Brown County Journal Inc. 303 N. Minnesota St.				
NORTHFIELD .....	*WCAL ST-KUOM	770 5,000-D	St. Olaf College Northfield 770	.....	Milford Jensen, Ops. Dir. David Johnson, Prog. Dir.	Martin Hegland, Prom. Dir. M. C. Jensen, Chief Engr.	AP
RED WING .....	KAAA (Construction permit)	1250 1,000-D	Red Wing Bestg. Co. 3½ South Broadway, Room 10 Rochester, Minn.		Fred C. Clarke, Pres.		
ROCHESTER .....	KLER 1948	970 500-LS 1,000-N	Rochester Bestg. Co. 229 First Ave., S. W.	ABC	Alice P. Mayo, Pres. & Gen. Mgr. Robert Fick, Coml. Mgr.	Robert Bouchier, Prog. Dir. Boynton Hageman, Chief Engr.	Young Associated UP
ROCHESTER .....	KROC 1935	1340 250	Southern Minnesota Bestg. Co. 100 First Ave. Bldg. 3924	NBC North- west	Mrs. Gregory P. Gentling, Pres. G. David Gentling, Gen. Walter Bruzek, Coml. & Prom. Mgr.	Cal Smith, Prog. Dir. Robert Cross, Chief Engr.	Pearson World UP
ST. CLOUD .....	KFAM 1938	1450 250	Times Publishing Co Weber Bldg. 3330	NBC North- west	Fred Schilph, Pres. & Gen. Mgr. John F. Green, Coml. Mgr.	Avis Russell, Prog. Dir. Robert Witschen, Chief Engr.	Thesaurus Lang-Worth AP
STILLWATER .....		1220 250-D (Construction permit)	St. Croix Bestg. Co. P. O. Box 64		Alvin Tedesco, Pres.		
THIEF RIVER FALLS	KTRF 1947	1230 250	Henry K. Arneson Thief River Falls 13	KBS	Henry K. Arneson, Pres. & Gen. Mgr. Al Christofferson, Coml. Mgr.	Thomas E. Speer, Prog. Dir. Henry J. Bothman, Chief Engr.	Walker Thesaurus, SESAC UP
VIRGINIA .....	WHLB 1936	1400 250	Head of the Lakes Bestg. Co. 17th St. & 6th Ave. S. 2000	NBC North- west Arrow- head	Morgan C. Murphy, Pres. Walter C. Bridges, Gen. Mgr. Arthur F. Nelson, Res. Mgr.	Alice Mae McBride, Prog. Dir. Bob Mattson, Prom. Mgr. Norman Gill, Chief Engr.	Hollingsbery Associated
WADENA .....	KWAD 1948	920 1,000	Associated Bestrs., Inc. First Natl Bk. Bldg. 920	.....	C. V. Phillips, Pres. H. G. Alexander, Gen. Mgr. Carl E. Holt, Coml. Mgr.	Esther Marie Hosterman, Prog. Dir. H. G. Alexander, Chief Engr.	McGeehan & O'Mara Bulmer & Johnson Cole, Capitol UP
WILLMAR .....	KWLM 1940	1340 250	Lakeland Bestg. Co. Willmar 1340	ABC Dairy- land	H. W. Linder, Pres. & Gen. Mgr.	Jack Lynch, Prog. Dir. H. Willard Linder, Chief Engr.	Pearson Cole UP
WINONA .....	KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Dairy- land	Maxwell H. White, Pres. Ken Marsh, Gen. Mgr.	Doris Cooper, Prog. Dir. Stanley Johnson, Chief Engr.	Pearson World AP
WORTHINGTON ....	KWOA 1947	730 1,000-D	Worthington Bestg. Co. Thompson Hotel 2-7301	.....	R. W. Olson, Pres. Wallace E. Stone, Gen. Mgr.	Frank W. Endersbe, Prog. Dir. Clinton W. Knapp, Chief Engr.	Bulmer & Johnson Lang-Worth UP

**MISSISSIPPI**

BILOXI .....	WLOX 1948	1490 250	WLOX Bestg. Co. Buena Vista Hotel 683	MBS	J. S. Love, Exec. V.P. Gene Tibbett, Gen. & Prom. Mgr. Carl Upchurch, Coml. Mgr.	Hugh Smith, Prog. Dir. T. B. Majure, Chief Engr.	Rambeau Standard UP
BILOXI .....	WVMI (Construction permit)	570 1,000-D	Radio Associates	.....	James H. McKee } Odes S. Robinson } G. E. Holmes } Part-ners		
BROOKHAVEN .....	WJMB 1948	1340 250	Brookhaven Bestg. Co. P.O. Box 115 1298		Tullius Brady, Gen. & Coml. Mgr. Chuck Allen, Prog. Dir. & Prom. Mgr.	Tom Pharris, Chief Engr.	Continental Lang-Worth, World AP
CLARKSDALE .....	WROX 1944	1450 250	Birney Imes Estate Birney Imes Jr. ( Exe- cutor) 1566	MBS KBS	Birney Imes Jr., Pres. Bob McRaney, Gen. Mgr. P. B. Hinman, Station Mgr.	Howard Gurney, Sales Mgr. Helen Sugg, Prog. Dir. Frank M. Dodge, Chief Engr.	Sears & Ayer AP
COLUMBIA .....	WCJU 1947	1450 250	WCJU Inc. 513 S. Main St. 755	MBS KBS Rebel	Lester Williams, Gen. Mgr. Chas. E. Newman Jr., Asst. Mgr. & Prog. Dir.	Ray Tolar, Chief Engr.	World AP
COLUMBUS .....	WCBI 1940	1340 250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid South	Birney Imes, Pres. Bob McRaney, Gen. Mgr. J. W. Eatherton, Coml. Mgr.	Herb Taylor, Prog. Dir. Bob McRaney, Prom. Mgr. Thos. McFerrin, Chief Engr.	Sears & Ayers AP
CORINTH 1 .....	WCMA 1946	1230 250	The Corinth Bestg. Co. Inc. Ray Bldg. 1166	MBS Dixie	Aaron B. Robinson, Pres. & Gen. Mgr. John E. Bell, Coml. Mgr. William McLain, Prog. Dir.	Joe Van Dyke, Prom. Mgr. W. M. Essary, Chief Engr.	Burn-Smith World UP

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GREENVILLE	WJPR 1939	1340 250	Radio Services Co. 107 S. Poplar St. 2434	MBS KBS	Emmet H. McMurry, Gen. Mgr. Frank W. Baldwin, Coml. Mgr. Paul Artman, Prog. Dir.	Eddie Guss, Prom. Mgr. Percy Kuhn, Chief Engr. Sears & Ayer Associated, Capitol AP
GREENVILLE	WGVM 1948	1260 1,000-D	David M. Segal 316 Washington Ave.		David M. Segal, Owner & Gen. Mgr. Merle Stein, Station Mgr.	Welton Jetton, Chief Engr. UP
GREENWOOD	WGRM 1938	1240 250	P. K. Ewing	NBC KBS	P. K. Ewing, Pres. F. C. Ewing, Gen. Mgr. Van Power, Coml. Mgr.	Grace Harris, Prog. Dir. Louis Pierce, Chief Engr. Lang-Worth AP
GRENADA	WNAG (Construction permit)	1490 250	Birney Imes, Jr. 803 Second Ave., S. Columbus, Miss.		Birney Imes Jr., Pres.	
GULFPORT	WGCM 1929	1240 250	WGCM Bestg. Co. Hewes-Martin Bldg. 1110	ABC KBS	Hugh O. Jones, Pres., Gen. & Coml. Mgr. C. E. Vann, Asst. Mgr. & Prog. Dir.	Marc Leon, Prom. Mgr. Donovan Murphy, Chief Engr. Sears & Ayer World AP
HATTIESBURG	WFOR 1926	1400 250	Forrest Bestg. Co. P. O. Box 312 1866	NBC KBS Rebel	C. J. Wright, Sr., Pres. & Gen. Mgr. H. L. Patterson, Coml. Mgr. E. M. Jenkins, Prog. Dir.	C. J. Wright Jr., Prom. Mgr. B. B. McLemore, Chief Engr. Hollingbery World Capitol UP
HATTIESBURG	WHSY 1948	1220 250-D	Hub City Bestg. Co. 920 S. Lawrence St.		Chas. Welmer Holt } Marvin Reubin } Vernon J. Cheek }ners	
JACKSON 116	WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 2-1183	NBC So. Cent. Rebel	Wiley P. Harris, Gen. Mgr. Frank Gentry, Natl. Coml. Mgr. Maurice Thompson, Coml. Mgr.	Howard Langfett, Prog. Dir. & Prom. Mgr. Percy G. Root, Chief Engr. Hollingbery Thesaurus, Lang-Worth Capitol MacGregor UP
JACKSON	WJQS 1947	1400 250	Mississippi Broadcasting Co. Edwards Hotel 3-9681	CBS Miss.	Withers Gavin, Pres. & Gen. Mgr.	Standard AP
JACKSON	WJXN 1945	1450 250	Ewing Bestg. Co. 200 E. Capitol St. 4-8871	.....	P. K. Ewing Jr., F. C. Ewing & M. M. Ewing—Owners	Lang-Worth Standard AP
JACKSON	WRBC 1947	620 5,000-LS 1,000-N	Rebel Bestg. Co. Inc. Box 986 3-9641	MBS	John Cleghorn, Gen. Mgr. J. W. Carlier, Sales & Prom. Mgr.	Forrest Cox, Prog. Dir. G. G. Benson, Chief Engr. Branham Associated INS
JACKSON 114	WSLI 1938	930 5,000	Standard Life Bestg. Co. P. O. Box 1847 3-2788	ABC	C. H. Russell, Pres. L. M. Sepaugh, Gen. Mgr. F. E. Wilkerson Jr., Coml. Mgr.	B. K. Smith, Prog. Dir. M. B. Wray, Prom. Mgr. C. A. Perkins, Chief Engr. Weed World AP
KOSCIUSKO	WKOZ 1947	1340 250	Cy N. Bahakel 109 W. Jefferson St. 782	KBS	Cy N. Bahakel, Pres., Gen. Mgr.	Melvin C. Lee, Coml. Mgr. World AP
LAUREL	WAML 1932	1340 250	New Laurel Radio Station Inc. 535½ Central Ave. 288	NBC KBS Rebel	D. A. Matison, Pres. Granville Walters, Gen. Mgr. M. M. Caver, Coml. Mgr.	Stanley Walters, Prog. Dir. Ed Breland, Prom. Mgr. Clyne Graves, Chief Engr. Hollingbery Capitol AP
LAUREL	WLAU 1946	1490 250	Southland Bestg. Co. 437 N. Magnolia St. 420	MBS	Hugh M. Smith, Gen. Mgr. C. H. Leggett, Coml. Mgr. David Kane, Prog. Dir.	W. E. Jones, Prom. Mgr. Ed Pierce, Chief Engr. UP
MACON	WMBC 1946	1400 250	Mississippi Broadcasting Co. Hotel Thomas Jefferson 310	Miss.	Withers Gavin, Pres. & Gen. Mgr.	Standard AP
McCOMB	WAPF 1948	1010 250-D	Southwestern Broadcasting Co. of Miss. P. O. Box 1884	KBS	Kenneth H. Quin, Gen. Mgr. Wyllard G. Stone, Sales Mgr.	Paul Simpkins, Prog. Dir. Phillip D. Brady, Chief Engr. Lang-Worth UP
McCOMB	WSKB 1937	1250 5,000-LS 500-N	McComb Bestg. Corp. P. O. Box 111 37	Miss.	George Blumenstock, Pres. & Gen. Mgr. Jack Evans Jones, Coml. Mgr.	Julia Blumenstock, Prog. Dir. Chas. S. Palmer, Prom. Mgr. Robt. Louis Sanders, Chief Engr. Gene Grant Associated Capitol AP
MERIDIAN	WCOG 1927	910 5,000-LS 1,000-N	Mississippi Broadcasting Co. Threefoot Bldg. 1042	CBS Miss.	Withers Gavin, Pres. & Gen. Mgr.	Mrs. Withers Gavin, Prog. Dir. Standard UP
MERIDIAN	WMOX 1946	1240 250	Birney Imes Jr. WMOX Bldg. 495	MBS KBS Mid South	Birney Imes Jr., Ownr. Jerry Kerns, Gen. & Prom. Mgr. Joe Carson, Coml. Mgr.	Mary Fane Collins, Prog. Dir. Al Botmarik, Chief Engr. Sears & Ayer World AP
MERIDIAN	WTOK 1946	1450 250	Meridian Broadcasting Co. Citizens Natl. Bk. Bldg. 5070	ABC Rebel	Robert F. Wright, Pres. & Gen. Mgr. Wm. B. Crooks, Coml. Mgr.	Frank Holfield, Prog. Dir. Joe H. Saxon, Chief Engr. Headley-Reed Lang-Worth INS
NATCHEZ	WMIS 1941	1240 250	Natchez Bestg. Co. 615 Main St. 580	NBC KBS Louisiana	P. K. Ewing, Pres. P. K. Ewing Jr., Gen. & Prom. Mgr. Paul Schilling, Coml. Mgr.	Wilna Nichols, Prog. Dir. George W. Wilson, Chief Engr. Lang-Worth AP
PHILADELPHIA	WHOC 1948	1490 250	William Howard Cole Philadelphia 740	KBS	William Howard Cole, Licensee W. C. DeHority, Gen. & Coml. Mgr.	James A. Sparks, Prog. Dir. F. H. Frantz, Chief Engr. Cole. World UP

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### MISSISSIPPI (Continued)

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STARKVILLE	WACR (Construction permit)	1050 250-D	Miss. Bcstg. Co. Inc. Starkville	Miss.	Withers Gavin, Pres. & Gen. Mgr.	
STARKVILLE	WSSO 1948	1230 250	Starkville Bcstg. Co. WWSO Bldg. 1230	Mid-South	Joe Phillips Grady Imes J. P. Hartness C. C. Hollinshead } Partners	Joe Phillips, Gen. Mgr. Bob Whitely, Coml. Mgr. & Prog. Dir. Capitol AP
TUPELO	WELO 1944	1490 250	Birney Imes, Jr. WELO Bldg. 1400	MBS KBS Mid South	Birney Imes Jr., Ownr. Bob McRaney, Gen. Mgr. Bob Evans, Mgr.	Reeves Whirley, Coml. Mgr. Gene Gratz, Prog. Dir. LeRoy Green, Chief Engr. Sears & Ayer AP
VICKSBURG	WQBC 1931	1420 1,000-LS 500-N	Delta Bcstg. Co. Inc. Hotel Vicksburg 312	MBS KBS	L. P. Cashman, Pres. Mary-Van Cashman, Gen. Mgr. L. L. Miller, Coml. Mgr.	Charlotte Kahn, Prog. Dir. C. E. Drake, Chief Engr. Sears & Ayer World AP
VICKSBURG	WVIM 1948	1490 250	Ewing Broadcasting Co. 705 Clay St. 1928	Miss.	P. K. Ewing Jr., F. C. Ewing & M. M. Ewing—Partners P. K. Ewing Jr., Gen. Mgr.	W. F. Smith Jr., Coml. Mgr. Charles Bobb, Prog. Dir. W. A. Lewis, Chief Engr. Lang-Worth AP
WEST POINT	WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS KBS Mid South	Bob McRaney, Ownr. Ed McRaney, Gen. Mgr.	W. D. Sneed, Coml. & Prom. Mgr., Chief Engr. Jack King, Prog. Dir. Sears & Ayer AP
YAZOO CITY	WAZF 1947	1230 250	Yazoo Bcstg. Co. 321 Main St. 1040	KBS Mid-South	Guy Corley, Gen. & Coml. Mgr. Bob Novak, Prog. Dir.	Don Flinspach, Chief Engr. World AP

### MISSOURI

CAPE GIRARDEAU	KFVS 1925	960 1,000-LS 500-N	Oscar C. Hirsch 324 Broadway 2104	MBS	Oscar C. Hirsch, Pres. & Chief Engr. Ralph L. Hirsch, Coml. Mgr.	Pearson UP
CARTHAGE	KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut St. 2648	KBS	Lloyd C. McKenney, Gen. Mgr. John J. Daly, Coml. Mgr.	Leon H. Crocker, Prog. Mgr. Phil Hannum, Cont. Chief. J. P. Langford, Chief Engr. CMC Service Thesaurus Capitol AP
CLAYTON (ST. LOUIS 5)	*KFUO 1924	850 5,000 SH	Evangelical Lutheran Synod 801 De Mun Ave. Delmar 3030	.....	Rev. Herman Hohensteln, Dir. William C. Krato, Business Mgr.	Edward S. Schoenleber, Music Dir. Albert H. Weise, Chief Engr. World UP
CLAYTON (ST. LOUIS 5)	KXLW 1947	1320 1,000-D	St. Louis County Broadcasting Co. 8135 Forsythe Blvd. Delmar 1320	.....	Guy Rynnion, Pres. & Gen. Mgr. Leslie P. Ware, Sales Mgr.	Blaine Cornwell, Prog. Dir. Wallace St. Vrain, Chief Engr. For Joe Lang-Worth AP, UP
COLUMBIA	KFRU 1925	1400 250	KFRU Inc. 13 S. 8th St. 4141	ABC	Mahlon R. Aldridge, Jr., Gen. Mgr. & Prom. Mgr. F. J. LeGrand, Coml. Mgr.	Harold Douglas, Prog. Dir. Robert Haigh, Chief Engr. Blair Lang-Worth AP
FARMINGTON	KREI 1947	1350 1,000-D	Cecil W. Roberts Box 270 710	KBS	Cecil W. Roberts, Owner Mary Burton, Mgr. & Prog. Mgr.	Kermit Barker, Chief Engr. Lang-Worth AP
FLAT RIVER	KFMO 1947	1240 250	Lead Belt Bcstg. Co. Flat River 1000	Mid-South	Oscar C. Hirsch, Pres. & Gen. Mgr. James F. Collins, Coml. & Prom. Mgr.	Virginia Collins, Prog. Dir. Pearson Cole UP
HANNIBAL	KHMO 1941	1070 5,000-LS 1,000-N	Courier-Post Publishing Co. 102½ S. Main St. 3450	MBS	E. L. Sparks, Secy-Treas. Wayne W. Cribb, Gen. & Prom. Mgr. R. A. Conner, Coml. Mgr.	Paul McClelland, Prog. Dir. Ben Parrish, Chief Engr. Pearson Lang-Worth AP
INDEPENDENCE	KIMO 1947	1510 1,000-D	The Blue Valley Co. 310 N. Osage Clifton 7321	.....	Craig Selgfred, Gen. Mgr. F. E. Fowler, Bus. Mgr.	L. E. Ryan, Chief Engr. Lorenzen & Thompson Capitol AP
JEFFERSON CITY	KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe St. 4000	MBS KBS	R. C. Goshorn, Pres. Catherine Roer, Gen. Mgr. & Prog. Dir.	Leroy S. Hackmann, Chief Engr. Sears & Ayer Lang-Worth AP
JOPLIN	KFSB 1948	1310 5,000-LS 1,000-N	Four States Bcstrs Inc. 1027 Main St. 1310	.....	Harry Easley, Pres. W. H. Clark, Gen. Mgr.	Ray P. Arvin, Prog. Dir. Ralph E. Meador, Chief Engr. Standard Lang-Worth UP
JOPLIN	KSWM 1946	1230 250	Air Time Inc. Hotel Connor 7260	CBS	Austin A. Harrison, Pres., Gen. & Coml. Mgr.	Noel Ball, Prog. Dir. Rambeau World UP
JOPLIN	WMBH 1927	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS	D. J. Poyner, Pres., Gen. Mgr. Charlotte Tapanna, Prog. Dir.	David Blair, Prom. Mgr. Richard Meek, Chief Engr. Sears & Ayer Lang-Worth Standard AP
KANSAS CITY 6	KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Walltower Bldg. Victor 3864	.....	W. A. Bailey, Pres. Ben Ludy, Gen. Mgr. Joe Story, Sales, Mgr.	George Stump, Prod. Mgr. Ellis Attebery, Mgr. Max Williams, Chief Engr. Capper Standard Lang-Worth AP, UP
KANSAS CITY 6	KCMO 1936	810 50,000-LS 10,000-N	KCMO Bcstg. Co. 1515 Commerce Bldg. Baltimore 1234	ABC	T. L. Evans, Pres. E. K. Hartenbower, Gen. & Coml. Mgr. S. B. Tremble, Prog. Dir.	F. C. Strawn, Prom. Mgr. Karl Troeglen, Tech. Dir. Pearson Thesaurus AP, UP
KANSAS CITY 6	KFRM 1947	550 5,000-D	Midland Bcstg. Co. Plickwick Hotel Harrison 2650	.....	Arthur B. Church, Pres. Karl Koerper, V.P. & Mngng. Dir. Sam H. Bennett, V.P.-Sales	Rod Cupp, Prog. Dir. John S. McDermott, Prom. Mgr. Ray Moler, Chief Engr. Free & Peters Associated World AP, UP

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FULL TIME

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**MISSOURI (Continued)**

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KANSAS CITY 6 ....	KMBC 1922	980 5,000	Midland Bestg. Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church, Pres. Karl Koerper, V.P. & Mngng. Dir. Rod Cupp, Prog. Dir.	John S. McDermott, Prog. Dir. Ray Moler, Chief Engr.	Free & Peters World Associated AP, UP
KANSAS CITY 17 ....	WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Roy A. Roberts, Pres. Deane Fitzer, Gen. Mgr. E. Manne Russo, Coml. Mgr.	Harry J. Kaufmann, Prog. Dir. Joseph Flaherty, Chief Engr.	Petry Standard AP
KANSAS CITY .....	WEB 1922	710 10,000-LS 5,000-N	WEB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS	Donal Dwight Davis, Pres. & Coml. Mgr. John T. Schilling, Gen. Mgr. John F. Cash, V.P.	Richard C. Smith, Prog. Dir. Mori Greiner, Prom. Mgr. Henry E. Goldenberg, Chief Engr.	Blair Lang-Worth Associated AP
KENNETT .....	KBOA 1947	830 1,000-D	Kennett Bestg. Corp. Kennett 830	.....	Paul C. Jones, Pres. & Gen. Mgr. Ray Van Hooser, Prog. Dir. Joe Bankhead, Prom. Mgr.	Robert H. Conner, Chief Engr.	Standard SESAC AP
KIRKSVILLE .....	KIRX 1947	1450 250	North Missouri Bestg. Co. KIRX Bldg. 86	.....	Sam A. Burk, Chief Owner, Gen. Mgr. R. R. Canaday, Coml. Mgr.	Lee Jones, Prog. Dir. Leon Brauhn, Chief Engr.	Capitol Standard AP
LEBANON .....	KLWT 1948	1230 250	Lebanon Bestg. Co. Heuer Bldg.	.....			
MARSHALL .....	KMMO (Construction permit)	1300 500-D	Missouri Valley Bestg. Co.				
MEXICO .....	KXEO 1948	1340 250	Audrain Bestg. Corp. P. O. Box 260	MBS	John Badaracco, Pres. P. H. Cunningham, Gen. Mgr.	Marge Studer, Prog. Dir. R. A. Bewler, Chief Engr.	Pearson Capitol AP
POPLAR BLUFF ....	KWOC 1938	1340 250	McCarthy-Wolpers KWOC Bldg. 3922	MBS KBS Mid- South	A. L. McCarthy, Pres. Wm. R. Tedrick, Gen. & Coml. Mgr.	Byron Kearbey Jr., Prog. Dir. John A. Theis, Prom. Mgr. Don Lidenton, Chief Engr.	Pearson SESAC AP
ROLLA .....	KTTR 1947	1490 250	"Show-Me" Bestg. Co. P. O. Box 567 380	KBS	Luther W. Martin, Pres. & Gen. Mgr. Mary Kay Montalto, Prog. Dir.	Martin M. Mitchum, Chief Engr.	SESAC Capitol AP

**JOHN E. PEARSON CO.**  
NATIONAL REPRESENTATIVE

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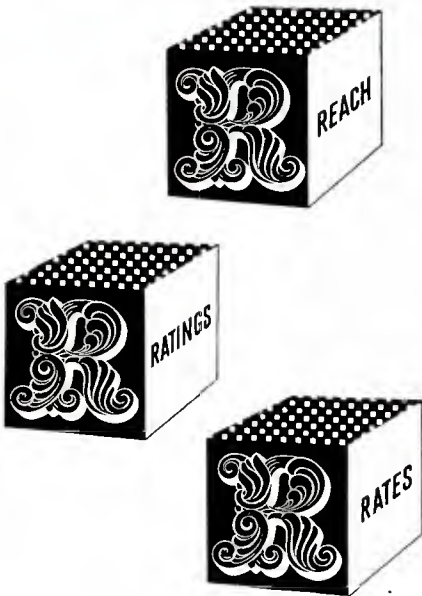
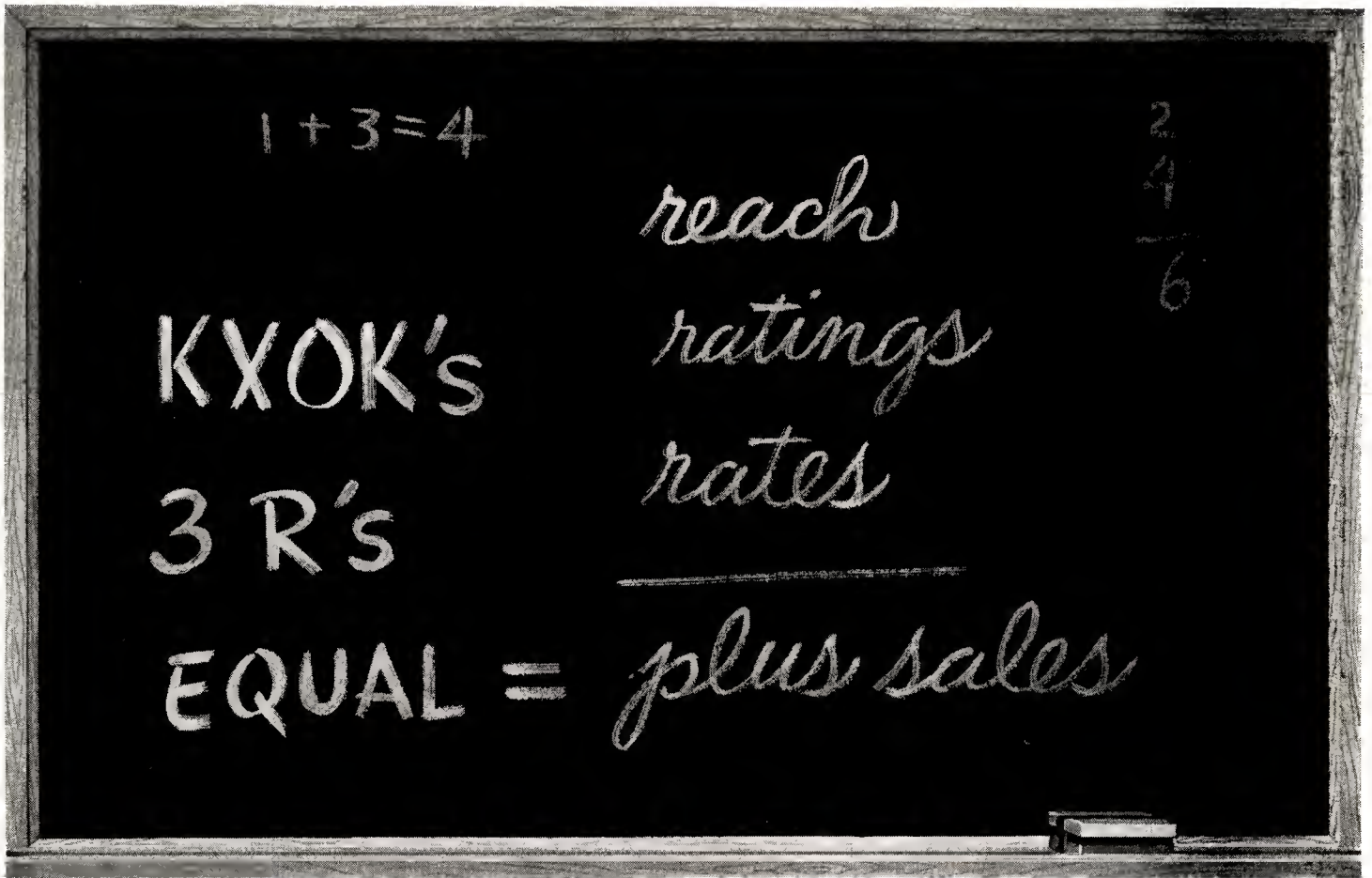
KHMO's friendly programming has made its 5000 watts a welcome voice in its booming 42 county tri-state area ... a daily voice that constantly sells your merchandise to a loyal-responsive 239,960 radio families. KHMO completely blankets Hannibal, Mo. and Quincy, Ill. day and night. Any Pearson man has the story.

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about Reach in the BMB coverage story makes good readin' ... 115 counties, daytime ... 98 counties, nighttime. Also a coincidental survey\* in the thirty prosperous counties immediately surrounding big St. Louis shows that KXOK alone delivers 22.1% of the listening audience morning, noon and night.

\*conducted by Edw. G. Doody & Co. ... 109,000 completed calls.

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about KXOK Hooper Ratings is fun for they reflect KXOK's steadily increasing growth. Audience increases month after month make KXOK a progressively better and better buy.

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# KXOK

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ST. GENEVIEVE ...	KSGM 1947	1450 250	The Donze Co. P.O. Box 352 580	KBS	Elmer L. Donze, Pres. & Gen. Mgr. Norbert B. Donze, Coml. Mgr. C. M. Poindexter, Prog. Dir.	Donald M. Donze, Prom. Mgr. Muriel L. Rose, Chief Engr.	Lang-Worth UP
ST. JOSEPH 7 .....	KFEQ 1923	680 5,000	KFEQ Inc. KFEQ Bldg. 4-0813	MBS	Barton Pitts, Gen. Mgr. Glenn G. Griswold, Coml. Mgr. R. Thompson Mable, Prog. Dir.	J. Ted Branson, Prom. Mgr. J. Wesley Koch, Chief Engr.	Headley Reed Capitol UP
ST. JOSEPH .....	KRES 1946	1230 250	Missouri Valley Broad- casting Inc. 113 S. 7th St. 4-6346	.....	Basil L. Kaufmann, Pres. & Gen. Mgr. Steve Fischer, Station Mgr.	Ken Goodding, Asst. Mgr. & Prog. Dir. Charles Weissmann, Chief Engr.	McGeehan & Omara Standard AP
ST. LOUIS 2 .....	KMOX 1925	1120 50,000	Columbia Broadcasting System Inc. 401 S. 12th St. Central 8240	CBS	Frank Stanton (CBS) Pres. Wendell B. Campbell, Gen. Mgr. Carter Ringlep, Coml. Mgr.	T. A. Bland, Prog. Dir. Albert Gredell, Prom. Mgr. Harry Harvey, Chief Engr.	Radio Sales Lang-Worth Associated AP, UP
ST. LOUIS 1 .....	KSD 1922	550 5,000	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.		
ST. LOUIS .....	KSTL 1948	690 1,000-D	Radio St. Louis American Hotel Main 0600	.....	Frank E. Pellegrin, Pres. & Gen. Mgr. R. L. Stuffebam, Sales Mgr.	John R. Fleet, Chief Engr.	Lorenzen & Thompson Standard UP
ST. LOUIS 8 .....	KWK 1927	1380 5,000	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey, Pres. Ray E. Dady, V.P. & Sta. Dir. V. E. Carmichael, V.P. & Coml. Mgr.	John W. Tinnea, Asst. Sta. Dir. Russell C. Kaiser, Prog. Dir. Nick J. Zehr, Chief Engr.	Raymer World UP
ST. LOUIS 1 .....	KXOK 1938	630 5,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	ABC	Elzey Roberts, Pres. C. L. Thomas, Gen. Mgr. V. N. Springate, Dir. of Sales	E. G. Muschany, Prod. Mgr. Foster Brown, Prom. Mgr. Arthur F. Rekart, Chief Engr.	Blair Standard Associated AP, UP, INS Reuters
ST. LOUIS 8 .....	WEW 1922	770 1,000-D	St. Louis U. 3642 Lindell Blvd. Franklin 5665	.....	Very Rev. Patrick J. Hol- oran, S. J. Pres. St. Louis Univ. Nicholas Pagliara, Gen. Mgr. Leonard Frankel, Coml. Mgr.	Don Lochner, Prog. Dir. Robert Kirven, Prom. Mgr. Joseph A. Volk, Chief Engr.	Pearson World Standard Lang-Worth INS
ST. LOUIS 8 .....	WIL 1922	1430 5,000	Missouri Bcstg. Corp. Melbourne Hotel Jefferson 8403	.....	L. A. Benson, Pres. C. W. Benson, V.P. & Gen. Mgr. Neil Norman, Prog. Dir.	Mel Kampe, Prom. Mgr. Edward Goodberlet, Chief Engr.	Rambeau Standard Lang-Worth McGregor AP
SEDALIA .....	KDRO 1939	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hanlein, owner & Prom. Mgr. Herbert W. Brandes, Gen. Mgr. & Prog. Dir.	Leman E. Jones, Chief Engr. Harry Trotman, Sales Mgr.	Forjoe UP
SIKESTON .....	KSIM 1948	1400 250	Sikeston Community Broadcasting Co. Hwy. # 60 # 1	.....	H. C. Young, Gen. Mgr.	Ralph Hirsch, Chief Engr.	AP
SPRINGFIELD .....	KGBX 1926	1260 5,000	Springfield Bcstg. Co. 602 St. Louis St. 3-3200	NBC	Keith G. Wells, Pres. J. Gordon Wardell, Gen. & Coml. Mgr. Carl Fox, Prog. Dir.	Dudley Morris, Prom. Mgr. E. Dennis White, Chief Engr.	Hollingbery Thesaurus AP
SPRINGFIELD .....	KICK (Construction permit)	1340 250	Kickapoo Prairie Bcstg. Co. Springfield	.....	Floyd W. Jones, Pres.		
SPRINGFIELD 4 .....	KTTS 1942	1400 250	Independent Bcstg. Co. Chamber of Commerce Bldg. 4303	CBS MBS	J. H. G. Cooper, Pres. G. Pearson Ward, Gen. & Prom. Mgr. Bob Burke, Coml. Mgr.	Wendel Smith, Prog. Dir. William F. Curry, Chief Engr.	Sears & Ayer World AP
SPRINGFIELD 4 .....	KWTO 1933	560 5,000-LS 1,000-N	Ozarks Bcstg. Co. 606 St. Louis St. 3-2800	ABC	R. D. Foster, Pres. & Gen. Mgr. Leslie L. Kennon, Coml. Mgr.	Bill Ring, Prog. Dir. Jean Lightfoot, Prom. Mgr. Fritz Baur, Chief Engr.	Pearson Lang-Worth UP
WARRENTON .....	KWRE (Construction Permit)	730 250-D	W. T. Zimmerman. Warrenton	.....	W. T. Zimmerman, Owner & Gen. Mgr.		UP
WEST PLAINS .....	KWPM 1947	1450 250	Robert Neathery E. Abe Taylor Blvd. 700	KBS Mid- South	Robert Neathery, Pres. Fritze Dixon, Coml. Mgr.	Nola Langston, Prog. Dir.	Standard AP

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## MONTANA

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ANACONDA	KANA 1946	1230 250	Mosby's Inc. P. O. Box 727 136	.....	A. J. Mosby, Pres. Herb Chittick, Gen. Mgr.	George Wenstrom, Prog. Dir. Bill Rhodes, Chief Engr.	Hollingbery Lang-Worth UP
BILLINGS	KBMY 1946	1240 250	Billings Bcstg. Co. Box 2124 3838	MBS KBS Inter- mountain	Don C. Foote, Pres. Franz J. Robischon, Gen. Mgr. Ken Nybo, Coml. Mgr.	Charles Du Bois, Prog. Dir. Fred Nelson, Prom. Mgr. Theodore Hildebrand, Chief Engr.	Avery-Knodel Lang-Worth AP
BILLINGS	KGHL 1928	790 5,000	Northwestern Auto Sup- ply Co. 5th & North Broadway 2222	NBC	C. O. Campbell, Pres. Ed. Yocum, Gen. Mgr. M. V. Braunberger, Sta. Mgr. & Prog. Dir.	Jeff A. Kiichli, Chief Engr.	Katz Thesaurus World Standard SESAC UP
BOZEMAN	KXLQ 1939	1450 250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	Ernest A. Neath, Pres. & Gen. Mgr. J. Ray Bridges, Coml. Mgr.	Homer Stenersen, Prog. Dir. Mark Cockrill, Prom. Mgr. Duane Parker, Chief Engr.	Walker Lang-Worth UP
BUTTE	KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429	CBS KBS	Frank Reardon, Pres. & Coml. Mgr. Hal Engbreton, Gen. Mgr. & Prog. Dir.	Betty Burgman, Prom. Mgr. Bert Davis, Chief Engr.	Cooke Gene Grant SESAC, Capitol UP
BUTTE	KOPR 1948	550 1,000	Copper Bcstg. Co. Hotel Finlan 6546	ABC	Frank C. Carman, Pres. Ed. Cooney, Gen. Mgr. Milo J. Petersen, Coml. Mgr.	William Plummer, Prog. Dir. Bill Carroll, Prom. Mgr. James Skidmore, Chief Engr.	Hollingbery World UP
BUTTE	KYES (Construction permit)	610 1,000	Treasure State Broad- casting Co.	.....			
BUTTE	KXLF 1929	1370 5,000	KGIR Inc. Box 1956 2-2344	NBC KBS Z-Bar	E. B. Craney, Pres. Arne E. Anzjon, Gen. Mgr. & Prog. Dir.	George Weber, Coml. & Prom. Mgr. W. J. Provis, Chief Engr.	Walker Lang-Worth MacGregor UP
GLENDIVE	KXGN 1948	1400 250	Lewis Wiles Moore 314 McDougal St. 122	.....	Lewis W. Moore, Pres. Harry A. Sievers, Gen. Mgr. & Chief Engr.	Ruth Pomeroy, Prog. Dir.	Capitol UP
GREAT FALLS	KFBB 1922	1310 5,000	Buttrety Bcst. Inc. First Nat'l Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Gen. & Coml. Mgr.	W. J. Towner, Prog. Dir. Wilbur Myhre, Chief Engr.	Weed World UP
GREAT FALLS	KGFM (Construction permit)	1150 5,000	Mosby's Inc.	.....			
GREAT FALLS	KMON 1948	560 5,000	Montana Farmer Broad- casting Corp. Tribune Bldg. 4382	MBS Intermountain	Robert H. Warner, Gen. Mgr.		Avery Knodel Thesaurus AP
GREAT FALLS	KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar	J. R. Larcombe, Pres. K. O. MacPherson, Gen. Mgr. Betty Schmidt, Prog. Dir.	Ralph Mifflin, Chief Engr.	Walker Lang-Worth UP
HAVRE	KAVR 1946	1240 250	KAVR Inc. P.O. Box 672 1240	KBS	Jessica L. Longston, Pres. C. V. Zaser, V.P.	Larry Gordon, Gen. Coml. Mgr. & Prog. Dir. Sal Fulchino, Chief Engr.	Grant World UP
HAVRE	KOJM 1947	730 1,000-D	North Montana Broad- casting Co. Inc. Box 70 1096	.....	Dr. F. W. Aubin, Pres. Ed. Lovelace, Gen. Mgr. Bill Murphy, Coml. Mgr.	George Bauer, Chief Engr.	Friedenberg Associated. Standard MacGregor, SESAC UP
HELENA	..... (Construction permit)	1340 250	Lewis & Clark Bcstg. Corp. Box 592	.....	Lee Metcalf, Pres.		
HELENA	KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Paul A. Hatton, Gen. Mgr. Henry Beyers, Coml. Mgr.	Art Wong, Prog. Dir. Al Plachta, Prom. Mgr. Edward Goodreau, Chief Engr.	Lang-Worth UP
KALISPELL	KGEZ 1927	1340 250	Donald C. Treloar 203 First Ave. E. 332	.....	Donald C. Treolar, Pres. Maurice J. Driscoll, Gen. Mgr.	W. H. Patterson, Chief Engr.	World MacGregor AP
LEWISTON	KXLO 1947	1230 250	Capital Bcstg. Co. Box 620 1210	.....	George Bennitt, Pres. Lee S. Belding, Sta. Prog. & Prom Mgr.	Robert Z. Grey, Coml. Mgr. R. W. Parker, Chief Engr.	Friedenberg Standard World AP

*The Formula  
For Coverage*

**POWER  
+ FREQUENCY  
+ CONDUCTIVITY**

<b>POWER</b>	<b>5000 W.</b>	No station in Montana or Wyoming has greater power than KGHL.
<b>FREQUENCY</b>	<b>790 kc.</b>	KGHL is the only NBC station in Montana and Wyoming with a frequency under 1200 kc.
<b>CONDUCTIVITY</b>	<b>FAVORABLE</b>	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
<b>COVERAGE</b>	<b>MAXIMUM</b>	No other station can match KGHL's coverage* of Montana and Northern Wyoming.  <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population ..... 326,777</p> <p>Retail Sales ..... \$ 224,033,000</p> <p>Radio Homes ..... 79,641</p> <p>Source: Katz Research Bureau</p> </div>



**KGHL**

**THE DOMINANT STATION**

**in MONTANA and NORTHERN WYOMING**

**Represented by THE KATZ AGENCY**

**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

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 (Data corrected to December 6, 1948)

**MONTANA (Continued)**

City	Date Estab. Call Letters	Power (watts) Frequency	Telephone Number Headquarters Address Name of Licensee	Network	Executive Personnel	Representatives Transc. Library News Service	
LIVINGSTON	KPRK 1947	1340 250	Yellowstone Amusement Co. Box 952 1000	KBS	Paul B. McAdam, Pres. & Gen. Mgr. Jack F. Hinman, Coml. Mgr.	James H. Duncan, Jr., Prog. Dir. Jean Morrison, Prom. Mgr. Norman Fenwell, Chief Engr.	Griffith AP
MILES CITY	KRJF 1941	1340 250	Star Printing Co. 13 N. 6th St. 60	MBS KBS Inter- mn'tain	W. F. Flinn, Gen. Mgr. D. E. Tannehill, Coml. Mgr.	Bob Wilson, Prog. Dir. Charles L. Scofield, Chief Engr.	Avery-Knodel World UP
MISSOULA	KGVO 1931	1290 5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. Marion E. Dixon, Coml. Mgr. & Prom. Mgr.	W. C. Blanchette, Prog. Dir. Laurence Smith, Chief Op- erator	Hollingbery Lang-Worth Standard MacGregor UP
MISSOULA	KMSU 1948	1400 250	Missoula Radio Assn. 218 N. Higgins 6882	.....	E. B. Cummins, Pres. Oakley Coffee, V.P. H. H. Hunt, Secy.	Walter Pope, Treas. N. B. Matthews, Dir.	
MISSOULA	KXLL 1948	1450 250	Western Montana Associ- ates P. O. Box 1503 4144	Z-Net	Pat M. Goodover, Pres. & Mgr., Prog. Dir. Frank X. Field, Coml. Mgr.	Bill Emerson, Prom. Mgr. F. W. E. Smith, Chief Engr.	Walker, Moore UP
SHELBY	KIYI 1947	1230 250	Tri-County Radio Corp. Box 255 560	KBS	John J. Hurley, Pres. Frank Krshka, Gen. Mgr.	Lawrence Wing, Coml. Mgr. & Prog. Dir. Richard C. Veio, Chief Engr.	Grant World UP
SIDNEY	KGCK 1926	1480 5,000-LS 1,000-N	E. E. Krebsbach 109 S. Central Ave. 408	MBS KBS Great N'thrn	E. E. Krebsbach, Pres. & Gen. Mgr. Chas. Christenson, Coml. Mgr.	Mei King, Prog. Dir. Keith Krebsbach, Prom. Mgr. Oscar H. Halvorson, Chief Engr.	Walker Thesaurus AP

**Established January 18, 1931**

**18 YEARS**

**OF SERVICE**

to the people of Western Montana

A PART AND PARCEL OF THE COMMUNITY  
LIFE OF THE PEOPLE IN THIS AREA

*Let us serve you, too*

The ART MOSBY STATIONS

**CBS KGVO KANA · KGFM**

5 KW DAY • 1 KW NITE

MISSOULA ANACONDA BUTTE GREAT FALLS  
230 W 5 KW  
IN PROGRESS

**MONTANA**

# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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## NEBRASKA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ALLIANCE	KALA .....	1490 250 (Construction permit)	Ben J. Swallows 114 East 4th St.	.....	Ben J. Swallows, Owner		
ALLIANCE	KCOW .....	1400 250 (Construction permit)	Sandhills Bcstg. Corp. Syndicate Bldg.	.....			
COLUMBUS	KJSK 1948	900 1,000-D	George Basil Anderson P.O. Box 460 5154	.....	Geo. Basil Anderson, Owner, Mgr. Florence L. Anderson, Prog. Dir.	Harold Hardy, Chief Engr.  Biddick World SESAC AP	
FREMONT	KORN 1939	1340 100	Inland Bcstg. Co. 118 E. 5th St. 1060	MBS KBS	John K. Morrison, Pres. Paul R. Fry, V.P. & Gen. Mgr. Wm. H. Baldwin, Sta. & Coml. Mgr.	Roger Lambert, Prog. Dir. Helen Norwood, Prom. Mgr. Percy Ziegler, Chief Engr.	McGeehan & O'Mara Thesaurus AP
GRAND ISLAND	KMMJ 1925	750 1,000 L-WSB	KMMJ Inc. Division & Cedar 703	ABC	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. & Prom. Mgr.	Orle Kerwood, Prog. Dir. Norval Larsen, Chief Engr.	Headley-Reed World UP
HASTINGS	KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 1745	MBS KBS	Fred A. Seaton, Pres. Duane L. Watts, Gen. Mgr.	Warren L. Mowder, Prog. Dir. & Prom. Mgr. Duane B. Allison, Chief Engr.	Pearson Capitol INS
KEARNEY	KGFW 1930	1340 250	Central Neb. Bcstg. Corp. Federal Annex Bldg. 23541	MBS KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Gen. & Coml. Mgr.	Peg Biber, Prog. Dir. Jack Lewis, Chief Engr.	Capitol UP
LINCOLN	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg.		(See Omaha listing)		
LINCOLN 8	KFOR 1924	1240 250	Cornbelt Bcstg. Corp. Stuart Bldg. 2-6965	ABC	James Stuart, Pres. Harry Peck, Gen. & Coml. Mgr. Albert A. Koenig, Exec. V. P.	Jack Huston, Prog. Dir. Lee Knight, Prom. Mgr. C. W. Winkler, Chief Engr.	Petry Capitol Standard AP, INS
LINCOLN	KLMS .....	1480 1,000 (Construction permit)	Lincoln Bcstg. Corp. 510 Barkley Bldg.	.....			
LINCOLN 8	KOLN 1948	1400 250	Inland Bcstg. Co. 211 Federal Securities Bldg. 2-7218	MBS	John K. Morrison, Pres. Paul R. Fry, V.P. & Gen. Mgr. W. B. Waugh, Sta. Mgr.	Lee Berg, Prog. Dir. Marvin J. Korinek, Chief Engr.	McGeehan & O'Mara Lang-Worth AP
McCOOK	KBRL 1947	1450 250	The McCook Bcstg. Co. J St. & Highway #83 1450	MBS	Wm. J. Cox Leroy W. Lenwell Edward Cooper } Partners A. V. Henri } Leroy W. Lenwell, Gen. Mgr. & Tech. Dir.	Robert A. Morris, Coml. & Prom. Mgr. Dal Chronicle, Prog. Dir. Paul Leonard, Chief Engr.	Friedenberg Capitol AP
NORFOLK	WJAG 1922	780 1,000 L-WBEM	Huse Pub. Co. 527 Norfolk Ave. 432	.....	E. F. Huse, Pres. Art Thomas, Gen. & Coml. Mgr.	Wayne Larson, Prog. Dir. Hollis Francis, Prom. Mgr. Frank Weidenbach, Chief Engr.	Walker AP
NORTH PLATTE	KODY 1930	1240 250	WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin, Jr., Pres. John Alexander, Gen. Mgr. Joe di Natale, Local Sales Mgr.	Ed Launer, Prog. Dir. Jerry Wing, Prom. Mgr. H. Jay Blakesley, Chief Engr.	Blair Lang-Worth AP, UP
OMAHA 2	KBON 1942	1490 250	Inland Bcstg. Co. 676 Saunders-Kennedy Bldg. Jackson 8282	MBS	Paul R. Fray, V. P. & Gen. Mgr. R. E. Welna, Sta. Mgr. H. E. Bader, Prog. Mgr.	Joe Baker, Prom. Mgr. Percy Ziegler, Chief Engr.	McGeehan & O'Mara Associated AP
OMAHA 2	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS	Fred S. Sidles, Pres. Joe W. Seacrest, Chmn. of Bd. Harry Burke, Gen. & Coml. Mgr.	L. A. Miller, Prog. Mgr. Don V. Shoemaker, Prom. Mgr.	Free & Peters Standard SESAC AP, UP
OMAHA 2	KOIL 1925	1290 5,000	Central States Bcstg. Co. Omaha Nat'l Bank Bldg. Jackson 7626	ABC	James Stuart, Pres. Albert A. Koenig, Exec. V.P. Wm. J. Newens, Mgr. & V. P. Forrest Blair, Sales Mgr.	Virgil Sharpe, Asst. Mgr. & Prog. Dir. Donald Dahlberg, Prom. Mgr. Charles Winkler, Chief Engr.	Petry Standard Capitol AP, INS
OMAHA 2	KOWH 1922	660 500-D	World Publishing Co. Kilpatrick Bldg. Atlantic 2228	.....	H. Doorly, Pres. B. C. Corrigan, Gen. & Coml. Mgr.	F. E. Shopen, Chief Engr.	Hollingbery Co. Standard World Associated UP

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 (Data corrected to December 6, 1948)

**NEBRASKA (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
OMAHA 2	WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin, Jr., Pres. & Gen. Mgr. Lyle DeMoss, Prog. Dir. Bill Wiseman, Prom. Mgr.	Wm. J. Kotera, Chief Engr. Joseph Herold, Tech. Supvrs.	Blair Standard Thesaurus SESAC Associated AP, UP
SCOTTSBLUFF	KNEB 1947	970 1,000-D	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	.....	John R. Jirton, Pres. Russ M. Stewart, Gen. Mgr. Byron R. Joachim, Coml. Mgr.	Bill Scharton, Prog. Dir. Bob Hyde, Prom. Mgr. Leslie A. Proctor, Chief Engr.	Holman Capitol World AP
SCOTTSBLUFF	KOLT 1930	1320 1,000	Hilliard Co. 1517½ Broadway 856	CBS	L. L. Hilliard, Pres. & Gen. Mgr. Roy Cummings, Coml. Mgr.	Bill Walter, Prog. Dir. Harland Morrison, Chief Engr.	Lorenzen & Thompson Standard UP

**NEVADA**

CARSON CITY	KVNC (Construction permit)	1450 250	Ralph Morgall Box 298, Reno, Nev.	.....	Ralph Morgall, Pres.		
ELKO	KELK 1948	1340 250	Elko Broadcasting Co.	.....			
ELY	KELN (Construction permit)	1230 250	Boulder City Bcstg. Co.	KBS			
LAS VEGAS	KENO 1940	1400 250	Nevada Bcstg. Co. P.O. Box 1310 1400	ABC	Maxwell Kelch, Ownr. & Gen. Mgr. Paul R. Gang, Coml. Mgr.	Leo A. Newsome Jr., Prog. Dir. & Prom. Mgr. James W. Harford, Chief Engr.	Grant Thesaurus INS
LAS VEGAS	KLAS 1948	1230 250	Las Vegas Bdcstrs. Inc. Box 1510 4646	CBS	Richard E. Goebel, Gen. Mgr.	Ralph Dow, Chief Engr.	Gene Grant Cooke Capital UP
LAS VEGAS	KRAM 1948	920 1,000-D	Boulder City Bcstg. Co. P.O. Box 1712 920	KBS Inter-moun- tain	Edward J. Jansen, Pres. Truman B. Hinkle, Gen. Mgr. Charlotte Brader, Coml. Mgr.	Carl Falge, Prog. Dir. June Dunn, Prom. Mgr. Fred Young, Chief Engr.	World UP
RENO	KATO 1946	1340 250	Sierra Bcstg. Co. P.O. Box 2231 2-4501	MBS Don Lee	Ralph K. Wittenberg, Pres., Chief Engr. Robert L. Stoddard, Gen. Mgr.	Tom Magowan, Coml. Mgr.	Western Radio
RENO	KOH 1928	630 1,000; CP-5,000	McClatchy Bcstg. Co. 143 Stevenson St. 5106	NBC	Eleanor McClatchy, Pres. Hewitt Kees, Mgr. Eberle T. Shields, Jr., Prog. Mgr.	Wesley Craig, Chief Engr.	Raymer World UP
RENO	KOLO 1946	920 1,000	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS	David McKay, Pres. H. G. Wells, Gen. & Coml. Mgr.	Art Laboe, Prog. Dir. Stanley Jones, Prom. Mgr. Merle Peterson, Chief Engr.	Hollingsbery Lang-Worth AP, UP
RENO	KWRN 1947	1490 250	Reno Newspapers, Inc. Gazette Bldg. 6156	ABC	Merritt C. Spedel, Pres. Merrill Inch, Gen. Mgr. John A. Lang, Coml. Mgr.	Gene Shumate, Prog. Dir. Wilbur Comer, Chief Engr.	Walker Associated UP
RENO	KXXL 1947	1230 250	Station KXXL Box 1329 3122	.....	Chet L. Gonce, Pres. & Gen. Mgr.		UP

**NEW HAMPSHIRE**

BERLIN	WMOU 1946	1230 250	White Mountain Bcstg. Co. 40 Main St. 1797	KBS Granite	Leon Bell, Pres. Charles Holbrooke, Gen. Mgr. Wendal MacKenzie, Prog. Dir.	James Hennessy, Chief Engr.	Associated AP
CLAREMONT	WTSV 1948	1230 250	Granite State Bcstg. Co. 9456	MBS Yankee Granite	William J. Barkley, Pres. W. P. Rust Jr., Gen. Mgr. Ted Sterns, Coml. Mgr.	Dick Hill, Prog. Dir. A. Davis, Chief Engr.	Bolling Lang-Worth
CONCORD	WKXL 1946	1450 250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee	Charles M. Dale, Ownr. & Gen. Mgr. Thomas S. Pingree, Prog. Dir.	George Davis, Chief Engr.	Walker Bannan World AP
KEENE	WKNE 1928	1290 5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Joseph K. Close, Pres. Robert M. Peebles, Asst. Gen. Mgr.	Sears Larabee, Prom. Mgr. Ernest F. Batchelder Jr., Chief Engr.	Young Thesaurus UP
LACONIA	WLNH 1922	1340 250	Northern Bcstg. Corp. Main St. 2-300	MBS KBS Granite	Warren H. Brewster, Gen. Mgr. Al Maffle, Prog. Dir. & Prom. Dir.	Walter Avery, Chief Engr.	McGeehan & O'Mara Thesaurus AP
MANCHESTER	WFEA 1932	1370 5,000	N. H. Bcstng., Inc. 286 Franklin St. 4656	CBS	Morris Silver, Pres. Arthur I. Rothafel, Gen. Mgr. Warren H. Journay, Prog. Dir.	William Leahy, Prom. Mgr. Reginald Schow, Chief Engr.	Young Lang-Worth Thesaurus AP
MANCHESTER	WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 9456	MBS Yankee Granite	William J. Barkley, Pres. W. P. Rust Jr., Gen. Mgr. Ralph Gottlieb, Coml. Mgr.	Norman Bailey, Prog. Dir. William Carlisle, Prom. Mgr. Roy Phillips, Chief Engr.	Bolling Standard Capitol UP



**WOW-Land** is a *BIG* Market ...!

Total Population . . . . . **3,445,100**  
 Families . . . . . **946,200**



**WOW-Land** is a *Quality* Market..!

1947 Retail Sales . . . **\$3,056,288,000**  
 Grocery Sales . . . \$ **700,524,000**  
 Drug Sales . . . \$ **102,535,000**  
 1947 Effective Buying Income . . . **\$4,792,195,000**  
 Average Net Effective  
 Buying Income Per Family . . . \$ **4,348**

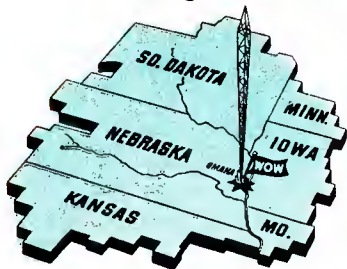


**WOW-Land** is a *Rich FARM* Market!

1947 Net Farm Income . . . **\$1,975,951,000**  
 Average Per Farm . . . \$ **6,213**



(All figures based on 1948 Sales Management Survey of Effective Buying Income, issued June 13, 1948).



**NO OTHER STATION SERVES THIS AREA**



Write For WOW's 1948 Coverage Presentation—most complete brand-new fifty-page study.

RADIO STATION  
**WOW** INC.  
 OMAHA, NEBRASKA  
 590 KC • NBC • 5000 WATTS  
 Owner and Operator of  
**KODY AT NORTH PLATTE**

**TWENTY-FIFTH ANNIVERSARY YEAR**

**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

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**NEW HAMPSHIRE (Continued)**

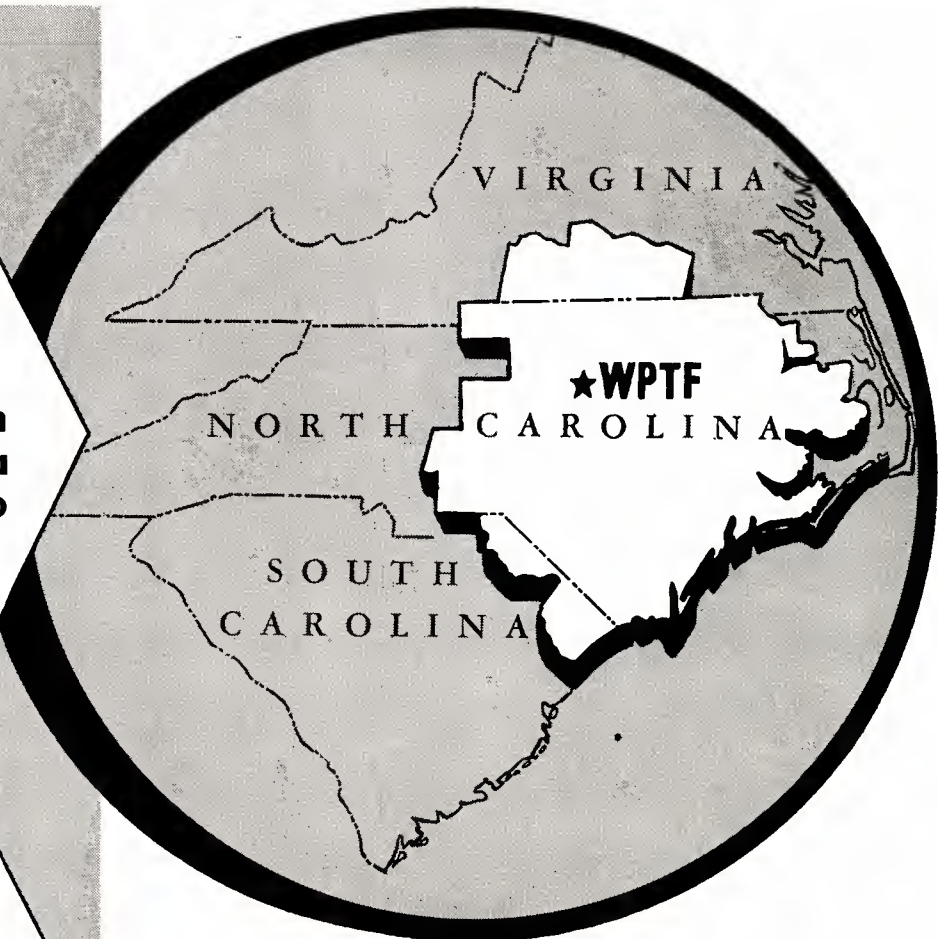
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
MANCHESTER .....	WMUR 1941	610 5,000-LS 1,000-N	The Radio Voice of N.H. Inc. 1819 Elm St. 2090	ABC	Hon. Francis P. Murphy, Pres. Hervey C. Carter, Gen. & Coml. Mgr.	Bernie Mack, Prog. Dir. & Prom. Mgr. Vincent H. Chandler, Chief Engr.	Weed World AP
NASHUA .....	WOTW 1946	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Granite	Arthur A. Newcomb, Pres. & Gen. & Coml. Mgr.	Carter S. Knight, Prog. Dir. & Prom. Mgr. Robert C. Bingham, Chief Engr.	McGeehan & O'Mara World UP
PORTSMOUTH .....	WHEB 1932	750 1,000 L-WSB	WHEB Inc. Lafayette Road 4080	MBS Yankee	Bert Georges, Gen. Mgr. Jack Kane, Coml. Mgr.	Keith Field, Natl. Sales Mgr.	Walker Bannan Capitol, World
ROCHESTER .....	WVNH 1948	930 1,000-D	Strafford Bcstg. Corp. Rochester 1400	Granite	Albin J. K. Malin, Pres. & Prog. Dir. M. Chester Ball, Coml. Mgr.	Eli J. Babkes, Chief Engr.	Thesaurus UP

**NEW JERSEY**

ASBURY PARK .....	WCAP 1926	1310 250	Radio Industries Broad- cast Co. Charms Bldg. 2-8600	.....	Walter W. Reid Jr., Pres. Gene Miller, Gen. & Prom. Mgr. & Prog. Dir. Morris Scheck, V. P.	Walter L. Reid, Coml. Mgr. Mathew G. Porter, Chief Engr.	World AP
ATLANTIC CITY ...	WBAB 1940	1490 250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl, Pres. Monroe L. Mendelson, Gen., Coml. & Prom. Mgr.	Ralph D. Shoemaker, Prog. Dir. Earle Godfrey, Chief Engr.	Headley-Reed World AP
ATLANTIC CITY ...	WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	ABC	John J. Laux, Pres. Irving F. Teetsell, Gen. & Coml. Mgr.	Richard MacNamara, Prog. Dir. & Prom. Mgr. Blair Thron, Chief Engr.	McGillvra Lang-Worth UP
ATLANTIC CITY ...	WMID 1947	1340 250	Mid Atlantic Bcstg. Co. Convention Hall 41340	MBS	Earl M. Johnson, Pres. Alan Owen, Prog. Dir.	Milt Mitler, Prom. Mgr. Quincy Knight, Chief Engr.	Associated AP
BRIDGETON .....	WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Bridgeton 1600	KBS	Sen. Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. Jerry Alden, Coml. Mgr.	Joe McCulley, Prog. Dir. Arthur Scholz, Prom. Mgr. Francis Fekel, Chief Engr.	Clark Thesaurus UP
CAMDEN .....	WCAM 1924	1310 250	City of Camden New City Hall 4-0907	.....	Mildred Carroll Longen- dorfer, Sta. Mgr. C. E. Onens, Chief Engr.		Standard Capitol UP
CAMDEN .....	WKDN 1948	800 1000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200	.....	Ranulf Compton, Pres. Edwin W. Tucker, Prog. Dir.	Roger S. Whitlock, Chief Engr.	
JERSEY CITY .....	WHOM 1925	1480 5,000	Atlantic Bcstg. Co. 29 W. 57th St. New York	.....	(See listing under New York City)		
MORRISTOWN .....	WMTR 1948	1250 500-D	Morristown Bcstg. Co. Park Square Bldg. 4-6020	.....	Joe Porter, Gen. Mgr.	Jack Allen Potts, Prog. Dir.	Associated AP
NEWARK 1 .....	WAAT 1926	970 5000-LS 1,000-N	Bremer Bcstg. Corp. 11 Hill St. Mitchell 2-6400	.....	Irving R. Rosenhaus, Pres. & Gen. Mgr. Edmund S. Lennon, Coml. Mgr.	George Green, Prog. Dir. James Sondheim, Prom. Mgr. Frank V. Bremer, Chief Engr.	World, Associated AP
NEWARK .....	WHBI 1922	1280 2,500-LS 1,000-N ST-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354	.....	James L. Shearer, Pres. Gen. & Coml. Mgr. William Masl, Prog. Dir. & Prom. Mgr.	Herman Foster, Chief Engr.	
NEWARK 2 .....	WNJR 1947	1430 5,000	North Jersey Radio Inc. 91 Halsey St. Market 3-2700	.....	Edward W. Scudder Jr., Pres. Harry D. Goodwin, Gen. Mgr. Paul Monroe, Prog. Dir.	James R. Ryall, Prom. Mgr. Peter Testan, Chief Engr.	World Capitol UP, INS
NEWARK .....	WVNJ 1948	620 5,000	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600	.....	Ivon B. Newman, Exec. V. P., Gen. & Coml. Mgr. L. Menkin, Prog. Dir.	Helen Sutton, Sta. Mgr. B. Kellom, Chief Engr.	Hollingsbery Standard UP
NEW BRUNSWICK ..	WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 Georgia St. Charter 7-1450	.....	James L. Howe, Pres. & Gen. Mgr. Edwin C. Derryberry, Coml. Mgr. Robert Bell, Prog. Dir.	Edith Brandt, Prom. Mgr. Robert L. Williams, Chief Engr.	World, Associated AP
PATERSON 1 .....	WPAT 1941	930 1,000-D	North Jersey Bcstg. Co. Inc. 7 Church St. Armory 4-3400	.....	Herman Fields, Coml. Mgr.	Ted Webbe, Prog. Dir.	Cooke Associated UP
TRENTON .....	WTNJ 1922	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149	.....	F. J. Wolff, V. P. & Gen. Mgr.		
TRENTON 8 .....	WTTM 1942	920 1,000	Trent Broadcast Corp. 541 East State St. 2-7127	NBC	Elmer H. Wene, Pres. Carl Mark, V. P. & Mngng. Dir. Frank A. Wellman, Coml. Mgr.	William R. Griffin, Prog. Dir. Edward W. Brown, Prom. Mgr. Theodore F. Kilmer, Chief Engr.	ForJoe Thesaurus UP

# MORE

People In This Billion Dollar Retail Sales Area Listen To WPTF Than To Any Other Station!



**7 TIMES MORE**  
listeners than  
next station  
in evening

**9 TIMES MORE**  
listeners than  
next station  
in daytime

**8 TIMES MORE**  
listeners than  
next station  
for entire week

WPTF dominates all competition at all times. That's the report of the 1948 LISTENER DIARY STUDY. Conducted by Audience Surveys, Inc. in WPTF's 62 counties with 50% or better, day and night, BMB coverage.

The LISTENER DIARY STUDY shows detailed radio habits of this billion dollar plus retail sales market, including: Sets-in-use. Station ratings. Share of audience flow. Audience composition by quarter hours. Get your copy from WPTF or Free & Peters.

*More proof that WPTF is the Number One Salesman In North Carolina, The South's Number One State.*

**50,000** WATTS **680** KC. **NBC** AFFILIATE

# WPTF

**RALEIGH, N. C.**

NATIONAL REPRESENTATIVE **FREE & PETERS, INC.**

# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to December 6, 1948)

## NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
DURHAM	WDUK 1946	1310 1,000-LS 500-N	WDUK Inc. Box 1891 R-101	ABC	Sam H. Campbell Jr., Pres. Harmon L. Duncan, V. P., Gen. & Coml. Mgr.	David W. Hoyle, Prog. Dir. Roy E. Fullen, Chief Engr. Pearson Lang-Worth AP
DURHAM	WHHT 1946	1590 1,000	Harold H. Thoms 310 E. Main St. L-975	MBS	Harold H. Thoms, Ownr. Joseph J. Herget, Gen. & Coml. Mgr.	Vera Ervin, Prog. Dir. & Prom. Mgr. Carl Pigott, Act. Chief Engr. Burn-Smith Standard INS
DURHAM	WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919	.....	Tom Sawyer, Pres. Guy Griffin, Gen. Mgr.	Edward Norman, Chief Engr. ForJoe Capitol INS
DURHAM	WTIK 1946	730 1,000-D	Durham Bestg. Co. 211½ E. Main St. N-187	Tobacco	Floyd Fletcher, Chief Ownr. & Gen. Mgr. Tom Mitchel, Coml. Mgr.	Ken Corbitt, Prog. Dir. & Prom. Mgr. A. A. White, Chief Engr. Cooke World Thesaurus AP
ELIZABETH CITY	WCNC 1939	1400 250	Albermarle Bestg. Co. 104 E. Colonial Ave. 1400	MBS KBS	Dr. J. A. Gill, Pres. Bob Bingham, Gen. Mgr. Ed Trent, Coml. Mgr.	Jack Walters, Prog. Dir. Norman Ragsdale, Prom. Mgr. Joe Kyle, Chief Engr. Burn-Smith Lang-Worth UP
ELIZABETH CITY	WGAI 1947	560 500-D	Daily Advance Kramer Bldg. 757	.....	Herbert Peele, Ownr. William B. Heffernan, Gen. & Coml. Mgr.	Bob Thomas, Prog. Dir. Fred Wagner, Chief Engr. McGeehan & O'Mara World AP
FAYETTEVILLE	WFLB 1947	1490 250	Fayetteville Broadcast- ers, Inc. P. O. Box 1258 7136	.....	Harry Stein, Pres. L. W. Allen, Gen. & Prom. Mgr. R. S. Anderson, Coml. Mgr.	Del Carty, Prog. Dir. William D. Bailey, Chief Engr. Cox & Tanz Thesaurus INS
FAYETTEVILLE	WFNC 1940	1450 250	Cape Fear Bestg. Co. 114 Anderson St. 4848	MBS Tobacco	Victor W. Dawson, Mgr.	Luther A. Gambill, Coml. Mgr. Walker World UP
FAYETTEVILLE	WWNF 1948	1230 250	Wayne M. Nelson, Inc. Box 72, Concord, N. C.	.....	S. M. Cohen, Gen. Mgr.	Friedenberg AP
FOREST CITY	WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	KBS	Ed M. Anderson, Pres. & Gen. Mgr. L. O. Hutchins, Coml. Mgr.	Jane Smith, Prog. Dir. & Prom. Mgr. Merton Iwerks, Chief Engr. Lang-Worth Capitol AP
FUQUAY SPRINGS	..... (Construction permit)	1460 1,000-D	S. S. Adcock Box 362, Columbia, S.C.	.....	S. S. Adcock, Pres.	
GASTONIA	WGNC 1939	1450 250	F. C. Todd 170 W. Main St. 732	ABC KBS	F. C. Todd, Owner Pat McSwain, Gen. Mgr. F. C. Abernathy, Coml. & Prom. Mgr.	Fred Gray, Prog. Dir. W. C. Groves Jr., Chief Engr. Continental Standard UP
GASTONIA	WLTC 1948	1370 1000-D	Gastonia Broadcasting Service, Inc. P. O. Box 1142 5-1079	.....	James B. Petty, Pres. William E. Abernathy, Gen. Mgr. Boyce C. Morrow, Coml. Mgr.	Harry Carroll Jr., Prog. Dir. Don C. Voigt, Chief Engr. World Capitol UP
GOLDSBORO	WGEB 1939	1400 250	Eastern Carolina Broad- casting Co. Inc. Borden Bldg. 1650	Tobacco	A. T. Hawkins, Pres. Leland B. Nelson, Mgr. & Coml. Mgr. Vassie Balkcum, Prog. Dir.	Daniel B. Trueblood, Chief Engr. John G. Britt, Asst. Mgr. Walker World Thesaurus AP
GREENSBORO	WBIG 1926	1470 5,000	North Carolina Broad- casting Co. O. Henry Hotel 6125	CBS	Edney Ridge, Pres. & Gen. Mgr. Gilbert M. Hutchinson, Coml. Mgr. Al Rice, Prog. Dir.	Aileen Gilmore, Prom. Mgr. Earl F. Allison, Chief Engr. Hollingbery Thesaurus World AP
GREENSBORO	WCOG 1948	1320 1,000	Inter-City Advertising Co. 316 S. Greene St. 3-6925	ABC	W. H. Goan, Gen. Mgr. Gordon Anderson, Coml. Mgr. Wally Williams, Prog. Dir.	Jeta Pace, Prom. Mgr. A. L. Chaney Jr., Chief Engr. Avery-Knodel Lang-Worth INS
GREENSBORO	WGBG 1942	880 1,000-D	Greensboro Bestg. Co. Inc. P. O. Box 2280 3-3631	.....	Ralph M. Lambeth, Pres., Gen. Mgr. Earl O. Sullivan, Coml. & Prom. Mgr.	H. Marie Craven, Prog. Dir. James M. Stewart, Chief Engr. Burn-Smith Associated Lang-Worth Capitol UP
GREENVILLE	WGTC 1940	1490 250	Greenville Bestg. Co. P. O. Box 896 3182	MBS Tobacco	J. J. White, Pres. B. S. Hodges Jr., Gen. Mgr. David W. Mosier, Coml. Mgr.	Charles H. Whednee, Prog. Dir. & Prom. Mgr. James Mayo, Chief Engr. Walker World, SESAO AP
GREENVILLE	WGNE (Construction permit)	1270 1,000-D	Carolina Bestg. System, Inc.	.....	Earl McD. Westbrook, Pres.	
HENDERSON	WHNC 1946	890 1,000-D	Henderson Radio Corp. 219 S. Williams St. 736	MBS KBS	S. S. Stevenson, Pres. Nathan Frank, Gen. & Coml. & Prom. Mgr. T. W. McCracken, V. P.	Virginia Parham, Prog. Dir. Lewis Hilland, Chief Engr. Griffith Thesaurus Lang-Worth Cole, Capitol AP

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## NEW JERSEY (Continued)

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VINELAND	WWBZ 1946	1360 1,000-D	Community Bcstg. Service Inc. 633 Wood St. 7-1360	.....	Layman W. Cameron, Gen. Mgr. Warren Hoff, Coml. Mgr.	Dorothy Carlson, Prog. Dir. C. V. Mullen, Chief Engr. World Lang-Worth UP
ZAREPHATH	*WAWZ 1931	1380 5,000-LS 1,000-N ST-WBNX	Pillar of Fire Zarephath Boundbrook 9-0102	.....	Arthur K. White, Pres.	Norman Fournier, Prog. Dir. N. L. Wilson, Chief Engr.

## NEW MEXICO

ALAMOGORDO	KYLE (Construction permit)	1230 250	Intermountain Broad- casting Co. Box 1388 Albuquerque, N. Mex.	.....	S. V. Patrick, Pres. John E. Hall, V. P.	William T. Kemp, Mgr.
ALBUQUERQUE	KDEF (Construction permit)	1280 1,000-D	Frank Quinn P. O. Box 361			
ALBUQUERQUE	KGGM 1928	610 5,000	New Mexico Bcstg. Co. Kimo Bldg. 4543	CBS	A. R. Hebenstreit, Pres. Vergie Abeyta, Traffic Dir. Jack Skillen, Coml. Mgr.	Bob Van Driel, Prog. Dir. Leonard P. Dodds, Chief Engr. Taylor-Boroff World AP, UP
ALBUQUERQUE	KOAT 1946	1450 250	Rio Grande Bcstg. Co. Inc. 122 S. Tulane 3-2247	ABC Zia	A. E. Buok, Pres. Merle H. Tucker, Gen. Mgr. Dwight Hinshaw, Coml. Mgr.	Herb MacDonald, Prog. Dir. Lewis Hake, Chief Engr. Lorenzen & Thompson Capitol UP
ALBUQUERQUE	KOB 1920	1030 10,000 SA-770 50,000-LS 25,000-N CP-50,000-U	Albuquerque Bcstg. Co. West Silver & Fifth 4411	NBC, MBS	T. M. Pepperday, Pres. R. R. Seal, Gen. Mgr. Charles Teas, Coml. Mgr.	Rolf S. Neilsen, Asst. Mgr. & Actg. Prog. Dir. George S. Johnson, Chief Engr. Free & Peters Thesaurus AP, INS
ALBUQUERQUE	KVER 1947	1340 250	Westernair Inc. P. O. Box 1388 3-1744	MBS	William T. Kemp, Pres. & Gen. Mgr. Paul Kehle, Coml. Mgr. Minnie K. Jones, Prog. Dir.	Ralph Henry, Asst. Mgr. Al Tafoya, Prom. Mgr. John H. Morrison, Chief Engr. Forjoe UP
ARTESIA	KSVP 1946	1450 250	Intermountain Bcstg. Co. Inc. Box 445 650	KBS	Burney Jones, Gen. Mgr. & Chief Engr. Wayne Griffin, Coml. Mgr.	Bill Angel, Prog. Dir. Capitol Standard AP
BELÉN	KENE (Construction permit)	1230 250	Belen Bcstg. Corp. P. O. Box 233, Albuquerque, N. M.			
CARLSBAD	KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 800 S. Canal St. 244	CBS South- west	Val Lawrence, Pres. Norman R. Loose, Gen. Mgr. Gail C. Boles, Coml. Mgr.	Alexander Pitcaithley, Prog. Dir. William Sene, Chief Engr. Taylor-Boroff Standard AP
CLOVIS	KCLR (Construction permit)	1450 250	Plains Broadcast Co. 1008 N. Main St.			
CLOVIS	KICA 1931	1240 250	Hugh DeWitt Landis & Ross B. McAlister 6th & Pike St. 3	MBS	Hugh DeWitt Landis, Co- Owner and President Rosa B. McAlister, Co-Own- er & Gen. Mgr. Don Boles, Asst. Mgr.	Sam Goodman, Coml. Mgr. John Kirkwood, Prog. Dir. Vernon Hughes, Chief Engr. Taylor-Boroff Continental MacGregor UP
DEMING	KOTS (Construction permit)	1230 250	The Deming Broadcasters			
GALLUP	KGAK 1946	1230 250	Rio Grande Bcstg. Co. Box 1150 726	ABC Zia	Merle H. Tucker, Gen. Mgr. Mike Kirkmeyer, Coml. Mgr.	Edith Thurston, Prog. Dir. John L. Joanides, Chief Engr. Lorenzen & Thompson UP
HOBBS	KWEW 1938	1490 100	W. E. Whitmore 116 E. Dunham 495	MBS KBS South- west	W. W. Whitmore, Pres. Harry McAdams, Sta. Mgr. Phil McGee, Coml. Mgr.	Roy Evans, Chief Engr. Taylor-Boroff MacGregor UP
HOT SPRINGS	KCHS 1946	1400 250	Sierra Bcstg. Service 401 Broadway 161	KBS	Leonard R. Trainer } Part- Reginald H. Shirk } ners Leonard R. Trainer, Gen. & Coml. Mgr.	Catherine Perry, Prog. Dir. Reginald H. Shirk, Chief Engr. Cox & Tanz Standard Cole UP
LAS CRUCES	KOBE 1947	1450 250	Messilla Valley Bcstg. Co. Inc. Main & Picacho 205	MBS	Robert P. Porter, Pres. Harry H. Stair, Gen. Mgr.	Lyda C. Sleppy, Prog. Dir. Kenneth M. Dean, Chief Engr. Thesaurus World AP
LAS VEGAS	KFUN 1942	1230 250	Southwest Bcstrs Inc. P.O. Box 710 12	ABC	Ernest N. Thwaites, Pres. & Gen. Mgr. Burke Ormsby, Coml. Mgr.	Dorothy G. Thwaites, Prog. Dir. A. F. Schultz, Chief Engr. Standard UP
RATON	KRTN 1948	1490 250	Southwest Bcstrs Inc. Box 767	.....	Ernest Thwaites, Pres. & Gen. Mgr. Stanley K. Brown, Sta. Mgr.	A. F. Schultz, Chief Engr. Standard World UP
ROSWELL	KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson St. 2000	MBS KBS South- west	W. E. Whitmore, Pres. & Gen. Mgr. George F. Roberts, Coml. Mgr.	Glenn N. Venrick, Prog. Dir. Melvin Unger, Chief Engr. Taylor-Boroff Lang-Worth UP

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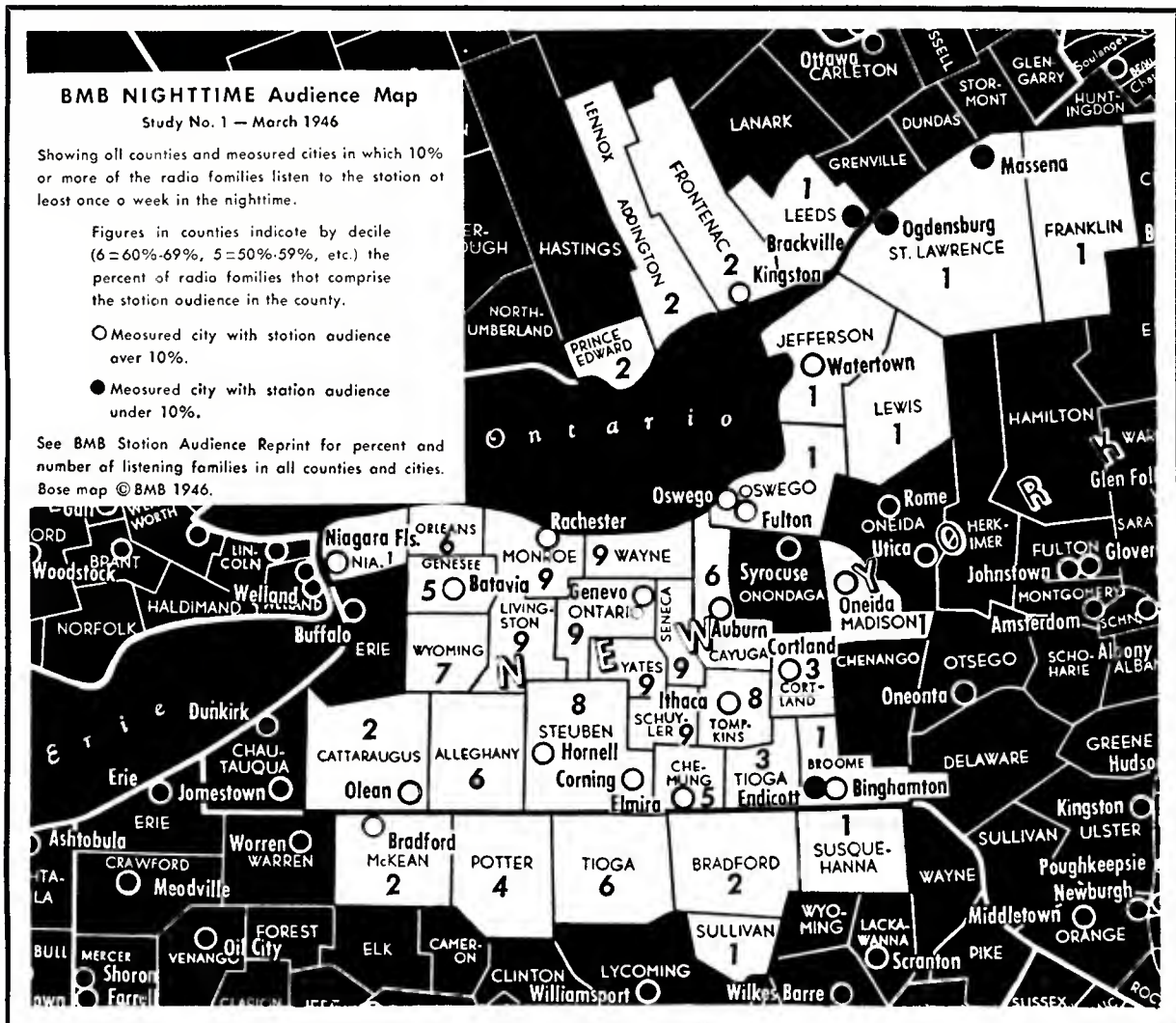
**NEW MEXICO (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ROSWELL	KSWS 1947	1230 250	McEvoy Bcstg. Co. 401 N. Richardson St. 2400	KBS Zia	John A. McBoyle, VP & Gen. Mgr. M. J. Montgomery, Coml. Mgr.	George R. Walsh, Prog. Dir. Ray R. Summersgill, Chief Engr.	Lorenzen & Thompson Thesaurus Capitol AP
SANTA FE	KTRC 1947	1400 250	Rlo Grande Bcstg. Co. 210 E. Marcy St. 3003	ABC	A. E. Buck, Pres. Merle Tucker, Gen. Mgr. Hugh Gray, Sta. Mgr. & Prog. Dir.	Beth Foreum, Prom. Mgr. Mark Tatton, Chief Engr.	Lorenzen & Thompson Capitol UP
SANTA FE	KVSF 1936	1260 1,000	New Mexico Bcstg. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit, Pres. Ivan R. Head, Gen. Mgr. Paul Theill, Asst. Mgr. & Coml. Mgr.	Bobby Berg, Prog. Dir. & Prom. Mgr. Elvin J. Vanderwood, Chief Engr.	Taylor-Boroff World AP, UP
SILVER CITY	KSIL 1947	1340 250	Dorrance D. Roderick 17th & Cactus St. 612	CBS South- west	Dorrance D. Roderick, Pres. Carl Dunbar, Gen. Mgr. Harold T. Welsh, Asst. Gen. Mgr. & Coml. Mgr.	Al Wheeler, Prog. Dir. Franklin P. Keefer, Chief Engr.	Taylor-Boroff Standard Cole AP
TUCUMCARI	KTNM 1941	1400 250	The McMa Agency Second & Main Sts. 100	MBS KBS	Grady F. Maples, Pres. & Mgr. & Prog. Dir. J. Paul Aley, Coml. Mgr.	David Fred White Jr., Chief Engr.	UP

**NEW YORK**

ALBANY	WABY 1934	1400 250	The Adirondack Broad- casting Co. Strand Bldg. 4-4193	.....	A. J. MacDonald, Pres. Russell B. Wilde, Gen. Mgr. Eugene P. Weil, Sales & Prom. Mgr.	Ned Trudeau, Prog. Dir. James H. Corey, Chief Engr.	McKinney Thesaurus Standard UP
ALBANY 1	WOKO 1924	1460 1,000-LS 500-N CP-5,000-U	Governor Dongan Broad- casting Corp. 136 State St. 3-6638	.....	James T. Healey, Pres., Gen. Mgr. A. Kellert, Coml. Mgr. Kay Felly, Asst. Gen. Mgr.	Sherb Herrick, Prog. Dir. A. Sardi, Chief Engr.	Lorenzen & Thompson SESAC Standard AP, INS
ALBANY	WPTR 1948	1540 10,000	Patroon Bcstg. Co., Inc. 87 State St. 5-3345	.....	J. Myer Schine, Pres. Leonard L. Asch, V.P. & Gen. Mgr. Herbert DuVal Jr., Coml. Mgr. & V.P. in Chg. Sales	Howard Maschmeier, Prog. Dir. Robert Snyder, Prom. Mgr. W. Russell David Sr., V.P. in Chg. Engineering	Capitol AP, INS
ALBANY 7	WROW 1947	590 5,000-LS 1,000-N	Hudson Valley Bcstg. Co. 112 State St. 3-2225	MBS	Dr. J. J. Quinlan, Pres. Harry L. Goldman, Gen. Mgr. Stanley Roberts, Coml. Mgr.	John Lee, Prog. Dir. Leo Rosen, Prom. Mgr. Charles R. Heisler, Chief Engr.	Avery-Knofel World UP
ALBANY	WKKW 1948	850 10,000	Champlain Valley Broad- casting Corp. 444 Broadway 6-7676	ABC	Stephen R. Rintoul, Pres. Harold H. Meyer, Gen. Mgr. Gren Rand, Coml. Mgr.	Fred Daiger, Prog. Dir. D. Hay, Prom. Mgr. Arthur F. Schoenfuss, Chief Engr.	Katz World UP
AMSTERDAM	WCSS 1948	1490 250	Community Service Broadcasting Corp. Amsterdam 4000	.....	Arthur Carter, Pres. Cecil Woodland, Gen. & Coml. Mgr.	Raymond Cheney, Prog. Dir. Guy Rauer, Chief Engr.	World UP, INS
AUBURN	WMBO 1926	1340 250	WMBO Inc. Metcalf Bldg. 433	MBS KBS	William O. Dapping, Pres. Frederick L. Keesee, Gen. & Coml. Mgr.	Robert Morgan, Prog. Dir. & Prom. Mgr. Herbert House, Chief Engr.	Clark Thesaurus AP
BATAVIA	WBTA 1940	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	J. M. Ryan } Owners E. R. Gamble } E. P. Atwater } Edmund R. Gamble, Gen. Mgr. Robert E. Newstead, Coml. Mgr.	J. Gordon Bridge, Prog. Dir. & Prom. Mgr. Alfred E. Callander, Chief Engr.	Capitol AP
BINGHAMTON (Endicott)	WENE 1947	1450 250	Empire Newspapers—Radio Inc. 909 E. Main St. 3200	ABC	James H. Ottaway, Pres. Byron E. French, V. P. & Mgr. Stephen W. Ryder, Sta. Mgr. William C. Lundquest, Coml. Mgr.	Harold E. Graves, Prog. Dir. James A. McKechnie, Prom. Mgr. J. Harold Merchant, Chief Engr.	Walker Associated Capitol AP
BINGHAMTON	WINR 1946	1490 250	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC	Donald Kramer, Pres. E. R. Vadeboncoeur, Sta. Exec. C. A. Bengtson, Gen. Mgr. H. R. Nicholson, Sales Mgr.	Charles Bishara, Prog. Dir. George O'Connor, Prom. Mgr. A. A. Kelley, Chief Engr.	Hollingbery Standard AP
BINGHAMTON	WKOP 1947	750 1,000-D	The Binghamton Broad- casters Inc. 34 Chenango St. 2-3437	MBS	Andrew Jarema, Pres. & Gen. Mgr. Norman Stewart, Coml. Mgr.	Wally Buman, Prog. Dir. Charles Hallanlin, Chief Engr.	Burn-Smith World AP
BINGHAMTON	WNBF 1928	1290 5,000	Clark Associates Inc. Box 48 2-3461	CBS	John C. Clark, Pres. Cecil D. Mastin, Gen. Mgr. S. N. Heslop, Sales Mgr. John C. Clark Jr., V. P.	E. M. Scala, Prod. Mgr. E. R. McCloskey, Prom. Mgr. L. H. Stantz, Chief Engr.	Bolling Capitol Standard UP
BROOKLYN 2	*WBRR 1924 ST-WEVD, WHAZ	1330 5,000	Watch Tower Bible & Tract. Soc. Inc. 1111 Woodrow Road, Staten Island Honeywood 6-1379	.....	N. H. Knorr, Pres. M. A. Howlett, Gen. Mgr.	A. K. Wagner, Prog. Dir. R. H. Lettler, Chief Engr.	INS
BUFFALO	WBEN 1930	930 5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler, Pres. & Treas. Alfred H. Kirchofer, V. P. & Secy. C. Robert Thompson, Sta. Mgr. Frank W. Kelley, Asst. Sta. Mgr. in Chg. Sales.	George Torge, Prog. Dir. Edward J. Wegman, Asst. Prog. Dir. Joseph A. Haeflner, Prom. Dir. Ralph J. Kingsley, Tech. Dir.	Petry Thesaurus Standard Lang-Worth AP, UP, INS PN

# WHAM—land is a Land of Plenty...



- **PLENTY... of loyal listeners!\***

BMB figures show more than one million regular listeners in 30 counties.

- **PLENTY... of sales potential!**

Over 300,000 solid American families, both urban and farm, make up a first class market potential for your product. Station WHAM carries your sales message into the heart of these plus families.

- **PLENTY... of income!**

The families of WHAM-land made an average of \$4198 in 1947, of which \$2647 was used for retail spending.

- **PLENTY... of penetration!**

WHAM'S 50,000 watt signal comes in clear and strong in a 30 county area—in the heart of fertile, productive western New York.

\* SOURCE: Broadcast Measurement Bureau

# W H A M

"The Stromberg-Carlson Station"

ROCHESTER, N. Y. 50,000 Watts • Clear Channel

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERY CO.

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BUFFALO 3	WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Madison 4000	.....	Roy L. Albertson, Pres. & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	Young AP, UP, INS
BUFFALO 2	WEBR 1924	970 5,000	WEBR Inc. 23 North St. Lincoln 7133	MBS	Cy King, Gen. Mgr. William Doerr Jr., Coml. Mgr. Clarence Allen, Prog. Dir.	Weed, Stovin Standard Lang-Worth AP, INS Reuters
BUFFALO 3	WGR 1922	550 5,000	WGR Broadcasting Corp. Rand Bldg. Washington 3100	CBS	Leo Fitzpatrick, Chmn. of Bd. I. E. Lounsberry, Pres. & Gen. Mgr. N. Cohen, Coml. Mgr. Robert Greene, Asst. to Gen. Mgr.	Free & Peters World, SESAC UP
BUFFALO 3	WKBW 1925	1520 50,000	WKBW, Inc. Rand Bldg. Mohawk 1520	ABC	Clinton H. Churchill, Pres. & Gen. Mgr. Roger M. Baker, Coml. Mgr. John R. Gelzer, Prog. Dir.	Avery-Knodel World, SESAC UP
CORTLAND	WKRT 1947	920 1,000-D	Cortland Bestg. Co. 27 N. Main St. 2990	.....	J. Gerald Mayer, Pres. & Gen. Mgr. Wills Bradley, Bus. Mgr. Howard Rose, Coml. Mgr.	McGillvra Associated Thesaurus UP
ELMIRA	WELM 1947	1400 250	J. Robert Meachem 222 E. Market St. 2-1400	ABC	J. Robert Meachem, Owner & Gen. Mgr. Claude Snyder, Coml. Mgr.	Walker Standard AP
ELMIRA	WENY 1939	1230 250	Elmira Star-Gazette Inc. NBC-MBS Mark Twain Hotel 5181		Dale Taylor, Gen. Mgr. Ernest F. Oliver, Coml. & Prom. Mgr. Ted Hodge, Prog. Dir.	McKinney World Lang-Worth UP

**FORMULA FOR SUCCESS IN BUFFALO**

**NEWS + MUSIC**

WBNY brings sixteen daily news periods to listeners. Emphasis on complete, accurate local coverage is important in the WBNY proved formula for success.

There's never a "dial twister" an WBNY. It's music and news from sign on to sign off. Buffalo's Haaper ratings prove it's a formula for success.

BUFFALO'S ROY L. ALBERTSON STATIONS

**WBNY AND WBNY-FM**  
 (FOR BONUS COVERAGE)

ADAM J. YOUNG JR. — REPRESENTATIVES

1400 ON THE AM DIAL

92.9 ON THE FM DIAL



# In Buffalo

# COLUMBIA

AND

# WGR

## ARE THE BIG NAMES FOR 1949



5000 watts night and day on radio's most favorable wave length...550 kc...gives advertisers the *best* reception in Western New York's rich market.

Check the spectacular two-year rise of WGR's Hooper ratings under the station's new ownership\* and...with Columbia's new galaxy of headliners ...*watch what happens in 1949.*

\*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry



*Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo's Columbia Network Station

National Representatives: Free & Peters, Inc.

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FREEPORT	WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-2418	.....	Harry H. Carman, Pres., Gen. & Coml. Mgr. Ada Chesman, Prog. Dir.	Robert Milos, Chief Engr. Thesaurus AP	
GENEVA	WGVA 1947	1240 250	Star Bcstg. Co. Inc. Geneva Federal Savings Bldg. 6691	MBS	M. R. Forman, Pres. Thomas L. Brown, V. P., Gen. Mgr.	Lloyd B. Gibson, Coml. Mgr. Robt. S. Kieve, Prog. Dir. R. Carleton Greene, Chief Engr.	World AP
GLENS FALLS	WGLN 1946	1230 100	Glens Falls Publiclty Corp. 13 Warren St. 2-1230	ABC	Earl C. Pace, Gen. & Coml. Mgr., Chief Engr.	Bill Kroug, Prog. Dir.	McKinney Capitol AP
GLENS FALLS	WWSC 1946	1450 250	Great Northern Radlo Inc. 11 South St. 2-6518	MBS KBS	Martin Karig, Pres. Carl Mattison, Gen. Mgr. Alfred Brown, Coml. Mgr.	Robert Gifford, Prog. Dir. Joseph Thomas, Chief Engr.	Lorenzen & Thompson World UP
GLOVERSVILLE	WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-900	CBS, MBS	George F. Bissell, Pres.	Dale Robertson, Gen. Mgr.	Young
HEMPSTEAD	WHLI 1947	1100 250-D	FM Broadcasting Corp. 245 Baldwin Road 2-8000	.....	Elias I. Godofsky, Pres. Paul Godofsky, Sta. Mgr. Joseph A. Lenn, Sales Mgr.	Roger Wayne, Prog. Dir. Frank E. Knaack, Chief Engr.	World Associated UP
HORNELL	WLEA 1948	1320 1,000-D	Canisteo Radio Corp. 99 Main St. 1320	.....	John S. Booth, Pres. & Gen. Mgr. Gene Gosch, Sta. Mgr.	Harlan Howe, Coml. Mgr. Carl Princel, Prog. Dir. O. K. Gibboney, Chief Engr.	Forjoe Capitol UP
HUDSON	WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 1167	KBS	John F. Kearney-Robert P. Strakos, Owners John F. Kearney, Gen. Mgr. Robert P. Strakos, Coml. Mgr.	Paul Baron, Prog. Dir. Michael Tackach, Chief Engr.	World Capitol UP
ITHACA	WHCU 1921	870 1,000 L-WWL	Cornell University Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Cobey, Coml. Mgr. Joseph A. Short, Prog. Dir.	Theodore T. Howes, Prom. Mgr. True McLean, Chief Engr.	World Lang-Worth UP
JAMESTOWN	WJOC 1947	1470 1,000-D	Air Waves Inc. 415 W. Fourth St. 5-108	.....	Harry E. Layman, Gen. Mgr. & Chief Engr. Jerry Lawson, Prog. Dir.		Friedenberg Capitol AP
JAMESTOWN	WJTN 1936	1240 250	James Bcstg. Co. Inc. Hotel Jamestown Bldg. 7151	ABC	Jay E. Mason, Pres. & Prog. Dir. Simon Goldman, Gen. & Coml. & Prom. Mgr.	Harold J. Kratzert, Chief Engr.	Rambeau Standard UP
KENMORE 17	WXRA 1948	1080 1,000-D	Edwin R. Sanders & Thaddeus Podbielniak Kenmore 1161	.....	Edwin R. Sanders } part- Thaddeus Podbielniak } ners Thaddeus Podbielniak, Gen. Mgr. Richard C. Shepard, Coml. & Prom. Mgr.	James F. Frieeling, Prog. Dir. Edwin R. Saunders, Tech. Dir. John J. Schueler, Chief Engr.	Cooke Associated AP
KINGSTON	WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS	John J. Laux, Pres. Claude S. Middagh, Gen. Mgr.	Richard McCarthy, Prog. Dir. Herbert M. Inman, Chief Engr.	McGillvra SESAC UP
LACKAWANNA 18	WWOL 1947	1120 1,000-D	Leon Wyszatycki 315 Main St. Cleveland 8291	.....	Leon Wyszatycki, Pres. Stanley Jasinski, Gen. Mgr. & Prog. Dir.	Chest Widlak, Coml. Mgr. Howard E. Seyse, Chief Engr.	Forjoe Standard World UP
LIBERTY	WVOS 1947	1240 250	Sullivan County Bcstg. Co. 203 B'way, Monticello Monticello 623	.....	David A. Kyle, Pres. Arthur L. Cooper, Gen. & Coml. Mgr.	Robert Lewis, Prog. Dir. & Prom. Mgr. Albert Cohen, Chief Engr.	SESAC Associated UP
MALONE	WICY 1946	1490 250	North County Bcstg. Co. 65 Woodward St. 187	MBS KBS	Mitchell C. Tackley, Prod. Mgr. & Pres. Ralph M. Cardinal, Coml. Mgr.	Donald J. Paye, Prog. Dir. Bernard Reisdorf, Chief Engr.	World UP
MASSENA	WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson, Pres. Louis Saiff, Jr., Gen. Mgr. Thomas R. McHugh, Sta. & Coml. Mgr.	James H. Nash, Prog. Dir. Robert E. Anderson, Prom. Mgr. Michael Tarkulich, Chief Engr.	Weed Associated SESAC UP
MIDDLETOWN	WALL 1942	1340 250	Community Bcstg. Corp. 14 South St. 3119	KBS	John Morgan Davis, Pres. Paul E. Wagner, Gen. & Coml. Mgr.	George Shepard, Prog. Dir. & Prom Mgr.	McGillvra AP
NEWBURGH	WGNY 1933	1220 1,000-D	WGNY Bcstg. Co. Inc. 161 Broadway 4600	.....	Merritt G. Speidel, Pres. George W. Bingham, Gen. Mgr. Joseph Rake, Coml. Mgr.	Richard F. Crans, Prog. Dir. Marvin S. Seimes, Chief Engr.	Standard UP
NEW YORK 51	WBNX 1928	1380 5,000 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 E. 161st St. Meirose 5-0333	.....	A. L. Haskell, Pres. William I. Moore, V.P. & Gen. Mgr. E. Ervin, F. Johnson, Prog. Dir.	F. Johnson, Prom. Mgr. A. L. Solbrig, Chief Engr.	Forjoe SESAC, Stand- ard AP
NEW YORK 22	WCBS 1924	880 50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Plaza 5-2000	CBS	William S. Paley, (CBS) Chmn. of Bd. Frank Stanton, (CBS) Pres. Don Miller, Sales Mgr.	G. Richard Swift, Prog. Dir. Jules Dundes, Adv. & Prom. Mgr. R. G. Thompson, Chief Engr.	Radio Sales Lang-Worth AP, UP, INS

**BUFFALO'S  
ONLY  
50,000 WATT  
STATION**

**WKBW**

**BUFFALO'S MOST POWERFUL STATION**

**FIFTY THOUSAND WATTS**

**PRODUCES**

# *Action for Advertisers*

**50,000 WATTS** →

There's power plus to pound home your message.

**ABC NETWORK** →

ABC network programs build habitual audiences.

**NATIONAL SPOTS** →

Powerful selling concentrated in a rich market.

**LOCAL PROGRAMS** →

Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

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NATIONAL  
REPRESENTATIVES**

**WKBW**  
**BUFFALO'S MOST POWERFUL STATION**  
**WKBW**

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NEW YORK 19	WEVD 1927	1330 5,000 ST-WBBR, WHAZ	Debs Memorial Radio Fund Inc. 117 W. 46th St. Plaza 7-0880	.....	Adolph Held, Pres. Henry Greenfield, Gen. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr.
NEW YORK 19	WHOM 1925	1480 5,000	Atlantic Bcstg. Co. Inc. 136 W. 52nd St. Circle 6-3900	.....	Generoso Pope, Pres. Fortune Pope, Gen. Mgr. Ramon Nardella, Exec. Ass't. Chg. of Sales	Charles Baltin, Ass't. Mgr. Ralph Constantino, Prod. Mgr. Paul Lee, Chief Engr.
NEW YORK 18	WINS 1923	1010 50,000-LS 10,000-N CP-50,000-U	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	.....	James D. Shouse, Pres. Eldon A. Park, V.P. Wilmot H. Losee, Coml. Mgr.	John Neal, Prog. Dir. Joe Besch, Prom. Mgr. Paul Von Kunits, Chief Engr.
NEW YORK 23	WJZ 1921	770 50,000	American Bcstg. Co. Seven W. 66th St. Trafalgar 3-7000	ABC	Edward J. Noble (ABC) Ch. of Bd. Murray C. Grabhorn, V.P., Mgr. Clarence L. Doty, Sales Mgr.	John J. Hade, Prog. Dir. Alfred E. Cohan, Prom. Mgr. George Milne, Chief Engr.
NEW YORK 16	WLIB 1942	1190 1,000 L-WOWO	WLIB Inc. 207 E. 30th St. Oregon 9-2720	.....	Dorothy S. Thackrey, Pres. Herman M. Bess, Gen. & Coml. Mgr. Sam Elfert, Prog. Dir. & Prom. Mgr.	Edward Darlington, Chief Engr.
NEW YORK 19	WMCA 1925	570 5,000	WMCA Inc. 1657 Broadway Circle 6-2200	.....	Nathan Straus, Pres. Harry Solow, Sales Dir. Leon Goldstein, V. P., Prog. Dir.	Helen Sacks Straus, V.P. Howard Klarman, Prom. Mgr. Pierre Verseput, Chief Engr.
NEW YORK 22	WMGM 1922	1050 50,000	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	.....	Herbert L. Pettey, Exec. Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebar Jr., Sales Director	Raymond Katz, Prog. Dir. Robert Patt, Prom. Mgr. Paul Puelling, Chief Engr.
NEW YORK 20	WNBC 1922	660 50,000	National Bcstg. Co. Inc. RCA Bldg. Circle 7-8300	NBC	Niles Trammell, Pres. Thomas R. McFadden, Mgr. Donald A. Norman, Sales Mgr.	DeLancy Provost, Prog. Dir. Charles B. H. Vall, Prom. Dir. Charles Phelan, Chief Engr.

To **REALLY** Cover The Greater New York Market  
 You **MUST** Cover the Foreign Language Audience

# WHOM

"THE IL PROGRESSO STATION"

**1480 KC**

**5,000 Watts—DAY and NIGHT**

*Broadcasts More Foreign Language Hours  
 Than Any Other Station in the Country*

For availabilities, call:

Circle 6-3900 or write to: 136 West 52nd St.

**GENEROSO POPE,**  
 President

**FORTUNE POPE,**  
 General Manager



# P Progress...

Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.



## P Programs...

The station which has always catered to New York's particular program tastes, with *top sports coverage*, *dominant news reporting*, and *delightful entertainment* around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.



## P Power...

Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers *redoubled impact* in the New York area.



## P Promotion...

Proven (by Billboard Radio Promotion Awards for the past two successive years) the pace-setter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!



## P Preference...

Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. Only *results* can bring them back like that—results in terms of *listeners*, or in terms of *mail pull*, or, most important, in *cash sales of the products you want to sell*.

**Yes, in New York, the *progressive* station, the *well-programmed*, the *promotion-wise*, the *preferred* station is the *powerful* WMGM.**

50,000 WATTS  
1050 KCS. CLEAR CHANNEL  
WMGM-FM 100.3 MC.



711 FIFTH AVENUE  
MURRAY HILL 8-1000

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NEW YORK 17	WNEW 1934	1130 10,000	Greater New York Broad- casting Corp. 565 Fifth Ave. Plaza 3-3300	.....	Bernice Judis, V.P. & Gen. Mgr. Ira Herbert, V.P. for Sales Ted Cott, V.P. in Chg. Prog.	Richard Pack, Dir. Publ. & Special Events Max Weiner, Chief Engr. AP
NEW YORK 7	*WNYC 1924	830 1,000 L-WCCO	City of New York Municipal Bldg. Worth 2-5600	.....	Wm. O'Dwyer, Mayor, NYC, Pres. Seymour N. Selgel, Dir. Radio Communications John DeProspero, Exec. Officer	George Wallach, Dir. Prog. Opns. William H. Pitkin, Chief Engr. Associated AP, UP, TP
NEW YORK 18	WOR 1922	710 50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Longacre 4-8000	MBS	Theodore C. Streibert, Pres. R. C. Maddux, V.P. in Chg. Sales Donald C. Hamilton, Act. Prog. Dir.	Joseph Creamer, Prom. Mgr. J. R. Poppele, V.P., in Chg. Engrg. Keenan & Eichelberg Kettell-Carter Associated AP, UP, INS
NEW YORK 19	WQV 1926	1280 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	.....	Harry Henshel, Pres. Ralph N. Weil, Gen. Mgr. Herbert Schorr, Coml. Mgr.	Arnold B. Hartley, Prog. Dir. Carroll Forbes, Prom. Mgr. Hillis Holt, Chief Engr. Bolling Standard McGregor AP
NEW YORK 19	WQXR 1934	1560 10,000	Interstate Bcstg. Co. 730 Fifth Ave. Circle 5-5566	.....	John V. L. Hogan, Pres. Elliot M. Sanger, V.P. & Sales Mgr. Norman S. McGee, V.P. Sales	Eleanor N. Sanger, Prog. Dir. Russell D. Valentine, Chief Engr. Raymer World, Associated AP
NEW YORK (Woodside)	WWRL 1926	1600 250 CP-5,000	Long Island Bcstg. Corp. 41-30 58th St., Woodside Newtown 9-3300	.....	W. H. Reuman, Pres. & Treas., Chief Engr. Edith Dick, Sta. & Coml. Mgr. Fred Barr, Prog. Dir.	Walter Kaner, Prom. Mgr. Capitol Associated AP
NIAGARA FALLS ...	WHLD 1940	1290; CP-1270 1,000-D; CP-5,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	.....	Earl C. Hull, V.P. & Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. Robert J. Wilson, Chief Engr. Headley Reed Associated World Lang-Worth Standard, SESAC UP

# WWRL

## NEW YORK

*Covering America's Greatest Buying Market At The Lowest Cost*

### SHOWS THAT SELL

Reach New York's millions of high income foreign language families inexpensively, effectively.

- Spanish
- Hungarian
- German
- Greek
- Polish
- Czechoslovakian

New York's Foremost Language Station.

An effective sales approach to the vast New York buying market.

WWRL delivers its signal to 9,005,452 potential buyers in the rich, greater New York area.

With  
Intensive, blanket coverage of  
Queens County, pop. 1,454,000  
"Fastest Growing County in America"  
To Best Test New York City-Queens County

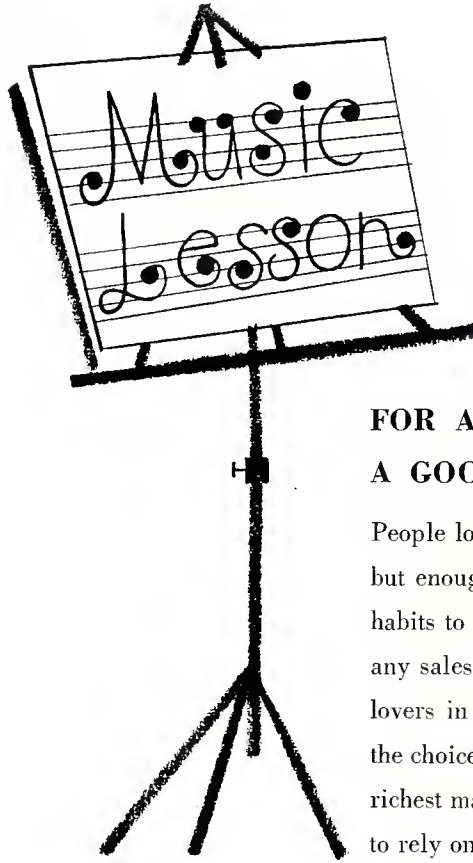
Buy WWRL.

**COVERAGE HIGH—RATES LOW**

**1600 KC.**

*"The High Spot on The Dial"*

**NOTE:** NEW 5,000 WATT TRANSMITTER NOW UNDER CONSTRUCTION.



**FOR ADVERTISERS WITH  
A GOOD EAR FOR PROFITS**

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

**WQXR AND WQXR-FM**

*The radio stations of The New York Times*

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

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NIAGARA FALLS ...	WJLL 1947	1440 1,000-D	John J. Laux Elks Bldg. 5266	.....	John J. Laux, Pres. Robert F. Kilment, Gen. Mgr. Tom Talbot, Coml. Mgr.	Louise Hamrick, Prog. Dir. Gus Czaplak, Chief Engr. McGillvra Lang-Worth UP
OGDENSBURG .....	WSLB 1940	1400 250	St. Lawrence Bcstg. Co. 2315 Knox St. 500	MBS KBS	Joseph R. Brandy, Pres. Harold J. Frank, Secy.- Treas.	Hal Gilman, Prog. Dir. Ellsworth Hall, Chief Engr. Walker UP
OLEAN .....	WHDL 1936	1450 250	WHDL Inc. Exchange Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick, Pres. John R. Henzel, Gen. Mgr.	Joseph K. Eade, Coml. Mgr. Robert Nenko, Prog. Dir. Jack Atherton, Chief Engr. McKinney Associated UP
ONEONTA .....	WDOS 1947	1400 250	Oneonta Star Inc. 12 Broad St. 2470	MBS	James H. Ottoway, Pres. Eugene J. Brown, Gen. Mgr. Walton F. Deming, Sta. Mgr.	Charles Hobart, Prog. Dir. George R. Smith, Coml. Mgr. Edwin A. Brown, Chief Engr. Walker World Capitol AP
ONEONTA .....	WONO 1948	1110 250-D	Oneonta Bcstg. Co. 285 River St.	.....		
OYSTER BAY .....	WKBS 1948	1520 250-D	Eastern Bcstg. Co. (Of Delaware) Oyster Bay 6-2500	.....	R. Lee Hollingsworth, Pres.	UP
PEEKSKILL .....	WLNA 1948	1420 500-D	Highland Bcstg. Corp. 1037 Main St.	.....		
PLATTSBURG .....	WEAV 1934	960 1,000	Plattsburg Bcstg. Corp. Radio Centre 1600	ABC KBS	George F. Bissell, Pres., Gen. Mgr. B. W. Bissell, V.P. Joel H. Scheier, Coml. Mgr.	Martin Mannix, Prog. Dir. & Prom. Mgr. John Nazak, Chief Engr. McGillvra Thesaurus UP
POUGHKEEPSIE ....	WKIP 1940	1450 250	Poughkeepsie Newspapers Inc. Memorial Square 6800	ABC	Merritt C. Spedel, Pres. George W. Bingham, Gen. Mgr. Edward A. Chappell, Dir.	Richard Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr. Standard Associated AP
ROCHESTER 4 .....	WARC 1947	950 1,000	WARC Inc. Sheraton Hotel Hamilton 8920	ABC	S. W. Townsend, Pres. & Gen. Mgr. Harland Evans, Coml. Mgr. Frederick L. Essex, Prog. Dir.	Mark O'Brien, Prom. Mgr. Robert S. Emch, Chief Engr. Katz Associated AP
ROCHESTER 3 .....	WHAM 1927	1180 50,000	Stromberg-Carlson Co. Rochester Radio City Culver 7240	NBC	William Fay, V.P. & Gen. Mgr. John W. Kennedy Jr., Coml. Mgr.	Charles Siverson, Prog. Dir. Armin N. Bender, Prom. Mgr. Kenneth Gardner, Chief Engr. Hollingbery World Standard UP
ROCHESTER 4 .....	WHEC 1925	1440 5,000	WHEC Inc. 40 Franklin St. BA 6740	CBS	Frank E. Gannett, Pres. Clarence Wheeler, Exec. V.P. Gunnar O. Wis, Gen. Mgr. Le Moine C. Wheeler, Coml. Mgr.	William J. Adams, Prog. Dir. & Prom. Mgr. Bernard C. O'Brien, Chief Engr. McKinney Standard Associated MacGregor AP
ROCHESTER 4 .....	WRNY 1947	680 250-D	Monroe Bcstg. Co. 191 East Ave. Hamilton 9775	.....	George E. Kelly, Pres., Gen. & Coml. Mgr. Addison Penfield, Prog. Dir.	Felix Bonvouloir, Chief Engr. Young Lang-Worth AP
ROCHESTER 4 .....	WSAY 1936	1370 1,000 CP-5,000	Federal Broadcasting System Inc. Taylor Bldg. Baker 4870	.....	Gordon P. Brown, Pres. & Gen. Mgr., Chief Engr. Will Union, Coml. Mgr. John Turner, Prog. Dir.	Colman Scott, Prom. Mgr. Walker INS
ROCHESTER 4 .....	WVET 1947	1280 5,000	Veterans Bcstg. Co. 17 Clinton Ave. S. Hamilton 4820	MBS	William B. Mallefert, Pres., Gen. & Coml. Mgr. John S. Houseknecht, Prog. Dir. & V.P.	Harry W. Bennett Jr., Prom. Mgr. Ervin F. Lyke, Chief Engr. Weed Capitol Associated UP
ROME .....	WKAL 1946	1450 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr. George Cramer, Coml. & Prom. Mgr.	Charles King, Prog. Dir. DeForest T. Layton Jr., Chief Engr. Cooke Lang-Worth UP
SARANAC LAKE ....	WNBZ 1927	1450 250	Upstate Bcstg. Co. 88 Main St. 1320	ABC KBS	John F. Grimes, Pres. & Gen. Mgr. Jaoues DeMattos, Coml. Mgr.	A. C. Bagdasarlan, Prog. Dir. H. Berwind Williams, Chief Engr. Thesaurus AP
SCHENECTADY 5 ...	WGY 1922	810 50,000	General Electric Co. 1 River Road 3-2121	NBC	R. S. Peare, V.P. & Mgr. B. J. Rowan, Asst. Mgr. G. Emerson Markham, Sta. Dir.	A. G. MacDonald, Supr. Sta. Sales & Prom. Caleb Paine, Prog. Dir. W. J. Purcell, Chief Engr. NBC Spot Lang-Worth Thesaurus AP, UP
SCHENECTADY 7 ...	WSNY 1942	1240 250	Western Gateway Broad- casting Corp. 619 State St. 3-3622	.....	Winslow Leighton, Pres. & Gen. Mgr. Harry H. Averill, Gen. Sales Mgr.	Bannan Best





**....FIRST BY LENGTHS!**



**....IN ROCHESTER!**



WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"

Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!

*Lofted Hooper before closing time.*

**BUY WHERE THEY'RE LISTENING:—**



**WHEC**

MEMBER GANNETT  
RADIO GROUP

*of Rochester*

N. Y.

5,000 WATTS

Representatives: EVERETT & McKINNEY, New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

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SYRACUSE 2	WAGE 1941	620 1,000 CP-5,000-LS 1000-N	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revolt, Pres. William T. Lane, V.P. & Gen. Mgr. Aaron Beckwith, Asst. Gen. & Prom. Mgr.	Gordon Alderman, Prog. Dir. Donald F. Langham, Chief Engr. Petry Thesaurus Standard Cole AP
SYRACUSE 2	WFBL 1922	1390 5,000	Onondaga Radio Broad- casting Corp. 433 S. Warren St. 2-1147	CBS	O. F. Soule, Pres. Samuel Woodworth, Gen. Mgr. & V.P. Charles F. Phillips, Coml. Mgr. & V.P.	Raymond Gantter, Prog. Dir. Robert G. Soule, Prom. Mgr. James J. Kelley, Chief Engr. Free & Peters World UP
SYRACUSE 2	WNDR 1947	1260 5,000	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	MBS	Martin Karig, Gen. Mgr. Arthur Cooper, Coml. Mgr. Harry Fisher, Prog. Dir.	Frank Bahouth Jr., Mdsq. Mgr. Raymer Associated Lang-Worth AP
SYRACUSE 2	WOLF 1946	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	.....	T. S. Marshall, Pres. & Gen. Mgr. Daniel Dwyer, Coml. Mgr. Hamilton Woodie, Sta. Mgr. & Prog. Dir.	James J. Coolican, Prom. Mgr. Tom Crimmins, Chief Engr. Walker Standard AP
SYRACUSE 2	WSYR 1922	570 5,000	Central N. Y. Broadcast- ing Corp. Syracuse 3-7111	NBC	H. C. Wilder, Pres. E. R. Vadeboncouer, Gen. Mgr. & V.P. W. A. Alford Jr., Coml. Mgr.	Bill Rothrum, Prog. Dir. John F. Huribut, Prom. Mgr. G. Armand Belle Isle, Chief Engr. Headley Reed Lang-Worth Associated UP
TROY	WHAZ 1922	1330 1,000 ST-WBER, WEVD	Rensselaer Polytechnic Institute Troy 6810	.....	W. J. Williams, Prom. Mgr.	
TROY	WTRY 1940	980 5,000	Troy Bcstg. Co. Inc. 92 Fourth St. 2100	CBS	H. C. Wilder, Pres. Wm. A. Ripley, Gen. Mgr. John W. Sutphen, Coml. Mgr.	H. H. Sharpe, Prog. Dir. James F. Baker, Prom. Mgr. Albert H. Chismark, Chief Engr. Headley Reed Associated Lang-Worth UP
UTICA 2	WGAT 1946	1310 1,000-LS 500-N	Central Bcstg. Co. Kempf Bldg. 2-9231	.....	J. Eric Williams, Pres. & Gen. Mgr. Rolland L. Fowler, Ass't. to Gen. Mgr.	Robert N. Blair, Chief Engr. Meeker AP
UTICA 2	WIBX 1925	950 5,000	WIBX Inc. First Bank Bldg. 2-2101	CBS	Margaret P. Bowen, Pres. & Gen. Mgr. Elliott Stewart, Coml. Mgr. Helen Wood, Ass't. to Pres. & Gen. Mgr.	William J. Calvert, Prog. Dir. N. W. Cook, Prom. Mgr. J. T. Dowdell, Chief Engr. Wood & Colton Bannan Biddick World UP, INS
UTICA	WRUN 1943	1150 5,000-LS 1,000-N	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC	Bradley C. Barnard, Pres. Thomas E. Martin, Sta. Mgr. Richard A. Clark, Coml. & Prom. Mgr.	Stewart T. Spencer, Prog. Dir. Carroll F. Henry, Studio Supvsr. George S. Woods, Trans. Supvsr. Avery-Knodel Thesaurus Associated AP
WATERTOWN	WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. Harry Righter, Pres., Gen. & Coml. Mgr. Hugh H. Cosline, Prog. Dir.	Donald Schryver Fred Sprague James Billingsley } Engrs. Wood & Colton Standard AP
WATERTOWN	WWNY 1941	790 1,000	The Brockway Co. Hotel Woodruff 4120	CBS	Harold B. Johnson, Pres. Louis Salf Jr., Gen. Mgr. Earl R. Kelly, Coml. Mgr.	James W. Higgins, Prog. Dir. Jack Cleveland, Prom. Mgr. Maynard B. Davis, Chief Engr. Weed World Associated SESAC UP
WHITE PLAINS	WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	.....	Valentine E. Macy Jr., Pres. Frank A. Seltz, Gen. Mgr. & Chief Engr.	John E. Arens, Coml. Mgr. Randall Kaler, Prog. Dir. Headley-Reed World Associated AP

• LEADERSHIP IS EARNED • LEADERSHIP IS EARNE

Whenever you think of  
**SYRACUSE**  
as a market—  
*(and the Market Figures make you think)*

it's equally profitable to think of  
**WSYR** as the media that  
blankets the Syracuse trading area

**WSYRACUSE**

*NBC Affiliate in Central New York*

**Headley-Reed, National Representatives**

*570 kc  
5000 watts*

ED • LEADERSHIP IS EARNED • LEADERSHIP IS EAR

# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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## NORTH CAROLINA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
AHOSKIE	WRCS 1948	970 1,000-D	Roanoke-Chowan Bestg. Co., Inc. Highway 350 333	.....	Charles H. Jenkins, Pres. P. G. Sewell, Gen. Coml. & Prom. Mgr.	William R. Harris, Prog. Dir. John M. Sherwood, Chief Engr.	Associated UP
ALBEMARLE	WABZ 1947	1010 1,000-D	Radio Station W A B Z, Inc. Hotel Albemarle 1010	KBS	Ira E. Leigh, Gen. Mgr. Bob Raiford, Coml. & Prog. Dir.	James Wise, Chief Engr.	Thesaurus Capitol AP
ASHEBORO	WGWR 1947	1260 1,000-D	Asheboro Bestg. Co. 303 E. Salisbury St. 800	.....	Roy Cox, Pres. J. R. Marlowe, Gen. & Coml. Mgr.	Anderson B. Brown, Prog. Dir. Clyde C. Penny, Chief Engr.	Friedenberg Associated UP
ASHEVILLE	WISE 1939	1230 250	Radio Station WISE Inc. 100 College St. 3-5381	NBC	Harold H. Thoms, Pres. Lloyd B. Leonard, Gen. & Coml. Mgr.	Harold Moon, Prog. Dir. Floye Bowers, Prom. Mgr. Matthew C. Munn, Chief Engr.	Avery-Knodel AP
ASHEVILLE	WLOS 1946	1380 5,000-LS 1,000-N	Skyway Bestg. Corp. Battery Park Hotel 2-2431	MBS	Charles B. Britt, V.P. Kenneth Beachboard, Sta. Mgr.	Grady Edney, Prog. Dir. William Chambers, Chief Engr.	Taylor-Borroff Standard UP, INS
ASHEVILLE	WNCA 1945	1340 250	Community Bestg. Co. Asheville Biltmore Hotel 3-7376	ABC KBS	Linton D. Baggs Jr., Pres. Robert M. Lambe Jr., Gen. Mgr. Edward O. Brandt, Coml. Mgr.	Alan Newcomb, Prog. Dir. Fred Brown, Prom. Mgr. John Randolph, Chief Engr.	McGillvra World INS
ASHEVILLE	WSKY 1947	1490 250	Radio Asheville, Inc. 12 Church St. 3-4451	.....	Carl R. Bamford, Pres. Zeb Lee, Gen. Mgr., Prog. Dir. F. Baxter Barkley, Coml. Mgr.	James W. Young, Prom. Mgr. Charles W. Sumner, Chief Engr.	Lang-Worth Capitol AP
ASHEVILLE	WWNC 1927	570 3,000	Asheville Citizen-Times Co. Inc. 14 O'Henry Ave. 5611	CBS	Charles A. Webb, Pres. Cecil B. Hoskins, Gen. Mgr. & Chief Engr. Don. S. Elias, V.P.	James A. Hagen, Coml. & Prom. Mgr. William F. Mella, Prog. Dir.	Headley-Reed Associated AP, UP
BREVARD	WBRM (Construction permit)	1240 250	Pisgah Bestg. Co. Box 145	.....	Ed M. Anderson, Principal Owner		
BURLINGTON	WBBB 1941	920 1,000-D; CP-5000-D	Alamance Bestg. Co. Inc. 310½ S. Main St. 6-6376	MBS KBS	E. Z. Jones, Gen. Mgr. Frank Parton, Coml. Mgr. Edgar F. Brooks, Prog. Dir.	Robert Weston, Prom. Mgr. Berry Tysor, Chief Engr.	McGillvra Associated Capitol Lang-Worth AP
BURLINGTON	WFNS 1947	1150 1,000-D	Burlington-Graham Broadcasting Co. 104 Andrews St. 6-5536	.....	W. Bowman Sanders, Pres. Everett C. Qualls, Gen. Mgr.	Ed Minkey, Coml. Mgr. Rex Moad, Prog. Dir. Harold Taylor, Chief Engr.	Friedenberg World UP
CHARLOTTE 2	WAYS 1941	610 5,000-LS 1,000-N	Inter-City Advertising Co. 120 E. Third St. 3-7173	ABC, MBS	George W. Dowdy, Pres. Walter H. Goan, Gen. Mgr. Harry Barfield, Prog. Dir.	Haywood Meeks, Prom. Mgr. A. L. Chaney Jr., Chief Engr.	Avery-Knodel Lang-Worth SESAC INS
CHARLOTTE 2	WBT 1921	1110 50,000	Jefferson Standard Broadcasting Co. Wilder Bldg. 3-8633	CBS	J. M. Bryan, Pres. Chas. Crutchfield, V.P. & Gen. Mgr. Keith Byerly, Sales Mgr.	Larry Walker, Prog. Dir. J. R. Covington, Prom. Mgr. M. J. Minor, Chief Engr.	Radio Sales Associated AP, UP
CHARLOTTE	WGIV 1947	1600 1,000-D	Publix Bestg. Services of Charlotte Inc. P. O. Box 58 6669	.....	Francis Marion Fitzgerald, Pres. & Gen. Mgr. James Law Epps, Coml. Mgr.	Fred W. Vinroot, Prog. Dir. Thomas C. Brandon, Chief Engr.	Capitol AP
CHARLOTTE 2	WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck, Pres. & Gen. Mgr. Bonar Lawrence, Coml. Mgr. Paul Marion, Prog. Dir.	Clyde Clem, Prom. Mgr. L. L. Caudie Jr., Chief Engr	Headley-Reed Thesaurus Standard AP
CLINTON	WRRZ 1947	880 1,000-D	Radio Station W R R Z, Inc. Butler Bldg. 2354	ABC	W. R. Roberson Sr., Pres. W. R. Roberson Jr., Exec.- V.P. George S. Walston, Gen. & Coml. Mgr.	D. W. Welsh, Prog. Dir. Joseph Tew, Prom. Mgr. Herman Jolitz, Chief Engr.	ForJoe World AP
CONCORD	WEGO 1943	1410 1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson, Gen. Mgr.		Clark
DUNN	WCKB 1946	780 1,000-D	N. C. Central Broad- casters Inc. Dunn 3133	KBS	Earl McD. Westbrook, Pres. A. Lincoln Faulk, Gen. Mgr. William Creech, Coml. Mgr.	Richard Terfler, Prog. Dir. & Prom. Mgr. William Burwell, Chief Engr.	Lang-Worth SESAC AP
DURHAM	WDNC 1928	620 5,000-LS 1,000-N	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council, Pres. J. Frank Jarman, Gen. & Prom. Mgr. E. R. Higgins Jr., Prog. Dir.	K. A. Taylor, Chief Engr. C. James Woodhouse, Coml. Mgr.	Raymer Associated AP, UP

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**NORTH CAROLINA (Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
WILSON .....	WGTM 1937	590 5,000	Watson Industries Inc. WGTM Bldg. 2188	MBS	Penn Thomas Watson, Pres. Allen Wannamaker, Gen. & Prom. Mgr.	Harry Severance, Coml. Mgr. Pat Nabors, Prog. Dir. W. H. Malone, Chief Engr.	Weed World Thesaurus UP
WILSON .....	WVOT 1948	1420 1,000-D	Wilson Radio Co. Highway 301 N. 5157	.....	W. T. William, } H. W. Anderson, } Part- C. E. Leeper, N. V. } ners Pieler	W. T. William, Gen. Mgr. R. R. Brunson, Coml. Mgr. Joel Lawhon, Prog. Dir. N. V. Pieler, Chief Engr.	Capitol AP
WINSTON-SALEM ..	WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC	George D. Walker, Gen. Mgr. C. G. Hill, Coml. Mgr.	Doris Pardington, Prog. Dir. Neil Massick, Prom. Mgr. Lee King, Chief Engr.	Avery-Knodel World Lang-Worth Cole AP
WINSTON-SALEM 1..	WSJS 1930	600 5,000	Piedmont Publishing Co. 419 N. Spruce St. 2-4141	NBC	Gordon Gray, Pres. Harold Essex, V.P., Gen. Mgr.	Harry B. Shaw, Coml. Mgr. Robert C. Estes, Prog. Dir. Phil Hedrick, Chief Engr.	Headley-Reed Associated Standard UP
WINSTON-SALEM ...	WTOB 1947	710 1,000-D	Winston-Salem Bcstg. Co. Inc. P. O. Box 739 7145	MBS	James W. Coan, Pres. John G. Johnson, Gen. Mgr.	Louis T. Marsh, Prog. Dir. L. C. Davis, Chief Engr.	Taylor-Borrcff Thesaurus AP

# NORTH CAROLINA'S GOLDEN TRIANGLE

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

## No. 1 MARKET IN THE SOUTH'S No. 1 STATE

- 288,700 People \*
- \$271,683,000—Retail Sales
- \$410,987,000—Buying Income

\* Sales Management Survey of Buying Power; May 10, 1948

*Saturated by the Stations Most People Listen To Most!*

**NBC**  
AFFILIATE



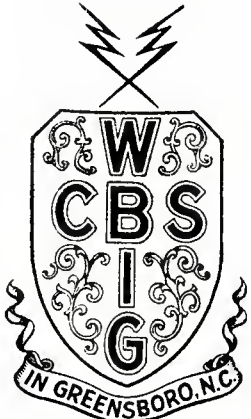
Represented by  
**HEADLEY-REED COMPANY**

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### NORTH DAKOTA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BISMARCK .....	KFYR 1925	550 5,000	Meyer Bcstg. Co. 320 Broadway 468	NBC North- West	P. J. Meyer, Pres. F. E. Fitzsimonds, Gen. Mgr. Robert MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr.	Blair Thesaurus SESAC UP
DEVILS LAKE .....	KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS Great North- ern	Bert Wick, Pres., Gen. & Coml. Mgr. Wilbur Clemenson, Prog. Dir.	Richard Morritz, Chief Engr.	Walker World SESAC UP
DICKINSON .....	KDIX 1947	1230 250	Dickinson Radlo Assn. 28 1st Ave. W. 348	KBS	Dr. P. J. Weir, Pres. Orville F. Burda, Gen. Mgr. E. A. Spear, Coml. Mgr.	W. M. Peterson, Prog. Dir. O. J. Narum, Prom. Mgr. Q. V. Prochaska, Chief Engr.	Standard AP
FARGO .....	KFGO 1948	790 5,000	Northern States Broad- casting Co. KFGO Bldg. 2-3291	ABC	Charles G. Burke, Gen. Coml. & Prom. Mgr. Dave Henley, Prog. Dir.	Wallace I. Bey, Chief Engr.	Raymer Standard, SESAC AP
FARGO .....	KVNJ 1948	900 1,000-D	Northwest Bcstg. Co. 217½ Broadway 2-3201	.....	John Nystul, Pres. & Gen. Mgr.	G. L. Schoberg, Prog. Dir. Harry Vose, Chief Engr.	World Associated UP
FARGO .....	WDAY 1922	970 5,000	WDAY Inc. Black Bldg. 5357	NBC North- west	Earl C. Reineke, Pres. & Gen. Mgr. Jack Dunn, Sta. Mgr. Tom Barnes, Sales Mgr.	Ken Kennedy, Prog. Mgr. Roy Pedersen, Sales-Prom. Mgr. Julius Hetland Tech. Dir. Juline Savold, Chief Engr.	Free & Peters Thesaurus AP, UP
GRAND FORKS .....	*KFJM 1923	1440 1,000-LS 500-N ST-KILO	U. of North Dakota University Station 4-6211	.....	Andrew J. Kochman, Jr., Prog. Dir.	Arnold Petrich, Chief Engr.	
GRAND FORKS .....	KILO 1941	1440 1,000-LS 500-N ST-KFJM	Grand Forks Herald, Inc. First Natl. Bank Bldg. 1200	CBS	M. M. Oppegard, Pres. Ralph Herbert, Sta. Mgr. & Prog. Dir.	Arnold Petrich, Chief Engr.	Avery-Knodel UP
GRAND FORKS .....	KNOX 1947	1400 250	Community Radio Corp. P.O. Box 1110 3500	MBS	Carroll E. Day, Pres. Ralph B. Maxwell, Gen. Mgr. Robert C. Lukkason, Coml. Mgr.	Charles E. Gustafson, Prog. Dir. William W. Hyvonen, Prom. Mgr. Frank A. Toomey, Chief Engr.	Walker World UP
JAMESTOWN I .....	KSJB 1937	600 5,000	Jamestown Bcstg. Co. 422 S. W. 2nd St. 1600	CBS	John W. Boler, Pres. Don C. Clayton, Secy. Paul R. Heitmeyer, Gen. & Coml. Mgr.	Stan Bechtel, Prog. Dir. Ruth Johnson, Prom. Mgr. Robert Ridgway, Chief Engr.	Hollingbery World UP
MANDAN .....	KGCU 1928	1270 1,000-LS 250-N	Mandan Radlo Assn. Inc. 200 Third Ave., N.W. 561	MBS Great North- ern	W. S. Russell, Pres. M. J. Reichert, Gen. & Coml. Mgr.	Ray Barnett, Chief Engr.	Walker Lang-Worth AP
MINOT .....	KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Fair Block 1267	MBS Great North- ern	John B. Cooley, Owner & Gen. Mgr. E. H. Cooley, Coml. Mgr.	James J. Hautman, Prog. Dir. Leslie E. Maupin, Prom. Mgr. C. W. Baker, Chief Engr.	Walker World UP
VALLEY CITY .....	KOVC 1936	1490 250	KOVC Inc. 312 Fifth Ave. 408W	MBS KBS Great North- ern	Robert E. Ingstad, Pres., Gen. & Coml. Mgr. Robert E. Nelson, Prog. Dir.	Charles Sjostrom, Chief Engr.	UP
WILLISTON .....	KWBM 1947	1450 250	Williston Bcstg. Co. Williston 1450	.....	James D. Mortwedt, Pres. A. L. Hellebust, Gen. Mgr.	William Brady, Coml. Mgr. Ray Kapp, Prog. Dir. George A. Howard, Jr., Chief Engr.	Holman World UP



"SERVING THE MAGIC CIRCLE--  
THE 6th CITY OF AMERICA"

*Though modest in size*

**W**e're **BIG**

*IN SERVICE*

HOOPER STATION LISTENING INDEX

Summer 1948

CITY ZONE

Greensboro, N. C.

**WBIG**

Monday thru Friday  
8:00 AM—12 N

38.1

Monday thru Friday  
12:00 N—6:00 PM

40.6

Sunday thru Saturday  
6:00 PM—10:00 PM

55.6

**WBIG**

greensboro, n. c.

5000 w. day & nite

columbia affiliate

edney ridge, director

represented by hollingbery

BROADCASTING • Telecasting

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HENDERSONVILLE	WHKP 1946	1450 250	Radio Hendersonville, Inc. Box 757 700	MBS KBS	Bob Amos, Pres. & Gen. Mgr. W. R. Hill, Coml. Mgr. Kermit Edney, Prog. Dir.	James Odom, Prom. Mgr. Glenn W. Heckart, Chief Engr.	Continental AP
HICKORY	WHKY 1939	1290 5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Radio Bldg. 2294	ABC KBS	Carl V. Cline, Pres. Edmund S. Long, Gen. Mgr. & Chief Engr.	J. Frank Halthcox, Coml. Mgr. Edmund S. Long, Chief Engr.	Associated World UP
HICKORY	WIRC 1948	630 1000-D	Foothills Bcstg. Co. 1423 11th Ave. 2124	.....	Edmond H. Smith Jr., Pres., Gen. Mgr. Harry E. Snook, Prog. Dir.	Elmer Troutman Jr., Chief Engr.	Lang-Worth Standard AP
HIGH POINT	WHPE 1947	1070 1,000-D	High Point Enterprise 305 N. Main St. 3466	.....	R. B. Terry, Pres. Pat Taylor, Gen. & Coml. Mgr.	Nick Lawrence, Prog. Dir. Yancy Cecil, Chief Engr.	Associated Standard AP
HIGH POINT	WMFR 1935	1230 250	Radio Station WMFR 164 S. Main St. 4593	ABC KBS	Frank S. Lambeth, Pres. & Gen. Mgr. Frank Smith, Coml. Mgr.	Gary Davis, Prog. Dir. Lois Cusworthby, Prom. Mgr. Robert Moore, Chief Engr.	Burn-Smith Capitol Lang-Worth UP
JACKSONVILLE	WJNC 1945	1240 250	Jacksonville Bcstg. Co. Highway 24 707	MBS Tobacco	Louis N. Howard, Pres. Lester L. Gould, V.P., Gen. & Coml. Mgr. George Grider, Pub. Serv. Director	Gorton T. H. Wilbur, Prom. Mgr. Elmo Cronk, Chief Engr.	Walker Lang-Worth UP
KANNAPOLIS	WGTL 1946	870 1,000-D	Fred H. Whitley Cannon Blvd. & Country Club 870	.....	Fred H. Whitley, Pres. H. A. Seville, Gen. & Coml. Mgr. Bob McCreery, Prog. Dir.	Frank Bowers, Prom. Mgr. Foy Hinson, Chief Engr.	ForJoe Lang-Worth Capitol World UP
KINSTON	WFTC 1937	1230 250	Jonas Welland 204 E. King St.	ABC	.....	.....	.....
KINSTON	WKNS 1947	1000 1,000-D	Kinston Bcstg. Co. Radio Bldg. 4509	.....	A. K. Barrus, Pres. James W. Campbell, Gen. Mgr. Carl J. McKinney, Coml. Mgr.	Leonard Loftin, Prog. Dir. David Hardison, Chief Engr.	McGillvra World Thesaurus UP
LAURINBURG	WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. Hotel Chetwynd Bldg. 770	.....	Edwin Pate, Pres. J. R. Dalrymple Jr., Gen. & Prom. Mgr. Frank C. Cannon, Coml. Mgr.	Gerald H. Sanders, Prog. Dir. Truman N. Brock, Chief Engr.	World UP
LEAKSVILLE	WLOE 1946	1490 100	Douglas L. Craddock Leaksville 701	MBS KBS	Douglas L. Craddock, Pres. & Gen. & Prom. Mgr. William F. Baskerville, Coml. Mgr.	Kenneth Thomas, Prog. Dir. Eldred Winn, Chief Engr.	World Capitol AP
LENOIR	WJRI 1947	1340 250	John P. Rabb 107 West Ave. 761	MBS KBS Tobacco	John P. Rabb, Pres. & Gen. Mgr. Wallace Hoy, Coml. Mgr.	Glenn G. Whittier, Prog. Dir. Blaine Ruckert, Chief Engr.	Lang-Worth AP
LEXINGTON	WBUY 1946	1450 250	Omar & Greeley Hilton 219 S. Main St. 2716	KBS	Omar G. & Greely N. Hilton, partners C. Robert Ray, Sta. & Coml. Mgr.	William Bullington, Prog. Dir. & Prom. Mgr. Fred Honeycutt, Chief Engr.	Continental Lang-Worth World AP
LUMBERTON	WTSB 1946	1340 250	Robeson Bcstg. Corp. West 5th St. 1080	MBS KBS	E. L. Bowman, Pres. James MacNeil, Gen. & Prom. Mgr. William Rogers, Chief Engr.	Robert Taylor, Prog. Dir.	Continental Standard AP
MONROE	WMAP 1947	1060 250-D	Union Bcstg. Co. Monroe 1060	KBS	J. Ray Shute, Pres. Bill Sandefur, Gen. Mgr. Dick Marable, Coml. Mgr.	Rollie Furman, Prog. Dir. Archie Lany, Prom. Mgr. M. L. Covington, Chief Engr.	Lang-Worth Capitol UP
MOREHEAD CITY	WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Box 740 9740	.....	Grover C. Munden, Pres., Gen. & Prom. Mgr. Charles H. Markey, Jimmy Wallace, Coml. Mgrs.	Ray Cummins, Prog. Dir. & Chief Engr.	McGillvra World Standard UP
MORGANTON	WMNC 1947	1490 250	Nathan J. Cooper Box 805 1100	MBS	Nathan J. Cooper, Pres. & Gen. Mgr. Thomas N. Cooper, Coml. Mgr.	Lee Douglas, Prog. Dir. Frank Ballew, Chief Engr.	Lang-Worth AP
MOUNT AIRY	WPAQ 1948	740 1,000-D	Ralph D. Epperson Mt. Airy 682	.....	Ralph D. Epperson, Pres. & Gen. Mgr., Chief Engr.	Claude White, Coml. Mgr. & Prog. Dir.	Clark Standard AP
NEW BERN	WHIT 1942	1450 250	Coastal Bcstg. Co. Inc. U.S. Highway 17 South 4450	MBS Tobacco	Louis N. Howard, Pres., Gen. & Prom. Mgr. & Prog. Dir. Bruce Lee, Coml. Mgr.	Bill G. Haire, Chief Engr.	Walker Lang-Worth UP
NEWTON	WNNC 1948	1230 250	Newton-Conover Broadcasting Co. P. O. Box 606 930	MBS	Charles Turner, Pres. Earl Holder, Gen. Mgr. & Prog. Dir.	Eugene Henry, Coml. & Prom. Mgr. Denis Long, Chief Engr.	Continental UP



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<b>NORTH WILKESBORO</b> ....	WKBC 1947	810 1,000-D	Wilkes Bestg. Co. Radio Bldg. 633	.....	Doris B. Brown, Pres. & Gen. Mgr. Roland B. Potter, Coml. Mgr. John T. Cashion, Prog. Dir.	Betty G. Whitaker, Prom. Mgr. Robert Harvey, Chief Engr.	World AP
<b>OXFORD</b> .....	WOXF (Construction permit)	1340 250	Oxford Bestg. Corp. P. O. Box 218 Tarboro, N. C.				
<b>RALEIGH</b> .....	WNAO 1947	850 5,000	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC	Josephus Daniels Jr., Pres. W. Dudley Tichenor, Gen. & Coml. Mgr.	Robert C. Hitchens, Prog. Dir. Bascom E. Porter, Chief Engr.	Avery-Knodel Thesaurus Standard UP
<b>RALEIGH</b> .....	WPTF 1924	680 50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	Richard H. Mason, Gen. Mgr. O. L. Carpenter, Sales Mgr.	Graham B. Poyner, Prog. Mgr. R. W. Youngsteadt, Dir. of Adv. & Prom. Henry Hulick Jr., Chief Engr.	Free & Peters Associated AP, UP
<b>RALEIGH</b> .....	WRAL 1939	1240 250	Capitol Bestg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher, Pres. Fred Fletcher, Mgr. & Coml. Mgr.	Ray Reeve, Prog. Dir. Virgil D. Duncan, Chief Engr.	Weed World AP
<b>REIDSVILLE</b> .....	WFRC 1947	1600 1,000	Piedmont Carolina Bestg. Co. 18 Gilmer St. 1573	KBS	H. T. Williams, Pres. Steve Woodson, Gen. & Coml. Mgr. Charles Perron, Prog. Dir. G. F. McBrayer, V.P.	Forest Bedell, Prom. Mgr. L. H. Alexander, Chief Engr.	World Associated Cole AP
<b>ROANOKE RAPIDS</b> ..	WCBT 1941	1230 250	Radio Station WCBT Inc. 251 Roanoke Ave. R-8551	MBS KBS	S. E. Crew, Gen. Mgr. A. L. Drew, Coml. Mgr.	J. K. Johnson, Prog. Dir. C. W. Meares, Chief Engr.	Burn-Smith Lang-Worth UP
<b>ROCKINGHAM</b> .....	WAYN 1946	900 1,000-D	Wayne M. Nelson Rockingham 611	.....	Wayne M. Nelson, Owner & Gen. Mgr.		
<b>ROCKY MOUNT</b> .....	WCEC 1947	810 1-000-D	Josh L. Horne 115 N. Church St. 2880	KBS	Josh L. Horne, Pres. Mel Warner, Gen. Mgr. Ray Thomson, Coml. Mgr.	Ray Wilkinson, Prog. Dir. Harold Aycock, Chief Engr.	McGeehan & O'Mara Capitol Associated AP

**The KING SIZE Voice of Tobaccoland**

A MARKET OF

\$566,898,000\*

**WGTM's primary area includes:**

1,125,000 population

National Representative  
Joe Weed & Co.

**590 KC**



**WGTM's primary area includes:**

150,000 radio families

Allen Wannamaker  
General Manager

**5000 Watts**  
FULL TIME

**MUTUAL BROADCASTING SYSTEM**

(EXCLUSIVE IN THIS AREA)

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ROCKY MOUNT .....	WEED 1933	1450 250	W. A. Wynne Rocky Mount 1420	ABC	W. A. Wynne, Pres. & Gen. Mgr. Jack L. Cummings, Coml. Mgr.	Tommy Snowden, Prog. Dir. Eunice Snipes, Prom. Mgr. World AP
ROXBORO .....	WRXO (Construction permit)	1430 1,000-D	Roxboro Bcstg. Co.		H. W. Winstead, Pres.	P. L. Thomas, V.P.
SALISBURY .....	WSAT 1948	1280 1,000-D	Mid-Carolina Broad- casting Co. Wilkesboro Rd. 276	.....	Charles H. Wentz, Pres. John Smith, Gen. & Coml. Mgr.	W. F. Fleming, Prog. Dir. Elbert Sherman, Chief Engr. World UP
SALISBURY .....	WSTP 1937	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS	Bryce P. Beard, Pres. Russell B. McIntyre, Gen. Mgr. Prog. Dir. Katherine Murphy, Coml. Mgr.	Alexander P. Beard, Prom. Mgr. Carl B. Watson, Chief Engr. Burn-Smith Lang-Worth AP
SANFORD .....	WWGP 1946	1050 1,000-D	Lee Bcstg. Corp. 137 Steele St. 860		Waldo W. Primm, Pres. & Gen. Mgr. Gerald E. Bowman, Prog. Dir.	Cary H. Olive, Chief Engr. World Capitol UP
SHELBY .....	WOHS 1946	730 250-D	Western Carolina Radio Corp. Shelby 340	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Mng. Dir. & Chief Engr.	Ken Willson, Coml. Mgr. Milton Scarboro, Prog. Dir. Associated AP
SOUTHERN PINES ..	WEEB 1947	1360 1,000-D	Sandhill Community Broadcasters Inc. Box 1298 6191	MBS	Jack S. Younts, Pres. & Gen. Mgr. Pate Shamburger, Coml. Mgr.	Elizabeth M. Younts, Prog. Dir. & Prom. Mgr. Peter N. Koppels, Chief Engr. Forjoe AP
SOUTHERN PINES ..	WSTS 1947	990 250-D	Sandhill Bcstg. Corp. 113 E. Broad St. 5451	KBS	Frank L. Baber, Pres. J. C. Cole, Gen. Coml. & Prom Mgr.	C. Willis Hogan, Prog. Dir. Howard S. Caldwell, Chief Engr. Clark Standard UP
STATESVILLE .....	WSIC 1947	1400 250	Statesville Bcstg. Co. Inc. Radio Rd. Box 1189 1000	MBS	Dr. James W. Davis, Pres. Harry Gatton, Gen. & Coml. Mgr.	Al Watson, Prog. Dir. Frances Earle, Prom. Mgr. T. K. Abernethy, Chief Engr. Continental World AP
TARBORO .....	WCPS 1946	760 1,000-D	Coastal Plains Bcstg. Co. Inc. Tarboro 643	.....	John C. Hanner, Gen. & Coml. Mgr. Welcome Stanton, Prog. Dir.	Charles D. Chandler, Chief Engr. Lang-Worth Capitol AP
THOMASVILLE .....	WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. Salem St. Ext. 902	.....	G. W. Lyles, Sr., Pres. Harold Harrison, Gen. & Coml. Mgr.	L. M. Sugg, Chief Engr. World AP
WADESBORO .....	WADE 1947	1210 1,000-D	Anson Broadcasting Co. Lyon Bldg. 427	.....	E. P. Lyon, Pres. Jack P. Hankins, Gen. & Coml. Mgr.	Wm. P. Billingsley, Prog. Dir. Cecil Sills, Chief Engr. Thesaurus UP
WASHINGTON .....	WHED 1948	1340 250	Beaufort Bcstg. Co. Guaranty Bank-Trust Bldg. 278	.....	Lee Wynne, Pres. E. B. Armstrong, Gen. Coml. Mgr. & Prog. Dir.	C. B. Armstrong, Prom. Mgr. Richard Tripp, Chief Engr. Continental Lang-Worth SESAC UP
WASHINGTON .....	WRRF 1942	930 5,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403	ABC	W. R. Roberson, Sr., Pres. W. R. Roberson, Jr., V.P. T. H. Patterson, Gen. & Coml. Mgr.	Don Pierce, Prog. Dir. Merrill Daniels, Prom. Mgr. I. G. Murphrey, Chief Engr. Forjoe World AP
WAYNESVILLE .....	WHCC 1947	1400 250	Smoky Mountain Bcstg. P. O. Box 180 680	.....	W. Curtis Russ, Pres. Frank R. Knuttli, Gen. Mgr. & Prog. Dir.	Jack Hammette, Coml. & Prom. Mgr. C. A. Campbell, Chief Engr. Lang-Worth UP
WHITEVILLE .....	WENC 1946	1240 250	Whiteville Broadcasting Co. Inc.	MBS	Josiah Maultsby, Pres. Ward A. Coleman, Gen. Mgr. Allen Shohat, Coml. Mgr.	Jerry Honeycutt, Prog. Dir. John Kondracki, Chief Engr. Standard AP
WILMINGTON .....	WGNI 1946	1340 250	New Hanover Bcstg. Co. P. O. Box 869 L. D. 30	MBS Tobacco	J. S. Brody, Pres. Allen B. Jones, Gen. Mgr.	Tommy Thompson, Coml. Mgr. Bob Bowden, Chief Engr. McGillvra UP
WILMINGTON .....	WMFD 1935	1400 250 CP-630 CP-1,000	Richard Austin Dunlea P. O. Box 696 4840	ABC	Richard Austin Dunlea, Pres. & Gen. Mgr. Claud O. Shields, Coml. Mgr.	Ed. McKay, Prog. Dir. R. A. Dunlea, Jr., Prom. Mgr. E. I. Herring, Jr., Chief Engr. Burn-Smith World UP

# "BRING ON THE CAVIAR, ELMIREY!"



ALL us North Dakota bumpkins in the Red River Valley live *extra good*. It's easy because our Effective Buying Income per family is \$5599, against \$4309 for the U.S.A. as a whole! (Sales Management, 1948.)\*

Station WDAY is *the* radio station in the area . . . It's so doggone popular in the afternoon, for instance, that more than *FOUR HOMES TUNE TO WDAY* for every *ONE* that tunes to Station B!

Join the list of those who profitably use WDAY's 26-year knack for *impressing* and *selling* North Dakotans! Ask us or Free & Peters for *all the facts*—and availabilities.

\* Personal incomes in North Dakota have increased 356% since 1940—the largest increase in the entire U.S. Average national increase has been 130%! *Enough said?*



**FARGO, N. D.**



**FREE & PETERS, INC.** Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

## DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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### OHIO

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AKRON	WADC 1925	1350 5,000	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS	Allen T. Simmons, Owner- Mgr. Robert B. Wilson, Asst. Mgr. Fred C. Bock, Coml. Mgr.	Harold Hageman, Prog. Dir. Secrest Williams, Prom. Mgr. John L. Wildermuth, Chief Engr. World UP, TP
AKRON 8	WAKR 1940	1590 5,000	Summit Radio Corp. First Natl. Tower Hemlock 6151	ABC	S. Bernard Berk, Pres. & Gen. Mgr. Roger C. Berk, Sta. Dir. Kenneth M. Keegan, Coml. Mgr.	Edward N. Talen, Prog. Dir. Eccles Huff, Prom. Mgr. Irwin L. Knopp, Chief Engr. Weed Associated Capitol AP, UP
AKRON 8	WHKK 1945	640 1,000 L-KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS	Sterling Graham, Pres. E. W. Richmond, Gen. & Coml. Mgr. Lew Henry, Prog. Dir.	George W. Mamas, Prom. Mgr. Jim Hill, Chief Engr. Raymer Standard, Thesaurus AP
ASHTABULA	WICA 1937	970 1,000-D CP-5,000-LS 1,000-N	WICA Inc. 221 Center St. 26-221	.....	R. B. Rowley, Pres. W. W. Walrath, Mgr. D. W. Fasset, Coml. & Prom. Mgr.	A. B. Newkirk, Prog. Dir. T. F. Searl, Chief Engr. Lang-Worth UP
BELLAIRE	WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. The Skyline 1515	MBS	Robert W. Ferguson, Gen. Mgr. Frank Curtis, Prog. Dir.	George Cowen, Chief Engr. Walker World, SESAC AP
CAMBRIDGE	WILE 1948	1270 1,000-D	Land O'Lakes Broadcast- ing Corp. 917 Beatty Ave. 3545	.....	H. D. McClelland, Pres. Howard A. Donahoe, Gen. Mgr. & Prom. Mgr.	Richard F. Rose, Coml. Mgr. John E. Russell, Prog. Dir. Wesley C. Randles, Chief Engr. World Capitol AP
CANTON	WAND 1947	900 500-D	P. C. Wilson 1414 12th St., N.E.	.....	P. C. Wilson, Owner	Continental Associated
CANTON 2	WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. 317 W. Tuscarawas St. 8219	.....	Merlin R. Schneider, Pres. J. Leonard Taylor, Gen. Mgr.	Charles H. Girt, Jr., Chief Engr. Thesaurus Lang-Worth Standard AP, INS
CANTON 2	WHBC 1925	1480 5,000	Ohio Bcstg. Co. 550 Market Ave. S. 7166	ABC	Roy D. Moore, Pres. Eugene Carr, Dir. of Radio Joseph K. Vodrey, Gen. Mgr. Robert C. Fehiman, Sta. Mgr.	Frank R. Proudfoot, Coml. Mgr. Cervis S. Brady, Prog. Dir. Julius Glass, Prom. Dir. Kenneth L. Silker, Chief Engr. Taylor-Borrorf Capitol AP, UP
CHILlicothe	WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 2244	.....	D. C. Summerford, Pres. J. Harry Callaway, Secy- Treas. Gen. Coml. & Prom. Mgr.	Collins J. Bell, Prog. Dir. Ralph Albers, Chief Engr. Grant World UP
CINCINNATI 1	WOKY 1929	1530 50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	.....	L. B. Wilson, Pres. & Gen. Mgr. C. H. Topmiller, Sta. Mgr. & Chief Engr.	Bill Dawes, Prog. Dir. World, Stand- ard INS
CINCINNATI 2	WCPO 1924	1230 250	Scripps-Howard Radio Inc. Carew Tower Main 3314	MBS	Jack R. Howard, Pres. M. C. Waters, Gen. Mgr. John Patrick Smith, Coml. Mgr.	Glenn Clarke Miller, Prog. Dir. Doreen Cleveland, Prom. Mgr. Glen A. Davis, Chief Engr. Branham Associated Lang-Worth Standard UP
CINCINNATI 6	WKRC 1923	550 5,000-LS 1,000-N	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	CBS	Hulbert Taft, Jr., Mngng. Dir. H. E. Fast, Mgr. U. A. Latham, Sales Mgr.	Harvey Cary, Prog. Dir. Joel W. Stovell, Prom. Mgr. George Wilson, Chief Engr. Katz Lang-Worth Standard AP, UP
CINCINNATI 2	WLW 1921	700 50,000	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC	James D. Shouse, Pres. R. E. Dunville, V.P. & Gen. Mgr. H. M. Smith, V.P. In Charge of Sales William P. Robinson, V.P. in Charge of Programs	David E. Partridge, Dir. Sales Prom. R. J. Rockwell, V.P. in Charge of Engr. Dwight Martin, V.P. & Asst. Gen. Mgr. James J. Cassidy, Dir. of Publ. & Publ. Rel. WLW Sales Thesaurus UP, INS
CINCINNATI 2	WSAI 1923	1360 5,000	Buckeye Broadcasting 115 E. 4th St. Main 1068	ABC	Marshall Field, Owner Robert M. Sampson, Gen. Mgr. Robert H. Boulware, Coml. Mgr.	James Leonard, Prog. Dir. William Symons, Chief Engr. E. K. Bauer, Asst. Gen. Mgr. Avery-Knodel Thesaurus Capitol, Stand- ard UP
CLEVELAND 1	WGAR 1930	1220 50,000	The WGAR Bcstg. Co. Hotel Statler Prospect 0200	CBS	G. A. Richards, Chmn. of Board. Frank E. Mullen, Pres. John F. Patt, Gen. Mgr. Carl E. George, Coml. Mgr.	R. P. Merriden, Prog. Dir. Ted Boynton, Prom. Mgr. R. Morris Pierce, Chief Engr. Petry Standard UP, INS
CLEVELAND 13	WHK 1921	1420 5,000	United Bcstg. Co. Terminal Tower Prospect 5800	MBS	Kenneth K. Hackathorn, Gen. Mgr. Jackson B. Maurer, Coml. Mgr. C. M. Hunter, Prog. Dir.	Paul Bairstow, Prom. Mgr. R. H. DeLany, Chief Engr. Raymer Associated Lang-Worth AP
CLEVELAND 15	WJMO 1947	1540 1,000-D	WJMO Bcstg. Co. 2157 Euclid Ave. Superior 4424	.....	W. J. Marshall, Pres. Dave Baylor, Gen. Mgr. Robert De Tchon, Coml Mgr.	Bob Athearn, Prog. Dir. Larry Shipley, Chief Engr. Young Standard Capitol AP

# WAKR

**TOWERS OVER AKRON**

*A B C Network*

**5000 WATTS ★ DAY & NIGHT**

*For The Facts Call*

**WEED & CO.**

*National Representatives*



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**OHIO (Continued)**

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CLEVELAND 15	WJW 1932	850 5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil, Pres. Lawrence Webb, Asst. to the Pres. Frank H. Blumer, Sales & Sales Prom. Mgr.	Charles V. Hunter, Prog. Dir. Harold W. Waddell, Nat'l. Sales Mgr. Gerold G. Roberts, Chief Engr.	Headley-Reed Standard UP, TP
CLEVELAND 14	WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC	Niles Trammell (NBC) Pres. John McCormick, Gen. Mgr. Harold Gallagher, Coml. Mgr. Chester Zohn, Prog. Dir.	Howard A. Barton, Prom. Mgr. S. E. Leonard, Chief Engr.	NBC Sales Thesaurus Associated Standard AP, UP
CLEVELAND HEIGHTS 18	WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Erievuew 2005	.....	S. R. Sague, Pres.	Forjoe World Lang-Worth SESAC AP	
COLUMBUS 15	WBNS 1924	1460 5,000-LS 1,000-N	Radioho Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe, Pres. Richard A. Borel, Gen. Mgr. W. I. Orr, Coml. Mgr.	Robt. D. Thomas, Natl. Sales Mgr. Geor Parkinson, Prog. Dir. Lester H. Nafzger, Chief Engr.	Blair Capitol, World AP
COLUMBUS 15	WCOL 1924	1230 250	The Pixleys East Broad at Young St. Main 4581	ABC	L. A. Pixley, Ptnr. Al. Albinger, Sta. Dir. Frank Tate, Prog. Dir.	Jack Maguire, Prom. Dir. Leo DeConnick, Chief Engr.	Headley-Reed Lang-Worth Associated AP, INS
COLUMBUS 15	WHKC 1921	610 5,000	Unlted Bcstg. Co. 22 E. Gay St. Adams 1101	MBS	Sterling Graham, Pres. Carl M. Everson, Gen. Mgr. Harry H. Hoessly, Coml. Mgr.	John B. Moses, Prog. Dir. Juanita Wilcox, Prom. Mgr. William B. Minor, Chief Engr.	Raymer Associated Lang-Worth UP, INS
COLUMBUS 10	*WOSU 1922	820 5,000 L-LS, Dallas	The Ohlo State U. O. S. U. Campus University 3148	.....	Hoard L. Bevis, Pres. O.S.U. Robert C. Higgy, Dir. O.S.U.	William H. Ewing, Prog. Dir. Al J. Boggioni, Chief Engr.	Thesaurus AP, UP

# W S R S

**Serving Greater Cleveland**

**NIGHT & DAY**

*"The Family Station"*

**Cleveland's Popular Full-Time Independent Radio Station**

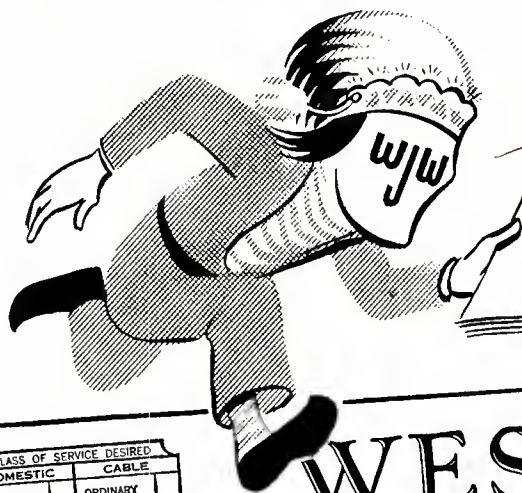
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**SAMUEL R. SAGUE**  
PRESIDENT

**Erievuew**  
2005

**CEDAR & LEE RDS.**  
CLEVELAND 18, OHIO



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CLASS OF SERVICE DESIRED	
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DAY LETTER	ORDINARY RATE
NIGHT LETTER	DEFERRED
	NIGHT LETTER

Patrons should check class of service desired, otherwise the message will be transmitted as a telegram or ordinary cablegram.

**WESTERN UNION**

1207

JOSEPH L. EGAN  
PRESIDENT

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S	ACCOUNTING INFORMATION
F	TIME FILED

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**ADVERTISERS, UNLIMITED.  
ANYWHERE, U.S.A.**

HERE'S GOOD NEWS — STOP — WJW'S STANDARD NETWORK — FAMOUS FOR BROAD COVERAGE THROUGHOUT NORTHERN AND CENTRAL OHIO DURING CLEVELAND INDIAN BASEBALL BROADCASTS — NOW A PERMANENT ENTITY — STOP — WITH WJW AS ORIGINATING STATION THIS FIFTEEN STATION NETWORK OFFERS ADVERTISERS AN OUTSTANDING OPPORTUNITY TO REACH NORTHERN AND CENTRAL OHIO MARKET OF OVER 5 MILLION RADIO LISTENERS — STOP — STANDARD NETWORK OPEN TO ADVERTISERS FOR SPOT OR PROGRAM TIME — STOP — FOR DETAILS — WRITE WJW — CLEVELAND FIFTEEN, OHIO.

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**BASIC  
ABC Network**

**WJW**

**CLEVELAND**

**850 KC  
5000 Watts**

BILL O'NEIL, President

**REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY**

## DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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COSHOCOTON	WTNS 1947	1560 1,000-D	Coshocoton Bcstg. Co. 114 N. Sixth St. 1560	.....	Bruce Wallace, Pres. & Gen. Mgr. Richard Athey, Coml. Mgr.	John Terry, Prog. Dir. James Sigman, Prom. Mgr. Ben Jones, Chief Engr.	Lang-Worth Standard SESAC UP
DAYTON 1	WHIO 1935	1290 5,000	Miami Valley Broadcast- ing Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox, Jr., Pres. Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. Bud Baldwin, Prom. Mgr. Ernest L. Adams, Chief Engr.	Hollingbery Cummings Associated Standard Cole AP, UP, INS
DAYTON 2	WING 1921	1410 5,000	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	ABC	Charles Sawyer, Pres. John Pattison Williams, Exec. V. P. Adna Karns, Gen. Mgr.	Arthur Martin, Prog. Dir. Jean Broome, Prom. Mgr. Lloyd House, Chief Engr.	Weed Lang-Worth Capitol AP
DAYTON	WONE (Construction permit)	980 5,000	Skyland Bcstg. Corp.	.....	Ronald B. Woodyard, Pres.		
DEFIANCE	WONW (Construction permit)	1280 500-D	Defiance Bryan Paulding Bcstg. Co. Paulding, Ohio				
EAST LIVERPOOL	WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. 6th & Walnut Sts. 5190	.....	Earl D. Eisenhower, Pres. Paul G. White, Gen. Mgr.	Frank Schaefer, Chief Engr.	UP
ELYRIA	WEOL 1945	930 1,000	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255	.....	Roy W. Ammel, Pres. D. O. Thomas, V. P. Bert H. Koebnitz, Gen. Mgr. Virgil L. Schmitz, Coml. Mgr.	Martin Bouhan, Prog. Dir. Harold Brinkman, Chief Engr.	Capitol Lang-Worth UP
FINDLAY	WFIN 1941	1330 1,000-D	Findlay Radio Co. 500½ S. Main St. 1330	KBS	Mrs. V. M. McDougle, Gen. Mgr. Allen P. Dudley, Prog. Dir.	Edgar C. Smith, Chief Engr.	Standard Lang-Worth SESAC, Cole INS
HAMILTON	WMOH 1944	1450 250	Fort Hamilton Broadcast- ing Co. Second Natl. Bank Bldg. 4-6543	MBS	Robert J. Briede, Pres. Joseph E. True, Gen. & Coml. Mgr. Don J. Meeks, Prog. Dir.	Don F. Volkman, Chief Engr.	Standard UP
LANCASTER	WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. Memorial Dr. 4500	.....	Dr. Nelson R. Embrey, Pres. Joseph G. Rockhold, Gen. Mgr. & Prog. Dir.	Charles Houston, Chief Engr.	World Cole AP
LIMA	WIMA 1948	1150 1,000	Northwestern Ohio Bcstg. Corp. 1216 National Bank Bldg.				
LIMA	WLOK 1936	1240 250	The Fort Industry Co. National Bank Bldg. 6-3411	NBC	George B. Storer, Pres. J. Robert Kerns, Mng. Dir. Harry Jay, Coml. Mgr.	Harley L. Lucas, Prog. Dir. J. Robert Kerns, Prom. Mgr. Darrel Hunter, Chief Engr.	Avery-Knodel Lang-Worth AP
MANSFIELD	WMAN 1939	1400 250	Richland Inc. 144½ Park Ave. W. 4235	ABC	J. M. O'Hara, Pres. & Gen. Mgr. Carl C. Kindt, Coml. & Prom. Mgr.	Harry C. Lytle, Prog. Dir. Wm. E. Morrison, Chief Engr.	Taylor-Boroff World UP
MARIETTA	WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 6383	MBS KBS	William G. Wells, Pres. Hugh M. P. Higgins, V. P. & Gen. Mgr. Aud Archer, Coml. Mgr.	Paul Nesper, Prog. Dir. Charles E. Clark, Chief Engr.	Lang-Worth UP
MARION	WMRN 1940	1490 250	Marion Bcstg. Co. P.O. Box 518 3226	ABC KBS	Robert T. Mason, Pres. & Gen. Mgr. Clark L. Dozer, Coml. & Prom. Mgr.	Don Brewer, Prog. Dir. Francis J. Peters, Chief Engr.	Thesaurus UP
MIDDLETOWN	WFFB 1947	910 1,000-LS 100-N	Paul F. Braden Central Ave. 2-3625	.....	Paul F. Braden, Pres. & Gen. Mgr. C. R. Daly, Coml. Mgr.	Allen Jones, Prom. Mgr. Ray Brock, Chief Engr.	Cooke Lang-Worth SESAC AP
NEWARK	WCLT (Construction permit)	1430 500-D	Advocate Printing Co. 25 W. Main St.				
PIQUA	WPTW 1947	1570 250-D	Miami County Broad- casting Co. Inc. 1625 W. Covington Ave. 1420	.....	Richard E. Hunt, Pres. & Gen. Mgr. Carroll M. Ball, Coml. Mgr.	George Gardiner, Prog. Dir. Byron F. London, Chief Engr.	Grant World SESAC AP
PORTSMOUTH	WPAY 1935	1400 250	Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS	Roy D. Moore, Pres. Gerald F. Boyd, Gen. & Coml. Mgr.	Floyd M. Jackson, Prog. Dir. Carl P. Bodner, Prom. Mgr. Maurice L. Myers, Chief Engr.	Taylor-Boroff Lang-Worth AP



*In 1949 . . .*

**WFMJ**  
AND  
**WFMJ-FM**

WILL DO A BETTER JOB THAN EVER  
OF COVERING

**OHIO'S THIRD\* MARKET**

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EARLY IN THE SPRING WFMJ WILL GO TO

**5,000 watts 1390 kc AM**

503,610 Families Within .5 M/V Contour

**50,000 watts 105.1 mc FM**

581,680 Families Within 50 Microvolt Contour

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BASIC AFFILIATE AMERICAN BROADCASTING CO.

**WFMJ**

YOUNGSTOWN, OHIO

REPRESENTED NATIONALLY BY HEADLEY REED CO.

\*Sales Management "Survey of Buying Power" 1948

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SANDUSKY .....	WLEC 1947	1450 250	Lake Erie Bestg. Co. Cleveland Rd. & Hunt- ington Sts. 5170	MBS	L. A. Pixley, Pres. A. E. Heiser, V.P. & Gen. Mgr. Louis E. Mahla, Coml. Mgr.	Jay Wagner, Prog. Dir. Don Dean, Prom. Mgr. George Buehrle, Chief Engr.	World, Lang- worth Thesaurus AP
SPRINGFIELD 35 ...	WIZE 1939	1340 250	Radio Voice of Spring- field 115 W. High St. 3-4955	ABC	Charles Sawyer, Pres. J. P. Williams, Exec. V.P. Adna Karns, Gen. Mgr.	Robert G. Christol, Prog. Dir. Victor L. Bushong, Chief Engr.	Weed Standard Lang-Worth UP
SPRINGFIELD 58 ...	WJEL 1947	1600 500-D	Champion City Broad- casting Co. 101 N. Fountain Ave. 3-4676	KBS	Dr. D. J. Parsons, Pres. Frank N. Jones, Gen. Mgr.	Herbert H. Haley, Chief Engr.	Friedenberg Capitol Associated UP
SPRINGFIELD .....	WWSO 1947	1210 250-D	Radio Springfield Inc. Springfield 3-6488	.....	Gus Sun, Pres. Lin Mason, Gen. & Coml. Mgr.	Virginia Bennett, Prog. Dir. & Prom. Mgr. Robert Cory, Chief Engr.	McGeehan & O'Mara World Thesaurus M. M. Cole, AP
STUBENVILLE ....	WSTV 1940	1340 250	The Valley Bestg. Co. Exchange Realty Bldg. 2-6265	MBS	Jack N. Berkman, Pres. John J. Laux, Gen. Mgr. Joseph M. Troesch, Tech. Dir.	George H. Wilson, Prog. Dir. Charles S. Shepherd, Chief Engr.	McGillivra Lang-Worth UP
TOLEDO 4 .....	WSPD 1921	1370 5,000	The Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer, Pres. E. Y. Flannagan, Mngg. Dir. & V.P. in Charge WSPD Westford Shannon, Coml. Mgr.	Glenn Jackson, Prog. Dir. O. William Myers, Prom. Mgr. William Stringfellow, Chief Engr.	Katz Thesaurus Standard Lang-Worth AP, UP, INS
TOLEDO 4 .....	WTOD 1945	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	.....	Edward Lamb, Owner Sunne Miller, Gen. & Prom. Mgr., Prog. Dir.	Charles Smith, Coml. Mgr. Robert Sowers, Chief Engr.	Young Lang-Worth Standard AP

MR. TIME BUYER ...

**WLEC** *has*  
*Everything*

MUTUAL  
IN  
SANDUSKY  
OHIO

IN A

**5 PLUS MARKET**



FROM TOLEDO TO CLEVELAND AND SOUTH  
AT

**WLEC** IN **SANDUSKY, OHIO**

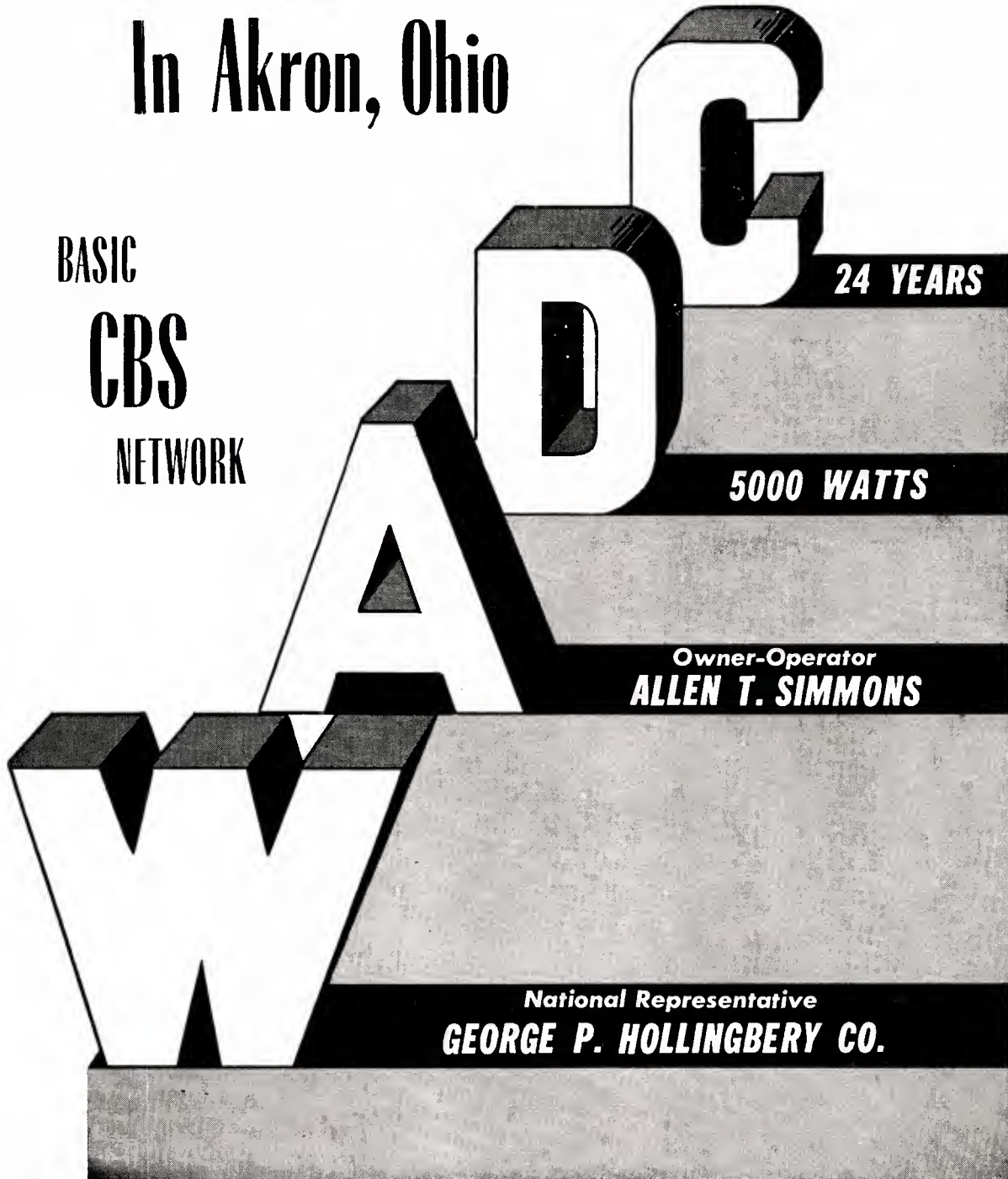
MAIL COUNT — 10 MONTHS — 20,607

*"One of America's Oldest Stations"*

**FIRST!**

**In Akron, Ohio**

**BASIC  
CBS  
NETWORK**



**24 YEARS**

**5000 WATTS**

**Owner-Operator  
ALLEN T. SIMMONS**

**National Representative  
GEORGE P. HOLLINGBERY CO.**

*"With Over 2,000,000 Friends"*

## DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to December 6, 1948)

### OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
TOLEDO 2	WTOL 1938	1230 250	Community Bestg. Co. Bell Building Adams 3291	ABC	Frazier Reams, Pres. Thomas S. Bretherton, Gen. Mgr. Morton Neipp, Coml. Mgr.	Karl R. Nelson, Prog. Dir. Walton Osborn, Prom. Mgr. Harold Holmes, Chief Engr.	Raymer World AP, UP
WARREN	WRRN 1941	1400; CP-1440 250; CP-5,000	Nied & Stevens Inc. 108 Main St. 2212-9	MBS	Perry H. Stevens, Pres. Frank T. Nied, V.P. Gen. & Coml. Mgr.	Anthony Ross, Prog. Dir. Robert V. Kinney, Chief Engr.	McGillivra Lang-Worth SESAC AP
WOOSTER	WWST 1947	960 500-D	Wooster Republican Ptg. Co. Wooster 760	.....	R. E. Dix, Pres. E. B. Evans, Gen. Mgr. Keith S. Gordon, Counl. Mgr.	James Rowe, Prog. Dir. C. R. Grunder, Chief Engr.	Standard World AP
WORTHINGTON	WRFD 1947	880 5,000-D	Peoples Broadcasting Corp. of Ohio Worthington 2-6254	.....	James E. West, Pres. Edgar Parsons, Gen. Mgr. Joseph D. Bradshaw, Coml. & Prom. Mgr.	William E. Meredith, Prog. Dir. Royce Woodward, Chief Engr.	Rural Radio Standard Lang-Worth AP, INS
YOUNGSTOWN	WBBW (Construction permit)	1240 250	Mahoning Valley Bestg. 1000 City Bank Bldg.				
YOUNGSTOWN	WFMJ 1939	1450; CP-1390 250; CP-5,000	WFMJ Bestg. Co. 101 W. Boardman St. 3-4121	ABC	William F. Maag, Pres. & Gen. Mgr. Phil Wood, Natl. Sales Mgr. & Prom Mgr. L. E. Nasman, Local Sales Mgr.	R. B. Mackall, Prog. Dir. F. A. Dieringer, Chief Engr.	Headley Reed Thesaurus Standard AP, UP
YOUNGSTOWN 3	WKBN 1926	570 5,000	WKBN Bestg. Corp. 17 N. Champion St. 4-2122	CBS	William P. Williamson, Pres. & Gen. Mgr. J. L. Bowden, Sta. Dir.	Baldwin Harper, Prog. Dir. Howard Rempes, Prom. Mgr. B. T. Wilkens, Chief Engr.	Raymer Lang-Worth World UP
ZANESVILLE	WHIZ 1924	1240 250	Southeastern Ohio Bestg. System Inc. Lind Arcade 6000	NBC	Clay Littick, Pres. Vernon A. Nolte, Gen. Mgr. Nate Milder, Coml. Mgr.	Robert Maley, Prog. Dir. & Prom. Mgr. Elmer Hartmeyer, Chief Engr.	Pearson Capitol AP



# AM + FM

IN  
1949

AT

# W M R N

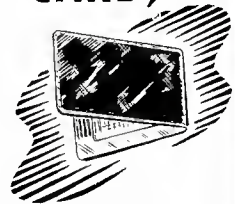
MARION, OHIO

More than 250,000 listeners in seven rich Ohio counties will receive FM this year from the same station they have come to depend on for community leadership and service. Salesminded WMRN broadcasts saturate a seven-county Ohio market with an estimated buying power of \$200,000,000 annually. The addition of FM to WMRN's long list of community services means even more sales for products promoted to this prosperous audience that listens to WMRN because it prefers to.

**W M R N**    The Marion Broadcasting Company  
 Marion, Ohio  
 AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY



**YOU WON'T SEE IT ON OUR RATE CARD,  
BUT IT'S DOLLARS IN YOUR PURSE . . .**



## **RESPONSE**

A really responsive audience, we mean. Youngstown is a radio town. Youngstown listens 30.8% above the national average. From 12 noon to 6:00 p.m. the national average sets-in-use was 18.3%. The Youngstown average: 26.2%.\*  
Most important — the evenings hours — from 6:00 p.m. to 10:00 p.m. — the national average was 31.6%.\* Youngstown: 38.2%.\*

## **RATINGS**

Rate cards don't mention ratings, either. Yet WKBN ratings are 89.1% \* above the national average! — a total of 353.4 bonus Hooperating points on 49 CBS Hooperated shows. In fact, every CBS show Hooperated on WKBN had a higher-than-national rating — actually an average of 7.2 bonus points per program.

## **RATES**

. . . a nighttime audience at daytime rates. The pluses above won't be found on our rate card. But because they're there, you get one of the nation's best buys — in one of the nation's 25 largest markets. However you figure your Youngstown investment — cost per listener, radio families, Hooperatings — WKBN delivers virtually a nighttime audience at daytime rates.

WKBN's rating record is a challenge to us. You may be sure that we'll work hard to keep your show high over Hooper in Youngstown.

\* Source: Youngstown, Ohio, Fall-Winter Report, October 1947 thru February 1948 of C. E. Hooper, Inc.

# **WKBN**

**COLUMBIA BROADCASTING SYSTEM**

**YOUNGSTOWN, OHIO  
5000 WATTS • 570 K. C.**



*Represented by*  
**RAYMER**

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## OKLAHOMA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ADA	KADA 1934	1230 250	Dr. C. C. Morris First Natl. Bank Bldg. 12	ABC Okla- homa	Dr. C. C. Morris, Pres. Bill Hoover, Gen. & Coml. Mgr.	Jerry Folsom, Prog. Dir. Betty Hughes Nolen, Prom. Mgr. Harold Walker, Chief Engr.	Taylor-Boroff Standard AP
ALTUS	KWHW 1946	1450 250	Altus Bcstg. Co. Inc. Altus 1405	MBS KBS	Frank E. Wimberly, Pres. & Gen. Mgr.	Lewis C. Fielden, Coml. Mgr. Ernest Baucum, Chief Engr.	Rural Radlo Capitol AP
ARDMORE	KVSO 1935	1240 250	John F. Easley 1612 N. Washington 3030	ABC KBS Okla- homa	John F. Easley, Pres. Albert Reisen, Gen. Mgr.	Dolly Dutton, Prog. Dir. William E. Kolb, Chief Engr.	Taylor-Boroff Associated SESAC AP Standard AP
BARTLESVILLE	KWON 1942	1400 250	Bartlesville Bcstg. Co. Union Natl. Bank Bldg. 1480	MBS	J. Fred Case, Pres., Gen. & Coml. Mgr. Roy Small, Prog. Dir.	John Collins, Prom. Mgr. Doyle M. Vinson, Chief Engr.	Standard AP
CHICKASHA	KWCO 1946	1560 250-D	Washta Valley Bcstg. Corp. Chickasha 2899	MBS KBS	George C. Robinson Jr., Pres. & Chief Engr. James B. Quattlebaum, Gen. Mgr.	Len Lyon, Coml. Mgr. George Miller, Coml. Mgr.	Continental AP
CLINTON	KWOE (Construction permit)	1320 1,000-D	Western Oklahoma Broadcasting Co.				
DUNCAN	KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drewry, Owner J. P. Burnett, Gen. & Coml. Mgr.	Bob Prausa, Prog. Dir. Jack Wilson, Prom. Mgr. Gene Billington, Chief Engr.	Capitol UP
DURANT	KSEO 1947	750 250-D	Bennett Story } Partners R. F. Story } 129½ N. Thrd Ave. 102	KBS	Bennett Story } R. F. Story } Partners Weldon Stamp, Gen. Mgr.	Leroy Moses, Coml. Mgr. Cecile Elkins, Prog. Dir. Bill Watters, Chief Engr.	Thesaurus AP
EL RENO	KCHE 1948	1590 500-D	KCHE Inc. First Natl. Bank Bldg. 2438		Ross K. Prescott } C. C. Woodson } Owners	Jack Cecil, Gen. Mgr. C. H. Stanford, Chief Engr.	Standard UP
ELK CITY	KASA 1932	1240 250	Southwest Bcstg. Co. Casa Grande Hotel 730	MBS KBS	Lonnie J. Preston, Pres. V. M. Preston, Gen. Mgr.	John Carmen, Prog. Dir. George Fenter, Chief Engr.	Walker Standard UP
ENID	KCRC 1929	1390 1,000	Enid Radlophone Co. Broadway Tower 447	ABC Okla- homa	Lucy M. Garber, Pres. Milton B. Garber, Gen. Mgr. H. P. Hale, Coml. Mgr.	Edith Longley, Prog. Dir. Mary Ellen Mitchell, Prom. Mgr. Murray D. Coleman, Chief Engr.	Taylor-Boroff Standard AP
FREDERICK	KTAT 1948	1570 250-D	Frederick Bcstg. Co. Main & Grand		J. D. Jones, Jr. } Ronald W. Wheeler } Partner- Winston A. Jones } ship	Ronald W. Wheeler, Gen. & Coml. Mgr. Mary Wheeler, Prog. Dir. Evelyn A. Jones, Prom. Mgr. J. D. Jones, Jr., Chief Engr.	World UP
GUYMON	KGYN 1948	1220 1,000-D	Plains Bcstg. Co. 21st & Lelia Sts.		T. M. Raburn Jr., Pres. & Mgr. J. A. Burke, Chief Engr.		Rural Radio UP
HOBART	KTJS 1947	1420 250-D	T. J. Shriner 315 E. 11th St. 1070	KBS	T. J. Shriner, Pres. & Coml. Mgr. M. J. Shriner, Gen. Mgr.	Jack Wickizer, Prog. Dir. John W. Adams, Prom. Mgr. Doyle Vinson, Chief Engr.	
HUGO	KIHN 1948	1340 250	Little Dixie Bcstg. Co. Hugo 1141	MBS	George Malone, Pres. Kruger E. Muse, Gen. & Coml. Mgr.	Carl B. Adams, Prog. Dir. Milo Holtberg, Chief Engr.	Lang-Worth AP
LAWTON	KSWO 1941	1380 1,000	Oklahoma Quality Bcstg. Co. P. O. Box 699 1380	ABC Okla- homa	R. H. Drewry, Pres. Allan Page, Gen. Mgr. E. N. Ashlock, Coml. Mgr.	Morgan Roberts, Prog. Dir. F. N. Goode, Prom. Mgr. W. E. Billington, Chief Engr.	Taylor-Boroff Standard UP
McALESTER	KTMC 1946	1400 250	J. Stanley O'Neill Washington & First Sts. 2411	ABC Okla- homa	J. Stanley O'Neill, Owner & Gen. Mgr. James Q. Duke, Coml. Mgr.	Bob White, Prog. Dir. & Prom. Mgr. Robert Schlib, Chief Engr.	Taylor-Boroff Standard AP
MIAMI	KGLC 1948	910 1,000	Miami Bcstg. Co. Miami Hotel 2080		John H. Giffin, Pres. Wallace R. Dunn, Gen. Mgr. Robert Stoner, Coml. Mgr.	Dick Moon, Prog. Dir. Louis Stone, Chief Engr.	Standard AP
MUSKOGEE	KBIX 1936	1490 250	Oklahoma Press Pub. Co. Barnes Bldg. 302	ABC Okla- homa	Tams Bixby Jr., Pres. Paul A. Bruner, Sta., Coml. & Prom. Mgr.	Mavis Rogers, Prog. Dir. Earl H. Graves, Chief Engr.	Taylor-Boroff UP
MUSKOGEE	KMUS 1948	1380 1000-LS 500-N	Eastern Okla. Bcstg. Corp. 412½ Court St. 656	MBS	Ben Childers, Pres. Virgil G. Evans, Gen. & Prom. Mgr. Glen Travis, Coml. Mgr.	Joanne Rygel, Prog. Dir. Duane Holsington, Chief Engr.	Lang-Worth UP
NORMAN	*WNAD 1920	640 1,000-D	U. of Oklahoma Norman 900		John W. Dunn, Gen. Mgr. William S. Morgan, Prog. Dir.	Mima Smethers, Prom. Mgr. Remy Perot, Chief Engr.	Standard AP
OKLAHOMA CITY 3	KEYE 1947	890 1,000-D	State Bcstg. Co. 108 N.W. 9th St. 3-2323		A. Earl Cullum Jr., Pres. Frank J. Lynch, V.P. & Gen. Mgr. Hugh Finnerty, Prom. Mgr.	Oliver C. Brown, Jr., Coml. Mgr. M. A. Bryan, Prog. Dir. Clvde S. Mosteller, Chief Engr.	Branham Lang-Worth UP
OKLAHOMA CITY 9	KLPR 1947	1140 1,000-D	Okla. City Bcstg. Co. 132½ W. Commerce St. 3-6358		Byrne Ross, Owner & Gen. Mgr. B. M. Wells, Coml. Mgr. Billie D. Turquette, Prog. Dir.	Mary K. Wells, Prom. Mgr. Jack Richmond, Chief Engr.	Associated Cole AP

**WKY**

OKLAHOMA CITY

**Decisive  
Dominance**

**in Oklahoma**

**WKY**

OKLAHOMA CITY

**WKY's average audience  
is 4.2 times that of its  
nearest competitor**

● **Ask a Katz Man for Details**

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BROADCASTING • Telecasting

1949 Yearbook Number • Page 211

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## OKLAHOMA (Continued)

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OKLAHOMA CITY 3	KOCY 1922	1340 250	Plaza Court Bestg. Co. Plaza Court Bldg. 3-4333	MBS	John D. Thomas, Pres. Matthew H. Bonebrake, Gen. Mgr. George Collisson, Coml. Mgr.	John Steele, Prom. Mgr. Wishard Lemons, Prog. Dir. Royden Freeland, Chief Engr.	Walker Standard Thesaurus AP
OKLAHOMA CITY 1	KOMA 1927	1520 50,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	John Toole Griffin, Pres. J. J. Bernard, Gen. Mgr. Webster L. Benham, Coml. Mgr.	Robert M. Eastman, Prog. Dir. Raymond Ruff, Prom. Mgr. Morris W. Thomas, Chief Engr.	Avery-Knodel Capitol Standard SESAC UP
OKLAHOMA CITY 2	KTOK 1927	1400; CP-1000 250; CP-5,000-LS 1,000-N	KTOK Inc. 2004 Apco Tower 3-8352	ABC Okla- homa	Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.		Taylor-Boroff
OKLAHOMA CITY 2	KTOW 1948	800 250-D	Sooner Bestg. Co. 3300 Apco Tower 79-2604	.....	Carl E. Harmon, Dir. of Opns. & Coml. Mgr.	Ollie D. Cook, Prog. Dir. Charles Sheaffer, Chief Engr.	World SESAC UP
OKLAHOMA CITY 2	WKY 1922	930 5,000	WKY Radiophone Co. Skirvin Tower 3-4306	NBC	E. K. Gaylord, Pres. F. A. Sugg, Gen. Mgr. Leo Howard, Coml. Mgr.	Paul Brawner, Prog. Dir. Gene White, Prom. Mgr. H. J. Lovell, Chief Engr.	Katz Associated Standard AF, UP
OKMULGEE .....	KHBG 1937	1240 250	Okmulgee Bestg. Corp. Petroleum Bldg. 3646	MBS KBS	Tim Carroll, Gen. Mgr.	Nova Clarke, Prog. Dir. J. H. Smith, Chief Engr.	Taylor-Boroff Lang-Worth UP
PAULS VALLEY ....	KVLH 1947	1470 250-D	KVLH Bestg. Co. Pyeatt Bldg. 1039	KBS	James T. Jackson, Pres. Phil Crenshaw, Mgr	George Rountree, Chief Engr. H. Edward Walker, Coml. Mgr.	Griffith World UP
PONCA CITY .....	WBBZ 1927	1230 250	Adelaide L. Carrell 615 W. Grand Ave. 3200	MBS	Adelaide Lillian Carrell, Mngng. Dir. & Gen. Mgr. Harold E. Goodman, Coml. & Prom. Mgr. & Prog. Dir.	Olen E. Marshall, Chief Engr.	Thesaurus AP
SEMINOLE .....	KSMI 1948	1260 500-D	Tom Potter Box 1351 1260	MBS	Tom Potter, Owner Jon B. Wagner, Gen. Mgr. Dale E. Porter, Coml. Mgr.	Bill Monroe, Prog. Dir. Carl E. McDaniel, Prom. Mgr. Warren W. Abbott, Chief Engr.	Capitol SESAC UP
SHAWNEE .....	KGFF 1930	1450 250	KGFF Bestg. Co. Inc. Aldridge Hotel 4390	ABC Okla- homa	Oscar S. Stauffer, Pres. Roy J. Bowman, Gen. Mgr. Helen Henderson, Coml. & Prom. Mgr.	William A. Weaver, Prog. Dir. Edwin A. Moore, Chief Engr.	Taylor-Boroff Lang-Worth UP
STILLWATER .....	KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr. Kenneth Vanderver, Coml. Mgr.	Bracton Combs, Prog. Dir. Paul McCollum, Chief Engr.	Burke, Kuipers & Mahoney World UP
TULSA 3 .....	KAKC 1946	1570 1,000-D	Public Radio Corp. 412 E. 5th St. 4-2401	.....	Sam E. Avey, Pres.-Treas. Glenn Condon, V. P. & Gen. Mgr. James L. Neal, Asst. Gen. Mgr. & Coml. Mgr.	Bill Davis, Prog. Dir. Jack Evans, Prom. Mgr. M. M. Donley, Chief Engr.	Walker Lang-Worth AP
TULSA .....	KFMJ 1946	1050 1,000-D	Fred Jones Bestg. Co. Alvin Hotel 5-5555	.....	Fred Jones, Pres. Lawson Taylor, Gen. Mgr.	Jack Betz, Coml. Mgr. Nathan Wilcox, Chief Engr.	Forjoe World Standard UP
TULSA 3 .....	KOME 1938	1340; CP-1300 250; CP-5000-LS 1000-N	Oil Capitol Sales Corp. 8th & Main 3-4121	ABC-MBS Okla- homa	Harry Schwartz, Pres. Dick Campbell, Gen. Mgr. J. Howard Engle, Coml. Mgr.	George Price, Prog. Dir. Larry Robertson, Prom. Mgr. Roy Brown, Chief Engr.	Taylor-Boroff Standard AP
TULSA 1 .....	KTUL 1934	1430 5,000	Tulsa Bestg. Co. Boulder-on-the-Park 2-3191	CBS	John Tool Griffin, Pres. John Esau, V. P. & Gen. Mgr. L. A. Blust Jr., Coml. Mgr.	Karl Janssen, Prog. Dir. George Ketcham, Prom. Mgr. Robert E. Snider, Chief Engr.	Avery-Knodel Capitol Lang-Worth Standard UP
TULSA 3 .....	KVOO 1926	1170 50,000	Southwestern Sales Corp. 2104 Philtower Bldg. 2-2254	NBC	W. G. Skelly, Owner P. Q. Proctor, Pres. William B. Way, V. P. & Gen. Mgr.	Gustav K. Brandborg, Coml. Mgr. F. M. Randolph, Prog. Dir. Theodore A. Walters, Prom. Mgr. L. Watt Stinson, Chief Engr.	Petry Standard UP, INS
WOODWARD .....	KSIW 1947	1450 250	Woodward Bestg. Co. 22nd & Cedar Sts. 1450	MBS	Dave D. Price, Pres. James L. Todd, Gen. Mgr.	Robert E. Davis, Chief Engr.	Lang-Worth Cole AP



SUMNER  
Kansas City

COWLEY

CHAU  
Independence

MONT. GOMERY  
1  
Coffeyville

LABETTE

CHEROKEE

Wagoner  
5

OSAGE  
4

WASH.  
5

NOBLESVILLE  
5

NOBLE  
3  
Stillwater

ROGERS  
8  
Tulsa

DELAWARE

PAYNE  
2  
Sapulpa

LOGAN

LINCOLN  
7

WAGONER  
7

CHEROKEE

MUSKOGEE  
2  
Muskogee

OKMULGEE  
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Okmulgee

MUSKOGEE  
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FUSKEE  
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McINTOSH  
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HASKELL  
2  
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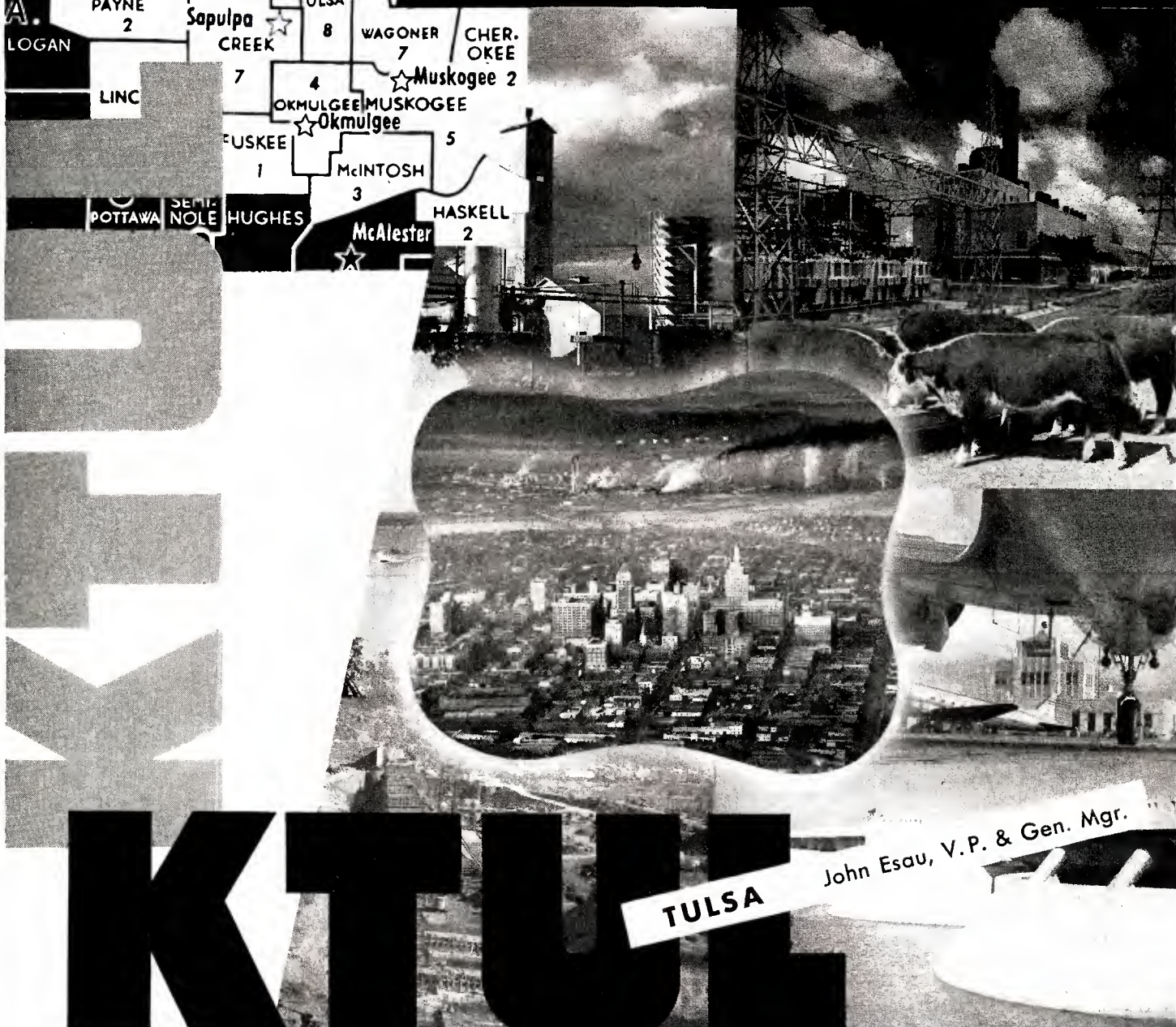
POTTAWATOMIE

SEMITAHOE

HUGHES

**\*48,870 MORE RADIO HOMES**

**and still GROWING FAST!**



**KTUL**

**TULSA** John Esau, V.P. & Gen. Mgr.

*Avery-Krodel, Inc.*  
RADIO STATION  
REPRESENTATIVE

**SERVES a rich, swiftly developing market in its 26-county coverage area of Northwestern Oklahoma.**  
\*BMB's new and corrected radio ownership report credits KTUL coverage area with 245,580 radio families in 1948, compared with 196,710 in 1946.

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### OREGON

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ALBANY	KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. & Elm Sts. 1234	MBS Don Lee	W. L. Jackson, Pres. Chet Wheeler, Gen. Mgr. Warren Stoffer, Coml. Mgr.	LeRoy Jolley, Prog. Dir. Derwood Smith, Prom. Mgr. Herb Davidson, Chief Engr.	Keating World Standard UP
ASHLAND	KWIN 1946	1400 250	Rogue Valley Bcstg. Co. Inc. 1160 Helman St. 2-1351	KBS	M. S. Hamaker, Pres. Edward B. Barnett, Gen. Mgr.	Al Wilmer, Coml. Mgr. Charles B. Fields, Prom. Dir. Ralph S. Click, Chief Engr.	Keating Griffith World Standard Capitol AP
ASTORIA	KAST 1935	1230; CP-1370 250; CP-1,000	Astoria Bcstg. Co 9th & Commercial Sts. 795	MBS KBS Don Lee	L. E. Parsons, Mgr.		
BAKER	KBKR 1939	1490 250	Inland Radio Inc. First & Court Sts. 140	KBS	Lee W. Jacobs, Pres. Kenneth B. Lockwood, Gen. & Coml. Mgr.	Kenneth F. Holden, Prog. Dir. Milton L. Levy, Prom. Mgr. Frank D. Knox, Chief Engr.	World UP
BEND	KBND 1938	1340 250	Central Oregon Bcstg. Co. 1101 Wall St. 848	MBS KBS Don Lee	Frank H. Loggan, Pres., Gen. & Prom. Mgr. W. H. Barton, Coml. Mgr.	Kessler Cannon, Prog. Dir. R. W. Dickinson, Chief Engr.	Grant Lang-Worth UP
COOS BAY	KOOS 1928	1230 250	KOOS Inc. Hall Bldg. 432	MBS	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal. K. Shade, Sta. Mgr.	Jack Irvine, Coml. Mgr. Sara Spaugh, Prog. Dir. Roger Spaugh, Chief Engr.	World UP
COQUILLE	KWRO 1948	1450 250	KWRO Broadcasters Box 359, Coos Bay, Oregon 396	KBS	Wm. E. Walsh } Walter L. Read } Partners Walter L. Read, Gen. Mgr. & Chief Engr. Robert W. Harris, Chief Engr.	Ralph Brown, Prog. Dir. William Cook, Prom. Mgr.	Gene Grant Associated Cole, SESAC AP
CORVALLIS	*KOAC 1922	550 5,000	Oregon State Agric. College Corvallis 526	.....	Paul C. Packer, Chancellor, State System of Higher Education James M. Morris, Prog. Mgr.	Grant S. Feikert, Chief Engr.	UP
CORVALLIS	KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 1504	KBS	J. C. Haley, Pres. Arthur T. Shields, Gen. & Coml. Mgr. C. W. Peck, Prog. Dir.	Corinne Kopp, Prom. Mgr. J. C. Haley Jr., Chief Engr.	Grant, Keating Lang-Worth Cole AP
THE DALLES	KODL 1940	1230 250-LS 100-N	Western Radio Corp. Scenic Dr. 2300	KBS	V. B. Kenworthy, Pres. Paul E. Walden, Gen. Mgr.		Griffith Keating
EUGENE	KASH 1944	1600 1,000	Radio Air Wavs Inc. P. O. Box 1600 4595	KBS	Erven L. Kincaid, Pres. & Gen. Mgr. Bruce Nidever, Prog. Dir.	Clare Mattingly, Prom. Mgr. William R. Riley, Chief Engr.	Gene Grant Standard Thesaurus UP
EUGENE	KORE 1927	1450 250	Lane Bcstg. Co. Box 1032 3	MBS Don Lee	Glenn E. McCormick, Dir. Lee Bishop, Sta. Mgr.		Keating McKinney World, AP
EUGENE	KUGN 1946	1400 250	Valley Bcstg. Co. P. O. Box 1400 2800	ABC	C. H. Fisher, Pres. S. W. McCready, Gen. Mgr. L. N. Young, Coml. Mgr.	Robert R. Whitely, Prog. Dir. Lester S. Ready Jr., Prom. Mgr. John E. Boren, Chief Engr.	Grant McHugh Lang-Worth AP
GRANTS PASS	KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee	Wm. B. Smullin } Gen. E. A. Malone } Mgrs. G. E. Nickell, Coml. Mgr.	J. T. Sivert, Prog. Dir. N. L. Williams, Chief Engr.	Grant World MacGregor AP
KLAMATH FALLS	KFJI 1922	1240; CP-1150 100; CP-1000	KFJI Broadcasters Second & Main 5155	MBS	W. D. Miller, Pres. & Gen. Mgr. Jack Keating, Coml. & Prom. Mgr.	Dick Maguire, Prog. Dir. William P. Grimes, Chief Engr.	Grant Keating World UP
KLAMATH FALLS	KFLW 1946	1450; CP-1240 250	Herald Publishing Co. Box 941 8115	ABC	Frank Jenkins, Pres. Bud Chandler, Gen. Mgr. Max Frye, Coml. Mgr.	Marjorie Eagle, Prog. Dir. Fannette Hodges, Prom. Mgr. Gilbert Walker, Chief Engr.	McKinney Griffith McHugh Thesaurus AP
LA GRANDE	KLEB 1938	1450 250	Inland Radio Inc. Old Oregon Trail 220	KBS	Lee W. Jacobs, Pres. John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Marjorie Pierce, Prog. Dir. Murray M. Durham, Chief Engr.	Lang-Worth UP
McMINNVILLE	KMCM	1260 1,000-D (Construction permit)	McMinnville Bcstg. Co. 4th & Evans Sts.				

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 (Data corrected to December 6, 1948)

### OREGON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
MEDFORD	KMED 1926	1440 5,000-LS 1,000-N	Mrs. W. J. Virgin Ross Lane 4000	NBC	Mrs. W. J. Virgin, Owner & Gen. Mgr. James J. Dunlevy, Coml. Mgr.	Gladys La Mar, Prog. Dir. John S. Duffy, Prom. Mgr. Victor M. Califf, Chief Engr.	Standard UP
MEDFORD	KYJC 1947	1230 250	Medford Printing Co. Barnett Road 9200	.....	Robert W. Ruhl, Pres. Colin R. Matheny Gen. & Coml. Mgr.	John Ahern, Prog. Dir. Chester J. Stuart, Chief Engr.	McHugh Grant Lang-Worth Thesaurus Cole AP, UP
NEWPORT	KNPT 1948	1230 250	Yaquina Radio, Inc. Box 682 560	.....	Tom Becker, Pres. & Gen. Mgr. & Chief Engr. Leonard Epling, Coml. Mgr.	Silvia Becker, Prog. Dir. Bob Gleason, Prom. Mgr.	Keating World AP
ONTARIO	KSRV 1946	1450 250	Inland Radio Inc. Oregon Trail H'way 212	.....	Lee W. Jacobs, Pres. Gordon L. Capps, V.P., Gen. & Coml. Mgr.	John W. Powell, Prog. Dir. Elliott B. Behrens, Prom. Mgr. Charles E. Harland, Chief Engr.	World Capitol Cole UP
OREGON CITY	KGON 1947	1230 250	Clackamas Broadcasters Box 391 7111	.....	Floyd C. Bain, Gen. Mgr.		Capitol Lang-Worth World AP
PENDLETON	KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	.....	V. B. Kenworthy, Pres. & Gen. Mgr. Ted A. Smith, Sta. Mgr.	Edward J. Warmoth, Prog. Dir. William Cameron, Chief Engr.	UP
PORTLAND	KBKO 1948	1290 1,000-D	Mercury Bcstg. Co. 1212 Failing Bldg.	.....			
PORTLAND 14	*KBPS 1923	1450 100 SH	Benson Polytechnic School 546 N. E. 12th St. Empire 4586	.....	Patricia L. Green, Gen. Mgr.	Chas. Weagant, Chief Engr.	
PORTLAND 5	KEX 1926	1190 50,000	Westinghouse Radio Stations Inc. 1230 S. W. Main St. Capitol 1881	ABC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. C. S. Young, Sta. Mgr.	Eldon Campbell, Sales Mgr. Mel Bailey, Prog. Dir. Charles L. Burrow, Sales Prom. & Publicity Thomas Ely, Chief Engr.	Free & Peters Associated SESAC AP, INS
PORTLAND 5	KGW 1922	620 5,000	Oregonian Publishing Co. 1320 S. W. Broadway Beacon 6364	NBC North- west	M. G. Frey, Pres. H. Quenton Cox, Gen. Mgr. Jack N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. Harold C. Singleton, Chief Engr.	Petry Lang-Worth Thesaurus World AP, INS
PORTLAND 7	KOIN 1924	970 5,000	KOIN Inc. P. O. Box 1031 Atwater 3333	CBS	Marshall Field, Pres. Harry H. Buckendahl, Gen. & Coml. Mgr.	Ted W. Cooke, Prog. Dir. Marc Bowman, Prom. Mgr. Louis S. Bookwalter, Dir. of Engrg.	Avery-Knodel Associated Capitol, World AP, UP, INS
PORTLAND 2	KPDQ 1947	800 1,000-D	John W. Davis Oaks Park Vermont 6142	.....	John W. Davis, Owner, Gen. & Coml. Mgr. Donovan Zundel, Prog. Dir.	Rodney Johnson, Chief Engr.	Rambeau Associated Capitol AP
PORTLAND 5	KPOJ 1932	1330 5,000	KPOJ Inc. Taylor Sb. Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson, Pres. R. M. Brown, Gen. Mgr. Alan L. Torbet, Coml. Mgr.	Thos. J. Swafford, Prog. Dir. Byron G. Shrader, Prom. Mgr. A. E. Richmond, Chief Engr.	Blair Associated Standard AP, UP
PORTLAND 4	KWJJ 1927	1080 10,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	.....	Wilbur J. Jerman, Pres. William E. Richardson, Gen. & Coml. Mgr.	Rene' Bozarth, Prog. Dir. Dwight Loomis, Chief Engr.	Burn-Smith Lang-Worth Standard UP
PORTLAND 7	KXL 1926	750 10,000 L-WSB	KXL Broadcasters Orpheum Bldg. Broadway 6451	KBS	H. S. Jacobson, Pres., Gen. & Coml. Mgr. Paul Robinson, Prog. Dir. & Prom. Mgr.	Ralph Miffin, Chief Engr.	Walker, P-N-B Lang-Worth Standard UP
ROSEBURG	KRNR 1936	1490 250	News-Review Co. 134 Jackson St. 4	MBS KBS Don Lee	Frank Jenkins, Pres. Iris Rice Hellwell, Gen. Mgr. Del McKay, Coml. Mgr.	Carol Kerr, Prom. Mgr. Leroy Hiatt, Chief Engr.	Standard World AP
SALEM	KOCO 1947	1490 250	KOCO Broadcasters 1426 Edgewater 3-3108	KBS	B. Loring Schmidt, Pres. & Gen. Mgr. Earle Headrick, Coml. Mgr.	Jack Zubon, Prog. Dir. Edward McElroy, Chief Engr.	Rambeau Capitol Thesaurus UP
SALEM	KSLM 1929	1390 1,000	Oregon Radio Inc. Senator Hotel Bldg. 3-4831	MBS Don Lee	Glenn McCormick, Pres. & Gen. Mgr. Hal Byer, Coml. Mgr. Blaine Hanks, Prog. Dir.	Bob Morse, Prom. Mgr. Clyde Carlton, Chief Engr.	Grant World AP, UP
TILLAMOOK	KTIL 1947	1590 250	Tillamook Bcstg. Co. Inc. Star Route W. 1122	KBS	Fred H. Guyton, Pres. Mel Baldwin, Gen. Mgr.	Jim Kelly Jr., Coml. Mgr. Ralph I. Brown, Chief Engr.	Keating Cole, World AP



**ANOTHER  
STEP AHEAD**

**FOR**

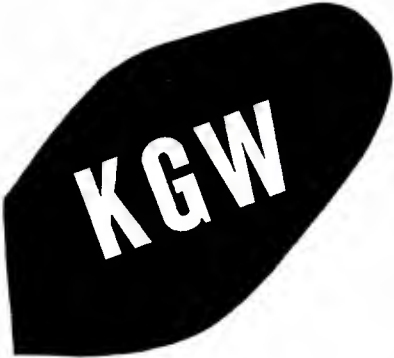
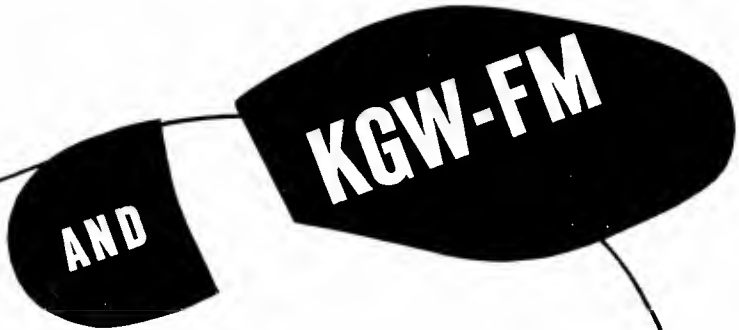


H. Quenton Cox, KGW manager, demonstrates soundproofed "sound lock" studio door to Arden X. Pangborn, The Oregonian business manager.

## **PORTLAND'S NEWEST AND FINEST**

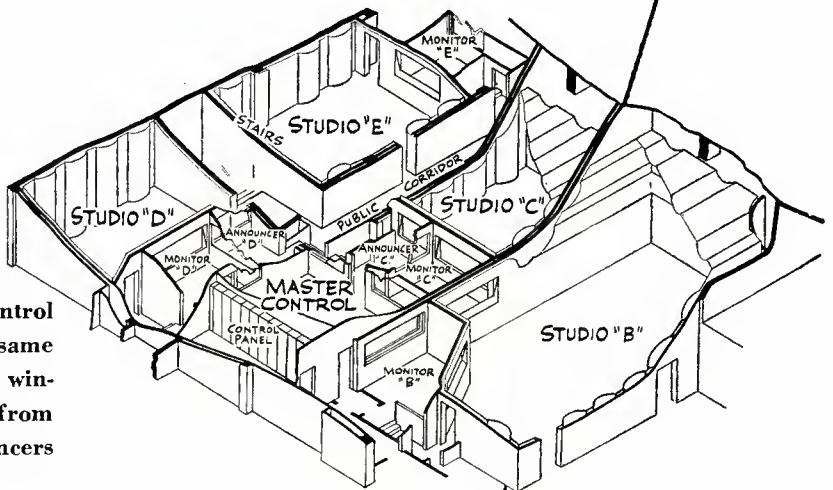
In their spacious fourth floor quarters in The Oregonian building, KGW's staff members work in soundproof, vibrationless, air-conditioned comfort. The studios of KGW and KGW-FM are architecturally perfect... efficiently designed, completely modern. Television facilities are here, also —

This illustration of Studio B shows clearly the echo-deadening semicircular splay on walls and ceiling. Visible in the background is a glass-enclosed monitor booth. Chief announcer Bab Thamlinsan is at the microphone, program director Homer Welch is at the piano.



## 26 YEARS OF PROGRESS

For more than a quarter of a century KGW has been regarded as one of the great stations of the nation. For 21 years KGW has been affiliated with NBC, and since the day in 1922 when KGW's first signal was heard, the station's entire policy has been "service in the public interest". KGW's entire history has been a series of "firsts" ... first commercial station in the Northwest, first use of a teletype in Portland radio news broadcasting, first broadcast of a Portland symphony orchestra performance, first Portland network broadcast, first FM station in the Northwest... these are only a representative few of KGW's forward strides.



In the diagram at the right note how the Master Control room gives technicians a view of three studios at the same time through large, specially constructed, glareless windows. All announcer and monitor booths are visible from Master Control, so that at all times engineers, announcers and producers are in visual contact.

## BROADCASTING STUDIOS

two stories high and large enough for half a dozen stage settings at one time. Five studios, two announcer booths, four monitor booths, master control, lounges, music library, news room, spacious offices... it's a dream of a place, fitting home for a radio station that's going places.

*Represented Nationally by Edward Petry & Co.*

**KGW and KGW-FM**  
 PORTLAND, OREGON  
 COMPLETE SCHEDULE  
 SIMULTANEOUS SERVICE



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**PENNSYLVANIA**

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ALLENTOWN	WAEB 1948	790 500-LS 1,000-N	Valley Bcstg. Corp. K&S Bldg. 4-9364	ABC	Joseph M. Nassau, Pres. & Gen. Mgr. Howard Wasserman, Treas. & Coml. Mgr.	Martin N. Oebbecke, Asst. Mgr. & Chief Engr. James A. Nassau, Prog. Dir.	Hollingbery Standard UP
ALLENTOWN	WHOL 1948	1230 250	Allentown Bcstg. Corp. 1125 Colorado St. 3-0701	CBS	Lewis Windmuller, Pres. & Gen. Mgr. Roderick Schoenlank, Coml. Mgr.	Alan Bautzer, Prog. Dir. C. Robert Glover, Prom. Mgr. Gerald B. Werst, Chief Engr.	Meeker Standard UP
ALLENTOWN	WKAP 1947	1580 1,000-D	Rahall Bcstg. Corp. 715 Hamilton St. 3-3166	KBS	N. J. Rahall, Pres. O. R. Davies, Gen. & Prom. Mgr. Jack J. Dash, Coml. Mgr.	Gerald Williams, Prog. Dir. C. Frank Cordaro, Chief Engr.	Forjoe Lang-Worth World AP
ALLENTOWN	WSAN 1923	1470 5,000	Lehigh Valley Bcstg. Co. 39 N. 10th St. 9511	NBC Quaker	J. Calvin Shumberger, Pres. B. Bryan Musselman, Mngng. Dir. & Coml. Mgr. George Y. Snyder, Prog. Dir.	Olivia P. Musselman, Prom. Mgr. Reuel H. Musselman, Tech. Dir.	Headley-Reed Standard Thesaurus AP, UP
ALTOONA	WFBG 1924	1340 250	Gable Bcstg. Co. 1318 11th Ave. 6487	NBC	George P. Gable, Pres. J. M. Snyder, Gen. Coml. & Prom. Mgr.	Millie Michael, Prog. Dir. George R. Burgoon, Chief Engr.	Headley-Reed World Lang-Worth AP
ALTOONA	WJWSW 1947	1290 1,000-LS 500-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS	Herbert T. Wolf, Pres. Thomas W. Metzger, Gen. Mgr. James E. Moren, Coml. Mgr.	Lois Huey, Prog. Dir. Ruel Burkhart, Prom. Mgr. Irvin Metzger, Chief Engr.	Burn-Smith Standard UP

The Station That "Blankets" America's 43rd Market  
 3,600,000 PEOPLE in 0.5 MV/M Area...



**WSAN**

ALLENTOWN ★ PENNSYLVANIA

5000 WATTS ★ 1470 ON THE DIAL  
 FULL TIME ★ AM FM COVERAGE

THE WSAN COVERAGE  
 226,250 RADIO FAMILIES

● Lehigh County	(100%)	48,530
● Northampton County	(100%)	44,410
● Carbon County	(80%)	10,392
● Bucks County	(60%)	19,392
● Montgomery County	(50%)	42,670
● Berks County	(40%)	25,012
● Monroe County	(30%)	2,247
● Schuylkill County	(20%)	8,537

NEW JERSEY  
 ● Warren & Hunterdon ..... (50%) ..... 24,260  
 (Based on 1946 estimates)



NBC AFFILIATE

THE LEHIGH VALLEY'S OLDEST  
 AND BEST STATION... FIRST  
 IN AM and FIRST IN FM.

NATIONAL REPRESENTATIVE:—  
 HEADLEY-REED COMPANY  
 NEW YORK ● CHICAGO ● DETROIT ● ATLANTA  
 SAN FRANCISCO ● HOLLYWOOD

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ALTOONA .....	WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC	Roy F. Thompson, Pres. Gen. & Coml. Mgr. Dorothy M. Thompson, Prog. Dir.	William C. Clear, Prom. Mgr. George R. Burgoon, Chief Engr.	Meeker Thesaurus UP
ALTOONA .....	WVAM 1948	1430 1,000	General Bcstg. Corp. 2801 Edgewood Dr. 8127	.....	Emanuel S. Leopold, Pres. D. L. Sellers, Gen. & Coml. Mgr.	Mike Grant, Prog. Dir., Prom. Mgr. J. J. Ralston, Chief Engr.	Weed Lang-Worth UP
APOLLO .....	WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Pa. Ave. 480	.....	G. F. Clifton } Owners A. J. West } G. F. Clifton, Gen. Mgr.	Carman Tubby, Prog. Dir. H. E. Smith, Chief Engr.	SESAC Cole UP
BEAVER FALLS ....	WBVP 1948	1230 250	WBVP Inc. 1216 Seventh Ave.	.....	Frank R. Smith, Jr., Pres. & Gen. Mgr. Thomas B. Price, Coml. Mgr. Gerry Goff, Prog. Dir.	Jean Biggard, Prom. Mgr. Bill Hines, Chief Engr.	Capitol Standard UP
BETHLEHEM .....	WGPA 1946	1100 250-D	Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074	.....	Rolland L. Adams, V.P. Arthur C. McCracken, Station Mgr. Stefan George, Prog. Dir.	Jack Perry, Prom. Mgr. Edwin Rybak, Chief Engr.	Capitol World UP
BLOOMSBURG .....	WCNR 1946	930 500-D	Columbia-Montour Bcstg. Corp. 38 W. Main St. 1700	.....	Robert R. Eyerly, Pres. Ed. Darlington, Gen. Mgr. & Prog. Dir.	John Girton, Coml. Mgr. Stanton Davis, Chief Engr.	Associated AP

# W F B G      The Gable Broadcasting Co.

THE VOICE OF THE ALLEGHENIES

*Celebrating its 25th Anniversary*

**W**hen you buy WFBG you purchase the prestige and good will built by public service and fine programming the past 25 years.

*Could you ask for more?*

## WFBG and WFBG-FM

NATIONAL BROADCASTING COMPANY AFFILIATE

**Altoona, Penna.**

Jack Snyder, *Managing Director*

Headley-Reed Co., National Representatives

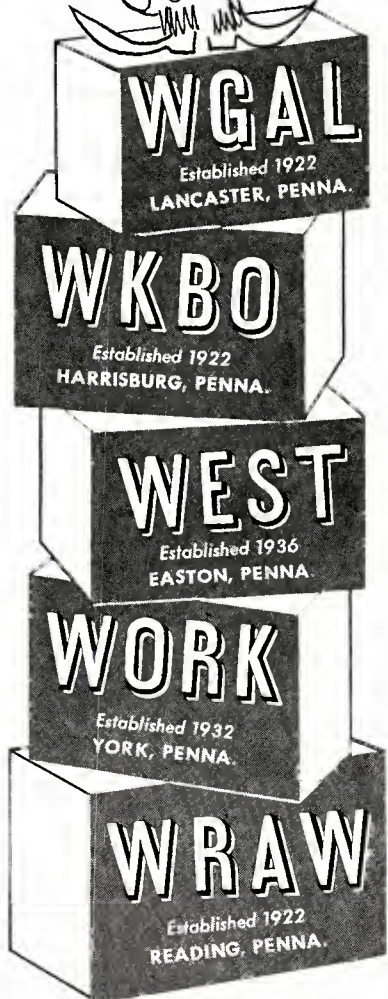
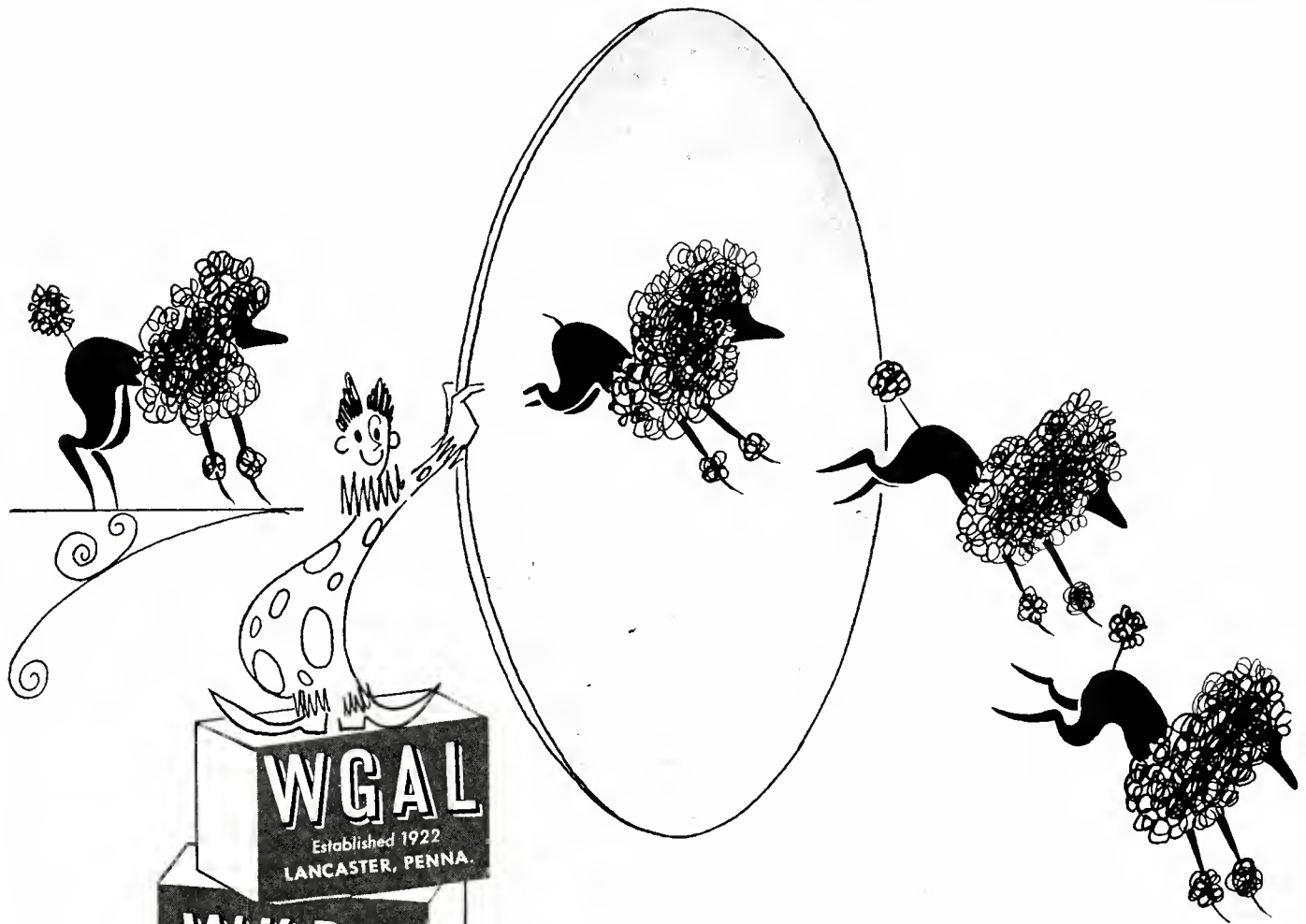
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BLOOMSBURG	WLTR 1947	690 1,000-D	Bloom Radio, Inc. 20 W. Main St. 1800	.....	Harry L. Magee, Pres. C. G. Moss, Gen. & Coml. Mgr.	Roy Nassau, Prog. Dir. Laura Fairchild, Prom. Mgr. P. H. Cassidy, Chief Engr.	World UP
BRADDOCK	WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1100 (Pitts- burgh)	.....	William G. Matta, Pres. & Gen. Mgr. George Matta, Coml. Mgr.	Paul McCandless, Prog. Dir. James Schultz, Chief Engr.	Friedenberg Lang-Worth Standard World UP
BRADFORD	WESB 1947	1490 250	Bradford Publications Inc. 43 Main St. 3173	MBS	Joseph M. Cleary, Gen. & Coml. William Peters, Prog. Dir.	Joseph V. Lentini, Prom. Mgr. David W. Jefferies, Tech. Dir.	McGeehan & O'Mara Standard World AP
BUTLER	WBUT (Construction permit)	1580 500-D	Eagle Printing Co. 114 W. Diamond St. 2727	.....	Vernon L. Wise, Gen. Mgr.	Gerald D. Coleman, Chief Engr.	Associated
BUTLER	WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701	KBS	David H. Rosenblum, Pres. Paul H. Martin, Coml. Mgr.	Robert L. Kaufman, Prog. Dir. Paul F. Rex, Chief Engr.	ForJoe Lang-Worth UP
CARLISLE	WLXW 1948	1380 1,000-D	Philip Mathews 60 Mooreland Ave.	.....	Philip Mathews, Owner		
CHAMBERSBURG	WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1110	.....	Charles M. Cassel, Pres. John S. Booth, Gen. Mgr. Thompson K. Cassel, Coml. Mgr.	Earl Strine, Prog. Dir. James E. McCurdy, Chief Engr.	ForJoe Capitol Thesaurus UP
CHARLEROI	WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Inc. Charleroi 2300	.....	A. S. Sickman, Pres. Edward J. Patrick, Gen. Mgr. John E. Karabin, Coml. Mgr.	Chas. C. Rutledge, Jr., Prog. Dir. Robert Vesel, Prom. Mgr. Henry Niederkofler, Chief Engr.	Friedenberg Capitol, World AP
CHESTER	WPWA 1947	1590 1,000-D	Lou Poller Chester 3-1641	.....	Lou Poller, Pres. Max A. Mandel, Gen. & Coml. Mgr.	George Edwards, Prog. Dir. Harry Simmington, Chief Engr.	Capitol, World AP
CHESTER	WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8861	.....	James M. Tisdale, Pres., Gen. Mgr. & Chief Engr. Tom Harvey, Sta. Mgr.	Dan Safron, Coml. Mgr. Edna Whittington, Prog. Dir.	UP
CLEARFIELD	WCPA 1947	900 500-D CP-1,000-D	Progressive Publishing Co. 215 Church St. 5-5541	.....	W. K. Ulerich, Gen. Mgr. W. C. Plummer, Coml. Mgr.	W. J. Thomas, Prog. Dir. & Prom. Mgr. Llewellyn Duck, Chief Engr.	Capitol Thesaurus World UP
CLEARFIELD	WTWS 1948	1490 250	Airplane & Marine In- struments Inc. P. O. Box 868 5-9618	MBS	Theodore W. Stemmler, Pres. Marcia Davenport, Mgr. & Coml. Mgr. Kenneth D. Snyder, Station Mgr. & Prog. Dir.	Robert A. Rexroad, Prom. Mgr. Miles Lewis, Chief Engr.	World INS
CONNELLSVILLE	WCVI 1947	1340 250	Connellsville Broadcast- ers Inc. 126 W. Crawford Ave. 2700	.....	J. Wylie Driscoll, Pres., Gen. & Coml. Mgr. John Reynolds, Prog. Dir.	Robert H. Fasulkey, Chief Engr.	Capitol Lang-Worth SESAC UP
DOYLESTOWN	WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	.....	Charles M. Meredith, Pres. William A. Lynch, Gen. & Prom. Mgr.	Frances Vogel, Coml. Mgr. Irving Smith, Prog. Dir. Paul Fireman, Chief Engr.	Thesaurus AP
DUBOIS	WCED 1941	1230 250	Tri-County Bcstg. Co. Inc. 80 N. Park Place 1700	CBS KBS	H. T. Gray, Pres. J. S. Gray, Gen. Mgr. & Prog. Dir. Les Ryder, Coml. Mgr.	Vernon Stahl, Chief Engr.	McGillvra Lang-Worth UP
EASTON	WEST 1936	1400 250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC-MBS	Clair R. McCollough, Sta. Exec. Elwood C. Anderson, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Eugene Bethman, Prog. Dir. Lloyd O. Nicely, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker World UP
ERIE	WERC 1941	1230 250	Presque Isle Bcstg. Co. 121 W. 10th St. 26-918	NBC	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr. Arthur Ingram, Coml. Mgr.	Virginia Donachy, Prog. Dir. Ken Hestor, Chief Engr.	Weed Associated Lang-Worth UP





STEINMAN  
STATIONS

## Consistent Performers in producing sales

These five Pennsylvania Stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for each of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

*Represented individually and as a unit by*

### ROBERT MEEKER ASSOCIATES

Chicago    San Francisco    New York    Los Angeles



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ERIE	WIKK 1948	1330 5,000	Community Service Broadcasting Co. 1021 State St. 23-249	ABC	Keith Kiggins, Pres. Jack Todd, Gen. & Coml. Mgr.	Hugo Bondy, Chief Engr.  Taylor-Boroff Standard UP	
ERIE	WLEU 1933	1450 250	WLEU Bestg. Corp. Commerce Bldg 23-327	MBS Quaker	Leo J. Omelian, Pres. V. Hamilton-Weir, Gen. & Coml. Mgr.	Thesaurus World AP	
ERIE		1400 250 (Construction permit)	Erie Bestg. Co.				
GREENSBURG	WHJB 1934	630 250-D; CP-1,000-LS 500-N	Pittsburgh Radio Supply House 128 N. Pa. Ave. 3740	.....	Hugh J. Brennen, Pres. George J. Podayn, Gen. & Coml. Mgr.	John Howard, Prog. Dir. Lyle Allen, Chief Engr.	Rambeau Lang-Worth UP
GROVE CITY	*WSAJ 1922	1340 100 SH	Grove City College Grove City	.....			
HANOVER	WHVR (Construction permit)	1280 1,000-D	Radio Hanover, Inc. 30 West Middle St.	.....	John D. Bare, Pres.	Philip Rohrbaugh, V. P.	
HARRISBURG	WHGB 1945	1400 250	Harrisburg Bestg. Co. 112 Market St. 2-3456	ABC	Herbert Kendrick, G. L. Hash, Owners Jack Hooper, Gen. Mgr.	Stan Bowman, Prog. Dir. Betsy Heagy, Prom. Mgr. H. Glenwood Schlegel, Chief Engr.	Weed Thesaurus AP
HARRISBURG	WHP 1924	1460 5,000-LS 1,000-N	WHP Inc. 216 Locust St. 43211	CBS	E. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr. Dick Redmond, Prog. Dir.	Beatrice Potteiger, Prom. Mgr. E. Daniel Leibensperger, Chief Engr.	Bolling Standard Associated AP, UP
HARRISBURG	WKBO 1922	1230 250	Keystone Bestg. Corp. 31 N. Second St. 4-0191	NBC MBS	Clair R. McCullough, Sta. Exec. David J. Bennett, Jr., Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Donald D. Wear, Prog. Dir. George Gottschalk, Prom. Mgr. J. E. Mathlot, Chief Engr.	Meeker World UP
HAZLETON	WAZL 1932	1490 250	Hazleton Bestg. Co. Hazleton National Bank Bldg. 5400	NBC MBS Quaker	Victor C. Diehm, Mngng. Partner & Gen. Mgr. George Martin, Coml. Mgr.	Don Murray, Prog. Dir. Anne Perry, Prom. Mgr. Elwood Tito, Chief Engr.	Meeker Thesaurus UP
HOMESTEAD	WHOD 1948	860 250-D	Steel City Bestg. Corp. 105 E. 7th Ave. 8027	.....	Roy Ferree, Gen. Mgr. Raymond Scott, Prog. Dir.	Sid Dickler, Prom. Mgr. James Herbert, Chief Engr.	Lang-Worth UP
HUNTINGDON	WHUN 1946	1400 250	Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS KBS	John H. Biddle, Pres. Samuel L. Stroh Jr., Gen. Mgr.	Cary H. Simpson, Prog. Dir. Ernest A. Craig, Chief Engr.	SESAC Standard UP
INDIANA	WDAD 1945	1450 250	Indiana Broadcast Inc. 637 Philadelphia St. 1780	CBS KBS	Paul J. Short, Pres. & Gen. Mgr. Frank J. Richards, Coml. Mgr. & Prog. Dir.	Rudy F. Minalick, Chief Engr.	McGillvra Standard AP
JOHNSTOWN	WARD 1946	1490 250	Central Bestg. Co. Inc. Porch Bldg. 81-216	CBS	Paul Short, Pres. Geo. D. Gartland, Gen. Mgr.	Robt. R. Nelson, Station Mgr. Millard J. Coleman, Chief Engr.	Weed World UP
JOHNSTOWN	WCRO 1947	1230 250	Century Bestg. Corp. 317 Main St. 75-255	ABC Quaker	John J. Keel, Pres. John F. Hanssen, Gen. Mgr. Dennis Gerken, Coml. Mgr.	Charles Barry, Prog. Dir. Rex Ackley, Chief Engr.	Young Associated INS
JOHNSTOWN	WJAC 1925	1400 250	WJAC Inc. 329 Main St. 4-1267	NBC	W. W. Krebs, Pres. L. W. Barnes, Exec. V. P. John P. Foster, Sta. & Coml. Mgr.	Campbell E. Patch, Prog. Dir. Edythe Brubaker, Asst. to Mgr. N. L. Straub, Chief Engr.	Headley-Reed Standard Thesaurus Lang-Worth AP
KITTANNING	WACB 1948	1380 500-D	Armstrong County Bestg. Corp. 325 Market St.		Lawrence W. Henry, Pres.	Joseph B. Moore, V. P.	
KITTANNING	WKIN 1948	1600 1000-D	WKIN Inc. 133 N. Jefferson St. 1350	.....	Julian L. Liebman, Pres. & Gen. Mgr. H. Warren Anderson, Coml. Mgr.	Charles Goodwin, Prog. Dir., Prom. Mgr. Benjamin Franklin, Chief Engr.	Lang-Worth Standard UP
LANCASTER	WGAL 1922	1490 250	WGAL Inc. 8 W. King St. 5252	NBC MBS	Clair R. McCullough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Ernest Stanaziola, Prog. Dir. James R. Appel, Prom. Mgr. J. E. Mathlot, Chief Engr.	Meeker World, UP
LANCASTER	WLAN 1946	1390 1,000	Peoples Bestg. Co. 252 N. Queen St. 7261	ABC Quaker	Frank H. Altdoerfer, Pres. & Gen. Mgr. John D. Hymes, Asst. Mgr. & Coml. Mgr.	Rod Mitchell, Prog. Dir. John D. Hymes, Prom. Mgr. Robt. Love, Chief Engr.	Headley-Reed Lang-Worth AP
LEBANON	WLBR 1946	1270 1,000-D	Lebanon Bestg. Co. Central Bldg. 3900	.....	Lester P. Etter, Mngng. Dir. Julian F. Skinnell, Opera- tions Mgr. Phillip J. Reilly, Coml. Mgr.	William S. Halpern, Prog. Dir. Robert Sweigart, Prom. Mgr. Leonard Savage, Chief Engr.	Rambeau World AP
LEMOYNE	WCMB 1948	960 1,000-D	Rossmoyne Corp. Lemoine Theater Bldg. Harrisburg 4-3005	.....	Edgar T. Shepard Jr., Pres. Ed K. Smith, V. P. & Gen. Mgr. John Heikes, Coml. Mgr.	Don Jacobs, Prog. Dir. J. Howard Bair, Chief Engr.	Cooke Associated AP

**W** here **H**igh **P**revail  
here Hoopers

**5000 WATTS DAY • CBS • 1000 WATTS NIGHT**

**HARRISBURG, PA.**

**W** here a distinguished station, in the heart of South Central Pennsylvania, consistently delivers the greatest listening audience in its area by a margin of nearly two to one.

**H** ere, WHP enjoys one of the HIGHEST HOOPERS in the country. An overall rating of 47.0 as against 24.0 and 24.1 for the other stations in Harrisburg.

**P** roven public service features and WHP's excellent programming have won for itself the most loyal listenership in its market — morning, noon and night — assuring advertisers the most profitable return on their promotion dollar.

*Represented Nationally by The Bolling Company*

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### PENNSYLVANIA—(Continued)

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LEWISTOWN	WLTA .....	920 1,000-D (Construction permit)	Central Penn. Bcstg. Co. 702 Electric Ave.		Paul J. Newton, Chief Owner		
LEWISTOWN	WMRF 1941	1490 250	Lewiston Bcstg. Co. Monument Square 6757	NBC Quaker	J. S. Woods, V. P. T. W. Metzger, Gen. & Coml. Mgr.	Ralph Parker, Prog. Dir. & Prom. Mgr. Bernard Bopp, Chief Engr.	Burn-Smith Standard UP
LOCK HAVEN	WBPZ 1947	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS	Paul M. Breining, Gen. Mgr. Maude Kauffman, Off. Mgr.	Kenneth P. Caum, Chief Engr.	McGillvra Standard SESAC AP
McKEESPORT	WEDO 1946	810 1,000-D	Tri-City Broadcasting Co 547 5th Ave. 7167	.....	Edward J. Hirshberg, Pres. & Gen. Mgr. Ed Patrick, Coml. Mgr. John Stewart, Prog. Dir.	Ruth Hamilton, Prom. Mgr. Wilkes Hurley, Chief Engr.	Burke, Kuipers & Mahoney World Thesaurus Associated Capitol AP, INS
McKEESPORT	WMCK 1947	1360 1,000	Mon-Yough Bcstg. Co. Market St. 7194	KBS	George R. Raikes, Pres. Jack Craddock, Gen. & Coml. Mgr.	Pat Haley, Prog. Dir. & Prom. Mgr. Charles White, Chief Engr.	Standard Lang-Worth SESAC UP
MEADVILLE	WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First National Bank Bldg. 46-723	.....	H. C. Winslow, Pres. Victor C. Diehm, Gen. Mgr. Lorraine Yuhasz, Coml. Mgr.	Thomas A. Tito, Prog. Dir. Kathryn Kahler, Prom. Mgr. Hoyt Stout, Chief Engr.	SESAC Lang-Worth Thesaurus UP
MORRISVILLE	WBUD 1947	1490 250	Morrisville Bcstg. Co. 7434	.....	Verna S. Hardin, Pres., Chief Owner Richard M. Hardin, Asst. to Pres. James Stolcz, Coml. & Prom. Mgr.	Wm. F. Hildenbrand, Prog. Dir. Wm. A. Brewer, Chief Engr.	Capitol World AP
NANTICOKE	WHWL 1947	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	.....	Henry W. Lark, Pres. Milton Laughlin, Gen. & Coml. Mgr.	Bob Bressler, Prog. Dir. B. M. Marshall, Chief Engr.	Capitol Standard SESAC UP
NEW CASTLE	WKST 1938	1280 1,000 CP-5,000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend, Pres. A. W. Graham, Station & Coml. Mgr.	Shirley Kerr, Prog. Dir. Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	Katz World UP
NEW KENSINGTON	WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	.....	Edward J. Kroen, Gen. & Coml. Mgr., Prog. Dir. W. W. Neely, Chief Engr.		Continental
NORRISTOWN	WNAR 1946	1110 500-D	Norristown Bcstg. Co. 115 W. Main St. 7600	.....	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir. Numa Fabre, Jr., Gen. Mgr. Arthur H. Beckwith, Coml. Mgr.	J. Arthur Lazell, Prog. Dir. Franklin H. Bisbing, Chief Engr.	World
OIL CITY	WKRZ 1946	1340 250 SH	WKRZ, Inc. 232 Senaca St. 41-260	KBS	Kenneth E. Rennekamp, Pres. & Gen. Mgr. Clifford L. Hollenbaugh, Coml. Mgr.	Edward Erickson, Prog. Dir. & Prom. Mgr. Leo Arcolletti, Chief Engr.	McGillvra World UP
PHILADELPHIA 3	KYW 1921	1060 50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 4-3700	NBC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. Robert E. White, Sta. Mgr. Harvey McCall, Jr., Sales Mgr.	James P. Begley, Prog. Mgr. Paul A. Woodland, Sales Prom. I. N. Eney, Chief Engr. John P. Meagher, Pub. Mgr.	Free & Peters Associated UP, INS
PHILADELPHIA 3	WCAU 1922	1210 50,000	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS	Leon Levy, Ownr. & Gen. Mgr. Joseph L. Tinney, V. P. & Asst. Gen. Mgr. Alex Rosenman, Coml. Mgr. Joseph T. Connolly, Prog. Dir.	Robert N. Pryor, Prom. Mgr. John G. Leitch, Tech. Dir. Publ. Dir. John Kelly George Lewis, Chief Engr.	Radio Sales Lang-Worth AP, UP
PHILADELPHIA 7	WDAS 1922	1400 250	WDAS Broadcasting Sta- tion Inc. 1211 Chestnut St. Locust 7-7400	.....	William Goldman, Pres. Leslie W. Joy, Gen. Mgr. Lambert B. Beeuwkes, Coml. Mgr.	M. Leonard Matt, Prog. Dir. & Prom. Mgr. Frank W. Unterberger, Chief Engr.	Forjoe Lang-Worth AP
PHILADELPHIA 7	WFIL 1922	560 5,000	Triangle Publications Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker	Walter H. Annenberg, Pres. Roger W. Clipp, Gen. Mgr. John E. Surrick, Coml. Mgr.	William A. Farren, Prog. Dir. Fred H. Hayward, Jr., Prom. Mgr. Louis E. Littlejohn, Chief Engr.	Katz Associated AP

on **WCAU** you're in  
**Philadelphia**

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**2<sup>nd</sup>**

**in the U. S. in television  
receiver owners**

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**3<sup>rd</sup>** in the U. S. in  
**radio set owners**

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**CBS affiliate**

**AM**

**TV**

**FM**

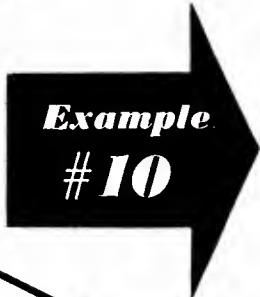
**THE PHILADELPHIA BULLETIN STATIONS**

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**PENNSYLVANIA—(Continued)**

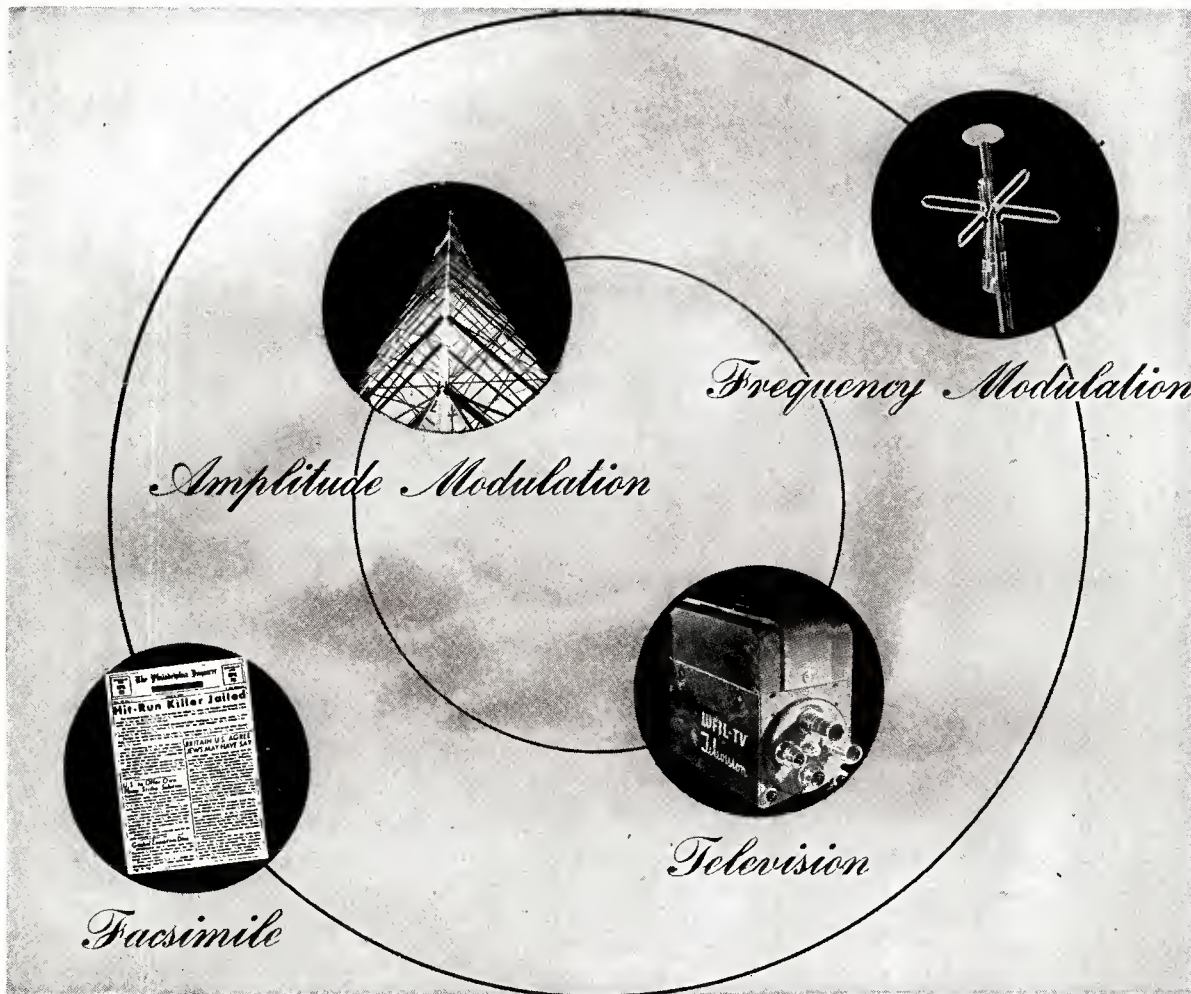
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
PHILADELPHIA 2 ..	WHAT 1922	1340 100 ST-WTEL	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058	.....	William A. Banks, Pres., Gen. & Coml. Mgr. Dolly Banks, Prog. Dir.	Arnold Goldman, Chief Engr. AP
PHILADELPHIA 2 ..	WIBG 1925	990 10,000	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	.....	Paul F. Harron, Pres. Edward D. Clery, Gen. & Coml. Mgr. Douglas Arthur, Prog. Dir.	Rupe Werling, Prom. Mgr. John H. Henninger, Chief Engr. Young Lang-Worth UP
PHILADELPHIA 7 ..	WIP 1922	610 5,000	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS	Benedict Gimbel, Jr., Pres. & Gen. Mgr. Gordon Gray, V.P. & Sales Dir.	Murray Arnold, Prog. Dir. Ralph H. Minton, Prom. Mgr. Clifford R. Harris, Chief Engr. Petry World AP, UP
PHILADELPHIA 7 ..	WJMJ 1948	1540 1,000-D CP-1530 CP-10,000-D	Patrick Joseph Stanton St. James Hotel Kingsley 5-7000	.....	Patrick J. Stanton, Pres. & Gen. Mgr. Charles Stahl, Coml. Mgr.	Michael Deegan, Prog. Dir. Fred Kost, Chief Engr. McGillvra SESAC AP
PHILADELPHIA 2 ..	WPEN 1929	950 5,000	Wm. Penn Bcstg. Co. 1528 Walnut St. Kingsley 6-0950	.....	Albert J. Sylk, Pres. Edward C. Obrist, Gen. Mgr.	Charles W. Burtis, Chief Engr. Rambeau Associated AP, UP
PHILADELPHIA 40 .	WTEL 1925	1340 250 ST-WHAT	Foulkrod Radio Eng. Co. 4312 N. Broad St. Davenport 4-4310	.....	E. Douglas Hibbs, Pres. Henry N. Cocker, Gen. Mgr.	E. Douglas Hibbs, Prog. Dir. John Field, Chief Engr.
PITTSBURGH 19 ....	KDKA 1920	1020 50,000	Westinghouse Radio Sta- tions Inc. Grant Bldg. Grant 4200	NBC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. Joseph E. Baudino, Sta. Mgr. George D. Tone, Sales Mgr.	Franklin A. Tooke, Prog. Mgr. David N. Lewis, Sales Prom. Mgr. Theodore C. Kenney, Chief Engr. Lee Curran, Publ. Mgr. Free & Peters Associated Thesaurus AP, UP, INS



**MORE THAN  
 ¼ MILLION  
 PIECES of MAIL  
 and  
 PHONE CALLS\*  
 During 1948!**

\*51,000 concerning a series  
 of 13-1/2 hour programs





## *First with all four*

WFIL was the first station in America to transmit regularly scheduled programs via Amplitude Modulation, Frequency Modulation, Television and Facsimile. This achievement reflects the progressive spirit of WFIL — the spirit which has kept WFIL at the forefront among the nation's radio stations . . . the spirit which now assures you the best use of all four for the promotion of your products on any one.

The Philadelphia Inquirer Station

**WFIL** Philadelphia

AN ABC AFFILIATE

Represented nationally by THE KATZ AGENCY

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PITTSBURGH 19 ....	KQV 1919	1410 5,000	Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 6802	MBS	Charles T. Campbell, Pres. James F. Murray, Gen. & Coml. Mgr. Bill Burns, Prog. Dir.	Warren Dana, Prom. Mgr. Robert Hunt, Chief Engr.	Weed World SESAC UP
PITTSBURGH 19 ....	WCAE 1922	1250 5,000	WCAE Inc. William Penn Hotel Atlantic 6900	ABC	Leonard Kapner, Pres. & Gen. Mgr. R. Clifton Daniel, Station Mgr. & Prog. Dir.	Carl M. Dozer, Coml. Mgr. Wm. R. Kelley, Prom. Mgr. James Greenwood, Chief Engr.	Katz Capitol Thesaurus AP, INS
PITTSBURGH 19 ....	WJAS 1921	1320 5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. K. Brennen, Pres. & Gen. Mgr. John H. Buchhweit, Colm. & Prom. Mgr.	James M. Hughes, Prog. Dir. Walter W. McCoy, Chief Engr.	Rambeau Lang-Worth Cole UP, TP
PITTSBURGH 6 ...	WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 5000	.....	Henry A. Bergstrom, Pres. O. R. Bellamy, Gen. & Coml. Mgr. Lew Kent, Asst. Mgr.	Mary Conley, Prom. Mgr. James A. McFarland, Chief Engr.	Young Capitol, World AP
PITTSBURGH 22 ..	WPIT 1947	730 1000-D	WPIT Inc. 211 Smithfield St. Grant 0794	.....	John J. Laux, Pres. John L. Meridan, Gen. & Coml. Mgr.	George Galley, Prog. Dir. John Berninger, Chief Engr.	Standard Lang-Worth
PITTSBURGH 22 ..	WWSW 1931	1490: CP-970 250; CP-5,000	WWSW Inc. Hotel Sheraton Grant 5200	.....	O. M. Schloss, Jr., Pres. & Gen. Mgr. Ben W. Muros, Coml. Mgr. W. Fred Joyner, Prog. Dir.	Harold Goldstein, Prom. Mgr. Henry R. Kaiser, Chief Engr.	ForJoe Associated Standard AP
POTTSTOWN .....	WMAC (Construction permit)	1370 1,000-D	Radio Anthracite, Inc.	.....			

**W S C R**



1,000 WATTS (d)  
ON 1,000 KC

**SCRANTON**

**ONE GRAND STATION IN  
A BILLION DOLLAR MARKET**

Where national and regional advertisers find a prosperous market of 1,190,156 population which annually spends \$836,540,000 in retail sales (1947 Sales Mgt.) The news-music-sports station for Scranton, WSCR pulled 17,537 pieces of mail in a five-month period from a 13-county area. BMB Interim Study gives WSCR 71% listening level.

*The Walker Company or  
Frank Blair, General Manager*

*will be happy to give you full details on WSCR.*



# MAKE YOUR DOLLARS WORK HARDER ...

in the  
"Workshop of the World."

Put your radio advertising bucks into working clothes on WWSW, to produce the listenership you *want* in the dollar-rich Pittsburgh market.

WWSW has tuned its programming to the kind of listening that makes *listeners* tune to WWSW around the clock!

These listeners are *yours* at a rate-card rate designed to put your advertising dollars to work with maximum effectiveness. Every penny you spend on WWSW gets you greater coverage in a compact area where the buying mass is concentrated.

Throughout twenty-four hours of broadcasting—night and day—an impressive host of national and local clients have their dollars working harder—getting more listeners, better results on Pittsburgh's Major Independent.

**National  
Representative  
FORJOE & CO.**

**WWSW**  
WMOT-FM

*More*  
MUSIC

*More*  
SPORTS

*More*  
NEWS

*More*  
LISTENERS  
*per*  
DOLLAR

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POTTSVILLE .....	WPAM 1947	1450 250	Miners Bcstg. Service. 106 S. Centre St. 5050	MBS Quaker	James J. Curran, Joseph L. Maguire—Exec. Partners Louis H. Murray, Gen. Mgr.	Frank L. Tamulonis, Coml. Mgr. Phebe Weeks, Prom. Mgr. George I. Hatfield, Chief Engr.	Griffith, McKinney Associated Standard UP
POTTSVILLE .....	WPPA 1946	1360 1,000-LS 500-N	A. V. Tidmore 8 S. Second St. 4744	.....	A. V. Tidmore, Owner-Gen. Mgr. & Chief Engr.	John M. Naylor, Coml. Mgr. & Prog. Dir.	World AP
READING .....	WEEU 1931	850 1,000-D; CP-1000	Hawley Bcstg. Co. 533 Penn St. 7335	ABC Quaker	Hawley Quier, Pres. James E. Keller, Exec. V.P. Clifford M. Chafey, Gen. Mgr.	K. Richard Creitz, Coml. Mgr. E. Lester Hoffmaster, Prog. Dir. Harold E. Schearer, Chief Engr.	Hollingbery Associated SESAC UP
READING .....	WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 44805	CBS	Robert G. Magee, V.P. & Gen. Mgr. Richard G. Fichthorn, Coml. Mgr.	Joseph E. McCormack, Chief Engr.	Weed Standard AP
READING .....	WRAW 1922	1340 250	Reading Bcstg. Co. Inc. 19 N. Fifth St. 7173	NBC MBS Quaker	Clair R. McCollough, Sta. Exec. Raymond A. Gaul, Gen. Mgr. J. Robert Gullick, Natl. Sales Mgr.	Frank J. Voss, Prog. Dir. Chester Hagan, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker World UP
ROCHESTER .....	WRYO 1948	1050 250-D	Beaver Valley Radio Co. 712 11th St. 2236	.....	Edward J. Reider, Pres. Chet Clark, Gen. Mgr.	William Peters, Prog. Dir.	World AP
SCRANTON 10 .....	WARM 1940	1400 250	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC Quaker	Martin F. Memolo, Pres. & Gen. Mgr. William M. Dawson, Coml. Mgr.	Joe Salsburg, Prog. Dir. Mary Lynott, Prom. Mgr. Adolph W. Oschmann, Chief Engr.	Hollingbery Thesaurus UP
SCRANTON 9 .....	WGBI 1925	910 1,000-LS 500-N ST-WQAN	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Mrs. M. E. Megargee, Pres. George D. Coleman, Gen., Coml. & Prom. Mgr.	Frank M. Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr.	Blair World AP
SCRANTON .....	WQAN 1923	910 1,000-LS 500-N ST-WGBI	The Scranton Times 149 Penna. Ave. 5151	.....	Edward J. Lynett, Elizabeth R. Lynett, Owners John P. McGoldrick, Gen. Mgr. & Chief Engr.	Robert R. Flanagan, Prog. Dir.	AP, UP, INS
SCRANTON 3 .....	WSCR 1947	1000 1,000-D	Lackawanna Valley Bcstg. Co. 116 Adams Ave. 5242	.....	M. J. Eagen, Pres. Frank S. Blair Jr., Gen Mgr. Joseph W. Dobbs, Coml. Mgr.	Mary L. Walsh, Traffic Mgr. Willard Shimski, Chief Engr.	Walker Associated Lang-Worth AP
SHAMOKIN .....	WISL 1948	1480 1,000	Radio Anthracite, Inc. Rock & Sunbury St. 2650	MBS Quaker	Henry W. Lark, Pres. Charles R. Petrie, Gen., Coml. & Prom. Mgr.	Richard Owen, Prog. Dir. Bernard Marshall, Chief Engr.	Forjoe & Co. Thesaurus AP
SHARON .....	WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P.O. Box 541 4113	.....	John Fahnlne Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr.	Marc McCulloch, Prog. Dir. Harold Smith, Prod. Mgr. A. C. Heck, Chief Engr.	Young Associated Capitol Lang-Worth World UP
STATE COLLEGE ...	WMAJ 1945	1450 250	Centre Broadcasters Inc. Glennland Bldg. 4959	MBS KBS	R. J. Kennard, Pres. William K. Ulerich, Gen. Mgr. Alethea J. Mattern, Coml. Mgr.	Milton Bergstein, Prog. Dir. Douglas Beman, Chief Engr.	Lang-Worth AP
STROUDSBURG ....	WVPO 1947	840 250-D	Pocono Bcstg. Co. 578 Main St. 1102	.....	James H. Ottaway, Pres. Merle C. Ostrom, Gen. Mgr. Elton Hall, Sta. Mgr.	Joseph Webster, Prog. Dir. George A. Reinhart, Chief Engr.	Walker Associated UP
SUNBURY .....	WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325	Pennsyl- vanla	Harry H. Haddon, Pres. Homer R. Smith, Gen. Mgr. Wardley R. Trevitt, Coml. Mgr.	Michael J. Kane, Prog. Dir. John Keller, Chief Engr.	Continental Lang-Worth World AP
UNIONTOWN .....	WMBS 1936	590 1,000	Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 800	CBS Quaker Pennsyl- vanla	Joseph C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr. J. Sullivan Sages, Prog. Dir.	Charles Underwood, Prom. Mgr. William J. Henzly, Chief Engr.	Meeker Thesaurus Standard UP
WARREN .....	WNAE 1946	1310 1,000-D	Northern Allegheny Broadcasting Co. 310 Second Ave. 3033	MBS	A. David Potter Jr., Pres. & Gen. Mgr. Frank Foster, Coml. Mgr.	W. Leroy Schneck, Prog. Dir., Prom. Mgr. Homer M. Haines, Chief Engr.	Rural Radio Capitol AP
WASHINGTON .....	WJPA 1942	1450 250	Washington Bcstg. Co. Geo. Washington Hotel 4870	MBS Quaker Pennsyl- vanla	Wm. S. Yard, Pres. C. B. Heller, Gen. Mgr. Charles R. Duvall, Coml. Mgr.	Horace Cooper, Chief Engr.	McGillvra Lang-Worth UP

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WILKES-BARRE ....	WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 30196	MBS	John H. Stenger Jr., Pres. August W. Grebe, Gen. & Coml. Mgr.	John H. A. Stenger III, Prog. Dir. John H. Stenger Jr., Chief Engr.	Burn-Smith Associated UP
WILKES-BARRE ....	WBRE 1924	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, Chief Owner & Gen. Mgr. David M. Baltimore, Asst. Gen. Mgr. & Prom. Mgr.	A. C. Baltimore, Coml. Mgr. Franklin D. Coslett, Prog. Dir. Charles Sakoski, Chief Engr.	World AP
WILKES-BARRE ....	WILK 1947	1450 250	Wyoming Valley Broad- casting Co. 88 N. Franklin St. 3-7165	ABC Quaker	Dr. I. C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Shelburne, Sta. Mgr.	Jerry Butler, Sales Mgr. Hal Berg, Prog. Dir. Chas. Whittier, Prom. Mgr. Theodore French, Chief Engr.	Young Lang-Worth Thesaurus UP
WILLIAMSPORT ....	WRAK 1930	1400 250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Nancy J. Person, Prog. Dir. Everett Rubendal, Prom. Mgr. Glen Sherman, Chief Engr.	McKinney Associated Lang-Worth AP
WILLIAMSPORT ....	WWPA (Construction permit)	1340 250	Williamsport Radio Ecstg. Associates 429 Fine St.				
YORK .....	WNOW 1948	1250 1,000-D	Broadcast Division Helm Coal Co. 25 S. Duke St. 2911		Lowell W. Williams, Gen. Mgr. John O. Border, Coml. Mgr.	H. E. Daugherty, Prog. Dir. Willis N. Weaver, Chief Engr.	Young Associated AP

**SURVEY SHOWS YORK  
FOOD STANDARD HIGH**

PER CAPITA EXPENDITURES  
FOR TABLE WELL ABOVE  
AVERAGE IN U. S.


**RETAIL SALES REPORT**

(Special to The York Dispatch)  
NEW YORK, Oct. 28.—York is  
shown to be a quality market, with  
a higher standard of living than  
most cities in the United States, on  
the basis of food consumption and  
other indexes. The data is con-  
tained in Sales Management's latest  
comprehensive survey of commerce.

FROM  
**The York Dispatch**  
October 28, 1948


**JOHN O. BORDER**  
Commercial Manager

**SELL** prosperous, progressive  
South Central Pennsylvania . . . where  
WNOW commands attention among a  
responsive audience.



**W N O W**

The Voice of South-Central Pennsylvania  
**1250 KC — 1000 WATTS**  
**AM — FM**



*Adam J. Young Jr.*  
NATIONAL REPRESENTATIVES

**\$376,463,000 VALUE  
PLACED ON PRODUCTS**

\$52,000,000 INCREASE IN GOODS  
MADE IN YORK COUNTY  
IN 1947

**WAGES UP \$9,000,000**

According to William S. Liven-  
good, Jr., secretary of the state de-  
partment of internal affairs, the  
value of products manufactured in  
York county during 1947 was \$376,-  
463,100. The previous year the to-  
tal amounted to \$313,621,200.  
Statistics just released by the  
department are based on . . .

FROM  
**The York Dispatch**  
October 29, 1948

**LOWELL W. WILLIAMS**  
General Manager

## DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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### PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
YORK	WORK 1932	1350 1,000	York Bcstg. Co. Inc. 13 S. Beaver St. 6629	NBC, MBS	Claur R. McCullough, Sta. Exec. Harold E. Miller, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	James R. Wilson, Prog. Dir. Robert Stabley, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker Lang-Worth UP
YORK	WSBA 1942	900 1,000-D	Susquehanna Bcstg. Co. 47 E. Market St. 2676	ABC	Louis J. Appell, Pres. Walter J. Rothensies, Gen. Mgr. Sydney Robbins, Coml. Mgr.	Otis Morse, Prog. Dir. Fred Shaffer, Prom. Mgr. Woodrow G. Eberhart, Chief Engr.	Capitol World AP
<b>RHODE ISLAND</b>							
NEWPORT	WRJM 1948	1540 1,000-D	Voice of Little Rhody 204 Thames St.		John E. & Irene A. Malloy Partners		
PAWTUCKET	WFCI 1941	1420 5,000	Pawtucket Bcstg. Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley, Pres. Wallace A. Walker, Gen. & Coml. Mgr.	David Brooks, Prog. Dir. Gilbert Johnson, Chief Engr.	Avery-Knodel Associated AP
PAWTUCKET	WPAW (Construction Permit)	1380 500-D	Roger Williams Bcstg. Co. 32 N. Union St.		Neale D. Murphy, Pres. Dominick A. Hysko, Treas.		
PROVIDENCE 2	WEAN 1922	790 5,000	The Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William O'Neil Pres. Joseph Lopez, Gen. & Coml. Mgr.	Don Morton, Prog. Dir. & Prom. Mgr. Henry Tilley, Chief Engr.	Petry Associated SESAC Standard AP, INS
PROVIDENCE 3	WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 32 Custom House St. Union 4211		Robert T. Engles, Pres. & Gen. Mgr. Brenton G. Meader, Coml. Mgr.	George Taylor, Prog. Dir. & Prom. Mgr. Carroll Philbrook, Chief Engr.	Young Ketell-Carter Capitol Standard AP
PROVIDENCE 2	WJAR 1922	920 5,000	The Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New Eng- land	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	M. Sothorn Abbot, Prog. Dir. Thomas C. J. Prior Chief Engr.	Weed World
PROVIDENCE	WNAF 1947	1290 500-D	Community Broadcasting Service Co. 86 Weybosset St. Jackson 3314		W. C. Franklin, Sta. & Sales Mgr.		Rambeau INS
PROVIDENCE 2	WPRO 1924	630 5,000	Cherry and Webb Broad- casting Co. 15 Chestnut St. Plantation 9776	CBS	William S. Cherry, Jr., Pres. Arnold F. Schoen, Jr., Gen. & Coml. Mgr.	John A. Owen, Prog. Dir. John V. Ferri, Chief ENGR.	Raymer Thesaurus Lang-Worth AP, UP
PROVIDENCE 2	WRIB 1947	1220 250-D	R. I. Bcstg. Co. Narragansett Hotel Union 4512		Frank Rao, Pres. Nicholas Ruggieri, Gen. Mgr. Fabian Hume, Prom. Mgr.	Anthony Petronella, Coml. Mgr. Don Rogers, Prog. Dir. James Drake, Chief Engr.	Forjoe Associated UP
WESTERLY	WERI (Construction permit)	1230 250	W. Paul Oury 6 Herbert St. East Greenwich, R. I.		W. Paul Oury, Owner		
WOONSOCKET	WWON 1946	1240 250	Asso. Electronic Enter- prises Inc. 99 Main St. 3900		Garo W. Ray, Pres., Gen. & Coml. Mgr. Hope Somerby, Prog. Dir.	George W. Travis, Chief Engr.	McGeehan & O'Mara Standard World Capitol AP

**TOP COVERAGE**

*in New England's 2<sup>nd</sup> Largest Market*

**WPRO**  
**PROVIDENCE**

**Top station in share of audience**

5000 WATTS

BASIC CBS

630 KC.

AM & FM

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### SOUTH CAROLINA

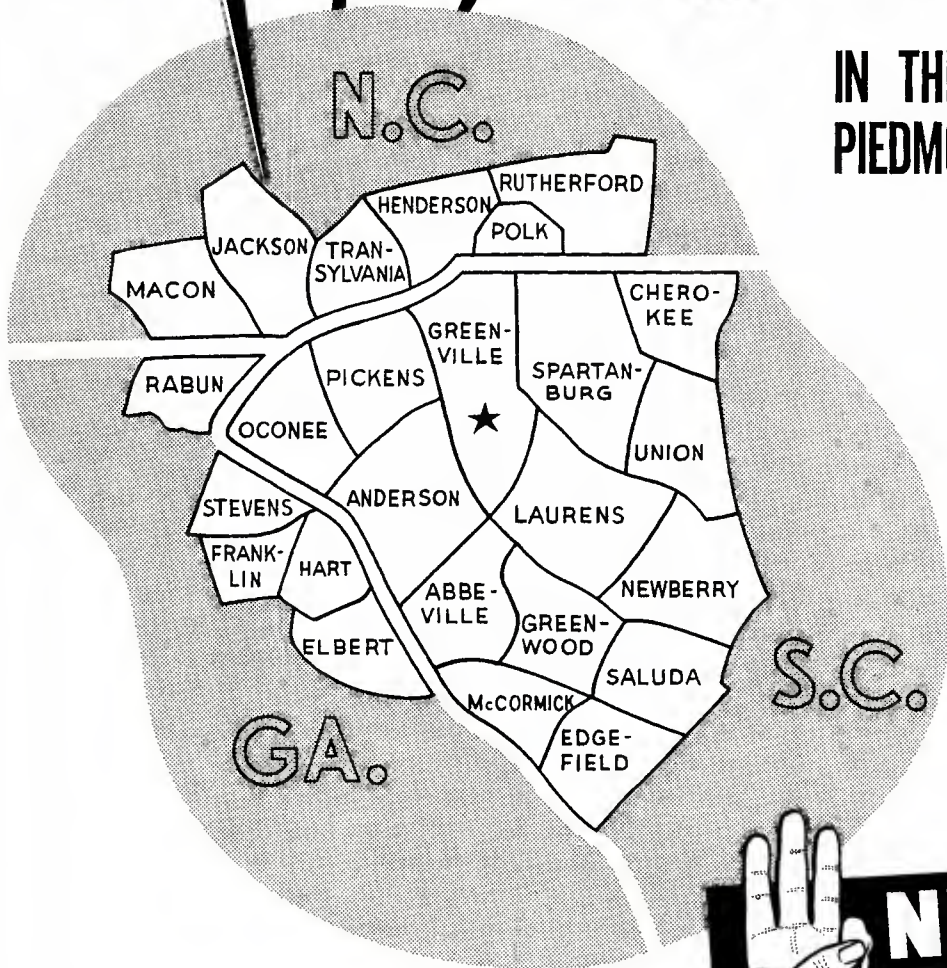
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
ANDERSON .....	WAIM 1935	1230 250	Wilton E. Hall Anderson College 800 WCSC Inc.	CBS	Wilton E. Hall, Pres. Glenn P. Warnock, Gen. Mgr. Charles B. Goodyear, Coml. Mgr.	G. Paul Browne, Prog. Dir. John Davenport, Prom. Mgr. H. B. Greene, Chief Engr. Burn-Smith Lang-Worth, World Thesaurus Associated INS
ANDERSON .....	WANS (Construction permit)	1280 1,000-D	John J. Powell P.O. Box 190 Toccoa, Ga.	.....	John J. Powell, Owner	
BENNETTSVILLE ...	WBSC 1947	1400 250	Bennettsville Bcstg. Co. Broad St. 780	MBS	John W. Orvin, Pres. Malcolm A. Young, Gen. & Coml. Mgr.	Douglas W. LaBatt, Prog. Dir. & Prom Mgr. J. E. Mathis, Chief Engr. McGillivra Standard AP
CHARLESTON "(H)"	WCSC 1930	1390 5,000	WCSC Inc. Francis Marion Hotel 7611	CBS	Hagood S. Bowden, Pres. Roy O. Darby, Jr., Gen Mgr. R. T. Fahey, Jr., Asst. Coml. Mgr.	J. L. McWhorter, Asst. Prog. Dir. M. E. Morris, Chief Engr. Standard UP
CAMDEN .....	WACA 1948	1590 1,000-D	Camden Bcstg. Co. 1417 Broad St. 821-W-3	.....	John M. Rivers, Pres. & Gen. Mgr. Roland Weeks, Coml. Mgr. Russell Long, Prog. Dir.	Pearl Baum, Prom. Mgr. Wilbur Albee, Chief Engr. Free & Peters World UP
CHARLESTON 6 .....	WFAK 1946	730 1,000-D	Geo. Graham Weiss 49 Wentworth St. 3-6428	MBS	George G. Weiss, Pres. T. K. Vassy & L. P. Moore, CO-Mgrs. W. S. Turner, Coml. Mgr	L. P. Moore, Prog. Dir. T. K. Vassy, Prom. Mgr. Carlton J. Modlin, Chief Engr. ForJoe Thesaurus UP
CHARLESTON .....	WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC	Harry J. O'Neil, Pres. C. Wylie Calder, Gen & Coml. Mgr.	Vernon M. Bushong, Prog. Dir. & Prom. Mgr. William P. Burchfield, Chief Engr. Avery-Knodel Lang-Worth UP
CHARLESTON .....	WTMA 1939	1250 5,000-LS 1,000-N	Atlantic Coast Bcstg. Co. 133 Church St. 2-2961	NBC	Edward Manigault, Pres. Robert E. Bradham, Gen. Mgr. & Coml. Mgr.	William N. Abbott, Prog. Dir. & Prom. Mgr. Douglass M. Bradham, Chief Engr. Hollingbery Associated AP
CHARLESTON 1 ...	WUSN 1948	1450 250	Southern Bcstg. Co. Third & 10th Aves. 2-2652	MBS	C. Norwood Hastie, Pres. B. M. Middleton, Gen. & Prom. Mgr. J. Drayton Hastie, V.P. & Coml. Mgr.	Hubert Wilke, Prog. Dir. Walter Nelson, Chief Engr. Cook Associated UP
CHESTER .....	WGCD 1948	1490 250	Craig Bcstg. Co. Radio-Press Bldg 1171	MBS	Alex B. Morgan J. Craig, Owners Charles Edward Bell, Sta. Mgr. James H. Watson, Coml. Mgr.	Arthur Cornwall, Prog. Dir. Allein White, Prom. Mgr. Dallas P. Boyd, Chief Engr. Capitol UP
COLUMBIA (E) .....	WCOS 1939	1400 250	Radio Columbia 1202 Main St. 25601	ABC	E. D. Black, Pres. James W. Hicks, Gen. Mgr. C. Dixon Harp, Coml. Mgr.	Robert M. Hope, Prog. Dir. George Barber Jr., Prom. Mgr. Robert M. Lambert Jr., Chief Engr. Taylor-Boroff World, Capitol AP
COLUMBIA (H) ....	WIS 1930	560 5,000	Surety Life Ins. Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp, Pres. G. Richard Shafto, Gen. Mgr. J. Dudy Saumenig, Mngng. Dir.	Frank Harden, Prog. Dir. Steve Libby, Prom. Mgr. Herbert G. Eidson Jr., Chief Engr. Free & Peters Standard UP
COLUMBIA .....	WKIX 1945	1320 1,000-LS 500-N	Inter-City Adv. Co. 1127 Lady St. 2-8659	CBS	George W. Dowdy, Pres. Norman Young, Gen. & Coml. Mgr.	John Ropp, Prog. Dir. & Prom. Mgr. E. Eugene Hampton, Chief Engr. Avery-Knodel Lang-Werth UP

# WFBC

REACHES 853,700 PEOPLE WHO ANNUALLY SPEND

# \$ 1/2 BILLION

## IN THESE RICH PIEDMONT COUNTIES!



The WFBC Market, with Greenville as the center, embraces the textile industrial section of South Carolina and adjacent counties in North Carolina and Georgia. Employment, incomes and sales in this area are higher than state and regional averages, with:

POPULATION  
**853,700**

RETAIL SALES  
**\$500,458,000**

BUYING INCOME  
**\$752,817,000**

*Figures from Sales Management Survey of Buying Power, 1948*

**WFBC** Greenville's pioneer broadcasting station, enjoys prestige and popularity in this area which helps to tell your sales story and sell your product to an audience whose radio ownership closely approaches the national average of 94.2%.

REPRESENTED BY AVERY-KNODEL, INC.

**NBC FOR ALL THREE**

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

# WFBC

and **WFBC-FM**  
**GREENVILLE, S.C.**

### 5000 Watts 19 Hours Daily

### THE NEWS-PIEDMONT STATION

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### SOUTH CAROLINA—(Continued)

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COLUMBIA	WNOK 1947	1230 250	Palmetto Radio Corp. P.O. Box 307, Five Point Br. 2-1518	MBS	Samuel Litman, Pres. Richard T. Allen, Gen. Mgr. Charles W. Burdsal, Coml. & Prom. Mgr.	Moody McElveen, Prog. Dir. T. B. Williams, Chief Engr. Forjoe Capitol AP
CONWAY	WLAT 1945	1490 250	Coastal Broadcasting Co. 12th Ave. 340	MBS	Loys M. Hawley, Pres. & Gen. & Coml. Mgr. Jon Robery Nan Houseman, Prog. Dir. & Prom. Mgr.	Herman Hanks, Chief Engr. McGillvra Standard AP
DILLON	WDSC 1946	800 1,000-D	Border Bcstg. Co. Inc. P.O. Box 231 470	MBS	E. H. Brown, Pres. Henry E. Sullivan, Gen. & Prom. Mgr. Joseph Martin, Coml. Mgr.	William J. Bunn, Prog. Dir. Marvin Seals, Jr., Chief Engr. McGillvra Capitol UP
FLORENCE	WJMX 1947	970 5,000-D	Atlantic Bcstg. Co. P. O. Box 406 2495	.....	E. E. Stone, Pres. Paul Benson, Jr., Gen. Mgr. Herman A. Smith Jr., Coml. Mgr.	James C. Player, Prog. Dir. Frank A. Jenne, Chief Engr. Continental Cook Capitol, World Associated AP
FLORENCE	WOLS 1937	1230 250	Florence Bcstg. Co. 129 S. Dargan St. 354	ABC KBS	Melvin Purvis, Pres. & Gen. Mgr. A. P. Skinner, Coml. & Asst. Mgr.	Garrett Thomas, Prom. Mgr. W. A. Pritchett, Chief Engr. & Asst. Mgr. McGillvra Lang-Worth Standard UP
GAFFNEY	WFGN 1948	1570 250-D	Cherokee Radio Co. P. O. Box 297 793	KBS	A. Ray Godshall, Pres. Robert E. Liverance, Gen. Mgr. & Prog. Dir.	David C. McSwain, Coml. Mgr. Sara V. Liverance, Prom. Mgr. Charles R. Bickford, Chief Engr. Lang-Worth Thesaurus UP
GEORGETOWN	..... (Construction permit)	1400 250	John T. Assey, Helen Assey & Harmon Dun- can P.O. Box 1891 Durham, N.C.	.....	.....	.....
GREENVILLE	WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	MBS	Scott Russell, Pres. & Gen. Mgr. Clifford W. Bowers, Coml. Mgr.	Arthur H. Roberts, Prog. Dir. Lewis W. Elias Jr., Chief Engr. McGillvra Lang-Worth Standard Associated AP



# WCSC



*The CBS station for the Coastal Carolinas*

brings you an open letter from

JOHN M. RIVERS

**T**O those who ask us to accept per inquiry deals, our answer is NO.

**T**O those who try to tempt us to double-spot by offering contracts for time signal announcements at a low rate, our answer is NO.

**T**O those who want a free ride by giving away merchandise and getting publicity on time paid for by other advertisers, our answer is NO.

**A**ND our answer is NO to all other bad practices which put the radio industry and ourselves in jeopardy.

**B**UT to our many good friends and customers who have used good practices, we extend our Thanks.

Represented Nationally by Free & Peters, Inc.



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## SOUTH CAROLINA—(Continued)

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GREENVILLE	WFBC 1933	1330 5,000	Greenville News - Piedmont Co. Poinsett Hotel 27616	NBC	Roger C. Peace, Pres. B. T. Whitmire, Gen. Mgr. R. Q. Glass Jr., Coml. Mgr.	L. B. Jenkins, Prog. Dir. N. P. Mitchell, Prom. Mgr. William E. Garrison, Chief Engr.	Avery-Knodel Thesaurus UP
GREENVILLE	WMRC 1940	1490; CP:1440 250; CP:500	Textile Broadcasting Co. 3 College St. 3-2751	ABC	R. A. Jolley Sr., Pres. W. Ennis Bray, Gen. Mgr. Clifford B. Dennison, Coml. Mgr.	William T. Arrington, Prog. Dir. Frank Cope, Prom. Mgr. George D. Tate, Chief Engr.	Burn-Smith World SESAC AF
GREENWOOD	WCBS 1941	1450 250	Greco Inc. P. O. Box 868 4300	NBC	Douglas Featherstone, Pres. Dan Crosland, Mgr. Ralph Norman, Coml. Mgr.	Newton S. Smyth, Prog. Dir. Harold Bell Wright, Prom. Mgr. Charles M. Sparks, Chief Engr.	McGillvra Capitol AF
GREER	WEAB (Construction permit)	800 250-D	Greer Bcstg. Co. 10 Trade St.		W. Ryan Frier & Ed A. Burch, Partners		
HARTSVILLE	WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. College Ave. 654	MBS	Charles H. Campbell, Pres. Raymond Caddell, Gen. Mgr. Richard D. Ward, Coml. & Prom. Mgr.	Joe Fuller, Prog. Dir. Donald A. Brienen, Chief Engr.	Capitol AF
LAURENS	WLBG 1948	860 250-D	WLBG, Inc. Laurens 22331	KBS	James C. Todd, Pres. John F. Arrington Jr., Gen. & Coml. Mgr. Len Ledford, Prog. Dir.	Colleen Willard, Prom. Mgr. Clyde C. McClure, Chief Engr.	World UP
MULLINS	WJAY (Construction permit)	1280 1,000-D	Mullins & Marion Bcstg. Co. Mullins		W. H. Daniel Jr. W. L. Harrelson } Owners W. G. Smith Paul Myhand, Gen. Mgr.		
MYRTLE BEACH	WMRA 1948	1450 250	Myrtle Beach Bcstg. Co. Ocean Forest Hotel 2100	KBS	Joe C. Ivery, Pres. Wm. D. Huff, Mgr.		McGillvra
NEWBERRY	WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. 143	MBS KBS	C. A. Kaufmann, Pres. & Gen. Mgr. Ann Fleniken, Prog. Dir.	Charlie Bowers, Coml. Mgr. George N. Martin, Chief Engr.	World AP
ORANGEBURG	WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420	MBS	Charles S. Henerey, Pres. Frank B. Best, Gen. Mgr.	Frank B. Best Jr., Prog. Dir. Gus Browning, Chief Engr.	Capitol AF
ORANGEBURG	WTND 1948	1270 1,000-D	Sims Publishing Co. Radio Center 1600		J. I. Sims, Pres. G. L. Sims, Gen. Mgr.		Continental Lang-Worth UP
ROCK HILL	WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 294	MBS KBS	E. H. Carroll Virginia B. Carroll } Owners James S. Beaty Jr. William C. Beaty	James S. Beaty Jr., Gen. Mgr., Chief Engr. George P. Cobb, Coml. & Prom. Mgr. William C. Beaty, Prog. Dir. & Sta. Mgr.	World AP
ROCK HILL	WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co. Robert Marshall Hotel 1127-J		W. G. Reid, Pres. O. Frank Thornton, Secy-Treas. Kenneth N. McClure, Gen. Mgr. George Blackwell, Coml. Mgr.	James C. Clark, Prog. Dir. Richard S. Philbrick, Chief Engr.	Friedenberg Lang-Worth Cole UP
SENECA	WSNW (Construction permit)	1150 1,000-D	Blue Ridge Bcstg. Co. P. O. Box 443		J. A. Gallimore, Pres.		
SPARTANBURG	WORD 1940	1400 250	Spartan Radiocasting Co. 291 E. Main St. 6000	ABC	Walter J. Brown, Pres. John W. Kirkpatrick, Gen. Mgr. John Carrington, Coml. Mgr.	Al Willis, Prog. Dir. & Prom. Mgr. Clyde Burdette, Chief Engr.	Taylor-Boroff World Lang-Worth AF
SPARTANBURG	WSPA 1930	950 5,000	Spartanburg Adv. Co. 244 E. Main St. 2900	CBS	Frances Hipp, Pres. G. Richard Shafto, Gen. Mgr. Roger A. Schaffer, Mngng. Dir.	Guy Vaughan Jr., Coml. Mgr. Ed McGrath, Prog. Dir. Tom J. Fleming, Prom. Mgr. Harold R. Beckholt, Chief Engr.	Blair Cummings Associated UP
SUMTER	WFIG 1940	1340 250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS	Hubert Osteen, Pres. T. Doug Youngblood, Gen. Mgr. W. H. Moore Jr., Coml. Mgr.	Paul Reidy, Prog. Dir. Robert Raymond, Prom. Mgr. James L. Williams, Chief Engr.	McGillvra Lang-Worth AF
WALTERBORO	WALD 1947	1490 250	Walterboro Bcstg. Co. Ft. Benson St. 3861	MBS	R. M. Jeffries, Pres. Charles T. Thoman, Gen. Mgr. Beulah Glover, Coml. Mgr.	Allen Wester, Prog. Dir. William Harbeson, Prom. Mgr. Roger Clark, Chief Engr.	AP

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## SOUTH DAKOTA

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ABERDEEN .....	KABR 1935	1420 5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS Gt. North- ern	H. C. Jewett Jr., Pres. A. A. Fahy, Gen. Mgr. Fred C. Stellner, Coml. Mgr.	E. C. Pieplow, Prog. Dir. R. A. Fahy, Prom. Mgr. Delbert T. Hunt, Chief Engr.	Walker Standard AP
ABERDEEN .....	KSDN 1948	930 1,000	Aberdeen News Company 12 Third Ave. 4573	.....	Henry J. Schmitt, Pres. Byron McElligott, Gen. Mgr. Russa Osborne, Coml. Mgr.	Robert N. Runyon, Prog. Dir. George Crocker, Chief Engr.	Sears & Ayer World Capitol AP
DEADWOOD .....	KDSJ 1946	1450 250	Daniels & Sons Franklin Hotel 186	KBS	John Daniels } Harry Daniels } Partners Eli Daniels Eli Daniels, Gen., Coml. Mgr. & Chief Engr.	Joe Ranay, Prog. Dir. Harry Daniels, Prom. Mgr.	World SESAC UP
HURON .....	KIJV 1945	1340 250	James Valley Bcstg. Co. 34 2nd S. E. 765	MBS	Max F. Staley, Pres. & Gen. Mgr. R. S. Brandt, Coml. Mgr.	Rex King, Prog. Dir. Roland H. Marty, Chief Engr.	Walker Thesaurus UP
MITCHELL .....	KMHK 1947	1490 250	Mitchell Bcstg. Assn. 217 N. Main St. 621	MBS	Raymond V. Eppel } James P. Ryan } Partners Raymond V. Eppel, Gen. Mgr. & Prog. Dir.	B. Harland Ohde, Coml. & Prom. Mgr. Robert G. Taylor, Chief Engr.	Capitol UP
PIERRE .....	KGFX 1927	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS	Ida A. McNeil, Director, Owner, Gen. & Coml. Mgr.	Charles W. Hobbs, Chief Engr.	Continental UP
RAPID CITY .....	KOTA 1936	1380 5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2000	CBS	Robert J. Dean, Pres. & Gen. Mgr. Abner H. George, Asst. Mgr. Stan Leiberman, Coml. Mgr.	Harry Peterson, Prog. Dir. E. Crilly, Prom. Mgr. A. E. Griffiths, Chief Engr.	Lorenzen & Thompson Standard Associated Capitol UP
RAPID CITY .....	*WCAT 1922	1230 100-D SH	South Dakota School of Mines and Technology	.....			
SIOUX FALLS .....	KELO 1937	1320 5,000	Midcontinent Bcstg. Co. Phillips Ave. at 8th St. 6363	NBC	S. Fantle Jr., Pres. & Gen. Mgr. Ted Matthews, Coml. Mgr. Evans Nord, Prog. Dir.	Sallie Nissen, Prom. Mgr. Lester C. Froke, Chief Engr.	Pearson Standard Capitol UP
SIOUX FALLS .....	KIHO 1948	1270 1,000	Big Sioux Bcstg. Co. Inc. 218 S. Main Ave. 912	MBS	James E. Sweet & David J. Kempkes, Co-Mgrs. Larry LaBrie, Coml. Mgr.	Fred Schweikher, Prog. Dir. Ray Hamilton, Asst. Mgr.	Raymer World UP
SIOUX FALLS .....	KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 8200	.....	Howard Alton Sr., Pres. Verl Thomson, Gen. Mgr. & Prog. Dir.	Bud Doss, Coml. Mgr. Bruce Brodie, Chief Engr.	Lang-Worth MacGregor AP
SIOUX FALLS .....	KSOO 1927	1140 5,000 L-WRVA	Sioux Falls Bcstg. Assn. Inc. 317 S. Phillips 757	.....	Morton H. Henkin, Pres. George R. Hahn, V.P. & Gen. Mgr. Rollie R. Williams, Sales Mgr.	Ray Loftesness, Prog. Dir. George Rohn, Prom. Mgr. Max F. Staley, Chief Engr.	Avery Knodel Standard Thesaurus AP
VERMILION .....	*KUSD 1922	920 500 ST-KFNF	University of South Da- kota Union Bldg. 601-J	.....	I. D. Weeks, Pres. U of S.D. Irving R. Merrill, Gen. Mgr. Keith J. Nighbert, Prog. Dir.	Bill Lynn, Prom. Mgr. John E. Goslin, Chief Engr.	AP
WATERTOWN .....	KWAT 1926	1240 250	Midland Nat'l Life Ins. Co. Midland Bldg. 777	KBS	F. L. Bramble, Pres. E. M. Tobin, Gen. Mgr. Morris Wissott, Coml. Mgr.	Charles H. Swenson, Prog. Dir. Ross Case, Prom. Mgr. Francis Alwin, Chief Engr.	World SESAC UP
YANKTON .....	WNAX 1926	570 5,000	Cowles Bcstg. Co. 2nd & Capitol Sts. 442	ABC, MBS	Gardner Cowles, Pres. Robert R. Tinchler, Gen. Mgr. Donald D. Sullivan, Coml. Mgr. Luther L. Hill, Exec. V.P.	L. S. Howard, Prog. Dir. Robert B. Donovan, Prom. Mgr. Clifton M. Todd, Chief Engr.	Katz Standard Cole AP, UP



# COLOSSAL

Daytime Coverage 132,338  
Night time " 29,420  
Population 497,844  
Annual Sales \$139,176,000  
5kw AM 3kw FM full time  
Only CBS station in S.D.  
New RCA transmitters (AM-FM)

**OTHER COLOSSALS**  
The Black Hills have: World's Largest Air Force Hangar; North America's Largest GOLD MINE; Greatest Tourist Traffic in America; Colossal Growth of Rapid City—1940...13,844; 1945...17,292  
NOW 26,616  
**RICHEST 100 MILE SQUARE ON EARTH**  
**LARGEST SINGLE CATTLE SHIPPING POINT IN AMERICA (BELLE FOURCHE)**

# KOTA

**ROBERT J. DEAN,**  
*President*

**RAPID CITY, S. D.**  
5 KW AM                      3 KW FM  
*CBS for South Dakota*

**LORENZEN & THOMPSON,**  
*National Representatives*

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 (Data corrected to December 6, 1948)

## TENNESSEE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ATHENS	WLAR 1946	1450 250	Athens Bcstg. Co. N. Jackson St. 891	MBS KBS	Lowell F. Arterburn, Owner & Chief Exec. Otis Parker, Gen. Mgr. Bill Tracy, Prog. Dir.	B. J. Charles, Traffic Mgr. J. W. Turner, Chief Engr.	Standard UP
BRISTOL	WOPI 1929	1490 250	Radiophone Bcstg. Sta- tion WOPI Inc. 310 State St. 3730	NBC KBS	W. A. Wilson, Pres. & Gen. Mgr. James C. Wilson, Coml. Mgr. Sid Tear, Prog. Dir.	Mike Cady, Prom. Mgr. Russell V. Robinson, Chief Engr.	Burn-Smith Lang-Worth Capitol World UP
CHATTANOOGA 2..	WAGC 1946	1450 250	Tenn. Valley Bcstg. Co. Hotel Patten 7-1128	MBS	Gordon Gambill Humphrey Haywood } Own- R. T. Russell            ers H. M. Martin Vann Campbell, Gen. Mgr.	H. Dennison Parker, Coml. Mgr. June Lewis, Traffic Dir. Charles Stokely, Chief Engr.	Rambeau Lang-Worth AP
CHATTANOOGA 2..	WAPO 1936	1150 5,000-LS 1,000-N	WAPO Bcstg. Service Read House 6-6141	NBC	R. G. Patterson, Gen. Mgr. Helen Patterson, Coml. & Prom. Mgr. Frances Harley, Prog. Dir.	B. B. Barnes, Chief Engr.	Headley Reed World Associated AP
CHATTANOOGA 2..	WDEF 1941	1370 5,000-LS 1,000-N	WDEF Bcstg. Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel, Pres. Ken Flenniken, Gen. & Coml. Mgr.	Tom Nobles, Prog. Dir. & Prom. Mgr. B. C. Baker, Chief Engr.	Branham Capitol Cole UP
CHATTANOOGA 2..	WDOD 1925	1310 5,000	WDOD Bcstg. Corp. Hamilton Natl. Bank Bldg. 6-5117	CBS	Norman A. Thomas, Pres. Earl W. Winger, V.P. Ralph H. Patt Jr., Gen. & Coml. Mgr.	Gene A. Carr, Prog. Dir. Jack C. Piedler, Prom. Mgr. Roy Owen, Chief Engr.	Raymer Standard UP
CHATTANOOGA 3 ..	WDXB 1948	1490 250	Joe V. Williams, Jr. 539 Vine St. 6-1114	.....	J. V. Williams Jr., Pres. Charles H. Gullickson, Gen. & Coml. Mgr.	Walter S. Stamper, Prog. Dir. & Prom. Mgr. Byron E. Fincher, Chief Engr.	ForJoe World INS
CLARKSVILLE .....	WCLC (Construction permit)	950 1000-D	Leaf Chronicle Co. 112 S. Second St.	.....	James E. Charlet, Gen. Mgr. John G. MacDonald, Prog. Dir. & Prom. Mgr.	James King, Chief Engr.	Standard AP
CLARKSVILLE .....	WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 2295	MBS KBS	E. T. Campbell, Pres. & Gen. Mgr. Clarence L. Waggoner, Coml. Mgr.	Clay Cline, Prog. Dir. & Prom. Mgr. John H. Bailey, Chief Engr.	Continental World Capitol AP
CLEVELAND .....	WBAC 1945	1340 250	Robert W. Rounsaville Radio Center 62	MBS	Robert W. Rounsaville, Owner Sam R. Davis, Gen. & Coml. Mgr. Art Selley, Prog. Dir.	Edith Lasater, Prom. Mgr. William D. Stuart, Chief Engr.	UP
COLUMBIA .....	WKRM 1946	1340 250	Middle Tenn. Bcstg. Co. P. O. Box 71 1340	MBS KBS	R. M. McKay Jr., Pres., Gen. & Coml. Mgr.	Charles Baker, Prog. Dir. Revis V. Hobbs, Chief Engr.	UP
COOKEVILLE .....	WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 200	CBS KBS	M. L. Medley, Pres., Gen. & Coml. Mgr. Joe Mabry, Prog. Dir. & Sta. Mgr.	George Daughtery, Chief Engr.	Continental Lang-Worth UP
DYERSBURG .....	WDSG 1946	1450 250	State Gazette Bcstg. Co. Inc. Box 58 77	MBS KBS	Frank Armstrong, Gen. Mgr. Charles R. Bowen, Coml. Mgr. Norb Beckers, Prog. Dir.	Cecil W. Morrow, Chief Engr.	World AP
ELIZABETHTON .... (Johnson City)	WBEJ 1946	1240 250	Robert Rounsaville & George Clark Radio Center 1030	MBS	R. W. Rounsaville, Pres. Thad Fitch, Gen. Mgr. Bill Wagner, Coml. Mgr.	Bill Edgar, Prog. Dir. Condon Bowers, Chief Engr.	UP
FAYETTEVILLE ....	WEKR 1948	1240 250	Elk River Bcstrs. Box 625 1240	MBS	R. A. Largen, Pres. Arthur D. Smith, Jr., Gen. Mgr. Edward H. Morgan, Coml. Mgr.	Frank Huber, Prog. Dir. & Prom. Mgr. Elton C. Hick, Chief Engr.	UP
GALLATIN .....	WHIN 1948	1010 1,000-D	Sumner County Broadcasting Co. 1010	.....	Charles B. Cage, Gen. Mgr. Lee Blum, Coml. Mgr. Weston Britt, Sta. Mgr., Prog. Dir. & Prom. Mgr.	Harold Woodard, Chief Engr.	Capitol UP
GREENEVILLE .....	WGRV 1946	1340 250	Radio Greenville Inc. Radio Bldg. 797	MBS	R. W. Rounsaville, Pres. Paul Metcalfe, Sta. Mgr. Hugh Pickel, Coml. Mgr.	Max Killian, Prog. Dir. Laile Hampton, Chief Engr.	UP
HARRIMAN .....	WHBT 1946	1230 250	Harriman Bcstg. Co. Inc. Devonia at Crescent 850	KBS	P. L. Crowder, Pres. & Gen. & Coml. Mgr. John Fielder, Prog. Dir. J. M. Hickman, V.P.	Carl Williams, Prom. Mgr. Kenneth Hargis, Chief Engr.	Cox & Tanz Standard UP
HUMBOLDT .....	WIRJ (Construction permit)	740 250-D	Gibson County Bcstg. Co. Plaza Theatre Bldg.	.....	J. Frank Warmath, Pres. Thomas N. Nobbs, Secy.- Treas.	Robert S. Kelly, V.P. & Gen. Mgr.	

# So Big

W H H M IS BIG IN A SPECIAL SORT OF WAY.

**Big** in the affection in which it is held by its alert, active audience.

**Big** in the confidence placed in it by advertisers who keep on renewing spots and programs.

**Big** in the estimation of time buyers who have seen W H H M pay off at the cash register.

**Big** in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

**Big** judged by the fact that

**W H H M DELIVERS MORE LISTENERS  
PER DOLLAR IN MEMPHIS**

# WHHM

Music, News and Sports

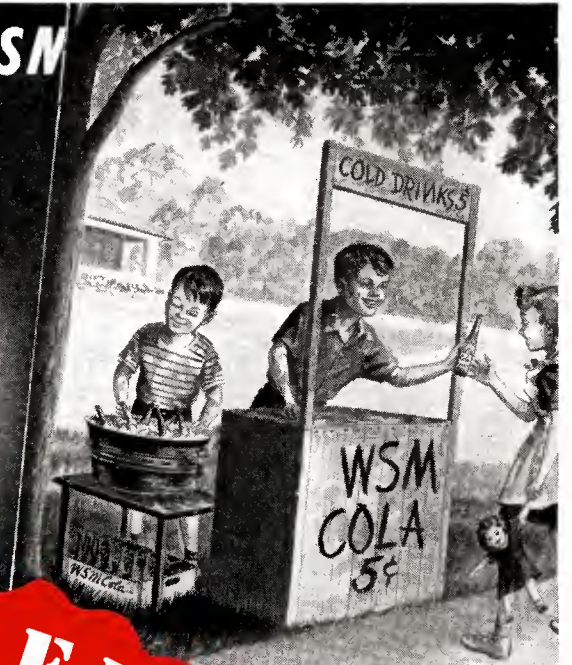
24 Hours Daily

**MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FOR JOE & CO., REPRESENTATIVES

Member of  
Association  
of Independent  
Metropolitan Stations

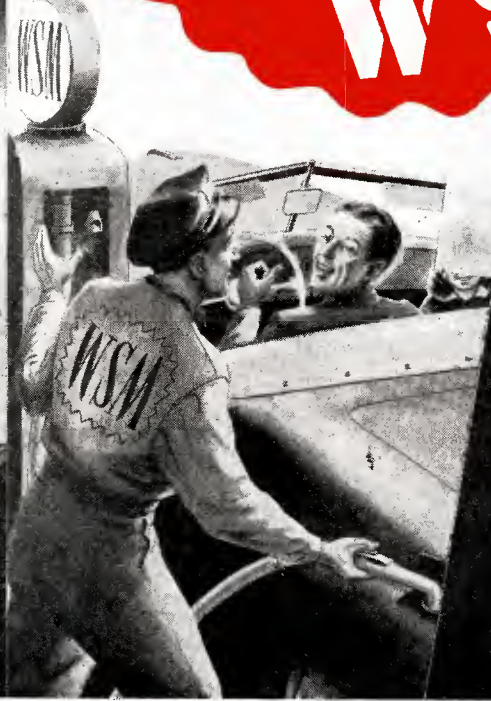
BEANS... with a WSM



ENDORSED



CEREAL



# 'APPROVED, WSM'!

**T**HE borderline between competitive items is often mighty slim. But not WSM promoted goods. They carry a strong stamp of approval. You can't see it, but you can sure feel it in sales. Because the WSM audience believes in WSM, hence in what is WSM-advertised.

Since 1925, WSM has carefully and painstakingly built this acceptance.

It has grown into a power of far more importance to advertisers than our 50,000 watts, our clear channel or our audience of millions.



HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives  
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

**WSM**  
**NASHVILLE**

BROADCASTING • Telecasting

1949 Yearbook Number • Page 243

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**TENNESSEE—(Continued)**

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JACKSON I	WDXI 1948	1310 1,000	Aaron B. Robinson Williams Bldg.	MBS	Aaron B. Robinson, Pres. Bill Winsett, Gen. Mgr. Jack Cecll, Coml. Mgr.	Jim Hoppers, Prog. Dir. Charles R. Hawk, Prom. Mgr. James S. Thomas, Chief Engr.	Burn-Smith Capitol UP
JACKSON	WPLI (Construction permit)	1490 250	George Arthur Smith 438 E. Main St.		George Arthur Smith, Owner		
JACKSON	WTJS 1931	1390 1,000	Sun Publishing Co. 104 Baltimore St. 7-3316	ABC	A. A. Stone, V.P. & Gen. Mgr. Frank S. Proctor, Mgr. Leslie R. Brooks, Jr., Asst. Mgr.	Robert M. Gordon, Chief Engr.	Branham World, Cole AP, UP
JOHNSON CITY	WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. Press Bldg. 3060	KBS	Carl A. Jones, Jr., Pres. Berney Burlison, Asst. Mgr. & Prog. Dir.	E. B. Jones, Chief Engr.	Wood & Colton Capitol, World AP
JOHNSON CITY	WJHL 1938	910 5,000-LS 1,000-N	WJHL Inc. 143 W. Main St. 2780	ABC	W. Haynes Lancaster, Pres. Ray D. Williams, Gen. & Coml. Mgr.	Walter Heeb, Prog. Dir. Ken Matthews, Prom. Mgr. O. K. Garland, Chief Engr.	Pearson Lang-Worth AP, UP
KINGSPORT	WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. 222 Commerce St. 2870	NBC	C. P. Edwards, Jr., Pres. A. F. Martin, Gen. Mgr. Phil Weaver, Coml. Mgr.	Paul Overbay, Prog. Dir. Thomas Phillips, Chief Engr.	Lorenzen & Thompson Standard Lang-Worth AP
KNOXVILLE 42	WBIR 1941	1240 250	Radio Station WBIR Inc. 409 W. Church 4-3321	ABC	Gilmore N. Nunn, Pres. & Chief Owner John P. Hart, Gen. Mgr. David Kavanagh, Local Coml. Mgr.	Tys Terwey, Prog. Dir. & Prom. Mgr. J. Rex Horton, Chief Engr.	Pearson Capitol UP AP
KNOXVILLE	WIBK 1946	800 1,000-D	Independent Bcstg. Co. 908 S. Gay St. 4-9866	.....	Marvin I. Thompson, Gen. Mgr. Ray Willhite, Prog. Dir.	T. E. Hooper, Chief Engr.	Cooke Associated MacGregor AP
KNOXVILLE	WKGN 1947	1340 250	Clarence Beaman, Jr. Park National Bank Bldg. 40766	MBS	Clarence Beaman, Jr., Pres., Gen. & Coml. Mgr.	Bob Greer, Prog. Dir. Joseph E. Broyles, Chief Engr.	Forjoe Lang-Worth Capitol AP
KNOXVILLE 24	WNOX 1921	990 10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard, Pres. R. B. Westergaard, Gen. Mgr. O. L. Smith, Coml. Mgr.	C. A. McMahon, Prog. Dir. Para Lee Brock, Prom. Mgr. Ray Evans, Chief Engr.	Branham Standard UP
KNOXVILLE	WROL 1927	620 5,000	S. E. Adcock 531 S. Gay St. 2-7111	NBC	S. E. Adcock, Pres. & Gen. Mgr. W. H. Linebaugh, Coml. Mgr.	John Reese, Prog. Dir. C. T. DeVols, Prom. Mgr. Fred Andrews, Chief Engr.	Blair Thesaurus World UP
LEWISBURG	WJJM 1947	1490 250	James J. Murray Estate Box 20 780	.....	Louis D. Lingner, Gen. Mgr. Denny Walker, Prog. Dir.	J. E. Sowell, Chief Engr.	Continental World AP
MARYVILLE	WGAP 1947	1400 250	Gateway Bcstg. Co. Blount National Bank 2490	MBS KBS	V. H. McLean, George R. Dempster, partners F. H. Corbett, Gen. & Coml. Mgr.	Sarah Miller, Prog. Dir. & Prom. Mgr. Curtis Lamarr, Chief Engr.	Lang-Worth UP
McMINNVILLE	WMMT 1948	1230 250	McMinnville Bcstg. Co. Inc. N. Chancery St. 401	MBS KBS	Sam J. Albritton, Pres. Royce E. Richards, Gen. Mgr. Roy E. Wood, Jr., Coml. Mgr.	Ernie Richards, Prog. Dir. & Prom. Mgr. Walter A. Duke, Chief Engr.	World UP
MEMPHIS 4	WDIA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	.....	John R. Pepper } E. R. Ferguson } Co-owners	E. R. Ferguson, Gen. Mgr. Frank Edwards, Chief Engr.	Pearson Standard Cole UP-INS
MEMPHIS 3	WHBQ 1925	1400; CP-560 250; CP-5000-LS 1000-N	Harding College Hotel Gayoso 8-6868	MBS	E. Pournelle, Gen. Mgr. W. H. Grumbles, Coml. Mgr.		Walker Capitol AP
MEMPHIS 3	WHHM 1946	1340 250	Mid-South Bcstg. Corp. Sterick Bldg. 37-4422	.....	P. E. Furlow, Pres. Patt McDonald, Gen. & Coml. Mgr.	Allen Avery, Prog. Dir. & Prom. Mgr. William Marsh, Chief Engr.	Forjoe & Co. Lang-Worth AP



*Put Your*

# PUSH

*On The Station That Has Audience*

# PULL!

Audience mail received in the first 52 weeks after we went on our new frequency of 680 kc. with 10,000 watts daytime, 5,000 watts night (from September 21, 1947 through September 18, 1948):

<u>State</u>	<u>Counties</u>	<u>Mail</u>
ALABAMA.....	67	3,884
ARKANSAS.....	75	35,277
KENTUCKY.....	67	2,478
LOUISIANA.....	44	1,146
MISSISSIPPI.....	83	58,284
MISSOURI.....	58	8,374
TENNESSEE.....	80	56,281
TOTAL.....	474	165,724

AND — in the same period we received 947 letters from 314 counties in 31 OTHER STATES!

# WMPS

**MEMPHIS—TENNESSEE**

AFFILIATED WITH AMERICAN BROADCASTING CO.

*Represented By* RADIO REPRESENTATIVES, Inc.

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MEMPHIS 1	WMC 1923	790 5,000	Memphis Publishing Co. Goodwyn Institute Bldg. 8-7464	NBC So. Central	H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr. Wilson Mount, Prog. Dir.	Walter E. Frase, Prom. Mgr. E. C. Frase Jr., Chief Engr. Earl Moreland, Local Sales Mgr.	Branham Thesaurus SESAC UP
MEMPHIS 3	WMPS 1925	680 10,000-LS 5,000-N	WMPS Inc. Columbian Mutual Tower 5-2721	ABC	H. R. Kreistein, V. P. & Gen. Mgr. H. F. Walker, Coml. Mgr. George Faulder, Prog. Dir.	Matty Brescia, Publ. Dir. J. G. Deaderick, Chief Engr.	Radio Reps. Standard Lang-Worth Cole AF, UP
MEMPHIS 4	WREC 1922	600 5,000	Hoyt B. Wooten Hotel Peabody 5-1313	CBS	Hoyt B. Wooten, Owner & Gen. Mgr. Hollis R. Wooten, Coml. Mgr.	Roy Wooten, Prog. Dir. Jack Michael, Prom. Mgr. Leroy Wilson Raney, Chief Engr.	Katz World SESAC Lang-Worth UP
MORRISTOWN	WCRK 1947	1450 250	Cherokee Bcstg. Corp. Brown Ave. 1450	MBS	H. S. Walters, Pres. Hal Falter, Gen. Mgr. Howell Ashford Jr., Coml. Mgr.	Joseph Price, Prog. Dir. James A. Redden, Chief Engr.	Holman World AP
MURFREESBORO	WGNS 1947	1450 250	Murfreesboro Bcstg. Co. 118 N. Church St. 1450	MBS	Cecil N. Elrod Sr., Pres. Cecil N. Elrod Jr., Gen. Mgr. S. D. Wooten Jr., V. P.	Bill Huddleston, Coml. Mgr Howard Byrum, Prog. Dir. Bill Schoocraft, Prom. Mgr. Graham Hatcher, Chief Engr.	Holman World Capitol UP
NASHVILLE 3	WKDA 1947	1240 250	Capitol Bcstg. Co. American National Bank Bldg. 4-0511	.....	T. B. Baker Jr. & } Own- A. G. Beaman } ers	T. B. Baker Jr., Gen. Mgr.	Forjoe
NASHVILLE 3	WLAC 1926	1510 50,000	WLAC Bcstg. Serv. Third Natl. Bank Bldg. 6-0161	CBS	J. T. Ward, Owner F. C. Sowell, Gen. & Coml. Mgr. Paul Ollphant, Prog. Dir.	Bill Shaw, Prom. Mgr. F. D. Binns, Chief Engr.	Raymer World UP
NASHVILLE	WMAK 1948	1300 5,000	Volunteer State Bcstg. Co. Inc. Maxwell House 4-3411	MBS	Frank W. Mayborn, Pres. Walter P. Speight Jr., Sta. Mgr. Blackstone Dozier, Coml. Mgr.	Horace C. Young Jr., Prog Dir. Shelton Weaver, Chief Engr.	Hollingbery Thesaurus UP
NASHVILLE	WNAH (Construction permit)	1350 1000-D	Hermitage Bcstg. Co. 3501 Grayswood Ave. 9-1164	.....	Van T. Irwin Jr., Pres. & Gen. Mgr.	W. W. Lanier Jr., V.P. & Coml. Mgr. Hazel Giddens, V.P.	
NASHVILLE 3	WSIX 1927	980 5,000	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC MBS	Jack M. Draughon, Pres. E. S. Tanner, Coml. Dir.		Katz Standard AP

# FACTS

## About Memphis and the Mid-South

(a \$2,000,000,000 plus market!)

### RETAIL SALES

Dollars .....	\$1,885,564,000
Food .....	461,835,000
General Merchandise .....	285,454,000
Drug .....	60,223,000
<b>EFFECTIVE BUYING INCOME</b>	
Gross .....	\$2,825,152,000
Net .....	2,625,570,000
Farm .....	787,439,000

### and WMC the Commercial Appeal Station

(first in Memphis and the Mid-South since 1923)

Number of Counties	Number of Families*	Radio Families	BMB %	Station Circulation Radio Families
21	136,960	111,440	90	103,974
46	440,096	366,930	80	312,777
59	536,466	444,260	70	371,173
68	598,776	495,380	60	405,017
80	654,796	541,450	50	429,990
92	724,706	598,590	40	456,007
102	778,296	643,210	30	471,772
117	845,046	698,570	20	485,074
137	965,696	796,450	10	499,379

\*BMB FAMILIES AND RADIO FAMILIES—1948

**NBC • 5000 WATTS • 790 KC**

# WMC

NATIONAL REPRESENTATIVES  
THE BRANHAM COMPANY

WMC • WMCF • WMCT owned and operated by the COMMERCIAL APPEAL



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NASHVILLE 3.....	WSM 1925	650 50,000	Nat'l. Life & Acc. Ins. Co. National Life Bldg. 6-7181	NBC	John H. DeWitt Jr., Pres. Harry Stone, Gen. Mgr. Irving Waugh, Coml. Mgr.	Petry Associated Lang-Worth AP, INS
OAK RIDGE .....	WATO 1948	1490 250	WATO, Inc. Municipal Market Bldg. 5-3535	MBS	Marshal H. Pengra, Pres. & Harry C. Weaver, Coml. Mgr.	Lorenzen & Thompson Standard UP
PARIS .....	WPTN (Construction permit)	910 1,000-D	Broadcasters Associates	.....		
PARIS .....	WTFR 1946	710 250-D	Kentucky Lake Bestg. System Inc. 100½ Market St. 1700	KBS	E. Weeks Smith, Pres. & Gen. Mgr. Parkman R. Feezer, Coml. Mgr.	Joseph A. Brandt, Prog. Dir. & Prom. Mgr. Chas. W. Jones, Chief Engr.
PARIS .....		1270 1,000-D	Paris Bestg. Co.			
PULASKI .....	WKSR 1947	730 250-D	Robert Ruensville & George M. Clark Radio Bldg. 661	MBS	R. W. Rounsaville, Pres. Virgil Trimm, Sta. & Coml. Mgr. Berlin Benfield, Prog. Dir.	Andrew Keicher, Chief Engr. UP
SHELBYVILLE .....	WHAL 1946	1400 250	Shelbyville Bestg. Co. 112½ East Side Square 1400	MBS	Chas. Christian, Gen., Coml & Prom. Mgr. Jean Carroll, Prog. Dir.	T. R. Marsh, Chief Engr. UP
SPARTA .....		1050 1,000-D	Sparta Bestg. Co. Box 362, Columbia, S.C.			
TULLAHOMA .....	WJIG 1948	740 250-D	Tri-Cities Bestg. Co. Box 411 2607	.....	Raymond L. Prescott Jr., Pres. Henry L. Wilson, V. P. R. G. Tanner, Gen. & Coml. Mgr.	R. L. Prescott Jr., Prog. Dir. & Prom. Mgr. Carl Spraggins, Chief Engr.
UNION CITY .....	WENK 1946	1240 250	Unlon City Bestg. Co. Inc. Clymer-Tittsworth Bldg. 1240	MBS	Aaron B. Robinson, Pres. Frank A. Browne, Gen. & Prom. Mgr. Ernest Watson, Coml. Mgr.	Louis C. Wrather, Asst. Mgr. & Prog. Dir. James Thomas, Chief Engr.
WINCHESTER .....	WCDT 1948	1340 250	Arthur D. Smith Jr. Box 1103 2878	MBS	A. D. Smith Jr., Owner & Mgr. Hollis Carlton, Coml. Mgr.	Larry Carothers, Prog. Dir. Bill Hale, Prom. Mgr. Warren Gilpin, Chief Engr.



*Pulling in a  
Million More  
Listeners!*

**WHBQ-56**

**FIRST ON  
YOUR RADIO**

**MUTUAL in Memphis**

**Make More Sales** In the MIGHTY MEMPHIS MARKET

with

**WHBQ** Memphis, Tenn.

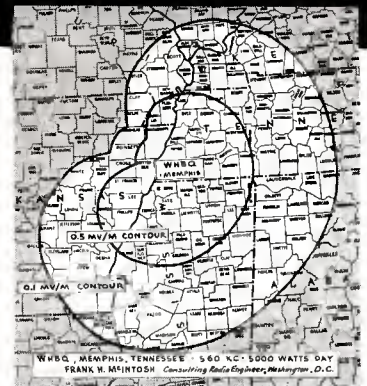
**5,000 Watts • 20 times more power**

MR. TIME BUYER

Here are the Vital Statistics:

- Population served by WHBQ — 2,544,500
- Retail Sales — \$132,251,500
- Radio Homes — 551,353

(BMB and Sales Management Figures)



COVERAGE MAP

★ Write, Wire or Phone  
for Availabilities

**WHBQ**

Represented by  
**THE WALKER CO.**

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to December 6, 1948)

### TEXAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
ABILENE	KRBC 1936	1450; CP-1470 250; CP-5000-LS 1000-N	Reporter Bcstg. Co. Windsor Hotel 6255	ABC Texas State	Eva May Hanks, Pres. Howard Barrett, Gen. Mgr. Forest Lane, Prom. & Coml. Mgr.	Leo Reynolds, Prog. Dir. J. B. Casey, Chief Engr. Pearson Lang-Worth Capitol AP
ABILENE	KWKC 1948	1340 250	Citizens Bcstg. Co. 25th & Butternut Sts. 7287	MBS Lone Star	W. P. Wright, Pres. A. C. Etter, Gen. & Prom. Mgr.	Leonard Johnson, Prog. Dir. Lewls Fisher, Chief Engr. Taylor-Borroff World AP, UP
ALICE	KBKI 1946	1070 1,000-D	Alice Bcstg. Co. Hotel Alice 1360	.....	Leon Lloyd, Gen. Mgr.	Lang-Worth World AP
ALPINE	KVLF 1947	1240 250	Blg Bend Bcstrs. Holland Hotel 37	KBS	Tommy Erwin, Sta. Mgr.	Taylor-Borroff
AMARILLO	KAMQ 1948	1010 1,000-D	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	.....	Walter G. Russell, Pres. W. J. Dickerson, Gen. Mgr. Jack Petrie, Coml. Mgr.	Ray Whitworth, Prog. Dir. Stewart Parsons, Chief Engr. Griffith McKinney Thesaurus AP
AMARILLO	KFDA 1939	1,440 5,000-LS 1,000-N	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC	Gilmore Nunn } J. Lindsay Nunn } Partners Howard Roberson, Gen. Mgr.	Bill Fairley, Coml. Mgr. Joe Bob Coble, Prom. Mgr. Noel Luddy, Chief Engr. Standard World Pearson, UP
AMARILLO	KGNC 1922	710 10,000	Plains Radio Bcstg. Co. Radio Building 4242	NBC Lone Star	Gene A. Howe, Pres. Aubrey Jackson, Gen. Mgr. O. L. Taylor, Exec. Gen. Mgr.	Bob Watson, Prog. Dir. W. H. Torrey, Chief Engr. Taylor-Borroff Lang-Worth Cole AP, UP
AMARILLO	KVAI 1948	940 1,000	Plains Emplre Bcstg. Co. 1014 W. 7th 2-6773	MBS	Lonnie J. Preston, Pres. & Gen. Mgr. Lew Preston, Prog. Dir.	Pat. Flynn, Prom. Mgr. A. B. Clopton, Chief Engr. Walker Associated UP
ATHENS	KBUD 1948	1410 250-D	The Henderson County Bcstg. Co. 207 E. Tyler St. 650	.....	J. B. McNutt, Jr. } Merl Saxon } Partners	J. B. McNutt, Jr., Gen. Mgr. & Chief Engr. Lang-Worth UP
AUSTIN	KNOW 1926	1490 250	Frontier Bcstg. Co. Capitol National Bank Building 2-6213	ABC Texas State	Gene L. Cagle, Pres. Lewis R. Cook, Gen. Mgr.	Conrad Vernon, Prog. Dir. & Prom Mgr. James E. Lewis, Chief Engr. Weed Capitol AP
AUSTIN	KTBC 1939	590 5,000-LS 1,000-N	Texas Bcstg. Corp. P.O. Box 717 2-2424	CBS Lone Star	Claudla T. Johnson, Pres. J. C. Kellein, Gen. Mgr. Willard Deason, Sales Mgr.	Richard Pryor, Prog. Dir. Harvey O. Payne, Prom. Mgr. Frank W. Yeagley, Chief Engr. Taylor-Borroff World UP
AUSTIN	KTXN 1948	1370 1,000-D	Thomas G Harris 309 W. 29th St. 7-4476	.....	Thomas G. Harris, Pres. & Gen. Mgr. Lloyd E. Arnold, Coml. Mgr.	Christine Tinsley, Prog. Dir. David O. Martin, Chief Engr. Thesaurus AP
AUSTIN	KVET 1946	1300 1,000	Austin Bcstg. Co. 113 W. 8th St. 8-8521	MBS	John B. Connally, Pres. & Gen. Mgr. Fred M. Caldwell, Prog. Dir.	H. Welborn Dunlop, Asst. to Mgr. Frank W. Yeagley, Chief Engr. Forjoe Lang-Worth UP
BALLINGER	KRUN 1947	1400 250	Runnels County Bcstg. Co. Ballinger 711	MBS KBS	R. E. Bruce, Gen. Mgr. J. M. Isaacs, Coml. Mgr. & Prog. Dir.	W. C. Kelley, Chief Engr. Standard SESAC AP
BAY CITY	KIOX 1947	1270 1,000	Bay City Bcstg. Co. W. Columbia Hiwav 642	MBS KBS	J. G. Long, Pres. John F. Cooke, Gen. Mgr. Pat Reed, Coml. Mgr.	Laverne B. Ewing, Prog. Dir. Hal Ewing, Prom. Mgr. Glenn R. Ellis, Chief Engr. Capitol AP
BAYTOWN	KRCT 1947	650 250-D	Bay Bcstg. Co. Box 629 1650	KBS	C. Q. Alexander, Pres. O. J. Howell, V.P. E. H. Keown, Gen. Mgr. Sylvia McKinstry, John Thompson, Coml. Mgrs.	G. E. Knapp, Prod. Mgr. Scott Cooper, Chief Engr. McGillvra Standard AP
BAYTOWN	KREL 1947	1360 1,000	Tri-Cities Bcstg. Co. P.O. Box 419 1360	.....	Robert Matherne, Pres. R. S. Bush, Gen. Mgr. Glen Travis, Coml. Mgr.	Byard Sooy, Prog. Dir. Marvin Dougharty, Chief Engr. Lang-Worth Associated UP
BEAUMONT	KFDM 1924	560 5,000	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Lone Star	D. A. Cannan, Pres. C. B. Locke, Secy-Treas., Gen. & Coml. Mgr.	Dave Russell, Prog. Dir. Helen Caldwell, Prom. Mgr. H. S. Jones, Chief Engr. Free & Peters Lang-Worth Standard UP
BEAUMONT	KPEX 1947	1380 1,000-D	KPEX Bcstg. Co. New Crosby Hotel 2-0201	.....	H. R. McGuire, Gen. Mgr. D. K. Macted, Coml. & Prom. Mgr. Hugh Herrington, Prog. Dir.	Hugh Strain, Chief Engr. Forjoe Standard MacGregor SESAC AP
BEAUMONT	KRIC 1938	1450 250	KRIC Inc. 130 Wall St. 4-9421	.....	Mrs. J. L. Mapes, Pres. E. C. Davis, V.P. & Gen. Mgr. & Actg. Coml. Mgr.	Bob Tucker, Prog. Dir. Marvin J. Easterwood, Chief Engr. Branham Thesaurus Capitol Associated AP

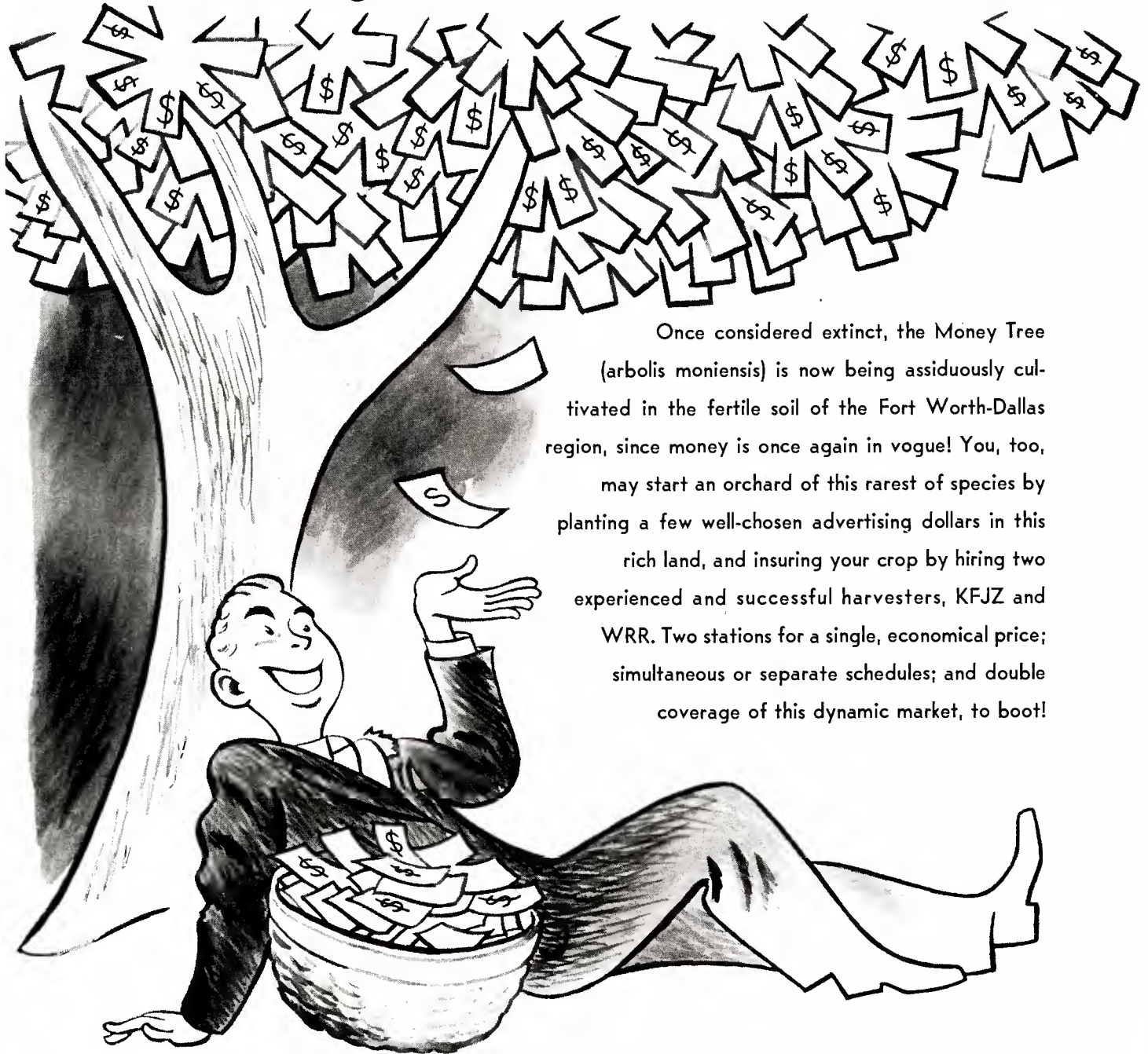
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### TEXAS—(Continued)

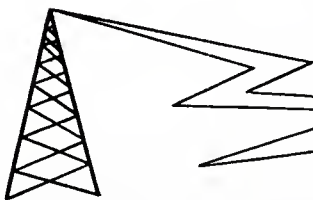
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
BEAUMONT	KTRM 1947	990 250-D	KTRM Inc. 230 Orleans St. 2-8478	KBS	Jack Neil, Pres. & Gen. Mgr. G. L. Kirk, Coml. Mgr.	Joe S. Trum, Prog. Dir. & Prom Mgr. Ben F. Hughes, Chief Engr	World INS
BIG SPRING	KBST 1936	1490 250	Big Spring Herald Bcstg. Co. Inc. 702 Johnson St. 1500	ABC Texas State	William J. Wallace, Gen. Mgr. William L. Cox, Coml. Mgr. Robert Lindley, Prog. Dir.	Loyd Wooten, Prom. Mgr. Andrew M. Jones, Chief Engr.	Pearson AP
BONHAM	KFYN 1936	1420 250-D	Fannin County Bcstg. Co. 781	.....	Frank Svoboda, Owner Bob Shuffler, Gen. Mgr. Buster Thornton, Coml. Mgr.	Laurin Donaldson, Prog. Dir. Truman Wright, Chief Engr	World Monogram UP
BORGER	KHUZ 1947	1490 250	R. G. Hughes P.O. Box 1531 1600	MBS	R. G. Hughes, Owner Wayne Phelps, Gen. Mgr.	Lynn Miller, Prog. Dir. Herman Kreiger, Chief Engr.	Lang-Worth SESAC AP
BRADY	KNEL 1935	1490 250	G. L. Burns Brady 77	KBS	G. L. Burns, Pres. & Gen. Mgr. C. D. Reed, Coml. & Prom. Mgr.	Gene Burns, Prog. Dir. Cecil Nelin, Chief Engr.	AP
BRECKENRIDGE	KSTB 1947	1430 500-D	Stephens County Bcstg. Co. Miller Bldg. 773	KBS	Manning L. Trammel } Part- Robert W. Chapman } ners Robert W. Chapman, Gen. & Coml. Mgr.	R. L. Smith, Chief Engr.	Lang-Worth AP
BRENHAM	KWHI 1947	1280 1,000-D	Tom S. Whitehead Branham 655	.....	Tom S. Whitehead, Owner & Mgr. Leo W. Gardner, Coml. Mgr	Bill Sloan, Prog. Dir. Richard Webb, Chief Engr.	Lang-Worth SESAC UP
BROWNSVILLE	KBOR (Construction permit)	1600 1,000-D	Brownsville Bcstg. Co. P.O. Box 472	.....	Minor J. Wilson, Gen. Mgr. Willis A. Wilson, Chief Engr.		AP
BROWNSVILLE	KVAL 1946	1490 250	KVAL Bcstg. Co. P.O. Box 1792 26452	ABC Texas Quality	T. Frank Smith, Pres. & Gen. Mgr. William Elkner, Coml. Mgr.	Duane M. MacCoy, Prog. Dir. Ken Ratliff, Prom. Mgr. Ed Frazier, Chief Engr.	Free & Peters AP
BROWNWOOD	KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS KBS Texas-- State	Wendell Mayes, Pres. & Gen. Mgr. F. T. Wilson, Coml. Mgr. Howard L. Edwards, Prog. Dir.	Pat Brinkley, Prom. Mgr. A. W. Stewart, Chief Engr.	Walker Lang-Worth UP
BRYAN	KBRZ (Construction permit)	1440 500-D	The Brazos Bcstg. Co. 2306 N. Washington St. Dallas, Tex.	.....	Joe A. Marino, Pres. John Benedetto, V.P.		
BRYAN	KORA 1947	1240 250	Bryan Bcstg. Co. 305 W. 26th St. 2-1451	.....	David C. Jones Jr., Pres., Gen. Mgr., & Chief Engr.	Euell G. Byers, Coml. Mgr. William J. Zak Jr., Prog. Dir.	Thesaurus AP
CENTER	KDET (Construction permit)	930 1,000-D	Center Bcstg. Co.	.....	Tom E. Foster } Tom Potter } Partners		
CHILDRESS	KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 217½ N. Main 1085	MBS	R. Malone Hagan, Pres. & Coml. Mgr. George D. Cowan, Gen. Mgr.	James D. Abbott, Prog. Dir. Peggy Bellah, Prom. Mgr. John D. Braffett, Chief Engr.	Standard AP
CLEBURNE	KCLE 1947	1120 250-D	Marti Inc. 919 N. Main 1025	.....	George W. Marti, Pres. & Gen. Mgr. Frank H. Hardgrove, Coml. Mgr. D'Voe Lee, Prog. Dir.	Phil Vogel, Prom. Mgr. John Marti, Asst. Mgr. Loyd E. Rogers, Chief Engr.	Capitol UP
COLEMAN	KSTA 1947	1000 250-D	Coleman County Bcstg. Co. Box 827 8406	.....	H. H. Jackson, Pres. Floyd Shelton, Gen., Coml. Mgr. & Prog. Dir.	(Mrs.) Billy Beach, Prom. Mgr. R. B. Seals, Chief Engr.	Capitol UP
COLLEGE STATION	WTAW 1922	1150 1,000-D	Agric. & Mech. College of Texas Administration Bldg. 4-8724	ABC	Frank J. Sosolik, Gen. & Coml. Mgr. & Chief Engr.	Betty Jo Edwardson, Prog. Dir. Joyce Leverton, Prom. Mgr.	World AP
CORPUS CHRISTI	KEYS 1940	1440 1,000-LS 500-N	Nueces Bcstg. Co. Box 1460 2-7411	CBS Lone Star	H. B. Lockhart } Earl C. Dunn } Partners Charles Rossi } E. C. Hughes }	L. A. Wofford, Sta. Mgr. Earl Hawthorne, Coml. Mgr. Lawrence W. Rasco, Prog. Dir. Trudi Carr, Prom. Mgr. Harold Griffith, Chief Engr.	Taylor-Borroff World UP
CORPUS CHRISTI	KRIS 1927	1360 1,000	Gulf Coast Bcstg. Co. Robert Driscoll Hotel 6354	MBS, NBC Texas- Quality	T. Frank Smith, Gen. Mgr. W. M. Elkner, Coml. Mgr.		Free & Peters
CORPUS CHRISTI	KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Inc. Show Room Bldg. 2-9242	ABC	Vann M. Kennedy, Gen. Mgr.		ForJoe

# The Money Tree Grows in Texas

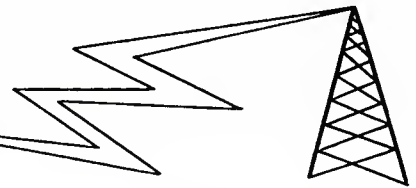


Once considered extinct, the Money Tree (*arbolis moniensis*) is now being assiduously cultivated in the fertile soil of the Fort Worth-Dallas region, since money is once again in vogue! You, too, may start an orchard of this rarest of species by planting a few well-chosen advertising dollars in this rich land, and insuring your crop by hiring two experienced and successful harvesters, KFJZ and WRR. Two stations for a single, economical price; simultaneous or separate schedules; and double coverage of this dynamic market, to boot!

"THE BILLION DOLLAR AUDIENCE"



**KFJZ**-FT. WORTH



**WRR**-DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.  
 NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO  
 BROADCASTING • Telecasting

1949 Yearbook Number • Page 251

*On the Great  
Southwest Market*

DALLAS

*Studios in  
DALLAS  
and  
FT. WORTH*

**KRLD**

*The  
TIMES HERALD  
Station*

*As Your Best Buy  
Day or Night*

FT. WORTH



Exclusive CBS Outlet for DALLAS - FORT WORTH

50 K. W. 1080 K. C.

Represented by the BRANHAM COMPANY





# KRLD

*Oldest* CBS AFFILIATE IN  
 TEXAS ★ ONLY FULL-TIME  
 50,000-WATT STATION SERVING  
 THE BIG DALLAS-FORT WORTH

*Area!*

### BMB DATA — NIGHTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 81%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

### BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 77%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number  
 Radio  
 Station

# KRLD

Number  
 Radio  
 Market  
 South

*The Times Herald Station*

*Represented by the Branham Company*

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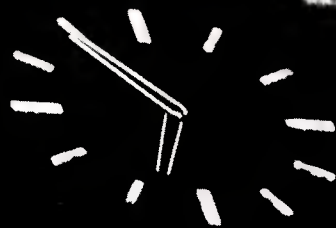
### TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		
CORPUS CHRISTI ..	KWBU 1944	1030 50,000-D	Baylor University White Plaza Hotel 5258	.....	Carr P. Collins, Gen. Mgr. Roy R. Kay, Coml. Mgr. Maydell Wallace, Prog. Dir. & Off. Mgr.	Dorothy Craig, Traffic Mgr. Nestor Cuesta Jr., Chief Engr.	Branham AP
CORSICANA .....	KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	KBS	J. C. West, V.P. Ernest T. Jones, Gen. Mgr.	Orvis Beal, Chief Engr.	Branham Lang-Worth Standard UP
CROCKETT .....	KIVY (Construction permitt)	1570 250-D	Houston County Bestg. Co. c/o Radio Station KDWT Stamford, Tex.	.....			
CUERO .....	KCFH (Construction permit)	1600 500-D	A. M. Respondek	.....			
DALHART .....	KXIT 1948	1410 500-D	Dalrad Assoc. 402½ Denrick 740	.....	E. B. Bishop } Baird Bishop } Co-Owners Ken Bishop, Gen. Mgr.	Bill Smith, Chief Engr.	Lang-Worth UP
DALLAS .....	KIXL 1947	1040 1,000-D	Variety Bestg. Co. Inc. 1401 S. Akard St. Riverside 4521	.....	Lee Segall, Pres. & Gen. Mgr. Tom Massey, Asst. & Coml. Mgr.	Charles F. Payne, Prog. Dir. John D. Wilson, Prod. Mgr. Bob E. Tripp, Chief Engr.	Forjoe World Standard MacGregor AP
DALLAS .....	KLIF 1947	1190 1000-D	Trinity Bestg. Co. Cliff Towers Hotel Winfield 0328	.....	Barton B. McLendon, Pres. James H. Lawson Jr., Gen. Mgr. Bruce Collier, Coml. Mgr.	Gordon B. McLendon, Exec. Dir. Fred L. Edwards, Prog. Dir. Glenn Callison, Chief Engr.	Burke, Kuipers & Mahoney Associated UP
DALLAS 1 .....	KRLD 1926	1080 50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	John W. Runyon, Pres. Clyde W. Rembert, Gen. Mgr. William A. Roberts, Coml. Mgr.	Roy George, Prog. Dir. James W. Crocker, Asst. Mgr. Roy M. Flynn, Chief Engr.	Branham Standard Capitol AP, INS
DALLAS 4 .....	KSKY 1941	660 1,000-D	Sky Bestg. Service Hotel Stoneleigh Central 6193	.....	A. L. Chilton, Pres. R. G. Terrill, Gen. Mgr. R. L. Kanatzar, Coml. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr.	Associated AP
DALLAS 2 .....	WFAA 1 1922	820 50,000 570 5,000 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas— Quality	E. M. Dealey, Pres. Martin B. Campbell, Gen. Mgr. Ralph W. Nimmons, Coml. Mgr.	Kelly Maddox, Prog. Dir. Robert W. Summers, Prom. Mgr. J. Raymond Collins, Chief Engr.	Petry Lang-Worth Associated SESAC Thesaurus Cole AP, UP
DALLAS 1 .....	WRR 1920	1310 5,000	City of Dallas Municipal Radio Bldg. Tenslon 3-6101	MBS Texas— State	Dale Drake, Gen. Mgr. Pete Teddie, Prog. Dir.	Ruth Jones, Prom. Mgr. Durward J. Tucker, Chief Engr.	Blair AP
DEL RIO .....	KDLK 1947	1230 250	Del Rio Bestg. Co. P. O. Box 1162 1234	.....	J. A. Clements, Pres. & Gen. Mgr. Hal H. Harlan, Coml. & Prom. Mgr.	Norman Lassetter, Prog. Dir. & Chief Engr.	Keese & Melville UP
DENISON .....	KDSX 1948	1220 1000-D	Grayson Bestg. Co. P. O. Box 263 3-400	.....	B. V. Hammond Jr., Pres. & Gen. Mgr. William H. Burkett, Prog. Dir. & Prom. Mgr.	Fred Weaver, Chief Engr.	Standard AP
DENTON .....	KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS	Harwell V. Shepard, Pres.		Thesaurus UP
DUMAS .....	KDDD 1947	800 250-D	North Plains Bestg. Corp. Box 555 2-4411	.....	Lucian Spencer, Pres. & Chief Engr. Tom M. Kritser, Gen. Mgr.	Ray C. Larson, Prog. Dir.	Standard Capitol AP
EDINBURG .....	KURV 1947	710 250-D	J. C. Looney San Antonio Highway 710	.....	J. C. Looney, Pres. Allan Dale, Gen. & Coml. Mgr. Minnie Jones, Asst. Mgr.	Stuart Graymount, Prog. Dir. Warren Chase, Chief Engr.	Forjoe World UP
EL CAMPO .....	KULP 1948	1390 500-D	Wharton County Bestg. Co. P. O. Box 1390 1390	.....	Louis T. C. Krueger, Pres. Robert E. Norton, Gen. Mgr.	Robert R. Hathaway, Asst. Mgr. Joe E. Miller, Chief, Engr.	Lang-Worth UP
EL PASO .....	KELP 1947	920 1,000-D	Paso Bestg. Co. Hills Bldg. 3-3658	KBS	Tim Carroll, Gen. Mgr.	Kaye Palmer, Chief Engr.	Pearson Capitol UP
EL PASO .....	KEPO 1947	690 5,000	West Texas Bestg Co. 2419 N. Piedras St. 5-2731	ABC	H. J. Griffith, Pres. Kenyon Brown, Exec. V.P. Willard L. Kline, Mgr.	Larry Clair, Coml. Mgr. Gene Procter, Prog. Dir. E. L. Gomoets, Chief Engr.	Raymer Standard UP
EL PASO .....	KROD 1940	600 5,000	Roderick Bestg. Corp. 2201 Wyoming St. 2-6551	CBS Lone Star South- west	Dorrance D. Roderick, Pres. Val Lawrence, V.P. & Gen. Mgr.	Ted Hunt, Prog. Dir. Robert Canavan, Prom. Mgr. Edward Talbott, Chief Engr.	Taylor-Borroff Associated Standard AP

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

# WFAA

Dallas



WFAA's FM antenna

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**TEXAS—(Continued)**

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EL PASO	KSET 1947	1340 250	Sunland Bcstg. Co. 307 Mills St. 3-2693	MBS	Vincent W. McConn, V.P. A. E. Mickel, Mgr. Paul Stevenson, Prog. Dir.	Lloyd W. Hilbun, Chief Engr. Walker World, Lang-Worth AP
EL PASO	KTSM 1929	1380 1,000-LS 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC	Karl O. Wyler, Exec. V.P. & Gen. Mgr. Roy T. Chapman, Coml. Mgr.	Jack Chapman, Prog. Dir. Kenneth Walton, Chief Engr. Hollingbery Thesaurus, Lang-Worth UP
ELECTRA	KELT (Construction permit)	1050 250-D	The Oil City Bcstg. Co.	.....		
FORT WORTH 1	KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 705½ Main St. 2-7175	.....	J. H. Speck, Pres., Gen. & Coml. Mgr. Luther Adkins, Prog. Dir. Earl A. Cullum Jr., V.P.	Jerry Hahn, Prom. Mgr. Jack Hopkins, Chief Engr. Walker Lang-Worth Capitol AP
FORT WORTH	KCUL (Construction permit)	1540 5,000-LS 1,000-N	East-West Bcstg. Co. First Nat'l Bank Bldg.	.....		
FORT WORTH 2	KFJZ 1922	1270 5,000	Tarrant Bcstg. Co. 1201 W. Lancaster 3-3474	MBS Texas— State	Gene L. Cagle, Pres. & Gen. Mgr. Charles B. Jordan, Asst. Gen. Mgr.	Clyde D. Pemberton, Coml. Mgr. Wally Blanton, Prog. Dir. James T. Peterson, Chief Engr. Blair AP
FORT WORTH	KWBC 1946	970 1,000-D	Worth Bcstg. Co. Houston & 9th Sts. 2-9231	.....	F. W. Seward, Pres. Forrest Wallace, Gen. Mgr. Ed Hogan, Prod. Mgr.	Lewis Love, Prog. Dir. Melvin Parsons, Chief Engr. Rambeau Standard AP
FORT WORTH 4	KXOL 1947	1380 1,000	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. 3-1448	.....	F. M. Skinner, Pres. Russ N. Lamb, Gen. Mgr. Herman Clark, Coml. Mgr.	Bill Herring, Prog. Dir. Bob Mayberry, Prom. Mgr. Robert Crouse, Chief Engr. Pearson Lang-Worth AP
FORT WORTH 2	WBAP <sup>1</sup> 1922	820 50,000 570 5,000 ST-WFAA	Carter Publications Inc. Medical Arts Bldg. 3-1234	ABC, NBC Lone Star	Amon Carter, Pres. Harold Hough, Dir. George Cranston, Gen. Mgr. Roy Bacus, Coml. Mgr.	Ed Lally, Prog. Dir. Jack Rogers, Prom. Mgr. R. C. Stinson, Dir. of Engrg. Free & Peters World Lang-Worth Cole AP
FREDERICKSBURG	KNAF 1947	1340 250	Gillespie County Bcstg. Co. Fredericksburg 311	MBS	Walter McKay } Owners Arthur Stehling } Harry C. Van Slycke, Gen. Mgr.	Fred Steadman, Coml. & Prom. Mgr. Gregg Winters, Prog. Dir. Thornton Kidd, Chief Engr. AP
GAINESVILLE	KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. 116½ N. Dixon 1-00	KBS	Joe M. Leonard Sr., Pres. Joe M. Leonard Jr., Gen. Mgr. Earl M. Leonard, Coml. Mgr.	Louis Pitchford Jr., Prog. Dir. William R. Johnson, Chief Engr. Holman Thesaurus Standard AP
GALVESTON	KGBC 1946	1540 1,000-D	James W. Bradner, Jr. Commerce Bldg. 4329	.....	James W. Bradner Jr., Pres. Gen. Mgr. & Prog. Dir. Floyd Smith, Coml. & Prom. Mgr.	Jesse Simms, Chief Engr. Capitol AP
GALVESTON	KLUF 1923	1400 250	The KLUF Bcstg. Co. 300 Haden Bldg. 6676	MBS KBS	Geo. Roy Clough, Pres. L. D. Clough, Gen. & Coml. Mgr.	Rambeau
GLADEWATER	KSLJ (Construction permit)	1430 1,000-D	Gladewater Bcstg. Co.	.....		
GONZALES	KCTI 1946	1450 250	Gonzales Bcstg. Co. P. O. Box 158 770	.....	Lawrence M. Walshak Frank Wilson Jr., Partners Lawrence M. Walshak, Gen. & Coml. Mgr.	Frank Wilson Jr., Prog. Dir., Prom. Mgr. & Chief Engr. Gene Grant Cooke Capitol AP
GRAHAM	KSWA 1948	1330 500-D	Graham Bcstg. Co. Box 748 1200	.....	Clay Thompson Jr., Pres. & Gen. Mgr. Brooks Robertson, Prom. & Coml. Mgr.	Joe Venso, Prog. Dir. Vance Newsom, Chief Engr. Capitol UP
GREENVILLE	KGVL 1946	1400 250	Truett Kimzey Graham-Fall Bldg. 2066	MBS KBS Texas— State	Truett Kimzey, Pres. Earle Fletcher, Gen. Mgr. Leo Hackney, Coml. Mgr.	James D. Jones, Prog. Dir. Tom E. Clyce, Chief Engr. Paul D. Robinson, Asst. Mgr. AP
HAMILTON	KCLW 1948	600 250-D	Hamilton Bcstg. Co. P. O. Box 511 500	.....	Clyde Weatherby, Pres. William T. Stubblefield, Gen. & Prom. Mgr.	Alma Lee Yates, Coml. Mgr. Joe C. Caldwell, Prog. Dir. Carl Knella, Chief Engr. Capitol UP

<sup>1</sup> Note: Stations are assigned fulltime, but divide time between two channels. NEC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

# From Earphones To Television

**1922 • 1949**

From 1922 to 1949—from earphones to television—the Star-Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent... more programs... more audience... more coverage... more promotion... more sales. These are reasons why WBAP's client list includes all the great industrial names.

On Sept. 29, 1948, WBAP-TV went on the air as the FIRST television station in the Southwest, pioneering the way for this exciting new medium. Radio or television... WBAP is your best buy in the Southwest... as it has been for 27 years.



**WBAP**

THE STAR-TELEGRAM STATION

SINCE

1922

FORT WORTH 2, TEXAS

ABC  
570 Kc  
5,000 watts

NBC  
820 Kc  
50,000 watts

Lone Star  
Chain

AM - FM - TV

Amon Carter, President  
Harold Hough, Director

George Cranston, Manager  
Roy Bacus, Commercial Manager

**FREE & PETERS, INC.** National Representatives

Fort Worth:    Detroit:    Atlanta:    San Francisco:    Chicago:    New York:    Hollywood

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**TEXAS—(Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
HARLINGEN	KGBS 1941	1240 250	Harbenito Bcstg. Co. P.O. Box 711 2200	CBS	McHenry Tichenor, Pres. Troy McDaniel, Gen. Mgr. Dave Bennett, Coml. Mgr.	Hal Shumate, Prog. Dir. Willis Wilson, Chief Engr.	Burke, Kuipers & Mahone Associated Standard Capitol UP
HARLINGEN	KSOX 1947	1530 50,000 (Construction permit)	Texas Star Bcstg. Co.	.....			
HENDERSON	KGRI 1947	1000 250-D	Henderson Bcstg. Corp.	.....	C. H. Bruga, Gen. & Coml. Mgr.	Bill Boren, Prom. Mgr.	
HEREFORD	KPAN 1948	860 250-D	Hereford Bcstg. Co. Box 868 860	.....	Marshall Formby, Pres. & Gen. Mgr. John Blake, Secretary	Hal W. Blymiller, Coml. Mgr. & Prog. Dir. Rea Bowman, Chief Engr.	Standard UP
HILLSBORO	KHBR 1948	1560 250-D	Hill County Bcstg. Co. 204 E. Franklin St. 594	.....	Robert Greable, Prog. Dir.	Sam W. Engle, Chief Engr.	World UP
HOUSTON 2	KATL 1947	1590 1,000	Texas Bcstrs. 410 Main St. Preston 3108	.....	William H. Talbot, Pres. King H. Robinson, Gen. Mgr. W. C. Burks, Coml. Mgr.	W. S. Newkirk, Prog. Dir. Al Livers, Prom. Mgr. Edward Martin, Carl Curry, Chief Engr.	Weed SESAC Lang-Worth AP, UP
HOUSTON 2	KCOH 1948	1430 1,000-D	Call of Houston Inc. M. & M. Bldg. Charter 4-1888	.....	William A. Smith, Pres. E. C. Hughes, V.P. Ed. Hoffman, V.P. Lee Hogg, Gen. Mgr.	William Lightfoot, Coml. Mgr. Dick Hetrick, Prog. Dir. H. B. Balch, Chief Engr.	Bozell & Jacobs World Associated UP
HOUSTON 2	KLEE 1947	610 5,000	W. Albert Lee Milby Hotel Preston 1161	.....	W. Albert Lee, Pres. Ted Hillis, Gen. & Coml. Mgr. Guy Savage, Prog. Dir.	Sid Balkin, Prom. Mgr. Paul Huhndorff, Chief Engr.	Raymer World UP
HOUSTON 2	KNUZ 1948	1230 250	Veterans Bcstg. Co. 905 Scanlan Bldg. Beacon 38801	.....	Max H. Jacobs, Pres. Dave Morris, Gen. & Coml. Mgr.	Walter Colvin, Prog. Dir. Alec Gifford, Prom. Mgr. Carlton Woodell, Chief Engr.	ForJoe Lang-Worth Capitol UP
HOUSTON 2	KPRC 1925	950 5,000	Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas- Quality	W. P. Hobby, Pres. Jack Harris, Gen. Mgr. Jack McGrew, Coml. Mgr.	Brook Carroll, Prog. Dir. Charles Dyer, Prom. Mgr. Harvey Wheeler, Chief Engr.	Petry Thesaurus Standard AP
HOUSTON 2	KTHT 1944	790 5,000	Texas Star Bcstg. Co. 4000 S. Main St. Keystone 3-5535	MBS Texas State	Roy Hofheinz, Pres. William F. Bennett, Gen. & Coml. Mgr.	John R. Edmunds, Prog. Dir. Lauri Schutt, Prom. Mgr. O. B. Johnson, Chief Engr.	Avery-Knodel Associated Capitol UP
HOUSTON 1	KTRH 1930	740 50,000	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS	B. F. Orr, Pres. Ray Herndon, Asst. Mgr. Ray Bright, Sales Mgr. Ted Nabors, Prog. Dir.	George McCormick, Prom. Mgr. Tom Hiner } Lester Mullan } Engrs.	Blair World UP
HOUSTON 2	KXYZ 1930	1320 5,000	Shamrock Bcstg. Co. Gulf Building Capitol 6151	ABC Lone Star	Glenn H. McCartby, Pres. Reese H. Reinecker, Gen. Mgr. Hamilton Lee, Coml. Mgr. & Prog. Dir.	Fred Nahas, Exec.-V.P. E. R. Scholton, Secy-Treas. Gerald R. Chinski, Chief Engr.	Free & Peters Lang-Worth Standard London AP
HUNTSVILLE	KSAM 1938	1490 250	J. G. Long P.O. Box 312 666	MBS KBS	J. G. Long, Pres. Bryan Powell, Gen. Mgr. Howard Bailes, Sta. & Coml. Mgr.	Don L. Guillhue, Prog. Dir. John Neathery, Chief Engr.	Capitol AP
JACKSONVILLE 1	KEBE 1946	1400 250	Billy A. Laurie P.O. Box 1071 2211	KBS	Bill Laurie, Owner & Gen. Mgr. J. G. Johnson, Coml. Mgr. Tom Perryman, Prog. Dir.	Mrs. Emo Laurie, Prom. Mgr. W. M. McCreary Jr., Chief Engr.	Lang-Worth SESAC UP
JASPER	KTKJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580	.....	Joe A. Tonahill, Pres. Raymond Dorsey, Gen. Mgr. Ray C. Sherman, Prog. Dir.	Lawrence M. Sanders, Chief Engr.	Capitol SESAC UP
KERMIT	.....	1610 1,000-D (Construction permit)	G. H. Cook Box 725	.....	G. H. Cook, Owner		
KERRVILLE	KVET 1948	1230 250	Leonard B. Brown P.O. Box 271	.....			
KILGORE	KOCA 1936	1240 250	Oil Capital Bcstg. Assn. 102½ E. North St. 1300	KBS	Roy G. Terry, Pres. H. A. Degner, Gen. Mgr. Horace W. Haygood Jr., Coml. Mgr. & Prog. Dir.	William J. Sandercock, Prom. Mgr. Karem O. Soule, Chief Engr.	UP
KINGSVILLE	KINE (Construction permit)	1330 1,000-D	Jack Henry Kidd Jr. Kingsville	.....	J. H. Kidd Jr., Owner Ben A. Glusing, Sta. Mgr.	Eugene R. Kintz, Chief Engr.	Standard UP
LAMESA	KPET 1946	690 250-D	Lamesa Bcstg. Co. P.O. Box 30 690	KBS	Kermit Ashby, Gen. & Coml. Mgr. Mrs. O. K. Connor, Prog. Dir.	Clayton Barkhurst, Prom. Mgr. Eugene Cornetius, Chief Engr.	UP
LAMPASAS	KHIT 1948	1450 250	Lampasas Bcstg. Co. P.O. Box 789	.....	Sylvester Lewis } Presi- Robert O. Easton } dent Eston R. Pace, Gen. & Prom. Mgr.	Walter Derwin, Coml. Mgr. Taylor Spence, Prog. Dir. Troy Whitaker, Chief Engr.	SESAC UP

# Pick **KPRC** and Be **FIRST** In Sales in this Fabulous New Chemical Empire

**FIRST**  
IN BMB

**FIRST**  
IN  
HOOPER

**FIRST**  
IN THE  
SOUTH'S FIRST  
MARKET

HOUSTON has become the capital of another gigantic industry! Ninety new chemical plants—a 900-million-dollar industry, or 1/7 of the nation's total—have mushroomed up in and around the coast of this thriving metropolis. Nothing like it is happening anywhere else in the United States!

Wise time buyers will single out the station that delivers most listeners, at least cost, in this opulent market of the Southwest. That's KPRC. KPRC's primary signal reaches Houston *plus*... the great shipping ports nearby—Beaumont, Port Arthur, Texas City and Galveston. BMB says we're first in listeners in this booming Gulf Coast area... Hooper confirms!

If you're looking for a tested formula for sales, pick KPRC... **FIRST** in listeners—not in cost. Call Petry now. We'll oblige with availabilities quick.

# **KPRC HOUSTON**

950 KILOCYCLES • 5000 WATTS  
National Representatives: Edward Petry & Company  
Affiliated with NBC and TQN • Jack Harris, Manager



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LAREDO	KPAB 1938	1490 250	Laredo Bostg. Co. Hamilton Hotel 2124	MBS KBS	Mark C. Perkins, Gen. Mgr. J. Gordon Lloyd, Coml. & Prom. Mgr.	Paul Weatherbee, Prog. Dir. K. Hulan Smith, Chief Engr. Pearson Capitol UP
LITTLEFIELD	KVOW 1947	1490 250	J. C. Rothwell P.O. Box 192 400	.....	J. C. Rothwell, Pres. J. B. McShain, Gen. Mgr. Norman Gibson, Coml. Mgr.	Vera Parker, Prog. Dir. James Zackery, Chief Engr. Lang-Worth AP
LONGVIEW	KFRO 1934	1370 1,000	Voice of Longview Curtis Building 411	ABC KBS Texas State	James R. Curtis, Pres.	Cooke Lang-Worth AP
LONGVIEW	KLTI 1948	1280 1,000-D	R. G. LeTourneau P. O. Box 1866 4331	.....	R. G. LeTourneau Pres. Merl Saxon, Gen. Mgr. Lawrence Birdsong, Coml. Mgr.	Richard A. Cousins, Prog. Dir. Ken Maxwell, Chief Engr. Associated INS
LUBBOCK	KCBD 1946	1590 1,000	Caprock Bostg. Co. 1803 Broadway 6348	MBS	Joe H. Bryant, Pres. & Gen. Mgr. George T. Dale, Coml. Mgr.	Robert L. Snyder, Asst. Mgr. Leroy Land, Prom. Mgr. Frank Lee, Chief Engr. Pearson World AP
LUBBOCK	KFYO 1927	1340 250	Plains Radio Bostg. Co. 914 Avenue J 5567	ABC Lone Star	Gene A. Howe, Pres. DeWitt Landis, Gen. Mgr. O. L. Ted. Taylor, Exec. Gen. Mgr.	Gordon Thompson, Coml. & Prom. Mgr. W. S. Bledsoe, Chief Engr. Taylor-Boroff Capitol AP, UP
LUBBOCK	KSEL 1947	950 1,000-LS 500-N	Lubbock Bostg. Co. Box 1524 6376	.....	Walter G. Russel, Pres. Clyde H. Smith, Gen. & Coml. Mgr.	R. D. Preusch, Prog. Dir. Roger V. Hively, Chief Engr. Holman Lang-Worth Thesaurus Cole AP
LUBBOCK	KVLU  (Construction permit)	790 5,000-LS 1,000-N	Lubbock County Bostg. Co. Box 513 Brownwood, Tex.	.....	Wendell Mayes } C. C. Woodson } Owners G. H. Nelson }	
LUFKIN	KRBA 1938	1340 250	Darrell E. Yates 110 S. First St. 272	KBS	Darrell E. Yates, Pres. & Gen. Mgr. Arthur Greene, Coml. Mgr.	Allen Earl Vinson, Prog. Dir. Ambrose Maxim, Chief Engr. Continental Lang-Worth Cole UP

**There's an Island in Texas**  
**COMPLETELY SURROUNDED BY LAND**

... AND IT'S WORTH  
**\$500 MILLION TO YOU**

**LUBBOCK**

**MUTUAL MBS NETWORK**

There is an island in Texas ... the \$500 million Lubbock trading area. Can't be reached from Amarillo (122 miles away), Fort Worth (290 miles), El Paso (380 miles), or San Antonio (411 miles). You cover *this* market from the inside. Per capita retail sales for the area's 396,000 consumers are \$662.70\*—twice the national average. More local merchants use KCBD than use the other two stations combined. \* Latest report available: U. S. Census Bureau.

**K C B D**

1000 WATTS UNLIMITED  
 LUBBOCK, TEXAS  
 Joe H. Bryant, Gen. Mgr.

A Mutual Station  
 Rep. by JOHN E. PEARSON CO.



# **You Get More for Your Air-Dollar on Houston's **KXYZ****

It actually costs less money to dominate the great Houston market when you concentrate your sales effort on KXYZ. To capture the Southwest's largest market, pick the station Houstonians depend on — listen to — the one that saturates the Houston market.

## **HOUSTON LISTENS TO KXYZ**

Do you want to open the door to the richest . . . sell the greatest . . . hold the fastest-growing — market in the Southwest? No other station can reach, hold . . . sell your customers as effectively as KXYZ.

YES . . . KXYZ is your best bet to WIN, HOLD and SELL the highly valuable Houston Market — at lowest cost per listener.



**KXYZ-ABC  
A Great Team**

### **More for Your Air-Dollar..with**

**HOUSTON'S**

# **KXYZ**

5000 WATTS

1320 Kc.



Represented Nationally by FREE & PETERS, INC.

**A GLENN McCARTHY ENTERPRISE**

**FRED NAHAS, Executive Vice-President**

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LUFKIN	KTRE 1947	1420 1,000	Forest Capital Bcstg. Co. Box 701 1420	MBS Lone Star	R. W. Wortham Jr., Pres. Richman Lewin, Gen. & Coml. Mgr.	Ray Gordon, Prom. Mgr. Ed Henry, Prog. Dir. Fred Hill, Chief Engr.	Taylor-Borroff Capitol World AF
MARSHALL	KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 826	MBS Texas State	J. P. Duncan, Pres. Myrl Stein, Gen. Mgr. Robert Martin Jr., Coml. Mgr.	John Scogins, Prog. Dir. William Lindsey, Chief Engr.	AP
McALLEN	KRIO 1947	910 1,000	Frontier Bcstg. Co. P.O. Box 1551 1700	MBS Texas- State	Bryce Ferguson, Pres. Ingham S. Roberts, Gen. Mgr. H. R. Halcom, Coml. Mgr.	W. R. Dickson, Prog. Dir. W. H. Meiners, Chief Engr.	McKinney Griffith Standard SESAC AF, UP
McKINNEY	KMAE 1946	1600 500-D	McKinney Air Enter- prises Inc. 218 E. Virginia St. 184	.....	George W. Smith Jr., Pres. & Gen. Mgr. Don Clark, Coml. Mgr.	Denise Adkins, Prog. Dir. C. W. Rampy, Chief Engr.	Lang-Worth Capitol AF
MIDLAND	KCRS 1935	550 5,000-LS 1,000-N	Clarence & Ruth Scharbauer Box 1072 1080	ABC Texas State	Clarence Scharbauer Jr. & Ruth Scharbauer, partners J. M. McDonald, Gen. Mgr. G. L. McDonald, Coml. Mgr.	David Cole, Prog. Dir. Wayne Harrell, Asst. Mgr. Tom Yates, Chief Engr.	Standard UP
MIDLAND	KCUJ (Construction permit)	980 1,000-D	Wm. Solon Snowden Midland	.....	Wm. Solon Snowden, Owner	.....	.....
MINERAL WELLS	KORC 1946	1140 250-D	Raymond W. River Baker Hotel 319	KBS	Raymond W. River, Pres. & Gen. Mgr.	.....	AP
MONAHANS	KVKM 1946	1340 250	Monahans Bcstrs. Radio Center 438	MBS KBS South- west	Charles W. Stuckey, Pres. & Gen. Mgr. R. C. Hughes, Natl. Sales Mgr.	John E. Straight, Chief Engr.	Taylor-Borroff World UP
MT. PLEASANT	KIMP 1948	960 1,000-D	Winston O. Ward	.....	Winston O. Ward, Owner	.....	.....
NACOGDOCHES	KOSF 1947	1230 250	Kelly Bell Lufkin Highway 1230	KBS	Kelly Bell, Pres. Bob Atherton, Gen. & Coml. Mgr. J. C. Stallings, Prog. Dir.	Woodrow Muckelroy, Prom. Mgr. Frank Murry, Chief Engr.	Lang-Worth UP
NACOGDOCHES	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. Inc. P. O. Box 56 N. St. Station 860	.....	Wilbur Courtland Fouts, Pres., Com. & Gen. Mgr. John Billingsley, Prog. Dir.	Dick Kelly, Coml. Mgr. George Middlebrook, Chief Engr.	Standard AP
ODESSA	KECK 1946	920 1,000-D	Ector County Bcstg. Co. 120 W. Third 791	.....	Ben Nedow, Owner & Gen. Mgr. Royce A. Collier, Asst Mgr.	Shirley Sporcic, Prog. Dir. James Kimbrell, Chief Engr.	Associated Standard Lang-Worth AP
ODESSA	KOSA 1947	1450 250	Southwestern Bcstg. Corp. 115 W. 6th St. 4301	CBS South- west Lone Star	Paul Moss, Pres. Cecil L. Trigg, Gen. Mgr. Robert H. Montgomery, Coml. Mgr.	John Guffey, Prog. Dir. William Gillett, Prom. Mgr. James Simpson, Chief Engr.	Taylor-Borroff Capitol Cole AF
ODESSA	KRIG 1946	1410 1,000	Oil Center Bcstg. Co. 111 E. Fifth St. 6871	MBS	R. O. Canon, Pres. J. N. McKean, Gen. Mgr. Art Hester, Coml. Mgr.	C. M. Garnes, Prog. Dir. Paul Farmer, Chief Engr.	Walker World UP
ORANGE	KOGT 1947	1600 1,000	Sabine Area Bcstg. Corp. 407 Tenth St. 4381	.....	Arthur P. Kay Jr., Pres., Gen. Mgr. & Chief Engr. Ken Freuden, Coml. Mgr.	Jack S. Foster, Prog. Dir.	Associated Capitol AP
PALESTINE	KNET 1936	1450 250	Palestine Bcstg. Corp. Municipal Building 8686	MBS KBS	John H. Hensley, Mngng. Dir. Robert E. Stuart, Gen. Mgr. Marvin Crain, Prog. Dir.	LaVeda Wilbanks, Prom. Mgr. Virgil Futch, Chief Engr.	Burke, Kuipers & Mahoney Thesaurus UP
PAMPA	KPDN 1936	1340 250	Radio Station KPDN Box 901 1100	MBS KBS	John Michel, Mgr.	.....	Griffith AP
PARIS	KPLT 1935	1490 250	North Texas Bcstg. S. Main & W. Austin 1124	ABC Texas State	A. G. Pat Mayse, Pres. Aubrey Harris, Gen. & Prom. Mgr. Robert C. Stone Jr., Coml. Mgr.	Tom Seay Jr., Prog. Dir. Eugene C. McNally, Chief Engr. Ann Nipp, Asst. Mgr.	Pearson AP
PECOS	KIUN 1935	1400 250	Hawkins & Hubbs KIUN Building 21	MBS KBS South- west	Jack W. Hawkins, Partner & Gen. Mgr. Don Brooks, Coml. Mgr. W. D. Martin Jr., Prog. Dir.	Barney Hubbs, Prom. Mgr. Harry Boehemann, Chief Engr.	UP
PERRYTON	KEYE 1948	1400 250	North Plains Bcstg. Co. Box 96	.....	Carl Ellis, Pres. Irvin R. Buchanan, Mgr. & Coml. Mgr.	Zeb Williams, Prog. Dir. Bill Mathis, Chief Engr.	Lang-Worth UP
PLAINVIEW	KVOP 1944	1400 250	W. J. Harpole Veigle Building 1400	MBS KBS	W. J. Harpole, Pres. Rial L. Campbell, Gen. Mgr. Larry Darley, Coml. Mgr.	Bill Barrett, Prom. Mgr. Daron Moore, Prog. Dir. Carl Cook, Chief Engr.	Standard AP
PORT ARTHUR	KOLE 1947	1340 250	Port Arthur Bcstg. Co. P.O. Box 1126 2-9436	.....	Socs Vratiss, Gen. Mgr. Frank Dussenbury, Coml. Mgr. Jerome Oppel, Prog. Dir.	Jack Bertrand, Prom. Mgr. Claude Williams, Chief Engr. Hal Parkes, Asst. Mgr.	Lang-Worth AP
PORT ARTHUR	KPAC 1934	1250 5,000-LS 1,000-N	Port Arthur College 1515 Lakeshore Drive 7458	MBS	W. D. Maudin, Pres. & Gen. Mgr. Marjorie R. Vickers, Coml. Mgr. Corinne Enos, Prog. Dir. George Crouchet Jr., Sales Mgr.	Ruby Broyles, Prom. Mgr. Morris Glenn Boatwright, Chief Engr.	Lorenzen & Thompson Standard World AP

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ROSENBERG	KFRD 1948	980 500-D	Julius E. Junker, Trustee for Fort Bend County Bcstg Co. First National Bank Bldg.	.....		
SAN ANGELO	..... (Construction permit)	1450 250	Sanan Bcstg. Co. c/o KNUZ Houston	.....		
SAN ANGELO	KGKL 1928	960 5,000-LS 1,000-N	KGKL Inc. St. Angelus Hotel 6715	ABC Texas State	H. C. Ragsdale, Pres. Lewis O. Seibert, Gen. Mgr. Robert Bradbury, Coml. Mgr.	Jeanne Rau, Prog. Dir. Frank Jones, Chief Engr. Pearson AP
SAN ANGELO	KTXL 1947	1340 250	Westex Bcstg. P.O. Box 1565 7183	MBS Lone Star	Armistead D. Rust, Pres. Robert M. Baird, Mgr. & Coml. Mgr.	Jack Stelling, Prog. Dir. & Prom. Mgr. J. R. Proctor, Chief Engr. Taylor-Boroff Capitol AP
SAN ANTONIO	KABC 1926	680 50,000-LS 10,000-N	Alamo Bcstg. Co. Milam Building Fannin 3126	ABC Texas State	Gene L. Cagle, Pres. Bill Michaels, Gen. Mgr. E. L. Colburn, Coml. Mgr.	Harold Carr, Prog. Dir. Jerry Spengler, Prom. Mgr. Joe Haigh, Chief Engr. Blair World AP
SAN ANTONIO	KBKK (Construction permit)	990 1,000-D	Bexar Bcstg. Co.		Woodward M. Ritter } W. K. McCauley } Partners	
SAN ANTONIO	KCOR 1946	1350 5,000-LS 1,000-N	KCOR, Inc. 214 Broadway Cathedral 1301	.....	Raoul A. Cortez, Pres. Charles F. Harris, Gen. Mgr. & V.P. William P. Smythe, Coml. Mgr.	Marvin N. Broyles, English Prog. Dir. Lalo Astol, Spanish Prog. Dir. Kenneth R. Hyman, Chief Engr. McKinney AP, UP
SAN ANTONIO	KITE 1947	930 1,000-D	Chas. W. Balthrope Transit Tower Fannin 0335	.....	Charles W. Balthrope, Owner & Gen. Mgr. Alex A. Coe, Coml. Mgr.	Alec Chesser Jr., Prog. Dir. John Siercovich, Chief Engr. Rambeau AP
SAN ANTONIO	KIWW (Construction permit)	1540 250-D	Good Neighbor Bcstg. Co.		Jose Olivares } Manuel Leal } Owners L. E. Richards }	

**IN SAN ANTONIO AND THE RICH SOUTH TEXAS MARKET**

*More Buying Power!*

**★ MORE RADIO HOMES!**

**25.1% Daytime  
20.6% Nighttime**

*More for Your Advertising Dollar!*

Based on BMB Radio Families—  
 USA 1948, KTSA delivers 25.1%  
 more radio families daytime  
 and 20.6% more radio families  
 nighttime than is shown on the  
 BMB Station Audiences Report  
 of 1946.

**★ KTSA**

**5000 WATTS AT 550 KC**

*CBS for 20 Years in San Antonio*

**Represented by: Taylor, Borroff & Co., Inc.**

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SAN ANTONIO	KMAC 1926	630 5,000	The Walmac Co. 222 W. Commerce St. Cathedral 6211	MBS Texas State	Howard W. Davis, Owner Gen. & Coml. Mgr. Anthony S. Besan, Prog. Dir.	Shirley Ann Minor, Prom. Mgr. Charles L. Brady, Chief Engr.	Pearson Lang-Worth McGregor Cole AP
SAN ANTONIO 6	KONO 1927	1400 250	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	.....	Eugene J. Roth, Owner Jack L. Pink, Gen. Mgr. Bob Roth, Asst. Mgr. James M. Brown, Coml. Mgr.	Robert F. Jenkins, Prog. Dir. George W. Ing, Chief Engr.	ForJoe World Standard AP, UP
SAN ANTONIO 6	KTSA 1928	550 5,000	Sunshine Bcstg. Co. Gunter Hotel Garfield 1251	CBS Lone Star	Edgar Bell, Gen. Mgr. Rex L. Preis, Coml. Mgr.	N. E. Thompson, Prog. Dir. Bill Lamar, Prom. Mgr. W. G. Egerton, Chief Engr.	Taylor-Borroff Associated Lang-Worth AP, UP
SAN ANTONIO 6	WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	Hugh A. Half, Pres. & Gen. Mgr. Jack Keasler, Asst. Gen. Mgr. (Sales) Monte Kleban, Prog. & Prod. Dir. Imogene Stanley, Publ. Mgr.	Arthur L. Forrest, Sales Mgr. Charles Jeffers, Tech. Dir. Louis E. Smith, Mdse. Mgr.	Petry Standard Capitol AP, UP, INS
SAN MARCOS	KCONY 1948	1470 250-D	Hays County Bcstg. Co. Box 32 888	.....	Charles L. Cain, Pres., Prom. Mgr. & Chief Engr. Mer: Saxon, Gen. Mgr.	Loretta Carley, Coml. Mgr. Dick Cousins, Prog. Dir.	Capitol UP
SEGUIN	KWED 1948	1580 250-D	Weldon Lawson 434 N. Austin St.	.....			
SHAMROCK	KEVA (Construction permit)	1580 250-D	Shamrock Texas Bcstg. Co.				
SHERMAN	KRRV 1936	910 1,000	Red River Valley Bcstg. Corp. Fannin & Owing Sts. (Denison) 421 N. Crockett St. (Sherman) 423 (Denison) 201 (Sherman)	MBS Texas State	G. H. Wilcox, Pres. L. L. Hendrick, Gen. & Coml. Mgr. in Sherman Orvin Franklin, Gen. & Coml. Mgr. in Denison	Doris Matlock, Prog. Dir. W. E. Wilcox, Prom. Mgr. T. E. Spellman, Chief Engr.	Pearson World Thesaurus UP
SHERMAN	KTAN 1947	1500 250-D	Denison Broadcast Corp. Box 73 2910	.....	Emer Scarborough, Pres. Otis McKinzie, Gen. Mgr. Norman Wright, Coml. Mgr.	Louise Cobler, Prog. Dir. Mary Claycomb, Prom. Mgr. Paul Phillips, Chief Engr.	Capitol AP
STAMFORD	KDWT 1946	1400 250	David W. Ratliff Box 1123 840	MBS KBS	David W. Ratliff, Pres., Gen., Coml. & Prom. Mgr. Dick Embody, Prog. Dir.	Bill Howe, Chief Engr.	AP
STEPHENVILLE	KSTV 1947	1510 250-D	Doyle E. Collup Box 34 950	KBS	Doyle E. Collup, Pres.	Gordon Hair, Coml. Mgr.	UP
SULPHUR SPRINGS	KSST 1947	1230 250	Hopkins County Bcstg. Co. Pulley Bldg. 1230	MBS KBS	W. N. Edwards, Pres. Vernon R. Montgomery, Gen. Mgr.	Roger Dean, Prog. Dir. Bill Bradford, Chief Engr.	Lang-Worth AP
SWEETWATER	KXOX 1939	1240 250	Sweetwater Radio Inc. Box 570 4655	MBS KBS	J. S. McBeath, Pres. J. Harley Hubbard, Gen. & Coml. Mgr. Zeb Williams, Prog. Dir.	J. T. Allen, Chief Engr.	Standard Cole UP
TAYLOR	KTAE 1948	1260 1,000-D	Williamson County Bcstg. Co. Box 191 1260	.....	Graham C. Conoley, Mgr. Jack P. Dubberley, Asst. Mgr. & Prog. Dir.	Gordon W. Rainey, Chief Engr.	World UP
TEMPLE	KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. Thlr'd St. 5252	MBS KBS	Frank W. Mayborn, Pres. Burton Bishop, Gen. Mgr. J. E. Callaway, Coml. Mgr.	Tom Robinson, Prog. Dir. Homer A. Cook, Chief Engr.	Lang-Worth UP
TEXARKANA	KCMC 1932	1230 250	KCMC Inc. Texarkana 3-6151	ABC Texas State	Frank O. Meyers, Gen. Mgr. Thomas E. Dillahunty, Coml. Mgr.	Herman Cecil, Prog. Dir. Harvey Robertson, Chief Engr.	Taylor-Borroff Thesaurus Cole SESAC AP
TEXARKANA	KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ Stateline Ave. 35-123	MBS KBS	David M. Segal, Pres. & Gen. Mgr. Les Eugene, Sta. Mgr. Martin O. Enger, Local Coml. Mgr.	Bob Lawrence, Prog. Dir. Henry N. Fones, Chief Engr.	McKinney World UP
TEXAS CITY	KTLW 1948	920 1,000-D	J. G. Long 2521 Ave. F.	.....			
TYLER	KGKB 1929	1490 250	Jas. G. Ulmer & Jas. G. Ulmer Jr. 115 S. College 1106	MBS KBS	James W. Ulmer, Pres., Gen. & Coml. Mgr.	Jack Reavley, Prog. Dir. Clark Wolcott, Chief Engr.	Pearson Lang-Worth UP
TYLER	KRST 1947	1530 1,000-D	Rose Capital Bcstg. Co. 118 W. Dobbs	.....			
TYLER	KTBB 1947	600 500-D	Blackstone Bcstg. Co. Blackstone Hotel 7010	Lone Star	S. H. Bothwell, Dir. M. E. Danbom, Gen. Mgr. David Bothwell, Asst. Mgr.	Don Tausch, Prog. Dir. R. A. Wileman, Chief Engr.	Taylor-Borroff Thesaurus AP
UVALDE	KVOU 1947	1450 250	Harpole, Harpole & Kemp 1490 Batesville Road 717	MBS KBS	Edward J. Harpole, Gen. Mgr. Joe Watson Jr., Coml. Mgr.	Bob Hicks, Prog. Dir. Sam Barker, Chief Engr.	Griffith UP

**29.6% MORE**  
**radio families**  
**in WOAI's daytime**  
**primary\* area!**

The 67 counties that comprise this Station's daytime primary area are known generally as South and Central Texas, a great, growing, prosperous territory. Here, these folks are spending\*\* this year, for some of life's essentials:

Retail Sales .....	\$ 936,545,000
Food sales .....	247,370,000
General mdse. ....	105,819,000
Drug sales .....	34,017,000
Net Effective Buying Income .....	1,282,729,000
Net farm income.....	255,821,000

And it is in this territory that daytime radio families have increased 29.6%!

WOAI is the *only* single medium by which all these people may be reached! Want more details? Drop us a line, or see your Petry man *today*.

\* BMB 1946 vs 1948 Estimate (50-100% counties)  
 \*\*©1948 SM Survey of Buying Power Estimates

**WOAI**

*San Antonio\**

NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC.----- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

BROADCASTING • Telecasting

1949 Yearbook Number • Page 265

**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

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**TEXAS—(Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
VERNON	KVWC 1939	1490 250	Northwestern Bcstg. Co. 812 Wilbarger St. 1048	MBS KBS	R. H. Nichols, Pres. W. D. Dixon, Mgr. Jack Petrie, Coml. Mgr.	Bob Hardison, Prog. Dir. Herman Ridgway, Chief Engr. Capitol AP
VICTORIA	KVIC 1939	1340 250	Radio Enterprises Inc. Victoria Bank & Trust Building 1106	MBS KBS	J. G. Long, Pres. Robert Tharp, Prog. Dir., Gen. & Prom. Mgr.	Robert Norton, Coml. Mgr. Robert McCown, Chief Engr. Griffith Thesaurus AP
WACO	KWTX 1942	1230 250	KWTX Bcstg. Co. 108½ S. 6th St.	MBS	Gov. Beauford H. Jester, Pres. M. N. Bostick, Gen. & Coml. Mgr. Gerry Lansing, Prog. Dir.	Rex Bodoin, Prom. Mgr. Leo S. Burch, Chief Engr. McKinney Griffith World AP
WACO	WACO 1922	1460 1,000	Frontier Bcstg. Co. Amicable Building 9315	ABC Texas State	R. Lee Glasgow, Gen. Mgr. Stanley E. Wilson, Coml. Mgr.	Bob H. Walker, Prog. Dir. Jesse H. Dove, Chief Engr. Weed AP
WESLACO	KRGV 1927	1290 1,000	KRGV Inc. 201 Border St. 375	NBC Lone Star	T. E. Snowden, Pres. Byron W. Ogle, Gen. Mgr. Phil Dixon, Coml. Mgr. Dick Watkins, Asst. Mgr.	Dick Harwell, Prog. Dir. Thelma Pearce, Prom. Mgr. O. Lewis Hartwig, Chief Engr. Taylor-Boroff Lang-Worth SESAC AP, UP
WICHITA FALLS	KFDX 1947	990 5,000-LS 1,000-N	Wichtex Bcstg. Co. City Nat'l Bank Bldg. 2-8688	ABC Lone Star	Darold A. Cannan, Pres. Charles E. Clough, Gen. Mgr. Sid Grayson, Coml. Mgr.	Arthur B. Busbey, Prog. Mgr. John Adams, Chief Engr. Taylor-Boroff Lang-Worth World AP
WICHITA FALLS	KTRN 1948	1290 5,000-LS 1,000-N	Texoma Bcstg. Co.	.....	Walter D. Cline, Pres. Houston Harte, V. P.	
WICHITA FALLS	KWFT 1939	620 5,000	KWFT Inc. P. O. Box 420 4182	CBS	Kenyon Brown, Pres. & Gen. Mgr. Mott M. Johnson, Sta. & Coml. Mgr.	A. L. Pierce, Prom. Mgr. Herbert T. Wiley, Chief Engr. Raymer Standard UP

*AS USUAL - Hooper Surveys prove W-A-C-O  
 the DOMINANT STATION in the Central  
 Texas Market !*



Time	Sets in Use	WACO	STATION A	STATION B	STATION C	STATION D	STATION E
8-12 AM M-F	18.4	49.3	6.5	1.8	26.7	5.6	8.3
12-6 PM M-F	18.7	38.7	6.7	DAYTIME ONLY	13.4	14.5	20.9
6-10 PM S-Sat	31.7	33.0	15.0		16.9	16.6	17.9
AVERAGE	22.9	40.3	9.4		19.0	12.2	15.4



AMERICAN BROADCASTING  
 COMPANY  
 TEXAS STATE  
 NETWORK

**WACO**

Waco,  
 Texas



**1000 WATTS 1460 Kc**

NATIONAL REPRESENTATIVE:  
 WEED & COMPANY

*That*  
**POWERFUL  
50,000 Watt  
VOICE**  
**at 680**

*With*  
**TEXANS' FAVORITE  
RADIO PROGRAMS**



50,000 WATTS, DAY — 10,000 WATTS, NIGHT

AMERICAN BROADCASTING CO. and TEXAS BROADCASTING SYSTEM AFFILIATE

## DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

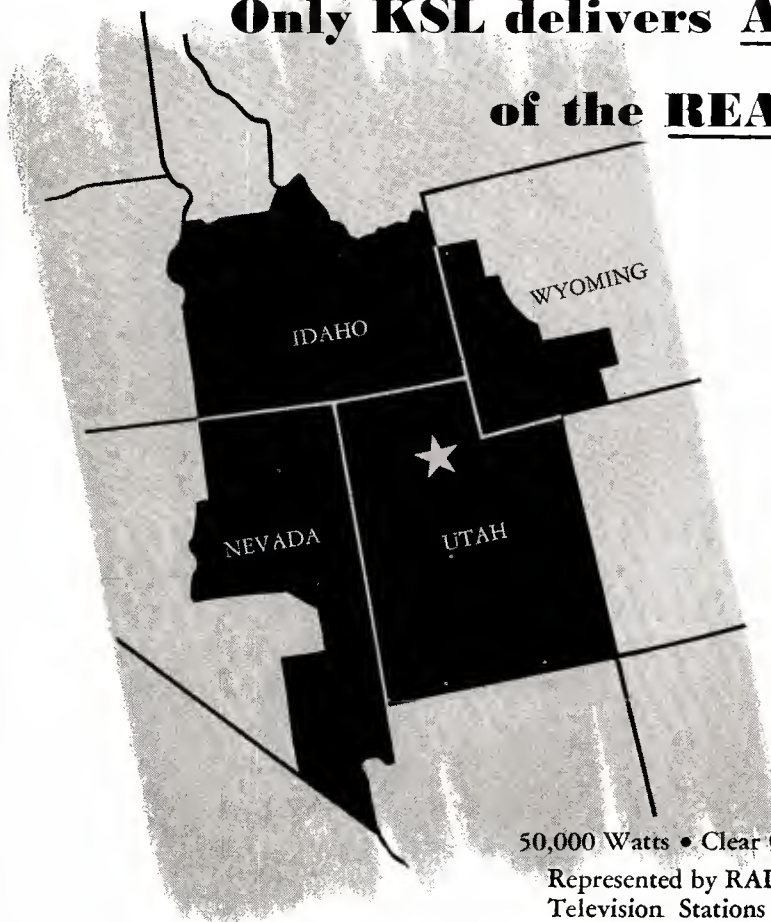
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### UTAH

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BRIGHAM CITY.....	KBUH 1947	800 250-D	S. L. Stephens Sr. 948 W. Forest 948	.....	Samuel L. Stephens Sr., Pres. Samuel L. Stephens Jr., Gen. Mgr. Owen Knudson, Coml. Mgr.	Leo Higham, Prog. Dir. William E. Bradshaw, Chief Engr. Capitol SESAC UP
CEDAR CITY .....	KSUB 1937	1340; CP-590 250; CP-1,000	Southern Utah Bcstg. Co. Hotel El Excalante 398	CBS KBS Inter- moun- tain	Ivor Sharp, Pres. Roscoe A. Grover, Gen. Mgr.	Arthur Higbee, Coml. Mgr. Hurschel Urie, Chief Engr. World
LOGAN 1 .....	KVNU 1938	610 1,000	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS KBS Inter- moun- tain	Herschel Bullen, Pres. Reed Bullen, Gen., Coml. & Prom. Mgr.	Don Reber, Prog. Dir. DeiMont Olesen, Chief Engr. Avery-Knodel World UP
MURRAY .....	KMUR 1948	1230 250	Oral J. Wilkinson	.....		
OGDEN .....	KLO 1929	1430 5,000	Interstate Bcstg. Corp Ben Lomond Hotel 5721	MBS Inter- moun- tain	A. L. Glassmann, Pres. George B. Morgan, Sta. Mgr. Col. Lowder, Coml. Mgr. & Prog. Dir.	Herman Green, Prom. Mgr. Wayne T. Boothe, Chief Engr. Avery-Knodel World UP
OGDEN .....	KOPP 1947	730 1,000-D	James B. Littlejohn West 12th St. 4223	KBS	James B. Littlejohn, Owner Riley R. Gibson, Gen. Mgr. N. Pratt Smith, Coml. Mgr.	F. J. Winewriter, Prog. Dir. Richard T. Sampson, Chief Engr. Associated Lang-Worth AP
OGDEN .....	KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson Ave. 2-7535	.....	Arch G. Webb, Pres. & Gen. Mgr. Gil Henry, Prog. Dir.	Gerald W. Peterson, Chief Engr. World Standard UP
PRICE .....	KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS KBS Inter- moun- tain	Jack Richards, Pres., Gen. & Coml. Mgr., Prog. Dir. Carl P. Wolfrom, Prom. Mgr. & Asst. Mgr.	Leo E. Reid, Chief Engr. Avery-Knodel UP

**Only KSL delivers All**

**of the REAL Salt Lake City Market**



- 1** The REAL Salt Lake City Market is a quarter million square mile area\* with over a million people and a billion dollars in annual retail sales.
- 2** Throughout this area, KSL is actually listened to most frequently by far more people—morning, afternoon and evening—than any competing station or regional network.†
- 3** KSL reaches more radio homes per dollar, day and night, than any competing station or regional network.‡

\*According to a survey of leading Salt Lake City wholesalers.

†Hooper Listening Area Coverage Index for 69 KSL counties, Spring, 1948.

‡Cost per 1,000 50-100% BMB radio homes based on one-time ¼ hour rates as of March, 1948.

50,000 Watts • Clear Channel • Salt Lake City  
Represented by RADIO SALES, Radio and  
Television Stations Representative, CBS.





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### UTAH—(Continued)

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PROVO	KCSU 1947	1490 250	Central Utah Bcstg. Co. P. O. Box 627 2802	.....	Frank A. VanWagenen & Harold E. VanWagenen, co-owners. Frank A. VanWagenen, Coml. Mgr.	Harold E. VanWagenen, Prom. Mgr. Darwin L. Salisbury, Chief Engr. Orin D. Parker, Prog. Dir.	Standard Capitol UP
PROVO 1	KNEU (Construction permit)	1450 250	Lester R. Taylor 109 N. 4th West	.....			
PROVO	KOVO 1939	960 1,000	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS Inter-moun- tain	Clifton A. Tolboe, Pres. Arch L. Madsen, Gen. Mgr. S. Garn Carter, Coml. Mgr.	L. H. Curtis, Prog. Dir. Dean Ludlow, Prom. Mgr. Henry Keyes, Chief Engr.	Avery-Knodel World AP
RICHFIELD	KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 620	MBS Inter-moun- tain	William L. Warner, Pres. William L. Warner Jr., Station Mgr.	Lynn L. Meyer, Natl. Sales Mgr.	Avery-Knodel World UP
SALT LAKE CITY 1	KALL 1945	910 1,000	Salt Lake City Bcstg. Co. Inc. 248 S. Main St. 4-1843	MBS Inter-moun- tain	George C. Hatch, Pres. Alvin C. Pack, Exec. V.P. & Gen. Mgr.	Thomas H. Anderson, Coml. Mgr. Craig Rogers, Prog. Dir. W. D'Orr Cozzens, Chief Engr.	Avery-Knodel UP
SALT LAKE CITY 1	KDYL 1922	1320 5,000	Intermountain Bcstg. & Television Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr. Kay W. Richins, Prog. Dir.	Delmar Leeson, Prom. Mgr. John M. Baldwin, Chief Engr.	Blair Thesaurus Associated UP, INS
SALT LAKE CITY 1	KNAK 1945	1280 1,000-LS 500-N	Granite Radio Bcstg. Co. Continental Bldg. 43635		Howard D. Johnson, Pres. Richard F. Connor, Secy- Treas. Ray Noll, Coml. Mgr.	Albert R. Collins, Prog. Dir. Charlot R. Kapsa, Prom. Mgr. Myron May, Chief Engr.	Grant AP
SALT LAKE CITY 1	KSL 1924	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark, Pres. Ivor Sharp, Exec. V.P. C. Richard Evans, Gen. Mgr. Ralph W. Hardy, Asst. Mgr.	F. B. McLatchy, Sales Mgr. Eugene Halliday, Prog. Dir. Ray Bergman, Prom. Mgr. Vincent Clayton, Chief Engr.	Radio Sales Capitol Associated AP, UP
SALT LAKE CITY ..	KUTA 1938	570 5,000	Utah Bcstg and Television Co. 29 S. State St. 3-2737	ABC	Frank C. Carman, Pres. & Gen. Mgr. John Schlie, Coml. Mgr. Ray Fadel, Pro. Dir. & Sta. Mgr.	Al Thomas, Prom. Mgr. Wendell Bell, Chief Engr.	Katz World Standard AP, UP
SPRINGVILLE	KJMS (Construction permit)	1400 250	Springville Radio Co.		W. W. Clyde } C. G. Salisbury } Partners		
VERNAL	KJAM 1947	1340 250	Uintah Bcstg. Co. Inc. Hotel Vernal 494	KBS	James C. Wallentine, Pres. Lee Walker, Gen. Mgr. Grant E. Parry, Coml. Mgr.	Erwin W. Boelter, Chief Engr. & Prog. Dir.	Grant World UP

### VERMONT

BURLINGTON	WCAX 1931	620 5,000	WCAX Bcstg. Corp. 135 Main St. 2000	CBS	C. P. Hasbrook, Pres. & Gen. Mgr. J. D. Swan, Coml. Mgr. & Prog. Dir.	James W. Tierney, Chief Engr.	Weed Associated UP
BURLINGTON	WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 5400	ABC	David W. Howe, Pres. A. E. Spokes, Gen. Mgr.	John C. Quill, Prom. Mgr. & Chief Engr.	Rambeau Thesaurus AP
MONTPELIER- BARRE	WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. 94 Main St. 1740	.....	Bernard M. Jacobsen, Pres. & Gen. Mgr. Robert Bannon, Prog. Dir.	Lucian Goulet, Chief Engr.	Kettell-Carter Grant Lang-Worth AP
RUTLAND	WHLW (Construction permit)	1000 1,000-D	Herbert L. Wilson 24½ Center St. 3201	.....	Herbert L. Wilson, Owner Thomas M. Donlin, Gen. Mgr.		World Capitol AP
RUTLAND	WSYB 1930	1380 1,000	Philip Weiss Music Co. 35 Washington St. 1247	MBS KBS Yankee	Philip Weiss, Pres. & Coml. Mgr. Jack H. Weiss, Gen. Mgr.	Norval K. Ramson Jr., Chief Engr.	McGillvra Bannon Thesaurus UP
ST. ALBANS	WWSR 1941	1420 1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS	Warran C. Marsden, Sta. Mgr. Lloyd E. Squier, Coml. Mgr.		Walker Bannon
WATERBURY	WDEV 1931	550 1,000	Lloyd E. Squier 8 Stowe St. 400	MBS KBS Yankee	Lloyd E. Squier, Pres. & Gen. Mgr. Thomas L. Dodd Jr., Prog. Dir.	Harold M. Grout, Chief Engr.	Walker World UP

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## VIRGINIA

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ALEXANDRIA	WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. 523 First St. Overlook 3000	.....	(See listing under Washington, D. C.)	
ARLINGTON	WARL 1946	780 1,000-D	Northern Va. Broadcast- ers Inc. Box 391 Owens 7800	.....	(See listing under Washington, D. C.)	
ARLINGTON	WEAM 1947	1390 5,000	Arlington-Fairfax Bcstg. Co. Inc. 2030 N. 16th St. Owens 7100	.....	(See listing under Washington, D. C.)	
BLACKSTONE	WKLV 1947	1490 250	Frank W. Wagner Community Bldg. 478	MBS	F. W. Wagner, Pres. T. C. Ritchie, Gen. Mgr. E. G. Silverman, Coml. Mgr.	Dave Hart, Prog. Dir. W. E. Jones, Prom. Mgr. D. O. Guthrie, Chief Engr. AP Standard Lang-Worth
BRISTOL	WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Bristol North 3560	.....	Robert H. Smith, Gen. Mgr. J. Fey Rogers, Sales Mgr. Tom Dunn, Prod. Supvsr.	Bob Dougherty, Transmitter Supvsr. Associated Thesaurus AP
BRISTOL 66	WFRG 1947	860 1,000-D	Blanfox-Bristol Bcstg. Co. Hotel Bristol 3620	MBS	Morris Burnette, Gen. Mgr. W. L. Ninninger, Coml. Mgr. W. C. Ninninger, Sta. Dir. & Prom. Mgr.	Rex Raney, Prog. Dir. John Hughlett, Chief Engr. McGillvra Standard UP
CHARLOTTESVILLE	WCHV 1933	1240 250	Barham & Barham 4th & Market Sts. 2500	ABC KBS	Charles Barham Jr., Ownr. Randolph Bean, Mgr. & Prom. Mgr. Robert C. Walker, Sales Mgr.	R. G. Sketchley Jr., Prog. Dir. Walter W. Gray, Chief Engr. McGillvra Thesaurus Capitol AP
COVINGTON	WKEY 1941	1340 250	Earl M. Key Box 710 8351	ABC KBS	Earl M. Key, Ownr., Gen. & Coml. Mgr. Carroll Harrison, Prog. Dir.	John Davis, Prom. Mgr. John Wilson, Chief Engr. World UP
CREWE	WSVS 1947	650 1000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 5000	KBS	C. S. Willis, Pres. Maxey E. Stone, Gen. & Prom. Mgr. Harris Umstead, Coml. Mgr.	Robert W. Hutchinson, Prog. Dir. S. E. Wilson, Chief Engr. Rural Radio World AP
CULPEPER	WCVA (Construction permit)	1490 250	Culpeper Bcstg. Corp.		Ira C. Hopkins, Pres. L. T. Preston, V.P.	
DANVILLE	WBTM 1930	1330 5,000-LS 1,000-N	Piedmont Bcstg. Corp. Hotel Danville 2350	ABC	L. N. Dibrell, Pres. R. Sanford Guyer, V. P. & Gen. Mgr. Edward G. Gardner, Coml. Mgr.	Thomas W. Thompson, Prog. Dir. & Prom. Mgr. Lyle C. Motley, Chief Engr. Hollingbery Lang-Worth AP
DANVILLE	WDVA 1947	1250 5,000-LS 1,000-N	Virginia-Carolina Bcstg. Corp. American Nat'l Bank Bldg. 5300	MBS	John D. Pruitt, Pres. Emerson J. Fryor, Gen. & Coml. Mgr. Richard E. Campbell, Prog. Dir.	Charles J. Holmes, Prom. Mgr. Rush Sawyers, Chief Engr. McGillvra Capitol, World UP
FALLS CHURCH	WFAV 1948	1220 250-D	Lamar A. Newcomb Box L Chestnut 4296 (Wash., D.C.)	.....	(See listing under Washington, D. C.)	
FARMVILLE	WFLO 1946	870 1,000-D	Colonial Bcstg. Corp. P. O. Box 238 600	.....	Carla B. Keyes, Pres. Charles R. Mallett, Gen. Mgr. Denzel B. Shaver, Prog. Dir.	Charles K. Chrismon, Chief Engr. Associated Capitol UP
FREDERICKSBURG	WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Drawer 269 1261	ABC KBS	Richard F. Lewis Jr., V. P. & Gen. Mgr. Walter F. Harris Jr., Sta. & Coml. Mgr.	William S. Candler, Chief Engr. Burn-Smith Lang-Worth
FRONT ROYAL	WFTR 1946	1450 250	Skv Park Bcstg. Corp. Box 192 750	MBS	Thomas R. Owens, Pres. Warren S. Bell, Gen. Mgr. & Chief Engr. Roy O. Springer, Coml. Mgr.	Bob Martin, Prog. Dir. Thesaurus UP
GALAX	WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300	MBS	Robert V. Morris, Pres. Carl E. Duckett, Gen. Mgr. & Chief Engr.	Joe F. Crockett, Coml. Mgr. Muriel M. Bell, Prog. Dir. Mary Ann Newman, Prom. Mgr. AP
HAMPTON	WVEC 1948	1050 250-D	Peninsula Bcstg. Corp. P. O. Box 481 6332	KBS	Thomas P. Chisman, Pres. & Gen. Mgr. Vernon Carter, Asst. & Coml. Mgr.	Peter Edman, Prog. Dir. Edith Lawrence, Prom. Mgr. James Swafford, Chief Engr. Standard Associated AP
HARRISONBURG	WSVA 1939	550 1,000-D	Shenandoah Valley Bcstg. Corp. Newman Bldg. 550	NBC	Frederick L. Allman, Pres. Robert E. Harrington, Coml. & Prom. Mgr.	Richard H. Johnson, Prog. Dir. Warren L. Braun, Chief Engr. Thesaurus UP
HOPEWELL	WHAP 1948	1340 250	Hopewell Bcstg. Co.		Augustus Robbins Jr., Pres. Edward Burwell, Chief Engr.	

**WITH 5000 WATTS**  
*WGH Blankets*  
*Virginia's Largest Market*  
**NORFOLK - PORTSMOUTH - NEWPORT NEWS**



On the air with 5000 watts, WGH — a pioneer voice of over 20 years — reaches out to further service for the 200,000 *plus* radio families in this vital and growing market. Here are population increases trebling 1940 census figures — effective family buying income many hundreds of dollars above the national average — and now a 20 times more powerful, low cost radio medium to deliver you the entire trade area.

**WGH**

ABC for Norfolk, Portsmouth,  
Newport News



FREE & PETERS, INC. *Exclusive National Representatives*

*AFFILIATED WITH THE DAILY PRESS—TIMES HERALD*

**DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES**

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**VIRGINIA—(Continued)**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
LEXINGTON	WREL 1948	1450 250	Rockbridge Bcstg. Corp. 130 S. Main St.		Marshall L. Wilmer, Pres.	
LYNCHBURG	WLBW (Construction permit)	1230 250	Hill City Bcstg. Corp.		Willmer C. Blair, Pres. J. James Wood, V.P.	
LYNCHBURG	WLVA 1930	590 1,000	Lynchburg Bcstg. Corp. Allied Arts Bldg. 3030	ABC	Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. Joseph F. Wright Jr., Coml. Mgr.	William H. Loren, Prog. Dir. & Prom. Mgr. John T. Orth, Chief Engr. Hollingbery Lang-Worth Associated AP
LYNCHBURG	WWOD 1947	1390 1,000	Old Dominion Bcstg. Corp. P. O. Box 918 7000	MBS	David Hugh Dillard, Pres. Jack Weldon, Gen. Mgr. Norman T. Simpson, Coml. Mgr.	Jay Seibel, Prog. Dir. & Prom. Mgr. Forest Pinkerton, Chief Engr. Walker World AP, UP
MARION	WMEV 1946	1010 1,000-D	Mountain Empire Bcstg. Corp. P. O. Box 575 9001		Robert Lane Anderson, Pres. Robert C. Wolfenden, Gen. & Coml. Mgr. Charles Carter, Prog. Dir.	William P. Grether, Chief Engr. Friedenberg World AP
MARTINSVILLE	WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Box 831 2152	NBC KBS	Wm. C. Barnes, Pres. John W. Schultz, Gen. Mgr. Charles F. Adams, Coml. Mgr.	Barbara H. Zimmerman, Prog. Dir. H. M. McMillion, Prom. Mgr. Dewey W. Muse, Chief Engr. AP
NEWPORT NEWS	WGH 1928	1340; CP-1310 250; CP-5,000	Hampton Roads Bcstg. Corp. Portlock Bldg. Norfolk Norfolk 27031	ABC	Raymond B. Bottom, Pres. Edward E. Bishop, V. P. & Gen. Mgr. Edward E. Edgar, Coml. Mgr. W. R. VanBuren, Secy.-Treas.	John A. Black, Prog. Dir. W. R. VanBuren Jr., Prom. Mgr. Charles A. Runyon, Chief Engr. Free & Peters Associated AP
NEWPORT NEWS	WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 31632		Edd Harris, V.P. & Gen. Mgr. George W. Mitchell, Coml. Mgr.	Friedenberg
NORFOLK 10	WCAV 1947	860 1,000-D	Cavalier Bcstg. Corp. Helena Bldg. 23266		Joseph Light, Pres. Joe Brown, Gen. & Prom. Mgr. Wm. Laliberte, Coml. Mgr.	Wm. M. Manrow, Asst. Gen. Mgr. & Tech. Dir. Burn-Smith Associated Standard UP

*Virginia's No. 1 Market is*

**NORFOLK**

**PORTSMOUTH — NEWPORT NEWS!**

You economically cover this thriving, growing Metropolitan market PLUS vast sections of central Virginia and North Carolina (through our 100,000 watts FM Coverage at NO EXTRA COST) with Tidewater's progressive and fastest-growing stations — WSAP and WSAP-FM. Don't buy ANY station in Tidewater Virginia until you've checked ALL the facts about coverage — price — listener-loyalty!

*National Representative—*

**Ra-Tel Representatives, Inc.**

**LOOK ! . . .**

Metropolitan population, Norfolk-Portsmouth, Newport News, Jan. 1948 ----- 632,300 \*  
 Retail trading area, 32 counties population, Jan. 1948 ----- 1,342,000 \*  
 Bank Deposits, Norfolk & Portsmouth, as of Jan. 1948 ----- \$224,506,020. \*

\* Norfolk Advertising Board Report Jan. 1, 1948

And . . . don't overlook THESE figures ! . . .

1947 Retail Sales, Norfolk-Portsmouth-Newport News --\$396,217,000 #  
 1947 Food store sales ----- 109,975,000 #  
 1947 General Merchandise sales 43,948,000 #  
 1947 Drug store sales ----- 15,611,000 #  
 1947 Net effective buying power 610,686,000 #  
 # Sales Management, Survey of Buying Power, May 10, 1948

**WSAP**  
1490 KILOCYCLES



**NOW — 100,000 WATTS!**  
**WSAP-FM**  
99.7 MEGACYCLES OR  
CHANNEL 259

OWNED AND OPERATED BY PORTSMOUTH RADIO CORPORATION

**B. WALTER HUFFINGTON**  
GENERAL MANAGER

**Portsmouth,**

**Virginia**

**JACK NORFLEET**  
COMMERCIAL MANAGER

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NORFOLK 10	WLOW 1946	1590 1,000-D	Commonwealth Bcstg. Corp. 105 Brooke Ave. 45678	.....	E. L. Scott, Pres. Robert E. Wadson, Gen. Mgr. Don E. Kelly, Coml. Mgr. W. M. Carpenter, Sta. Mgr.	Ray Penner, Prog. Dir. & Prom. Mgr. Jack Selgel, Chief Engr.	For Joe Capitol Associated AP
NORFOLK	WNOR (Construction permit)	1230 250	Norfolk Bcstg. Corp. 21st St. & Colonial Ave.	.....			
NORFOLK 10	WTAR 1923	790 5,000	WTAR Radio Corp. Nat'l Bank of Com- merce Bldg. 25671	NBC	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. Mgr.	Joel Carlson, Prog. Dir. John Pepper, Chief Engr.	Petry Standard Lang-Worth AP, UP
NORTON	WNVA 1945	1450 250	Blanfox Radio Inc. Progress Bldg. 700	MBS KES	R. B. Helms, Pres. Jack T. Helms, Genl. Mgr	Bill Holland, Coml. Mgr. Bill Benesch, Prog. Dir. & Prom. Mgr. Gene Tommerdahl, Chief Engr.	SESAC Standard AP
PETERSBURG	WSSV 1944	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, Pres. & Gen. Mgr. Ray L. Moss, Coml. Mgr. Jonas Welland, V.P.	N. W. Andrews, Prog. Dir. Stuart M. Gates, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Burn-Smith UP
PORTSMOUTH	WSAP 1943	1490 250	Portsmouth Radio Corp. Professional Bldg. 72381	MBS	T. E. Gilman, Pres. B. Walter Huffington, Gen. Mgr. Jack Norfleet, Coml. Mgr.	George L. Brantley, Prog. Dir. Boyd Harrier, Prom. Mgr. Charles R. Sledge, Chief Engr.	Burke, Kulpers & Mahoney Lang-Worth UP
PULASKI	WPUV 1946	1230 250	Southwest Bcstg. Corp. Cool Springs, Va. P. O. Box 351 3-3931	MBS KES	Harry R. Imboden, Pres. William R. Murray, Gen. Mgr. Allan S. Aden, Coml. Mgr.	Lee Mills, Prog. Dir. Eleanor Imboden, Prom. Mgr. Fitzgerald McDaniel, Chief Engr.	Sears & Ayer Thesaurus AP
RICHMOND	WBBL 1924	1450 250 SH	Grace Covenant Presby- terian Church 1627 Monument Ave. 84246	.....	C. H. Liesfield, Gen. Mgr.	R. W. Raabe, Chief Engr.	
RICHMOND 49	WLEE 1945	1450 250	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MES	Thomas G. Tinsley, Jr., Pres. Irvin G. Abeloff, Gen. & Coml. Mgr.	Harvey L. Hudson, Prog. Dir. George W. McGuigan, Jr., Chief Engr.	For Joe Lang-Worth AP

# Pioneer: 1948



**WMBG AM**  
**WTVR TV**  
**WCOD FM**

The doys of the covered wogon are gane,  
but in the field of commercial broadcasting the  
time for pioneering is now.

Someone must bloze the trail.

In Richmond that someone is the Havens and Martin group  
of stations — WMBG, the NBC station;  
WTVR, the NBC-TV affiliate; WCOD, the FM station.

In 1944 a full page newspaper advertisement heralded  
WMBG's faith in television. The action was unparalleled  
... the industry was amazed.

On April 15, 1948 WTVR, the south's first  
television station, begon commercial operation.  
Tadoy Richmond has network TV programming.

Late in 1947 WCOD, Richmond's first FM station,  
was on the air.

They jain company with WMBG, in service since 1926.

This is the pioneering recard of these *First Stations of Virginia*.

*First Stations of Virginia*

Havens and Martin Stations, Richmond  
 John Blair & Company, National Representatives

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RICHMOND 20	WMBG 1926	1380 5,000	Havens & Martin Inc. P. O. Box 5229 58611	NBC	Wilbur M. Havens, Pres. & Gen. Mgr. Alien Phaup, Prog. Dir.	Blair Lang-Worth Thesaurus TP
RICHMOND 13	WRNL 1927	910 5,000	Richmond Radio Corp. 323 Grace St. 3-3436	ABC	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. Mgr. Joseph H. Seirer, Coml. Mgr.	Petry Standard Capitol AP
RICHMOND 12	WRVA 1925	1140 50,000	Larus & Bros. Co. Inc. Hotel Richmond 3-6633	CBS	C. T. Lucy, Gen. Mgr. Barron Howard, Bus. Mgr. S. S. Carey, Prog. Serv. Mgr.	Radio Sales World Lang-Worth UP
RICHMOND 20	WXGI 1947	740 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	.....	D. H. Robertson, President & Gen. Mgr. Harrol A. Brauer, Jr., Prog. Dir.	Burn-Smith Associated Lang-Worth AP
ROANOKE	WDBJ 1924	960 5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	J. P. Fishburn, Pres. Ray P. Jordan, Gen. Mgr. John W. Harkrader, Coml. Mgr.	Free & Peters World Lang-Worth AP, UP
ROANOKE	WROV 1948	1240 250	Radio Roanoke Inc. Mt. Trust Bank Bldg. 3-4444	MBS	Leo F. Henerby, Pres. Frank E. Koehler, Gen. & Coml. Mgr. Gordon R. Phillips, Prog. Dir. & Prom. Mgr.	Burn-Smith Capitol Lang-Worth UP
ROANOKE 7	WSLS 1940	610 1,000	Roanoke Bcstg. Corp. Shenandoah Life Bldg. 9227	ABC	Paul C. Buford, Pres. James H. Moore, Exec. V.P. Horace Fitzpatrick, Asst. & Coml. Mgr.	Weed Thesaurus Associated AP
SOUTH BOSTON	WHLF 1948	1400 250	Halifax Broadcasting Co. P. O. Box 490 567	KBS	John L. Cole, Jr., Owner & Gen. Mgr. William D. Fielding, Coml. Mgr. Charles B. Davis, Asst. Mgr., Prog. Dir. & Prom. Mgr.	Thesaurus World, Cole AP
STAUNTON	WTON 1945	1400 250	Charles P. Blackley Morrison Building 1400	ABC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. & Prom. Mgr.	World AP
SUFFOLK	WLPM 1940	1450 250	Suffolk Bcstg. Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart, Pres., Gen. & Prom. Mgr.	Lang-Worth Sears & Ayer AP
WARSAW	WNNT (Construction permit)	690 250-D	Grayson Headley	.....	Grayson Headley, Owner	
WAYNESBORO	WAYB 1948	1490 250	Waynesboro Bcstg. Corp. 525 W. Main 999	MBS KBS	N. Wilbur Kidd, Gen. Mgr. and Prog. Dir. Edward F. Libby, Coml. Mgr. Paul M. Shue, Prom. Mgr.	World Lang-Worth UP
WINCHESTER	WINC 1941	1400 250	Richard Field Lewis, Jr. 514 Kerr St. 4855	ABC KBS	Richard Field Lewis, Jr. Owner & Mgr. John Carl Morgan, Coml. Mgr. & Prog. Dir.	Lang-Worth UP

### WASHINGTON

ABERDEEN	KXRO 1927	1340 250	KXRO Inc. 207½ E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence, Pres. & Gen. Mgr. Fred G. Goddard, Coml. Mgr.	A. W. Lindsay, Prog. Dir. John Duane Johnson, Prom. Mgr. Philip True, Chief Engr.	Grant Thesaurus UP
ABERDEEN	..... (Construction permit)	1450 250	Ben K. Weatherwax 304 W. 9th St.	.....			
BELLINGHAM	KPUG 1948	1170 1,000	KPUG Inc. P. O. Box 655	MBS Don Lee	Jessica L. Longston } Edward J. Jansen } Part- C. V. Zaser } ners L. Berenice Brownlow }	Jessica L. Longston, Pres. & Coml. Mgr. C. V. Zaser, Exec. V. P.	Grant Associated
BELLINGHAM	KVOS 1927	790 1,000	KVOS 1321 Commercial St. 790	ABC KBS	Rogan Jones, Pres. & Mgr. Fred Elsethagen, Asst. Mgr. Glen Beebe, Coml. Mgr.	Roger Patrick, Prog. Dir. Hal Reeves, Prom. Mgr. Ernest Harper, Chief Engr.	McGillvra Keating McGregor Lang-Worth UP
BREMERTON	KBRO 1947	1490 250	Bremerton Bcstg. Co. 2nd & Washington Ave. 1970	.....	Bruce Bartley, Pres. Dick Crombie, Gen. Mgr. Hal Moan, Coml. Mgr.	Bob Gleason, Prog. Dir. Jack Gwyer, Prom. Mgr. Bert Halberg, Chief Engr.	Keating World AP
BREMERTON	KGIB (Construction permit)	1540 1000-D	Kitsap G. I. Broadcasters 506 Hewitt Ave.	.....	Mortimer T. Clement, Principal Owner		
CENTRALIA (CHEHALIS)	KELA 1937	1470 1,000	Central Bcstg. Corp. Centralia, Box 720; Chehalis, Box 827 Centralia 6-3321; Chehalis 721	MBS KBS Don Lee	J. Elroy McCaw, Pres. Joe Chytl, Gen. & Coml. Mgr.	Vincent Elliott, Prog. Dir. Schuyler Hill, Prom. Mgr. Ellwood Lippincott, Chief Engr.	Grant Keating UP

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ELLENSBURG	KXLE 1946	1240 250	Central Washington Bcstrs. Inc. Box 689 2-1240	.....	Goodwin Chase, Jr., Pres. Joe Kendall, Gen. Mgr. Darrel Burns, Prog. Dir.	Walker Tracy Moore Lang-Worth UP	
EPHRATA	KULE (Construction)	730 1000-D permit	Columbia Basin Bcstg. Co. Ephrata 207	.....			
EVERETT	KRKO 1922	1400 250	The Everett Bcstg. Co. Inc. KRKO Bldg. Main 526	MBS KBS Don Lee	William R. Taft, Pres., Gen. & Coml. Mgr.	Earl Gerdon, Prog. Dir., Prom. Mgr. & Chief Engr.	McGillivra World Standard UP
KENNEWICK	KWIE (Construction)	1230 250 permit	Mid-Columbia Broadcasters Box 499, Burley, Idaho	.....			
KIRKLAND	KRKL 1948	1050 250-D	F. L. Thornhill Civic Center	.....	F. L. Thornhill, Gen. Mgr.		
LONGVIEW	KWLK 1938	1400 250	Twin City Bcstg. Corp. Longview 1500	MBS KBS	C. O. Chatterton, Pres. & Gen. Mgr. Al Emrich, Coml. Mgr.	Marjorie Bradford, Prog. Dir. M. E. Johnson, Chief Engr.	Grant Associated UP
MOSES LAKE	KSEM 1947	1450 250	KSEM, Inc. P. O. Box 446 234	KBS	Jessica L. Longston, Pres. Don G. Bennett, Gen. Mgr. Shirley A. Olson, Prog. Dir.	Roland G. Kissler, Prom. Mgr. John H. Thatcher, Chief Engr. C. V. Zaser, Exec. V.P.	Grant World UP
MOUNT VERNON	KBRC 1946	1430 500-D	Beckley Radio Co. P. O. Box 240 8955	.....	Leo H. Beckley, Pres., Gen. & Coml. Mgr. Fred Grant, Coml. Mgr. Bud Clark, Prog. Dir.	Orls Vanerstrom, Chief Engr.	Keating Standard UP
OLYMPIA	KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS	Tom Olsen, Pres. & Gen. Mgr. J. Harris Dorr, Coml. Mgr. Eve Knutson, Prog. Dir.	Elmer J. Holmberg, Prom. Mgr. Charles A. Roark, Chief Engr.	Grant World UP
OMAK	KOMW 1947	680 1000-D	KOMW Inc. Box 151 Omak 00	.....	R. L. McNett, Pres. & Chief Engr. Erin W. Thomas, Gen. Mgr. C. Nat Harris, Coml. Mgr.	Mrs. Gene Leslie, Prog. Dir.	Keating Capitol Lang-Worth UP
PASCO	KPKW 1945	1340 250	Western Radio Corp. Pasco	.....	A. C. Anderson, Mgr.		Keating Griffith
PORT ANGELES	KONP 1945	1450 250	Radio Pacific, Inc. 313 W. First St. 4437	KBS	C. N. Webster, Pres. & Gen. Mgr.	Howard R. Patrick, Chief Engr.	UP
PULLMAN	*KWSC 1922	1250 5060 ST-KTW	State College of Wash. Arts Hall Pullman 9021	.....	Dr. Wilson Compton, Pres. Fred Hayward, Sta. & Prom. Mgr. Eidon Barr, Prog. Dir.	Robert Baird, Chief Engr.	Associated Capitol World AP, UP
RENTON	KXRN 1947	1220 250-D	Interlake Bcstg. Corp. N. Seventh at Park Ave. 3424	.....	Robert S. McCaw, Pres. & Gen. Mgr. & Chief Engr. Dudley K. Randal, Coml. Mgr.	Scott Seifert, Prog. Dir. & Prom. Mgr.	World UP
SEATTLE 4	KING 1927	1090 10,000 CP-50,000	KING Bcstg. Co. Smith Tower Main 1090	.....	Mrs. A. Scott Bullitt, Pres. Henry B. Owen, Gen. Mgr. John H. Eichhorn, Coml. Mgr.	Frederick J. Eichhorn III, Prog. Dir. Arthur A. Schultz, Chief Engr.	Associated Lang-Worth AP, UP
SEATTLE 1	KIRO 1935	710 50,000	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS	Saul Haas, Pres. Loren B. Stone, Gen. Mgr. William F. Tucker, Coml. Mgr.	Kenneth Yeend, Prog. Dir. Milo Ryan, Prom. Mgr. James Hatfield, Chief Engr.	Free & Peters Standard SESAC AP
SEATTLE 1	KJR 1922	950 5,000	Totem Bcstrs., Inc. Skinner Bldg. Elliott 5890	ABC	Marshall Field III, Pres. J. Archie Morton, Gen. Mgr. Arthur Gerbel, Jr., Mgr. & Sales Mgr.	Roland Bradley, Prog. Dir. Maitland Jordan, Prom. Mgr. Louis S. Bookwalter, Chief Engr.	Avery-Knodel World UP
SEATTLE	KOL 1922	1300 5,000	Seattle Bcstg. Co. Northern Life Tower Main 2312	.....	Archie Taft, Pres. Oliver A. Runchey, Gen. Mgr. Archie Taft, Jr., Coml. Mgr.	John Forrest, Prog. Dir. Ferry Lind, Chief Engr.	Headley-Reed Capitol World Standard AP, UP
SEATTLE 9	KOMO 1926	1000 50,000	Fishers Blend Station Inc. 100 4th Ave. N. Seneca 6000	NBC	O. W. Fisher, Pres. & Gen. Mgr. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Dir. R. D. McCornack, Asst. to Pres.	Richard E. Green, Prom. Mgr. F. J. Brott, Chief Engr.	Petry Capitol Associated UP
SEATTLE 4	KRSC 1926	1150 1,000	Radio Sales Corp. 2939 4th Ave. S. Elliott 2480	.....	Palmer K. Leberman, Pres. Robert E. Priebe, Gen. Mgr. A. P. Hunter, Coml. Mgr.	Ted Bell, Prog. Dir. Lee Schulman, Prom. Mgr. George A. Freeman, Chief Engr.	Young Lang-Worth Associated AP
SEATTLE 4	KTW 1920	1250 1000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Main 2056	.....	Dr. F. Paul McConkey, Pres. James S. Ross, Gen. Mgr. & Chief Engr.	Don Bevilacqua, Coml. Mgr. & Prog. Dir.	
SEATTLE 1	KXA 1926	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	.....	Wesley I. Dumm, Pres. Lincoln W. Miller, Exec. V.P. R. G. McArdie, Natl. Sales Mgr.	Ben Harkins, Prog. Dir. John Dubuque, Chief Engr.	Forjoe Standard UP



**"Them's FACTS, Son!"**

Washington State Orange\* Radio Survey Asked ...

**"What Is the Most Popular Station In Your Area?"**

ANSWERS ALSO REVEAL—

**KIRO leads ALL OTHER SEATTLE STATIONS COMBINED by 172%!**



Survey published April 15, 1948, by John L. King,  
 Director of Radio and Research, Washington State  
 Grange, 3104 Western Avenue, Seattle 1, Wash.

**KIRO**  
 SEATTLE • TACOMA

**CBS**  
**50,000**  
**WATTS**  
**710 KC**

\*Representing more than 54,000 aggressive farmers in the State of Washington.

REPRESENTED NATIONALLY BY FREE & PETERS



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SPOKANE 8	KFIO 1922	1230 250	Spokane Bcstg. Corp. 526 Riverside Ave. Riverside 8033	.....	Arthur L. Smith, Pres. R. G. McEroom, Gen. & Coml. Mgr.	John A. Maxson, Prog. Dir. Prom. Mgr. World UP
SPOKANE 8	KGA 1926	1510 50,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer, Pres. Harvey Wixson, Gen. & Coml. Mgr. Robert E. Plummer, Prog. Dir. & Prom. Mgr.	Earl Trumble, Local Sales Mgr. A. G. Sparling, Chief Engr. Petry Associated UP
SPOKANE 8	KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Main 5131	NBC	Richard O. Dunning, Pres. & Gen. Mgr. Robert H. Wesson, Natl. Sales Mgr. & Prom. Mgr.	R. W. Brazeal, Prog. Dir. & V.P. John Walker, Chief Engr. Katz Associated Capitol AP
SPOKANE 8	KNEW 1947	1430 5,000	Coeur d'Alene Bcstg. Co. Sprague & Wall Riverside 8035	MBS Don Lee	Burl C. Hagadone, Pres. Harry Lantry, Gen. Mgr. W. C. Rhodes, Coml. Mgr.	Paul Crain, Prog. Dir. & Prom. Mgr. C. W. Evans, Chief Engr. Hollingbery World AP
SPOKANE 8	KREM 1947	1340 250	Cole E. Wylie Realty Bldg. Main 3333	.....	Cole E. Wylie, Pres. & Gen. Mgr. Harold L. Newhouse, Coml. Mgr.	Walter Nelskog, Prog. Dir. Harvey Degering, Chief Engr. Lang-Worth AP
SPOKANE 8	KXLY 1922	920 5,000	Symons Bcstg. Co. Symons Bldg. Main 1218	CBS	E. B. Craney, Pres. & Gen. Mgr. Bryan Woolston, Coml. Mgr.	John Funk, Prom. Mgr. George Langford, Chief Engr. Walker Lang-Worth McGregor UP
TACOMA 1	KMO 1926	1360 5,000	Carl E. Haymond 914½ Broadway Main 4144	.....	Carl E. Haymond, Pres. Jerry Geehan, Gen. Mgr. Ray McKenzie, Coml. Mgr.	Ted Knightlinger, Prog. Dir. & Prom. Mgr. John L. Boor, Chief Engr. McGillvra Scott Standard, Capitol SESAC UP
TACOMA 3	KTBI 1941	810 1000-D	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241	KBS	H. J. Quilliam, Pres. W. B. Suht, Gen. Mgr. King Mitchell, Coml. Mgr.	Cleve Wilkinson, Prog. Dir. & Chief Engr. Taylor-Borrorf World Associated UP
TACOMA 2	KVI 1928	570 5000	Puget Sound Bcstg. Co. Inc. Kamlin Hotel Seattle 1 Seneca 4848	MBS Don Lee	Vernice Irwin, Pres. & Gen. Mgr. L. M. Doernbecher, Chief Owner Earl T. Irwin, Coml. Mgr.	Larry Huseby, Prog. Dir. Bob Hayward, Prom. Mgr. D. M. McDonough, Chief Engr. Hollingbery Associated Lang-Worth Cole AP
VANCOUVER	KVAN 1939	910 1,000	Vancouver Radio Corp. 707½ Main St. 150	.....	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Mark F. DeLaunay, Coml. Mgr.	Robert Deihl, Prog. Dir. Rickel Eras, Prom. Mgr. Edgar Means, Chief Engr. World Standard, UP
WALLA WALLA	KUJ 1928	1420 5,000	KUJ Inc. 55 E. Main St. 1230	MBS Don Lee	H. E. Studebaker, Pres. & Gen. Mgr. Norval Arnes, Local Coml. Mgr. Don Wike, Natl. Coml. Mgr. & Prom. Mgr.	Howard Rhoads, Prog. Dir. Milton McLafferty, Chief Engr. Grant Keating Thesaurus UP
WALLA WALLA	KWWB 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	KBS	John W. Kendall, Pres. Kenneth K. Williams, Gen. & Coml. Mgr. Claire Orville Banks, Prog. Dir.	Adaline M. Bussard, Prom. Mgr. Tyrus T. McFadden, Chief Engr. World AP
WENATCHEE	KPQ 1929	560 1,000	Wescoast Bcstg. Co. 2nd & Columbia 2757	ABC	Rogan Jones, Pres. James W. Wallace, Gen. Mgr. & V.P. Pat O'Halloran, Coml. Mgr.	Bill Green, Prog. Dir. & Prom. Mgr. George Prese, Chief Engr. McGillvra Keating World Associated Cole UP
WENATCHEE	KWNW 1948	1340 250	Apple-Land Bcstg. Co., Inc. P. O. Box 1510 2468	MBS Don Lee	J. B. Hatfield, Pres. Mel Gaumer, Gen. Mgr. A. J. Sternling, Adm. Asst.	Warren Brown, Prom. Mgr. R. B. Sutton, Chief Engr. Standard AP
YAKIMA	KIMA 1944	1460 1,000-LS 500-N	Cascade Bcstg. Co. Inc. Box 702 6104	CBS	A. W. Talbot, Pres. & Owner R. Lee Black, V.P. & Gen. Mgr. Herschel E. Cary, Coml. Mgr.	Thomas C. Bostic, Prog. Dir. & Prom. Mgr. J. Barry Watkinson, Chief Engr. Weed Lang-Worth Associated SESAC AP
YAKIMA	KIT 1929	1280 1,000	Carl E. Haymond 414½ E. Yakima Ave. 8115	ABC	Carl E. Haymond, Pres. James A. Murphy, Gen. Mgr. Harrison A. Miller, Coml. Mgr.	James W. Nolan Jr., Prog. Dir. William B. Hansen, Prom. Mgr. Harry B. Murphy, Chief Engr. McGillvra Scott Keating Capitol Standard, AP
YAKIMA	KYAK 1947	1400 250	Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS Don Lee	Robert S. McCaw, Pres. & Gen. Mgr. Seymour O. Spring, Coml. Mgr.	Gordon Allan, Prog. Dir., Prom. Mgr. & Chief Engr. Grant World AP

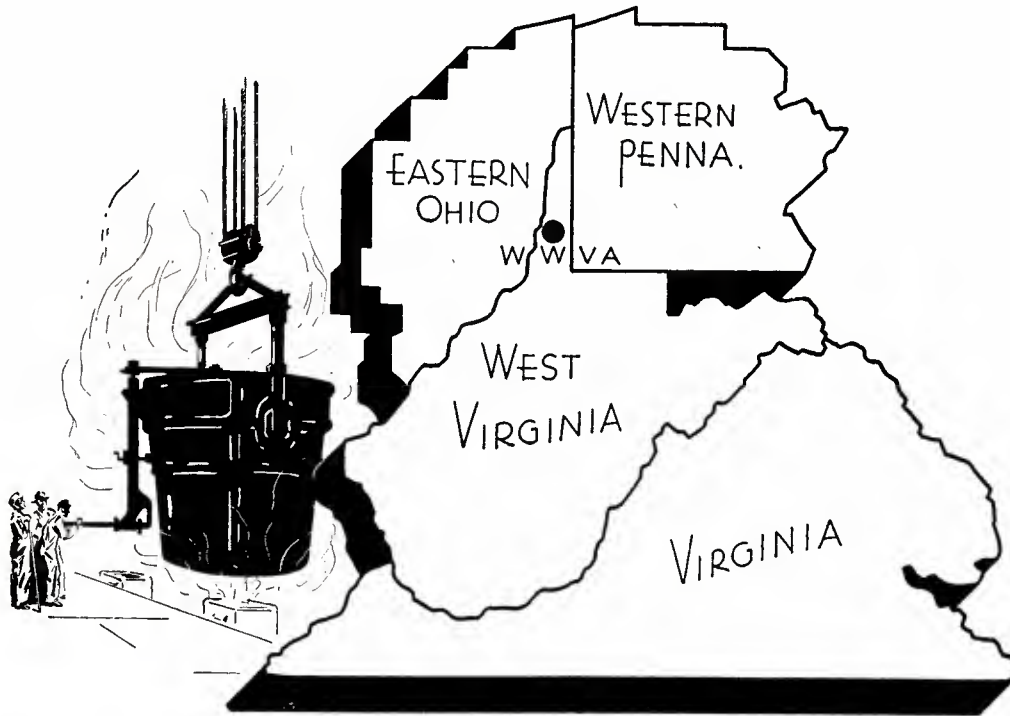
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## WEST VIRGINIA

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BECKLEY .....	WJLS 1939	560 1,000-LS 500-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS	Joe L. Smith Jr., Pres. Virginia N. Cooper, Gen. Mgr. George G. Gray, Coml. Mgr.	Benton B. Boggs, Prog. Dir. & Prom. Mgr. Al J. Ginkel, Chief Engr.	Burn-Smith Standard Cole UP
BECKLEY .....	WWNR 1946	1450 250	Rahall Bcstg. Co. 1565 Harper Rd. 9300	MBS	N. Joe Rahall, Pres. Tom Douds, Gen. Mgr. Don Hays, Prog. Dir.	James Bucy, Chief Engr.	McGillvra Lang-Worth AP
BLUEFIELD .....	WHIS 1929	1440 5,000	Daily Telegraph Printing 623 Commerce St. 7114	NBC	P. T. Flanagan, Gen. Mgr. Wm. Hostetter, Asst. Mgr. C. H. Murphey, Sales Dir. M. F. Barnett, Prog. Dir.	Barnes Nash, Prod. Dir. John Byers, Chief Engr.	Katz Lang-Worth World AP
BLUEFIELD .....	WKOY 1948	1240 250	Radio Bluefield Co. West Virginian Hotel 7405	MBS	J. Lindsey Alley, Pres. & Gen. Mgr.	Max Blakemore, Chief Engr.	Capitol UP
CHARLESTON .....	WCAW 1947	1400 250	Capitol Bcstg. Corp. 1600 McCorkle Ave. Capitol 37-503	.....	Garland F. Wilkinson, Pres. James M. Flenniken, Gen. Mgr. & Prog. Dir. Al Walker, Prom. Mgr.	Robert L. Harrison, Coml. Mgr. William D. Stone, Chief Engr.	Friendenberg Capitol, Lang- Worth AP
CHARLESTON 24 ...	WCHS 1927	580 5000	Charleston Bcstg. Co. 1016 Lee St. 28-131	CBS	John A. Kennedy, Pres. Howard L. Chernoff, Mngng. Dir. John T. Gelder, Sta. Mgr.	Berton Sonis, Prog. Dir. Jack Herman, Prom. Mgr. William E. Dixon, Chief Engr.	Branham Standard AP, UP
CHARLESTON 30 ...	WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P.O. Box 2909 Capitol 37-541	NBC	R. M. Venable, Pres. John S. Phillips, Gen. & Coml. Mgr.	C. P. Vogel, Jr., Prog. Dir. Juanita Barker, Prom. Mgr. George C. Whiteman, Chief Engr.	McGillvra Thesaurus AP
CHARLESTON 1 ....	WKNA 1946	950 1000	Joe L. Smith Jr. 804 Kanawha Blvd. 39-971	ABC	Joe L. Smith Jr., Pres. James T. Quirk, Gen. Mgr.	Frank E. Schaffer, Asst. Sta. Mgr., Prog. Dir. & Prom. Mgr. Taylor Marcum, Chief Engr.	Weed Standard AP
CHARLESTON 1 ....	WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol & Fire 23-136	MBS	Gus Zaharis, Pres. & Gen. Mgr. Dick Glaser, Coml. Mgr.	Bob Bower, Prog. Dir. & Prom. Mgr. Paul Sullivan, Chief Engr.	Forjoe Associated Cole AP
CLARKSBURG .....	WBLK 1937	1400 250	News Publishing Co. Pike St. 3040	NBC	Austin Wood, Pres. George Clinton, Gen. Mgr. Fred Zimmerman, Sta. & Coml. Mgr.	Don McWhorter, Prog. Dir. Dick Duncan, Prom. Mgr. Harry Brown, Chief Engr.	Branham Lang-Worth SESAC AP
CLARKSBURG .....	WHAR 1946	1340 250	Mountain State Bcstg. Co. 1200 E. Pike St. 7340	ABC MBS KBS	Glacus G. Merrill, Pres. & Gen. Mgr. John Smulbach, Coml. Mgr.	Ruth Parsons, Prog. Dir. Andrew Korlan, Chief Engr.	McGillvra UP
CLARKSBURG .....	WPDX 1946	750 1000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 6060	.....	O. L. Billingsley, Pres. E. C. Warden, Gen. Mgr. J. M. Larosa, Coml. & Prom. Mgr.	D. H. Wyatt, Prog. Dir. R. D. Hough, Chief Engr.	World Capitol UP
ELKINS .....	WDNE 1948	1240 250	West Va. Radio Corp. Washington & Davis St. 1300	MBS KBS	H. C. Greer, Pres. George J. Kapel, Gen. Mgr. Ambrose F. White, Coml. Mgr.	Jean Kapel, Prog. Dir., Prom. Mgr. Edwin Sepe, Plant Engr.	Standard AP
FAIRMONT .....	WMMN 1928	920 5000	Monongahela Valley Bcstg. Inc. Adams St. 3100	CBS	George B. Storer, Pres. Allen L. Haid, V.P. & Gen. Mgr. Charles E. Smith, Coml. Mgr.	Frank Lee, Prog. Dir. William Powell, Prom. Mgr. Joe Strelauski, Chief Engr.	Katz Lang-Worth Cole Thesaurus UP
FAIRMONT 1 .....	WVVW 1947	1490 250	Fairmont Bcstg. Co. Inc. WVVW Radio Park 5000	MBS	J. Patrick Beacom, Pres. George Blackwell, Gen. Mgr. Frank Watkins, Coml. Mgr.	Wip Robinson, III, Prog. Dir. C. J. Hinkle, Chief Engr.	World Standard AP
HUNTINGTON .....	WHTN 1947	800 1000-D	Greater Huntington Radio Corp. 1112½ Fourth Ave. 33-453	.....	A. B. Hyman, Pres. Mike Layman, Gen. Mgr.	Arnold Silvert, Prog. Dir. Harold Sturm, Chief Engr.	Friendenberg McGregor Associated UP
HUNTINGTON .....	WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 Fourth Ave. 33421	MBS	Flem J. Evan, Pres. & Gen. Mgr. Bernard Simmons, Coml. Mgr. Joseph S. Herget, Prog. & Asst. Mgr.	Lillian Swann, Prom. Mgr. Wm. R. Haldane, Chief Engr.	Transit Radio Capitol AP
HUNTINGTON 1 ....	WSAZ 1923	930 5000-LS 1000-N	WSAZ Inc. 912½ Third Ave. 4106	ABC W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Gen. Mgr. Marshal Rosene, Sta. Dir.	Ted Eiland, Prog. Dir. Bert Shimp, Prom. Mgr. Leroy Kilpatrick, Chief Engr.	Branham Lang-Worth, SESAC AP
LOGAN .....	WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever Kanada & Chestnut Sts. 761	KBS	Robert O. Greever } Part- Clarence H. Frey } ners Robert A. Morrow, Gen. & Prom. Mgr.	Francis Warren, Coml. Mgr. Pat Mullvihill, Prog. Dir. Lou Frey, Chief Engr.	World UP
MARTINSBURG ....	WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Bldg. 1146	.....	C. M. Zinn } Part- G. Leslie Golliday } ners C. Leslie Golliday, Gen. Mgr. Edward W. Dockeney, Coml. Mgr.	Charles Rand, Prog. Dir. & Prom. Mgr. Sterling H. Heil, Chief Engr.	Burn-Smith World, Cole AP

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MONTGOMERY	WMON 1946	1340 250	Fayette Associates Inc. 1028 First Ave. 620	MBS	Arnold M. Vickers, Pres. Andrew W. Vickers, Coml. & Prom. Mgr. James G. Holmes, Prog. Dir.	J. Campbell Craver, Chief Engr. World AP
MORGANTOWN	WAJR 1941	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	Mrs. A. J. R. Greer, Owner Ferd Browning, Gen. Mgr. John W. Johns, Sales Mgr.	Clarence Rulung, Plant Supvrs. World AP
OAK HILL	WOAY 1946	860 1,000-D	Robert R. Thomas, Jr. Oak Hill 651	.....	Robert R. Thomas Jr., Pres. Gen. Mgr. & Chief Engr.	Harold B. Shaw, Coml. & Prom. Mgr. Hugh McPherson, Prog. Mgr. Friedenberg Capitol AP
PARKERSBURG	WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 9th St. 74491	ABC	Joseph M. Handlan, Pres. Richard S. Cotterman, Gen. & Coml. Mgr.	G. R. Abels, Prog. Dir. Buford Barrickman, Chief Engr. World UP
PARKERSBURG	WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th St. 75475	CBS	Austin V. Wood, Pres. George H. Clinton, Exec- V.P., Gen. & Coml. Mgr.	Shermin Grimm, Prog. Dir. Barbara O'Brien, Prom. Mgr. V. G. Brook, Chief Engr. Branham Standard SESAC AP
PINEVILLE	WWYO (Construction permit)	970 1,000-D	Wyoming Bcstg. Co. Pineville	.....	Robert V. McKeehan, Gen. & Prom. Mgr. & Prog. Dir.	James J. Goode, Coml. Mgr. William D. Stone, Chief Engr. Cole UP
PRINCETON	WLOH 1947	1490 250	Mountain Bcstg. Service P. O. Box 549 567	KBS	Frank McKenzie, Pres. James H. Mays Jr., Actg. Mgr., Prog. & Prom. Mgr. H. P. Hunnicutt, V. P.	James M. Angel, Coml. Mgr. Earl H. Graham, Chief Engr. Friedenberg Thesaurus Standard UP
RONCEVERTE	WRON 1947	1400 250	William E. Blake Shanklin Bldg. 300	MBS	Wm. E. Blake, Pres. Rodney B. Walker, Gen. Mgr. Carl E. Lipps, Coml. Mgr.	Bertrand F. Mulligan, Prog. Dir. Vance R. Hatcher, Prom. Mgr. Herbert S. Jackson, Chief Engr. McGillivra Thesaurus AP
WELCH	WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS KBS	J. G. Hunt, Pres. Ellis Landreth, Coml. & Gen. Mgr.	John Villani, Prog. Dir. Howard R. King, Chief Engr. Carl Loose, Coml. & Prom. Mgr. For Joe Standard AP
WESTON	WHAW 1948	1450 250	Lewis Service Corp. 170 Main St. 1555	MBS	Harold McWhorter, Pres. & Gen. Mgr. Leslie Vassar, Sta. Dir. & Prog. Dir.	Carl Loose, Coml. & Prom. Mgr. James Huff, Chief Engr. Cooke World Associated AP
WHEELING	WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. 5320	ABC	Joe L. Smith Jr., Pres. John B. Reynolds, Gen. Mgr. Richard S. Rucki, Coml. Mgr.	J. Alan Jasper, Prog. Dir. Fred A. Baker, Chief Engr. Weed Standard UP
WHEELING	WWVA 1926	1170 50,000	West Va. Bcstg. Corp. Hawley Bldg. 5383	CBS	George B. Storer, Pres. William E. Rine, Mngng. Dir. Paul J. Miller, Asst. Mngng. Dir.	Paul A. Meyers, Prog. Dir. Howard W. Meagle, Prom. Mgr. Edwin L. Keim, Chief Engr. Petry Lang-Worth Cole AP
WILLIAMSON	WBTH 1939	1400 250	Williamson Bcstg. Corp. Williamson 1241	MBS	Mrs. Lewis C. Tierney, Pres. Alice Shein, Gen. & Coml. Mgr.	John T. Blair Jr., Prog. Dir. Robert W. Bultio, Chief Engr. World UP

## WISCONSIN

ANTIGO	WATK 1947	900 250-D	Antigo Bcstg. Co. Antigo 90	.....	Artemas F. Berner, Pres. G. McElrone, Mgr. Ted Homerding, Coml. Mgr.	R. Stake, Prog. Dir. Harry Waidwell, Chief Engr. Standard
APPLETON	WHBY 1925	1230 250	WHBY Inc. 600 S. Lawe St. 3-6639	MBS Wiscon- sin	Rev. Matthew J. Deemster, Gen. Mgr. Earl H. Huth, Gen. Mgr. Waldemar C. Porsow, Coml. Mgr.	Robert Petrie, Prog. Dir. F. Douglas Chingo, Prom. Mgr. George Merkl, Chief Engr. McKinney Lang-Worth AP
ASHLAND	WATW 1940	1400 250	Upper Michigan-Wiscon- sin Bcstg. Co. Northern State Bank Bldg. 1680	MBS KBS	William L. Johnson, Pres. J. W. Huss, V. P. & Gen. Mgr. T. G. Hogan, Sta. & Coml. Mgr.	Mary Jean Anno, Prog. Dir. Arnold Peterson, Prom. Mgr. Otto Link, Chief Engr. Walker Standard UP
BELOIT	WBEL 1948	1380 1,000-D	Beloit Bcstrs. Inc. 335 E. Grand Ave. College 1380	.....	William Taylor, Pres. Edgar E. Hinkle, Gen. Mgr. Robert Underhill, Comr. Mgr. Lloyd Burlingham, V. P.	Wally Morton, Prog. Dir. & Prom. Mgr. Leo Wilson, Chief Engr. AP
BELOIT	WGEZ 1948	1490 100	Sidney H. Bliss 200 E. Milwaukee St. Janesville, Wisc.	Wiscon- sin		
EAU CLAIRE (Dallas)	WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron Eau Claire, Wisc. 5111	MBS	James J. Conroy, Pres. & Gen. Mgr. Roy L. Watton, Coml. Mgr. R. Bruce McLean, Prog. Dir.	Claude V. Thomas, Chief Engr. World UP

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EAU CLAIRE	WEAU 1937	790 5000	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC North- west Arrow- head	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Sta. Mgr.	Robert Nelson, Prog. Dir. T. O. Jorgenson, Chief Engr. Hollingbery Associated Lang-Worth UP
EAU CLAIRE	WRFW 1948	1050 1,000-D	Chippewa Valley Radio and Television Corp. Rudolph Rd. 21629	.....	Thomas K. Werner, Pres. Jack Kelly, Sta. Mgr. Richard K. Werner, Coml. Mgr.	Jack O'Farrell, Prog. Dir. Rolph Tobin, Chief Engr. For Joe Standard AP
FOND DU LAC	KFIZ 1922	1450 250	KFIZ Bcstg. Co. 13 W. First St. 356	MBS Wiscon- sin	A. H. Lange, Pres. Emery W. Martin, Exec. V. P. & Coml. Mgr. Lynn N. Fairbanks, Gen. Mgr.	Lucille Fairbanks, Prog. Dir. Clarence Goeser, Prom. Mgr. Wendell Meyers, Chief Engr. UP
GREEN BAY	WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC	Ben A. Laird, Pres. & Gen. Mgr. Robert C. Nelson, Gen. Mgr. Forster M. Cooper, Coml. Mgr.	Don Arthur, Prog. Dir. & Prom. Mgr. Paul C. Tyrell, Chief Engr. Taylor-Boroff Lang-Worth UP
GREEN BAY	WJPG 1947	810 1,000-D	Green Bay Newspaper Co. P. O. Box 175 Howard 6400	Wiscon- sin	Andrew B. Turnbull, Pres. John M. Walter, Sta. Mgr. Glen R. Holznecht, Coml. Mgr.	Russ Widoe, Prog. Dir. Elmo Reed, Chief Engr. McGeehan & O'Mara Standard Capitol AP
GREEN BAY	WTAQ 1922	1360 5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rev. M. J. Beemster, Mngng. Dir. Haydn R. Evans, Gen. Mgr. Lee Stinson, Coml. Mgr.	Clair Stone, Prog. Dir. Robert Sanders, Prom. Mgr. Wallace Stone, Chief Engr. Weed AP
JANESVILLE	WCLO 1930	1230 250	South Wisconsin Radio Inc. 200 E. Milwaukee St. 2500	MBS KBS Wiscon- sin	Sidney H. Bliss, Pres. Verne W. Williams, Gen. Mgr. Bill Bessire, Coml. Mgr.	Joseph G. Urban, Asst. Mgr. & Prom. Dir. Wayne Clay, Chief Engr. Rambau World SESAC Lang-Worth AP
KENOSHA	WLIP 1947	1050 250-D	Wm. L. Lipman 625-57th St. 6162	.....	William L. Lipman, Owner & Gen. Mgr. Hugh L. Gately, Sta. Mgr.	Richard V. Driscoll, Prog. Dir. Orlo Rotunda, Chief Engr. McKinney Lang-Worth UP
LA CROSSE	WKBH 1923	1410 5000	WKBH Inc. Radio Bldg. 450	NBC	Howard Dahl, Gen. Mgr. Bernice Callaway, Prog. Dir.	Al Leeman, Chief Engr. Taylor-Boroff World AP
LA CROSSE	WKTY 1943	580 1,000	La Crosse Bcstg. Co. 110 N. 4th St. 790	MBS	Cecil N. Allen, Pres. Marvin L. Rosene, Gen. Mgr. & Coml. Mgr. Ralph D. Willey, Prog. Dir.	Dorothy M. Morris, Prom. Mgr. J. Harold White, Chief Engr. Blair MacGregor Cole UP
LA CROSSE	WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4379	ABC	James J. Conroy, Pres. Milo G. Knutson, Gen. Mgr. Robert A. Gaumer, Coml. Mgr.	Joe N. Snyder, Prog. Dir. & Prom. Mgr. A. I. Rauscher, Chief Engr. Standard UP
LADYSMITH	WLDY 1948	1340 250	O. J. Falge Hlghway 8 584	.....	O. J. Falge, Pres. B. J. Mestelle, Gen. & Coml. Mgr. Cecil C. Beck, Prog. Dir. & Prom. Mgr.	Darrel Holbrook, Chief Engr. World, Cole UP
MADISON 6	*WHA 1919	970 5000-D	University of Wisconsin Radio Hall 5-2988	.....	H. B. McCarty, Gen. Mgr. W. G. Harley, Prog. Dir. H. A. Engel, Prom. Mgr.	John H. Stiehl, Chief Engr. Associated Thesaurus UP
MADISON 3	WIBA 1925	1310 5000	Badger Bcstg. Co. 3800 Regent St. Fairchild 8800	NBC	William T. Evjue, Pres. Kenneth F. Schmitt, Gen. Mgr. Howard A. Johnson, Coml. Mgr.	Robert N. Dick, Prog. Dir. C. W. Wallis, Prom. Mgr. Norman Hahn, Chief Engr. Avery-Knodel Standard AP, UP
MADISON 3	WISC 1948	1480 1,000	Radio Wisconsin Inc. Coml. Bank Bldg. Gifford 7502	ABC Arrow- head	Morgan Murphy, Pres. Ralph O'Connor, Gen. Mgr. Robert Kosak, Coml. Mgr.	Robert Swanson, Prog. Dir. Hank Henriksen, Prom. Mgr. M. W. Greeley, Chief Engr. Hollingbery Associated UP
MADISON 3	WKOW 1947	1070 10,000-LS 5,000-N	Monona Bcstg. Co. 215 W. Washington Ave. Gifford 7100	MBS	Stewart Watson, Pres. Harry H. Packard, Gen. Mgr. William T. Wagner, Prog. Dir.	Vincent Vanderheiden, Chief Engr. Headley-Reed World UP
MANITOWOC	WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS KBS Wiscon- sin	Francis M. Kadow, Pres. & Gen. Mgr. John Kadow Jr., Coml. Mgr. E. H. Erdman, Prog. Dir.	L. I. Kadow, Prom. Mgr. W. F. Duben, Chief Engr. McGeehan & O'Mara UP
MARINETTE	WMAM 1939	570 250-LS 100-N	M & M Bcstg. Co. Inc. Radio Park 570	NBC Wolver- line	William E. Walker, Pres. Joseph D. Mackin, Gen. Mgr. Howard L. Emich, Coml. Mgr.	Patrick Kehoe, Prog. Dir. Richard Dickoff, Prom. Mgr. A. L. Stewart, Chief Engr. Meeker UP
MARSHFIELD	WDLB 1947	1450 250	Dairylands Bcstg. Service Inc. 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. Robert W. Behling, Gen. Mgr. Du Wayne Allen, Coml. Mgr.	Jim Tighe, Prog. Dir. Robert Hollenbeck, Prom. Mgr. Gerald Boos, Chief Engr. World, SESAC UP
MEDFORD	WIGM 1941	1490 250	Geo. F. Myers Medford 5147	MBS KBS	George F. Meyer, Owner, Gen., Coml. & Prom. Mgr.	Irma Meyer, Prog. Dir. Raymond Bohnert, Chief Engr. Continental SESAC UP
MERRILL	WLIN 1948	730 1000-D	Alvin E. O'Konski Merrill 44	.....	Alvin E. O'Konski, Pres. Tony Marta, Gen. Mgr. Lew Process, Coml. Mgr.	Joe McCann, Prog. Dir. & Prom. Mgr. Robert Fowler, Chief Engr. Capitol Lang-Worth UP

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MILWAUKEE 3	WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 8-7722	.....	Robert M. LaFollette Jr., Pres. Hugh K. Boice Jr., Gen. Mgr. John C. Gagliano, Coml. Mgr.	Bert Mulroy, Prog. Dir. Rolland Paske, Chief Engr.	Avery-Knodel World UP
MILWAUKEE 7	WEXT 1947	1430 1,000-D	WEXT Inc. 2501 S. 43rd St. Evergreen 3-1430	.....	Gerald A. Bartell, Pres. & Prom. Mgr. John A. Reddy, Gen. Mgr. & Prog. Dir. James A. Haig, Coml. Mgr.	Robert W. Chamberlain, Sales Mgr. Ralph E. Evans, Chief Engr.	Holman Capitol SESAC UP
MILWAUKEE 2	WFOX 1946	860 250-D	Wisconsin Bcstg. System Inc. 739 N. Broadway Broadway 2-1272	.....	Charles J. Lanphier, Pres., Gen. & Coml. Mgr. Carl Zimmerman, Prog. Dir. & Prom. Mgr.	George Dodge, Chief Engr.	Ra-Tel Standard AP
MILWAUKEE 1	WISN 1922	1150 5,000	Hearst Radio Inc. 123 W. Michigan Denison 2300	CBS	G. W. Grignon, Gen. & Coml. Mgr. Jack Raymond, Prog. Dir.	Elis Saxton, Prom. Mgr. D. A. Weller, Chief Engr.	Katz World UP, INS
MILWAUKEE 3	WMAW 1948	1250 5,000	Midwest Bcstg. Co. 723 N. 3rd St. Daly 8-2154	ABC	Clifford C. Randall, Pres. Jack Bundy, Gen. & Coml. Mgr.	Woods O. Dreyfus, Prog. Dir. Lou Riepenhoff, Prom. Mgr. Raymond Host, Chief Engr.	Free & Peters Associated Lang-Worth UP
MILWAUKEE 3	WMLO 1947	1290 1,000-D	Cream City Bcstg. Co. Inc. 2625 W. Wisconsin Ave. West 3-1290	.....	Jerome Sill, Exec. V.P. Lan Singer, Prog. Dir.	Paul Mueller, Chief Engr.	Forjoe Cole. Lang- Worth UP
MILWAUKEE 1	WTMJ 1927	620 5,000	The Journal Co. 333 W. State St. Marquette 8-6000	NBC	Walter J. Damm, V.P. & Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Sta. Mgr.	Bruce Wallace, Prom. Mgr. & Asst. Sta. Mgr. Frank Bignell, Prog. Dir. William Hebal, Chief Engr.	Petry Thesaurus AP

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rates attention!

# W F O X

Center of Milwaukee's Radio Dial — 860 Kilocycles

Chas. J. Lanphier President & Gen'l. Manager

RA-TEL, INC. National Representative

# WISCONSIN'S 4th MARKET

OUTSIDE OF METROPOLITAN MILWAUKEE

★ MUTUAL NETWORK STATION  
MANAGED BY 18 YRS.  
OF RADIO KNOW-HOW

# WCLO

ONLY FULL TIME AM STATION—  
JANESVILLE, WISCONSIN

Annual Conlan Coincidental Surveys  
Say We're First!

103 local sponsors support this with  
52 week contracts. They're the top ac-  
counts in the city.

86% 52 week contract renewals hangs  
up record in 18 year history.

38 national network and spot clients  
bring additional prestige and authentic-  
ity to the NUMBER ONE station in the  
Janesville market.

"NOBODY KNOWS BETTER THAN  
THE LOCAL MERCHANT WHERE  
TO PUT HIS ADVERTISING DOL-  
LAR."

★ MUTUAL NETWORK STATION  
MANAGED BY 18 YRS.  
OF RADIO KNOW-HOW

# WGEZ

ONLY FULL TIME AM STATION—  
BELOIT, WISCONSIN

On the air September 26, 1948. In the BLACK  
November 15, 1948.

First full-time network AM station in this city's  
history.

Welcomed with open arms by its citizenry.  
64 of Beloit's leading business institutions  
now on long term contracts.

28 national network and spot clients now  
reaching this thriving industrial center through  
its number one radio station WGEZ.

"NOBODY KNOWS BETTER THAN THE LO-  
CAL MERCHANT WHERE TO PUT HIS AD-  
VERTISING DOLLAR."

IN WISCONSIN'S ONLY TWIN CITY COUNTY

**SOLD AS A PACKAGE  
PLUS**

**15,000 WATT WCLO-FM CHANNEL 99.9**

**SOUTHERN WIS. RADIO INC.**

Janesville market is the home of Parker Pen,  
Chevrolet, Fisher Body, Lewis Knitting Co.,  
Rock River Woolen Mills, Hough Shade, Borg  
Corporation, Highway Trailer, Jamesway Mfg.  
Co.

VERN WILLIAMS, MANAGER

SIDNEY H. BLISS, PRESIDENT AND GENERAL MGR.

**BELOIT BROADCASTING CO.**

Beloit market is the home of Fairbanks Morse  
& Co., Freeman Shoe, Yates American, Beloit  
Iron Works, Besley Co., Warner Electric Brake,  
Tekni-Craft, Beloit Box Board, Gardner Ma-  
chine Co. and Beloit College.

STAN GARDNER, MANAGER

Represented By **RAMBEAU** New York Chicago Los Angeles San Francisco

# DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

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## WISCONSIN—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
NEENAH	WNAM 1947	1280 1,000-D	Neenah-Menasha Bcstg Co. 101 E. Wisconsin Ave. 2-2871	.....	Don C. Wirth, V. P. & Gen. Mgr. Fred Eastman, Prog. Supvsr.	Rose Mary Dallman, Prom. Mgr. E. W. Fliegel, Chief Engr. Rambeau World UP
OSHKOSH	WOSH 1941	1490 250	Oshkosh Bcstg. Co. 151 Main St. Stanley 4580	ABC	Myles H. Johns, Exec. Dir. George Greely, Gen. Mgr. Al Embury, Coml. Mgr.	Sherwood Lorenz, Prog. Dir. Warren Haines, Prom. Mgr. Nathan Williams, Chief Engr. Cooke World UP
POYNETTE	WIBU 1925	1240 250	Wm. C. Forrest Poynette 98	KBS Wiscon- sin	William C. Forrest, Pres. Gen. & Coml. Mgr. Sarah Forrest, Prog. Dir.	Doris MacPherson, Prom. Mgr. L. Stanley Sadler, Chief Engr. Burn-Smith Standard SESAC
RACINE	WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. Jackson 290	ABC KBS Wiscon- sin	Frank R. Starbuck, Pres. Harry R. LePoidevin, Secy- Treas. & Gen. Mgr. Harold J. Newcomb, Sta. & Coml. Mgr.	Lyman Merens, Prog. Dir. Amelia French, Prom. Mgr. F. Lee Dechant, Chief Engr. Walker AP
RHINELANDER	WOBT 1947	1240 250	Onelda Bcstg. Co. Rhineland 1240	MBS KBS	John R. Tomek, Pres. Clyde D. Lake, Gen. Mgr.	Hugh Rowlands, Prog. Dir. Charles A. Bresette, Chief Engr. Lang-Worth UP
RICE LAKE	WJMC 1939	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS North- west Arrow- head	Walter C. Bridges, Pres. Greg Rouleau, Gen. & Coml. Mgr. Harry Wills, Prog. Dir. & Prom. Mgr.	Robert Kolsky, Chief Engr. Hollingbery Associated SESAC
SHAWANO	WTCH 1948	960 1,000-D	Shawno County Leader Pub. Co. 107 E. Green Bay St. 666	.....	Jeanne Heal, Pres. D. W. Hodgins, Gen. Mgr.	World UP
SHEBOYGAN	WHBL 1924	1330 1000-LS 250-N	WHBL Inc. Press Bldg. 4844	ABC Wiscon- sin	A. Matt Werner, Pres. G. P. Richards, Gen. & Coml. Mgr. Glen James, Prog. Dir.	Doris Domnle, Prom. Mgr. Herbert J. Mayer, Chief Engr. Meeker World AP
SPARTA	WJBA (Construction permit)	990 250-D	Wm. M. Gleiss 511 S. Court St.	.....	Wm. M. Gleiss, Owner	
STEVENS POINT	*WLBL 1922	930 5,000-D	State of Wisconsin, Dept. of Agriculture 301 N. Reserve St. 525	.....	F. R. Calvert, Gen. Mgr.	Walter Ninnemen, Chief Engr. UP
STEVENS POINT	WTWT 1947	1010 250-D	Evans Radio Co. 414 Main St. 2744	.....	Claire Miller, Pres. Sigmund J. Kelbanowski, Gen. Mgr. Andrew Komasa, Coml. Mgr.	Verne Lotz, Prog. Dir. Katherine Carew, Prom. Mgr. Justin Sloniker, Chief Engr. Holman UP
SUPERIOR	WDSM 1939	1230 250	Rldson Inc. 921 Tower Ave. 4451	ABC	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. William (Kirby) Lukoskie, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Harry Gradin, Prom. Mgr. J. Melvin Laskey, Chief Engr. Free & Peters AP
SUPERIOR	WSBR 1946	1490 250	WSBR Inc. Superior 4405	KBS	James J. Conroy, Pres. & Gen. Mgr. Clifford J. Lue, Coml. Mgr. James Orngard, Prog. Dir.	Patrick McKenna, Prom. Mgr. Olaf N. Gabrielson, Chief Engr. Standard AP
WAUKESHA	WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6619	.....	Carl Taylor, Pres. Mig Figi, Gen. & Coml. Mgr.	Ralph Andrews, Prog. Dir. Charles Williams, Prom. Mgr. McGeehan & O'Mara Lang-Worth AP
WAUSAU	WSAU 1937	1400 250	The Journal Co. 125 3rd St. 6521	NBC	Ben F. Hovel, Mgr. J. W. Killeen, Coml. Mgr. R. J. Topinka, Prog. Dir.	LaVerne Peterson, Prom. Mgr. R. W. Richardt, Chief Engr. Petry Thesaurus AP
WISCONSIN RAPIDS	WFHR 1940	1340 250	William F. Huffman Radio Inc. 141 W. Grand Ave. 1340	MBS Wiscon- sin	William F. Huffman, Pres. George T. Frechette, Gen. Prom. Mgr. & Prog. Dir.	Bruce Belchl, Coml. Mgr. Bert E. Zellesch, Chief Engr. Capitol AP

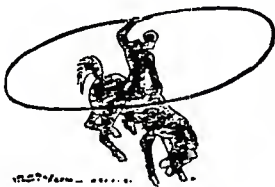


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**WYOMING**

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
CASPER	KSPR 1930	1470 1,000	Donald L. Hathaway Box 930 407	MBS KBS Inter- mountain	D. L. Hathaway, Pres. & Gen. Mgr. Frederic Hufsmith, Coml. Mgr. Marcus R. Nichols, Prog. Dir.	John Moorehead, Prom. Mgr. Duane Simmons, Chief Engr. Sears & Ayer Thesaurus Lang-Worth UP
CASPER	KVOC 1946	1230 250	KVOC Broadcasting Co. 1540 S. Wolcott St. 130	ABC	Jack W. Perry, Pres. John R. Bailey, Jr., Gen. Mgr. Donald R. Christopher, Coml. Mgr.	Edward L. Rock, Prog. Dir. Clifford Ewing, Prom. Mgr. Gordon L. Schmehl, Chief Engr. AP
CHEYENNE	KFBC 1940	1240 250	Frontier Broadcasting Co. Plains Hotel 4461	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Gen. Mgr. Frank Flynn, Coml. Mgr.	Dale Sunderland, Prog. Dir. Max Young, Prom. Mgr. Harold Roberts, Chief Engr. UP
CODY	KODI 1947	1400 250	Absaroka Bcstg. Co. Cody 444	MBS	William J. Garlow, Pres. & Gen. Mgr. Dolores V. Oppegaard, Sta. Mgr. Phillip H. Barnhart, Prog. Dir. & Chief Engr.	Robert N. Oppegaard, Sales & Prom. Mgr. Cole, World AP
LANDER	KOVE 1948	1230 250	Edward J. Breece 262 W. Eugene St.			
LARAMIE	KOWB 1947	1340 250	The Snowy Range Broad- casting Co. P.O. Box 972 4888	MBS KBS Inter- mountain	Fred O. Rice, Pres. Clem L. Rawlins, Gen. & Coml. Mgr. C. Wiles Hallock, Jr., Prog. Dir.	Paul G. Tobin, Prom. Mgr. Ray W. Hawks, Chief Engr. Grant Standard AP
POWELL	KPOW 1941	1260 1,000	Albert J. Meyer P.O. Box 89 222	MBS KBS Inter- mountain	A. J. Meyer, Pres. Gen. & Coml. Mgr.	Mary Meyer, Prog. Dir. Ted Fraying, Chief Engr. Avery-Knodei Cole. SESAC UP
RAWLINS	KRAL 1947	1240 250	Rawlins Broadcasting Co. P.O. Box 511 1015	ABC KBS	Tracy S. McCracken, Pres. D. A. Fisher, Gen. & Coml. Mgr. Wyman Schnepf, Prom. Mgr.	Donna Waeckerlin, Prog Dir. W. Clark Grove, Chief Engr. AP
RIVERTON	KWRL 1948	1450 250	Joseph P. Ernst Riverton 789	.....	Joseph P. Ernst, Owner & Gen. Mgr.	
ROCK SPRINGS	KVRS 1938	1360 1,000-LS 500-N	Wyoming Broadcasting Co. 1307 Wyo. St. 93	MBS KBS Inter- mountain	Mrs. H. L. McCracken, Pres. H. L. McCracken, Gen. & Coml. Mgr.	Imogene Parr, Prom. Mgr. Archie W. Buchanan, Chief Engr. Standard AP
SHERIDAN	KWYO 1934	1410 1,000-LS 500-N	Big Horn Broadcasting Co. 21 N. Main Ct. 601	MBS KBS Inter- mountain	R. E. Carroil, Pres. Jim Carroil, Gen. & Coml. Mgr.	Norm Wegmet, Prog. Dir. Robert Crosthwaite, Chief Engr. Avery-Knodei Lang-Worth INS
WORLAND	KWOR 1946	1490 250	Joseph P. Ernst Box 92 308	KBS	Joseph P. Ernst, Owner & Gen. Mgr.	Mildred V. Ernst, Coml. Mgr. Joseph P. Ernst, Chief Engr. AP



**C**HEYENNE is the largest city in wealthy Wyoming, a focal point in the state's many business activities . . . Cheyenne's ABC affiliate, KFBC, has been serving southeastern Wyoming and northeastern Colorado's sales-responsive radio families for nearly a decade . . . with programs attuned to sectional listening habits. No spot campaign in the Rocky Mountain States is complete without KFBC.

**AMERICAN BROADCASTING  
COMPANY**

**KFBC**

**WILLIAM C. GROVE,  
Station Manager**

Cheyenne, Wyoming

Owned and Operated by the Frontier Broadcasting Company

# Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

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## ALASKA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service	
ANCHORAGE	KBYR 1948	1240 250	Aluetian Broadcaster Box 1296 Black 395	.....	Keith Capper, Pres. Vern Mack, Gen. Mgr. Russel J. McCollum, Coml. Mgr.	Helen Smythe, Prog. Mgr. Marlin E. Smythe, Prom. Mgr. Clifford Haley, Chief Engr.	Capitol MacGregor UP
ANCHORAGE	KENI 1947	550 5,000	Midnight Sun Bcstg. Co. Box 879 Main 150	MBS	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr. Robert J. Wells, Coml. Mgr.	Frank Brink, Prog. Dir. John A. Borges Jr., Prom. Mgr. Jack M. Walden, Chief Engr.	Standard Thesaurus
ANCHORAGE	KFQD 1924	790 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS KBS Alaska	Wm. J. Wagner, Owner Ken Laughlin, Mgr. Joe Klaas, Coml. Mgr.	Ed. P. Taylor, Prog. Dir. R. L. Strock, Prom. Mgr. Charles Mohler, Chief Engr.	Pan American Scott Lang-Worth AP
FAIRBANKS	KFAR 1939	610; SA-660 5,000; SA-10,000	Midnight Sun Bcstg. Co. Lathrop Bldg. East 380	MBS	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr. Arvid Erickson, Prog. Dir.	August G. Hiebert, Chief Engr.	Thesaurus
FAIRBANKS	KFRB 1948	1290 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS Alaska	Wm. J. Wagner, Owner Claude Ratliff, Mgr. Walter A. Welch, Coml. Mgr.	Harry Balvin, Prog. Dir. Herb Hilscher, Prom. Mgr. Paul C. Johnston, Chief Engr.	Pan American Lang-Worth AP
JUNEAU	KINY 1935	1460 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS Alaska KBS	Wm. J. Wagner, Owner John Ashbaugh, Station Mgr. James Gibson, Prog. Dir.	Lester A. Scott, Prom. Mgr. Charles Gray, Chief Engr.	Pan American Lang-Worth AP
KETCHIKAN	KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS KBS Alaska	Wm. J. Wagner, Owner & Gen. Mgr. Jim Fletcher, Station Mgr.	Jim Kemp, Coml. Mgr. Wallace Ritchie, Chief Engr.	Pan American Scott Lang-Worth AP
SEWARD	KIBH 1948	1340 250 SH	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	.....	Wm. J. Wagner, Owner Bruce Cruikshank, Station Mgr.	Charles Young, Chief Engr.	

## HAWAII

HILO	KHBC 1936	970 1,000	Hawaiian Bcstg. System Ltd. Upper Pihonua 4616	CBS Ha- waiian	J. Howard Worrall, Pres. C. T. Thurston, Gen. Mgr. Rex Willis II, Gen. Mgr. & Prog. Dir.	C. Lynn Rhoads, Chief Engr.	Free & Peters World Standard
HILO	KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. Box 1602 2177	MBS Aloha	James E. Jaeger, Pres., Gen. & Coml. Mgr. Ellen Okahara, Prog. Dir.	Hardy Hutchinson, Prom. Mgr. Mary Fonner, Office Mgr. Harold Marques, Chief Engr.	Blair Lang-Worth AP
HONOLULU 9	KGMB 1929	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 90914	CBS Ha- waiian	J. Howard Worrall, Pres. & Gen. Mgr. E. Fitz Donnell, Jr., Coml. & Station Mgr.	Louis T. Dwyer, Prog. Dir. Faye Johnson, Prom. Mgr. Ernest Lindemann, Chief Engr.	Free & Peters Standard World UP
HONOLULU	KGU 1922	760 2,500 L-WJR	Marion A. Mulrony & Advertiser Publishing Co. Ltd. 52977	NBC	Lorrin P. Thurston, Pres. Marion A. Mulrony, Gen. Mgr. & Chief Engr.	William O. Palne, Coml. Mgr. Daniel Savage, Prog. Dir. William E. Knowles, Jr., Prom. Mgr.	Katz- Thesaurus UP
HONOLULU 42	KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	MBS Aloha	R. M. Fitkin, Pres. A. H. Green, V.P. & Station Mgr. L. Roy Turner, V.P. & Sales Mgr.	Ken McCoy, Prog. Dir. Ira G. Mercer, Secy. & Treas.	Blair Capitol Lang-Worth Standard UP
HONOLULU	KPOA 1946	630 5,000	Island Bcstg. Co. Box 3499 9-5281	.....	John Keating, J. Elroy McCaw, Principals John Keating, Gen. Mgr. Marion Sexton, Coml. Mgr.	Don Klein, Prog. Dir. Jack Lawrence, Prom. Mgr. Robert Bird, Chief Engr.	Lang-Worth INS
HONOLULU	KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. 1585 Kapiolani Blvd. 90926	ABC	Harold T. Kay, Pres. Jack A. Burnett, Gen. & Coml. Mgr.	James Walker, Prog. Dir. Ed. McCleery, Chief Engr.	Avery-Knodel Capitol UP
LIHUE, KAUAI	KTOH 1940	1490 250	Garden Island Pub. Ltd. Box 1748 Kauai 261	MBS Don Lee Aloha	Chas. J. Fern, Gen. Mgr. Clarence M. Ashman, Sta. Mgr. Dwight Mossman, Coml. Mgr.	Raymond K. Sasaki, Prog. Dir. Katasis Nose, Chief Engr.	Blair Capitol Standard UP
WAILUKU, MAUI	KMVI 1947	550 1,000	Maul Publishing Co. Ltd. Box 374 996	MBS Aloha	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Charles C. Young, Coml. Mgr.	Richard E. Mawson, Station Mgr. & Prog. Dir. Herbert Foster, Chief Engr.	Blair Cole Lang-Worth MacGregor Standard UP

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**PUERTO RICO**

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AQUADILLA	WABA 1948 (Construction permit)	1240 250	Hector Reichard	.....	Hector Reichard, Owner		
ARECIBO	WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Box 755 589	.....	Aristides Santoni, Pres. Nabal Barreto, Gen. Mgr.	Jose Soler, Chief Engr.	
ARECIBO	WKVM 1945	1070 10,000	American Colonial Broad- casting Corp. P. O. Box 772 463	.....	Ralph Perez Perry, Pres. & Gen. Mgr. & Chief Engr. Cuca Llop Colon, Coml. Mgr.	Francisco L. Inserni, Prog. Dir. Felix Bonet Velez, Prom. Mgr.	
BAYAMON	WENA 1948	1560 250	Ramon Agudo P. O. Box 157 161	.....	Ramon Agudo, Owner D. Diaz Alejandro, Gen. & Coml. Mgr.	D. Diaz, Jr., Prog. Dir. Gustavo Diaz Atilas, Prom. Mgr. Juan Alfredo Arias, Chief Engr.	
CAGUAS	WRIA 1947	1450 250	Inter-American Radio Corp. Agullera & Corchado Sts. 678	.....	Jose A. Gautier, Mgr.		
CAGUAS	WVJP 1948	1110 250	Borinquen Broadcasting Co.	.....	Francisco Pereira Casillas Federico Virella Hector Pereira Buonomo Pedro Luis Jimeney	} Partners	
FAJARDO	WMDD 1947	1490 250	Madrazo & Diaz Atilas Munoz Rivera esq. Barcelo 132	.....	Madrazo & Diaz Atilas, Owners		
GUAYAMA	WXRJ 1948	1590 1,000	Rafael Fuster Hostos St. #42 243	.....	Rafael Fuster, Pres. Charles L. Cordero, Gen. Mgr. Raul Acostarubio, Coml. Mgr.	Jose Colon Melendez, Prog. Dir. Timoteo Rodriguez Quinones, Chief Engr.	
MAYAGUEZ	WAEI 1948	1400 250	Mario Acosta Once de Agosta 82	.....	Mario Acosta, Owner		
MAYAGUEZ	WECW 1947	1490 250	Electronic Corp. of P.R. Box 791	.....			
MAYAGUEZ	WKJB 1946	1340; CP-710 250; CP-10,000	Jose Bechara Jr. Box 1293 983	.....	Jose Bechara, Jr., Pres. Rafael Izquierdo, Gen. Mgr. Arturo Cortez, Prog. Dir.	Jaime Sanjurjo Pirels, Coml. Mgr. Henry Fishback, Chief Engr.	
MAYAGUEZ	WORA 1944	1150 1,000	Radio Americas Corp. 1150 Guanajibo Ave. 1150	.....	Alfredo R. de Arellano, Jr., Pres. Reinaldo Maldonado Du- pont, Asst. Mgr. Maria Alvarez de Moran, Coml. Mgr.	Juan Llibre, Prog. Dir. Nestor Figarella, Prom. Mgr. Edgar Olivieri, Chief Engr.	Guzman AP
MAYAGUEZ	WPRO 1937	990 10,000	Porto Rico Advertising Co. Box 869 269	.....	Andres Camara, Pres. & Gen. Mgr. Virginia Di Cristina, Coml. Mgr.	Pedro Ojeda, Prog. Dir. Esteban Rosado Balz, Prom. Mgr. Luis E. Freyre, Chief Engr.	Continental
PONCE	WPAB 1939	1370 5,000	Portorican American Bcstg. Co. Inc. 17 Leon St. 783	.....	A. Gimenez Aguayo, Gen. Mgr.		AP
PONCE	WPRP 1936	910 5,000	Voice of Porto Rico, Inc. P. O. Box 430 1752	.....	Andres Grillasca, Pres. Ramon Montaner, Gen. & Coml. Mgr.	Jose E. Franco, Prog. Dir. & Prom. Mgr. Jose Arzuaga, Chief Engr.	Lang-Worth
RIO PIEDRAS	WWWW (Construction permit)	1520 250	Frank A. Gandia	.....			
SAN JUAN	WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 2-1448	ABC MBS	Jose Ramon Quinones, Pres. Harwood Hull Jr., Gen. Mgr. Segismundo Quinones, Coml. Mgr.	Santiago Garcia, Prog. Dir. Jose A. Fernandez, Chief Engr.	Raymer Thesaurus
SAN JUAN	WEMB 1948	1320 5,000	El Mundo Broadcasting Co. Box 1072 2-2000	.....	A. Ramos, Pres. & Gen. Mgr.		Inter- American World Associated UP
SAN JUAN 22	WIAC 1941	580 5,000	Radio Station WIAC Inc. Box 4504 2-0014	.....	Tomas Muniz, Mgr.		
SAN JUAN 21	WIPR (Construction permit)	940 10,000	P. R. Communications Authority P. O. Box 4187	.....	Rafael Delgado Marquez, Gen. Mgr. Ruben Rodriguez Beau- champ, Prog. Dir. Pedro Luis Jimenez, Chief Engr.		World AP
SAN JUAN	WITA 1948	1400 250	Electronic Enterprises Inc. 1064 Ponce de Leon Ave. 2-4756	.....	V. H. Meador, Pres. & Techn. Dir. Antonio Alfonso, Gen. Mgr. Waldemar Pilot Picon, Prog. Dir.	Robert Rodriguez Arte, Chief Engr.	
SAN JUAN 18	WKAQ 1922	620 5,000	Radio Corp. of Porto Rico P. O. Box 3746 2-2023	CBS	Andrew W. Cruse, Pres. John A. Zerbe, V. P. & Gen. Mgr. Jose C. Irizarry, Coml. Mgr.	Luis Dueno, Prog. Dir. Manuel Ochoa, Prod. Mgr. Angel P. del Valle, V. P. & Chief Engr.	Clark-Wand- less Associated AP
SAN JUAN	WNEL 1935	860 5,000	Station WNEL Corp. San Juan 21-300	NBC	Juan Piza, Owner Rodulfo Blanco, Gen. Mgr.	Roberto Boca Negra, Coml. Mgr.	
SANTURCE	WIBS 1947	740 10,000	Jose E. del Valle Box 4809 21-558	.....	Jose E. del Valle, Owner		