

INDIANA

*Estimated Population 3,692,046—Radio Homes 1,003,514
Stations in State 25*

WCBC*

ANDERSON—EST. 1946

Frequency: 1470 Kc. Power 1000 w. d. only
Owned-Operated By. Civic Broadcasting Corp.
Address Anderson, Ind.
Transmitter Location. Junction of State
Route 9 and 67
News Service. AP
Transcription Service. World

Personnel

President Lloyd Gallimore
General Manager. Donald W. Cogley
Station Manager. Donald W. Cogley
Chief Engineer. Paul Bender

*Construction Permit

WHBU

ANDERSON—EST. 1922
ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Anderson Broad-
casting Corp.
Address. 640 Citizens Bank Bldg.
Phone Number. 7791
Transmitter Location. 640 Citizens Bank Bldg.
Time on the Air: 6:30 a.m. to midnight; 7:00
a.m. to midnight Sun.
News Service. UP
Transcription Service. Standard Radio
Representative The Walker Co.
Membership NAB, BMB

Personnel

President. C. Bruce McConnell
General Managers. R. E. Bausman,
John R. Atkinson
Station Manager. John R. Atkinson
Commercial Manager. John R. Atkinson
Program Director. E. R. Allen
Chief Engineer. L. F. Podhaski

WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1000 w. d. on'y
Owned-Operated By. Radio Station
WSUA, Inc.
Address 117½ W. Kirkwood
Phone Number. 7277

Transmitter Location. 3½ miles S. of
Bloomington on Ind. Highway 37
Time on the Air. Daytime only
News Service UP
Transcription Service World
Representative. Burn-Smith Co., Inc.
Membership NAB

Personnel

President-General Mgr. Warren G. Davis
Account Executive. Lyle Warrick
Chief Engineer. L. J. (Jim) Rolfe
Record MC. Lyle Warrick

WTOM

BLOOMINGTON—EST. 1946

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By. Fred O. Grimwood
Address. P. O. Box 41
Phone Number. Bloomington 2593
Transmitter Location. Allens Lane,
Nr. Walker St.
Time on the Air. 6 a.m. to 12 midnight
News Service AP
Membership NAB

Personnel

President. Fred O. Grimwood
General Manager. Thomas Grimwood
Commercial Manager. Cleo Garner
Sales Manager. Verne Katman

WTRC

ELKHART—EST. 1931
NBC—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Truth Publishing Co., Inc.
Address. Hotel Elkhart
Phone Number. 948
Transmitter Location. 1 mile S. of Elkhart
city limits on Oakland Ave. Rd.
Time on the Air. 6 a.m. to 12 midnight
Newspaper Affiliation. Elkhart Daily Truth
News Service UP
Transcription Service. World; Standard Radio
Representative. Burn-Smith Company, Inc.
Membership. NAB, BMB

Personnel

President. C. D. Greenleaf
General Manager. R. R. Baker
Commercial Manager. Dick Holloway
Chief Engineer. L. W. Zellmer

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 Representative.....Katz Agency, Inc.

Personnel

General Manager.....Don Menke

Time on the Air.....6 a.m. to 12 midnight,
 Sundays 7 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 RepresentativeHeadley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....E. A. Nicholas
 General Manager.....Pierre Boucheron
 Asst. to General Mgr.....William T. Davies
 Commercial Manager.....William R. Aidrich
 Sales Promotion Manager-
 Publicity Director...Norman C. Widenhofer
 Program Director.....Paul M. Havens
 Musical Director.....Marge Warren
 Chief Engineer.....Howard J. Beck
 Record MC.....Paul Price

W G B F

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated ByEvansville On The
 Air, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 RepresentativeWeed & Co.

Personnel

Station Manager.....Clarence Lelch
 Commercial Manager.....Guy R. Crecelius
 Program Director.....Mrs. Pat Roper
 Publicity Director.....Mrs. Louise Chapman
 Chief Announcer.....Fred Rollison
 Chief Engineer.....Fay A. Gehres

W O W O

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Address.....925 So. Harrison St.
 Phone Number.....Anthony 2136
 Transmitter Location.....Route 30
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday, 7 a.m. to 12 midnight
 News ServiceUP
 Transcription Services...World Broadcasting
 Representative.....NBC Spot Sales
 MembershipBMB

Personnel

PresidentWaiter Evans
 General Manager.....J. B. Conley
 Station Manager.....Robert G. Duffield
 Commercial Manager.....Paul E. Mills
 Merchandising Mgr....Hiida C. Woehrmeyer
 Program Director.....Cari Vandagriff
 Production Manager.....Fred Freehand
 Traffic Manager.....J. Howard Ackley
 Publicity Director.....Hiida C. Woehrmeyer
 Educational Director.....Ben A. Hudelson
 Musical Director.....Guy Fitzsimmons
 Chief Engineer.....Bruce Ratts
 Musical Librarian.....Bonnie Wire

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By....Farnsworth Television
 and Radio Corp.
 Business Address.....201 W. Jefferson St.
 Phone Number.....Eastbrook 3366
 Transmitter Location.....201 W. Jefferson St.

W J O B

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....South Shore
 Broadcasting Corp.
 Address.....449 State St.

INDIANA

Phone Number.....Sheffield 8400
Transmitter Location.....449 State St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

General Manager.....O. E. Richardson
Commercial Manager.....R. C. Adair
Chief Engineer.....Stanley Strasberg

WIBC

INDIANAPOLIS—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Indiana Broadcasting Corp.
Operated By.....The Indianapolis News
Publishing Co.
Address.....30-32 W. Washington St.
Phone Number.....LI 2305
Transmitter Location.....New Augusta, Ind.
Time on the Air.....5 a.m. to 12:15 a.m.:

Sunday: 7 a.m. to 12:15 a.m.; Saturday:
5 a.m. to 1 a.m.
Newspaper Affiliation.....Indianapolis News
News Service.....AP, UP
Transcription Service.....Lang-Worth, Associated
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....C. Walter McCarty
General Manager.....George C. Biggar
Merchandising Manager.....Samuel R. White
Program Director.....Ed Mason
Production Manager.....Brad DeMarcus
Publicity Director.....Samuel R. White
Musical Director.....Walter Jackson
Chief Engineer.....Harry Adams
Record MC.....Sydney Mason

WBBW*
INDIANAPOLIS

Frequency: 1550 Kc.....Power: 250 Watts
Permittee.....Associated Broadcasters, Inc.

*C.P.

"IBCing you" . . . in INDIANAPOLIS

TOPS IN LIVE TALENT—
FOR TOP SALES RESULTS!

If you're eager to see Indiana sales increase, put your product across to Hoosiers *Hoosier-style* . . . with a pre-tested WIBC Live Talent Show! The live talent staff at WIBC—fastest growing radio station in Indianapolis—is the largest in the capital city . . . versatile, experienced, complete in every detail. For the full facts on WIBC Live Talent Shows—ready-made or tailored to your own sales specifications—see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC


1070 KC
5000 WATTS
BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION



**WANT A
CHOICE
PROGRAM?**

**— OR A
GOOD
SPOT?**



**— NEED A
'LIVE WIRE
PERSONALITY?**

**— THEN IT'S
WIRE**

WIRE

**BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY**

AFFILIATED WITH

THE INDIANAPOLIS STAR

W F B M

INDIANAPOLIS—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Address 48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location.....2 miles northeast of
Millersville, Indiana
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music
Publishers
Representative.....The Katz Agency
Membership.....NAB, EMB

Personnel

President.....Harry M. Bitner, Jr.
General Manager.....Harry M. Bitner, Jr.
Station Manager.....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Sales Promotion Mgr.....Ted Nicholas
Merchandising Manager.....Edward Schneider
Program Director.....Frank O. Sharp
Production Manager.....Joe Pierson
Publicity Director.....Norman Travis
Chief Announcer.....Lyell Ludwig
Musical Director.....Walter Reuleaux
Chief Engineer.....Harold Holland
Record MC.....Paul K. Roberts, Sam Sims

W I S H

INDIANAPOLIS—EST. 1941
AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting
Corporation
Address.....215 Board of Trade Bldg.
Phone Number.....Market 6345
Transmitter Location...Post Road and Rawls
Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP-PA
Transcription Service.....Standard Radio
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
Station Manager.....Robert B. McConnell
Merchandising Manager..Robert B. McConnell
Program Director.....Wm. F. Froch, Jr.
Production Manager.....Reid Chapman
Publicity Director.....Robert B. McConnell
Chief Announcer.....Wm. F. Frosch, Jr.
Musical Director.....James H. Boyer
Chief Engineer.....Stokes Gresham, Jr.
Record MC.....John Morrow

W I R E

INDIANAPOLIS—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated ByIndianapolis Broad-
casting, Inc.
AddressClaypool Hotel
Phone Number.....Riley 1541
Transmitter Location.....44th & Ralston Rd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Indianapolis Star
News Service.....UP, AP
Transcription Service...World Broadcasting,
Theaurus
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
General Manager.....Rex Schepp
Station Manager.....Rex Schepp
Commercial Manager.....Rex Schepp
Merchandising Manager.....Bill Dean
Production Manager.....Bill Dean
Publicity Director.....Molly Star
Chief Announcer.....Tom Peden
Musical Director.....John Winn
Chief Engineer.....Eugene Alden

W K M O

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Kokomo Broad. Corp.
Address.....208 College Bldg.
Phone Number5171-5172
Transmitter Location.....S.E. Cor. Morgan &
Ohio Sts.
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service.....UP
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

President.....Dr. R. Spencer Taylor
General Manager.....John Carl Jeffrey
Commercial Manager.....John Carl Jeffrey
Merchandising Manager...Frank L. Gregory
Program Director.....Sid Collins
Publicity Director.....Frank L. Gregory
Chief Announcer.....Dick Aker
Musical Director.....Jack Rabb
Chief Engineer.....George Palmer
Record MC.....Jack Rabb

W A S K

LAFAYETTE—EST. 1942
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WFAM, Inc.
Business Address.....Wallace Bldg.
Studio Address.....Wallace Bldg.
Phone Number.....Lafayette 4300
Transmitter Location.....No. River Road,
West Lafayette, Ind.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting
System
National Representative.....Joseph Hershey
McGilvra
Membership.....NAB, BMB

Personnel

President.....O. E. Richardson
Station and Sales Manager...J. Gibbs Spring
Program Director.....Bayne Spring
Chief Announcer.....William Warren, Sr.
Chief EngineerHarry C. Garba

W L B C

MUNCIE—EST. 1927
COLUMBIA BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Address.....P.O. Box 27L
Phone Number.....4403
Transmitter Location: Radio Center, U. S. High-
way No. 35, S.E. of Muncie
Time on the Air.....6:30 a.m. to 12:07 a.m.
News ServiceAP
Transcription Service.....Standard Radio
Representative.....Hal Holman, Chicago;
The Walker Co., New York
Membership.....NAB, BMB

Personnel

President.....Donald A. Burton
General Manager.....Donald A. Burton
Commercial Manager.....William F. Craig
Merchandising Manager.....William F. Craig
Program Director.....Lee W. Allerton
Publicity Director.....Fred Hinshaw
Musical Director.....Stuart Bebout
Chief Engineer.....Maurice M. Crain

W K B V

RICHMOND—EST. 1926
MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By,
Central Broadcasting Corp.
Address.....25 S. 9th St.
Phone Number.....1156
Transmitter Location.....25 S. 9th St.
Time on the Air.....6 a.m. to 10:30 p.m.
News ServiceUP
Transcription Service.....Lang-Worth, Standard
Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

General Manager.....G. F. Albright
Office Manager.....A. F. Schroy
Commercial Manager.....R. L. Nusbaum
Program Director.....Royden Parke
Musical Director.....Royden Parke
Chief Engineer.....Louis J. Duning
Record MC.....Al Edmunds

W H O T

SOUTH BEND—EST. 1944
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: South Bend Broadcasting
Corp.
Address.....434 S. St. Joseph St.
Phone Number3-4155
Transmitter Location.....Cor. St. Joseph and
Monroe Sts.
Time on the Air.....6:30 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight
News ServiceAP
Transcription Service.....World and Standard
Representative.....Weed and Company
Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Commercial Manager.....Charley Hines
Merchandising Manager.....Cash Pajakowski
Program Director.....Harold Cook
Production Manager.....Ted Vernasco
Publicity Director.....Viola Colpaert
Chief Announcer.....Harold Cook
Musical Director.....Violet Joy
Chief Engineer.....Jack Willson
Record MC.....Bruce Saunders

W S B T

SOUTH BEND—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 960 Kc.....Power: 1000 Watts
(CP-5000)
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.

Phone Number..... 3-6161
 Transmitter Location: 5 miles south of South Bend on Ironwood Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation....South Bend Tribune
News Service..... UP
 Transcription Service....Associated, Standard
 Representative..... Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President..... F. A. Miller
 Secretary-Treasurer..... F. D. Schurz
 General Manager..... Robert H. Swintz
 Commercial Manager..... Neal B. Welch
 Program Director..... Mark Boyden
 Production Manager..... Oliver Parcher
 Publicity Director..... Rose T. Bell
 Chief Announcer..... Mort Linder
 Musical Director..... Harlan Hogan
 Chief Engineer..... Herbert Cole
 Record MC..... Sanford Reece, Bob Whitcomb

W B O W

TERRE HAUTE—EST. 1929
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Banks of the Wabash, Inc.
 Address 303 South Sixth Street
 Phone Number..... Crawford 5034
 Transmitter Location..First St. and Peyton Ave.
 Time on the Air.....17½ hrs. daily; 16½ hrs. Sunday
 Newspaper Affiliation.....Saturday Spectator
News Service UP-AP
 Transcription Service..... World
 Representative..... Weed & Company
 Membership.....NAB, BMB

Personnel

Station Manager.....Martin L. Leich
 Commercial Manager..... Wm. F. Rippetoe
 Program Director..... Leo J. Baxter
 Publicity Director..... Madeline Barry
 Chief Engineer..... Donald Aldrich

(CALL LETTERS TO BE ASSIGNED)
TERRE HAUTE*

Frequency: 1480 Kc.....Power: 1000 Watts
 Permittee.....Wabash Valley Broad. Corp.

*C.P.

W A O V

VINCENNES—EST. 1940
 MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By .. Vincennes Newspapers, Inc.
 Studio Address.....Grand Hotel
 Business Address.....320 Busseron St.
 Phone Number..... 787-788
 Transmitter Location: US 41, north of Vincennes
 Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays
 Newspaper Affiliation Vincennes Sun-Commercial
News Service..... UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Vice-Pres.-General Mgr..Howard N. Greenlee
 Station Manager.....Victor H. Lund
 Sales-Commercial Mgr....Emmett M. Jackson
 Sales Promotion Mgr.....Victor H. Lund
 Program Director.....Edward Raasch
 Publicity Director.....Vern Paule
 Chief Announcer.....Vern Paule
 Musical Director.....Ann Wagner
 Chief Engineer.....Eugene E. Alden

W B A A*

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Purdue University
 Address.....Hall of Music
 Phone Number.....92-2147
 Transmitter Location.....6 miles south of Lafayette
 Time on the Air.....9 a.m. to 10 p.m.
News Service..... AP
 Transcription Service.....NBC Thesaurus
 Membership BMB

Personnel

President.....F. L. Hovde
 General Manager.....Jim Miles
 Program Director.....Jim Miles
 Production Manager.....John DeCamp
 Educational Supervisor.....John Henderson
 Chief Announcer.....Tom McCrum
 Musical Director.....Jo Hamiford
 Chief Engineer.....Ralph Townsley
 Record MC.....Don Cripe

*Does not sell time.

IOWA

Estimated Population 2,431,533—Radio Homes 639,264
Stations in State—27

W O I *

AMES—EST. 1923
ABC

Frequency: 640 Kc. Power: 5000 w. d. only
Owned-Operated By. Iowa State College
Address Ames, Iowa
Phone Number. 2500
Transmitter Location. Service Building, Iowa
State College
Time on the Air. 6 a.m. to local sunset
News Service. AP, UP
Transcription Service World
and Standard
Membership NAEB

Personnel

D.r. of Radio-Gen. Mgr. Richard B. Hull
Educational Director. W. L. Griffith
Program Director. Richard B. Hull
Program Manager. Edward Wegener
Publicity Director. Gordon Munson
Chief Engineer. L. L. Lewis
Record MC. Bob Allbaugh

*Non-Commercial Station

K F G Q *

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By. Boone Biblical College
Business Address. 924 West Second Street
Phone Number 1119-W
Transmitter Location. 924 West Second St.
Time on the Air. Daytime License

Personnel

President-Gen. Manager. Lois Crawford
Chief Announcer. Josephine Griffin
Musical Director. Lydia Smolik
Consulting Engineer. L. L. Lewis

*Non-Commercial Station

K B U R

BURLINGTON—EST. 1937

AMERICAN BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Burlington Broadcasting
Co.
Address. National Bank Bldg.

Phone Numbers. 680; 681
Transmitter Location. National Bank Bldg.
Time on the Air. 6 a.m. to 11 p.m.
News Service. UP
Transcription Service World
National Sales Office. Donald Cooke, Inc.
Membership. NAB, BMB

Personnel

President. Dan T. Riley
General Manager. G. B. McDermott
Station Manager. G. B. McDermott
Commercial Manager. George B. J. Adkisson
Merchandising Manager. G. B. McDermott
Program Director. Layton Hurst
Publicity Director. George B. J. Adkisson
Chief Announcer. Richard Mosena
Musical Director. Robert Hutchison
Chief Engineer. John Gallino

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS—MBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: American Broadcasting
Stations, Inc.
Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618
(Waterloo)
Transmitter Location. Marion, Iowa
Time on the Air. 5:30 a.m. to 12:05 a.m.;
Sundays: 6:55 a.m. to 12:05 a.m.
News Services. AP, UP, INS
Transcription Service. Lang-Worth, World,
M. M. Cole, McGregor
Representative The Katz Agency
Membership. NAB, BMB

Personnel

Owner. Mrs. Helen Mark
Exec. Vice-President. Wm. B. Dolph
General Manager. Wm. B. Quarton
Station Manager. Wm. B. Quarton
Studio Mgr. (Waterloo). R. J. McElroy
Sales Manager. D. D. Sullivan
Sales Promotion Manager. Leo F. Cole
Program Director. Douglas B. Grant
Publicity Director. Leo F. Cole
Chief Announcer. Robert C. Leifers
Musical Director. June Caldwell
Chief Engineer. George P. Hixenbaugh
Record MC. Dean Landear

K R O S
CLINTON—EST. 1941
MUTUAL—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Broad. Corp.
 Address 246 Fifth Ave., So.
 Phone Number 448
 Transmitter Location Jacobsen Bldg.
 Time on the Air Unlimited License
 News Service UP
 Transcription Service Standard Radio
 National Sales Office George Webber
 Representative Donald Cooke, Inc.
 Membership NAB, BMB

Personnel

President-Owner W. S. Jacobsen
 General Manager Morgan Sexton
 Station Manager Morgan Sexton
 Sales-Commercial Mgr. Walter Teich
 Sales Promotion Mgr. Verne Gielow
 Program Director Jack Hubbard
 Chief Engineer Gilbert Andrew

KSIB
CRESTON—EST. 1946
IOWA TALL CORN

Frequency: 1520 Kc. Power: 1000 w. d. only
 Owned-Operated By Southwest Iowa
 Broadcasting Co.
 Address 107 North Maple
 Phone Number 831
 Transmitter Location Radio Center
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Standard
 National Sales Office Don Cooke, Inc.
 Representative George Webber
 Membership NAB

Personnel

President Arthur Horning
 General Manager E. M. Horning
 Station Manager E. M. Horning
 Sales Manager Charles T. Webb
 Merchandising Manager Charles T. Webb
 Program Director D. Cole McMartin, Jr.
 Publicity Director E. M. Horning
 Musical Director Dorothy Lindley
 Chief Engineer Wayne J. Haichett
 Record MC. D. Cole McMartin, Jr.

KSTT
DAVENPORT—EST. 1946
MUTUAL

Frequency: 750 Kc. Power: 250 w. d. only

Owned-Operated By Davenport Broadcasting
 Co., Inc.
 Address 324 Main Street
 Phone Number 2-3525
 Transmitter Location 2505 Rockingham Rd.
 Time on the Air Local sunrise to local sunset
 News Service UP
 Transcription Service Standard, SESAC
 Representative Sears & Ayer, Inc.

Personnel

President-General Mgr. Hugh R. Norman
 Commercial Manager George M. Jackson
 Program Director Richard C. Cooper
 Musical Director Bob Mohr
 Chief Engineer David A. Brelster

W O C
DAVENPORT—EST. 1922
NBC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By Tri-City Broadcasting
 Company
 Address 1002 Brady Street
 Phone Number 3-3661
 Transmitter Location R. F. D. No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)
 News Service UP, INS
 Transcription Service World, Lang-Worth
 Representative Free & Peters, Inc.
 Membership NAB, BMB

Personnel

President B. J. Palmer
 Vice-Pres., General Mgr. Beryl Lottridge
 Station Manager Buryl Lottridge
 Sales Manager L. O. Fitzgibbons
 Sales Promotion Mgr. Jane Boom
 Program Director Charles R. Freburg
 Publicity Director Jane Boom
 Musical Director George O. Sontag
 Chief Engineer Paul G. Arvidson

KWLC*
DECORAH—EST. 1926

Frequency: 1240 Kc. Power: 250 w. d. only
 Owned-Operated By Luther College
 Business Address 600 Leiv Eiriksson Drive
 Phone Number 690
 Transmitter Location C. K. Preus Gymnasium
 Time on the Air Local sunrise to local sunset
 Membership NAEB

Personnel

President (Luther College) Dr. O. J. H. Preus
 Station Manager Kenneth L. Berger
 Program Director Gerry Karlton

Production Manager.....Roland Dain
 Publicity Director.....Paul Eorge
 Chief Announcer.....Kenneth L. Bjerke
 Musical Director.....Carolyn Hanson
 Chief Engineer.....O. M. Eittreim
 Record MC.....Wally Moe

*Non-Commercial Station

K R N T

DES MOINES—EST. 1936

A B C

Frequency: 1350 Kc.Power: 5000 Watts
 Owned-Operated By: Cowles Broadcasting
 Company

Address.....715 Locust St.
 Phone Number.....3-2111
 Transmitter Location....S. E. 22nd & Park
 Ave.

Time on the Air: 6:00 a.m. to 12 midnight
 Newspaper Affiliation..Des Moines Register
 and Tribune

News ServiceAP; UP
 Transcription Service.....Standard Radio,
 Associated

RepresentativeThe Katz Agency
 Membership.....NAB, BMB

Personnel

PresidentGardner Cowles
 Gen. Manager-Station Manager..Phil Hoffman
 Sales-Commercial Manager.....Robert Dillon
 Sales Promotion Manager.....Leon Taylor
 Program Director.....Charles D. Miller
 Production Manager.....Charles McCuen
 Publicity Director.....Mary Little
 Chief Engineer.....Charles Quentin
 Record MC.....Don Bell, Gene Emerald

K S O

DES MOINES—EST. 1932

C B S

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By..Murphy Broadcasting Co.
 Address.....10th at Grand Ave.

Phone Number3-0571
 Transmitter Location.....E. 38th & B'way
 Time on the Air.....6 a.m. to 1 a.m.;

Sundays: 7 a.m. to 1 a.m.

News Service.....AP; UP
 Transcription Service.....World, M. M. Cole
 RepresentativeHeadley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....Kingsley H. Murphy
 Vice-Pres., Gen. Manager...George J. Higgins
 Sales Promotion Manager....Don Shoemaker
 Program Director.....Edmund J. Linehan
 Musical Librarian.....Norma Dungan
 Chief Engineer.....F. E. Bartlett

W H O

DES MOINES—EST. 1924

N B C

Frequency: 1040 Kc.....Power: 50000 Watts
 Owned-Operated By..Central Broadcasting Co.
 Business Address.....914 Walnut St.

Phone Number3-3151
 Transmitter Location.....Mitchellville, Iowa
 Time on the Air.....5:30 a.m. to 12:30 a.m.;

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

News Service.....INS, UP, AP
 Transcription Services.....NBC Thesaurus;
 Lang-Worth, M. M. Cole

Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
 Vice-Pres. & Gen. Manager.....J. O. Maland
 Gen. Sales Mgr.....Harold W. Fulton
 Sales Promotion.....Maurice E. McMurray
 Program Director.....Harold Fair
 Production Manager.....Jack Kerrigan
 Publicity Director.....Woody Woods
 Chief Announcer.....Ernie Sanders
 Chief Engineer.....Paul A. Loyet

(CALL LETTERS TO BE ASSIGNED) DES MOINES*

Frequency: 1390 Kc.....Power: 1000 Watts
 Permittee.....Capitol Broadcasting Co.

*C.P.

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

IOWA TALL CORN NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned By.....Telegraph-Herald
 Operated By.....Telegraph Herald

Address.....8th and Bluff
 Phone Number.....1603
 Transmitter Location.....East Dubuque, Ill.

Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Telegraph-Herald
 News Service.....AP

Representative.....William G. Rambeau

Personnel

General Manager.....K. S. Gordon
 Commercial Manager.....Robert S. Graham
 Sales Promotion Manager..Gordon K. Downey
 Program Director.....Arnie Stierman
 Musical Director.....Jerry Chandler
 Chief Engineer.....Charles Cain

W K B B
DUBUQUE—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Dubuque Broadcasting Co.
Address.....505 Main St.
Phone Number.....572
Transmitter Location.....R.R. No. 2
Time on the Air.....6:30 a.m. to 12 midnight
News ServiceUP
Transcription ServiceWorld
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

Exec. Vice-Pres.....James D. Carpenter
General Manager.....James D. Carpenter
Sales Manager.....Harry Hatzenbuehler
Program Director.....Paul Schuster
Production Manager.....Virginia Wagner
Publicity Director.....Robert Gilliam
Chief Engineer.....Leonard T. Carlson
Record MC.....Robert Gilliam

K V F D

FORT DODGE—EST. 1939
MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Broad. Co.
Address.....Warden Bldg., 921 1st Ave., S.
Phone Number.....Walnut 3761-2-3
Transmitter Location..S.W. of Ft. Dodge, 1 mile
Time on the Air.....Full Time
News Service.....UP
Transcription ServiceCole
Representative.....Burn-Smith Co.
Membership.....NAB

Personnel

President-Gen. Manager.....Edward Breen
Promotion.....Kenneth Peterson
Program Director.....Drexel Peterson
Publicity Director.....Edward Breen
Chief Announcer.....Ray Bennett
Chief Engineer.....David G. Sinclair

W S U I *

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of
Iowa
Address.....Iowa City
Phone Number.....2111-237
Transmitter Location...2 miles W. of Iowa City

Time on the Air.....Unlimited
News Service.....AP

Personnel

Station Director.....Carl H. Menser
Program Director.....John P. Highlander
Chief Engineer.....S. J. Ebert

*Non-Commercial Station

K F J B

MARSHALLTOWN—EST. 1923
MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Marshall Electric
Company
Address.....1603 West Main Street
Phone Number.....3361
Transmitter Location...2.2 miles northwest of
Marshalltown
Time on the Air.....6 a.m. to midnight;
Sunday: 7:30 a.m. to midnight
News ServiceUP
Transcription Service.....SESAC
National Sales Offices....George W. Webber;
Donald Cooke, Inc.
Representative.....Donald Cooke, Inc.
Membership.....NAB, BMB

Personnel

President.....Kenneth Durham
General Mgr.-Station Mgr.....H. R. Hurd
Commercial Manager.....Al. Fairchild
Sales Promotion Manager.....Al. Fairchild
Publicity Director.....Al. Fairchild
Musical Director.....Thelma W. LaValley
Chief Engineer.....James A. Dickens
Record MC.....Allan N. Schrock

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Address.....12 2nd St., N.E.
Phone Number.....2800
Transmitter Location....Highway 18, west
of Mason City
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP; UP
Transcription ServiceStandard
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

President.....Lee P. Loomis
General Manager.....F. C. Eighmey
Sales Manager.....Herbert R. Ohrt
Sales Promotion Mgr.....Dominie V. Haynes

Program Director.....William G. Suter
 Production Manager.....Douglas F. Sherwin
 Public Relations Director.....Henry B. Hook
 Technical Director.....Leo W. Born
 Musical Director.....Ralph Geer
 Chief Engineer.....Roger Sawyer

KWPC

MUSCATINE—EST. 1946
 IOWA TALL CORN NETWORK

Frequency: 860 Kc.....Power: 250 w. d. only
 Owned-Operated By...Muscatine Broadcasting
 Co., Ltd.
 Address.....Mulberry & Houser
 Phone Number.....860
 Transmitter Location.....Mulberry & Hauser
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representatives.....Donald Cooke.
 George Webber
 Membership.....NAB

Personnel

General Manager.....George J. Volger
 Commercial Manager...Phillip J. Dusenbury
 Program Director.....Virgil Godfrey
 Production Manager.....Virgil Godfrey
 Musical Director.....Thelma M. Volger

KBIZ

OTTUMWA—EST. 1941
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....117-119 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6:00 a.m. to midnight
 News Service.....UP
 Transcription Service.....World

Personnel

President.....James J. Conroy
 General Manager.....James J. Conroy
 Station Manager.....Eleanor M. Haling
 Sales Promotion Manager.....Eugene Miller
 Publicity Director.....Eugene Miller
 Chief Announcer.....Paul Pappas
 Chief Engineer.....Leonard Heggstrom
 Record MC.....Woody Hirsch

KFNF

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.

Owned-Operated By.....KFNF, Inc.
 Address.....407 N. Sycamore
 Phone Number.....PBX-1
 Transmitter Location.....407 N. Sycamore
 Time on the Air.....6 a.m. to 3 p.m. and
 6 p.m. to 12 mid.; Sundays: 6:30 a.m. to
 3:30 p.m. and 6 p.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard Radio
 and World
 Membership.....NAB, BMB

Personnel

President.....John Nicolson
 General Manager.....Frank Stubbs
 Program Director.....Marian Stubbs
 Production Manager.....Earl D. Blakesley
 Public Service Director...Shirley M. Barkman
 Publicity Director.....Frank Stubbs
 Musical Director.....Ermal (Buck) Dilley
 Chief Engineer.....Robert N. Barkman
 Record MC.....Marian Stubbs

KMA

SHENANDOAH—EST. 1925
 ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell & Elm Sts.
 Phone Number.....192 or 133
 Transmitter Location.....1 mile N.E. of
 Shenandoah on Highway 48
 Time on the Air.....Unlimited license
 News Service.....UP, AP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Lewis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Edward May
 General Manager.....Owen Saddler
 Sales Manager.....Howard O. Peterson
 Merchandising Manager.....W. H. Bailey
 Program Director.....Terry Moss
 Production Manager.....Hugh M. Aspinwall
 Publicity Director.....W. H. Bailey
 Musical Director.....Mabel McFarland
 Chief Engineer.....Ray Schroeder

KSCJ

SIoux CITY—EST. 1927
 CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....Highway 75 N.E.
 Leeds, Ia.

Time on the Air.....6 a.m. to 12 midnight:
 Sunday: 7 a.m. to 12 midnight
 News Service..... AP
 Transcription Service.....C. P. MacGregor,
 World, Cole
 Representative.....Geo. P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....W. R. Perkins
 General Manager.....Eugene T. Flaherty
 Station Manager.....Eugene T. Flaherty
 Sales-Commercial Mgr....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harraday
 Musical Director.....Bernice Ewing
 Chief Engineer.....S. C. Dier

K T R I

SIoux CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Sioux City Broadcasting
 Company
 Business Address.....Commerce Building
 Phone Number.....8-0165
 Transmitter Location.....Commerce Building
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers
 Representative.....Don Cooke
 Membership.....NAB, BMB

Personnel

President.....Dietrich Dirks
 General Manager.....Dietrich Dirks
 Sales Promotion Manager....Fred Sandman
 Program Director.....Al Triggs
 Production Manager.....Sheldon Singer
 Publicity Director.....Ben Walsh
 Chief Announcer.....Fred Taylor
 Chief Engineer.....Will Easterly
 Record MC.....Wayne Ross

K I C D

SPENCER—EST. 1941
MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Iowa Great Lakes
 Broadcasting System
 Address.....P.O. Box 631
 Phone Number.....46 and 46
 Transmitter Location.....North of Spencer
 on Highways 18 and 71
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceAP
 Transcription Service...Lang-Worth, Standard,
 Cole, RCA Victor Red Seal
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President-Manager.....Ben B. Sanders
 Sales Manager.....Tom Steensland
 Sales Promotion Manager...Tom Steensland
 Program Director.....Staton A. Dixon
 Production Manager.....Thomas Edwards
 Publicity Director.....Lee Harris
 Chief Announcer.....Thomas Edwards
 Musical Director.....Thomas Edwards
 Chief Engineer.....Rudolph T. Luukinen
 Record MC.....Thomas Edwards

K X E L

WATERLOO—EST. 1942
ABC

Frequency: 1540 Kc.....Power: 50000 Watts
 Owned-Operated By.....Josh Higgins
 Broadcasting Co.
 AddressInsurance Bldg.
 Phone Number3-3371
 Transmitter Location.....Dysart, Iowa
 Time on the Air.....5:30 a.m. to midnight
 News Service AP
 Transcription Service.....Standard
 National Representative...Avery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

President.....Joe DuMond
 General ManagerJoe DuMond
 Sales Manager.....Joe DuMond
 Sales Promotion Manager..Elizabeth M. Gahre
 Program Director.....Em Owen
 Publicity Director.....Elizabeth M. Gahre
 Musical Director.....George Timm
 Chief Engineer.....Don Kassner
 Record MC.....Herb James

WIBW Serves the First families of



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

AGRICULTURE

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



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



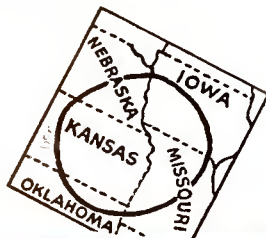
Because our years of homemaking suggestions have helped the women of these "First Families" make their homes more attractive and their housework easier, they are quick to act upon our buying suggestions. Just ask any merchant how much faster WIBW-advertised products move.



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

The First Families of Agriculture LIVE HERE

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



* Kansas Radio Audience, 1946.

WIBW

IN TOPEKA

"The Voice of Kansas"

BEN LUDY COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka General Manager KCKN, Kansas City

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

KANSAS

Estimated Population 1,816,837—Radio Homes 475,414
Stations in State 19

(CALL LETTERS TO BE ASSIGNED) ARKANSAS CITY*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....The Travelers Pub. Co.

*C.P.

K V A K

ATCHISON—EST. 1939
MUTUAL—KBS

Frequency: 1450 Kc.....(CP-1200)
Power: 250 Watts.....(CP-1000)
Owned-Operated By.....S. H. Patterson
Address.....422½ Commercial St.
Phone Number.....1420
Transmitter Location.....East Atchison, Mo.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....KBS, McGregor, BMI
Representative.....William G. Rambeau
Membership.....NAB, BMB

Personnel

Owner.....S. H. Patterson
General Manager.....Jerry Akers
Manager.....David G. Roberts
Sales Manager.....Les Cox
Program Director.....Allen R. Menefee
Publicity Director.....Allen R. Menefee
Chief Announcer.....Frank "Toby" Wizardi
Chief Engineer.....Harry P. Elliott, Jr.
Record MC.....Gordon Morris

K G G F

COFFEYVILLE—EST. 1930
ABC

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location..South Coffeyville, Okla.
Time on Air.....Sundays, 7 a.m.-11 p.m.;
Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service...NBC Thesaurus, World
Representative.....Weed & Co.

Personnel

Owner.....Hugh J. Powell
Station Manager.....Bert H. Powell

K G N O

DODGE CITY—EST. 1930
KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broad-
casting Co.
Address.....705 Second Avenue
Phone Number.....1100
Transmitter Location.....West Park Rd.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation..Dodge City Daily Globe
News Service.....AP
Transcription Service.....World
Representative.....Arthur H. Haqq and
Associates
Membership.....NAB, BMB

Personnel

President.....J. C. Dealous
Station Manager.....N. C. Petersen
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

K T S W

EMPORIA—EST. 1939
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcast-
ing Co., Inc.
Address.....613 Merchant St.
Phone Number.....153
Transmitter Location...South Edge of Emporia
City limits
Time on the Air.....6:30 a.m. to 12 mid.
Sundays: 7:30 a.m. to 12 mid.
News Service.....AP
Transcription Services.....World, Standard
Membership.....NAB, BMB

Personnel

President.....J. Nelson Rupard
General Manager.....J. Nelson Rupard
Sales Manager.....Wendell Elliott
Sales Promotion Mgr.....Burton D. Harrison
Program Director.....Grenville Darling
Publicity Director.....Burton D. Harrison
Chief Announcer.....Grenville Darling
Musical Director.....John R. Mickey
Chief Engineer.....Paul H. Daniels

KIUL

GARDEN CITY—EST. 1935
MUTUAL—KBS

KANSAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....F. D. Conrad
Operated By.....Al Pyatt
Business Address.....509 N. Main
Phone Number.....666
Studio Address.....509 N. Main
Transmitter Location.....Warner Terrace
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....C. P. McGregor,
Keystone
Representatives.....Cox & Tanz
Membership.....NAB

Personnel

President.....Frank D. Conrad
Gen. Manager-Station Mgr.....Al Pyatt
Program Director.....John L. Melcum
Chief Announcer.....Ed Watts
Chief Engineer.....Robert Bryant
Record MC.....Howard Knox

KVGB

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....(CP-1590)
Power: 250 Watts.....(CP-5000)
Owned-Operated By.....KVGB, Inc.
Address.....Cork Bldg.
Phone Number.....1080-1
Transmitter Location...2 miles S. of city on
highway 281 (CP-6 miles S.)
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 7:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representatives...John E. Pearson Co., SESAC
Membership.....NAB, BMB

Personnel

President.....R. C. Russell
Vice-Pres. & Gen. Manager....Clem Morgan
Sales Manager.....Perry W. Reed
Sales Promotion Mgr....Kay Lovitt, Perry Reed
Program Director.....Ray Beals
Publicity Director.....Kay Lovitt
Musical Director.....Ray Beals
Chief Engineer.....Leo Legleiter

KWBW

HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Wm. Wyse
Operated By.....The Nation's Center
Broadcasting Co.
Address.....101 East Avenue A
Phone Number.....5202
Transmitter Location.....101 East Avenue A
Time on the Air.....Unlimited Time
News Service.....AP
Transcription Service...Lang-Worth, Standard
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....William Wyse
Sales Manager.....William Campbell
Program Director.....Warren Edmundson
Publicity Director.....Dick King
Chief Announcer.....George Alden
Musical Director.....Warren Edmundson
Chief Engineer.....John Swafford
Record MC.....Jack Campbell

KCKN

KANSAS CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM
(After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Capper Publications, Inc.
Operated By....The KCKN Broadcasting Co.
Address.....300 Waltower Bldg., Kansas
City, Mo.
Phone Number.....Victor 3864
Transmitter Location.....901 North 8th St.,
Kansas City, Kans.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.The Kansas City Kansan
News Service.....AP & UP
Transcription Service.....Standard Radio
Representative.....Capper Publications, Inc.
Membership.....NAB, BMB

Personnel

General Manager.....Ben Ludy
Station Manager.....Ellis Atteberry
Sales-Commercial Manager.....Joe Story
Production Manager.....George Stump
Chief Announcer.....Eddie Clarke
Chief Engineer.....Max Williams

For **BUYING POWER** that pays off in **SALES,**



look to
GREATER KANSAS CITY...

**GREATER KANSAS CITY
MARKET DATA**

COUNTIES (and Important Cities)	O.P.A. Civilian pop. 2-15-44	Net Effective Buying Income (After Taxes)
Jackson (Mo.)....	485,900	\$672,286,000
Kansas City.....	431,700	615,119,000
Wyandotte (Ks.)..	144,500	180,556,000
Kansas City.....	135,000	169,100,000
Johnson (Ks.).....	40,200	23,771,000

COUNTIES (and Important Cities)	Total Retail Sales	Homes with Radios
Jackson (Mo.)....	\$400,347,000	133,067
Kansas City.....	373,286,000	112,945
Wyandotte (Ks.)..	73,602,000	36,676
Kansas City.....	68,559,000	31,163
Johnson (Ks.).....	12,009,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data — Sales Management's "SURVEY OF BUYING POWER," May 10, 1946. (Reprinted with permission.)

and for **RADIO ADVERTISING**
that pays off in **RESULTS,**
hire **KCKN**

Yes, for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like.

Thus, through KCKN, you may sell a substantial share of Greater Kansas City's eight hundred million dollar buying power (AFTER taxes) *without* the rate penalty of out-state coverage.

Wire or phone your nearest Capper office for availabilities.

MUSIC BY DAY—MUTUAL AT NIGHT



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY **WIBW**, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MONAWK 4: 3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUBE BUILDING DOUGLAS 5220 KANSAS CITY 6: 390 WALTOWER BUILDING VICTOR 2094

K W H K

HUTCHINSON—EST. 1946

KEYSTONE

Frequency: 1190 Kc...Power: 1000 w. d. only
 Owned-Operated By.....James E. Murray
 Address.....12 W. 5th Street
 Phone Number.....3-100
 Transmitter Location.....Hutchinson, Kans.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Griffith Co., Inc.
 Membership.....BMB, NAB (applying)

Personnel

Owner.....James E. Murray
 General Manager.....Vern Minor
 Sales Manager.....Frank Bartley
 Program Director.....Sherwood Parks
 Chief Announcer.....Adrian Leonida
 Musical Director.....Bruce Murray
 Chief Engineer.....Millard H. Clary

K F K U *

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Phone Number.....K. V. Exchange
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN
 News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
 Chief Engineer.....R. P. Stringham

**Non-Commercial Station*

W R E N

LAWRENCE—EST. 1926

ABC

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By..The WREN Broadcasting
 Co., Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....16½ hours daily;
 16 hours Sunday
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hoilingsbery Co.
 Membership.....NAB

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Commercial Manager.....Larry Cotton
 Merchandising Manager...John P. Bondeson
 Program Director.....Arden Booth
 Publicity Director.....John P. Bondeson
 Musical Director.....Arden Booth
 Chief Engineer.....Carl Bliesner

K S A C *

MANHATTAN—EST. 1924

Frequency: 580 Kc....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 Address.....College Campus
 Phone Number.....3395 or 4463
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....Milton S. Eisenhower
 General Manager.....Dean H. Umberger
 Station Manager.....Dean H. Umberger
 Program Director.....L. L. Longsdorf
 Chief Announcer.....Grant A. Salishury
 Chief Engineer.....Bernard P. Holbert

**Non-Commercial Station*

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 860 Kc....Power: 5000 Watts, day
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.
 Address.....P.O. Box 603
 Phone Number.....2165
 Studio Address.....Commerce Bldg.
 Transmitter Location.....3½ miles E. of
 Pittsburg
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Chief Announcer.....Louis Martin
 Chief Engineer.....Leo Stafford

K S A L

SALINA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK**

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By.....KSAL, Inc.
 Address Journal Bldg.
 Phone Number 100
 Transmitter Location..... State Street Rd.
 Time on the Air..... 18 hours daily,
 Sunday, 17 hours
 News Service..... AP
 Transcription Service Lang-Worth,
 SESAC, Standard
 Representative..... John E. Pearson Co.
 Membership..... NAB, BMB

Personnel

President..... R. J. Laubengayer
 General Manager..... R. J. Laubengayer
 Station Manager..... R. V. Jensen
 Sales Manager..... R. V. Jensen
 Chief Engineer..... N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By.....Capper Publications,
 Inc.
 Business Address..... 1035 Topeka Ave.
 Phone 3-2377
 Studio Address..... 1035 Topeka Ave.
 Transmitter Location... Seven miles west of
 Topeka
 Time on the Air..... Shares Time
 Newspaper Affiliation.... Capper Publications,
 Inc.
 News Service..... UP, AP
 Transcription Service..... Standard Radio
 Representative..... Capper Publications, Inc.

Personnel

President..... H. S. Blake
 General Manager..... Ben Ludy
 Sales Manager..... Ben Ludy
 Program Director..... Maude Carlson
 Publicity Director..... Bob McClure
 Musical Director..... Maude Carlson
 Chief Engineer..... K. G. Marquardt
 See Page 414

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Kansas Broadcasting, Inc.
 Address 1015 North Broadway
 Phone Number 4-2387
 Transmitter Location..... Lassen Hotel Bldg.
 Time on the Air..... 6 a.m. to midnight
 News Service..... AP & UP

Transcription Service NBC Thesaurus;
 Standard
 Representative Taylor-Howe-Snowden
 Membership..... NAB, BMB

Personnel

President..... O. L. Taylor
 General Manager..... Archie Taylor
 Sales Manager..... H. W. Allen
 Merchandising Manager..... V. E. Rugh
 Program Director..... Bob Drake
 Publicity Director..... V. E. Rugh
 Chief Engineer..... Ted Heithecker
 Record MC..... Paul Wilson

KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By..... Radio Station KFH
 Company
 Address..... KFH Building
 Phone Number..... 2-4491
 Transmitter Location..... RFD No. 3, Wichita,
 Kansas
 Time on the Air..... 6:00 a.m. to 12 midnight
 Newspaper Affiliation..... Wichita Eagle
 News Service..... AP, UP
 Transcription Service Lang-Worth
 Representative..... Edward Petry & Company
 Membership..... NAB, BMB

Personnel

President..... M. M. Murdock
 Station Manager..... Plez S. Clark
 Sales Manager..... Clark A. Luther
 Program Director..... Vernon Reed
 Chief Engineer..... Amos Dadisman

KFBI

WICHITA—EST. 1923

ABC-MBS

KANSAS STATE NETWORK

Frequency: 1070 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... Farmers and Bankers
 Broadcasting Corporation
 Address..... 1st & Market Sts.
 Phone Number..... 2-1447
 Transmitter Location.... 42nd and Broadway
 Time on the Air..... 6 a.m. to 1 a.m.
 News Service..... INS & UP
 Transcription Service..... World, Cole
 Representative..... George P. Hollingberry Co.

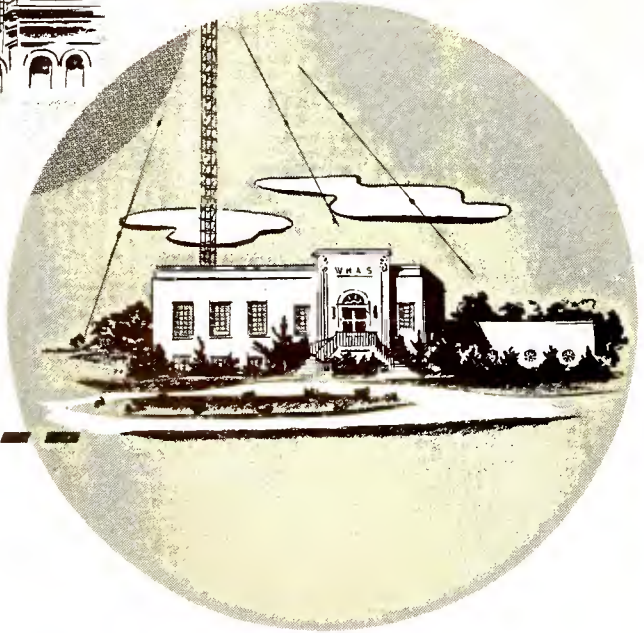
Personnel

General Manager..... Robert K. Lindsley
 Commercial Manager..... D. W. McCoy
 Chief Engineer..... K. W. Pyle



1922

1947



WHAS

LOUISVILLE

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

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

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

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

50,000 watts, clear channel
CBS Affiliate

Represented nationally by
Edward Petry and Co., Inc.

KENTUCKY

Estimated Population 2,751,245—Radio Homes 553,602
Stations in State 23

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Ashland Broadcasting Co.
Operated By.....The Nunn Stations
Address.....Box 949
Phone Number.....3010
Studio Address.....20th & Front Streets,
Radio Center
Transmitter Location.....4803 Clay St.
Time on the Air.....6:30 a.m. to 1:05 a.m.,
Weekdays: 7 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus,
World
National Sales Office.....The Nunn Stations
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Gilmore N. Nunn
General Manager.....Joseph B. Matthews
Station Manager.....Joseph B. Matthews
Sales Manager.....Joseph B. Matthews
Merchandising Manager.....James Cross
Program Director.....John W. Fell
Chief Engineer.....Clarence W. Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broad-
casting Corp.
Address.....Fairview & Lehman Aves.
Phone Number.....1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

President & Station Manager....Ken D. Given
Sales Manager.....Ken D. Given
Promotion Manager.....Helen Given
Production Manager.....William Kuznitsof
Publicity Director.....Jaunita Britt

Program Director.....Joe Hamilton
Chief Engineer.....Joe Pentecost
Record MC.....Fred Bradshaw

W C T T

CORBIN—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Corbin Times-
Tribune, Inc.
Address.....Corbin, Ky.
Transmitter Location.....Corbin, Ky.
Time on the Air.....16 hours planned
Newspaper Affiliation....The Corbin Times-
Tribune
News Service.....AP
Membership.....NAB, BMB

Personnel

President-Owner.....J. Springer Robinson
Station Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

W F K Y *

FRANKFORT

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Frankfort Broadcasting Co.
Address.....317 Ann St.
Phone Number.....421
News Service.....AP

Personnel

President.....J. Sneed Yager
Gen.-Com. Manager.....Clarence H. Fleming
Program-Promotion Man....Marshall L. Peace

*Construction Permit.

W K A Y

GLASGOW—EST. 1946

SOUTHERN KENTUCKY NETWORK

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By Glasgow Broadcasting Co.
Address.....P.O. Box 407 or
Happy Valley Road
Phone Number.....598 & 632
Transmitter Location.....Happy Valley Road
Time on the Air.....6 a.m. to 11 p.m.;
Sunday: 7 a.m. to 11 p.m.

KENTUCKY

News Service.....UP
 Transcription Service.....World, Capitol
 Membership.....NAB, BMB

Personnel

President.....Gordon E. Brown
 General Mgr.-Sales Mgr....Charles W. Powers
 Station Manager.....Charles W. Powers
 Chief Announcer.....Loel Passe
 Chief Engineer.....Edward C. Lockwood

WHLN

HARLAN—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Blantox Radio
 Company, Incorporated
 Address.....So. Main St.
 Phone Number.....625
 Transmitter Location.....So. Main St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co.

Personnel

General Manager.....R. B. Helms
 Sales-Commercial Mgr.....C. E. Whitehart
 Program Director.....Eula Jones
 Chief Engineer.....J. Francke Fox
 Record MC.....Harry Day

WSON

HENDERSON—EST. 1941
 MUTUAL

Frequency: 860 Kc....Power: 500 w. d. only
 Owned-Operated By.....Henderson Broad-
 casting Co., Inc.
 Address.....Zion Rd.
 Phone Number.....3923
 Transmitter Location.....Zion Rd.
 Henderson
 Time on the Air.....Local sunup to local
 sundown
 News Service.....UP & AP
 Transcription Service...NBC Thesaurus, Asso-
 ciated Music
 Representative....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Station Mgr....Hecht S. Lackey
 Sales Manager.....Hecht S. Lackey
 Sales Promotion Mgr.....Vernon R. Nunn
 Program Director.....Martha Jane Reed
 Publicity Director.....Vernon R. Nunn

Chief Announcer.....Martin E. Schaeffer
 Musical Director.....Eddie Duncan
 Chief Engineer.....B. A. Smith
 Record MC.....Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1939
 COLUMBIA BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hopkinsville Broad-
 casting Co., Inc.
 Address.....P.O. Box 539, Cadiz Rd.
 Phone Number.....1025, 1026
 Transmitter Location.....Cadiz Road
 Time on the Air.....6 a.m. to 11:30 p.m.;
 Sunday: 7 a.m. to 11:05 p.m.
 News Service.....UP & AP
 Transcription Service....World Broadcasting
 System, M. M. Cole
 Representative....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Secretary.....F. Ernest Lackey
 Sales Promotion Manager...Katherine Peden
 Program Director.....Katherine Peden
 Publicity Director.....Katherine Peden
 Chief Engineer.....T. E. Brewer
 Record MC.....Leo Wilson, Charles Stratton

WKLX

LEXINGTON—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By..Fayette Broadcasting Co.
 Address.....Phoenix Hotel
 Phone Number.....8115
 Transmitter Location.....Greendale Rd.
 Time on the Air.....5 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth,
 Standard, Cole
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB

Personnel

President.....Philip Ardery
 General and Commercial Mgr...Dewey H. Long
 Sales Manager.....Robert H. Moore
 Asst. Mgr. & Program Director..Phil Sutterfield
 Production Manager.....Floyd William Hess
 Publicity Director.....Phil Sutterfield
 Chief Announcer.....Floyd William Hess
 Musical Director.....Betty Brady
 Chief Engineer.....Royce O. Woodward
 Record MC.....Bill Moore, Arty Kay

W L A P

LEXINGTON—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Broadcasting Corp.

Address...Radio Bldg., Walnut and Short Sts.
Phone Numbers.....1721-22-23-70
Transmitter Location...Mason-Headley Road
Time on the Air.....5 a.m. to 12:05 a.m.;
Sunday: 7:30 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service.....World, Thesaurus
National Sales Office.....John Ballard
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....Gi'more N. Nunn
Station-Commercial Manager..Miller A. Welch
Program Director.....J. B. Faulconer
Production Manager.....Henry Allin
Chief Engineer.....Sanford Heli

W L E X

LEXINGTON—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Kentucky Broadcasting Co.

Address.....Box 985
Phone Number.....2901
Transmitter Location..Russell Cave Rd., R.R. 3
News Service.....AP
Transcription Service.....SESAC, Capitol, Associated
Membership.....NAB

Personnel

President.....J. Douglas Gay, Jr.
General and Station Mgr.....Neil Cline
Chief Engineer.....Theodore E. Jones

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.

Time on the Air.....5 a.m. to 12 midnight
News Service.....INS, AP
Transcription Service.....NBC Thesaurus, Lang-Worth

Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Sales-Commercial Mgr.....James F. Cox
Merchandising Mgr.....Eugene W. Leake, Jr.
Program Director.....George Patterson
Production Manager.....H. B. Blackwell
Musical Director.....Earle Keller
Chief Engineer.....W. E. Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Northside Broad. Corp.
Address.....Kentucky Home Life Bldg.
Phone.....Wabash 8871
Transmitter Location..Preston & Woodbine Sts.
Time on the Air.....5 a.m. to 2 a.m.;
Sunday: 6 a.m. to 2 a.m.

News Service.....AP & UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....J. Porter Smith
Vice-Pres. & General Mgr...Charles L. Harris
Station Manager.....Charles L. Harris
Sales Manager.....J. Porter Smith
Promotion Manager.....H. R. Hunter
Asst. Mgr. in charge of Programs.....Ward Hatcher
Production Manager.....W. S. Lukenbill
Chief Announcer.....Gerald Fordyce
Dir. of Engineering.....Perry W. Esten
Record MC.....John Watkins

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood, Ky.
Time on the Air.....24 Hours Daily
Newspaper Affiliation...Courier-Journal and Louisville Times

News Service.....AP, UP
Transcription Service.....World, Associated
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

President Barry Bingham
 General Manager Mark Ethridge
 Station Manager W. Lee Coulson
 Sales Manager Joe Eatcn
 Promotion Manager J. M. Wynn
 Program Director R. E. Fischer
 Religious Co-Ordinator Rev. C. E. Burns
 Agricultural Co-Ordinator Frank H. Cooley
 Chief Announcer Paul Clark
 Musical Director Robert Hutsell
 Chief Engineer Orrin W. Towner
 Asst. Chief Engineer D. C. Summerford
 Record MC Jack Wilson

See Page 420

WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Kentucky Broad. Co.
 Address 10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number Wabash 5148
 Transmitter Location 10th Floor, Tyler Hotel
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service AP
 Transcription Service C. P. MacGregor &
 Standard
 Representatives Broadcast Sales Co.,
 Homer Griffith
 Membership NAB, BMB

Personnel

President Nelle M. Kendrick
 General Manager Harry McTigue
 Sales Manager G. F. Bauer
 Program Director M. K. McCarten
 Production Manager Edwin Kallay
 Chief Announcer Edwin Kallay
 Musical Director Claude Fraul
 Chief Engineer E. G. Rinn

WCIF

MADISONVILLE—EST. 1946

Frequency: 730 Kc. Power: 250 w. d. only
 Owned-Operated By Madisonville Broad-
 casting Co., Inc.
 Address Madisonville, Ky.
 Phone Number 1297-8-9
 Studio Address Providence Rd.
 Transmitter Location Hanson Rd.
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Standard

Representative Sears & Ayer, Helen
 Wood & Colton
 Membership NAB

Personnel

President Pierce E. Lackey
 General Manager F. Ernest Lackey
 Chief Announcer John Hatcher
 Chief Engineer C. R. Frederick

WKTM

MAYFIELD—EST. 1946

Frequency: 1050 Kc. Power: 250 w. d. only
 Owned-Operated By Mayfield Broadcasting
 Co., Inc.
 Address Mayfield, Ky.
 Phone Number 46
 Studio Address Mayfield Hotel
 Transmitter Location 2½ miles on Highway 98
 Time on the Air Daylight hours
 News Service AP
 Transcription Service Standard
 Representative Sears & Ayer, Helen
 Wood & Colton

Personnel

President Frank O. Evans
 Vice-Pres. & Gen. Mgr. Pierce E. Lackey
 Station Manager Wayne R. Morgan
 Chief Announcer Ralph L. Haskins
 Chief Engineer Ernest J. Pell

(CALL LETTERS TO BE ASSIGNED)
MAYFIELD*

Frequency: 910 Kc. Power: 1000 Watts
 Permittee Purchase Broadcasting Co., Inc.

*C.P. Pending

WNGO*

MAYFIELD

Frequency: 1320 Kc. Power: 1000 Watts
 Licensee Mayfield Broadcasting Co.

*C.P.

WMIK*

MIDDLEBORO

Frequency: 560 Kc. Power: 500 Watts
 Licensee Middleboro Broadcasting Co.

*C.P. (Hearing 7-25-46 resulted in original ap-
 plication for 250 Watts on 1450 Kc. being amended
 as above.)

W O M I

OWENSBORO—EST. 1938

MUTUAL—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Owensboro Broad-
 casting Co.
 Address.....P.O. Box 536
 Phone Number.....420, 421
 Transmitter Location.....Owensboro, Ky.
 Time on the Air.....7 a.m. to 11:30 p.m.
 Newspaper Affiliation..Owensboro Messenger,
 Owensboro Inquirer
 Transcription Service.....Lang-Worth
 News Service.....AP
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB, KBA

Personnel

President.....Lawrence Hager
 General Manager.....Hugh O. Potter
 Station Manager.....Hugh O. Potter
 Asst. Manager.....Marshall Bruner
 Merchandising Manager....Marshall Bruner
 Program Director.....Cliffordean Potter
 Production Manager.....Alan Reinhardt
 Publicity Director.....Hugh Potter
 Chief Engineer.....Leslie Goodaker
 Record MC.....Norman Hall

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Paducah Broadcast-
 ing Co., Inc.
 Business Address.....Taylor Bldg., 4th and
 Broadway
 Phone Numbers4100-1-2
 Studio Address.....Taylor Bldg.
 Transmitter Location.....9th & Terrell Sts.
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....World, Cole
 Representative.....Sears & Ayer,
 He'en Wood
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....Pierce E. Lackey
 Station Manager.....W. Prewitt Lackey
 Sales-Commercial Mgr....W. Prewitt Lackey
 Sales-Merchandising Manager....Gene Peak
 Program Director.....Evelyn Carroll
 Production Mgr.-Publicity Dir....Gene Peak
 Chief Announcer.....Ray Mofield
 Musical Director.....Lynn Wolfe
 Chief Engineer.....U. C. Morris
 Record MC.....J. B. Fowler

W K Y B

PADUCAH—EST. 1946

MUTUAL

Frequency: 800 Kc....Power: 1000 w. d. only
 Owned-Operated By....Paducah Newspapers,
 Inc...
 Address.....504 Kentucky Ave.
 Phone Number.....800
 Transmitter Location....5 miles S. of Paducah
 on U.S. Highway 45
 Time on the Air....Local sunrise to local sunset
 Newspaper Affiliation.....The Paducah Sun-
 Democrat
 News Service.....AP
 Transcription Service....Thesaurus, Standard
 National Sales Office.....Burke, Kuipers &
 Mahoney, Inc.
 Membership.....NAB

Personnel

President.....Edwin J. Paxton, Sr.
 General Manager.....Edwin J. Paxton, Jr.
 Commercial Manager.....Sam Livingston
 Sales Merchandising Mgr....Sam Livingston
 Musical Director.....Neil McIntyre
 Chief Engineer.....C. G. Sims

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

AP



- New Orleans *ONLY* 24-hour Radio Station!
- Accents local programming & public-interest broadcasts.
- Carries *BOTH* Associated Press & United Press News Service, assuring listeners complete news coverage around the clock.
- 5,000 Watts, delivering 20,000 Watts in the populated areas of South Louisiana & the Gulf Coast.
- First in Daytime Listening (Hooper).
- Occupies the Central dialing position of — 1280.
- Affiliate of the American Broadcasting Company.



JOHN BLAIR, Representative

LOUISIANA

Estimated Population 2,555,547—Radio Homes 485,482
Stations in State 19

KALB

ALEXANDRIA—EST. 1935

ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Alexandria Broad-
casting Co., Inc.
Address 505½ Johnston St.
Phone Numbers 3335-6
Transmitter Location Wardville, La.
Time on the Air 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:35 p.m.
News Service INS-AP
Transcription Service World
Representatives Weed & Co.

Personnel

President Walter H. Allen
General-Commercial Manager E. R. Cappellini
Program Director Janet Baker Immler
Chief Announcer Ed Rand
Chief Engineer Jesse Sexton

KPDR

ALEXANDRIA—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Central Louisiana
Broadcasting Corp.
Address 1710 Jackson, P.O. Box 1867
Phone Number 9568
Transmitter Location Upper Fourth St.
Time on the Air 6 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.
News Service AP
Transcription Service NBC Thesaurus

Personnel

President-General Mgr. E. Levy
Manager Joel M. Hirsch
Commercial Manager N. S. Cruse
Program Director J. Church
Publicity Director N. S. Cruse
Chief Engineer H. Shean

KSYL*

ALEXANDRIA

Frequency: 1400 Kc. Power: 250 Watts
Licensee Fox Broadcasting Co.

*C.P.

WJBO

BATON ROUGE—EST. 1934

NBC

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By Baton Rouge Broad-
casting Co., Inc.
Address 444 Florida St.
Phone Number 5271-2
Transmitter Location Roosevelt Road
Time on the Air 6 a.m. to midnight;
Sunday, 7 a.m. to midnight
Newspaper Affiliation Baton Rouge State-
Times, Baton Rouge Morning Advocate
News Service AP, UP
Transcription Service World Broadcasting,
Standard
Representative Geo. P. Hollingbery Company
Membership NAB, BMB

Personnel

President Charles P. Manship, Jr.
Executive Vice-Pres. H. V. Anderson
Station Manager J. Roy Dabadie
Sales Manager T. E. Gibbens
Program Director Ralph H. Sims
Production Manager Robert H. Scearce
Publicity Audrey Sto'zenthaler
Chief Announcer John E. Ferguson
Music Lela LeBlanc
Chief Engineer Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Air Waves, Inc.
Address 204 North St.
Phone Number 2-4411
Transmitter Location 3399 Broussard St.
Time on the Air 6 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight
News Service AP, INS
Transcription Service NBC Thesaurus,
Associated
Representative Joseph Hershey McGillvra, Inc.
Membership NAB

Personnel

President-Owner Harry B. Nelson
General Manager Earl H. Smith
Commercial Manager Earl H. Smith
Program Director Quitman Henley
Chief Engineer William H. Bland, Jr.
Record MC Dan Willis



***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this \$103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!



REPRESENTED
BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

KCIL

HOUMA—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Address P.O. Box 1031
 Phone Number 2047
 Studio Address Bayou Black Dr.
 Transmitter Location Bayou Black Dr.
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 Representative William G. Rambeau Co.
 Membership NAB

Personnel

President-Owner Charles W. Lamar, Jr.
 General Manager Frank Conwell
 Sales Manager Dick Walsh
 Program Director Keith Kenney
 Publicity Director Mary E. Conwell
 Chief Engineer J. Fredrick Darby
 Record MC John Bowie

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Calcasieu Broad-
 casting Co.
 Address P.O. Box 1521, Majestic Hotel
 Phone Number 2713, 2714
 Studio Address Majestic Hotel
 Transmitter Location South & La Grange St.
 Time on the Air 6 a.m. to 11:07 p.m.
 News Service AP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Radio Sales

Personnel

President T. B. Lanford
 General Manager David Wilson
 Sales Manager Jerry Bozeman
 Sales Promotion Manager Felham Mills, Jr.
 Program Director Joe Campbell
 Production Manager James Toth
 Publicity Director Jerry Bozeman
 Chief Announcer A. B. Craft
 Musical Director James Toth
 Chief Engineer Earl C. Moses
 Record MC A. B. Craft

KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Evangeline Broad-
 casting Company, Inc.
 Address 519 Buchanan St.
 Phone Numbers 336, 2062, 2101
 Studio Address 519 Buchanan
 Transmitter Location Scott Road
 Time on the Air 6:20 a.m. to 11 p.m.
 Newspaper Affiliation Lafayette Daily
 Advertiser Gazette, Inc.
 News Service AP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Membership NAB, EMB

Personnel

General Manager George H. Thomas
 Sales Manager B. Hillman Bailey, Jr.
 Sales Promotion Manager Lucille LeBlanc
 Program Director Lucille LeBlanc
 Production Manager Lowell Wallace McCrary
 Publicity Director Alison Theriot, Jr.
 Chief Engineer Louis Pilcher
 Record MC Albert Schnyder

KMLB

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
 LOUISIANA NETWORK

Frequency: 1460 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Liner's Broadcasting
 Station, Inc.
 Address P. O. Box 1723
 Phone Number L.D. 25
 Studio Address Francis Hotel
 Transmitter Location Millhaven Rd.
 Time on the Air 5 a.m. to midnight
 News Service UP
 Transcription Service Standard Radio,
 Lang-Worth
 Membership NAB, BMB

Personnel

President J. C. Liner
 General Manager J. C. Liner
 Sales Promotion Manager J. C. Liner, Jr.
 Program Director Otta B. Green
 Production Mgr.-Chief Announcer Joe Pearce
 Chief Engineer O. L. Morgan

KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.
 & LOUISIANA NETWORK

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By James A. Noe
 Business Address Bernhardt Bldg.

Phone Number912
 Transmitter Location.....Louisville & 23rd St.
 Time on the Air.....6 a.m. to midnight
 Transcription Service.....Thesaurus, M. M. Cole
 News Service.....AP
 Representative Joseph Hershey McGillvra, Inc.
 Membership NAB

Personnel

Owner.....James A. Noe
 General Mgr. Station Mgr.....Frank A. Browne
 Sales-Commercial Mgr.....Mrs. Ruth Surguine
 Program Director.....C. R. Mumphrey
 Chief Engineer.....D. K. Strong

KANE

NEW IBERIA—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..New Iberia Broad. Co.
 Address.....P.O. Box 15
 Phone Number.....965, 163
 Studio Address.....104 W. St. Peters St.
 Transmitter Location.....West Main St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard

Personnel

President.....J. J. Davidson, Jr.
 General Manager.....George H. Thomas
 Sales-Commercial Mgr.....L. I. Femrite
 Sales Promotion Manager.....L. I. Femrite
 Program Director.....Jimmie Cooper
 Production Manager.....Shirley DeBlanc
 Publicity Director.....Louisette B. Stagq
 Chief Announcer.....Louis R. DeGravelles
 Chief Engineer.....Jimmie Cooper

WDSU

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned By.....Stephens Broadcasting Co.
 Address.....Hotel Monteleone
 Phone Number.....Raymond 7135
 Transmitter Location.....Algiers, La.
 Time on the Air.....24 hours daily
 News Service.....UP, AP
 Transcription Service.....Associated
 Representative.....John Blair Co.
 Operated By.....Fred Weber, E. A. Stevens,
 H. G. Wall
 Membership.....NAB, BMB

Personnel

Managing-PartnerFred Weber

Sales Manager.....Charles Price
 Sales Promotion Manager..Jeanne Spoonemore
 Program Director.....Stanley Holiday
 Publicity Director.....Jeanne Spoonemore
 Special Events Director.....Warren Kennedy
 Musical Director.....Joseph Schramm
 Chief Engineer.....Charles Whitney

See Page 426

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles C. Carlson
 Address.....611 Canal St.
 Phone Number.....Magnolia 3438-9
 Transmitter Location.....3317 Bruxelles St.
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP
 Representative.....William C. Rambeau Co.
 Transcription Service.....Capitol
 Membership NAB

Personnel

President-General Mgr....Charles C. Carlson
 Station & Sales Mgr.....Cy Newman
 Sales Promotion Manager.....Mildred Barr
 Program Director.....Harry Nigocia
 Production Manager.....Jeff Hugg
 Publicity Director.....Cy Newman
 Chief Announcer.....Harry Nigocia
 Musical Director.....John Merlin
 Chief Engineer.....Karl G. Siebold
 Record MC.....Harry Nigocia

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....James A. Noe
 Address.....St. Charles Hotel, 211 St.
 Charles St.
 Phone Numbers.....Raymond 0423-4-3558
 Transmitter Location...Broad & Euphrosine St.
 Time on the Air.....21 hours daily
 News ServiceAP
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

President-Owner.....James A. Noe
 General Manager.....James E. Gordon
 Sales Manager.....James E. Gordon
 Program Director.....Eeverly C. Brown
 Publicity Director.....Bill Elliott
 Chief Engineer.....Al J. Bourgeois
 Record MC.....Ken Elliott

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

SOUTH CENTRAL NETWORK

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: WSMB, Inc.
 Address: 901 Canal St.
 Phone Number: MA 5921
 Transmitter Location: Algiers, La.
 News Service: AP
 Time on the Air: 7 a.m. to 12 midnight
 Transcription Service

NBC Thesaurus Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
 General Manager: H. Wheelahan
 Chief Engineer: H. G. Nebe

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 5000 Watts
 Owned-Operated By: Loyola University
 Address: Roosevelt Hotel
 Phone Number: Raymond 2194-5-6-7
 Transmitter Location: Kenner, La.
 Time on the Air: 5 a.m. to 1 a.m.
 News Service: UP, AP
 Transcription Service: Standard Radio
 and World

Representative: The Katz Agency
 Membership: NAB, BMB

Personnel

President: Rev. Thomas J. Shields
 General Mgr.-Station Mgr.: W. H. Summerville
 Sales Manager: A. Louis Read
 Sales Promotion Manager: Tom Holbrook
 Program Director: Henry Dupre
 Musical Director: Irvine Vidacovich
 Chief Engineer: J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1926

ABC—LOUISIANA STATE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KRMD, Inc.
 Business Address: P. O. Box 1712
 Phone Number: 6171-2
 Transmitter Location: New Jefferson Hotel
 Time on the Air: 6 a.m. to 11 p.m.
 Transcription Service: World
 Membership: NAB

Personnel

Owners: R. M. Dean, T. B. Lanford
 General Manager: Glenn V. Wilson
 Station Manager: William Switzer
 Sales Manager: Glenn V. Wilson
 Sales Promotion Manager: Glenn V. Wilson
 Program Director: Elizabeth Allford
 Publicity Director: Jane Reed
 Chief Engineer: Haward Hargrove

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS
 Studio Address: Commercial Building,
 P.O. Box 1121

Transmitter Location: Harts Island Road
 Phone Number: 3-3673
 Time on the Air: 6:30 a.m. to midnight
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth

Representative: Edward Petry & Co.
 Membership: NAB, BMB

Personnel

General Manager: C. K. Beaver
 Program Director: James P. Turner
 Chief Engineer: C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
 Owned-Operated By: International Broad-
 casting Corp.

Studio Address: Commercial Building
 Transmitter Location: Near Dixie, La.
 Phone Number: 2-8711
 Time on the Air: 5 a.m. to 1:05 a.m.;
 Sundays, 6 a.m. to 1:05 a.m.

Newspaper Affiliation: The Shreveport Times
 News Service: AP, UP
 Transcription Service: Standard
 Representative: The Branham Co.
 Membership: NAB, BMB

Personnel

President: John D. Ewing
 Manager: K. K. Kellam
 Commercial Manager: Dean Upson
 Sales Promotion Manager: James T. Briggs
 Program Director: B. G. Robertson
 Chief Engineer: W. E. Antony

MAINE

*Estimated Population 848,394—Radio Homes 206,657
Stations in State 12*

WFAU

AUGUSTA—EST. 1948

MUTUAL—YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... The Twin City
Broadcasting Co., Inc.

Address..... 160 Bangor St.
Phone Number..... 2540
Transmitter Location..... 160 Bangor St.
Time on the Air..... 6 a.m. to 12 midnight
News Service..... AP
Transcription Service..... Standard
Representative..... Forjoe & Co.
Membership..... NAB

Personnel

President..... Faust Couture
General Manager..... Robert I. Payne
Commercial Manager..... Robert I. Payne
Program Director..... Norman Gallant
Chief Announcer..... Dwight Wheeler
Chief Engineer..... Robert Parker

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... WRDO, Inc.

Address..... 175 Water St.
Phone Number..... 2285
Transmitter Location..... Chelsea, Me.
Time on the Air..... 6:30 a.m. to 12:05 a.m.
News Service..... UP
Transcription Service..... World
Representatives..... Weed & Company
Bertha Bannan
Membership..... NAB

Personnel

President..... Adeline B. Rines
General Manager..... Jack S. Atwood
Sales Manager..... Walter Weightman
Program Director..... Danny I. Kelly
Production Manager..... Don K. Powers
Publicity Director..... Leslie Hubley
Chief Announcer..... Elliott E. Hold
Chief Engineer..... Harold Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. ... 1000 Watts. C.P. 5000
Watts

Owned-Operated By..... Community Broad-
casting Service, Inc.

Address..... 57 State St.
Phone Number..... 6446
Transmitter Location..... Brewer, Me.
Time on the Air..... 6:30 a.m. to 12:05 a.m.
News Service..... AP
Transcription Service..... Associated Library
Representative..... Adam J. Young, Jr.
Membership..... BMB

Personnel

President and Station Manager... F. B. Simpson
Commercial Manager..... Guy Corey
Program Dir.-Musical Dir..... Harold Dorr
Chief Engineer..... Walter Dickson

WJOR

BANGOR—EST. 1946

MUTUAL—YANKEE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.... Bangor Broadcasting
Service

Address..... 22 State St.
Phone Number..... 5612
Transmitter Location..... 340 Stillwater Ave.
Time on the Air..... 6:30 a.m. to 12 mid.
News Service..... AP
Transcription Service..... World

Personnel

Owners..... Sidney Slon, Lawrence Slon,
Stephen Velardi
General Mgr.-Program Director... Sidney Slon
Sales Manager..... Lawrence Slon
Chief Engineer..... Stephen Velardi

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.... Maine Broad. Co., Inc.

Address..... 100 Main St.
Phone Number..... 6023
Transmitter Location..... Bangor
Time on the Air..... 5:30 to 12 midnight
Transcription Service..... NBC Thesaurus
News Service..... UP
Representative.... Weed & Co., Bertha Bannan
Membership..... BMB

Personnel

President.....William H. Rines
 Station Manager.....Edward E. Guernsey
 Program Director.....Irving Hunter
 Chief Engineer.....John Wibby

W C O U

LEWISTON—EST. 1938
 MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broadcast-
 ing Co., Inc.
 Address.....223 Lisbon St.
 Phone Number.....3140
 Transmitter Location.....East Ave.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative...Forjoe & Co., Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Faust Couture
 General Manager.....John C. Libby
 Program Director.....Eugene Parker
 Chief Announcer.....John Marsh
 Musical Director.....Marion Payne Louissell
 Chief Engineer.....Donald Mason

W C S H

PORTLAND—EST. 1925
 NBC—NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Congress Square
 Hotel Co.
 Business Address.....157 High St.
 Phone Number.....2-0180
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location.....Scarboro, Me.
 Time on the Air.....5:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 News Service.....UP & AP
 Transcription Service.....MBC Thesaurus
 Representative...Weed & Co. & Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Adeline B. Rines
 Managing Director.....William H. Rines
 National Adv. Director...Rudolph O. Marcoux
 Commercial Manager.....Albert W. Smith
 Farm Editor.....Linwood Brofee
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Chief Engineer.....G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.
 Address.....645a Congress St.
 Phone Number.....2-7489
 Transmitter Location.....Riverton, Portland
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.
 Membership.....NAB

Personnel

President.....Guy P. Gannett
 Station Manager.....Creighton E. Gatchell
 Sales Manager.....Arthur K. Atherton
 Program Director.....Richard E. Bates
 Chief Announcer...Samuel G. Henderson, Jr.
 Chief Engineer.....Roger W. Hodgkins

Covering Central Maine

WCOU

of Lewiston

and its kid brother

WFAU

of Augusta

**MUTUAL
 YANKEE**

Represented Nationally by
Forjoe & Company
 New York

W P O R

PORTLAND—EST. 1946
NEW ENGLAND

AMERICAN BROADCASTING CO.

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By...Oliver Broadcasting Co.
Address.....21 Preble St.
Phone Number.....3-8111
Transmitter Location.....Baxter Blvd.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Lewis H. Avery,
Kette'I-Carter
Membership.....NAB

Personnel

Owners.....Humboldt J. Greig,
Murray Carpenter
General Manager.....Humboldt J. Greig
Station Manager.....Murray Carpenter
Sales Manager.....Keith Field
Sales Promotion Manager..Marshall Miltimore
Program Director.....Gordon Lewis
Publicity Director.....Marshall Miltimore
Chief Engineer.....Roger Perry

W M T W

PORTLAND—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Yankee Network, Inc.
Address.....Falmouth Hotel
Transmitter Location.....Falmouth Hotel
Time on the Air.....Full time license
Representative.....Edward Petry & Co.

Personnel

Chairman of the Board.....John Shepard, III
Station Supervisor.....Charles W. Curtin

W A G M

KBS

PRESQUE ISLE—EST. 1931

Frequency: 1450 Kc. Power: 100 Watts (CP-250)
Owned-Operated By.....Aroostook Broadcast-
ing Corporation
Address.....180 State St., W.
Phone Number.....3821
Transmitter Location...U.S. 1, 4 miles N. of
Presque Isle
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, M. M. Cole,
SESAC
Representative.....Cox & Tanz
Membership.....NAB, BMB

Personnel

President-Owner or
Chief Executive.....Harry E. Umphrey
General Manager.....H. D. Glidden
Sales Promotion Mgr.....J. A. Flesay
Program Director.....Ted Coffin
Production Manager.....Art Vaughn
Publicity Director.....J. B. Dillon
Chief Announcer.....Ted Coffin
Musical Director.....Clayton Smith
Chief Engineer.....L. E. Hughes
Record MC.....Clayton Smith

W T V L

WATERVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Kennebec Broad. Co.
Address.....36 Silver St.
Phone Number.....370
Transmitter Location.....Benton Ave.,
Winslow, Me.
Time on the Air.....6:30 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Standard
Representative.....Kettell-Carter, Inc.;
Radio Advertising Co.
Membership.....NAB

Personnel

President-General Mgr....Carleton D. Brown
Commercial Representative..E. William Hucke
Sales Promotion Manager...Chester I. Munson
Program Director.....Warren M. Greenwood
Chief Engineer.....Donald H. Sutherland

For the best
in Broadway and
Hollywood news . . .

AP



Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

WBAL

*Means Business
in Baltimore*



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles...manufacturing...everything is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MARYLAND

Estimated Population 2,200,458—Radio Homes 547,344
Stations in State 12

WANN

ANNAPOLIS—EST. 1946

Frequency: 1190 Kc. Power: 1000 w. d. on'y
Owned-Operated By: Annapolis Broad. Co.
Address: P.O. Box 749
Phone Number: Annapolis 2500
Studio Address: Church Circle & School St.
Transmitter Location: Bay Ridge Road
(awaiting FCC approval)
Time on the Air: Daytime only
News Service: AP
Membership: NAB

Personnel

President-General Mgr.: Morris H. Blum
Chief Engineer: Benjamin Wolfe

(CALL LETTERS TO BE ASSIGNED) ANNAPOLIS*

Frequency: 810 Kc. Power: 250 Watts
Permittee: Chesapeake Radio Corp.

*C.P. Application

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: Lexington Bldg.
Phone Number: Lexington 4900
Transmitter Location: Winans Rd.
Randallstown, Md.
Time on the Air: 19¼ hours daily,
17 hours Sunday
News Service: INS; UP & AP
Transcription Service: World Broadcasting
System
Representative: Edward Petry & Co.
Membership: NAB, BMB

Personnel

President: Charles B. McCabe
General Manager: Harold C. Burke
Station Manager: Harold C. Burke
Sales Manager: Kenneth L. Carter
Sales Service Director: John A. Toppin
Program Director: Don DeGroot
Production Manager: Edward H. Harvey
Publicity Director: John A. Toppin
Musical Director: Joseph C. Miller
Chief Engineer: Richard D. Duncan

WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental
Radio Company
Address: 811 West Lanvale St.
Phone Number: Madison 7220-1-2-3-4
Transmitter Location: Park Heights Ave.
News Service: INS, AP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Company
Membership: NAB, BMB

Personnel

President: Lewis M. Milbourne
Vice-Pres.-General Mgr.: L. Waters Milbourne
Asst. Mgr. in charge of Sales
and Promotion: Leslie H. Peard, Jr.
Program Director: Gordon A. Scheihing
Publicity Director: Leslie H. Peard, Jr.
Chief Engineer: Martin L. Jones
Record MC: George L. Filing

WCBM

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcast-
ing Corporation
Address: Community House
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring
Lane
Time on the Air: 6:30 a.m. to midnight
News Service: INS, UP
Transcription Service: Lang-Worth,
Associated, BMI, McGregor
Representative: Free & Peters, Inc.
Membership: NAB, BMB

Personnel

President: John Elmer
General Manager: George H. Roeder
Sales Manager: John Elmer
Program Director: Charles A. Roeder
Publicity Director: Lou Corbin
Public Service Director: Newell A. Warner
Chief Engineer: G. Porter Houston
Record MC: Thom Severin

• • • MARYLAND • • •

W F B R

BALTIMORE—EST. 1922
AMERICAN BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By Baltimore Radio Show, Inc.

Business Address 10 East North Ave.
Phone Number Mulberry 1300
Studio Address Radio Center
Transmitter Location Waterview Ave.
Time on the Air 6 a.m. to 1 a.m.
News Service AP, UP.
Transcription Service World
Representative John Blair & Co.
Membership NAB, BMB

Personnel

President Robert S. Maslin
Exec. Vice-President Hops H. Barroll, Jr.
Director of National Sales Wm. S. Pirie, Jr.
Director of Local Sales Wm. R. Dohard
Sales Promotion Mgr. Guy G. Griffen
Program Director Bert Hanauer
Production Manager Henry Hickman
Publicity Director Robert S. Maslin, Jr.
Chief Announcer Henry Hickman
Musical Director Joseph Imbrogulio
Chief Engineer William Q. Ranft

W I T H

BALTIMORE—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Maryland Broad. Co.
Address 7 E. Lexington St.
Phone Number Lexington 7808
Transmitter Location 1230 Curtain St.
Time on the Air 24 hours a day
News Service AP, Transradio
Transcription Service Lang-Worth;
Standard Radio, Cole

Representative Headley-Reed Company
Membership NAB, BMB

Personnel

President Thomas Garland Tinsley, Jr.
General Manager Thomas Garland Tinsley, Jr.
Station Manager Helen Powers
Sales Manager Robert C. Embry
Sales Promotion Manager Robert C. Embry
Program Director Wallace W. Ashley
Publicity Director Mae Hughes
Chief Announcer Alston Stevens
Musical Director Wallace W. Ashley
Chief Engineer James S. Duff

See Page 435

WTBO

your

Tri-STATE

Voice



NBC

Affiliation

Cumberland, Maryland

WTBO

CUMBERLAND—EST. 1928

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Cumberland
 Broadcasting Co.
 Operated By.....Aurelia S. Becker,
 Charles Z. Haskett
 Address.....31 Frederick St.
 Phone Number.....Cumberland 298 and 299
 Transmitter Location.....Reservoir Ave.
 Time on the Air.....7 a.m. to 12 midnight;
 Sundays: 8 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....World Broadcasting
 System
 Membership.....NAB, BMB

Personnel

President.....Aurelia S. Becker
 Station Manager.....Aurelia S. Becker
 Chief Engineer.....David Jefferies

WFMD

FREDERICK—EST. 1935

**COLUMBIA BROADCASTING SYSTEM
 MARYLAND COVERAGE NETWORK**

Frequency: 930 Kc.....Power: 500 Watts
 Owned-Operated By.....Monocacy Broadcast-
 ing Company
 Business Address.....Winchester Hall
 Phone Number.....Frederick 1626
 Studio Addresses.....Winchester Hall,
 Transmitter Location.....Butterfly Lane, nr.
 Frederick
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays: 7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

President.....Laurence Leonard
 General Manager.....William E. Hardy
 Program Director.....Evelyn Leonard
 Production Manager.....Bill Sell
 Publicity Director.....William E. Hardy
 Musical Director.....Bill Cook
 Chief Engineer.....James W. Robertson
 Record MC.....Roger Carroll

WJEJ

HAGERSTOWN—EST. 1932

**MUTUAL BROADCASTING SYSTEM
 MARYLAND COVERAGE NETWORK**

Frequency: 1240 Kc.....Power: 450 Watts

Owned-Operated By.....Hagerstown Broad-
 casting Co.

Address.....Franklin Court
 Phone Numbers.....2322-23-24
 Transmitter Location.....Carroll Heights
 Time on the Air.....6:30 a.m. to 12 midnight
 Transcription Service..Associated, Lang-Worth
 News Service.....AP
 Transcription Service..Associated, Lang-Worth
 Membership.....NAB, BMB

Personnel

General Manager.....Grover C. Crilley
 Sales Manager.....William H. Paulsgrove
 Sales Promotion Manager..Wm. H. Paulsgrove
 Program Director.....Amos L. Harper
 Publicity Director.....Pat Crilley
 Record MC.....Will Groff

WBOC

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Peninsula
 Broadcasting Co.
 Address.....Radio Park
 Phone Number.....Salisbury 2480-2481
 Transmitter Location..1 mile north of Salisbury
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
 8:25 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

General Manager.....Charles J. Truitt
 Program Director.....Gladys Stearns
 Chief Engineer.....Peter A. Alfonsi

WGAY

SILVER SPRING—EST. 1946

Frequency: 1050 Kc.....Power: 1000 w. d. only
 Owned-Operated By.....Tri-Suburban
 Broadcasting Corp.

Address.....Silver Spring, Md.
 Phone Number.....SHepherd 1050
 Transmitter Location.....Kemp Mill Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....World, Lang-Worth,
 SESAC
 Membership.....NAB

Personnel

President-Owner.....John W. Kluge
 Secretary-Treasurer.....Joseph L. Brechner
 Station Manager.....Joseph L. Brechner
 Sales Manager.....John W. Kluge
 Program Director.....Don Bell
 Chief Engineer.....Charles E. Chrismon



This little budget went
to WORL. Boston

MASSACHUSETTS

Estimated Population 4,501,555—Radio Homes 1,168,280
Stations in State 27

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc.....Power: 50000 (WBZ),
1000 (WBZA)

Owned and Operated By.....Westinghouse
Radio Stations, Inc.

Addresses..1619 Walnut St., Philadelphia, Pa.
Phone Number.....Rittenhouse 6870 (Phila.)
Station Address.....275 Tremont St., Boston
Transmitter Locations.....Hull, Mass.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio
and NBC Thesaurus

Representative.....NBC Spot Sales
Membership.....BMB

Personnel

President.....Walter Evans
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. H. Masse
Sales Promotion Manager.....Lynn Morrow
Publicity Representative.....W. A. Davis
Chief Engineer.....W. H. Hauser

WCOP

BOSTON—EST. 1935

ABC NEW ENGLAND GROUP

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Massachusetts
Broadcasting Corp.

Address.....485 Boylston St.
Phone Number.....COPley 0123
Transmitter Location.....Lexington, Mass.
Time on the Air.....6 a.m. to 1 a.m.;
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation.....Des Moines Register
and Tribune, Minneapolis Star Journal

News Service.....INS, AP, UP
Representative.....Katz Agency, Inc.

Transcription Service.....Standard Radio
and Lang-Worth

National Sales Office.....H. T. Enns
Membership.....NAB, BMB

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Craig Lawrence
Sales.....A. N. Armstrong, Jr.
Sales Promotion.....Harry D. Goodwin

Chief Engineer

Roland C. Hale

Record M.C.....Nelson E. Braag

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

CBS NEW ENGLAND NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting
System

Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location...Mystic Valley Park-
way, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.

News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr....Harold E. Fellows
Sales Manager.....Kingsley Horton
Sales Promotion Manager...Guy Cunningham
Production Manager.....Ray Girardin
Publicity Director.....Marie Houlahan
Chief Engineer.....Harold Dorschug
Record M.C.'s.....Sherman Feller,
Evelyn Howe

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By...The Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....73 W. Squantum St.,
Quincy, Mass.

Time on the Air.....7:30 a.m. to 12 midnight
News Service.....INS

Transcription Service.....Lang-Worth, World,
Associated, SESAC

Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Acting Pres.....Alfred J. Pote
Genl. Mgr.-Sales Mgr.....William S. Pote
Program Director.....John Kiley
Chief Engineer.....John Memishian

It's an Old New

To Have Pie for Breakfast

To Be Fond of Fish



Courtesy of Vanguard Press, Publishers of
"It's An Old New England Custom"
by Edwin Valentine Mitchell.

England Custom

To Reach a Ripe Old Age

To Serve Turkey and Cranberry Sauce

To Beat the Drum

To listen to Yankee home-town stations!

24 YANKEE "HOME-TOWN" STATIONS

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg, Mass.
WHA1	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth- Dover, N. H.
WEAN	Providence, R.I.
WSYB	Rutland, Vt.
WWSR	St. Albans, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

Plus FM Stations

WGTR	Boston
WMNE	Mt. Washington

A YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose cooperation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: Matheson Radio Co., Inc.
 Address: 6 St. James Ave.
 Phone Number: Hancock 5500
 Transmitter Location: Saugus, Mass.
 Time on the Air: 6:15 a.m. to 12:15 a.m.;
 Sunday: 8 a.m. to 12:30 a.m.
 News Service: UP and AP
 Newspaper Affiliation: Boston Herald-Traveler Corp.
 Transcription Service: World, Associated, Lang-Worth, Standard, Capitol
 Representative: John Blair & Co.

Personnel

President: Robert Choate
 General Manager: William B. McGrath

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc.
 Address: 21 Brookline Ave.
 Phone Number: COMMONwealth 0800
 Transmitter Location: Montclair, Mass.
 Time on the Air: 6 a.m. to 1 p. m.;
 Sundays, 8 a.m. to 1 a.m.
 News Service: AP, Reuters
 Transcription Service: Standard, Associated, SESAC
 Representative: Edward Petry & Co., Inc.
 Membership: NAB, BMB

Personnel

President: William O'Neil
 Gen. Mgr.-Ch. of Board: John Shepard, III
 Sta. Mgr.-Exec. V-P-Sales Mgr.: Lewis Travers
 Sales Promotion Mgr.: James S. Powers
 Program Director: George Steffy
 Publicity Director: Phyllis Doherty
 Musical Director: Robert Norris
 Chief Engineer: Irving T. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Service Organization, Inc.
 Address: 216 Tremont St.
 Phone: Liberty 4540

Transmitter Location: Needham, Mass.
 Time on the Air: 6:30 a.m. to Sunset
 News Service: AP and UP
 Representative: Forjoe & Co.

Personnel

Chief Executive: Harold A. LaFount
 General Manager: George Lasker
 Program Director: Robert N. Perry
 Chief Engineer: John Parker

W A C E

CHICOPEE—EST. 1946

Frequency: 730 Kc. Power: 1000 w. d. only
 Owned-Operated By: The Regional Broadcasting Co.
 Address: Chicopee St.
 Transmitter Location: Chicopee St.
 Time on the Air: Local sunrise to local sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 Membership: NAB

Personnel

President: David Hayes
 General Manager: John S. Lloyd
 Sales Manager: David Hayes
 Program Director: Terry Colwell
 Production Manager: Terry Colwell
 Chief Engineer: Ralph Robinson
 Record M.C.: Lee Smith

W S A R

FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: The Fall River Broadcasting Co., Inc.
 Address: Academy Bldg.
 Phone Number: 7-9477-8
 (Transmitter)
 Transmitter Location: So. Somerset, Mass.
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Newspaper Affiliation: Fall River Herald News
 Transcription Service: Lang-Worth, Thesaurus
 Representative: Lang. Headley Reed Co., Bertha Bannon
 Membership: NAB, BMB

Personnel

President-Gen. Mgr.: Melvin Lahr
 Sales Manager: John Harrington
 Sales Promotion Manager: John Crowley
 Program Director: Angus Bailey
 Publicity Director: John Crowley
 Chief Engineer: John Pavao
 Record M.C.: Wallace O'Hara



DIAL 850, Sir

**FOR A DIRECT WIRE
TO NEW ENGLAND!**

THAT'S

WHDH

New England's Fastest-Growing Independent Station!

Acceptance isn't easily won. That's why it's smart to direct your sales talks to New Englanders over their own INDEPENDENT station. The WHDH policy of better programming, to suit New England tastes, guarantees enthusiastic acceptance for advertisers.

WHDH
LEADS IN NEW ENGLAND
WITH

NEWS

**EVERY HOUR
ON THE HALF-HOUR**

All news periods completely written and edited by Station's independent news staff.

Special news commentary daily by Ray Kierman, one of New England's foremost news analysts.

SPORTS

BASEBALL

American League Champions
Boston Red Sox

Boston Braves

FOOTBALL

Harvard and other
college games

Boston Yanks professional
games

HOCKEY

Boston Bruins

MUSIC

"MUSIC FOR BREAKFAST"

•

"CARNIVAL OF MUSIC"

•

"BACK BAY MATINEE"

•

*Three of Boston's
Leading Participation Shows*

•



Check Now For Availability

6 ST. JAMES AVE., BOSTON, MASS.

5000 WATTS . . . 850 ON THE DIAL

Represented by Jahn Blair & Company

WEIM
FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Mitchell G. Meyers,
 Ruben E. Aronheim, Milton H. Meyers
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 Main Street
 Phone Numbers.....Fitchburg 1600-1
 Transmitter Location.....Summer St.
 Time on the Air.....6:45 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB, BMB

Personnel

Operating Partner.....Milton H. Meyers
 Gen. Mgr.-Station Mgr.-
 Sales Manager.....Earle G. Clement
 Program Dir.-Chief Announcer...Dick Tucker
 Chief Engineer.....Ted Kalin
 Record M.C.'s.....Dick Tucker, Ed Johnson

WHOB

GARDNER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Gardner
 Broadcasting Co.
 AddressColonial Hotel
 Phone Number.....Gardner 1490
 Transmitter Location...1 mile from center of
 town on Green St.
 Time on the Air.....7 a.m. to 11:30 p.m.;
 Sunday; 8 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service..NBC Thesaurus, SESAC
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

President.....David M. Richman
 General Manager.....J. Gordon Keyworth
 Sales Promotion Manager...Henry E. Gendron
 Program Director.....Robert E. Fuller
 Commercial Rep.....Henry E. Gendron
 Chief Engineer.....James Drake
 News Editor.....Hugh McCoy

WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John W. Haigis
 Address354 Main St.
 Phone Number.....4301
 Transmitter Location.....Woodard Rd.

Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....John W. Haigis
 Gen. Mgr.-Station Mgr.....James L. Spates
 Sales Mgr.- Sales Promotion
 Manager.....Horace W. Nichols
 Program Director.....John W. Haigis, Jr.
 Publicity Director.....Graydon Spragg
 Musical Director.....Fred Grebe
 Chief Engineer.....Lee Wheeler

WHAV

HAVERTHILL—EST. 1946

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

Personnel

General Manager.....John T. Russ
 Commercial Manager.....James Dunbar
 Program Manager.....L. Taylor
 Chief Engineer.....Herbert W. Brown

WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ...Hampden-Hampshire
 Corporation

Address.....180 High St.
 Phone Numbers.....8238, 8239
 Studio Addresses.....180 High St., Holyoke;
 Canal St., South Hadley Falls; Nonotuck
 Bldg., Northampton
 Transmitter Location. South Hadley Falls, Mass.
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....The Holyoke-
 Transcript, The Hampshire Gazette
 News Service.....UP
 Transcription Service.....World, Associated
 Membership.....NAB, BMB

Personnel

President.....William Dwight
 General Manager.....Charles N. De Rose
 Sales Manager.....Patrick J. Montague
 Program Dir.-Publicity Dir.....Jay Heitin
 Chief Engineer.....Thomas Humphrey

W L A W

LAWRENCE—EST. 1937
ABC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers
Company
Address.....278 Esscx Street
Phone Number.....Lawrence 4107
Studio Address.....278 Essex St., Lawrence;
Fairburn Bldg., Lowell
Transmitter Location.....River Road,
Andover, Mass.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....Eagle-Tribune
News Service.....UP
Transcription Service..Standard Radio & World
Representative.....Weed & Company
Membership.....NAB, BMB

Personnel

Pres. & Treas.....Irving E. Rogers
Gen. Mgr.-Station Mgr.....Harold B. Morrill
Sales Manager.....David M. Kimel
Sales Promotioin Mgr.....Fred A. Sullivan
Program Director.....James T. Mahoney
Chief Engineer.....George W. Hinckley
Record M.C.....Robert S. Moore

W L L H

LOWELL-LAWRENCE—EST. 1934
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ..Merrimac Broadcasting
Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715;
Lawrence 2-2148
Transmitter Location: 39 Kearney Square,
Lowell; Cregg Building, Lawrence
Time on the Air....6:30 a.m. to 12 midnight
News ServiceAP
Transcription Service: Associated Music Pub-
lishers
Representative.....Edward Petry & Co., Inc.
MembershipBMB

Personnel

President.....A. S. Moffat
Vice-PresidentGerald Harrison
Station Manager.....Dana W. Fitzgerald
Sales Manager.....Haskell Bloomberg
Program Director.....Tom Clayton
Production Manager.....Dana W. Fitzgerald
Chief Engineer.....Anthony G. Michaels

**With 50,000 watts
NEW ENGLAND'S
Best Radio Buy!**

Tagged to serve a Buying Market.
With a jump from 5000 to 50,000 watts, WLAW gives you the vital New England market with millions of listeners. It's the logical choice to strengthen your sales record. Let us send you coverage facts.

W L A W

LAWRENCE, MASS.

ON 680 KILOCYCLES

Represented Nationally by WEED & CO.

447



WNBH

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Bristol Broadcasting
 Co., Inc.
 Business Address.....588 Pleasant
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air.....7 a.m. to 11:15 p.m.
 Newspaper Affiliation.....New Bedford
 Standard Times
 News Service.....AP
 Transcription Service.....World
 Representative.....William G. Rambeau,
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

President.....Basil Brewer
 General Manager.....James M. Patt
 Station Manager.....James M. Patt
 Sales Manager.....Theo. M. Healy
 Program Director.....Thos. J. Wertenbaker, Jr.
 Chief Engineer.....Arthur Deters
 Record M.C.....James Lanagan

WBRK

PITTSFIELD—EST. 1938

MUTUAL—YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Monroe B. England
 Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Owner.....Leon Podolsky
 President-Station Manager.....Monroe B. England
 General Manager.....John Parsons
 Commercial Manager.....Robert H. Burbank
 Program Director.....John Lotas
 Chief Engineer.....Leonard Lavendol

WESX

SALEM—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....49-53 Washington St.
 Phone Number.....Salem 5670

Transmitter Location.Nagus Head, Marblehead
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....World, Lang-Worth,
 Thesaurus
 Representative.....Bertha Bannon

Personnel

President.....Charles W. Phelan
 Gen. Mgr.-Station Mgr.....Edmund L. Phelan
 Sales Manager.....Robert Taylor
 Sales Promotion Manager.....John Shaw
 Production Manager.....William Hubbard
 Publicity Director.....Edward Meaney
 Musical Director.....Leonard Powers
 Chief Engineer.....Richard I. Hammond

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Address.....Hotel Charles
 Phone Number.....7-1414
 Transmitter Location.....Pyncheon Park
 Time on the Air.....6:30 a.m. to midnight;
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President.....A. S. Moffat
 Gen. Mgr.-Station Mgr.....Robert Donahue
 Sales Manager.....Robert M. Feldman
 Sales Promotion Mgr.-
 Program Director.....Turner Cook
 Chief Engineer.....Earle Hewinson
 Record M.C.....Paul Monson

WSPR

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc. Power: 1000 Watts, Day;
 500 Night
 Owned-Operated By.....WSPR, Inc.
 Address.....63 Chestnut Street
 Phone Number.....Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air.....7 a.m. to 12:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representatives: Geo. P. Hollingsbery & Co.;
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr. Quincy A. Brackett
 Vice-Pres.-Station Mgr. Milton W. Stoughton
 Sales Manager. William H. Burleigh
 Promotion Manager. Howard S. Keefe
 Program Director. Wayne H. Latham
 Chief Engineer. Lawrence A. Reilly
 Record M.C.'s. Charles F. A. Page,
 Edward V. Peck

W O C B

WEST YARMOUTH —EST. 1944

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.
 Owned-Operated By
 Bristol Broadcasting Co., Inc.
 Business Address. South Sea Ave.,
 West Yarmouth, Mass.
 Phone Number. Hyannis 502
 Transmitter Location. South Sea Ave.,
 West Yarmouth, Mass.
 Representatives. Wm. G. Rambeau Co.

Personnel

Manager Don Sellers
 Chief Engineer. Everett Parker

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By. The Yankee Network,
 Inc.
 Address. 34 Mechanic St.
 Phone Number. 2-5611
 Transmitter Location. Holden,
 Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight
 News Service AP & INS
 Transcription Service. Associated Music
 Publishers and Standard
 Representative. Edward Petry & Co., Inc.

Personnel

President. William F. O'Neil
 Chairman of the Board and
 General Manager. John Shepard, 3rd
 Sales Manager. Linus Travers
 Station Manager. H. William Koster
 Sales Promotion Manager. Arthur Lathrop
 Chief Engineer Joseph Grahn

W O R C

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By. Alfred F. Kleindienst
 Address. 65 Elm Street
 Phone Number. 5-3101
 Transmitter Location. Auburn, Mass.
 Time on the Air. 7 a.m. to 12 midnight;
 News Service. INS
 Transcription Service Lang-Worth
 Representative. Weed & Co.

Personnel

Owner-Operator. Alfred F. Kleindienst
 Managing Director. Mildred P. Staton
 Musical Director. Maurice Diamond

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By. WTAG, Inc.
 Address. 18 Franklin St.
 Phone Number. 5-4321
 Transmitter Location. Holden, Mass.
 Time on the Air. 6 a.m. to 12:05 a. m.;
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service. AP, Reuters
 Transcription Service WBS-AMP
 Representative. Paul H. Raymer Co.

Personnel

Executive Vice-President. E. E. Hill
 General Manager. Robert W. Booth
 Chief Engineer. Elliot A. Browning

W N E B

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. New England
 Broadcasting Co.
 Address Park Building
 Phone Number 6-4672
 Time on the Air. Unlimited License
 News Service UP
 Transcription Service. NBC Thesaurus, Capitol
 Representative. Adam Young, Jr., Inc.
 (for Boston, Kettel-Carter)

Personnel

General Manager. John J. Hurley
 Business Manager. Paul C. Lytle
 Technical Supervisor. Kenneth B. Murray
 Commercial Manager. Leslie F. Smith
 Chief Engineer. Vernon P. Wilson



Showmanship... the first prerequisite of successful public contact—including broadcasting—is constantly evident in the skilled programming and exploitation of WWJ features. This combination of science and artistry has won outstanding audience loyalty for WWJ during the past 26 years . . . maintaining the leadership expected from the *first radio station in the nation!* A pioneer always, WWJ will be on the air this winter with television through its sister station, WWDT. Obviously advertisers can anticipate—and are assured—impressive results from sales messages which capitalize on WWJ's penetration of *America's 4th market!*



NEC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — First in Detroit

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

Estimated Population 5,927,582—Radio Homes 1,577,008
Stations in State 42

W A B J

ADRIAN—EST. 1946

Frequency: 1500 Kc.... Power: 250 w. d. only
Owned-Operated By... The Adrian Broad. Co.
Address..... 111 E. Maumee St.
Phone Number..... 1599
Transmitter Location..... 2982 Treat Rd.
Time on the Air.. Local sunrise to local sunset
News Service..... UP
Transcription Service..... Thesaurus

Personnel

Chief Executives..... Gail D. Griner,
Alden M. Cooper
General Managers..... Gail D. Griner,
Program Director..... Alden M. Cooper
Chief Engineer..... Gail D. Griner

Address..... 106 E. Liberty Bldg.
Phone Number..... 2-5517
Studio Address..... Hutzel Bldg., Ann Arbor;
Unity Bldg., Ypsilanti
Transmitter Location..... 1795 Maple Rd.
Time on the Air.. Local sunrise to local sunset
News Service..... AP
Transcription Service..... Standard, World
Representative..... Burn-Smith Co.
Membership..... NAB, BMB

Personnel

Exec. Vice-President..... Edward F. Baughn
General Manager..... Edward F. Baughn
Sales Manager..... Amherst H. Turner
Chief Engineer..... George D. Stearns
Record MC..... Bill Mazer

W A T Z

ALPENA—EST. 1946

MUTUAL—WOLVERINE—PAUL BUNYAN
KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By... Midwestern Broad. Co.
Address..... Alpena
Phone Number..... Alpena 1049
Studio Address..... Michigan 32 West
Transmitter Location..... Alpena Township
Time on the Air..... 7 a.m. to 11 p.m.
News Service..... AP
Representative..... Hal Holman Co.

Personnel

President and Gen. Manager... Les Biederman
Station Manager..... Drew McClay

W E L L

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Federated Publi-
cations, Inc.
Address..... Michigan National Bank Bldg.
Phone Numbers..... 5655; 7166
Transmitter Location..... Michigan National
Bank Bldg.
Time on the Air..... Unlimited license
News Service..... AP
Newspaper Affiliation..... Enquirer & News
Transcription Service... Lang-Worth, Standard
Representative..... Burn-Smith Company, Inc.
Membership..... NAB, BMB

Personnel

President..... A. L. Miller
General Manager..... Dan E. Jayne
Sales Manager..... E. P. Mills, Jr.
Musical Director..... Bruce O'Leary
Chief Engineer..... Earl J. Stone

W P N A *

ALPENA

Frequency: 1340 Kc..... Power: 250 Watts
Permittee..... Alpena Broadcasting Corp.

*C.P.

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc.... Power: 250 w. d. only
Owned-Operated By
Washtenaw Broadcasting Co., Inc.

W B C M

BAY CITY—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc..... Power: 1000 d.;
500 n.
Owned-Operated By... Bay Broadcasting Co.,
Inc.
Address..... Wenonah Hotel

Phone Numbers.....Bay City 7551-7552
 Transmitter LocationTuscola Road,
 Hampton Township
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service.....Lang-Worth, World
 RepresentativeGeorge P. Hollingbery
 MembershipBMB

Personnel

Representative.....George P. Hollingbery Co.
 President.....Harley D. Peet
 General Manager.....H. A. Giesel
 Sales-Commercial Mgr.....H. A. Giesel
 Program Director.....Ralph H. Carpenter
 Publicity Director.....Frank E. Catto
 Musical Director.....Lionel H. DeRemer
 Chief Engineer.....Ralph H. Carpenter

W H F B

**BENTON HARBOR—ST. JOSEPH
 EST. 1946**

Frequency: 1060 Kc.....Power: 1000 w. d. only
 Owned-Operated By...Palladium Publishing Co.
 Address.....65 Wall St.
 Phone Number.....Benton Harbor 8141
 Transmitter Location.....Fairplane Ave.
 Time on the Air.....Limited
 Newspaper Affiliation...The News-Palladium
 (Benton Harbor) The Herald Press (St. Joseph)
 News ServiceAP
 MembershipNAB

Personnel

President-OwnerStanley R. Banyon
 General Manager.....Jacob P. Scherer

W A T T

**CADILLAC—EST. 1945
 MUTUAL—WOLVERINE—KBS—
 PAUL BUNYAN**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByMidwestern
 Broadcasting Co.
 Business Address.....P. O. Box 219
 Phone Number.....Cadillac 1270
 Studio Address.....U. S. 131 South
 Transmitter Location....Clam Lake Township
 Time on Air7 a.m. to 11 p.m.
 News ServiceAP
 RepresentativeHal Holman Co.
 Membership.....NAB, BMB

Personnel

President-General Manager...Les Biederman
 Station Manager.....Richard H. Wolgast

W H D F

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Upper Michigan Broad-
 casting Co.
 Business Address.....Community Bldg.,
 Houghton, Mich.
 Phone Number.....Houghton 1
 Studio Address.....515 Scott St.
 Transmitter Location....Laurium, Michigan
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation...Daily Mining Gazette
 Transcription ServiceWorld
 News ServiceAP
 Representative.....Sears & Ayer
 Membership.....NAB, BMB

Personnel

Exec. Vice-President.....John W. Rice
 Station Manager.....Albert W. Payne
 Program Director.....Earl Norden
 Chief Engineer.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...James F. Hopkins, Inc.
 Address.....6559 Hamilton Avenue
 Phone Number.....Trinity 2-2000
 Transmitter Location....15555 Woodrow Wil-
 son Avenue
 Time on the Air.....24 hours a day
 News ServiceAP
 Transcription Service.....Thesaurus;
 World and Standard
 Representatives.....Forjoe & Company,
 Hal Holman

Personnel

President-Station Manager...James F. Hopkins
 Commercial Manager.....George Millar
 Program Director.....Sybil Krieghoir
 Promotion Manager.....N. W. Hopkins
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. . Booth Radio Stations, Inc.
 Address. 600 Buhl Bldg.
 Phone Numbers. . Cadillac 7600, Randolph 0220
 Transmitter Locations. Boulevard Bldg.
 Time on the Air. 24 hours
 News Service. **AP**
 Transcription Service. World
 Representative. Burn-Smith Co.

Personnel

President. John Lord Booth
 General Manager. John Lord Booth
 Station Manager. Hugh M. Gray
 Sales Manager. Eric V. Hay
 Sales Promotion Manager. Eric V. Hay
 Program Director. Herbert Mertz
 Production Manager. Viola Smith
 Publicity Director. Henry LoPrete
 Chief Announcer. George Kendall
 Musical Director. Herbert Mertz
 Chief Engineer. Edward H. Clark
 Record MC. Mel Jerome

**For the best
 in human interest
 news**

AP

CLINCH *your coverage
 of the vital*

**DETROIT
 MARKET**

with **W J B K**

250 Watts . . . 24 Hours a Day

**it takes
more
than
a**

**SHARP
PENCIL**

to make a LOW RATE

IT TAKES COVERAGE! On, and bounded by Lake Erie, Lake Huron and the Detroit River, CKLW beams its 5,000 watt clear channel signal via the water route to a 10,000,000 population area with a buying power second to none in America. This power, plus our middle-of-the-dial frequency—800 kc.—coupled with the lowest rate of any major station in this market, makes CKLW your No. 1 buy!

in the DETROIT-WINDSOR area, it's

5,000 WATTS
DAY & NIGHT
at 800 KC.

CKLW

MUTUAL
and CBC
SYSTEM

*Adam J. Young, Jr., New York Rep. • H. M. Stovin, Toronto Rep.
J. E. Campeau, Vice-Pres. and General Manager*

CKLW

DETROIT-WINDSOR—EST. 1932

MUTUAL (U.S.A.)
CBC (CANADA)

Frequency: 800 Kc. Power: 5000 Watts
Owned By... Western Ontario Broad. Co., Ltd.
Operated By... Western Ontario Broadcasting
Co., Ltd., Windsor; Essex Broadcasters, Inc.,
Detroit

Addresses... Guaranty Trust Bldg., Windsor;
Union Guardian Bldg., Detroit, Mich.

Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)

Transmitter Location... Highway 3—6 miles from
Windsor in Essex County

Time on the Air... 5:30 a.m. to 4 p.m.
News Service... UP, PN, BUP

Transcription Service... World Broadcasting
System; United T. S.; Standard

Representative... H. N. Stovin & Co. (Canada);
Adam J. Young, Inc. (U.S.A.)

Membership... NAB, BMB

Personnel

President... Malcolm G. Campbell
Vice-Pres. and General Mgr... J. E. Campeau
Station Manager... W. J. Carter
Sales-Commercial Mgr... Richard E. Jones
Sales Promotion-Merchandising
Manager... Barbara MacFarland
Program Director... S. Campbell Ritchie
Production Manager... S. Campbell Ritchie
Publicity Director... F. Darling
Musical Director... Gord. Fleming
Chief Engineer... W. J. Carter
Record MC... Larry Gentile

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc. Power: 50000 Watts
Owned-Operated By... WJR, The Goodwill
Station, Inc.

Address... 2109 Fisher Building

Phone Number... Madison 4440

Transmitter Location... Route 2, Wyandotte,
Mich.

Time on the Air... 5 a.m. to 1 a.m., daily;
Sundays, 8 a.m. to 1 a.m.

News Service... AP, INS & UP

Transcription Service... World Broadcasting
System, Standard Radio, Lang-Worth, NBC
Thesaurus

Representative... Edward Petry & Co., Inc.
Membership... NAB

Personnel

President... George A. Richards
Asst. to Pres... Harry Wismer
General Manager... Owen F. Uridge
Sales Manager... Charles G. Burke

Sales Promotion Manager... Robert F. Anthony
Program Director... Worth Kramer
Production Manager... Norman L. White
Publicity Director... Robert F. Anthony
Chief Engineer... George F. Leydorf
Record MC's... Ross Mulholland, Toby David

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Evening News Association

Business Address... 630 W. Lafayette Ave.
Phone Number... RAndolph 2000

Transmitter Location: 12700 W. 8 Mile Road,
Oak Park, Detroit, Michigan

Time on the Air... 5:30 A.M.-2 A.M.

Newspaper Affiliation... The Detroit News
News Service... UP, AP

Transcription Services... Standard
Representative... George P. Hollingbery Co.
Membership... NAB, BMB

Personnel

President... W. E. Scripps
General Manager... Harry Bannister
Station Manager... Edwin Wheeler
Gen. Sales Manager... Harry Betteridge
Gen. Program Manager... Melvin Wissman
Promotion Manager... Jane Albert
Publicity Director... Lanny Pittman
Musical Director... Mischa Kotler
Chief Engineer... E. J. Love
Record MC... Walter Bashan

(See Page 450)

WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By... The American Broad. Co.

Business Address... 1700 Stroh Building

Phone Number... Cherry 8321

Studio Address... 8415 East Jefferson Ave.
Transmitter Location... Joy Rd. and Greenfield

Time on the Air... 6:30 a.m. to 1 a.m.
News Service... UP and INS

Transcription Service... Lang-Worth, Standard
Membership... BMB

Personnel

General Manager... James G. Riddell
Station Manager... Jack McCarthy
Sales Manager... Harold Christian
Sales Promotion Mgr... Wm. J. Hendricks, Jr.
Program Director... Jack McCarthy
Production Manager... John Pival
Chief Engineer... Charles Kotcher
Record MC... Eddie Chase, Hugh Holder

W K A R *

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
 Owned-Operated By...Michigan State College
 Address.....Campus, East Lansing
 Phone Number.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location..... Campus
 Time on the Air.....Full Daytime
 News Service.....AP
 Transcription Service.....Thesaurus

Personnel

General Mgr.-Station Mgr...Robert J. Coleman
 Program Supervisor.....Lawrence Frymire
 Production Manager.....J. Kenneth Richards
 Publicity Director.....Tom Waber
 Chief Engineer.....Norris E. Grover

**Non-Commercial Station*

W D B C

ESCANABA—EST. 1941

MUTUAL—KBS—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number 787
 Transmitter Location....First and Ludington
 Time on the Air.....Full Daytime
 News ServiceUP

Personnel

General Manager.....Gordon H. Brozek

W B B C

FLINT—EST. 1946

MUTUAL

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Booth Radio Stations, Inc.
 Address.....600 Bihl Bldg., Detroit, Mich.
 Phone Number.....Randolph 0220
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....World

Personnel

President-General Mgr.....John L. Booth
 Commercial Mgr.-Sales Mgr.....Eric V. Hay
 Production Manager.....Hugh M. Gray
 Chief Engineer.....Edward H. Clark

W F D F

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Flint Broadcasting Co.
 Address.....Mott Bldg.
 Business Office Studios..Mott Bldg., Flint, Mich.
 Phone Number2-7158
 Transmitter Location.....E. Bristol Road
 Time on the Air.....6 a.m. to midnight daily;
 Sundays: 8 a.m. to midnight

News ServiceAP
 Transcription Service.....Lang-Worth,
 Standard, Thesaurus, Capitol
 Representative.....Burn-Smith, Inc.
 Membership.....NAB, BMB

Personnel

President.....Howard M. Loeb
 General Mgr.-Station Mgr...Howard M. Loeb
 Sales Manager.....Fred S. Loeb
 Sales Promotion Mgr.....Jon R. McKinley
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopl
 Publicity Director.....H. M. Loeb
 Chief Announcer.....Marvin Levey
 Musical Director.....William Gaylor
 Chief Engineer.....Frank D. Fallain
 Record MC.....Bill Magner

W M R P

FLINT EST. 1946

Frequency: 1510 Kc....Power: 250 w. d. only
 Owned-Operated By.....Methodist Radio
 Parish, Inc.
 Address.....573 Mary St.
 Phone Number3-5112
 Transmitter Location.....3217 Lapeer Rd.
 Time on the Air.....Limited
 News Service.....UP
 Transcription Service.....Standard, Capitol

Personnel

Pres.-Owner-Chief Exec.....Daniel M. Robins
 General Mgr.-Station Mgr...William H. Morlord
 Sales-Commercial Mgr.....John Koss
 Program Director.....Cedric Harger
 Production Manager.....R. Mark Ferris
 Chief Engineer.....Homer Blumerich

W T C B

FLINT—EST. 1947

NATIONAL BROADCASTING CO.

Frequency: 600 Kc.....Power: 1000 Watts
 Licensee.....Central Broadcasting Corp.

WJEF

GRAND RAPIDS—EST. 1945
CBS

Frequency: 1233 Kc.....Power: 250 Watts
Owned-Operated By...Fetzer Broadcasting Co.
Business Address.....P. O. Box 52
Phone Number.....6-8512
Studio Address.....Pantlind Hotel
Transmitter Location.....Pantlind Hotel
Time on the Air.....6:45 a.m. to 12:05 a.m.
News ServiceAP
Transcription ServiceAssociated
Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
General Manager.....Edward H. Bronson
Sales Manager.....John W. O'Harrow
Chief Engineer.....Carl E. Lee

WLA V

GRAND RAPIDS—EST. 1940
ABC—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St.,
N.E.
Phone Number6-5461
Transmitter Location...6 Fountain St., N.E.
Time on the Air.....6:45 a.m. to midnight
News ServiceUP
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.
MembershipBMB

Personnel

Owner.....Leonard A. Versluis
Station Manager.....Hy M. Steed
Sales-Commercial Mgr.....Hy M. Steed
Program Director.....Evelyn Moxon
Chief Engineer.....Lee G. Stevens
Record MC.....John C. Marshall

WOOD

GRAND RAPIDS—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broad-
casting Corporation
Address.....14th Floor Grand Rapids National
Bank Building
Phone Number.....9-4211
Transmitter Location.....633 - 60th St.

Time on the Air.....17½ hours daily
News Service.....UP
Transcription Service.....Lang-Worth, World,
SECAC
Representative.....Paul H. Raymer Co.
MembershipBMB

Personnel

General Mgr.-Sales Mgr....Stanley W. Barnett
Merchandising Manager....Paul F. Eichhorn
Program Director.....Sandy Meek
Production Manager.....Bob Smith
Publicity Director.....Lenore Little
Chief Engineer.....Fred W. Russell

WIKB

IRON MOUNTAIN—EST. 1946
MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan
Wisconsin Broadcasting Co., Inc.
Address.....Dickinson Hotel
Transmitter Location.....West "C" St.
Time on the Air.....6:30 a.m. to 11 p.m.;
Sunday: 7:30 a.m. to 11 p.m.
News ServiceUP
Transcription Service.....World
RepresentativeThe Walker Co.
Membership.....NB, BMB

Personnel

PresidentWilliam L. Johnson
General Mgr.-Station Mgr....J. W. Huss
Sales Mgr.-Sales Promotion Mgr...J. A. Marta
Program Director.....Herb Michael
Production Manager.....Don Ethier
Publicity Director.....J. A. Marta
Chief Announcer.....Don Ethier
Chief Engineer.....Eugene Kaari

WJMS

IRONWOOD—EST. 1931
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wiscon-
sin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Numbers.....20 & 21
Transmitter Location.....Cloverdale Dr.
Time on the Air....6:30 a.m. to 11 p.m. daily;
Sunday: 7:30 a.m. to 11 p.m.
News ServiceUP
Transcription ServiceWorld
Representative.....The Walker Co.
Membership.....NAB, BMB

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



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

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

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

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

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

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

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

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

Personnel

President.....William L. Johnson
 General Mgr.-Station Mgr.....J. W. Huss
 Sales Manager.....J. A. Marta
 Sales Promotion Manager.....J. A. Marta
 Program Director.....Herb Michael
 Production Manager.....Don Hoover
 Publicity Director.....J. A. Marta
 Chief Announcer.....Don Hoover
 Musical Director.....Laura Johnson
 Chief Engineer.....Arne Dahlbacka

W I B M

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByWIBM, Inc.
 AddressHotel Hayes
 Phone Number6121
 Transmitter Location.....Hotel Hayes
 News ServiceAP
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 Representative.....Forjoe & Company

Personnel

President Herman Radner
 V.-P. & General Manager.....Roy Radner
 Station-Commercial Manager...William Cizek
 Sales Promotion Mgr.....Warren Augustine
 Record M. C.....Jack Underwood
 Chief Engineer.....C. W. Wirtanen

W K Z O

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Broad. Co.
 Business Address.....Burdick Hotel
 Phone Number3-1223
 Transmitter Location.....Parchment, Michigan
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service.....World, Standard
 Representative.....Lewis H. Avery, Inc.
 Membership.....NAB, BMB

Personnel

Managing Director.....John E. Fetzer
 Sales Manager.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Production Manager.....Harold Fitzgerald
 Publicity Director.....Leonard Colby
 Chief Announcer.....Marion Stutes
 Chief Engineer.....Carl E. Lee
 Record MC.....Harold Fitzgerald

W J I M

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WJIM, Inc.
 Address15th Floor, Bank of Lansing,
 Bldg.
 Phone Number.....2-1333-45
 Transmitter Location...Bank of Lansing Bldg.
 Time on the Air.....6 a.m. to midnight
 News ServiceUP
 Transcription Service.....Standard, World
 Representative.....Broadcast Sales Co.
 MembershipNAB

Personnel

Pres.-Gen. Mgr.-Station Mgr..Harold F. Gross
 Program Director.....Howard K. Finch
 Publicity Director.....Robert F. Innes
 Musical Director.....William Boyd
 Chief Engineer.....N. Stanley Poynt
 Record MC.....Warren Anderson

W M P C*

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Liberty Street
 Gospel Church
 Address803 Liberty St.
 Phone Numbers.....455-J; 455-M
 Transmitter Location.....803 Liberty St.
 Time on the Air.....Specified Hours

Personnel

President-Station
 Manager.....Frank S. Hemingway

**Non-Commercial Station*

W K L A

LUDINGTON—EST. 1944

MUTUAL—KEYSTONE—WOLVERINE

Frequency 1450.....Power 250 Watts
 Owned & Operated By..Ludington Broadcast-
 ing Co.
 AddressStearns Bldg.
 Phone842
 Transmitter Location.....E. Ludington Ave.
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription ServiceKeystone
 Representatives ...Joseph Hershey McGillvra
 MembershipNAB

Personnel

Partners . . . K. L. Ashbacker, Grant F. Ashbacker
 General Manager Karl L. Ashbacker
 Sales Promotion Manager Peter A. Mars
 Chief Engineer N. Hale Blakely
 Sports Announcer and Special Events
 Joseph Michaels

W D M J

MARQUETTE—EST. 1931
MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address 146 W. Washington
 Phone Number 616
 Transmitter Location 146 W. Washington
 Time on the Air Unlimited license
 Newspaper Affiliation Daily Mining Journal
 News Service UP
 Transcription Service World Broadcasting

Personnel

General Manager Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1934
MUTUAL—WOLVERINE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Ashbacker Radio
 Corp.
 Business Address 432 Apple Ave.
 Phone Number 26-051
 Studio Address 432 Apple Ave.
 Transmitter Location Forest & Crescent Sts.
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGilvra
 Membership NAB

Personnel

President-Owner Grant F. Ashbacker
 General Manager Leonard A. Anderson
 Sales Manager Fred W. Wagenvoord
 Program Director Howard Hoffman
 Publicity Director Fred W. Wagenvoord
 Chief Engineer Stephen Garcia

W M U S

MUSKEGON—EST. 1946

Frequency: 1090 Kc. Power: 1000 w. d. only
 Owned-Operated By Greater Muskegon
 Broadcasters, Inc.
 Address 1769 Peck St.
 Phone Number 25-414
 Transmitter Location Giles Rd.

Time on the Air Daytime
 News Service AP
 Transcription Service NBC Thesaurus,
 Associated
 Representative Howard H. Wilson Co.
 Membership NAB

Personnel

President-Gen. Manager William C. Wester
 Sales Promotion Mgr. Clinton W. Raymond
 Program Director John Marshall
 Production Manager Clinton W. Raymond
 Chief Announcer Ed Kihn
 Musical Director Charles Bird
 Chief Engineer N. L. Kessler

W M B N

PETOSKEY—EST. 1946

MUTUAL—WOLVERINE—PAUL EUNYAN
 Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Broad. Co.
 Address Anderson Bldg., Traverse
 City, Mich.
 Phone Number Traverse City 1150
 Studio Address U.S. 131 South
 Transmitter Location Bear Creek Township
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Representative Hal Holman Co.

Personnel

President-General Mgr. Les Biederman
 Station Manager R. E. Detwiler

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc. Power: 1000 Watts
 Owned-Operated By Pontiac Broadcasting
 Company
 Address 6th Floor Riker Building
 Phone Number Pontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Pontiac, Michigan
 Time on the Air: Local sunrise to local sunset
 News Service INS and AP
 Transcription Service Standard
 Representatives John E. Pearson Co.
 Membership BMB

Personnel

President and General
 Manager H. Y. Levinson

W H L S

PORT HURON—EST. 1938
MUTUAL BROADCASTING SYSTEM
WOLVERINE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Fort Huron Broadcasting
 Co.
 Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Time on the Air.....7 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Gene Grant & Co.

Personnel

President-Station Manager..Harmon L. Stevens
 Sales-Commercial Manager...Robert L. Mackin
 Chief Engineer.....Leslie C. Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Royal Oak Broad. Co.
 Address.....212 West Sixth Street
 Phone Numbers.....Elmhurst 6523-4,
 Royal Oak 0315
 Transmitter Location.....2201 Woodward
 Heights B'vd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News Service.....INS, AP
 Membership.....NAB

Personnel

President.....George B. Hartrick
 Station Mgr.-Sales Mgr.....Ellis C. Thompson
 Program Director.....Kirk Knight
 Chief Annuncer.....Gordon Sparks
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Address.....610 Eddy Bldg.
 Phone Number.....2-5109
 Transmitter Location.....Bay & Weiss Sts.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service...Standard Radio, World
 Representative.....Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr....Milton L. Greenebaum
 Station and Comm. Mgr...Robert W. Phillips
 Sales Promotion Mgr.....Lee Chetek

Program Director.....Robert P. Ritter
 Publicity Director.....Lee Chetek
 Musical Director.....Fred Krell
 Chief Engineer.....Harold McCullen
 Record MC.....Fred Krell

(CALL LETTERS TO BE ASSIGNED)
SAGINAW*

Frequency: 1210 Kc.....Power: 1000 Watts
 Permittee.....Lake Huron Broadcasting Co.

*C.P.

W S O O

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc....Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.
 Address107 West Portage Avenue
 Phone Number3000
 Transmitter LocationU. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11:45 p.m.
 Newspaper AffiliationSault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service..Standard Radio, SESAC

Personnel

President and Gen. Mgr.....Stanley R. Pratt
 Sales-Commercial Manager.....R. Y. Burnett
 Chief Annuncer, Record M. C....Roy Ulbrich
 Chief Engineer.....E. Kaari

W T C M

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 Casting Company
 AddressAnderson Building
 Phone NumberTraverse City 1150
 Transmitter Location.....Elmwood Township
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Representative.....Hal Holman Co.
 Membership.....BMB

Personnel

President-General Manager...Les Biederman
 Station Manager.....R. E. Detwiler
 Program Director.....William H. Kiker
 Chief Engineer.....Drew McClay



MAIN ENTRANCE
Minneapolis-St. Paul MARKET

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

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

MINNESOTA

Estimated Population 2,726,998—Radio Homes 686,021
Stations in State 24

K A T E

ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.

DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin
Broadcasting Company

Address332 So. Broadway
Phone Number2338

Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight

News Service.....UP
Transcription Service.....SESAC

RepresentativeJohn E. Pearson Co.

Personnel

President and Station Manager...E. L. Hayek
Assistant Station Mgr....Warner C. Tidemann
Commercial Manager.....E. L. Hayek
Chief Engineer.....Lawrence Lawson

K B U N

BEEMIDJI—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Bemidji Broadcasting
Co., Inc.

Address.....419½ Beltrami Ave.
Phone Number.....10

Transmitter Location.....Midway Drive
Time on the Air.....7 a.m. to 11 p.m.

News ServiceUP
Transcription Service.....Lang-Worth

Personnel

President.....Harry F. Pihl
General Manager.....R. W. Bradford
Chief Engineer.....Dick Noble

K L I Z

BRAINERD—EST. 1946

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.

Address.....East Oak Street
Time on the Air.....Unlimited License

Representative....North Central Broad. System

Personnel

Pres. and Gen. Mgr.....E. Thomas O'Brien
Sales Manager.....Ralph Hegman, Jr.

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned By....Red River Broadcasting Co., Inc.

Operated By.....Dalton LeMasurier
Address.....218 Bradley Building

Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W.

Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to midnight

News Service.....AP
Transcription Service...Lang-Worth; Standard

RepresentativeAvery-Knodel, Inc.

Personnel

President-Gen. Manager....Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Chief Engineer.....R. A. Dettman

W E B C

DULUTH—EST. 1924

NBC-ARROWHEAD NETWORK-
NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated ByHead of The Lakes
Broadcasting Co.

Address.....WEBC Bldg.
Phone Number.....Melrose 2873

Transmitter Location.....40th and Tower,
Superior, Wisc.

Time on the Air.....Unlimited License
News ServiceUP

Transcription Service...NBC Thesaurus, World,
Cole, SESAC

RepresentativeGeorge P. Hollingbery

Personnel

Station Manager.....Walter C. Bridges
Dir. of Operations.....H. E. Westmoreland
Chief Engineer.....William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc..Power: 250 d.; 100 n.
Owned-Operated By.....Fergus Radio Corp.

AddressFergus Falls
Phone Number.....3986

Transmitter LocationFergus Falls
Time on the AirUnlimited license

News ServiceAP

Personnel

Secretary-Treasurer.....Harold L. Dell
 General Manager.....Don L. Albertson
 Chief Announcer.....Milo Henry
 Record MC.....Clarence Thielman

W M F G

HIBBING—EST. 1935

**NATIONAL BROADCASTING CO.
 ARROWHEAD**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.

AddressAndroy Hotel
 Phone Number1150
 Transmitter Location.....Androy Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....Telegram
 Newspaper Affiliation.....Superior (Wis.)
 Telegram

News ServiceUP
 Representative.....George P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....Morgan Murphy
 General Manager.....W. C. Bridges
 Station Mgr.-Sales Mgr.....H. S. Hyett
 Program Director.....Ruth E. Coe
 Publicity Director.....James McDougall
 Chief Engineer.....William Lounsbury

K Y S M

MANKATO—EST. 1938

NBC

**SOUTHERN MINNESOTA NETWORK
 NORTHWEST NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....F. B. Clements & Co.
 Address.....101 North 2nd Street
 Phone Number4673
 Transmitter Location...Belgrade Hill—North
 Mankato, Minn.

Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC, Thesaurus &
 Lang-Worth
 RepresentativeJohn E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....F. B. Clements
 General Manager.....John F. Mcagher
 Program Director.....Bob Gardner
 Production Manager.....Jerry Deane
 Publicity Director.....Del Brudelle
 Chief Engineer.....James Houts
 Record MC.....Lloyd Grant

K M H L

MARSHALL—EST. 1946

**MBS-GREAT NORTHERN BROADCASTING
 SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...KMHL Broadcasting Co.
 Address.....1 mile E. of City, Highway 19
 Transmitter Location.....1 mile E. of City,
 Highway 19
 Time on the Air.....6 a.m. to 12 mid.
 News ServiceUP
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Pres.-Owner.....Harry W. Linder
 Vice-President.....H. Willard Linder
 Manager.....Gilmore F. Frayseth
 Chief Engineer.....Corwin Ost

K U O M*

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 w. d. only
 Owned-Operated By...University of Minnesota
 Address.....Eddy Hall, Main Campus,
 University of Minn.
 Phone Number...Main 8177, Ext. 419 or 6322
 Transmitter Location.....North Cleveland
 Avenue & Roselawn, St. Paul
 Time on the Air.....10:30 a.m. to local sunset
 News ServiceAP

Personnel

Program Director.....Kenn R. Barry
 Production Manager.....Ruth Swanson
 Chief Announcer.....Robert Boyle
 Musical Director.....Paul Brissey
 Chief Engineer.....Berten Holmberg

*Non-Commercial Station

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Business Address.....625 Second Avenue So.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hamm Bldg., St. Paul 2
 Transmitter Location.....Anoka, Minn.
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Lang-Worth and
 Standard
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Station Manager.....A. E. Joscelyn
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager.....Carl Ward
 Program Director.....Eugene Wilkey
 Production Manager.....E. W. Ziebarth
 Publicity Director.....Carl Ward
 Musical Director.....Wallace Olson
 News Editor & Special Events
 Director.....S'g Mickelson
 Chief Engineer.....J. J. Belourgy

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923
 Frequency: 1130 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Twin Cities Broad-
 casting Corp.
 Address.....Nicollet Hotel
 Phone Number.....ERidgeport 2271 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location..Wayzata Pk., 5 miles W.
 of City
 Time on the Air.....6 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Lcwis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Charles T. Stuart
 Station Manager.....Melvin Drake
 Sales Promotion Mgr.....Vic Williams
 Program Director.....Ken Crane
 Publicity Director.....Craig Campbell
 Chief Engineer.....Charles Winkler

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940
MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Independent Merchants
 Broadcasting Co.
 Business Address.....1730 Hennepin Ave.
 Phone Numbers.....Atlantic 0406 (Mpls.);
 Midway 4043 (St. Paul)
 Studio Address...1730 Hennepin Ave., Mpls.
 Transmitter Location...1730 Davern, St. Paul
 Time on the Air.....24 hours daily
 News Service.....INS, UP
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

Owner & Chief Exec.....Ralph L. Atlas
 General Manager.....Norman Boggs
 Sales Manager.....Norman Boggs

Chief Annuncer.....Robert Bouchier
 Musical Director.....Verne Rooney
 Chief Engineer (Studio).....Gene Brautigam
 (Transmitter).....Wallace Miller
 Record MC.....Glen Harris

W T C N

MINNEAPOLIS—EST. 1934
ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Operated By...Minnesota Broadcasting Corp.
 Owned By.....Minnesota Tribune Co.,
 St. Paul Pioneer Press
 Address.....Wesley Temple Building
 Phone Numbers.....Main 6562; Nestor 8661
 Transmitter Location: Snelling Road E. Rose
 Township
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers & Langworth
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....B. H. Ridder
 General Manager.....F. Van Konynenburg
 Sales Manager.....Robert Ekstrum
 Sales Promotion Mgr.....Cliff J. Rian
 Program Director.....Judy Bryson
 Production Manager.....Max Karl
 Musical Director.....William E. Metchnek
 Chief Engineer.....John M. Sherman
 Record MC.....Marv Conn, Jim Boysen

K V O X

MOORHEAD—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...KVCX Broad. Co., Inc.
 Address.....Wright Bldg.
 Phone Number.....3-1523
 Transmitter Location..14th St. and 12th Ave.,
 South
 Time on the Air.....6 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....SESAC
 Representatives: North Central Broadcasting
 System
 Membership.....NAB, BMB

Personnel

President.....David C. Shepard
 General Mgr.-Station Mgr.....M. M. Marget

Sales Manager.....Arv Johnson
 Sales Promotion Mgr.....Wm. Hurley
 Program Director.....Ken Hollis
 Publicity Director.....Wm. Hurley
 Chief Announcer.....Earl Warren
 Musical Director.....Arv Johnson
 Chief Engineer.....Harry Vose
 Record MC.....Sterling Kuhlmeier

WCAL*

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By.....St. Olaf College
 Business Address.....St. Olaf College
 Phone Number.....Northfield 770
 Transmitter Location.....St. Olaf College
 Time on the Air.....Shares Time
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NAEB, BMB

Personnel

Operations Director.....Milford C. Jensen
 Promotional Director.....Martin Hegland
 Program Director.....David Johnson
 Publicity Director.....Rueben Monson
 Chief Announcer.....Bill Lundquist
 Program Asst. in Music.....Melba Sands
 Chief Engineer.....Milford C. Jensen

*Non-Commercial Station

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Minnesota
 Broadcasting Co.
 Address.....100 First Ave. Building
 Phone Number.....3924-5
 Transmitter Location.....Highway 14, 2 miles
 N. of Rochester
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President.....Mrs. G. P. Gentling
 General Manager.....Maxine Jacobs
 Sales Manager.....G. David Gentling
 Sales Promotion Mgr.....Walter Bruzek
 Chief Engineer.....Fred C. Clarke
 Record MC.....Bernard N. Lusk

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Address.....20 Sixth Ave., North St. Cloud
 Phone Number.....3330, 3331
 Studio Address.....Weber Bldg.
 Transmitter Location.....Washington Memorial
 Dr. & 16th St. on Highway 15
 Time on the Air.....6 a.m. to midnight;
 Newspaper Affiliation.....St. Cloud Daily Times
 News Service.....AP
 Transcription Service.....NBC Thesaurus, Lang-
 Worth
 Regional Sales Office.....KSTP, Radio City,
 Minneapolis
 Membership.....NAB, BMB

Personnel

President.....Fred Schilplin
 General Manager.....Frederick C. Schilplin
 Program Director.....Patricia Pattison
 Publicity Director.....Patricia Pattison
 Chief Engineer.....Robert Witschen
 Record MC.....Bob Wayne

KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
 Owned-Operated By.....KSTP, Inc.
 Address.....Hotel Saint Paul (St. Paul),
 Radio City (Minneapolis)
 Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air.....5 a.m. to 2 a.m.
 News Service.....AP, UP
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative.....Edward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....Stanley E. Hubbard
 General Manager.....Stanley E. Hubbard
 Vice-Pres. and Station Mgr.....Kenneth M. Hance
 Sales Manager.....Miller C. Robertson
 Sales Promotion Mgr.....Sam Levitan
 Production Manager.....Brooks Henderson
 Publicity Director.....Sam Levitan
 Farm Director.....Gary Wiegand
 Musical Director.....Leonard L. Leigh
 Chief Engineer.....John N. Fricker

(See Page 462)

W M I N

**ST. PAUL & MINNEAPOLIS
EST. 1936**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting
Company

Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number.....Nestor 6501
Transmitter Location...1287 St. Anthony Ave.
Time on the Air.....12:05 a.m.;
Sunday: 7:30 a.m. to 12:05 a.m.

News Service.....AP
Transcription Service.....Standard Radio
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Edward Hoffman
General Manager.....Edward Hoffman
Asst. Gen. Manager.....Frank M. Devaney
Commercial Manager.....Charles Michaud
Program Director.....Robert E. A. Lee
Musical Director.....Helene Wachter
Chief Engineer.....Warren Fritze

K T R F *

THIEF RIVER FALLS—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Henry K. Arneson
Address.....P.O. Box 191
Phone Number.....13
Transmitter Location.....Thief River Falls
Time on the Air....7 a.m. to 11 p.m. (proposed)
News Service.....UP
Transcription Service.....NBC Thesaurus
Membership.....NAB

Personnel

President-Owner.....Henry K. Arneson
General Manager.....Henry K. Arneson
Station Manager.....Wallace J. Jorgenson
Sales Manager.....Alvin Christofferson
Publicity Director.....Henry K. Arneson
Musical Director.....Richard G. Biddick

*Construction Permit

W H L B

**VIRGINIA—EST. 1936
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK**

Frequency 1400 Kc.....Power: 250 Watts
Owned By.....Morgan Murphy
Operated By...Head of the Lakes Broad. Co.
Address...Radio Station WEBC, Duluth, Minn.
Phone Number.....Melrose 2873
Studio Address.....WHLB, Virginia, Minn.;
WEBC, Duluth, Minn.

Transmitter Location.....Virginia
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation...Missabi Daily News
Transcription Service.....SESAC
National Sales Office...George P. Hollingbery
Representative.....O. H. Peterson

Personnel

Owner.....Morgan Murphy
General Manager.....Walter C. Bridges
Chief Engineer.....Conrad Gabrielson

K W L M

WILLMAR—EST. 1940

ABC

**NORTH CENTRAL BROADCASTING SYSTEM
DAIRYLAND**

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Lakeland Broadcasting Co.
Operated By.....H. W. Linder
Address.....War Memorial Auditorium
Phone Number.....1340
Studio Address.....Willmar, Montevideo,
Redwood Falls, Minn.

Transmitter Location.....Willmar
Time on the Air.....18 hours daily
News Service.....UP
Transcription Service.....M. M. Cole
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....H. W. Linder
General Manager.....H. W. Linder
Program Director.....Ralph Shepard
Chief Engineer.....Clinton W. Knapp

K W N O

WINONA—EST. 1938

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Address.....216 Center St.
Phone Number.....3314-5
Transmitter Location.....West Sarnia St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 7:30 a.m. to midnight

Newspaper.....Winona Republican Herald
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....M. H. White
Gen. Mgr.-Station Mgr.....L. L. McCurnin
Sales Promotion Mgr.....Gordon Closway
Chief Engineer.....L. L. McCurnin

MISSISSIPPI

Estimated Population 2,166,339—Radio Homes 357,566
Stations in State 24

WROX

CLARKSDALE—EST. 1943

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Clarksdale Broadcasting Co.
Operated By.....Birney Imes, Sr.
Business Address.....WROX Building
Phone Number.....1566-7
Studio Address.....WROX Building
Transmitter Location.....9/10 mile from
Clarksdale

Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....The Commercial
Dispatch

News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, BMB

Personnel

Pres.-Owner.....Birney Imes, Sr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Sales Manager.....Howard Gurney
Program Director.....Thomas Reardon
Chief Announcer.....Mel Deschene
Musical Director.....Mel Deschene
Chief Engineer.....Gartley Tavel
Record MC.....Mel Deschene

WCJU

COLUMBIA—EST. 1946

REBEL NETWORK—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broad. Co.
Address.....513 South Main St., P.O. Box 472
Phone Number.....755-6
Transmitter Location.....Highway 24 West
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....KBS
Representative.....George P. Hillingbery Co.

Personnel

President.....C. J. Wright
General Manager.....Charles J. Wright, Jr.
Commercial Manager.....Frank Hollifield
Chief Engineer.....B. B. McLemore

WCBI

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM

MID-SOUTH NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Operated By.....Birney Imes, Jr.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Address.....Gilmer Hotel; MSCW Campus
Transmitter Location.....Foot of Main St. at
Tombigbee River Bridge

Time on the Air.....Unlimited
Newspaper Affiliation.....Columbus Commercial
Dispatch

News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, BMB

Personnel

President Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sales Manager.....J. W. Eatherton
Sales Promotion Manager.....Drew Shankle
Program Director.....Charles Newman
Chief Announcer.....Jack Dix
Chief Engineer.....Holt Dyess

WCMA

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

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

Corinth Broadcasting Co., Inc.

Address.....Ray Building
Representative.....Burn-Smith

Personnel

General Manager.....Aaron B. Robinson
Commercial Manager.....Wm. Bigley
Chief Engineer.....W. M. Essary

WJPR

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Service Co., WJPR
Address.....107 So. Poplar St.
Phone Number.....1773-1
Transmitter Location.....North on Highway
No. 1

Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, NBC Thesaurus
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

General Manager... Emmet H. M-Murry, Jr.
 Station Manager..... Emmet H. McMurry, Jr.
 Sales Manager..... Frank W. Baldwin
 Sales Promotion Manager..... Ben F. Rogers
 Program Director..... Robert P. Thompson
 Production Manager..... Ben F. Rogers
 Publicity Director..... Robert P. Thompson
 Chief Announcer..... Bill McHan
 Musical Director..... Barbee Ashley
 Chief Engineer..... Percy Lee Kuhn
 Record MC..... Paul Artman

W G R M

GREENWOOD—EST. 1938

NBC—KBS

MISSISSIPPI STATE—TRIANGLE NETWORK
 Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... P. K. Ewing
 Address 222 Howard Street
 Phone Numbers 1900-1
 Transmitter Location..... 2 miles N. of City
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... AP
 Membership NAB
 Transcription Service Standard
 Representative..... Wm. G. Rambeau

Personnel

President-Owner..... P. K. Ewing
 Gen. Manager-Station Mgr..... F. C. Ewing
 Program Director..... Shelton Morgan
 Publicity Director..... Grace Harris
 Chief Announcer..... Van Power
 Musical Director..... T. D. Shanks
 Chief Engineer..... Bill Hand

W G C M

GULFPORT—EST. 1929
 AMERICAN BROADCASTING CO.

KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned and Operated By..... WGCM, Inc
 Address....Hewes-Martin Bldg., P.O. Box 1032
 Phone Number..... Gulfport 1110
 Studio Addresses.....Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location..... Arlington Heights
 Time on the Air..... 6 a.m. to 11 p.m.
 Sundays: 7:55 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service..... Standard, Keystone
 Membership..... NAB, BMB

Personnel

General Manager.....Hugh O. Jones
 Program Director-Production.....C. E. Vann
 Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926
 NATIONAL BROADCASTING CO.
 REBEL NETWORK—KBS

Frequency: 1430 Kc.....Power: 250 Watts
 Owned-Operated By.....Forrest Broadcasting
 Co.
 Address..... 302 Hemphill St., P.O. Box 312
 Phone Number.....1866-67
 Transmitter Location.....W. Seventh St. and
 25th Ave.
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... UP
 Transcription Service..... World, Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

President..... C. J. Wright
 General Mgr.-Station Mgr..... C. J. Wright
 Chief Engineer..... B. B. McLemore

W J D X

JACKSON—EST. 1929
 NATIONAL BROADCASTING CO.
 SOUTH CENTRAL QUALITY

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Lamar Life Insurance
 Company
 Address.....P.O. Box 2171
 Phone Numbers.....2-1183 (Com'l Dept.),
 2-2341 (Studios)
 Studio Address.....Heidelberg Hotel
 Transmitter Location..... U. S. Highway No. 51
 Time on the Air..... Unlimited
 News Service UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....George P. Hollingbery

Personnel

General Manager.....Wiley P. Harris
 Chief Engineer.....Percy G. Root

W J Q S *

JACKSON—EST. 1946

CBS—MISSISSIPPI BROADCASTING CO.

Frequency: 1430 Kc.....Power: 100 Watts
 Owned-Operated By.....Mississippi Broadcasting
 Co., Inc.
 Address.....Wathall Hotel
 Transmitter Location.....Pleasant Ave.
 News Service AP
 Transcription Service.....Capitol

Personnel

President & Gen. Manager.....Withers Gavin

*Construction Permit

WJXN

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated By...Ewing Broadcasting Co.
 Address.....1200 N. State St.
 Phone Number.....4-8871
 News Service.....INS
 Transcription Service.....Standard
 Representative.....William G. Rambeau Co.

Personnel

Owners.....F. C. Ewing, P. K. Ewing, Jr.
 General Manager.....Guy Corley
 Commercial Manager.....Ernest Watson
 Chief Engineer.....Murray Ellington

WSLI

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Standard Life Broad-
 casting Co.

Address.....Robert E. Lee Hotel,
 P. O. Box 1847

Phone Number.....3-2783
 Transmitter Location.....Foot of High St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....G. W. Covington
 General Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Sales Promotion Manager.....M. B. Wray
 Program Director.....E. K. Smith
 Publicity Director.....Charlie Rawls
 Chief Engineer.....C. A. Perkins

WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.

REBEL NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station, Inc.

Address.....535½ Central Ave.
 Phone Number.....288, 1575
 Transmitter Location.....Ellisville Blvd.
 Time on the Air.....6 a.m. to 11:05 p.m.;
 Sunday: 7:30 a.m. to 11:05 p.m.

News Service.....AP & UP
 Transcription Service...World, SESAC, Keystone
 Representative.....George P. Hollingsberry Co.

Personnel

President.....D. A. Matison
 General Manager.....Ward A. Coleman
 Commercial Manager.....M. M. Cover
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MUTUAL

Frequency: 190 Kc.....Power: 250 Watts
 Owned-Operated By...Scuthland Broad. Co.
 Address.....437½ N. Magnolia St.
 Phone Number.....420
 Transmitter Location.....East 19th St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB

Personnel

General Manager.....Hugh M. Smith
 Chief Engineer.....Lloyd Hilbun

WMBC

MACON—EST. 1946

MISSISSIPPI BROADCASTING CO.

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

Address.....Macon Hotel
 Transmitter Location.....Pearl St.
 News Service.....AP
 Transcription Service.....Capitol

Personnel

President-Gen. Manager.....Withers Gavin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...McComb Broadcasting
 Corp.

Business Address.....Box 111
 Phone Number.....37
 Studio Address.....WSKB Bldg.
 Transmitter Location.....Pike County
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Cox & Tanz

Personnel

General and Commercial
 Manager.....George Blumenstock
 Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

MISSISSIPPI BROADCASTING CO.

Frequency: 910 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By...Mississippi Broad-
 casting Co., Inc.

Address.....Threefoot Building
 Phone Number.....1042
 Transmitter Location...Highway No. 45 North
 Time on the Air.....6 a.m. to 12:10 a.m.

News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard, Cole

Personnel

President-Gen. Manager.....Withers Gavin
 Program Director-Musical
 DirectorMrs. Withers Gavin

W M O X

MERIDIAN—EST. 1945

KBS

Frequency: 1240kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes Jr.
 Address.....23rd & Ninth Street
 Phone Number.....495
 Transmitter Location.....1 mile out
 Time on the Air.....Full Time License
 Representative.....Scars & Ayer, Inc.

Personnel

General Manager.....Bob McRaney
 Station Manager.....Gene Tibbett

W T O K

MERIDIAN—EST. 1946

Frequency: 1453 Kc.....Power: 250 Watts
 Owned-Operated by

Meridian Broadcasting Co.

Address.....Citizens Nat'l Bank Bldg.
 Phone.....1570
 Transmitter Location...3rd Ave. and 20th St.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Langworth
 RepresentativeHeadley-Reed

Personnel

Pres. & Gen. Mgr.....Robert F. Wright
 Sales Commercial Mgr.....William B. Crooks
 Chief Engineer.....Joe Saxon

W M I S

NATCHEZ—EST. 1941

NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Natchez Broad. Co.
 Operated By.....P. K. Ewing, Jr.
 Address.....City Bank & Trust Co. Bldg.,
 407 Franklin St.

Phone Number580-1
 Transmitter Location...Highway No. 61, North
 Time on the Air.....6:55 a.m. to 11:05 a.m.
 News ServiceAP
 RepresentativeWm. G. Rambeau
 Membership.....NAB, BMB

Personnel

President.....P. K. Ewing
 General Manager.....P. K. Ewing, Jr.
 Commercial ManagerPaul Schilling
 Record MC.....Bill Slatter

W E L O

TUPELO—EST. 1944

**MUTUAL BROADCASTING SYSTEM
 MID-SOUTH—KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....The Tupelo Broad. Co.
 Operated By.....Birney Imes, Jr.
 Business Address.....WELO Bldg.
 Phone.....908 & 1242
 StudioWELO Bldg.
 Transmitter Location.....Highway 45 South
 Time on the Air.....17 hours daily
 News Service.....AP
 TranscriptionWorld
 Representatives.....Sears & Ayers
 MembershipNAB

Personnel

President.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Bob Evans
 Chief Engineer.....LeRoy Greene

W Q B C

VICKSBURG—EST. 1931

ABC—KBS

Frequency: 1420 Kc....Power: 1000 Watts d.,
 500 Watts n.

Owned-Operated By.....Delta Broadcasting
 Company, Inc.

Address.....Hotel Vicksburg
 Phone Number.....312
 Transmitter Location.....2½ miles S.E. of
 Vicksburg

Time on the Air.....7 a.m. to 11:05 p.m.
 News Service.....AP
 Newspaper Affiliation....Vicksburg Evening
 Post, Vicksburg Morning Herald
 Transcription Service.....World Broadcasting
 Representative.....Sears & Ayer, Inc.

Personnel

President.....L. P. Cashman
 General Manager.....Mary Van Cashman
 Commercial Manager.....O. W. Jones
 Chief Engineer.....C. E. Drake

W D U E *

PHILADELPHIA

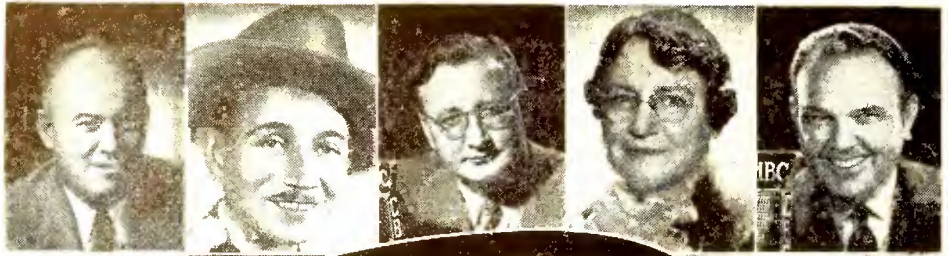
Frequency: 1490 Kc.....Power: 250 Watts
 Licensee.....Duke H. Thornton

*C.P.

**(CALL LETTERS TO BE ASSIGNED)
 YAZOO CITY***

Frequency: 1230 Kc.....Power: 250 Watts
 Permittee.....Barrier & Holmes

*C.P. (Was pending)



Many of radio's brightest stars
have had their beginning at
KMBC
OF KANSAS CITY
"the station with a network operation"
THESE AMBASSADORS HERE
of entertainment and information
are representative of KMBC's
great talent staff today which is
winning friends and influencing listeners
in the advertiser's behalf.



MISSOURI

Estimated Population 3,804,733—Radio Homes 979,536
Stations in State 26

K F U O*

CLAYTON—EST. 1924

Frequency: 850 Kc. Power: 5000 w. d. only
Owned-Operated By.....Lutheran Church
Missouri Synod

Address.....801 DeMun Ave., St. Louis, Mo.
Phone Number.....DELMar 3030-1
Transmitter Location.....Concorda Seminary
Campus

Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....World

Personnel

Director.....Rev. Herman H. Hohenstein
Production Manager-Chief
Announcer.....Rev. Elmer Knoernschild
Chief Engineer.....Albert Wiese

*Non-Commercial Station

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location...3 miles north west of
Cape Girardeau on Highway No. 61

Time on the Air.....6:30 a.m. to 10 p.m.;
Sunday: 8 a.m. to 9 p.m.

News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Oscar C. Hirsch
General Manager.....Oscar C. Hirsch
Commercial Manager.....Ralph L. Hirsch
Sales Promotion Manager....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141
Transmitter Location.....Hickman Hall,
Stephens College

Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....St. Louis Star-Times
News Service.....AP & UP
Transcription Service.....Lang-Worth
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Elzey Roberts
General Manager.....Mahion R. Aldridge, Jr.
Station Manager.....Mahion R. Aldridge, Jr.
Sales Promotion Mgr....Mahion R. Aldridge, Jr.
Program Director.....Harold Douglas
Chief Engineer.....Robert Haigh
Record MC.....Dave Allen

K H M O

HANNIBAL—EST. 1941

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By....Courier Post Publish-
ing Co.

Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....5:30 a.m. to 12 midnight;
Sundays: 6 a.m. to 12 midnight

News Service.....AP
Transcription Service.....NBC, World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

General Manager.....Wayne W. Cribb
Commercial Manager.....Wayne W. Cribb
Program Director.....U. S. Smith, Jr.
Publicity Director.....Mary Ann Mc Nerney
Chief Engineer.....Ben Parrish
Record MC.....Carl Muklo-

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Capital Broadcasting Co.
Address.....210 Monroe St.
Phone Number.....4000
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation....News-Tribune Co.



**EXPANDED COVERAGE FOR
E - X - P - A - N - D - I - N - G
MID-AMERICA**

There's no doubt about it — Mid-America is growing. You see it in the expanding industrial areas — and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc, (nearing completion), your sales messages will reach every corner of this rich and expanding market.

KCMO

Basic ABC

•

Kansas City 6, Mo.

JOHN E. PEARSON CO., National Representative

MISSOURI

News Service AP
Transcription Service Lang-Worth
Representative Sears & Ayer
Membership BMB

Personnel

President R. C. Goshorn
General Manager R. L. Rose
Station Manager Ray Manning
Commercial Manager R. L. Rose
Sales Promotion Manager Ray Manning
Program Director Paul Schrimpf
Chief Announcer Paul Schrimpf
Chief Engineer Harold White

K S W M

JOPLIN—EST. 1946
CBS

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....Air Time, Inc.
Address.....Hotel Connor
Phone Number.....7260
Transmitter Location.....1928 West 13th
Time on the Air.....6:30 a.m. to 12 mid.
News Service UP
Transcription Service..... World
Representative William G. Rambeau
Membership NAB

Personnel

President-General Mgr..... Austin A. Harrison
Commercial Manager..... Warren D. Lowry
Sales Manager..... Roger Page, Jr.
Program Director..... Roger Page, Jr.
Production Manager..... Noel Ball
Chief Engineer..... Austin A. Harrison
Record MC..... Noel Ball

W M B H

JOPLIN—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address.....Frisco Bldg., Sixth and Main Sts.
Phone Number330
Transmitter Location.....1334 Roosevelt Ave.
Time on the Air.....18 hours daily,
17 hours Sunday
Newspaper Affiliation.....Joplin Globe
Publishing Co.
News Service AP
Transcription Service...Thesaurus, Standard,
M. M. Cole
Representative Sears & Ayer
Membership NAB, BMB

Personnel

Pres. & Gen. Mgr..... D. J. Poyner
Commercial Manager..... Abe Radunsky
Sales Promotion Manager... Charles D. Blair
Program Director..... Roy Wilson
Publicity Director..... Charles D. Blair
Chief Announcer..... Charles McIntire
Musical Director..... Roy Wilson
Chief Engineer..... Richard Meek

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K C M O

KANSAS CITY—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc.....(CP-810 Kc.)
Power: 5000 d.....(CP-50,000 d.)
5000 n. (CP-10,000 n.)
Owned-Operated By:..... KCMO Broadcasting
Company
Address.....1515 Commerce Building
Phone Number..... Victor 0900
Transmitter Location...Hardesty & Washington
Sts. (CP-Nashua, Mo.)
Time on the Air.....5 a.m. to 1 a.m.;
Sunday, 7:30 a.m. to midnight
News Service..... AP, UP
Transcription Service...Lang-Worth, Standard
Representative..... John E. Pearson Co.
Membership..... NAB, BMB

Personnel

President..... T. L. Evans
General Manager..... E. K. Hartenbower
Asst. Manager..... C. E. Breazeal
Commercial Manager..... C. E. Morrill
Sales Promotion Manager..... F. C. Strawn
Program Director..... S. B. Tremble
Production Manager..... Kenneth Heady
Publicity Director..... F. C. Strawn
Chief Announcer..... Dal Stallard
Musical Director..... Gene Moore
Chief Engineer..... Karl Troeglen

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..... Midland Broad-
casting Co.

MISSOURI

Address Pickwick Hotel
 Phone Number Harrison 2650
 Transmitter Location..... 50th & Bellinder Road
 Time on the Air..... 5 a.m. to 12:05 a.m.
 Sundays: 7 a.m. to 12:05 a.m.
 News Service..... AP, UP, TP.
 Transcription Service..... World
 Representative Free & Peters, Inc.
 Membership..... NAB, BMB

Personnel

President..... Arthur B. Church
 General Manager..... Arthur B. Church
 Vice-Pres. and Managing
 Director Karl Koerper
 Vice-Pres. and Sales Director.. Sam H. Bennett
 Sales Promotion-Press Relations
 Director E. P. J. Shurick
 Program Director..... Roderick Cupp
 Production Manager..... Fran Heyser
 Director of Research... Dr. Charles Church, Jr.
 Director of Spec. Features... Gene W. Dennis
 Chief Announcer..... Lee Stewart
 Musical Director..... P. Hans Flath
 Chief Engineer..... A. R. Moler
 Studio Director..... Kenneth Krahl
 Artists Bureau..... James W. McConnell

(See Page 472)

W D A F

KANSAS CITY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Kansas City Star
 Company
 Address..... 1729 Grand Ave
 Phone Number..... Harrison 1200
 Transmitter Location..... 82nd and Mission
 Road, Johnson County, Kans.
 Time on the Air..... Unlimited
 Newspaper Affiliation... The Kansas City Star
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Edward Petry and Company

Personnel

President..... Earl McCollum
 Station Manager..... Dean Fitzer
 Program Director..... Harry J. Kaufmann
 Publicity Director..... Joe Stewart
 Chief Engineer..... Joseph Flaherty

K S D

ST. LOUIS—EST. 1922
NATIONAL BROADCASTING CO.
 Frequency: 550 Kc..... Power: 5000 d., 1000 n.

Owned-Operated By... The Pulitzer Publishing
 Company
 Address..... 12th & Olive Sts.
 Phone Number..... Main 1111
 Transmitter Location..... 12th and Olive Sts.
 Time on the Air..... 5:30 a.m. to 1 a.m.;
 Sundays: 7 a.m. to 1 a.m.
 Newspaper Affiliation..... St. Louis Post-
 Dispatch
 News Service AP
 Transcription Service..... NBC Thesaurus,
 Long-Worth
 Representative..... Free & Peters, Inc.
 Membership..... NAB, BMB

Personnel

President..... Joseph Pulitzer
 General Manager..... George M. Burbach
 Commercial Manager..... Edward W. Hamlin

(See Page 264)

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc..... Power: 5000 d., 1000 n.
 (CP 5000)
 Owned-Operated By..... Thomas Patrick, Inc.
 Address... Hotel Chase, Lindell & Kingshighway
 Phone Number..... Rosedale 3210
 Transmitter Location..... B'way & Logan St.
 Time on the Air..... 6 a.m. to midnight;
 Sunday, 7 a.m. to 12:15 a.m.
 News Service..... AP & UP
 Transcription Service..... World Broadcasting
 System
 Representative..... Paul H. Raymer Company
 Membership..... NAB, BMB

Personnel

President-Owner..... Robert T. Convey
 General Manager..... Robert T. Convey
 Station Director &
 Vice-President..... Ray E. Dady
 Commercial Manager &
 Vice-President..... V. E. Carmichael
 Sales Promotion..... T. E. Richter
 Program Director..... Russell C. Kaiser
 Production Manager..... John Traxler
 Publicity Director..... T. E. Richter
 Chief Engineer..... N. J. Zehr
 Record MC's..... Gil Newsome, Ed Wilson

K X O K

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc..... Power: 5000 Watts
 Owned-Operated By..... Star-Times Pub. Co.

MISSOURI

Address.....12th and Delmar Bvds.
Phone Number.....CHestnut 3700
Transmitter Location.....Eagle Park, Ill.;
P.O. Box, Madison, Ill.
Time on the Air.....5:30 a.m. to 1 a.m. daily;
Sunday: 6 a.m. to 1 a.m.
Newspaper Affiliation....St. Louis Star-Times
News Service.....AP, INS, UP, Reuters
Transcription Service.....Associated Music
Publishers; Standard Radio
Representative.....John Blair & Company
Membership.....NAB, BMB

Personnel

President-Owner.....Elzey Roberts
General Mgr.-Station Mgr.....C. L. Thomas
Commercial Manager.....V. N. Springgate
Sales Promotion Mgr.....Foster H. Brown
Program Director.....Elmer Muschany
Production Manager.....Robert Holt
Publicity Director.....Ralph J. Gentles
Musical Director.....Emmett Schuster
Chief Engineer.....Arthur Rekart
Record MC.....Rush Hughes

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc....Power: 1000 w. d. only
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Numbers.....FRanklin 5665-6-7
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....6 a.m. to local sunset
News Service.....INS
Transcription Service.....Standard Radio,
Lang-Worth; World
Representative.....John E. Pearson

Personnel

President.....Rev. Patrick J. Holloran, S. J.
General Manager.....Nicholas Pagliara
Sales Manager.....Leonard Frankei
Program Director.....Don Lochner
Production Manager.....Syi Binkin
Publicity Director.....Clifford Lanctot
Chief Announcer.....O. J. McQuigg
Musical Director.....Ralph Stein
Chief Engineer....Brother George Rueppel, S.J.

WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Missouri Broadcasting
Corp.
Address...Melbourne Hotel, 3601 Lindell Blvd.
Phone Number.....Jefferson 8403

Transmitter Location.....Melbourne Hotel,
3601 Lindell Blvd.
Time on the Air.....7 a.m. to 11 p.m.;
Saturdays: 7 a.m. to 2:30 a.m.; Sundays:
8 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio,
Lang-Worth, MacGregor
Representative.....William G. Rambeau Co.
Membership.....NAB

Personnel

President.....L. A. Benson
Vice-Pres.-Gen. Mgr.....C. W. Benson
Commercial Manager.....Kenneth M. Parke
Sales Promotion Manager..Robert L. Brockman
Chief Engineer.....Edward Goodberlet
Membership.....NAB, BMB

Personnel

President.....Earl McCoillum
Station Manager.....Dean Fitzner
Chief Engineer.....Joseph A. Flaherty

WHB

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr., Inc.

Personnel

President and Commercial
Manager.....Donald Dwight Davis
General Manager.....John T. Schilling

KWOC

POPLAR BLUFF—EST. 1938

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McCarthy-Tedrick-
Wolpers
Address.....1801 North Main St.
Phone Number.....1310
Transmitter Location.....1801 North Main St.
Time on the Air.....7 a.m. to 10 p.m.;
Sundays: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....O. A. Tedrick
 General Manager.....Wm. R. Tedrick
 Sales-Production Mgr.....Byron Kearnby, Jr.
 Merchandising Manager..Thomas E. Hunnicutt
 Program Director.....James L. Haworth, Jr.
 Publicity Director.....Thomas E. Hunnicutt
 Chief Announcer.....Lionel D. Speidel
 Musical Director.....James L. Haworth, Jr.
 Chief Engineer.....Don M. Lidenton
 Record MC.....Thomas E. Hunnicutt

K F E Q

ST. JOSEPH—EST. 1924

ABC—MUTUAL

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....KFEQ Building
 8th & Frederick Ave.
 Phone Number.....4-0813
 Transmitter Location.....Highway 7L
 Time on the Air..5:45 a.m. to midnight daily; 7
 a.m. to midnight, Sunday
 Newspaper Affiliation.....The News Corp.
 News Service.....UP
 Transcription Service.....NBC Thesaurus.
 Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....BMB

Personnel

President.....Barton Pitts
 General Manager.....Barton Pitts
 Station Manager.....Barton Pitts
 Sales-Commercial Manager..Glen G. Griswood
 Sales Promotion Manager....J. Ted Branson
 Program Director.....H. H. Packard
 Production Manager.....Rollin Mabie
 Publicity Director.....J. Ted Branson
 Chief Announcer.....Dee D. Denver, Jr.
 Musical Director.....Constance Savage
 Record MC.....E. Carlton Schirmer
 Chief Eginer.....J. Wesley Kock

K R E S

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Missouri Valley
 Broadcasting, Inc.
 Address.....113 So. 7th St., Commerce
 Loan Co. Bldg.

Phone Number.....46346
 Transmitter Location.....Highway 59
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Paul E. Roscoe
 Traffic Manager.....Dorha Killgore
 Commercial Manager.....J. J. Fitzgerald
 Sales Promotion Manager.....Paul E. Roscoe
 Program Director.....Edward A. Moore
 Production Manager.....Hank Henry
 Chief Announcer.....Joe Killgore
 Musical Director.....Minor Clites
 Chief Engineer.....Charles Wiesemann
 Record MC.....Hank Henry

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Address.....401 South Twelfth Blvd.
 Phone Number.....Central 8240
 Transmitter Location....12 miles northeast of
 St. Louis
 Time on the Air.....5 a.m. to 1:30 a.m.;
 Sundays: 6 a.m. to 1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Owner.....Columbia Broad. System, Inc.
 General Manager.....Wendell B. Campbell
 Sales Manager.....Carter Ringlep
 Sales Promotion Mgr.....C. W. Doebler
 Program Director.....Jack Sexton
 Production Manager.....Blaine Cornwell
 Publicity Director.....Robert Hennessy
 Musical Director.....Seth Greiner
 Chief Engineer.....Louis Mc C. Young

K D R O

SEDALIA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

. . . MISSOURI . . .

Owned-Operated By.....Milton J. Hinlein
 Address.....Broadway at State Fair Blvd.
 Phone Numbers.....4004, 4005
 Transmitter Location.....Broadway at State
 Fair Blvd.
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....Milton J. Hinlein
 General Mgr.-Station Mgr....Herbert Brandes
 Commercial Manager.....William W. Davis
 Sales Promotion Mgr.....Milton Hinlein
 Program Director.....Maxine Fisher
 Chief Engineers..Wayne Pash, Herbert Young

K G B X

SPRINGFIELD—EST. 1926
 NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By..Springfield Broadcasting
 Co.
 Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....Bolivar Road
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingsberry Co.
 Membership.....NAB

Personnel

President.....Tams Bixby, Jr.
 General Manager.....J. Gordon Wardell
 Commercial Manager.....J. Gordon Wardell
 Sales Promotion Manager.....Vern Williams
 Program Director.....Carl Fox
 Production Manager.....Wilma McCollum
 Publicity Director.....Dudley Morris
 Chief Announcer.....Dudley Morris
 Chief Engineer.....E. Dennis White
 Record MC.....Ralph Reynolds

K T T S

SPRINGFIELD—EST. 1941
 COLUMBIA
 MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Independent Broad-
 casting Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World Broadcasting
 System, MacGregor, BMI
 Representative.....Sears & Ayer, Inc.
 Membership.....BMB

Personnel

President.....J. H. G. Cooper
 General Manager.....G. Pearson Ward
 Commercial Manager.....Bob Burke
 Sales Promotion Manager..G. Pearson Ward
 Program Director.....A. W. Smith
 Musical Director.....Frank Shipe
 Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—EST. 1933
 AMERICAN BROADCASTING CO.

Frequency: 560 Kc....Power: 5000 d.: 1000 n.
 Owned-Operated By...Ozarks Broad. Co., Inc.
 Address.....508 St. Louis St.
 Phone Number.....1360
 Transmitter Location.....Scuth Fremont Rd.
 Time on the Air.....5 a.m. to midnight;
 Sunday: 6:30 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President-General Mgr.....R. D. Foster
 Asst. Manager-Station Mgr...Leslie L. Kennon
 Program Director.....William J. McCord
 Production Manager.....William L. Ring
 Chief Announcer.....Charles Seiford
 Musical Director.....Virgil Phillips
 Chief Engineer.....Fritz Bauer

K W P M *

WEST PLAINS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Licensee.....Robert Neathery

*Construction Permit.

MONTANA

Estimated Population 509,648—Radio Homes 131,509
Stations in State 15

KANA

ANACONDA—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Address.....P.O. Box 727
Phone Number.....136
Transmitter Location...1½ miles E. of Anaconda
Time on the Air.....7 a.m. to 12 midnight;
Sunday: 9 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....NAB

Personnel

President-Owner.....A. J. Mosby
General Manager.....Don Jones
Commercial Manager.....Robert Carroll
Program Director.....Marwood Patterson
Production Manager.....Barbara Nicholson
Chief Engineer.....Charles Currie

KBMY

BILLINGS—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Broad. Co.
Address.....Box 1101
Phone Number.....3838
Transmitter Location....1 mile W. of Billings
Time on the Air.....6 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Homer Griffith Co., Inc.
Membership.....NAB

Personnel

President.....Robert E. Mulvaney
General Manager.....Franz J. Robischon
Commercial Traffic Mgr....George C. Martin
Program Director.....Charles du Bois
Chief Announcer.....Charles du Bois
Chief Engineer.....Richard E. Kaiser

KGHL

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By.....Northwestern Auto
Supply Co., Inc.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location...6 miles west of Billings
Time on the Air.....6 a.m. to midnight;
Sundays, 7 a.m. to midnight
News Service.....UP
Transcription Service.....Standard, NBC
Thesaurus, World
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....C. O. Campbell
General Manager.....Ed Yocum
Station Manager.....M. V. Braunberger
Commercial Manager.....Ed Yocum
Sales Promotion.....June Leff
Program Director.....M. V. Braunberger
Production Manager.....E. E. Cooney
Publicity Director.....Marijean Isaac
Chief Announcer.....Harry Turner
Musical Director.....Harry Turner
Chief Engineer.....Jeff Kiichli

KRBM

BOZEMAN—EST. 1939

NBC—Z NET—PACIFIC NORTHWEST

BROADCASTERS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...KRBM Broadcasters, Inc.
Address.....103 W. Main St.
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....7:30 a.m. to 10:45 p.m.
News Service.....UP
Transcription Service...Lang-Worth, Keystone
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President-Owner.....E. B. Craney
General Mgr.-Station Mgr....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Sales Promotion Mgr.....Betty Haskell
Program Director.....Norman Penwell
Production Manager.....Gordon Linscott
Publicity Director.....J. Ray Bridges
Chief Announcer-Musical Dir...Ernest A. Neath
Chief Engineer.....Jack Provis
Record MC.....Norman Penwell

KGIR

BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z NET—PACIFIC NORTHWEST
BROADCASTERS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Address.....Box 1956
 Phone Number.....2-2344
 Transmitter Location.....Nissler, Mont.
 Time on the Air.....7 a.m. to midnight;
 Sundays: 9 a.m. to 11:15 p.m.
 C. P. McGregor, KBS, SESAC
 News Service.....UP
 Transcription Service.....Lang-Worth;
 C. P. McGregor
 Representatives.....East: Wythe Walker;
 West: Tracy Moore
 Membership.....NAB, BMB

Personnel

President.....E. B. Craney
 General Manager.....E. B. Craney
 Station Manager.....Arne E. Anzjon
 Commercial Manager.....S. J. Schile
 Sales Promotion Manager.....Jack Kennedy
 Program Director.....Mel Jass
 Publicity Director.....Jack Kennedy
 Chief Engineer.....W. J. Provis
 Record MC.....George Oechsli

KBOW*

BUTTE—EST. 1946

Frequency: 1483 Kc. Power: 250 Watts
 Owned-Operated By....Copper City Radio Co.
 Address.....Box 1932
 Time on the Air.....Unlimited

Personnel

President.....Frank Reardon

*Construction Permit

KFBB

GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By...Butrey Broadcast, Inc.
 Address....605 First National Bank Building
 Phone Number.....4377, 4378
 Transmitter Location..4½ miles west of Great
 Falls
 Time on the Air...6 a.m. to 11:30 p.m. daily;
 8 a.m. to 11:30 p.m. Sunday
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 M. M. Cole
 Representative.....Weed & Company.
 Membership.....NAB, BMB

Personnel

OwnerFred Birch
 General ManagerJ. P. Wilkins
 Station Manager.....J. P. Wilkins
 Sales Promotion Mgr.....Helen Kickbusch
 Program Director.....LeRoy Stahl
 Chief Engineer.....Wilbur L. Myhre

(CALL LETTERS TO BE ASSIGNED) GREAT FALLS*

Frequency: 1400 Kc.....Power: 250 Watts
 Permittee.....Great Falls Broadcasting Co.

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

KPFA

HELENA—EST. 1937

ABC—NBC—Z BAR NET

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..Peoples Forum of the Air
 Address.....1306 Eleventh Ave.
 Phone Number.....1240
 Transmitter Location.....Helena
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co., Pacific
 Northwest Broadcasters

Personnel

Eastern Sales Mgr.....Wythe Walker
 Western Sales Mgr.....Tracy Moore

KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc. 100 Watts
 Owned-Operated By.....Donald C. Treloar
 Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)
 Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93
 Time on the Air.....7 a.m. to 10 p.m.;
 Sunday: 9 a.m. to 7 p.m.
 News Service.....UP
 Transcription ServiceWorld
 Membership.....NAB, BMB

Personnel

President.....Donald C. Treloar
 General Manager.....Donald C. Treloar
 Station Manager.....Donald C. Treloar
 Commercial Manager.....Glenn Millhouse
 Sales Promotion Mgr.....Glenn Millhouse
 Program Director.....Maurice Driscoll
 Production Manager.....Paul Johnston

Publicity Director.....Maurice Driscoll
 Chief Engineer.....William Patterson
 Record MC.....James Robischon

KXLO

LEWISTON—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Broad. Co.
 Address.....513 Main St.
 Phone Number.....1210
 Transmitter Location...East end of Main St.
 at City limit
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation....Lewiston-Democrat-
 News
 News Service.....AP
 Transcription Service.....RCA Thesaurus

Personnel

President and Gen. Manager...George Bennett
 Station Manager.....Jack Plummer
 Chief Engineer.....G. W. Dotson

KPRK

LIVINGSTON—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Yellowstone Amuse. Co.
 Address.....Box 952
 Phone Number.....1000
 Studio Address.....E. Park St. (U.S. High-
 way No. 10)
 Transmitter Location....E. Park St. (U.S. High-
 way No. 10)
 Time on the Air.....6:30 a.m. to 10:15 p.m.
 News Service.....AP, Transradio (pending)
 Transcription Service.....Lang-Worth,
 SESAC, W. E. Long
 Membership.....NAB

Personnel

President.....Paul B. McAdam
 General Manager.....Walter R. Carle
 Commercial Manager.....Jack M. Swenson
 Program Director.....Bob Greer
 Chief Engineer.....John Boor

KRJF

MILES CITY—EST. 1941

MUTUAL—INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Star Printing Co.
 Operated By.....W. F. Flinn
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Transmitter Location.....Haynes Avenue
 Time on the Air.....Unlimited

Newspaper Affiliation...Miles City Daily Star
 News Service.....UP
 Transcription Service....World Broadcasting
 Membership.....NAB, BMB

Personnel

President.....W. F. Flinn
 General Manager.....Don Tannehill
 Sales Promotion Manager.....Norm Carson
 Program Director.....Bob Wilson
 Publicity Director.....Bob Wilson
 Chief Engineer.....I. A. Elliot
 Record MC.....Charles Scofield

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....127 E. Main St.
 Phone Number.....2155-7668
 Transmitter Location.....4 miles N.W. of
 Missoula on Highway No. 10
 Time on the Air.....6:30 a.m. to midnight;
 Sunday: 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....A. J. Mosby
 Sales Manager.....Marion E. Dixon
 Program Director.....W. C. Blanchette
 Production Manager.....Bill Strothman
 Chief Engineer.....Lawrence B. Smith
 Record MC.....Don Hopkins

KGCX

SIDNEY—EST. 1926

MUTUAL

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....109 So. Central Ave.
 Phone Number.....408
 Studio Address.....109 So. Central Ave.,
 Sidney, Mont.; Masonic Bldg., Williston, N.D.
 Transmitter Location...4½ miles No. of Sidney
 Time on the Air.....6 a.m. to 10 p.m.
 Transcription Service.....NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....E. E. Krebsbach
 General Manager.....E. E. Krebsbach
 Station Manager.....E. Clair Krebsbach
 Program Director.....G. M. King
 Chief Announcer.....G. M. King
 Chief Engineer.....Oscar H. Halvorson

NEBRASKA

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

KORN

FREMONT—EST. 1939

MUTUAL—KBS

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

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

Personnel

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

KMMJ

GRAND ISLAND—EST. 1925

ABC

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

Personnel

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

KHAS

HASTINGS—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By The Nebraska
Broadcasting Co.

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

Newspaper Affiliation Hastings Daily Tribune
News Service INS
Transcription Service World Broadcasting
System

Membership NAB, BMB

Personnel

Owner Fred A. Seaton
General Mgr.-Station Mgr. Duane L. Watts
Commercial Manager

Sales Promotion Manager Ken James
Program Director Herb Clark
Publicity Director Duane L. Watts
Chief Engineer Duane B. Allison
Record M.C.'s Jerry Granger, Eddie Meyer

KGFW

KEARNEY—EST. 1930

MUTUAL—KEYSTONE

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

Address 206 Federal Annex Bldg.
Phone Number Executive office, 23541,
Program Dept., 31551

Transmitter Location Lakeside
Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Membership NAB, BMB

Personnel

Pres.-Gen. Mgr. Lloyd C. Thomas
Station Mgr.-Commercial

Manager E. Anson Thomas
Program Director Peg Biber
Production Manager Bob Parkins
Musical Director Wayne Beavers
Chief Engineer Jack Lewis

KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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

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

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

Personnel

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

KFOR

LINCOLN—EST. 1933

AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM

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

Personnel

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

WJAG

NORFOLK—EST. 1922

NEBRASKA WIRELESS

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

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

Personnel

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

KODY

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY
 KBS

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

Personnel

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

KBON

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

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

Personnel

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

K O I L

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By...Central States Broad-
 casting Co.

Address.....Omaha National Bank Bldg.
 Phone Number.....Jackson 7626
 Transmitter Location.....South Omaha Rd.,
 Time on the Air.....6 a.m. to midnight;
 Council Bluffs, Iowa

News Service.....INS; AP
 Transcription Service.....Standard Radio,
 Associated

Representative.....Edward Petry & Co.
 MembershipNAB, BMB

Personnel

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

K O W H

OMAHA—EST. 1922

NEBRASKA NETWORK

ASSOCIATED BROADCASTING SYSTEM

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

Personnel

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

W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WOW, Inc.
 Address.....280 Insurance Building
 PhoneWebster 3400
 Transmitter Location.....56th & Kansas Sts.
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sunday: 6:30 a.m. to 1 a.m.

News Service.....UP, AP
 Transcription Service.....NBC Thesaurus;
 Standard, SESAC

Representative.....John Blair & Company
 MembershipNAB, BMB

Personnel

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

K G K Y

(CP-KOLT)

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 NEBRASKA NETWORK—KBS

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

MembershipNAB, BMB

Personnel

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

NEVADA

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

KBNE

BOULDER CITY—EST. 1946

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

Personnel

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

(CALL LETTERS TO BE ASSIGNED)
ELKO*

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

*Construction Permit

KELN*

ELY*

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By
Boulder City Broadcasting Co.
Address.....Ely, Nevada
*Construction Permit

KENO

LAS VEGAS—EST. 1940
AMERICAN BROADCASTING CO.

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

Personnel

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

KATO

RENO—EST. 1946

MUTUAL—DON LEE

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

Personnel

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

KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By...Reno Broadcasting Co.
Address.....33 Sierra St., P.O. Box 2186
Phone Number.....2-4516
Transmitter Location...Pyramid Way, 2 miles
N.E. of Reno
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service...Lang-Worth, Capitol
Representative.....Adam J. Young, Jr., Inc.

Personnel

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

KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

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

Personnel

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

NEW HAMPSHIRE

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

W M O U

BERLIN—EST. 1946

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

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

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

Personnel

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

W C N H *

CONCORD

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

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

Personnel

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

W K X L

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

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

Membership.....NAB, BMB

Personnel

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

W K N E

KEENE—EST. 1940

COLUMBIA BROADCASTING SYSTEM

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

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

Membership.....NAB, BMB

Personnel

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

W L N H

LACONIA—EST. 1922

MUTUAL—YANKEE—KBS

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

Personnel

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

W F E A

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W K B R

MANCHESTER—EST. 1946

MUTUAL—YANKEE

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

Personnel

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

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

W M U R

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

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

Personnel

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

W H E B

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

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

Personnel

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

NEW JERSEY

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

W C A P

ASBURY PARK—EST. 1926

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

Personnel

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

W B A B

ATLANTIC CITY—EST. 1941

COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....Neptune Broad-
casting Corporation
Business Address.....Steel Pier
Phone Number5-21-88-89
Transmitter Location.....Steel Pier
Time on the Air.....7 a.m. to 1 a.m.;
Sunday: 8 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative....Joseph Hershey McGillvra,
Inc.
MembershipBMB

Personnel

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

W S N J

BRIDGETON—EST. 1937

KBS

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

Personnel

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

W C A M

CAMDEN—EST. 1926

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

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

WPAT

7 Church Street, Paterson 1, N. J.

ARMORY 4-3400

PENNSYLVANIA 6-2945

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

Personnel

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

W H O M

JERSEY CITY—EST. 1930

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

Personnel

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

W A A T

NEWARK—EST. 1920

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Operated ByBremer Broad-
 casting Corporation
 Address11 Hill St., Newark
 Phone Number.....(Newark) Mitchell 2-6400;
 (New York) REctor 2-5878
 Studio Address.....Hotel Sheraton, 15 Hill St.,
 Newark
 Transmitter Location.....Kearny
 Time on the Air.....24 hours daily
 News Service.....UP & AP
 Transcription Service.....World-Associated
 Membership NAB

Personnel

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

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

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated ByMay Radio Broad-
 cast Corp.
 Address100 Shipman Street
 Phone NumberMitchel 2-7354
 Transmitter Location..... Newark
 Time on the Air.....Limited

W C T C

NEW BRUNSWICK—EST. 1946

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

Personnel

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

W P A T

PATERSON—EST. 1941

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

Personnel

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

W B R B

RED BANK—EST. 1944

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

Personnel

Sales Manager.....John C. Bird

W T N J

TRENTON—EST. 1923

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

Personnel

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

W T T M

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

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

Personnel

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

W W B Z

VINELAND—EST. 1946

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

Personnel

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

W A W Z*

ZAREPHATH—EST. 1931

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

Personnel

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

* Non-Commercial Station.

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

AP

NEW MEXICO

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

K G G M

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

K O A T

ALBUQUERQUE—EST. 1946

ABC—ZIA NETWORK

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

Personnel

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

K O B

ALBUQUERQUE—EST. 1921

NATIONAL BROADCASTING CO.

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

Personnel

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

K Q E A *

ALBUQUERQUE

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

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

K S V P

ARTESIA—EST. 1946

NEW MEXICO AAAA—BAR NETWORK

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

Personnel

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

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

K A V E

CARLSBAD—EST. 1936
 CBS—SOUTHWEST—KBS

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

Personnel

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

K I C A

CLOVIS—EST. 1933
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

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

Personnel

Chief Executive.....Hugh DeWitt Landis

K G A K

GALLUP—EST. 1946
 RIO GRANDE BROADCASTING CO.

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

Personnel

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

K W E W

HOBBS—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

K C H S

HOT SPRINGS—EST. 1946
 KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

K F U N

LAS VEGAS—EST. 1941
 ABC—ZIA NETWORK

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

Personnel

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

KRTN *

RATON—EST. 1946

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

Personnel

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

*Construction Permit

KGFL

ROSWELL—EST. 1927

MUTUAL BROADCASTING SYSTEM

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

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

Personnel

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

KSNM *

SANTA FE

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

*C.P.

KTRC

SANTA FE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....New Mexico
 Publishing Co.
 Address.....208 E. Marcy St.
 Phone Number.....286-7
 Time on the Air.....6 a.m. to 12 m'dnight;
 Newspaper Affiliation..Sante Fe New Mexican
 News Service.....UP
 Transcription Service....Lang-Werth, Capitol
 Representative.....Hcmer Griffith Co.

Personnel

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

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

KVSF

SANTA FE—EST. 1939

CBS

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

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

Personnel

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

KSIL

SILVER CITY—EST. 1946

CBS—SOUTHWEST

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

Personnel

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

KTNM

TUCUMCARI—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Tucumcari Broadcasting
 Co.
 Address.....Tucumcari
 Phone Number.....100
 Transmitter Location.....Highway 66
 Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Service....Standard Radio, Cole
 News Service.....INS
 Representative.....Thomas F. Clark

Personnel

President.....Hoyt Houck

we're sorry,*

But it's so . . .

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

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

WOR outranks any other N. Y. station

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

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

WOR outranks any other N. Y. station

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

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

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

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

Mutual

NEW YORK

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

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.

Address..... Radio Centre
Phone Number4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.

Address Radio Centre
Phone Number.....4-4194
Transmitter Location.....Central Avenue
Time on the Air.....6:45 a.m. to 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP
Transcription Service.....Standard
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.

Address.....Metcalf Building, 141 Genesee St.
Phone Number433
Transmitter Location.....Corner York and
Division Streets

Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-
Advertiser

News Service AP
Transcription Service Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

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

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

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

Address90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter LocationCreek Road
Time on the Air.....6:30 a.m. to 11:15 p.m.
News ServiceAP
Transcription Service.....NBC Thesaurus
MembershipNAB, BMB

Personnel

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

W I N R

BINGHAMTON—EST. 1946

NBC

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

Southern Tier Radio Service, Inc.
AddressCourt House Square
Phone Number4-4318
Transmitter Location.Cleveland & Stokes Ave.
Time on the Air.....6 a.m. to 1 p.m.
News ServiceAP
RepresentativeHeadley-Reed Co.

Personnel

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

WBYN

lots of

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

WBYN

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

W N B F

BINGHAMTON—EST. 1927
COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W B B R*

BROOKLYN—EST. 1934

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

Personnel

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

W B Y N

BROOKLYN—EST. 1941

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

Personnel

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

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

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

Personnel

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

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

AP

W B N Y

BUFFALO—EST. 1935

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

Personnel

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

W E B R

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

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

Personnel

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

News Comes First

AT

W B N Y

★

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

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

In Buffalo

WEBR
is a habit!

1340 KC

Photo by Baxtresser

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

WEED & CO. — National Representatives