

General-Station Manager.....John Alexander
 Local Sales Manager.....Joe di Natale
 Sales Promotion Manager.....Jerry Wing
 Program Director.....Ed Launer
 Chief Engineer.....Jay Blakesley
 Farm Editor.....Ed Launer

K B O N
OMAHA—EST. 1942
 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcstg. Co.
 Business-Studio Address.....676 Saunders-
 Kennedy Bldg.

Phone Number.....JACKSON 8282
 Transmitter Location.....36th & Wright Sts.
 Air Time.....6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 Vice President, General Mgr.....Paul R. Fry
 Station Manager, Program Director, Production
 Manager.....Richard E. Welna
 Commercial Manager.....Ernest S. Priesman
 Sales Promotion Manager, Publicity
 Director.....Joe Baker
 Chief Engineer.....Percy R. Zeigler

K F A B
OMAHA—EST. 1924
 CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KFAB Bcstg. Co.
 Business Address.....620 Farnam Bldg.
 Phone Number.....JA 3420
 Studio Address.....Omaha & Lincoln, Nebr.
 Transmitter Location.....Omaha, Nebr.
 Air Time.....20 hrs. weekdays; 18 hrs. Sun.
 News Service.....AP, UP
 Transcription Service.....Standard, SESAC
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Fred S. Sidles
 Chairman of Board.....Joe W. Seacrest
 General-Station-Commercial

Manager.....Harry Burke
 Program Director, Production
 Manager.....L. A. Miller
 Publicity.....Harold E. Roll; W. P. Dietz
 Musical Director.....Alene McKinney
 Chief Engineer.....Mark Bullock
 Farm Editor.....W. E. Macdonald

K O I L
OMAHA—EST. 1925
 ABC—NEBRASKA NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned By.....Stuart Investment Co.
 Operated By.....Central States Bcstg. Co.
 Business-Studio Address.....Omaha National
 Bank Bldg.

Phone Number.....JACKSON 7626
 Transmitter Location.....Box 479, Council
 Bluffs, Iowa
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS
 Transcription Service.....Capitol, Standard
 Membership.....NAB
 President-Owner.....Charles T. Stuart
 General-Station Mgr.....William J. Newens
 Sales Manager.....Forrest Blair
 Asst. Mgr., Program Dir., Production
 Manager.....Virgil Sharpe
 Music Librarian.....Barbara Rose
 Chief Engineer.....Charles W. Winkler

K O W H
OMAHA—EST. 1922

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business-Studio Address.....World-Herald Bldg.,
 15th & Farnam, Omaha, Neb.

Phone Number.....Atlantic 2228
 Transmitter Location.....60th & Girard
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Standard, World,
 Associated
 Representative.....George P. Hollingbery
 President.....Henry Doorly
 General-Station-Commercial
 Manager.....B. C. Corrigan
 Musical Director.....Walter Scott
 Chief Engineer.....Frank E. Shopen
 Farm Editor.....Adam Reinemund

W O W
OMAHA—EST. 1923
 NBC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....WOW, Inc.
 Business-Studio Address.....280 Insurance Bldg.
 Phone Number.....Webster 3400
 Transmitter Location.....5500 Kansas Ave.,
 Omaha

Air Time.....5:30 a.m.-1 a.m.; 6:30 a.m.-1 a.m.,
 Sun.
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus,
 SESAC, Associated

Representative.....John Blair
 Membership.....NAB, BMB
 President, General Mgr.....John J. Gillin, Jr.
 Sales Promotion Manager.....Bill Wiseman
 Program Director.....Lyle DeMoss
 Production Manager.....Ray Olson
 Publicity Director.....Harold Storm
 Chief Announcer.....Merrill Workhoven
 Musical Director.....Morton Wells
 Chief Engineer.....William J. Kotera
 Farm Editor.....Mal Hansen

KNEB (CP)
SCOTTSBLUFF

Frequency: 970 Kc. Power: 500 Watts d.
Owned-Operated By: Platte Valley Bcstg. Corp.
Business Address: 1913 Broadway

KOLT
SCOTTSBLUFF—EST. 1930
CBS—KBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Hilliard Co.
Business-Studio Address: 1517½ Broadway

Phone Number: 856
Transmitter Location: West 20th St.
Air Time: 6 a.m.—12 M.
News Service: UP
Transcription Service: Standard
Representative: Hal Holman
Membership: NAB, BMB
President, General Station
Manager: L. L. Hilliard
Commercial Manager: Roy Cummings
Program Director: Bill Walter
Chief Announcer: Tony Kehl
Chief Engineer: Harland Morrison
Farm Editor: Bill Brennan

NEVADA

*Estimated Population 140,000—% Increase +27.0—Homes 36,532
Farms with Radios 2,673—Stations in State 14*

KBNE
BOULDER CITY—EST. 1946
MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Boulder City Bcstg. Co.
Business Address: P. O. Box "E"
Phone Number: 247
President: Edward J. Jansen
Station-Commercial Mgr.: Truman B. Hinkle
Sales Promotion Manager: Charlotte Brader
Chief Engineer: Roy Rockstrom

KVNC (CP)
CARSON CITY

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ralph Margali
Business Address: Box 298, Reno, Nev.

KERS (CP)
ELKO

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.

KELN
ELY
KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Boulder City Bcstg. Co.

KNEV (CP)
FALLON

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Voice of Fallon
Partners: Chet L. Gonce, Ralph Morgali

KENO
LAS VEGAS—EST. 1940
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Nevada Bcstg. Co.
Operated By: Maxwell Kelch
Business-Studio Address: P. O. Box 1310
Phone Number: 1400
Air Time: 19 hrs. daily
News Service: INS
Transcription Service: Thesaurus
Representative: Homer Griffith
President, General Station
Manager: Maxwell Kelch
Commercial Manager: Paul R. Gang
Program Director: L. A. Newsome, Jr.
Chief Engineer: Harold H. Haas

KLAS

LAS VEGAS—EST. 1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Las Vegas Bcstrs., Inc.
Business Address: Las Vegas, Nev.
President: C. L. McCarthy

KRAM (CP)
LAS VEGAS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By: Boulder City Bcstg. Co.

CALL LETTERS TO BE ASSIGNED (CP)
LAS VEGAS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: San Joaquin Bcstrs.
Business Address: Las Vegas, Nev.
Partners: R. K. Wittenberg, R. L. Stoddard

KATO

RENO—EST. 1946
MBS—DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sierra Bcstg. Co.
Business Address: Box 2231
Phone Number: 2-4501
Studio Address: Elks Bldg.
Transmitter Location: 6th & Cassinelli Rd.
Air Time: 7 a.m.-12 M.
Transcription Service: Standard
Representative: W. S. Grant
Membership: NAB
President, Chief Engineer: R. K. Wittenberg
General Manager: R. L. Stoddard
Commercial Manager: Ray Bohannon
Farm Editor: Bert Kennington

KOH

RENO—EST. 1928
NBC

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: McClatchy Bcstg. Co.
of Nevada
Business-Studio Address: 143 Stevenson St.
Phone Number: 5106-7
Transmitter Location: Sparks, Nev.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Thesaurus, World
Representative: Paul H. Raymer
Membership: NAB, BMB
President: Eleanor McClatchy
Station Manager: Hugh Kees
Chief Engineer: Wesley Craig
Farm Editor: Vern McGahan

KOLO

RENO—EST. 1946
CBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Reno Bcstg. Co.
Business-Studio Address: 33 Sierra St.
Phone Number: 2-4516
Transmitter Location: N. of Sparks, Nev.
Air Time: 6 a.m.-12 M.
News Service: AP, UP
Transcription Service: Lang-Worth, Capitol
Representative: Adam J. Young, Jr.; Western
Radio Adv.
Membership: NAB
President, General Mgr.: David McKay
Station-Commercial Manager: H. G. Wells
Sales Promotion Manager, Publicity
Director: D. Basich
Program Director: Russ Shepard
Musical Director: Emily Heslop
Chief Engineer: Merle Peterson

KWRN

RENO—EST. 1947
ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Reno Newspapers, Inc.
Business Address: 123 N. Center St.
Phone Number: 6156
News Service: UP
Transcription Service: Associated
Representative: Walker
President: Merritt C. Speidel
General Manager: Merrill Inch
Commercial Manager: John A. Lang
Program Director: Gene Shumate
Chief Engineer: Wilbur C. Comer

KXXL

RENO—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Voice of Reno Co.
Business Address: Box 1329
Phone Number: 2-4036
News Service: UP
Representative: Cooke, Gene Grant
General Manager: Edward Margolis
Commercial Manager: James Diamond
Promotion Manager: Fred Kirshe
Program Director: Byron Samuel
Chief Engineer: Chet Gonce

For Prestige...

AP

Membership!

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMI, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and massachusetts too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMI, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

W F M I

PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York
Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
Bert Georges

NEW HAMPSHIRE

Estimated Population 547,000—% Increase +11.3—Radio Homes 136,008
Farms with Radios 16,489—Stations in State 10

W M O U

BERLIN—EST. 1946

KBS

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

Business-Studio Address... 40 Main St.
Phone Number... Berlin 1797-8
News Service... AP
Transcription Service... Associated
Representative... Taylor-Howe-Snowden,
Kettel-Carter

Membership... NAB
President... Albert N. Morris
General-Station Manager, Program Director,
Production Manager, Chief
Announcer... Warren M. Greenwood
Commercial Manager... Charles S. Holbrook
Chief Engineer... James F. Hennessey

W K X L

CONCORD—EST. 1946

MBS—YANKEE

Frequency: 1450 Kc. Power: 250 Watts
Owned By... Hon. Charles M. Dale
Operated By... Bert George

Business-Studio Address... Eagle Hotel
Phone Number... Concord N. H. 4180
Transmitter Location... Reddington St.
Air Time... 6:30 a.m.-12:30 a.m.
News Service... AP
Transcription Service... Capitol, Lang-Worth
Representative... The Walker Co.,
Bertha Bannan

Membership... NAB
President-Owner... Hon. Charles M. Dale
General Manager... Bert Georges
Station Manager, Program

Director... William A. Dawson, Jr.
Commercial Manager... Richard Shepard
Sales Promotion Manager, Publicity

Director... E. Dexter Derby
Chief Announcer... Norman Bailey
Musical Director... Blanche Crippen
Chief Engineer... Norman Partridge

W K N E

KEENE—EST. 1927

CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By... WKNE Corp.
Business-Studio Address... 17 Dunbar St.
Phone Number... Keene 2080

News Service... UP
Transcription Service... Thesaurus
Representative... Adam J. Young, Jr.; Kettel-
Carter

Membership... NAB, BMB
President-Owner, General-Station-Sales

Manager... Joseph K. Close
Assistant Manager... Robert M. Peebles
Promotion Director... Barbara Williams
Chief Announcer... Osborne C. Wade
Chief Engineer... Ernest F. Batchelder, Jr.

W L N H

LACONIA—EST. 1922

MBS—YANKEE—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Northern Bcstg. Corp.
Business-Studio Address... 653 Main St.
Phone Number... 501

News Service... AP
Transcription Service... Thesaurus
Representative... Kettel-Carter
Membership... NAB
General Manager... Warren H. Brewster

Station Manager... Martin B. Avery
Production Manager... Sherwin Greenlaw
Chief Engineer... Wilfred Ledoux

W F E A

MANCHESTER—EST. 1932

CBS—NEW ENGLAND

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By... WFEA, Inc.
Business-Studio Address... 286 Franklin St.
Phone Number... Manchester 4656

News Service... AP
Transcription Service... Thesaurus, Lang-Worth
Representative... Katz Agency, Kettel-Carter
Membership... NAB, BMB

General Mgr... Arthur Rothafel
Commercial Mgr... Edward G. de St. Aubin
Promotion Mgr... Bill Leahy
Chief Engineer... Reginald Schow

W K B R

MANCHESTER—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Granite State Bcstg.,
Inc.

Business-Studio Address... 155 Front St.
Phone Number... 9456
News Service... UP

Transcription Service... Standard, Capitol
Representative... Walker Co., Bertha Bannan
Membership... NAB
President... W. J. Barkley

General Manager... W. F. Rust, Jr.
Commercial Manager... H. Scott Killgore
Sales Promotion Manager... Ralph Gottlieb
Chief Announcer... Paul Barnett
Chief Engineer... Royston Phillips

WMUR

MANCHESTER—EST. 1941

ABC

Frequency: 610 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....The Radio Voice of
New Hampshire, Inc.

Business-Studio Address.....1819 Elm St.

Phone Number.....2090

News Service.....AP

Transcription Service.....World

Representative.....Weed & Co.

Membership.....NAB, BMB

President-Owner.....Francis P. Murphy

General Manager.....Hervey Carter

Chief Engineer.....Vincent Chandler

WOTW

NASHUA—EST. 1945

Frequency: 900 Kc. Power: 1000 Watts d.

Owned-Operated By.....Nashua Bctsg. Corp.

Business Address.....Lund Rd.

Phone Number.....5000

News Service.....UP

President-General Mgr.Arthur A. Newcomb

WHEB

PORTSMOUTH—EST. 1932

MBS—YANKEE

Frequency: 750 Kc. Power: 1000 Watts d.

Owned By.....WHEB, Inc.

Operated By.....Hon. Charles M. Dale

Business Address.....Lafayette Rd., P. O. Box
No. 120

Phone Number.....4080

Transmitter-Studio Location.....Lafayette Rd.,

Portsmouth; Dover Studios, Franklin Sq.

Air Time...1 hr. after local sunrise-1 hr. after
local sunset

News Service.....AP

Transcription Service.....Capitol, World

Representative.....The Walker Co., Bertha
Bannan

Membership.....NAB, BMB

President.....Hon. Charles M. Dale

Vice President, General-Station

Manager.....Bert Georges

Commercial Manager, William A. Dawson, Jr.

Sales Promotion Manager, Publicity

Director.....Dallas P. Wyant

Program Director.....Winslow Bettinson

Production Manager, Chief

Announcer.....William V. Bradley

Musical Director.....Laurence Shorey

Chief Engineer.....Paul G. Kindsay

Farm Editor.....Duane Young

W N H (CP)

ROCHESTER

Frequency: 930 Kc. Power: 1000 Watts d.

Owned-Operated By.....Strafford Bctsg. Corp.

Business Address.....25 Maple St.

NEW JERSEY

*Estimated Population 4,435,000—% Increase +6.6—Radio Homes 1,149,364
Farms with Radios 24,320—Stations in State 16*

WMID

ATLANTIC CITY—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....Mid-Atlantic Bctsg. Co.

Business-Studio Address.....Convention Hall

Phone Number.....Atlantic City 4-1340

Transmitter Location.....Illinois & Absecon Blvd.

Air Time.....7 a.m.-1 a.m.

News Service.....AP

Transcription Service.....Associated

Membership.....NAB

President.....Earl M. Johnson

General-Commercial Mgr.Edwin E. Kohn

Sales Promotion Manager.....Ed Dalton

Program Director, Production

Manager.....Alan Owen

Publicity Director.....Alan Goff

Chief Engineer.....Quincy Knight

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts

Owned-Operated By.....Radio Industries
Bctst. Co.

Business Studio Address.....Charms Bldg.

Phone Number.....2-2955; 2-8600

Transmitter Location.....West Bangs Ave.,
Neptune, N. J.

Air Time.....Unlimited

News Service.....AP

Transcription Service.....World

President.....Walter W. Reid, Jr.

General Manager.....Morris Scheck

Station Manager.....Walter L. Reid

Program Director.....Vera N. Scholes

Production Manager, Chief

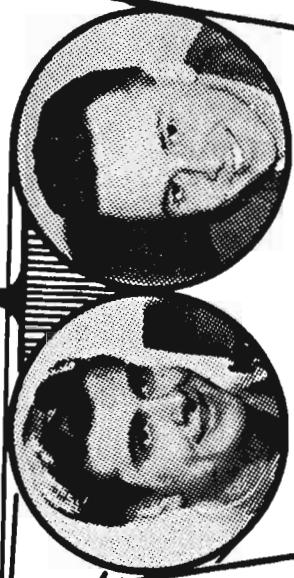
Announcer.....Robert Scott

Musical Librarian.....Jessalyn Jones

Chief Engineer.....M. G. Porter



Double Barrelled Salemen



LOU STEELE'S Club "93"

High-brow, low-brow, middle-o'-the-road, all the platters are smartly rolled into one "Club program" — the "Club 93" show presented by Lou Steele.

TIME:—
2:35 P.M. to 4:30 P.M.
AVAILABILITY:—
Upon request
PRICE:—
Upon request

ED LADD'S Hi Neighbor Show

For two hours each day Ed Ladd welcomes all his neighbors in North Jersey with American folk music, hillbilly songs, homespun philosophy.

TIME:—
7:35 A.M. to 9:00 A.M.
and
11:00 A.M. to 12:00 N.
AVAILABILITY:—
Upon request
PRICE:—
Upon request

If your product needs a shot in the arm, you'd do well to set your sights on Ed Ladd and Lou Steele, two disc jockeys who have been aiming for and reaching an ever-expanding "buying" audience.



PATERSON

NEW JERSEY



If you're angling
for North Jersey...

WNJR

IS PROGRAMMED
EXCLUSIVELY FOR THIS
PROFITABLE MARKET



5000 WATTS

the radio station of the
Newark News

Otis P. Williams, Gen. Mgr.
Studio and Business Office
91-93 Halsey Street
Newark, New Jersey
Phone—MArkEt 3-2700

New York Office
509 Fifth Avenue
Phone—Vanderbilt 6-0890

W B A B

ATLANTIC CITY—EST. 1941

CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Press-Union Publishing
 Business Address... 1900 Atlantic Ave.
 Phone Number... 5-1111
 Transmitter-Studio Location... Absecon Blvd. &
 Beach Thorolare
 News Service... AP
 Transcription Service... World
 Representative... Headley-Reed
 Membership... NAB, BMB
 President... Albert J. Feyl
 General-Station-Commercial-Sales Promotion
 Manager... Monroe L. Mendelsohn
 Program Director, Chief
 Announcer... Ralph Shoemaker
 Chief Engineer... Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Neptune Bcstg. Corp.
 Business-Studio Address... Steel Pier
 Phone Number... 5-2188
 Transmitter Location... Steel Pier, Virginia
 Ave. & Boardwalk
 Air Time... 7 a.m.-1:30 a.m.
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... J. H. McGillvra
 Membership... NAB, BMB
 President... John J. Laux
 General-Station-Commercial
 Manager... Irving F. Teetsell
 Program Director... Earl Keyes
 Production Manager... Norman Brooks
 Publicity Director, Chief
 Engineer... Blair K. Thron
 Local News Editor... Sheldon Gross

W S N J

BRIDGETON—EST. 1937

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Eastern States Bcstg.
 Business-Studio Address... Bridgeton, N. J.
 Phone Number... Bridgeton 1600
 Transmitter Location... Bridgeton, N. J.
 Air Time... 6 a.m.-12:05 a.m.
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Thos. Clark Co.
 President... Senator Elmer Wene
 General-Station Manager... Paul Alger
 Sales Manager... Jerry Alden
 Program Director... Robert Cragger
 Chief Announcer, Farm Editor... Charles Murray
 Chief Engineer... Francis Fekel

W C A M

CAMDEN—EST. 1924

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

**CALL LETTERS TO BE ASSIGNED
(CP)**

MORRISTOWN

Frequency: 1250 Kc. Power: 500 Watts d.
 Co-Partnership... Kenneth A.;
 George S., James R. and Alice S. Croy

W A A T

NEWARK—EST. 1920

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By... Bremer Bcstg. Corp.
 Business Address... 11 Hill St.
 Phone Number... Mitchell 2-6400; Rector 2-5878
 Studio Address... 15 Hill St.
 Transmitter Location... Kearny, N. J.
 Air Time... 24 hrs. daily
 News Service... AP
 Transcription Service... World, Associated
 Membership... NAB
 President, General-Station
 Manager... Irving R. Rosenhaus
 National Sales... Victor A. Bennett
 Local Sales... A. B. Schillin
 Sales Promotion Manager... Jack Moore
 Program Director... Robert Macdougall
 Production Manager... George Green
 Publicity Director... Roland Trenchard
 Musical Director... Archie Miller
 Chief Engineer... Frank V. Bremer

W N J R

NEWARK—EST. 1947

Frequency: 1430 Kc. Power: 500 Watts
 Owned By... Evening News Publishing Co.
 Operated By... North Jersey Radio, Inc.
 Business-Studio Address... 91-93 Halsey St.
 Phone Number... Market 3-2700
 Transmitter Location... Union, N. J.
 Air Time... Unlimited
 News Service... INS, UP
 Transcription Service... World, Capitol
 President... Edward W. Scudder, Jr.
 General-Station-Commercial
 Manager... Otis P. Williams
 Sales Promotion Manager, Publicity
 Director... James Ryall
 Program Director, Production
 Manager... Paul Munroe
 Musical Director... Leo Freudberg
 Chief Engineer... Peter Testan
 Farm Editor... Wilhelm Peigelbeck

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 Watts d.;
1000 Watts n.
Owned By.....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Transmitter Location.....Washington St.
Air Time.....7 a.m.-12 M.
Owner-Chief Executive, General
Manager.....James L. Shearer
Commercial Manager.....Clarence Talisman
Program Director.....Frances E. Serchak
Chief Engineer.....Herman G. Foster

W V N J (CP)

NEWARK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Business Address.....744 Broad St.

W C T C

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone Number.....New Brunswick 2-9020
Transmitter Location.....Highland Pk., N. J.
Air Time.....7 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Associated, World
Membership.....NAB, BMB
President, General Manager.....James L. Howe
Commercial Manager.....Ed Derryberry
Sales Promotion Manager...Frank Weingart
Chief Engineer.....Robert L. Williams

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By..North Jersey Bcstg. Co.,
Inc.
Business-Studio Address.....7 Church St.
Phone Number..Armory 4-3400; Pennsylvania
6-2945
Transmitter Location.....Clifton, N. J.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Associated, SESAC
Representative.....Donald Cooke, Inc.
Membership.....NAB
President.....James V. Cosman
Vice President, General-Station
Manager.....Sidney J. Flamm
Commercial Director.....H. Fields

Program Director, Production Mgr...Ted Webbe
Publicity Director.....David T. Golden
Vice President in Chg.
Engineering.....Earl F. Lucas
(See Page 507)

W T N J

TRENTON—EST. 1922

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

W T T M

TRENTON—EST. 1942

NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By.....Trent Bcst. Corp.
Business-Studio Address...35 West State St.
Phone Number.....Trenton 2-7127
Transmitter Location..Yardley, Bucks County,
Pa.
News Service.....UP
Transcription Service.....Thesaurus
Representative...Joseph Hershey McGillvra
Membership.....NAB
President.....Honorable Elmer H. Wene
General Manager.....Paul Alger
Asst. Manager.....James P. O'Brien
Sales Counsel.....F. A. Wellman
Promotion Manager.....Ed Brown
Program Director.....Miss Dean Andrews
Public Relations.....Arthur Scholz
Chief Engineer.....Theodore Kilmer

W W B Z

VINELAND—EST. 1946

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By.....Community Bcstg.
Service, Inc.
Business-Studio Address.....633 Wood St.
Phone Number.....1360
Transmitter Location.....Brotmanville, N. J.
Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
President.....Joseph M. Bullock
Exec. V.P., General-Station-Commercial- Sales
Promotion Manager.....A. Harry Zoog
Program-Musical Director, Farm
Editor.....J. Paul Hunsberger
Production Manager, Publicity
Director.....Dorothy H. Carlson
Chief Engineer.....T. D. Hobart

NEW MEXICO

Estimated Population 550,000—% Increase +3.4—Radio Homes 98,357
Farms with Radios 15,819—Stations in State 20

KYLE (CP)

ALAMOGARDO

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . Intermountain Bcstg. Co.
Business Address Box 438, Albuquerque,
N. Mex.
President-General Manager S. V. Patrick
Asst. to President R. L. Odson
Chief Engineer William H. Carmen

KGGM

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By New Mexico
Broadcasting Co.
Address Kimo Bldg.
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location On So. 2nd St.,
4 miles So. from the center of town.
Air Time 19½ hours daily
News Service UP, AP
Transcription Service World, Standard
Representative Taylor-Howe-Snowden
Membership BMB
President-Station Mgr. A. R. Hebenstreit
Vice President S. P. Vidal
Commercial Manager Jack Skillen
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds
Traffic Manager Virgie Abeyta

KOAT

ALBUQUERQUE—EST. 1946

ABC—ZIA

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Rio Grande Bcstg. Co.,
Inc.
Business Address P. O. Box 1419
Phone Number 3-2247
Studio Address 122 S. Tulane
Transmitter Location 2000 W. Indian
School Rd.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Associated, Capitol
Membership NAB, BMB
President A. E. Buck
V.P., General-Station Mgr. Merle H. Tucker
Commercial Manager Karl J. Lambertz
Program Director James Church
Chief Announcer John L. Hartig
Chief Engineer Lewis W. Hake, Jr.

KVER

ALBUQUEQUE—EST. 1947

MBS—GREAT WEST NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . Intermountain Bcstg. Co.
Business-Studio Address . . P. O. Box 1388, 317
North Broadway
Phone Number 3-1744
Transmitter Location Perea Rd.
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, Standard
Representative Donald Cooke
Membership NAB, BMB
President, General Manager S. V. Patrick
Assistant to President R. L. Odson
Commercial Manager R. G. Baird
Program Director Robert Odson
National Sales J. J. Donnelly
Traffic Manager Rebecca Peterson
Chief Announcer Robert Lee
Chief Engineer W. H. Carmen
Farm Editor Walter Cook

KVER

the key to

ALBUQUERQUE

Mutual Broadcasting System

affiliate

Represented nationally by

Donald Cooke, Inc.

owned and operated by the

**INTERMOUNTAIN BROADCASTING
CO., INC.**

317 North Broadway
Albuquerque New Mexico

K O B

ALBUQUERQUE—EST. 1920

NBC—MBS

Frequency: 770 Kc. Power: 50,000 Watts d.
25,000 Watts n.

Owned-Operated By..Albuquerque Bcstg. Co.
Business-Studio Address..Fifth & West Silver
Phone Number 4411
Transmitter Location.....Alameda, N. M.
Air Time.....18 hrs. daily
News Service.....AP, INS
Transcription Service.....Thesaurus
Representative.....Free & Peters
Owner, General Manager...T. M. Pepperday
Station Manager.....Roger M. Baker
Acting Program Director....Rolf S. Nielsen
Publicity Director.....Martha Summers
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

K S V P

ARTESIA—EST. 1946

GREAT WEST

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..Intermountain Bcstg. Co.
Business-Studio Address.....511 Main St.
Phone Number 650
Transmitter Location.....South Roselawn
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Standard, Capitol
Representative.....Donald Cooke
Membership.....NAB
President, General Manager...S. V. Patrick
Station Manager.....Burney Jones
Commercial Manager.....Wayne Griffin
Program Director, Chief
Announcer.....Bill Angel
Chief Engineer.....Burney Jones

K A V E

CARLSBAD—EST. 1936

CBS—SOUTHWEST NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Carlsbad Bcstg. Corp.
Business-Studio Address..800 South Canal St.
Phone Number 244
Transmitter Location.....La Huerta, N. M.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....Taylor-Howe Snowden
President.....Val Lawrence
General Manager.....Norman R. Loose
Commercial Manager.....C. Gail Boles
Sales Promotion Manager...Eihelbert Zachry
Program Director.....Alexander Pitcaithley
Publicity Director.....Charles Wells
Chief Engineer.....Wm. Sene

K I C A

CLOVIS—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Hugh DeWitt Landis and

Ross B. McAlister
Address 6th & Pile St.
Phone Number..... 3
Transmitter Location.....Clovis
Air Time.....Full Time
News Service.....UP, AP
Transcription Service.....MacGregor
President.....Hugh DeWitt Landis
Commercial Manager.....Don Boles
Chief Engineer.....Vernon Hughes

K G A K

GALLUP—EST. 1945

ABC—ZIA

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Gallup Bcstg. Co.
Business Address.....Box 1150
Phone Number 726
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Associated, World
Representative.....Homer Griffith
Membership.....NAB, BMB
President.....Al Buck
General Manager.....Merle H. Tucker
Program Director.....Marie de Ville
Chief Announcer.....Jack Ingram
Chief Engineer.....John C. Joanides

K W E W

HOBBS—EST. 1938

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....W. E. Whitmore
Address.....Harden Hotel

K C H S

HOT SPRINGS—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Sierra Bcstg. Service
Operated By..Leonard R. Trainer; Reginald H.
Shirk
Business-Studio Address.....401 Broadway
Phone Number 161
Transmitter Location.....Yucca Heights
News Service.....UP
Transcription Service.....Standard, Cole,
Keystone
Membership.....NAB
Partners...Leonard R. Trainer; Reginald H.
Shirk
General Manager.....Leonard R. Trainer
Chief Engineer.....Reginald H. Shirk

K O B E

LAS CRUCES—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Messilla Valley Bcstg. Co., Inc.
 Business Address: P. O. Box 832
 News Service: AP
 Transcription Service: World
 General-Commercial Mgr.: Frank E. Cooke

K F U N

LAS VEGAS—EST. 1941

ABC—ZIA

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcstrs., Inc.
 Business Address: P. O. Box 710
 Air Time: 6 a.m.-12 M.; 7a.m.-11 p.m., Sun.
 News Service: UP
 Transcription Service: Standard, World, Cole
 Membership: NAB, BMB
 President, General Manager: E. N. Thwaites
 Commercial Manager: Ken Randolph
 Chief Engineer: A. F. Schultz

K R T N (CP)

RATON

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcstrs., Inc.
 Business Address: Box 710, Las Vegas, Nev.

K G F L

ROSWELL—EST. 1927

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: KGFL Inc.
 Business-Studio Address: 310 N. Richardson
 Phone Number: 2000
 Air Time: 6:30 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Lang-Worth, MacGregor
 Membership: NAB
 General Manager: W. E. Whitmore
 Commercial Manager: George F. Roberts

K S W S

ROSWELL—EST. 1947

President-General Manager: E. N. Thwaites
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: McEvoy Bcstg. Co.
 News Service: AP
 Transcription Service: Capitol, Thesaurus
 President: Paul B. McEvoy
 Vice President-General Mgr.: John A. McBoyle
 Chief Engineer: Ray R. Summersgill

K T R C

SANTA FE—EST. 1946

ABC—ZIA

Frequency: 1400 Kc. Power: 250 Watts

Owned By: New Mexico Publishing Co.
 Business-Studio Address: Radio Plaza, 208 East Marcy St.

Phone Number: 3003
 News Service: UP
 Membership: NAB
 President: Frank C. Rand, Jr.
 General Mgr.: Charles R. Baker
 Chief Engineer: Milton Woodward

K V S F

SANTA FE—EST. 1936

CBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By: New Mexico Bcstg. Co.
 Business-Studio Address: 759 Cerrillos Rd.
 Air Time: 6 a.m.-12 M.
 News Service: AP, UP
 Transcription Service: World, Associated
 Representative: Taylor-Howe-Snowden
 Membership: BMB
 President: A. R. Hebenstreit
 General Mgr.: Ivan H. Head
 Sales Promotion: Robert Wistrand
 Program Director: Miss Ann Clark
 Chief Announcer: Richard Herriott
 Chief Engineer: N. L. Keys

K S I L

SILVER CITY—EST. 1946

CBS—SWN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Dorrance D. Roderick
 Business-Studio Address: 17th & Cactus
 Phone Number: 611-2
 Transmitter Location: 17th & Cactus, Box 590
 News Service: AP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 Membership: NAB
 President-Owner: Dorrance D. Roderick
 General-Station Manager: Carl Dunbar
 Commercial Manager: Harold T. Welsh
 Chief Engineer: Gladman W. Upchurch

K T N M

TUCUMCARI—EST. 1941

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: The McMa Agency
 Operated By: Grady Maples
 Phone Number: 100; 69
 Transmitter Location: Just outside East City
 Air Time: 6 a.m.-10:30 p.m.
 News Service: AP, UP
 Transcription Service: Lang-Worth
 Partners: Grady Maples, R. B. McAllister, Pryde E. Hale
 Co-Owner, Manager: Grady Maples
 Commercial Manager: J. Paul Aley
 Chief Engineer: Jack W. Todd

WOR

***— heard by the most people where
the most people are★***

**★WOR is heard regularly by 34,057,161 people, 1/4 of the
nation, in 430 counties in 18 states.**

**WOR will be glad to send you copies of its official daytime
and nighttime BMB audience maps — and other pertinent data
— which more than amply support the startling
statements made above.**

mutual

NEW YORK

Estimated Population 14,092,000—% Increase +4.5—Radio Homes 3,737,443
Farms with Radios 131,783—Stations in State 87

W A B Y

ALBANY—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Adirondack Bcstg. Co.
Business-Studio Address... Strand Bldg.
Phone Number... 4-4193
Transmitter Location... Braintree St., Colonie
Air Time... 7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service... UP
Transcription Service... Standard, Thesaurus
Representative... J. P. McKinney
Membership... NAB
General Manager... Russell B. Wilde
Commercial Manager... Charles Bell, Jr.
Program Director... Ned Trudeau
Publicity Director... Joe Nolan
Musical Director... Ned Trudeau
Chief Engineer... James H. Corey

W O K O

ALBANY—EST. 1924

ABC

Frequency: 140 Kc. Power: 1000 d.; 500 n.
Owned-Operated By... Governor Dongan
Bcstg. Corp.
Address... 100 State St.
President-General Mgr... Col. Jim Healey

W P T R (CP)

ALBANY

Frequency: 1540 Kc. Power: 10,000 Watts
Owned-Operated By... Patroon Bcstg. Co., Inc.
Business Address... 1 Elk St.

W R O W

ALBANY—EST. 1947

MBS

Frequency: 590 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By... Hudson Valley Bcstg.
Business-Studio Address... 112 State St.
Phone Number... 3-2225-6-7
Transmitter Location... Glenmont, N. Y.
Air Time... 6 a.m.-1 a.m.
News Service... UP
Transcription Service... World
Representative... Avery-Knodel
Membership... NAB
President, General Mgr... Harry L. Goldman
Commercial Manager... W. Stanley Roberts
Sales Promotion Manager... A. Edward Walker
Program Director... John Lee
Musical Director... Richard Hartigan
Chief Engineer... Charles R. Heisler

W R W R

ALBANY—EST. 1948

ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Operated By... Champlain Valley Bcstg.
Business Address... First Trust Bldg.
Phone Number... 6-7676
President-Owner... Stephen R. Rintoul
General Manager... Harold H. Meyer
Chief Engineer... Arthur Schoenfluss

W C S S (CP)

AMSTERDAM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Community Service
Bcstg. Corp.
Business Address... 119 Stewart St.
Representative... Katz

W M B O

AUBURN—EST. 1926

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... WMBO, Inc.
Business-Studio Address... 141 Genesee St.
Phone Number... 433
Transmitter Location... Corner of York &
Division Sts.
Air Time... 7 a.m.-11:30 p.m.; 8:30 a.m.-11:15
News Service... AP
Transcription Service... Thesaurus, SESAC
Representative... Thomas F. Clark Co.
Membership... NAB, BMB
President... William O. Dapping
General-Station-Commercial
Manager... Frederick L. Keesee
Sales Promotion Manager... Robert B. Morgan
Program Director... Kathleen Crouch
Chief Announcer... A. John Hefner
Chief Engineer... Herbert House
Farm Editor... A. John Hefner

W B T A

BATAVIA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Batavia Bcstg. Corp.
Business-Studio Address... 90 Main St.
Phone Number... 715, 716, 2100
Transmitter Location... Little Creek Rd.
Air Time... 6:30 a.m.-12 M.
News Service... AP
Transcription Service... Capitol
Representative... Helen Wood, Colton

IN
UPSTATE
NEW YORK
IT'S

WKBW
Buffalo's most powerful Station
FIFTY THOUSAND WATTS

ARTHUR SIMON - VICE PRESIDENT AND GENERAL MANAGER

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

REPRESENTED NATIONALLY BY

AVERY—KNODEL
INC.

MembershipNAB, FMA
 Chief Executives.. Joseph M. Ryan, Edward P.
 Atwater, Edmund R. Gamble
 General-Station Mgr..... Edmund R. Gamble
 Commercial Manager..... Robert E. Newstead
 Production Manager..... J. Gordon Bridge
 Chief Announcer..... Bernie Sandler
 Chief Engineer..... Alfred E. Callander
 Farm Editor..... James H. Gerrety

WINR

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Southern Tier Radio
 Service, Inc.
 Business-Studio Address.. Court House Square
 Phone Number 4-4318
 Transmitter Location..... Stokes Ave.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 Membership NAB
 President Donald Kramer
 General Manager..... C. A. Bengtson
 Sales Manager..... H. R. Nicholson
 Program Director..... Charles Bishara
 Chief Engineer..... A. A. Kelley

WKOP

BINGHAMTON—EST. 1947

MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
 Owned-Operated By.. The Binghamton Bcstrs.,
 Inc.
 Business-Studio Address..... 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location..... Morgan Rd., Carman
 Hill
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President, General-Station
 Manager Andrew Jarema
 Commercial-Sales Promotion Manager, Pro-
 gram-Publicity Director..... Robert R. Keefe
 Production Manager, Chief Announcer, Farm
 Editor Wallace Buman
 Chief Engineer..... Charles Hallinan

WNBF

BINGHAMTON—EST. 1927

CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By..... Clark Associates, Inc.
 Business-Studio Address..... P. O. Box 48

Phone Number 2-3461
 Transmitter Location..... Inghram Hill
 Air Time... 6 a.m.-1:35 a.m.; 8 a.m.-1:05 a.m.
 News Service UP
 Transcription Service..... Standard, Capitol
 Representative George Bolling
 Membership NAB, BMB
 President John C. Clark
 General-Station Manager..... Cecil D. Mastin
 Commercial Manager..... Stanley N. Heslop
 Sales Promotion..... E. Ray McCloskey
 Chief Engineer..... L. H. Stantz
 Farm Editor..... Ray Whitlock

WBEN

BUFFALO—EST. 1930

NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By..... Buffalo Evening News
 Operated By..... WBEN, Inc.
 Business-Studio Address..... Hotel Statler
 Phone Number..... Cleveland 6400
 Transmitter Location..... Grand Island, N. Y.
 Air Time.. 6 a.m.-1 a.m.; 8 a.m.-12:05 a.m., Sun.
 News Service..... AP, INS, UP
 Transcription Service... Etandard, Thesaurus
 Representative Edward Petry
 Membership NAB, BMB
 President..... Edward H. Butler
 Vice President, General
 Manager..... Alfred H. Kirchhofer
 Station Manager..... C. Robert Thompson
 Commercial Manager..... Frank W. Kelly
 Publicity Director..... Joseph Haeffner
 Musical Director..... Max Miller
 Chief Engineer..... Ralph J. Kingsley

WKBW

BUFFALO—EST. 1925

ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
 Owned-Operated By... Bcstg. Foundation Inc.
 Business-Studio Address..... Rand Bldg.
 Phone Number..... MOhawk 8840
 Transmitter Location.. R. D. No. 5, Hamburg,
 N. Y.
 Air Time.. 5 a.m.-1:30 a.m., Mon.-Fri.; 5 a.m.-3
 a.m., Sat.; 7 a.m.-1:30 a.m., Sun.
 News Service..... AP, UP
 Transcription Service..... World, SESAC
 Representative Avery-Knodel
 Membership NAB
 President..... Dr. Clinton H. Churchill
 V.P.-General Mgr..... Arthur Simon
 Program Director..... Paul Martin
 Production Manager..... Lee Randon
 Publicity Director..... Mrs. Lillian Kirk
 Chief Announcer..... Jack Gelzer
 Musical Director..... Bobby Nicholson
 Chief Engineer..... Leroy Fiedler

W B N Y
BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Roy L. Albertson
Business-Studio Address: 485 Main St.
Phone Number: Madison 4000
Transmitter Location: 154 E. Eagle St.
Air Time: 7 a.m.-12 M.; 7 a.m.-2 a.m., Sat.
News Service: AP, INS, UP
Transcription Service: Associated, Lang-Worth
Representative: Adam J. Young, Jr.
Membership: NAB
President-Owner, General-Station

Manager: Roy L. Albertson
Commercial Manager: Virginia C. Fyda
Sales Promotion Manager: Robert A. Wallace
Program Director: Carl J. Spavento
Musical Director: Arthur J. Crosson
Chief Engineer: Thomas L. Vines

W E B R
BUFFALO—EST. 1924
MBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WEBR, Inc.
Business-Studio Address: 23 North St.
Phone Number: Lincoln 7133
Transmitter Location: Cloverbank Rd.,
Hamburg, N. Y.

Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: AP, INS
Transcription Service: Standard, Lang-Worth
Representative: Weed
Membership: NAB, BMB
General-Station Manager: Cy King
Commercial Manager: William Doerr, Jr.
Program Director: Clare Allen
Production Manager: Robert Dambach
Publicity Director: William Schweitzer
Chief Announcer: John Boothby
Musical Director: Wallace McManus
Chief Engineer: Frank Ridgeway

W G R
BUFFALO—EST. 1922
CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: WGR Bcstg. Corp.
Business-Studio Address: 1800 Rand Bldg.
Phone Number: Washington 3100
Transmitter Location: Hamburg, N. Y.
Air Time: 5:30 a.m.-1:30 a.m.
News Service: UP
Transcription Service: SESAC
Representative: Free & Peters
Membership: NAB
Chairman of Board: Leo J. Fitzpatrick
President, General-Station
Manager: I. R. Lounsberry
Local: Nat Cohen

National Spot: F. R. Greene
Sales Promotion Manager: Roswell McPherson
Program Director, Production

Manager: Robert Strigl
Publicity Director: Fred L. Lounsberry
Chief Announcer: Allan Lewis
Musical Director: David Cheskin
Chief Engineer: K. B. Hoffman
Farm Editor: Donald B. Huckle

W C S R (CP)
COBLESKILL

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By: Schoharie County Community Service Bcstg. Corp.
Business Address: 44 Main St.

W K R T

CORTLAND—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By: Cortland Bcstg. Co.
Business Address: 14 Groton Ave.
Phone Number: 2707
News Service: UP
Transcription Service: McGillvra
Representative: Associated
President-General Manager: Gerald Mayer
Commercial-Promotion Manager: Ernst Greup
Program Director: William Hall
Production Director: Elizabeth Sweetland
Chief Engineer: Herbert Pascalar

W E L M

ELMIRA—EST. 1947

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: J. R. Meachem
Business-Studio Address: 222 E. Market St.
Phone Number: 21400 & 28378
Transmitter Location: Grand Central Ave. &
Sheridan
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Walker
Membership: NAB, BMB
President-Owner: J. R. Meachem
Publicity Director: Claude R. Snyder, Jr.
Program Director: Preston L. Taplin
Farm Editor: Gordon M. Ridenour

W E N Y
ELMIRA—EST. 1939
NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Elmira Star-Gazette, Inc.
Business-Studio Address: Mark Twain Hotel
Phone Number: 5181
Transmitter Location: Lower Maple Ave.

Air Time...6:30 a.m.-1 a.m.; 7:55 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 President.....Frank E. Gannett
 General Manager.....Dale Taylor
 Commercial Manager.....Ernest F. Oliver
 Program Director.....Ted Hodge
 Musical Director.....Harry Springer
 Chief Engineer.....Thurlow A. Greene
 Farm Editor.....Bernard C. Hargreaves

Business-Studio Address....Geneva Federal
 Savings Bldg.
 Phone Number.....2009
 Transmitter Location.....Lenox Park
 Air Time.....6:25 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....M. R. Forman
 Vice President, General
 Manager.....Thomas L. Brown
 Sales Manager.....Lloyd B. Gibson
 Program Director.....Robert S. Kieve
 Chief Engineer.....R. Carleton Greene
 Farm Editor.....Joseph Michaels

WENE

ENDICOTT—EST. 1947

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Empire Newspapers-
 Radio, Inc.

Business-Studio Address.....Radio Center
 Phone Number.....3200
 Transmitter Location...Pierce Hill, Vestal, N. Y.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Walker
 Membership.....NAB
 President.....James H. Ottaway
 General Manager.....Byron E. French
 Asst. Manager-Director.....Stephen W. Ryder
 Commercial Manager....William C. Lundquest
 Program Director.....Harold Graves
 Chief Engineer.....J. Harold Merchant

WGLN

GLENS FALLS—EST. 1947

ABC

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By...Glens Falls Publicity
 Corp.

Business-Studio Address.....13 Warren St.
 Phone Number.....2-1230, 2-1179
 Transmitter Location.....Dix Ave.
 Air Time.....6:45 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 General-Production Mgr.....Carl Mattison
 Commercial-Sales Promotion Mgr...E. M. Frink
 Program Director.....Richard P. Weld
 Chief Engineer.....Earl Pace
 Farm Editor.....Dick Weld

WGBB

FREEPORT—EST. 1924

KBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Harry H. Carman
 Business-Studio Address...44 South Grove St.
 Phone Number.....Freeport 9-2418
 Transmitter Location.....215 Bedell St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 President-Owner.....Harry H. Carman
 Program Director.....A. Cheesman
 Publicity Director.....R. Stirrat
 Musical Director.....Shirley Waaser
 Chief Engineer.....Robert Milos

WWSC

GLENS FALLS—EST. 1946

MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Great Northern Radio,
 Inc.

Business-Studio Address.....11 South St.
 Phone Number.....2-6518
 Transmitter Location.....Pruyns Island
 Air Time...6:15 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB, BMB
 President, General Manager....Martin Karig
 Station Manager.....Robert Dye
 Commercial Manager.....J. H. Bennett
 Program Director.....Robert Gifford
 Publicity Director.....Kent E. Jones
 Chief Announcer, Musical
 Director.....James D. Sowdon
 Acting Chief Engineer.....Joseph Thomas
 Farm Editor.....Bert Robinson

WGVA

GENEVA—EST. 1947

MBS

Frequency: 1420 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.

**THE
LONG ISLAND
STORY**

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

• • NEW YORK • •

WENT

GLOVERSVILLE—EST. 1944

CBS, MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Sacandaga Bcstg. Corp.
Business-Studio Address 8 W. Fulton St.
Phone Number 4900-1
Transmitter Location Harrison St.
Air Time 6:58 a.m.-12:05 a.m.
News Service UP
Transcription Service Thesaurus
Representative Adam J. Young
Membership NAB, BMB
President-Owner George Bissell
General Manager Dale Robertson
Program Director Geo. Malcolm Weaver
Publicity Director Dale Robertson
Chief Engineer DeWaine Rauer

WHLI

HEMPSTEAD—EST. 1947

Frequency: 1100 Kc. Power: 250 Watts d.
Owned-Operated By FM Bcstg. Corp.
Business Studio Address 245 Baldwin Rd.
Phone Number Hempstead 7897; N. Y. City:
Vigilant 4-0707
Transmitter Location 470 Millburn Ave.
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Associated, World
V.P.-General Manager Paul Godofsky
Public Affairs Director Clifford Evans
Sales Director Joseph A. Lenn
Vice President, Sales Joseph A. Lenn
Program Director Roger Wayne
Musical Director Eddy Brown
Chief Engineer Frank Knaack
Farm Editor Jerry Carr

WHUC

HUDSON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Colgren Bcstg. Co.
Business Address Union Turnpike
Phone Number 1167
News Service UP
Transcription Service Capitol, World
Partners Robert P. Strakos,
John F. Kearney
General Manager John F. Kearney
Commercial Manager Robert P. Strakos
Program Director Paul Baron
Chief Engineer Michael Tackach

WHCU

ITHACA—EST. 1921

CBS

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Cornell University
Business-Studio Address: Ithaca Savings Bank
Bldg.; Cornell Countryman Bldg.; Cornell
Campus

Phone Number: 3438
Transmitter Location: Kline Rd., Forest Home
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World, Lang-Worth
Representative: Kettell-Carter
Membership: NAB, BMB
General Manager: Michael R. Hanna
Assistant to the Mgr.: Samuel M. Woodside
Sales Manager: Earl S. Cobey
Program Director, Production
Manager: Joseph A. Short
Publicity Director: Theodore T. Howes
Chief Announcer, Musical
Director: John H. Deal
Chief Engineer: True McLean
Farm Editor: Louis W. Kaiser

Worth Listening To— Worth Selling Thru

- 60,000 families in 13 N. Y.-Pa. counties listen to this Peabody-cited station.
- 68 weekly newspapers work with and through WHCU for community betterment.
- 168 advertisers (134 local) sell on WHCU; 94% renew contracts regularly.
- 64 sponsors have 5-year stripes; 30 have begun their 4th year of continuous advertising on WHCU.

A DISTINCTIVE, EFFECTIVE STATION
SERVING A LOYAL AUDIENCE—that's

WHCU

AM-870 kc FM-97.3 mc
ITHACA, N. Y. CBS BMB

WJOC

JAMESTOWN—EST. 1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By: Airwaves, Inc.
Business Address: 415 W. 4th St.
Phone Number: 5-108
News Service: AP
Transcription Service: Capitol
General-Commercial Mgr.: Harry E. Layman
Program Director: John R. Thomas
Chief Engineer: Robert L. Blalock

WJTN

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James Bcstg. Co., Inc.
Business-Studio Address: Hotel Jamestown
Bldg.
Phone Number: 7-151
Transmitter Location: Jones & Gifford Aves.
Air Time: 6 a.m.-12:30 a.m.; 7 a.m.-12:30 a.m.,
Sun.
News Service: UP
Transcription Service: Standard, World
Representative: William G. Rambeau
Membership: NAB, BMB
President: Jay E. Mason
Vice President, General-Station-Commercial-
Sales Promotion Manager: Simon Goldman
Program Manager: Jay E. Mason
Production Manager: J. Ralph Carlson
Publicity Director: Ray Finch
Chief Announcer: Jack Ogilvie
Musical Director: George C. Pfeleger
Chief Engineer: Harold J. Kratzert
Farm Editor: William Winn

WNYB

KENMORE—EST. 1948

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By: Edwin R. Sanders and
Theddeus Podbielniak
Business Address: Kenmore, N. Y.
News Service: AP
Transcription Service: Associated
General Manager: Thaddeus Podbielniak
Chief Engineer: Edwin R. Sanders

WKNY

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Kingston Bcstg. Corp.
Business-Studio Address: 601 Broadway
Phone Number: Kingston 4500
Transmitter Location: Plainfield St., Ulster
Township

**STRATEGICALLY
SPEAKING...**



. . . Hitting the greatest buying market target with results at low cost time rates. Write, call or phone MELrose 5-0333 for rates and data pertaining to English and Foreign language audiences.



5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.



News Service UP
 Transcription Service Thesaurus
 Representative... Joseph Hershey McGillvra
 President..... John J. Laux
 General-Station Manager..... Lou Steketee
 Chief Engineer..... Herbert Inman
 Farm Editor..... Hal Hornbeek

WWOL

LACKAWANNA—EST. 1947

Frequency: 1120 Kc..... Power: 1000 Watts d.
 Owned By..... Greater Erie Bcstg. Co.
 Operated By..... Leon Wyszatycki
 Business-Studio Address..... 692 Ridge Rd.
 Phone Number..... Woodlawn 8200
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service Standard
 President, General Manager.. Leon Wyszatycki
 Station Manager..... Stanley Jasinski
 Commercial Manager... Benno Rosenheimer
 Chief Engineer..... Howard A. Seyse

WVOS

LIBERTY—EST. 1947

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By.. Sullivan County Bcstg.
 Co.
 Business Address..... Liberty, N. Y.
 Phone Number..... 1680
 News Service UP
 Transcription Service..... Associated
 President..... David A. Kyle
 General-Commercial Mgr..... Art Cooper
 Chief Engineer..... Bernard Bell

WICY

MALONE—EST. 1946

MBS—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... N. Country Bcstg. Co.
 Business-Studio Address... 65 Woodward St.
 Phone Number..... 187 & 578
 News Service UP
 Transcription Service World
 Membership NAB
 Production Manager..... Mitchell C. Tackley
 Chief Engineer..... Bernard Reisdorf

WMSA

MASSENA—EST. 1945

ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... The Brockway Co.
 Business Address..... Central Bldg.
 Phone Number 990
 Studio-Transmitter Location..... S. Main St.

Air Time... 6:30 a.m.-12:05 a.m. 8 a.m.-12:05
 News Service UP
 Transcription Service..... Associated. SESAC
 Representative Weed
 Membership NAB, BMB
 President..... Harold B. Johnson
 General Manager..... Louis Sciff, Jr.
 Station-Commercial Mgr... Thomas R. McHugh
 Chief Engineer..... Michael Tarkulich

WALL

MIDDLETOWN—EST. 1942

MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By.. Community Bcstg. Corp.
 Business-Studio Address..... 14 South St.
 Phone Number 3119
 Air Time... 7 a.m.-11:15 p.m. 9 a.m.-11:15 p.m.
 News Service AP
 Membership NAB, BMB
 President..... John Morgan Davis
 General Manager..... Martin N. Oebbecke
 Commercial Manager..... Harold R. Meck

WGN Y

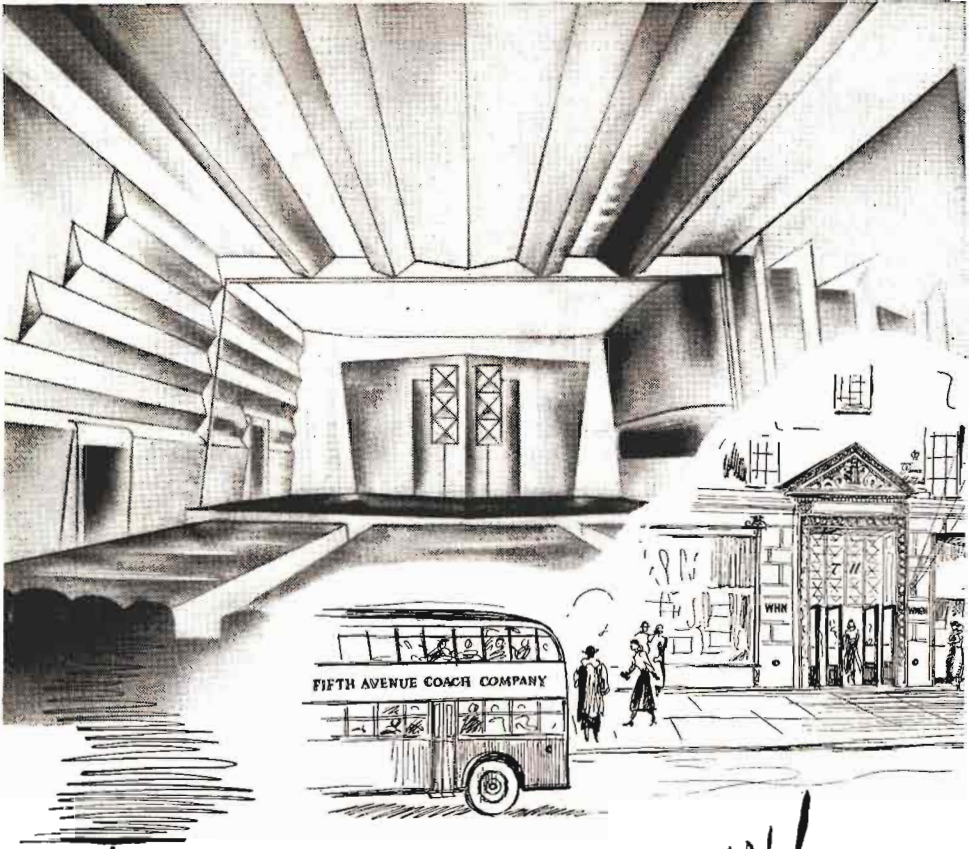
NEWBURGH—EST. 1934

Frequency: 1220 Kc..... Power: 1000 Watts
 Owned-Operated By... WGN Y Bcstg. Co., Inc.
 Business-Studio Address..... 161 Broadway
 Phone Number..... Newburgh 4600
 Air Time..... 7:15 a.m.-local sunset
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President..... Merritt C. Speidel
 General Manager..... George W. Bingham
 Commercial Manager..... Joseph W. Rake
 Production Manager..... Edward J. Burns
 Chief Engineer..... Marvin Seimes

WBN X

NEW YORK—EST. 1927

Frequency: 1380 Kc..... Power: 5000 Watts
 Owned-Operated By... WBNX Bcstg. Co. Inc.
 Business-Studio Address..... 260 E. 161st St.
 Phone Number..... MELrose 5,0333
 Transmitter Location..... Carlstadt, N. J.
 Air Time..... $\frac{3}{4}$ time share with WAWZ
 News Service AP
 Transcription Service..... Standard. SESAC
 Representative Forjoe & Co.
 Membership NAB
 President-Owner..... A. L. Haskell
 General Manager, Vice Pres... Wm. I. Moore
 Program Director..... Frank Johnson
 Production Manager..... Edward Ervin
 Musical Director..... Fred Mendelsohn
 Chief Engineer..... A. L. Solbrig



The NEW LOOK comes to WHN!

FIFTH AVENUE . . . Style Center of the world...WELCOMES WHN... Style Setter for radio!

711 FIFTH AVENUE becomes WHN's new home early in 1948. New studios and offices set a pattern of smartness that shines everywhere . . . from the number on the doorway to sumptuous Studio A (depicted above); from gleaming, all-new speech input equipment to a model control system that the en-

gineers love like the ladies love Schiaparelli! All the latest developments in acoustical treatment and faithful reproduction of sound have been incorporated . . . for both AM and FM.

EVERYTHING'S NEW! Especially designed studios to accommodate every broadcasting requirement . . . luxurious sponsors' audition rooms . . . efficient program facilities . . . modern offices streamlined for the

utmost in service. All that's old is a quarter-century of radio know-how!

WHN'S MOVING DAY is a red-letter day in radio. Better facilities mean better programs . . . better service to the public . . . greater audiences . . . a better medium for advertising in the Nation's Number One Market.

50,000 WATTS—1050 KC. CLEAR CHANNEL

WHN
and FM station WJMG
NEW YORK

W C B S

NEW YORK CITY—EST. 1924

CBS

Frequency: 880 Kc. Power: 50000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.

Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000

Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.

Transmitter Location: Columbia Island, New Rochelle, N. Y.

Air Time.....20 hours daily
News Service.....AP, INS, UP, Reuters
Transcription Service.....Associated, Longworth

Representative.....Radio Sales Membership.....NAB, BMB, FMA
President.....Frank Stanton
Chairman, Board of CBS.....William Paley
General Manager.....Arthur Hull Hayes
Sales Manager.....Don Miller
Adv. & Sales Promotion Mgr.....Jules Dundes
Asst. General Manager-
Program Director.....G. Richard Swift

Publicity Director.....Michael Boscia
Asst. Program Dir.....D. Gordon Graham
Special Events.....Henry Unter Meyer
Asst. to Gen. Manager.....Milton Bacon
Production Manager.....William Elwell
Commercial Editor.....Don Ball
Chief Engineer.....Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks.)

W E V D

NEW YORK—EST. 1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By...Debs Memorial Radio Fund, Inc.

Business-Studio Address...117 W. 46th St.
Phone Number.....BRyant 9-2360

Transmitter Location...4701 Maspeth Ave., Maspeth, L. I.

Air Time.....Shares time
News Service.....AP
Chairman of Board.....Adolph Held
General-Station-Commercial

Manager.....Henry Greenfield
Program-Publicity Director.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslavsky
Chief Engineer.....Charles Brown

W H N

NEW YORK—EST. 1022

Frequency: 1050 Kc. Power: 50000 Watts
Owned-Operated By.....Marcus Loew Book-
ing Agency

Address.....1540 Broadway
Phone Number.....BRyant 9-7800

Transmitter Location.....East Rutherford, N. J.

Air Time.....6 a.m. to 2 a.m.
News Service.....UP, AP
Transcription Service.....Associated
Director.....Herbert L. Pelley
General Manager.....Frank Roehrenbeck

Director of Sales.....Bertram Lehtar, Jr.
Sales Promotion-Merchandising

Manager.....Robert G. Patt
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Chief Announcer.....Ted Schneider
Musical Director.....Joel Herron
Chief Engineer.....Paul Fuelling
Record MC's.....Ted Husing, Tedd Lawrence

5000 WATTS 1330 KC

WEVD

ENGLISH · JEWISH · ITALIAN

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

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

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

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

WEVD

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

**WHEN YOU THINK OF FOREIGN LANGUAGE RADIO
IN THE NEW YORK MARKET**

YOU'LL NATURALLY CHOOSE

WHOM

THE ONLY FULL-TIME FOREIGN LANGUAGE

STATION IN THE NEW YORK METROPOLITAN

AREA . . .

**OUTSTANDING PRODUCTIONS ATTRACTING
PURCHASE-POWERFUL AUDIENCES SPEAKING**

ITALIAN

POLISH — JEWISH — GERMAN



"The Il Progresso Station"

GET THE FACTS NOW!

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

PLaza 3-4204

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

WHOM

NEW YORK—EST. 1928

Frequency: 1480 Kc. . . . Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By. . . Atlantic Bcstg. Co., Inc.
Business Address 29 W. 57th St.
Phone Number PLaza 3-4204
Studio Address . . . 30 Journal Square, Jersey
City, N. J.
Transmitter Location Washington St.
Air Time . . . 6 a.m.-5 a.m.; 6 a.m.-3 a.m., Sun.
News Service UP
Membership NAB
President Generoso Pope
General-Station Manager Fortune Pope
Asst. Manager, Production-Publicity
Director Charles Baltin
Executive Sales Asst. Ralph Nardella
Production Manager Ralph Costantino
Musical Director Giuseppe De Luca
Chief Engineer Paul Lee

WINS

NEW YORK—EST. 1928

Frequency: 1010 Kc. . . . Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By Crosley Bcstg. Corp.
Business-Studio Address 28 W. 44th St.
Phone Number BR 9-6000
Transmitter Location Lyndhurst, N. J.
Air Time 24 hrs. daily
News Service AP, INS, UP
President James D. Shouse
Vice President, General
Manager Robert A. Dunville
Vice President, Station Mgr. . . . Eldon A. Park
Sales Manager Wilmot Losee
Sales Promotion Manager . . Marion Annenberg
Program Director John Neal
Production Manager John Neal
Publicity Director Charles Oppenheim
Musical Director Irving Laundau
Chief Engineer Paul Von Kunitz
(See Page 12)

For the best in news quality . . .

AP

Membership!



WLIB

NEW YORK

...

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

FOR THE LISTENERS:

Music for their listening moods

FOR THE SPONSOR:

A loyal, responsive audience

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

wLIB • 1190 on your dial

MUSIC FOR YOUR LISTENING MOODS
Dorothy S. Thackrey, President-Gen. Mgr. • Alex. Lettwich, Sales Mgr.
207 EAST 30th STREET, NEW YORK 16, N. Y.

W J Z

NEW YORK—EST. 1921

ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Operated By American Bcstg. Co.
 Business-Studio Address 30 Rockefeller Plaza
 Phone Number Circle 7-5700
 Transmitter Location Lodi, N. J.
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Representative ABC Spot Sales
 Membership NAB, BMB
 Station Manager Murray Graahorn
 Sales Manager Clarence L. Doty
 Promotion Manager Walter B. Dunn
 Program Director, Production
 Manager John Hade
 Publicity Director Earl Mullin
 Farm Editor Philip Alampi

W L I B

NEW YORK—EST. 1942

Frequency: 1190 Kc. Power: 1000 W. d. only
 Owned-Operated By WLIB, Inc.
 Address 207 E. 30th St.
 Phone Number Murray Hill 3-6903
 Transmitter Location 180 Morgan Ave.,
 Brooklyn, N. Y.
 Air Time Local sunrise-local sunset
 Transcription Service Associated, SESAC
 Representative Adam S. Young
 President-Gen. Mgr. Dorothy S. Thackrey
 General-Sales Mgr. Alex Leftwich
 Publicity-Program Dir. Sam Elfert
 Chief Announcer Murray Jordan
 Musical Director Charles Freed
 Chief Engineer William Blacksher

The Red Cross Needs



Your Unstinting Assistance

G I V E !

5

great showmen-salesmen
make WMCA your
first buy in New York!

BEA WAIN & ANDRÉ BARUCH

(as Mr. & Mrs. Music)

DUKE ELLINGTON

TOMMY DORSEY

TED STEELE



All star disc jockey shows entertaining
and selling New Yorkers 57 hours
weekly on 570. Participations available.

wmca

first on New York's dial

• • • NEW YORK • • •

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By WMCA, Inc.
Business-Studio Address 1657 Broadway
Phone Number Circle 6-2200
Transmitter Location Kearney, N. J.
Air Time 18 hrs. daily
News Service AP
Transcription Service World
Representative Free & Peters
Membership BMB
President Nathan Straus
Secretary-Treasurer Herman M. Stein
Vice-President & General Mgr. Charles Stark
Asst. to Gen. Mgr. Vincent Pote
Sales Promotion Manager Howard Klarman
Commercial Program
Director Joseph Gottlieb
Vice-President, Director of News, Publicity &
Special Events Leon Goldstein
Musical Director William Taylor
Chief Engineer Pierre Verseput
Director, Education & Children's
Programs Mrs. Helen Sachs Straus

W N B C

NEW YORK—EST. 1922

NBC

Frequency: 660 Kc. Power: 50,000 Watts
Owned-Operated By National Bcstg. Co., Inc.
Business-Studio Address 30 Rockefeller Plaza
Phone Number Circle 7-8300
Transmitter Location Port Washington, L. I.
New York
Air Time 6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service AP, INS, UP
Transcription Service Thesaurus, Standard
Representative NBC Spot Sales
Membership NAB, BMB
President Niles Trammell
General Manager James M. Gaines
Asst. Manager Thomas B. McFadden
Sales Manager Donald Norman
Adv. Promotion Manager B. H. Vaill
Promotion Manager de Lancey Provost
Production Manager Clay Daniel
Publicity Director Murry Harris
Chief Engineer F. A. Wankel
Farm Director Tom Page

For Prestige..

Be able to tell
listeners that your
station is a member
of

AP

Radio members of The AP
don't buy news! They
share the news of the largest
news-gathering organization
in the world on a *cost* basis.

'How Friendly Can You Get?'

WNEW's Industry Soundoff

Bernice Judis, who has parlayed her WNEW (N.Y.) management into one of the most lucrative indie operations in the country, finally resolved last week that running a station is one thing; operating a cuffo consulting service is another.

Requests from station operators around the country—and outside the country—for gratis permission to duplicate the New York indie's programming and administrative formula have reached a point where stations were overstepping the bounds of good neighborliness. It was a case where WNEW was confronted with the necessity of setting up a post of Vice-President in Charge of Station Relations, or going on record with a blanket nix to stations seeking to duplicate the indie's pattern. Miss Judis, in a "how-friendly-can-you-get" stance, threw in the sponge last week, and publicly went on record in favor of the latter course.

Although the requests date back years, when Martin Block first inaugurated his "Make Believe Ballroom," it was only in the last year or two that the station found itself expending a considerable portion of its time and labor dishing out—for free—carbon copies on program-operational techniques. Requests for tolerance spots or organizational public shows were one thing (station still wants to be helpful on that score), but the thumbs-down decision was reached when the management did a fast take of the mutiple requests received in recent

months for cuffo duplication of station's programming.

Deep in the Heart Of

For example, there was the southern station that recently asked for nothing short of a complete outline of WNEW's "formula for success" to counter the strong local competition. Or the equally frank request from a Texas operator who wanted to establish a music-news pattern similar to WNEW's, "so will you please send us your complete schedule."

Other samples: a 50,000-watter in the south asked for an air-check of the "Hollywood Newsreel" show, "so we can analyze it here" in preparation for a similar program; the Pennsylvania station wanting to revise its schedule and asking for a swap deal on schedules "and we'd appreciate your suggestions"; mid-west outlet that wanted outright permission to use a WNEW-developed commercial "because its cute angle would fit our needs."

Also the New Orleans station that thought "The Spoken Word" would go down there, "so do you mind if we copy it," although acknowledging it will give WNEW a credit tag; the station in Rome, Ente Italiano Per Gli Sambi Teatralia, that wants to exchange programs with WNEW; or the nimble-witted gent in Copenhagen, who, pointing out there is no commercial broadcasting in his country, would be interested in making a deal with the New York indie to set up a transmitter on a boat and beam stuff in to Denmark commercially.

Reprinted from *VARIETY* November 19, 1947

• • • NEW YORK • • •

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power: 10,000 Watts
Owned-Operated By....Greater N. Y. Bcstg.
Corp.

Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time.....24 hrs. daily
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeJohn Blair
MembershipNAB
General-Station Manager.....Bernice Judis
Commercial Manager.....Ira Herbert
Sales Promotion Manager..John V. B. Sullivan
V.P.-Program Director.....Ted Cott
Production Manager.....Jack Grogan
Publicity Director.....Richard Pack
Chief Announcer.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

W O R

NEW YORK—EST. 1922

MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Operated By.....Bamberger Bcstg.
Service, Inc.

Business Address.....1440 Broadway
Phone Number.....LONagacre 4-8000
Studio Address....1440 Broadway, Theaters:
245 W. 52nd St.; 200 W. 48th St.
Transmitter Location.....Carteret, N. J.
Air Time.....24 hrs. daily
News Service.....AP, INS, UP
Transcription ServiceAssociated
Representative..Keenan & Eickelberg, Phillip
Kenney
MembershipNAB, BMB
President.....Theodore C. Streibert
Vice-President in Charge of
Sales.....R. C. Maddux
Sales Promotion Manager....Joseph Creamer
Production Manager.....Daniel Ehrenreich
Publicity Director.....Robert Blake
Musical Director.....Sylvan Levin
Vice-President.....J. R. Poppele

(See Page 514)

**Aid Your Own
Industry
by
Supporting**

**National
Radio
Week**

Nov. 14 to 20

**A Joint
Sponsorship
of
NAB
and
RMA**

Take the GUESS out of Buying

WITH WOV'S *5 Audited Audiences*



WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE. TOO. Not from a crystal ball, but from sound, basic facts . . . known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV's 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey . . . new, accurate, informative . . . shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager • The Bolling Company, National Rep.

- ★ WAKE UP NEW YORK with Bill Williams
- ★ 1230 CLUB with Fred Robbins
- ★ BAND PARADE with Bill Gordon
- ★ PRAIRIE STARS with Rosalie Allen
- ★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.

WOV

W O V

NEW YORK—EST. 1926

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Wodaam Corp.
 Business-Studio Address: 730 Fifth Ave.
 Phone Number: Circle 5-7979
 Transmitter Location: Carlstadt, N. J.
 Air Time: 5 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Standard
 Representative: John E. Pearson
 Membership: NAB, BMB
 President: H. D. Henshel
 General-Station Manager: R. N. Weil
 Sales Promotion Mgr.: C. Carroll Forbes
 Program Director: Arnold B. Hartley
 Publicity Director: Anne C. Baldwin
 Musical Director: Paul Romeo
 Chief Engineer: H. W. Holt

W Q X R

NEW YORK—EST. 1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Operated By: Interstate Bcstg. Co., Inc.
 (subsidiary of The N. Y. Times Co.)
 Business-Studio Address: 730 Fifth Ave.
 Phone Number: Circle 5-5566
 Transmitter Location: Rear of 5000 Grand Ave., Maspeth, L. I., N. Y.
 Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
 News Service: AP
 Transcription Service: World, Associated
 Representative: Paul H. Raymer
 Membership: NAB, FMA
 President: John V. L. Hogan
 General Manager: Elliott M. Sanger
 Sales Manager: Norman S. McGee
 Sales Promotion Mgr.: Elliott M. Sanger, Jr.
 Program Director: Eleanor N. Sanger
 Production Manager: Albert A. Grobe
 Publicity Director: Eleanor Hurley
 Musical Director: Abram Chasins
 Chief Engineer: Russell Valentine

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By: The Niagara Falls Gazette Publ. Co.
 Business-Studio Address: Hotel Niagara
 Phone Number: 8421
 Transmitter Location: Lockport Rd.
 Air Time: 6 a.m.-local sunset
 News Service: UP
 Transcription Service: World, Lang-Worth, SESAC, Associated, Standard
 Representative: Headley-Reed
 General Manager: Earl C. Hull

Commercial Manager: Richard G. Robbins
 Program Director: Robert J. Manning
 Chief Announcer: Willard C. Mayo
 Musical Director: Harold Bradley
 Chief Engineer: Robert J. Wilson

W J J L

NIAGARA FALLS—EST. 1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Operated By: John J. Laux
 Business Address: Elks Bldg.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: McGillvra
 Owner: John J. Laux
 General-Commercial Mgr.: Robert F. Kliment
 Promotion Mgr.-Program Dir.: Kay Balfe
 Chief Engineer: Frank Harr

W S L B

OGDENSBURG—EST. 1940

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: St. Lawrence Bcstg. Corp.
 Business-Studio Address: 2315 Knox St.
 Phone Number: 500
 Transmitter Location: 2315 Knox St.
 Air Time: 7 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Standard
 Representative: Walker
 President, Commercial Manager: Joseph R. Brandy
 General-Station Manager: Harold J. Frank
 Program Director, Production Manager, Chief Announcer: Hal Gilman
 Publicity Director: Claire Burns
 Musical Director: Flo Beach Rowe
 Chief Engineer: Raymond E. Lafferty
 Farm Editor: Jolly Bergeron

W H D L

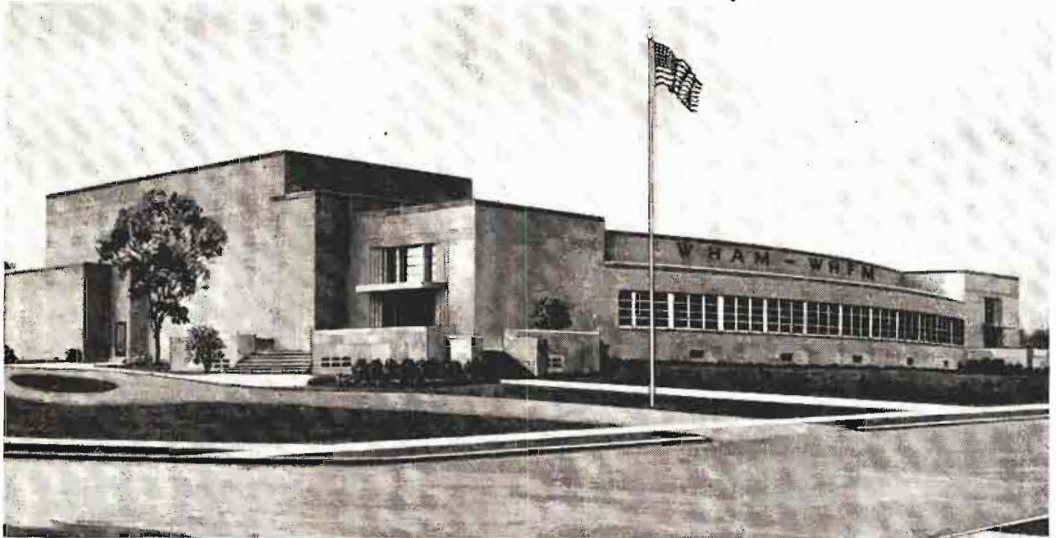
OLEAN—EST. 1935

ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL Inc.
 Business Address: Exchange Bank Bldg.
 Phone Number: 4149
 Studio-Transmitter Location: 3219 W. State Rd., Allegheny, N. Y.
 Air Time: 6:55 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Associated
 Representative: J. P. McKinney
 Membership: NAB, BMB
 President: E. B. Fitzpatrick
 General-Station Manager: J. R. Henzel

WHAM *tops*

THEM ALL WITH ROCHESTER RADIO CITY....



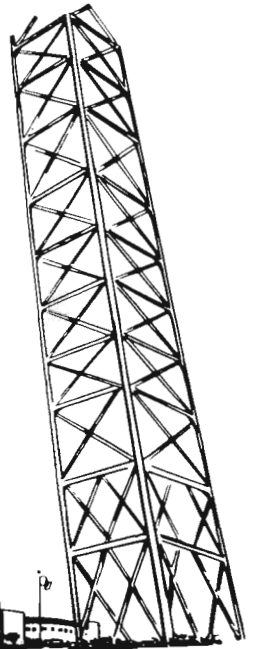
New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP"...

ROCHESTER RADIO CITY

- ★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.
- ★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience participation programs.
- ★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.
- ★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



W H A M

"The Stromberg-Carlson Station"

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

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERY CO

Commercial-Sales Promotion Mgr. J. K. Eade
Chief Engineer J. Atherton

W D O S (CP)
ONEONTA
MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Oneonta Star, Inc.
Business Address 1214 Broad Street
Phone Number 2300
News Service AP
Representative Walker
President James H. Ottaway
General Manager Eugene J. Brown
Commercial Manager Walton Deming
Program Director Stephen Ryder
Chief Engineer Hardd Merchant

W O N O (CP)
ONEONTA

Frequency: 1110 Kc. Power: 250 Watts d.
Owned-Operated By Oneonta Bcstg. Co.
Business Address 285 River St.
Partners John Nazak, Joanne May Leuko

W K B S (CP)
OYSTER BAY

Frequency: 1520 Kc. Power: 250 Watts d.
Owned-Operated By Eastern Bcstg. Co.

W M F F
PLATTSBURG—EST. 1936
ABC-KBS

Frequency: 1340 Kc. (CP for 960)
Power: 250 Watts (CP 1000 Watts)
Owned-Operated By Plattsburg Bcstg. Corp.
Business-Studio Address 153 Margret St.
Phone Number 1600-1-591
Transmitter Location Boynton Ave.
Air Time 6:45 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
Membership NAB, BMB
President, General Mgr. George F. Bissell
Business Manager Edward S. Gagnon
Commercial Manager Joel H. Schier
Sales Promotion Manager, Publicity Director,
Chief Engineer Edward S. Gagnon
Program Director, Chief
Announcer John H. Lawerance

W K I P
POUGHKEEPSIE—EST. 1940
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned By Poughkeepsie Newspapers, Inc.

Operated By Radio Division, Poughkeepsie
Newspapers, Inc.

Address Memorial Square
Phone Number Poughkeepsie 6800
Studio Address New Yorker Bldg.;
Nelson House

Transmitter Location The Nelson House
Air Time 6:30 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard
Membership NAB, BMB
General Manager George W. Bingham
Commercial Manager H. C. Watson
Sales Promotion Mgr. Richard F. Crans
Program Director Richard F. Crans
Chief Engineer Marvin S. Seimes

W A R C
ROCHESTER—EST. 1947
ABC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By WARC, Inc.
Business Address Sheraton Hotel
Phone Number Main 6134
News Service AP
Transcription Service Associated
Representative Katz
President-General Mgr. S. W. Townsend
Commercial Manager Harland M. Evans
Promotion Manager Hav Nash
Program Director Frederick L. Essex
Chief Engineer Robert S. Smch

W H A M
ROCHESTER—EST. 1922
NBC

Frequency: 1180 Kc. Power: 50,000 Watts
Owned-Operated By Stromberg-Carlson Co.
Business-Studio Address Rochester Radio
City, Humboldt St.
Transmitter Location Brook Rd., Scottsville,
N. Y.
Air Time 6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-1
a.m., Sat.; 8 a.m.-1 a.m., Sun.
News Service UP
Transcription Service World, Thesaurus
Representative Geo. P. Hollingbery
Membership NAB, BMB
Chief Executive, Gen. Mgr. William A. Fay
Commercial Manager J. W. Kennedy, Jr.
Sales Promotion Manager, Publicity
Director Arthur Kelly
Program Director Charles Siverson
Production Manager Syl Novelli
Chief Announcer Homer Bliss
Musical Director Gene Zacher
Chief Engineer Kenneth Gardner
Farm Editor Tom Murray



Consistently...

ROCHESTER'S FAVORITE STATION

1936

A pre-Hooper but very "Hooper-ish" independent survey, conducted by Economics Dept., University of Rochester in 1936, completed 6661 telephone calls ... showed this definite Rochester preference for WHEC.

Survey conducted by University of Rochester showed Rochester's Radio Preference for

WHEC 44%

THE OTHER ROCHESTER STATION 40%
OUT-OF-TOWN STATIONS 16%

1947

Hooperatings

With first 4, then 6, stations operating in Rochester during 1947, combined average Hooper rating index

WHEC 42%

STATION B 32.5%	} Not on Air 'til Nov. '47
STATION C 14.6%	
STATION D † 8.7%	

* Sunday afternoon omitted to conform with periods in use in U. of R. Survey.

† Operates Daytime Only.



WHEC

of Rochester

N. Y.

5,000 WATTS

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

W H E C

ROCHESTER—EST. 1925

CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By: WHEC, Inc.
 Business-Studio Address: 40 Franklin St.
 Phone Number: Stone 1230
 Transmitter Location: Winton Rd. S.
 Air Time: 6:30 a.m.-12:30 a.m.
 News Service: AP
 Transcription Service: Standard, Associated, MacGregor
 Representative: J. P. McKinney
 Membership: NAB, BMB
 President: Frank E. Gannett
 General Manager: Gunnar O. Wiig
 Executive Vice President: Clarence Wheeler
 Commercial Manager: Lemoine C. Wheeler
 Program-Publicity Director: William J. Adams
 Production Manager: Lowell H. MacMillan
 Chief Announcer: Roger Goodrich
 Musical Director: Jerry Vogt
 Chief Engineer: Bernard C. O'Brien
 News Editor: Ralph Knox

W R N Y

ROCHESTER—EST. 1925

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Operated By: Monroe Bcstg. Co., Inc.
 Business-Studio Address: 191 East Ave.
 Phone Number: Main 7533
 Transmitter Location: Mt. Read Blvd.
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Adam J. Young, Jr.
 Membership: NAB
 President, General-Station
 Manager: George B. Kelly
 Program Director: Add Penfield
 Chief Announcer, Farm Editor: Paul Robinson
 Chief Engineer: Felix Bonvouloir

W S A Y

ROCHESTER—EST. 1936

MBS—ABC

Frequency: 1370 Kc. Power: 1000 Watts
 (CP 5000 Watts)
 Owned-Operated By: Federal Bcstg. System
 Business-Studio Address: Taylor Bldg., 328
 Main St. E.
 Phone Number: Stone 0702-3
 Transmitter Location: French Rd., Brighton,
 N. Y.
 Air Time: 6:30 a.m.-12:35 a.m., Mon.-Fri.; 6:30
 a.m.-1 a.m., Sat.; 8 a.m.-12:35 a.m., Sun.
 News Service: INS
 Representative: Joseph Hershey McGillvra
 Membership: NAB

President, General Mgr.: Gordon P. Brown
 Commercial Manager: John D. Kelly
 Program Director: George LiButti
 Chief Engineer: Merriam Johnson

W V E T

ROCHESTER—EST. 1947

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Veterans Bcstg. Co.
 Business Address: Garnite Bldg.
 Phone Number: Stone 0990
 News Service: UP
 Transcription Service: Capitol
 Representative: Weed
 President-General Mgr.: William B. Maillefert
 Commercial Manager: John S. Houseknecht
 Sales Promotion Mgr.: Harry W. Bennett
 Program Director: Larry Harding
 Chief Engineer: Irving F. Lyke

W K A L

ROME—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Copper City Bcstg. Corp.
 Business-Studio Address: Capitol Theatre Bldg.
 Air Time: 6:30 a.m.-1 a.m.

IN ROCHESTER, N. Y. IT'S



W
R
N
Y

- ★ NEWS
- ★ MUSIC
- ★ SPORTS

AT

680

KILOCYCLES

MONROE BROADCASTING CO., Inc.
 191 East Avenue Rochester 4, N. Y.
W R N Y • W R N Y - F M



THE BIGGEST SHOW IN TOWN

WFBL —the Greatest Selling Power

BASIC CBS

in SYRACUSE and Central New York!

WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar **BUYS MORE** over WFBL in SYRACUSE!

✓ Check these WFBL AUDIENCE BUILDERS

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios at Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sa*) The Only All Live Talent Early Morning Show in Central New York!

THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mond. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim DeLine.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

1947 **Hooperatings** PROVE IT!*

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

	1	2	3	4	5	6
WFBL	█	█	█	█	█	█
Station B	█	█	█	█	█	█
Station C	█	█	█	█	█	█
Station D	█	█	█	█	█	█
Station E**	█	█	█	█	█	█

WFBL Led in 24 of the 40 Quarter Hour Periods!

*Hooper Winter-Spring Report . . . December through April.
 **Station E measurements based on interviewing conducted Since February 3, 1947 and submitted as indicative only.

WFBL IN SYRACUSE



FREE and PETERS Exclusive National Representatives
 BASIC MEMBER CBS 5000 Watts

News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeDonald Cooke
 PresidentMyron J. Kallet
 General ManagerMichael C. Fusco
 Commercial-Sales Promotion
 ManagerGeorge L. Cramer
 Program DirectorCharles King
 Production ManagerDaniel Fusco
 Chief AnnouncerRobert Storey
 Musical DirectorCarleton Boone
 Chief EngineerDeforest T. Layton, Jr.
 Farm EditorLouis V. Denti

WNBZ

SARANAC LAKE—EST. 1929
 KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByUpstate Bcstg. Corp.
 Business-Studio Address88 Main St.
 Phone Number1320 & 1246
 Transmitter LocationMerrill St.
 Air Time7:15 a.m.-11:15 a.m.
 News ServiceAP
 RepresentativeThomas F. Clark
 President, General Mgr.John F. Grimes
 Commercial ManagerJacques DeMatts
 Sales Promotion Mgr.Robert C. Myles, Jr.
 Program-Musical DirectorKerroll Kunz
 Chief AnnouncerGeorge P. Leighton
 Chief EngineerH. Berwind Williams

WGY

SCHENECTADY—EST. 1922
 NBC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Operated ByGeneral Electric Co.
 Business-Studio Address1 River Rd.
 Phone Number3-2121
 Transmitter LocationR. D. No. 5
 Air Time6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News ServiceAP, UP
 Transcription ServiceLang-Worth, Thesaurus
 RepresentativeNBC Spot Sales
 MembershipNAB, BMB
 Vice President, Manager of Bcstg.R. S. Peare
 Assistant Manager of Bcstg.B. J. Rowan
 Station ManagerG. Emerson Markham
 Supervisor, Station Sales &
 PromotionA. G. MacDonald

Supervisor of ProgramsCaleb Paine
 Chief EngineerW. J. Purcell

WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByWestern Gateway Bcstg.
 Corp.
 Business-Studio Address619 State St.
 Phone Number3-3622
 Transmitter LocationCampbell Rd.
 Air Time6:45 a.m.-12:05 a.m.; 8 a.m.-12:05
 a.m., Sun.
 News ServiceAP
 Transcription ServiceStandard, Lang-Worth
 PresidentWinslow Leighton
 General Manager, Vice-President, Station
 ManagerGeorge R. Nelson
 Commercial-Sales Promotion
 ManagerCecil Woodland
 Program DirectorEdward F. Flynn
 Production ManagerJoan McGregor
 Publicity DirectorMartha Martin
 Musical DirectorHap Huber
 Chief EngineerIrving Beck

WFBL

SYRACUSE—EST. 1922
 CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated ByOnondaga Radio Bcstg.
 Corp.
 Business-Studio Address433 S. Warren St.
 Phone Number2-1147
 Transmitter LocationCollamer, N. Y.
 Air Time5 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News ServiceUP
 RepresentativeFree & Peters
 MembershipNAB
 PresidentOscar F. Soule
 General ManagerSamuel Woodworth
 Vice President, Merchandising &
 PromotionRobert G. Soule
 Vice President, Commercial
 ManagerCharles Phillips
 Sales ManagerL. F. Wylie
 Program-Musical Director, Production
 ManagerRaymond Ganter
 Publicity DirectorJ. E. Moore
 Chief AnnouncerJ. DeLine
 Chief EngineerJames Kelly
 Farm EditorRobert F. Doubleday

WAGE

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: WAGE, Inc.
 Business-Studio Address: Loew Bldg.
 Phone Number: 2-0277
 Transmitter Location: Liverpool, N. Y.
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 President: Frank G. Revoir
 General-Station Mgr.: William T. Lane
 Commercial Manager: Aaron Beckwith
 Program Director, Production
 Manager: Gordon Alderman
 Musical Director: Robert Stockdale
 Chief Engineer: Charles W. Brannen

WNDR

SYRACUSE—EST. 1947

MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Syracuse Bcstg. Corp.
 Business-Studio Address: 306 S. Salina St.
 Phone Number: 2-6101
 Transmitter Location: Dewitt, N. Y. & Pompey, N. Y.
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth, Associated, SESAC
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: T. Frank Dolan
 General-Station-Commercial-Sales Promotion Manager: Al W. Godwin, Jr.
 Program Director, Production
 Manager: Ralph Freeman
 Publicity Director: RoseAnn Motto
 Chief Announcer: Fred Peach
 Musical Director: Donald C. Hayes
 Chief Engineer: Charles E. Just
 Farm Editor: William G. Martin

WAGE
 SYRACUSE, N.Y.
DOMINATES
 Central New York!

FIRST CHOICE OF TOP NATIONAL ADVERTISERS

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

Represented by the Edward Petry Co.

WAGE
 ABC

THERE'S THAT VOICE AGAIN!..

DOMINATING
 Central New York

WNDR
 5000 WATTS
 1260 k.c.

Wilson Bldg., Syracuse, N. Y.
 Basic Mutual Network

Nationally Represented by
 PAUL H. RAYMER CO.

WOLF

SYRACUSE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Bcstg. Corp.
 Business-Studio Address Onondaga Hotel
 Phone Number 2-7211
 Transmitter Location Kirkpatrick & Van
 Renseallear Sts.
 Air Time 6 a.m.-2 a.m.
 News Service AP
 Transcription Service Standard, Cole
 Representative Walker
 President, General Mgr. T. S. Marshall
 Station Manager Hamilton Woodle
 Commercial Manager Daniel Dwyer
 Sales Promotion Manager James J. Coolican
 Publicity Director Charles Shaw
 Musical Director Norman Meservey
 Chief Engineer Tom Crimmins

WSYR

SYRACUSE—EST. 1922

NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Central N. Y. Bcstg.
 Business-Studio Address Syracuse Kemper
 Phone Number 3-7111
 Transmitter Location Valley Dr.
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Associated, Lang-Worth
 Representative Headley-Reed
 Membership NAB, BMB
 President Harry C. Wilder
 Vice President E. R. Vadeboncoeur
 Commercial Manager W. R. Alford, Jr.
 Sales Promotion Manager, Publicity
 Director John F. Hurlbut
 Program Director Bill Rothrum
 Chief Announcer Elliott Gove
 Musical Director Murray Bernthal
 Chief Engineer G. Armand Belle Isle
 Farm Editor Floyd Ottoway

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By Rensselaer Polytechnic
 Inst.

WTRY

TROY—EST. 1940

CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Troy Bcstg. Co. Inc.

Business Address 92 Fourth St.
 Phone Number Troy 2100; Albany 4-2500
 Studio Address 92 Fourth St., Troy; DeWitt
 Clinton Hotel, Albany
 Transmitter Location Niskayuna, Schenectady
 County, N. Y.

Air Time 6 a.m.-1 a.m.; 7:55 a.m.-12:05 a.m.,
 Sun.

News Service UP
 Transcription Service Associated, Lang-Worth
 Representative Headley-Reed, Kettell-Carter
 Membership NAB, BMB
 President H. C. Wilder
 Vice President, General Mgr. W. A. Riple
 Asst. Manager W. W. Carter
 Commercial Manager John W. Sutphen
 Promotion Manager, Publicity
 Director James F. Baker
 Program Director, Production Manager,
 Musical Director H. H. Sharpe
 Chief Engineer Albert H. Chismark

WFRB (CP)

UTICA

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Richard H. Balch
 Business Address 20 Whiteboro St.
 Owner Richard H. Balch

WIBX

UTICA—EST. 1925

CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By WIBX, Inc.
 Business-Studio Address First Bank Bldg.
 Phone Number 2-2101
 Transmitter Location Clark Mills-N. Y. Mills,
 N. Y.

Air Time 6 a.m.-12:05 a.m.; 7 a.m.-12:05
 a.m., Sun.

News Service INS, UP
 Transcription Service World, BMI
 Representative Helen Wood & Colton, Bertha
 Bannan, Walter Biddick

Membership NAB, BMB
 President & General

Manager Mrs. Margaret P. Bowen
 Assistant to President Helen Wood
 Commercial-Sales Promotion

Manager Nathan W. Cook
 Program Director Elliott Stewart
 Production Manager Betty Cushing Griffin
 Publicity Director N. W. Cook
 Chief Announcer Robert Mahaney
 Musical Director William Walters
 Chief Engineer John T. Dowdell

WGAT
 UTICA—EST. 1947
 ABC

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Operated By: Central Bcstg. Co.
 Business-Studio Address: Mayro Bldg.
 Phone Number: 2-9121
 Transmitter Location: Marcy, N. Y.
 Air Time: 7 a.m.-local sunset
 News Service: AP
 Representative: Radio Advertising
 President: J. Eric Williams
 Sales Promotion Manager: Roland L. Fowler
 Program Director: C. D. Williams
 Publicity Director: C. D. Williams
 Musical Director: Sylvio Muschera
 Chief Engineer: Robert N. Blair
 Farm Editor: John Marion

WRUN
 UTICA—EST. 1947
 ABC

Frequency: 1150 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By: Rome Sentinel Co.
 Phone Number: 2-5111

News Service: AP
 Transcription Service: Associated, Thesaurus
 Representative: Avery, Knodel
 President: B. C. Bernard
 General Manager: Fritz S. Updike
 Promotion Manager: Richard A. Clark
 Program Director: Stewart Spencer
 Chief Engineer: Warren E. McDowell

WATN
 WATERTOWN—EST. 1941
 MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Watertown Bcstg. Corp.
 Business-Studio Address: 118 Washington St.
 Phone Number: 2424
 Transmitter Location: 118 Washington St.
 Air Time: 17¼ hrs. Mon.-Sat.; 16¼ hrs. Sun.
 News Service: AP
 Transcription Service: Standard
 Representative: Helen Wood & Colton
 Membership: NAB
 President, General-Commercial
 Manager: G. Harry Righter
 Program Director: Hugh L. Cosline, Jr.
 Co-Chief Engineers: Donald Schryver, Fred
 Sprague, James Billingsley
 Farm Editor: G. Harry Righter

WGAT

Utica
 N. Y.

Doing a real job
 for the Advertiser
 with News and Music

J. ERIC WILLIAMS
 Owner and Gen. Manager

W W N Y

WATERTOWN—EST. 1941

CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By.....Brockway Co.
 Business-Studio Address.....Hotel Woodruff
 Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:15
 News ServiceUP
 Transcription Service.....World, Associated
 RepresentativeWeed
 MembershipNAB, BMB
 PresidentHarold B. Johnson
 General-Commercial Mgr.....Louis Saiff, Jr.
 Station Manager, Farm Editor..Earl R. Kelly
 Sales Promotion.....Glen S. Doull
 Program Director.....James W. Higgins
 Chief Engineer.....Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..Westchester Bcstg. Corp.
 Business-Studio Address.....8 Church St.
 Phone Number9-6400
 Transmitter Location...Secor Rd., Greenburgh
 Township

Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World, Associated
 RepresentativeHeadley-Reed
 MembershipNAB
 PresidentValentine E. Macy
 General-Station Manager....Frank A. Seitz
 Commercial Manager.....John G. Arens
 Program-Musical Director.....Randall Kaler
 Chief Announcer.....Robert Peters
 Chief Engineer.....Frank A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts
 Owned-Operated By.....L. I. Bcstg. Corp.
 Business-Studio Address.....41-30 58th St.
 Phone Number.....Newtown 9-3300
 Transmitter Location.....41-30 58th St.
 Air Time.....8 a.m.-12 M.
 News ServiceAP
 Transcription Service...Associated, Standard
 RepresentativeThomas F. Clark
 President, General Mgr...William H. Reuman
 Station-Commercial Manager....Edith Dick
 Program Director, Production Mgr..Fred Barr
 Publicity Director.....Walter Kaner
 Chief Engineer.....Vincent Losgar

W F A S

Selected Audience

Appeal in Westchester,

Serious Music

News

Special Events

40.6% of Westchester's Radio families listen to

WFAS—DIAL 1230

WFAS—FM 103.9 MC

White Plains, N. Y.

Represented by

HEADLEY-REED COMPANY

Chrysler Bldg.

New York

WWRL

NEW YORK

Delivering its selling signal to
9,005,442 potential buyers in the
 rich, greater New York area.

with

Intensive, blanket coverage of
 Queens County, pop. **1,422,996.**

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

1600

"The HIGH Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,718,000—% Increase +4.1—Radio Homes 644,069
Farms with Radios 172,115—Stations in State 83

W R C S (CP)

AHOSKIE

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: Ronanoke-Chowan
Broadcasting Co., Inc.

W A B Z

ALBEMARLE—EST. 1947

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By: Albemarle Bcstg. Co.
Business-Studio Address: Hotel Albemarle
Phone Number: 1010
Transmitter Location: 3 mi. from Albemarle on
Salisbury Highway

Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Thesaurus
Representative: R. Hoy Whitlow
Membership: NAB, BMB
General-Station Mgr.: Carl Jack Aley
Commercial Manager: Ira C. Leigh
Sales Promotion Manager: Lyle Lewis
Program Director, Chief

Announcer: Harold Dale
Production Manager: Albert Jones
Publicity Director: Lyle Lewis
Musical Director, Farm Editor: Donald McLain
Chief Engineer: Robert Liverance

W G W R

ASHEBORO—EST. 1947

N. C. STATE NET., INC.

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Asheboro Bcstg. Co., Inc.
Business-Studio Address: 303 E. Salisbury St.
Phone Number: 800 or 798
Transmitter Location: Oakie Mountain
Air Time: 5:30 a.m.-local sunset; 7:30 a.m.-
local sunset, Sun.

News Service: UP
Representative: Friedenberg
Membership: BMB
President: Roy Cox
General-Station-Commercial

Manager: J. R. Marlowe
Sales Promotion Manager, Publicity
Director: Fred Gray
Program Director, Production

Manager: Anderson B. Borwn
Musical Director: Nelson Harrill
Chief Engineer: Clyde C. Penny
Farm Editor: Nelson J. Harrill, E. S. Millsaps

W I S E

ASHEVILLE—EST. 1939

NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WISE
Business-Studio Address: 100 College St.
Phone Number: 4560
Transmitter Location: 100 College St.
Air Time: 6:30 a.m.-1 a.m.; 7:45 a.m.-1 a.m.,
Sun.

News Service: AP
Transcription Service: Thesaurus, Lang-Worth
Representative: Burn-Smith, Harry E.
Cummings

Membership: NAB, BMB
President-Owner: Harold H. Thoms
General-Station-Commercial

Manager: Loyd B. Leonard
Sales Promotion Mgr.: W. Marvin Newton
Program Director: Hal Edwards

W L O S

ASHEVILLE—EST. 1947

MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By: Skyway Bcstg. Corp.
Business-Studio Address: Battery Park Hotel
Phone Number: 3080
Transmitter Location: Emma, N. C.
Air Time: 18 hrs. daily
News Service: INS, UP
Transcription Service: Standard
Representative: Taylor-Howe-Snowden
Membership: NAB
President: Charles M. Britt
Vice President, General-Station

Manager: Charles B. Britt
Commercial Manager: J. William Hendon
Program Director: Bernard C. Barth
Chief Announcer: Garrett Morrison
Chief Engineer: Palmer A. Greer

W N C A

ASHEVILLE—EST. 1945

ABC—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Community Bcstg. Co.
Business-Studio Address: Asheville Biltmore
Hotel

Phone Number: 2872
Transmitter Location: Emma, N. C.
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: World, Cole

. . . NORTH CAROLINA . . .

Representative Forjoe
 Membership NAB
 President Linton D. Baggs, Jr.
 General Manager Robert M. Lambe
 Commercial Manager Edward D. Brandt
 Sales Promotion Manager, Publicity
 Director Fred Brown
 Program Director Hazel S. Bennett
 Production Manager, Musical
 Director Alan Newcomb
 Chief Engineer John Randolph

Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated, Lang-Worth,
 Capitol
 Representative Gene Grant
 Membership NAB, BMB
 General-Station Manager E. Z. Jones
 Commercial Manager Roy Springer
 Program-Production Mgr. G. Sandefur
 Publicity Director Rollie Furman
 Chief Engineer Berry Tysor

W S K Y

ASHEVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Radio Asheville, Inc.
 Business Studio Address 12 Church Street
 Phone Number 2232
 Transmitter Location Campbell Woods
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 President Carl R. Bamford
 Gen.-Station Manager Zeb Lee
 Sales Manager Baxter Barkley
 Chief Engineer Charles W. Sumner

W W N C

ASHEVILLE—EST. 1927

CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Asheville Citizen-Times
 Co., Inc.
 Business-Studio Address 14 O'Henry Ave.
 Phone Number 5500
 Transmitter Location Near Emma, N. C.
 Air Time 6a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NAB, BMB
 Executive Director Don S. Elias
 General-Station Mgr. Cecil B. Hoskins
 Sales Manager James A. Hagan
 Sales Promotion Manager, Publicity
 Director K. C. Willson, Jr.
 Program Director, Production
 Manager Wm. F. Melia
 Chief Announcer Read Wilson
 Chief Engineer Wm. M. Hamrick

W B B B

BURLINGTON—EST. 1941

MUTUAL—CAROLINA SPORTS—KBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By Alamance Bcstg. Co.,
 Inc.
 Business-Studio Address 310½ S. Main St.
 Transmitter Location W. Front St. Extension

W F N S

BURLINGTON—EST. 1947

INDEPENDENT

Frequency: 1150 Kc. Power: 1000 Watts
 Owned By Burlington-Graham Bcstg. Co.
 Operated By Radio Station WFNS
 Business-Studio Address 105½ W. Andrews
 St.
 Phone Number 6-5536
 Transmitter Location Birch Bridge Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Thesaurus
 President W. Boman Sanders
 General-Station Mgr. Everett C. Qualls, Sr.
 Commercial Manager Phillip Eakin
 Program Director Catherine Faulconer
 Production Manager Lamar Morgan
 Chief Announcer Lou Rigsbee
 Musical Director Jim McLoughlin
 Chief Engineer Harold S. Taylor

W A Y S

CHARLOTTE—EST.

ABC—MBS

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned By Inter-City Advertising
 Operated By Radio Station WAYS
 Business-Studio Address 120 E. Third St.
 Phone Number 37173-4
 Transmitter Location Oakdale section
 Air Time 5 a.m.-1 a.m.; 6 a.m.-12 P.M., Sun.
 News Service AP
 Transcription Service SESAC, Lang-Worth,
 Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President G. W. Dowdy
 General-Station Manager W. H. Goan
 Commercial-Sales Promotion
 Manager Norman Young
 Program Director, Production
 Manager J. B. Clark
 Publicity Director Mitzi Stack
 Musical Director Alonzo Squires
 Chief Engineer A. L. Chaney, Jr.

W B T

CHARLOTTE—EST. 1921

CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By Jefferson Standard
 Bcstg. Co.
 Business-Studio Address Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location 9 mi. S. of Charlotte,
 Nation's Ford Rd.
 Air Time 5 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Radio Sales
 Membership NAB, BMB
 President J. M. Bryan
 Chairman of Board Ralph Price
 General Manager Chas. H. Crutchfield
 Assistant General Manager E. J. DeGray
 Sales Manager Keith Byerly
 Promotion Manager J. R. Covington
 Program Director Larry Walker
 Production Manager Harry Snook
 Publicity Director Miss Audrey Summers
 Director of News & Special
 Features Jack Knell
 Musical Director Clarence Eilers
 Chief Engineer M. J. Minor

W G I V

CHARLOTTE—EST. 1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By Publix Bcstg. Services
 of Char-lotte, Inc.
 Business Address 2520 Tooney Ave.
 News Service AP
 Transcription Service Capitol
 Pres.-Gen. Mgr. Francis M. Fitzgerald
 Commercial Manager J. Law Epps
 Promotion Manager Mary Burnside
 Program Director Cele Roberts
 Chief Engineer Tom Brandon

W S O C

CHARLOTTE—EST. 1933

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WSOC,
 Inc.
 Business-Studio Address 1925 N. Tryon St.
 Phone Number 7138
 Transmitter Location 1925 N. Tryon St.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 President, General-Station Mgr. E. J. Gluck
 Commercial Manager Bomar A. Lowrance
 Sales Promotion Manager Clyde Clem

Production Manager, Program-Musical
 Director Paul Marion
 Chief Announcer Ron Jenkins
 Chief Engineer L. L. Caudle, Jr.

W R R Z

CLINTON—EST. 1946

ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Operated By Tar Heel Bcstg System
 Business Address Clinton, N. C.
 Phone Number 2354
 News Service AP
 Transcription Service World
 Representative Forjoe
 Exec. Vice President W. R. Roberson Jr.
 General-Commercial Mgr. George Walston
 Chief Engineer Herman Solitz

W E G O

CONCORD—EST. 1941

KBS

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Concord, N. C.
 Phone Number 2271
 Transmitter Location Concord, N. C.
 Air Time Local sunrise-local sunset
 News Service AP, UP
 Transcription Service Standard, SESAC,
 Cole
 Representative Thomas F. Clark
 Membership BMB
 General-Station Manager Wayne M. Nelson
 Commercial Manager Henry L. Lowder
 Program Director Nelda J. Garmon
 Chief Engineer Edwin M. Stanton

W C K B

DUNN—EST. 1946

KBS

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By N. C. Central Bcstrs.,
 Inc.
 Business-Studio Address P. O. Box 431
 Phone Number 552
 Transmitter Location 1 mi. S. of Dunn
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Membership NAB, BMB
 President Earl McD. Westbrook
 General-Station Manager, Musical
 Director A. Hartwell Campbell
 Commercial-Sales Promotion Mgr. A. L. Faulk
 Program Director Frank Huber
 Production Manager Ted Burwell
 Chief Engineer E. L. Burwell
 Farm Editor Al Jordan

W D N C

DURHAM—EST. 1934

CBS

Frequency: 620 Kc. Power: 5000 Watts d.:
1000 Watts n.

Owned-Operated By...Durham Radio Corp.
Business-Studio Address...138½ E. Chapel
Hill St.

Phone Number R-155
Transmitter Location Hillsboro Rd.
Air Time..6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
Sun.

News Service.....AP, UP
Transcription ServiceCapitol
Representative.....Paul H. Raymer
MembershipNAB, BMB
PresidentC. C. Council
Vice President, General-Station-Sales Promotion
Manager, Publicity Director..J. Frank Jarman
Commercial Manager.....C. James Woodhouse
Program Director.....Ed Higgins, Jr.
Office Manager.....Sue Taylor
Chief Engineer.....Homer Ledbetter

W D U K

DURHAM—EST. 1946

ABC

Frequency: 1310 Kc. Power: 1000 Watts d.:
500 Watts n.

Owned-Operated By.....Harmon L. Duncan
Business-Studio Address..305 West Main St.,
DHM., N. C., St.owd Building, Chapel Hill,
N. C.

Phone NumberR-101
Transmitter Location.....Leon St.
Air Time.....6 a.m.-12 M.
News ServiceAP
Transcription ServiceLang-Worth
MembershipNAB
General-Station-Sales Promotion

Manager.....Harmon L. Duncan
Commercial Manager.....Arthur Fazzin
Program Director, Production
ManagerEccles Huff
Publicity Director.....David Hoyle
Chief Engineer.....Roy E. Fullen

W H H T

DURHAM—EST. 1946

MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By.....Harold H. Thoms
Business-Studio Address.....310 Main St.
Phone NumberL-975
Transmitter Location.....Guess Rd.
Air Time.....6:30 a.m.-1 a.m.
News ServiceINS
Transcription ServiceStandard

Representative.....Burn-Smith Company
Inc.

MembershipBMB
President-Owner.....Harold H. Thoms
General-Station-Sales P. omotion
ManagerKenneth Beachboard
Commercial Manager.....Wilbur Smith
Program-Musical Director.....Vera Ervin
Production Manager, Chief
AnnouncerBill Ferguson
Publicity Director.....George Jacobs
Chief Engineer.....W. L. Wafford, Jr.
Farm Editor.....John Clark

W S S B

DURHAM—EST. 1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..Public Information Corp.
Business Address..Depositors Nat'l Bank Bldg.
Phone Number6919
RepresentativeForjoe
President.....Thomas B. Sawyer
General Manager.....Guy Graiffen

W T I K

DURHAM—EST. 1946

TOBACCO NETWORK

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By.....Durham Bcstg. Co.
Address.....211½ E. Main St.
Phone NumberN-187
Transmitter Location.....Ellis Rd.
Air Time.....Local sunrise-local sunset
News ServiceAP
Transcription Service.....World, Thesaurus
President-Gen. Mgr.....Floyd Fletcher
Commercial Manager.....Paul W. Norris
Program Director.....Ken Corbitt
Chief Engineer.....Arlis White

W C N C

ELIZABETH CITY—EST. 1939

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Albemarle Bcstg. Co.
Business-Studio Address..104 E. Colonial Ave.
Phone Number1400
Transmitter Location...Parsonage St., Extd.
Air Time.....6 a.m.-11 p.m.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBurn-Smith
General Manager.....Edmund D. Northup
Commercial-Sales Promotion
Manager.....T. W. Talbot
Program Director.....Nancy Northup
Production Manager, Chief
AnnouncerFrank Elliott
Publicity Director.....Bill Krough
Chief Engineer.....Joe Kyle

W G A I

ELIZABETH CITY—EST. 1947

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By Daily Advance
 Business Address Kramer Bldg.
 Phone Number 757
 News Service AP
 Transcription Service World
 General Manager Bob Bingham
 Commercial Manager Alan Friedrichs
 Promotion Manager Sterling Waters
 Program Director Alan Burke
 Chief Engineer Frederick Wagner

W F L B

FAYETTEVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fayetteville Bcstrs., Inc.
 Business Address P. O. Box 1258
 Phone Number 7136
 Studio-Transmitter Location Bragg Blvd.
 Air Time 6 a.m.-12 M.
 News Service INS
 Transcription Service Thesaurus
 Representative Cox & Tans
 Membership NAB, BMB
 President Harry B. Stein
 General-Station Manager John M. Croft
 Commercial Manager N. L. Royster
 Chief Engineer E. A. Whitlock

W F N C

FAYETTEVILLE—EST. 1940

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Cape Fear Bcstg. Co.
 Business-Studio Address 114 Anderson St.
 Phone Number 4848 and 2747
 Transmitter Location Murchison Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 General Manager Victor W. Dawson
 Commercial Manager Luther Gambill
 Sales Promotion Manager Harry Mills
 Program Director, Farm
 Editor Nat R. Martin
 News Editor Marjorie Jordan
 Chief Engineer William Alford

W G N C

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By F. C. Todd
 Business-Studio Address 168-170 W. Main St.
 Phone Number 732
 Transmitter Location Gastonia, N. C.


Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President-Owner F. C. Todd
 General-Station Manager Pat McSwain
 Commercial Manager F. C. Abennethy
 Program Director Earl Holder
 Chief Announcer Oliver Thornburg
 Chief Engineer W. C. Groves, Jr.

W B B O

FOREST CITY—EST. 1947

N. C. STATE NETWORK—KBS

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By Rutherford County
 Radio Co., Inc.
 Business-Studio Address Forest City, N. C.
 Phone Number 3205
 Transmitter Location Forest City
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Friedenberg
 Membership NAB, BMB
 President-General-Station
 Manager Ed M. Anderson
 Commercial Manager Jack Hammette
 Chief Engineer Merton Iwerks

WGBR 1400 K.C.	WGBR-FM 93.3 MEG.
Goldsboro	
	
AFFILIATE OF MBS and TOBACCO NETWORK Represented by The Walker Co.	
<h2 style="margin: 0;">WGBR</h2> <p style="margin: 0;">"Eastern Carolina's Number One Station" LELAND B. NELSON, Gen. Mgr. GOLDSBORO NORTH CAROLINA</p>	

W G B R

GOLDSBORO—EST. 1939

MBS—TOBACCO NETWORK

WGWR—1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Eastern Carolina Bcstg.
 Co., Inc.
 Business-Studio Address Borden Bldg.
 Phone Number 1550
 Transmitter Location W. of Goldsboro on
 Highway No. 70
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus, World, Cole
 Representative Walker Co.
 Membership NAB, BMB
 President A. T. Hawkins
 General-Station Manager Leland B. Nelson
 Commercial-Sales Promotion, Publicity
 Director Sidney J. Brumberg
 Program Director, Production
 Manager Vassie G. Balkcum
 Chief Announcer Charlie E. Harville
 Chief Engineer Daniel B. Trueblood
 Farm Editor Edward D. Champion

W B I G

GREENSBORO—EST. 1926

CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By N. C. Bcstg. Co.
 Business Address P. O. Box 1807
 Phone Number 6125-6-7
 Studio Address O. Henry Hotel Bldg.
 Transmitter Location Battleground Blvd.
 Air Time 6 a.m.-12 M. 8 a.m.-12 M. Sun.
 News Service AP
 Transcription Service World, Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President-General-Station
 Manager Edney Ridge
 Commercial Manager Gilbert M. Hutchison
 Sales Promotion Manager William P. Mitchell
 Program Director, Production
 Manager Alfred J. Rice
 Publicity Director Aileen Gilmore
 Chief Announcer Mike Brooks
 Musical Director Margaret Banks
 Chief Engineer Earl F. Allison
 Farm Editor Bob Jones



"The PRESTIGE
 STATION of the
 CAROLINAS"



famed
 for
 Showmanship



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

W C O G (CP) GREENSBORO

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By. Inter-City Adv. Co.
Business Address. 120 E. Third St.,
Charlotte, N. C.

W G B G

GREENSBORO—EST. 1942
ABC

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By. Greensboro Bcstg. Co.,
Inc.

Business Address. P. O. Box 2280
Phone Number 3-3631
Studio-Transmitter Location. Ashe St. Extn.
Air Time. 6 a.m.-Local Sunset
News Service UP
Transcription Service. Capitol, Associated
Representative Burn-Smith
President, General-Station

Manager. Ralph M. Lambeth
Commercial Manager. Earl O. Sullivan
Sales Promotion Manager. Garland Michael
Program Director. H. Marie Craven
Chief Engineer. James M. Stewart

W G T C

GREENVILLE—EST. 1940
MBS—TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By. J. J. White
Operated By. Greenville Bcstg. Co.
Business-Studio Address. Falkland Highway,
P. O. Box 898

Phone Number 3182
Transmitter Location. Falkland Highway
Air Time 7 a.m.-12 p.m.
News Service AP
Transcription Service. World, Cole, Lang-
Worth

Representative Walker
Membership NAB, BMB
President-Owner. J. J. White
General-Station Manager. B. S. Hodges, Jr.
Commercial-Sales Promotion

Manager Dave Mosier
Program-Pub. Prod. Mgr. Charles Whedbec
Chief Engineer. Jim Mayo

W H N C

HENDERSON—EST. 1945
MBS—KBS

Frequency: 890 Kc. Power: 1000 Watts d.
Owned-Operated By. Henderson Radio Corp.
Business-Studio Address. 219 So. William St.
Phone Number 736-1446

Transmitter Location. 2 miles N. of Henderson
on U. S. No. 1

Air Time Local Sunrise-Local Sunset
News Service AP
Transcription Service. World, Lang-Worth,
Thesaurus, Cole, Capitol

Representative Homer Griffith
Membership NAB, BMB
President. S. S. Stevenson
Vice-President, General-Station-Commercial . .
Sales Promotion Manager. Nathan Frank
Program Director. Virginia Parham
Production Manager. Charlie Tuteweiler
Chief Engineer. Lewis Hiland

W H K P

HENDERSONVILLE—EST. 1946
MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Redge Bcstg. Co.
Address Box 757
Phone Number 700
Transmitter Location. Chimney Rock Highway

Air Time. 6 a.m.-12 M.
News Service AP
Transcription Service World
Membership BMB
President. R. Lee Whitmire
General Manager. R. Lee Amos
Commercial Manager. Reginal Hill
Promotion Manager. Kermix Edney
Chief Engineer. Wm. M. Cox

W H K Y

HICKORY—EST. 1939
ABC—KBS

Frequency: 1290 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By. The Catawba Valley
Bcstg. Co., Inc.

Address. 13th St. Radio Bldg.
Phone Number 1195-6
Transmitter Location. 2½ miles SE of Hickory
Air Time. 18 hrs. daily

News Service AP
Transcription Service. World, Associated
Membership NAB, BMB
President. Carl V. Cline
Gen.-Station Manager. Edmund S. Long
Chief Engineer. Edmund S. Long

W H P E

HIGH POINT—EST. 1947

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By. High Point Enterprise,
Inc.
Business-Studio Address. 305-307 N. Main St.

Phone Number3466 & 3467
 Transmitter Location...Old Thomasville Rd.
 Air Time.....Local Sunrise-Local Sunset
 News ServiceAP
 Transcription Service...Associated, Standard
 RepresentativeCox & Tanz
 MembershipNAB
 President.....R. B. Terry
 Secretary & Treasurer.....D. A. Rawley
 General-Station Manager...Walter F. Hester
 Sales Manager.....Chester R. Messervey
 Chief Announcer.....William H. Alspaugh
 Musical Director.....Mary Elizabeth Clark
 Chief Engineer.....Harold C. Spengler

W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WMFR
 Business-Studio Address.....164 S. Main St.
 Phone Number4593-4
 Transmitter Location.....164 So. Main St.
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....LangWorth, Capitol
 RepresentativeBurn-Smith Co.
 MembershipBMB
 President-Owner, General-Station
 Manager.....Frank S. Lambeth
 Commercial Manager.....Pat Taylor
 Sales Promotion Manager....Gerald Sullivan
 Program Director.....Gary Davis
 Musical Director.....Harold Craven
 Chief Engineer.....Robert Moore

W J N C

JACKSONVILLE—EST. 1945

MBS—THE TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Jacksonville Bcstg. Co.,
 Inc.
 Business-Studio Address.....Highway 24, N.
 Phone Number707-708
 Transmitter Location.....Highway 24, N.
 Air Time..Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat.
 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeWalker
 MembershipNAB
 President.....Louis N. Howard
 Station-Sales Promotion
 Manager.....Lester L. Gould
 Commercial Manager.....Rod Jones
 Program Director.....Gorton T. H. Wilbur
 Publicity Director.....Gort Wilbur
 Musical Director.....Ray Sinclair
 Chief Engineer.....Elmo Cronk

W G T L

KANNAPOLIS—EST. 1946

NORTH CAROLINA STATE NETWORK

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Fred H. Whitley
 Business Address...Cannon Blvd. & Country
 Club
 Phone Number...Kannapolis 870 & Concord
 2154
 Studio Address....Charlotte, N. C., Concord
 Hotel, WGTL Bldg., Kannapolis
 Transmitter Location.....Route 29
 Air Time.....Local Sunrise-Local Sunset
 News ServiceUP
 Transcription Service...Lang-Worth, Capitol,
 World
 RepresentativeForjoe
 MembershipNAB, BMB
 President-Owner.....Fred H. Whitley
 General-Station-Commercial-
 Sales Promotion Manager...H. A. Seville
 Program Director.....Hod Love
 Production Manager.....Irvin Carroll
 Chief Announcer.....Carl Caudill
 Musical Director.....Jean Miller
 Chief Engineer.....Foy Hinson

W F T C

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc.....Power: 250 Watts
 Owned-Operated By.....Jonas Weiland
 Address.....204 East King St.
 Phone Number4111

W K N S

KINSTON—EST. 1947

Frequency: 1000 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Kinston Bcstg. Co.
 Business-Studio Address.....Radio Building
 Phone Number4509
 Transmitter Location.....Richlands Rd.
 Air Time.....Local Sunrise-Local Sunset
 News ServiceUP
 Transcription Service.....Thesaurus, World
 Representative...Joseph Hershey McGillvra
 President.....A. K. Barrus
 General-Station-Commercial
 Manager.....James W. Campbell
 Program Director.....Marshall T. Pack
 Chief Engineer.....David N. Hardison

W E W O

LAURINBURG—EST. 1947

N. C. STATE NETWORK

Frequency: 1080 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Scotland Bcstg. Co.
 Business-Studio Address.....Chetwynd Hotel

Phone Number 770
 Transmitter Location... U.S. 74, 2 miles E. of
 Laurinburg
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service World
 Membership NAB, BMB
 President Edwin Pate
 General Manager..... J. R. Dalrymple, Jr.
 Program Director..... Ed Leach
 Chief Engineer..... Truman Brock

W L O E

LEAKSVILLE—EST. 1946

MBS—TOBACCO SPORTS NETWORK—KBS
 Frequency: 1490 Kc..... Power 100 Watts
 Owned-Operated By... Douglas L. Craddock
 Business Address..... Boulevard Branch
 Phone Number 701
 Studio-Transmitter Location... Leaksville, N. C.
 Air Time..... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service AP
 Transcription Service..... World, Capitol
 Membership NAB, BMB
 Owner-Manager..... Douglas L. Craddock
 Commercial Manager..... D. M. Snodderly
 Program Director..... Charles H. Slate
 Chief Engineer..... Eldred Winn

W J R I

LENOIR—EST. 1946

MBS—TOBACCO NETWORK—KBS
 Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... John P. Rabb
 Business-Studio Address... 107 W. Ave., Union
 Nat'l Bank Bldg.
 Phone Number 761
 Transmitter Location..... Lenoir, N. C.
 Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President-Owner, General-Commercial
 Manager..... John P. Rabb
 Station Manager..... K. Rabb
 Sales Promotion Manager..... Edythe Bloker
 Program Director..... Glen Whittier
 Publicity Director..... George Lewis
 Chief Engineer..... G. Blaine Ruckert

W B U Y

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc..... Power: 250 Watts d.
 Owned By..... Davidson County Bcstg. Co.
 Operated By... Omar G. & Greely N. Hilton
 Business Address..... P. O. Box 359

Phone Number 2716
 Studio Address..... 209 S. Main St.
 Air Time..... Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Thomas F. Clark
 Partners... Omar N. Hilton, Greely N. Hilton
 Station-Commercial Manager... C. Robert Ray
 Chief Engineer..... Fred Honeycutt

W T S B

LUMBERTON—EST. 1946

MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Robeson Bcstg. Corp.
 Business-Studio Address... 112 W. 5th St.
 Phone Number 1080
 Air Time..... 6:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB
 President..... Dr. E. L. Bowman
 General Manager..... James MacNeil
 Sales Manager..... Eleanor French
 Program Director..... Coleman Patterson
 Chief Engineer..... W. F. Rogers

W M A P

MONROE—EST. 1947

Frequency: 1060 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Union Bcstg. Corp.
 Business-Studio Address... P. O. Box 385,
 Monroe, N. C.
 Phone Number 1060
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service..... Thesaurus, Capitol
 Chief Executives... J. Ray Shute, Olin B. Sikes
 and J. S. Beaty, Jr.
 Station Manager..... Roy O. Darby, Jr.

W M B L

MOREHEAD CITY—EST. 1947

Frequency: 740 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Carteret Bcstg. Co.
 Business Address..... P. O. Box 740
 Phone Number 9740
 Studio-Transmitter Location... Radio City,
 between Morehead City and Beaufort, N. C.
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service..... Standard, World
 Representative... Joseph Hershey McGillvra
 Membership NAB
 President-Manager..... Grover C. Munden
 Commercial Manager..... Charles Markey
 Sales Promotion Mgr..... Paul Parker
 Chief Engineer..... Ray Cummins

WMNC

MORGANTON—EST. 1947

MBS (Pending)

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Business Address P. O. Box 805
 Phone Number 1100
 Studio-Transmitter Location . . Highway 181, N.
 of Morganton
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 President-Owner, General-Commercial
 Manager Nathan J. Cooper
 Sales Promotion-Production Manager.
 Publicity Director Lee Douglas
 Chief Engineer Elmer Troutman

WPAQ (CP)

MOUNT AIRY

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson

WHIT

NEW BERN—EST. 1942

MBS—THE TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . The Coastal Bcstg. Co.,
 Inc.
 Business-Studio Address . . U. S. Highway 17, S.
 Phone Number 4450
 Air Time Mon-Fri, 6:30 a.m.-11:30 p.m.;
 Sat. 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, BMB
 President Louis N. Howard
 Station-Production
 Manager Gordon A. Scheihing
 Commercial-Sales Promotion
 Manager Richard B. Stark
 Program Director Gordon A. Scheihing
 Publicity Director Andy Anderson
 Chief Announcer Bruce Lee
 Chief Engineer William G. Haire

WNNC (CP)

NEWTON

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Newton-Conover Bcstg.
 Co.
 Business Address . . . 211 Main St., Gastonia,
 N. C.
 Partners Earl Holder, Ray Leinbach Sr.,
 Charles C. Turner

WILX

NORTH WILKESBORO—EST. 1947

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Carolina-Northwest
 Bcstg. Co.

WKBC

NORTH WILKESBORO—EST. 1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Wilkes Bcstg. Co.
 Business-Studio Address Cashion Bldg.
 Phone Number 633
 Transmitter Location Elkin Highway No. 268
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 General-Station Manager Doris B. Brown
 Commercial Manager Roland B. Potter
 Program Director, Production Manager,
 Farm Editor John T. Cashion
 Publicity Director George C. Yarbrough
 Chief Announcer Michael West
 Chief Engineer Robert L. Pinnix

WNAO

RALEIGH—EST. 1947

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By . . The News & Observer
 Publ. Co.
 Business Address 114 W. Martin St.
 Studio Address 219 S. McDowell
 Transmitter Location Cary Rd.
 Air Time 6 a.m.-M.
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President Josephus Daniels
 General-Station Manager Dudley Tichenor
 Chief Engineer Bascom E. Porter

WPTF

RALEIGH—EST. 1924

NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Operated By WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary, N. C.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated
 Representative Free & Peters
 Membership NAB, BMB
 President J. R. Weatherspoon
 General-Station Manager Richard H. Mason

Sales Manager O. L. Carpenter
 Director of Advertising &
 Promotion R. W. Youngsteadt
 Program Manager Graham B. Poyner
 Chief Engineer Henry Hulick, Jr.
 Farm Editor Ted Leeper

W R A L

RALEIGH—EST. 1939

MBS—TOBACCO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Capitol Bcstg. Co., Inc.
 Business-Studio Address . . . 130 S. Salisbury St.
 Phone Number 6411
 Transmitter Location . . . E. Davie St. Extension
 Air Time 6:30 a.m. 12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Weed
 Membership NAB, BMB
 President A. J. Fletcher
 General-Station Manager Fred Fletcher
 Commercial Manager Tom Mitchel
 Program Director Howard Maschmeier
 Chief Engineer Stanley Brown

W F R C

REIDSVILLE—EST. 1947

KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By . . . Piedmont Carolina Bcstg.
 Co., Inc.
 Business-Studio Address 18 Gilmer St.
 Phone Number 1573-4
 Transmitter Location Leaksville Rd.
 Air Time 6 a.m.-11 p.m.; 7 a.m.-10 p.m.
 Sun.
 News Service AP
 Transcription Service . . . World, Associated, Cole
 Representative Donald Cooke
 Membership NAB
 President H. T. Williams
 General-Station, Publicity
 Director W. E. Williams
 Commercial-Sales Promotion
 Manager George Anderson
 Program Director,
 Announcer Chuck Perron
 Production Manager Carolyn Reese
 Chief Engineer L. H. Alexander
 Farm Editor Mutt Burton

W C B T

ROANOKE RAPIDS—EST. 1940

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Radio Station WCBT
 Incorporated
 Business Studio Address . . . 251 Roanoke Ave.
 Phone Number R-855-1, R-856-1

Transmitter Location E. Tenth St. Ext.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth, World
 Representative Burn-Smith
 Membership NAB, BMB
 President, General-Station Mgr. S. E. Crew
 Commercial-Sales Promotion Mgr. A. L. Drew
 Program-Publicity Director,
 Production Manager Jesse Helms
 Chief Announcer Jack Kenneth Johnson
 Musical Director Jerry Eton
 Chief Engineer C. W. Meares

W A Y N

ROCKINGHAM—EST. 1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address . . . Rockingham, N. C.
 Phone Number 611
 Transmitter Location Rockingham, N. C.
 Air Time Local Sunrise-Local Sunset
 News Service UP
 Transcription Service Lang-Worth, Mac-
 Gregor, SESAC, Cole
 Membership NAB, BMB
 President-Owner, General
 Manager Wayne M. Nelson
 Commercial Manager Mrs. Jimmie Ellerbe
 Chief Engineer William E. Henley

W C E C

ROCKY MOUNT—EST. 1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Losh L. Horne
 Business-Studio Address . . . 115 N. Church St.
 Phone Number 2880
 Transmitter Location . . . N. C. Highway 95, 2
 miles N. W. of City
 Air Time Local Sunset-Local Sunrise
 News Service AP
 Transcription Service Capitol, Associated
 Membership NAB
 President-Owner Josh L. Horne
 General Manager Melvin J. Warner
 Commercial Manager Ruby Grant Dugan
 Program Director, Production
 Manager Ray Wilkinson
 Chief Engineer Warren Palmer

W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. A. Wynne
 Business Address Box 752
 Phone Number 1420
 Studio-Transmitter Location . . . Nashville Hwy
 Air Time 6 a.m.-12 M.; 8 a.m.-M. Sun.

News Service AP
 Transcription Service World
 Membership NAB, BMB
 President-Owner, General Station
 Manager W. A. Wynne
 Commercial Manager Jack Cummings
 Program Director Tommy Snowden
 Chief Engineer W. A. Wynne

W S A T (CP) SALISBURY

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Mid-Carolina Bcstg. Co.
 Business Address 119 Lawyers Row

W S T P SALISBURY—EST. 1939 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Piedmont Bcstg. Corp.
 Business-Studio Address State Theater Bldg.
 Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NAB, BMB
 President, General Manager Bryce P. Beard
 Musical Director Russell B. McIntire
 Commercial Manager Katherine Murphy
 Publicity Director Pat Beard
 Chief Announcer Bill Brown
 Chief Engineer Carl B. Watson
 Farm Editor Jim Turner

W W G P SANFORD—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Co.
 Address 23 Steele St.
 Phone Number 860
 Transmitter Location Near Tramway
 Air Time Daytime
 News Service UP
 Transcription Service World, Capitol, Cole
 Pres.-Gen. Manager W. W. Primm
 Commercial Manager L. O. Hutchins
 Promotion Manager G. C. Primm
 Program Director Gerald E. Bowman
 Chief Engineer Carey H. Olive

W O H S SHELBY—EST. 1946 MBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By Western Carolina Radio
 Corp.

Business Address Box 1401
 Phone Number 340
 Studio-Transmitter Location Highway 74, W.
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President Lee E. Weathers
 General-Station Manager,
 Chief Engineer Robert M. Wallace
 Commercial Manager Steve Woodson
 Production Manager Milton Scarboro
 Chief Announcer Charles Bickford

W E E B SOUTHERN PINES—EST. 1947 MBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Sandhill Community
 Broadcasters, Inc.
 Business Address Box 1298
 Phone Number 6191
 News Service AP
 Representative Forjoe
 Pres.-Gen.-Comm. Mgr. Jack S. Younts
 Program Director Elizabeth M. Younts
 Production Director William E. Cox Jr.
 Chief Engineer Richard S. Philbrick

W S T S SOUTHERN PINES—EST. 1947

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Sandhill Bcstg. Corp.
 Business Address 113 E. Broad St.
 Phone Number 8271
 News Service UP
 Transcription Service Standard
 Representative Clark
 President F. L. Beber
 General Manager Joe B. Long Jr.
 Commercial Manager Kent L. Jeffrey
 Chief Engineer Clyde E. Rhodes

W S I C STATESVILLE—EST. 1947 MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Statesville Bcstg. Co.,
 Inc.
 Business-Studio Address P. O. Box 1189
 Phone Number 1000
 Transmitter Location Radio Rd., P. O. Box 1189
 Air Time 6 a.m.-12 M.; 8 a.m.-12 M.
 Sun.
 News Service AP
 Transcription Service World
 Membership NAB
 President Dr. James W. Davis
 General Manager Harry Gatton

• • • **NORTH CAROLINA** • • •

Program Director.....James Poston
 Publicity Director.....Miss Francis Earle
 Chief Announcer, Musical
 Director.....Albert Watson
 Chief Engineer.....T. K. Abernethy

W C P S

TARBORO—EST. 1946
 SMITH DOUGLAS NETWORK
 CAROLINA SPORTS NETWORK

Frequency: 760 Kc. Power: 1000 Watts d. only
 Owned-Operated By.....Coastal Plains Bcstg.
 Co., Inc.
 Business-Studio Address.....Edgecombe Bank
 Bldg.
 Phone Number.....643
 Transmitter Location.....U. S. Highway No. 64,
 Rocky Mount-Tarboro
 Air Time.....5 a.m.-Local Sunset
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Membership.....NAB, BMB
 General Manager.....John C. Hanner
 Commercial Manager.....Porter McNair
 Program Director.....Syd Byrnes
 Publicity Director.....Ruth Brewer
 Chief Engineer.....Charles D. Chandler
 Farm Editor.....S. Welcome Stanton

W T N C

THOMASVILLE—EST. 1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Thomasville Bcstg. Co.
 Business-Studio Address.....Salem St. Extension
 Phone Number.....902
 Transmitter Location.....Salem St. Extension
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 President.....Russell F. Van Landingham
 Station-Commercial-Sales Promotion
 Manager.....Harold Harrison
 Chief Announcer.....Harold Murray
 Chief Engineer.....L. M. Sugg

WADE

WADESBORO—EST. 1947
 N. C. STATE NETWORK

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Anson Radio & Bcstg.
 Co., Inc.
 Business-Studio Address.....Lyon Bldg.
 Phone Number.....620 and 427
 Transmitter Location.....Morven Rd.
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Friedenberg
 Membership.....NAB

President.....Robert P. Lyon
 General-Station Manager.....G. Fred Johnson
 Commercial-Sales Promotion
 Manager.....Jack Hankins
 Program-Production Manager.....Jacque Larabee
 Chief Announcer, Musical
 Director.....Wm. Billingsley
 Chief Engineer.....John Thomas

W H E D (CP)

WASHINGTON

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Beaufort Bcstg. Co.

W R R F

WASHINGTON—EST. 1942

ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Operated By.....Tar Heel Bcstg.
 System, Inc.
 Business-Studio Address.....Bank of Washington
 Phone Number.....403
 Transmitter Location.....U. S. Highway No. 17
 Air Time.....5:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....For Joe
 Membership.....NAB, BMB
 President.....W. R. Roberson, Sr.
 General Manager.....W. R. Roberson, Jr.
 Station-Commercial Mgr.....T. H. Patterson
 Sales Promotion Manager, Program
 Director.....Don Pierce
 Production Manager.....Ben Roebuck
 Publicity Director, Chief
 Announcer.....Merrill Daniels
 Musical Director.....Paul Wynn
 Chief Engineer.....Issacc Murphrey
 Farm Editor.....Vernon Carter

W H C C

WAYNESVILLE—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Smoky Mountain Bcstg.
 Business Address.....Main St.
 Phone Number.....680
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....W. Curtis Russ
 General Manager.....Robert M. Wallace
 Commercial Manager.....Zeno Wall
 Program Director.....George A. Flowers
 Chief Engineer.....Don Hunnicutt

W E N C

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Whiteville Bcstg. Co., Inc.

• • • **NORTH CAROLINA** • • •

Business-Studio Address..... P. O. Box 508
Phone Number 120
Transmitter Location..... 1 mi. from Business District
Air Time..... 6 a.m.-11 p.m.
News Service..... AP
Transcription Service..... Standard, World
Membership..... NAB
General-Sales Promotion Manager,
Publicity Director..... Ward A. Coleman
Commercial Manager.. Mrs. Margaret McNeil
Program Director, Production
Manager..... Henry Hoppe
Chief Announcer..... Jim Pursell
Chief Engineer..... Harold Vanderment

W G N I
WILMINGTON—EST. 1946
MBS

Frequency: 1340 Kc..... **Power:** 250 Watts
Owned-Operated By..... General Newspapers Inc.
Business-Studio Address..... Radio Bldg., Princess St.
Phone Number..... 2-2421-2; L.D. 30
Transmitter Location... Eagle Island at Cape River Bridge
Air Time..... 6:30 a.m.-12:05 a.m.
News Service..... UP
Transcription Service..... Capitol, Standard
Representative..... Joseph Hershey McGillvra
Membership..... NAB
President..... Carmage Walls
General Manager, Publicity
Director..... James W. Stewart
Commercial-Sales Promotion
Manager..... Foster Edwards
Program Director, Production
Manager..... Don Barber
Chief Announcer, Farm Editor..... Ed. McKay
Musical Director..... Larry Hartsfield
Chief Engineer..... W. P. Callahan

W M F D
WILMINGTON—EST. 1935
ABC

Frequency: 1400 Kc..... **Power:** 250 Watts
Owned-Operated By..... Richard Austin Dunlea
Business Address..... P. O. Box 696
Phone Number..... Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location..... Castle Hayne Road
Air Time..... 7:30 a.m.-11 p.m.
News Service..... UP
Transcription Service..... World, Cole
Representative..... Burn-Smith Company
Owner-General Mgr...... B. A. Dunlea

Commercial Manager..... Claud O'Shields
Program Director..... H. W. Lee
Chief Engineer..... E. I. Herring

W G T M
WILSON—EST. 1937
MBS—TOBACCO NETWORK

Frequency: 590 Kc..... **Power:** 5000 Watts
Owned-Operated By.. Watson Industries, Inc.
Business Address..... P. O. Box 976
Phone Number..... 2188-9
Studio Address..... Herring Ave.
Transmitter Location..... Rock Ridge, N. C.
Air Time..... 5:30 a.m.-12:30 p.m.
News Service..... UP
Transcription Service... World, Lang-Worth, Thesaurus
Representative..... George P. Hollingbery
Membership..... NAB, BMB
President-Owner..... Penn Thomas Watson
General Manager..... Allen Wannamaker
Assistant Manager..... Clint Farls
Commercial Manager..... Harry Severance
Production Manager..... Bill Jackson
Publicity Director..... Harriet Fulghum
Musical Director..... Jack Townsend
Chief Engineer..... W. H. Malone
Farm Editor..... Lee Parker

1 BILLION POUNDS TOBACCO = \$492,000,000

ONE STATION WGTM

Complete
= TOBACCO-LAND COVERAGE

Now, the new 5000-watt voice of WGTM covers Wilson, world's largest bright-leaf tobacco market, and North Carolina's bright-leaf tobacco belt. Here, over a billion pounds of tobacco were produced and sold during the 1946-47 season. More than 952,539 Tar-heels in our 0.5 MV area share this wealth, offering North Carolina's richest opportunity.

For complete tobacco-land coverage . . . from the inside . . . you need only . . .

* Tobacco sales 1946-1947 season

The **WGTM** 590 KC
5000 Watts
WILSON, NORTH CAROLINA
MBS THE TOBACCO NETWORK
Allen T. Wannamaker, Gen. Manager

WAIR

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WAIR Bcstg. Co.
 Business-Studio Address Pepper Bldg.
 Phone Number 2-1133
 News Service AP
 Transcription Service World, Lang-Worth,
 Cole
 Representative Avery Knodel
 Membership NAB, BMB
 General Manager George Walker
 Asst. Manager James Hicks
 Commercial Manager C. G. Hill
 Sales Promotion Manager James Hicks
 Program Director Doris Pardington
 Chief Announcer Gilbert Stamper
 Chief Engineer Lee King

WSJS

WINSTON-SALEM—EST. 1930

NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By Piedmont Publishing
 Business-Studio Address 419-21 N. Spruce St.
 Phone Number 4141

News Service UP
 Transcription Service Associated, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 President Gordon Gray
 Vice-President Harold Essex
 Sales Manager Harry B. Shaw
 Sales Promotion Manager Walter Blake
 Program Director Robert C. Estes
 Production Manager John Connas
 Musical Director B. C. Dunford, Jr.
 Chief Engineer Phil Hedrick

WTOB

WINSTON-SALEM—EST. 1946

MBS

Frequency: 710 Kc. Power: 1000 Watts d.
 Owned-Operated By Winston-Salem Bcstg.
 Business-Studio Address 826½ W. Fourth St.
 Phone Number 7145
 News Service AP
 Transcription Service Thesaurus
 Representative Taylor-Howe-Snowden
 Membership NAB
 President James W. Coan
 General Manager John G. Johnson
 Program Manager Louis T. Marsh
 Production Manager Miss Elizabeth Trotman
 Chief Engineer L. C. Davis

NORTH DAKOTA

*Estimated Population 552,000—% Increase —14.0—Radio Homes 118,998
 Farms with Radios 57,769—Stations in State 11*

KFYR

BISMARCK—EST. 1925

NBC—NORTHWEST NETWORK

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By Meyer Bcstg. Co.
 Business-Studio Address 320 Broadway
 Phone Number 468
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Thesaurus
 Representative John Blair
 Membership NAB, BMB
 President, General Manager P. J. Meyer
 Station Manager F. E. Fitzsimonds
 Commercial Manager Robert MacLeod
 Program-Publicity Director Cal Culver
 Production Manager Charles Schoregge
 Chief Engineer Ivar Nelson

Owned-Operated KDLR Inc.
 Business-Studio Address 1025 3rd St.
 Phone Number 1090
 Transmitter Location East end 4th St.
 Air Time Unlimited
 News Service UP
 Transcription Service World, SESAC
 Membership BMB
 President, General Manager Bert Wick
 Chief Announcer Ray Kapp
 Chief Engineer Richard Moritz

KDIX

DICKINSON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Dickinson Radio Assn.
 Business-Studio Address 28 1st Ave. W.
 Phone Number 348
 Transmitter Location N. Dickinson City Limits
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Membership NAB

KDLR

DEVILS LAKE—EST. 1925

MBS—GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts

President.....Dr. P. J. Weir
 General-Station Manager...Orville F. Burda
 Commercial Manager.....Eugene L. Spear
 Sales Promotion Manager...Orville J. Narum
 Production Manager...Warren M. Peterson
 Publicity-Musical Director...George L. Brooks
 Chief Engineer.....Quintin V. Prochaska

K F G O

FARGO—EST. 1947

ABC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..Northern States Bcstg. Co.
 Business Address.....421½ N. P. Ave.
 Phone Number2-3291
 News ServiceAP
 Transcription Service.....SESAC, Standard
 RepresentativeRaymer
 President.....W. R. Haggart
 Gen.-Comm. Mgr.....Charles G. Burke
 Promotion Manager.....Frank P. Sanders
 Musical Director.....Wallace I. Bey

W D A Y

FARGO—EST. 1922

NBC—NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDAY, Inc.
 Business-Studio Address.....Black Bldg.
 Phone Number5357
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription ServiceThesaurus
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President, General.....E. C. Reineke
 Station Manager.....Jack Dunn
 Commercial Manager.....Tom Barnes
 Sales Promotion Manager...Roy Pedersen
 Production Manager.....Maurie Waller
 Musical Director.....Frank Scott
 Chief Engineer.....Julius Hetland

K I L O

GRAND FORKS—EST. 1941

CBS

Frequency: 1440 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Dalton LeMasurier
 Business-Studio Address.....506 First Natl.
 Bank Bldg.
 Phone Number1200
 Air Time.....6:30 a.m.-12:05 a.m.
 News ServiceUP

Transcription ServiceLang-Worth
 RepresentativeAvery Knodel
 President-Owner.....Dalton Le Masurier
 Commercial Manager.....Elmer O. Hanson
 Program Director.....Ralph D. Herbert
 Chief Engineer.....Arnold Petrich

K N O X

GRAND FORKS—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Community Radio Corp.
 Business Address.....Box 1110
 Phone Number3500
 News ServiceUP
 Transcription ServiceWorld
 PresidentCarroll E. Day
 Gen.-Com. Mgr.....Frank W. Kaull
 Prom. Mgr.-Program Dir.....Jack Kennedy
 Chief Engineer.....Eugene Zober

K S J B

JAMESTOWN—EST. 1947

CBS—MBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Jamestown Bcstg.
 Company, Inc.
 Business Adress.....422 N.W. 2nd St.
 Phone Number1600
 Transmitter Location.....Highway 281 South
 Jamestown
 Air Time6 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, BMB
 Chief Owner.....John W. Boler
 Vice President.....Joseph Goodfellow
 Program Director.....Wm. Barry
 Promotion Manager.....Mary Tucker
 General Manager.....Donn A. Clayton
 Commercial Manager.....Wm. Hurley
 Chief Engineer.....Robert Ridgeway
(See Following Page)

K G C U

MANDAN—EST. 1928

MBS—GREAT NORTHERN BCSTG. SYSTEM

Frequency: 1270 Kc....Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By....Mandan Radio Assn.,
 Inc.
 Business-Studio Address...200 Third Ave.
 Northeast
 Phone Number800-1
 Transmitter Location..3½ mi. S.E. of Mandan
 on Highway No. 10

Air Time 17½ hrs. daily
 News Service AP
 Transcription Service Lang-Worth
 Membership BMB
 President W. S. Russell
 General-Commercial-Sales Promotion
 Manager M. J. Reichert
 Program-Publicity Director, Production
 Manager Merritt W. Bushee
 Chief Announcer John Z. Miller
 Chief Engineer Ray Barnett

Membership BMB
 President, General Manager John B. Cooley
 Station Manager C. W. Baker
 Commercial Manager E. H. Cooley
 Sales Promotion Manager Leslie E. Maupin
 Program Director James Hautman
 Production Manager Jack Helling
 Musical Director Arturo Petrucci
 Chief Engineer C. W. Baker

K L P M

MINOT—EST. 1929
MBS—GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By Minot Bcstg. Co.
 Business-Studio Address Fair Block
 Phone Number 1267, 684
 Transmitter Location 2 mi. S.E. of Minot
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker

K O V C

VALLEY CITY—EST. 1936
MBS—GREAT NORTHERN—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KOVC Inc.
 Business-Studio Address 312 Fifth Ave.
 Phone Number 408-W
 Air Time 6:30 a.m.-12 p.m.
 News Service UP
 Membership BMB
 President Robert E. Ingstad
 Sales Promotion Manager Wayne King
 Program Director Wayne Grant
 Production Manager Robert Nelson
 Chief Engineer Charles Sjostrom



It's a Natural!

... and for 11 years
KSJB has been serving
the rich Dakotas.

5000 WATTS • CBS AFFILIATE • 600 KILOCYCLES

Write for complete information

NATIONAL
REPRESENTATIVE
**GEORGE
HOLLINGBERRY**

KSJB

**JAMESTOWN
NORTH DAKOTA**

WAKR

*TOWERS OVER
AKRON*



ABC Network
5000 WATTS
DAY and NIGHT

For the Facts Call
WEED & CO.
National Representatives

Also Operating WAKR-FM 97.5 MC. or Channel 248

Good PROGRAMS
FOR *23* YEARS

1350
CBS

WADJ

FIRST IN AKR

Soon Finest in FM

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

O H I O

Estimated Population 7,773,000—% Increase +12.5—Radio Homes 2,034,588
Farms with Radios 186,503—Stations in State 52

W A D C

AKRON—EST. 1925

CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Business Address Box 830
Phone Number Meadowbrook 3211
Studio Address First National Tower, Okron,
Ohio & Tallmadge, Ohio
Transmitter Location State Route No. 8, N. of
Akron
Air Time 24 hrs. daily
News Service Transradio, UP
Transcription Service Standard, Lang-Worth,
World
Representative George P. Hollingbery
Owner-Manager Allen T. Simmons
Assistant Manager Robert Wilson
Executive Secretary Dolores Buehrle
Commercial Manager Fred C. Bock
Merchandising Manager M. W. Alexander
Program Director Harold Hageman
Traffic Manager Joe Jolliff
Promotion-Publicity Director Secret Williams
Chief Engineer John L. Wildermuth

W A K R

AKRON—EST. 1940

ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By Summit Radio Corp.
Operated By S. Bernard Berk
Business-Studio Address First National Tower,
106 S. Main St.
Phone Number HEmlock 6151
Transmitter Location 739 Swartz Rd.
Air Time 5:30 a.m.-1:05 a.m.; 6:55 a.m.-1
a.m., Sun.
News Service AP, UP
Transcription Service Associated, Capitol,
Thesaurus
Representative Weed
Membership NAB
President, General Mgr. S. Bernard Berk
Assistant to President Roger G. Berk
Commercial Manager Kenneth M. Keegan
Program Director Gene Trace
Publicity Director Bert Charles
Musical Director Alan Freed
Chief Engineer Irwin L. Knopp
(See Page 563)

W H K K

AKRON—EST. 1945

MBS

Frequency: 640 Kc. Power: 1000 Watts

Owned-Operated By United Bcstg. Corp.
Business-Studio Address 51 W. State St.
Phone Number BLackstone 7101
Transmitter Location Akron-Penisulla Rd.
Air Time 6 a.m.—California sunset
News Service AP
Transcription Service Standard, Cole
Representative Paul H. Raymer
Membership NAB, BMB
Vice President H. K. Carpenter
General-Station Manager R. W. Richmond
Commercial Manager Philip R. Herbert
Sales Promotion Manager, Publicity
Director Thomas P. Egan
Program Director, Production Mgr. Lew Henry
Chief Announcer Jack Morrissey
Musical Director Bruce R. Blake
Chief Engineer James S. Hill
Farm Editor Cliff Rodgers

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221; 27-181
Transmitter Location Jefferson Rd, R.D.
Air Time 6 a.m.—local sunset
News Service UP
Transcription Service Lang-Worth
Representative Walker
Membership BMB
President, General Manager R. B. Rowley
Station Manager Walter W. Walrath
Commercial Manager Donald F. Fassett
Program Director, Production
Manager Alfred B. Newkirk
Publicity Director, Farm Editor John Strasen
Musical Director Mary Pavolino
Chief Engineer Ted Searl

W T R F

BELLAIRE—EST. 1947

MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By Tri-City Bcstg. Co.
Business Address Bellaire, Ohio
Phone Number 1515
News Service AP
Transcription Service World
President Jesse A. Bloch
General Manager Robert W. Ferguson
Commercial Manager Robert J. Campbell
Promotion Manager Albert T. Fischer
Program Director Franklin Curtis
Chief Engineer George Cowen

WILE (CP)

CAMBRIDGE

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By... Land O' Lakes Bcstg.
Corp.

Business Address... 917 Beatty Ave.
Phone Number... 3545
News Service... AP
Transcription Service... World
President... H. D. McClelland
V.P.-General Mgr... Howard A. Donahoe
Chief Engineer... Wesley C. Randles

WAND

CANTON—EST. 1947

Frequency: 900 Kc. Power: 500 Watts d.
Owned-Operated By... P. C. Wilson
Business Address... 1414 12th St. N. E.

WCMW

CANTON—EST. 1946

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Operated By... Stark Bcstg. Corp.
Business-Studio Address... 317 W. Tusc.
Phone Number... 8219
Transmitter Location... Hills & Dale Rd.
Air Time... Local sunrise-local sunset
News Service... INS
Transcription Service... Thesaurus, Standard,
Lang-Worth

Representative... Burn-Smith
President-Owner... Merlin Schneider
General Manager... Len Taylor
Vice President, Technical

Director... Royal G. Lister
Commercial Manager... George Starr
Sales Promotion Manager, Publicity

Director... Morrey Adelman
Program Director... Vic Decker
Chief Announcer... Tom Morrison
Musical Director... Robert Allen

WHBC

CANTON—EST. 1925

ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned By... Brush-Moore Newspapers, Inc.
Operated By... Ohio Bcstg. Co.
Business-Studio Address... 550 Market Ave. S.
Phone Number... 7166
Transmitter Location... Richville, Ohio
Air Time... 6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service... AP, UP
Transcription Service... Capitol
Representative... William G. Rambeau
Membership... NAB, BMB
President... Roy D. Moore

General Manager... Joseph K. Vodrey
Director of Radio... Eugene Carr
Station Manager... Robert C. Fehlman
Commercial Manager... Gervis S. Brady
Sales Promotion Manager, Publicity

Director... Julius Glass
Program Director... Richard Neher
Production Manager, Musical

Director... Martin Alexander
Chief Engineer... Kenneth L. Sliker
Farm Editor... Richard Merrin

WBEX

CHILLICOTHE—EST. 1947

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

WCKY

CINCINNATI—EST. 1929

Frequency: 1530 Kc. Power: 50,000 Watts
Owned-Operated By... L. B. Wilson Inc.
Business-Studio Address... Hotel Gibson
Phone Number... Cherry 6565
Transmitter Location... near Crescent Springs,
Ky.

Air Time... 5 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service... INS
Transcription Service... World, Standard,
Cole

Representative... Ralph E. McKinnie
Membership... NAB
President-Owner, General Mgr... L. B. Wilson
Station-Commercial Manager, Chief

Engineer... C. H. Topmiller
Program Director, Chief

Announcer... Bill Dawes
Publicity Director... John Murphy
Musical Librarian... Ethlyn Hale

WCPO

CINCINNATI—EST. 1922

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Scripps-Howard Radio,
Inc.

Business-Studio Address... 3800 Carew Tower
Phone Number... Main 3314
Transmitter Location... Daylight Bldg.

Air Time... 24 hrs. daily; 18 hrs. Sun.
News Service... AP, UP

Transcription Service... Lang-Worth, Associated
Representative... Branham
President... Jack R. Howard
General Manager... M. C. Watters

Station-Commercial-Sales Promotion
Manager... John Patrick Smith
Program Director, Farm

Editor... Glenn Clark Miller

Production Manager, Chief
 Announcer Earl Corbett
 Publicity Director Doreene Cleveland
 Musical Director Betty Richardson
 Chief Engineer Glen A. Davis

WKRC

CINCINNATI—EST. 1923

CBS

Frequency: 550 Kc. Power: 5000 Watts d.:
 1000 Watts n.

Owned-Operated By The Cincinnati Times-
 Star Co.

Business-Studio Address Hotel Alms

Phone Number WOODburn 0550

Transmitter Location Hotel Alms

Air Time .. 7 a.m.-2 a.m.; 5:30 a.m.-2 a.m., Sun.

News Service AP, UP

Transcription Service Standard, Lang-Worth

Representative Katz Agency

Membership NAB, BMB

President Hulbert Taft

Managing Director Hulbert Taft, Jr.

Station Manager Herman E. Fast

Commercial Manager U. A. Latham

Sales Promotion Manager Joel W. Stovall

Program Director Harvey Carey

Production Manager Syd Cornell

Publicity Director Charlton Wallace

Musical Director Bob Snyder

Chief Engineer George Wilson

Farm Editor Ben Werk

WLW

CINCINNATI—EST. 1922

NBC

Frequency: 700 Kc. Power: 50,000 Watts
 Owned-Operated By Crosley Bcstg. Corp.

Business-Studio Address .. Crosley Sq., 140 W.
 Ninth St.

Phone Number CHerry 1822

Transmitter Location Mason, Ohio

Air Time 24 hrs. daily

News Service AP, INS, UP

Transcription Service Thesaurus

Representative Keenan & Eickelberg

Membership NAB

President James D. Shouse

Vice-President, General

Manager R. E. Dunville

Vice-President in Charge of

Sales H. M. Smith

Director of Merchandising & Prom.

Activities M. N. Terry

Director of Sales

Promotion David E. Partridge

Vice-President in Charge of

Pgms. William P. Robinson

Pro. Mgr. & Asst. Pgm.

Director Chester Herman

Dir. of Publ. Relations &
 Publicity James J. Cassidy
 Chief Announcer Chester Herman
 General Mgr. of Music Milton Weiner
 Vice-President in Charge of
 Engineering R. J. Rockwell
 Farm Editor Roy Battles

WSAI

CINCINNATI—ES. 1923

ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned By Marshall Field

Operated By Buckeye Bcstg. Co.

Business-Studio Address 115 E. Fourth St.

Phone Number Main 1068

Transmitter Location Mt. Healthy

Air Time 6 a.m.-1 a.m.

News Service AP, UP

Transcription Service Thesaurus, Standard,

Capitol

Representative Avery-Knodel

Membership NAB, BMB

President-Owner Marshall Field

General Manager Robert M. Sampson

Assistant General Manager E. K. Bauer

National Sales Manager .. Robert H. Boulware

Program Director James Leonard

Production Manager, Chief

Announcer Fred Harper

Publicity Director Vonne Monsell

Musical Director Bruce Scott

Chief Engineer William E. Symons

WGAR

CLEVELAND—EST. 1930

CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Operated By The WGAR Bcstg. Co.

Business-Studio Address Hotel Statler

Phone Number Prospect 0200

Transmitter Location .. Broadview & Aikins Rd.,

Broadview Heights, O.

Air Time 6 a.m.-3 a.m.

News Service INS, UP

Transcription Service Standard, Capitol

Representative Edward Petry

Membership NAB

President G. A. Richards

Vice President, General Mgr. John F. Patt

Sales Manager Harry Camp

Sales Promotion Manager Jack Roeder

Program Director Reginald Merridew

Production Manager Wayne Mack

Publicity Director Manuel Eisner

Chief Announcer Charles Roberts

Director of Music Henry Pildner

Vice President in Charge of

Engineering R. Morris Pierce

CLEVELAND'S *Chief* STATION

PULLS FOR YOU!



You should know what the Hoopers show . . . that morning and afternoons . . . on programs or spots . . . WJW delivers more listeners per dollar than any other Cleveland station.



BASIC
ABC Network
REPRESENTED

WJW

CLEVELAND

850 KC
5000 Watts

NATIONALLY BY HEADLEY - REED COMPANY

568

W H K

CLEVELAND—EST. 1921

MBS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By... United Bcstg. Co.
 Business-Studio Address... 1311 Terminal Tower
 Phone Number... Prospect 5800
 Transmitter Location... Seven Hills Village
 Air Time... 7:15 a.m.-1 a.m., Sun.: 6:30 a.m.-1
 a.m., Mon.-Fri.; 7 a.m.-2 a.m., Sat.
 News Service... AP, INS
 Transcription Service... ASCAP, BMI,
 Lang-Worth
 Representative... Paul H. Raymer
 Membership... NAB
 General Manager... K. K. Hackathorn
 Commercial Manager... J. B. Maurer
 Sales Promotion Manager... Henry Norweb, Jr.
 Program Director... C. M. Hunter
 Production Manager... B. Koebnitz
 Publicity Director... Paul Bairstow
 Musical Director... Willard Pott
 Chief Engineer... R. H. DeLany

W J M O

CLEVELAND—EST. 1947

Frequency: 1540 Kc. Power: 1000 Watts
 Owned-Operated By... The WJMO Bcstg. Co.
 Business-Studio Address... 2157 Euclid Ave.
 Phone Number... Superior 4424
 Transmitter Location... 2157 Euclid Ave.
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... Capitol, Standard
 Representative... Adam J. Young, Jr.
 Membership... NAB
 President... W. J. Marshall
 General-Station Manager... Dave Baylor
 Commercial Manager... Robert De Ichon
 Program Director, Production
 Manager... Charles Dolan
 Chief Announcer... Howie Lund
 Chief Engineer... Larry Shipley

W J W

CLEVELAND—EST. 1943

ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By... William M. O'Neil
 Business-Studio Address... 1375 Euclid Ave.
 Phone Number... SU 0101
 Transmitter Location... N. Royalton, O.
 Air Time... 8 a.m.-1 a.m., Sun.; 6 a.m.-1 a.m.,
 Mon.-Fri.; 6 a.m.-2 a.m., Sat.
 News Service... Transradio, UP
 Transcription Service... Standard
 Representative... Headley-Reed
 Membership... NAB
 President-Owner... William M. O'Neil
 Assistant to President... Lawrence Webb

Commercial Manager (National)... Harold W.
 Waddell; (Local) W. J. Sylvester
 Sales Promotion Manager... Frank H. Blumer
 Program Director... Charles V. Hunter
 Publicity Director... James E. Hansen
 Chief Announcer... Stanley Peyton
 Chief Engineer... Gerald G. Roberts

W T A M

CLEVELAND—EST. 1923

NBC

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Operated By... National Bcstg. Co., Inc.
 Business-Studio Address... 815 Superior Ave.
 Phone Number... CHerry 0942
 Transmitter Location... Brecksville, O.
 Air Time... 19½ hrs.
 News Service... AP, UP
 Transcription Service... Thesaurus, Standard
 Membership... NAB, BMB
 President... Niles Trammell
 General Manager... John McCormick
 Commercial Manager... Harold Gallagher
 Sales Promotion Manager... H. A. Barton
 Program Director... Hal Metzger
 Production Manager... Fred Wilson
 Publicity Director... Neil M. Flanagan
 Musical Director... Walberg Brown
 Chief Engineer... S. E. Leonard
 Farm Editor... Jim Chapman

For Prestige . . .

AP

Membership!

A NEW VOICE

**IN
GREATER
CLEVELAND**



**SERVING THE BEST BUYING POWER
IN THE NATION'S SIXTH CITY**

The Family Station

WSRS

1490 KC

WSRS FM

95.3 MEG.

**GREATER CLEVELAND'S 1ST AND ONLY
FULL-TIME INDEPENDENT RADIO STATION**

W S R S

CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Samuel R. Sague
 Business-Studio Address: Radio Center Bldg.,
 Cedar & Lee Rds.
 Phone Number: EReview 2005
 Air Time: 18 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, World,
 SESAC
 Membership: NAB
 Owner, Chief Executive, General-Station
 Manager: S. R. Sague
 Production Mgr.: Carter Wayne
 Program Director: Hugh Sanders
 Chief Engineer: H. A. Brinkman
 Music Librarian: Isabelle Edgar
 Chief Announcer: Chick Lind

W B N S

COLUMBUS—EST. 1924

CBS

Frequency: 1460 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By: Radio, Inc.
 Business-Studio Address: 33 N. High St.
 Phone Number: Adams 9265
 Transmitter Location: 1035 Barnett Rd.
 Air Time: Unlimited
 News Service: AP, PA
 Transcription Service: Thesaurus, Capitol
 Representative: John Blair
 Membership: NAB, BMB
 President: Richard S. Wolfe
 General Manager: Richard A. Borel
 Commercial Manager: W. I. Orr
 National Sales: Robert D. Thomas
 Program Director: Geer Parkinson
 Promotion Director: Jerome R. Reeves
 Musical Director: Paul Neal
 Chief Engineer: Lester H. Natzger
 Farm Editor: Bill Zipf

W C O L

COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Pixleys
 Business-Studio Address: E. Broad at Young
 Phone Number: MAin 4581
 Air Time: 19 hrs.
 News Service: AP, INS
 Transcription Service: World, Lang-Worth,
 Associated
 Representative: Headley-Reed
 Membership: NAB, BMB
 Executive Partner: L. A. Pixley
 General-Station Manager: Jack Kelly
 Commercial-Sales Promotion
 Manager: Frank N. Jones

Program Director, Production

Manager: Al Albinger
 Publicity Director: Blanche Dohn
 Chief Announcer: George Lyman Arms
 Musical Director: Joe Weisberg
 Chief Engineer: Leo DeConnick
 Farm Editor: T. D. Harmon

W H K C

COLUMBUS—EST. 1921

MBS

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned By: Cleveland Plain Dealer
 Operated By: United Bcstg. Co.
 Business-Studio Address: 22 East Gay St.
 Phone Number: Adams 1101
 Transmitter Location: 901 Obetz Rd.
 Air Time: 6 a.m.-1 a.m.
 News Service: INS, UP
 Transcription Service: Lang-Worth, Cole
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: Sterling Graham
 General-Station Manager: Carl M. Everson
 Commercial-Sales Promotion
 Manager: Harry H. Hoessly
 Program Director, Production
 Manager: John B. Moses
 Publicity Director: Juanita Wilcox
 Chief Announcer: B. J. Sweeney
 Musical Director: Abram Ruvinsky
 Chief Engineer: Wm. B. Minor
 Farm Editor: George Zeiss

W T N S

COSHOCTON—EST. 1947

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Operated By: Coshocton Bcstg. Co.
 Business Address: 14 N. Main St.
 Phone Number: 1560
 News Service: UP
 Transcription Service: Lang-Worth, Capitol,
 SESAC
 Pres.-Gen. Mgr.: Bruce Wallace
 Sta. Mgr. Pro. Dir.: Fred Dodge
 Comm.-Prom. Mgr.: Richard H. Athey
 Chief Engineer: Ben Jones

W I N G

DAYTON—EST. 1921

Frequency: 1410 Kc. Power: 5000 Watts
 Owned By: Great Trails Bcstg. Corp.
 Operated By: Radio Station WING
 Business-Studio Address: N. Main St.
 Phone Number: Adams 3288
 Air Time: 24 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, Standard
 Representative: Weed

Membership BMB
 President Charles Sawyer
 General Manager J. P. Williams
 Station-Commercial Manager F. G. Dykstra
 Program Director Arthur Martin
 Production Manager Charles Reeder
 Publicity Director Assistant Margaret Josten
 Chief Announcer Jack Wymer
 Musical Director Charles Reeder
 Chief Engineer Lloyd House

General-Station Manager Robert H. Moody
 Commercial Manager Harvey R. Young, Jr.
 Sales Promotion Manager Stanley G. Mouse
 Program Director Lester G. Spencer
 Publicity Director Lillian Jeffries
 Chief Announcer Fred Brophy
 Musical Director Henry Lange
 Chief Engineer Ernest L. Adams
 Farm Editor Samuel Steiger

WHIO

DAYTON—EST. 1935

CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Miami Valley Bcstg.
 Corp.

Business-Studio Address 45 S. Ludlow St.
 Phone Number Ad. 2261
 Transmitter Location Hempstead Rd.
 Air Time 19 hrs. daily; 16 hrs. Sun.
 News Service AP, INS, UP
 Transcription Service Standard, Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 President James M. Cox, Jr.

WLIO (CP)

EAST LIVERPOOL

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Pottery Bcstg. Co.
 Business Address 410 North Ave., Millvale, Pa.
 Owners Earl D. Eisenhower, Dr. A. S.
 Sickman, J. Milton Hammond

WEOL (CP)

ELYRIA

Frequency: 930 Kc. Power: 100 Watts
 Owned-Operated By Elyria-Lorain Bcstg. Co.
 Business Address 330 Second St.
 Phone Number 2000
 Pres.-Gen. Mgr. Roy W. Ammel

"MARKETS
 ARE PEOPLE
 WITH
 BUYING
 POWER"

WHIO DAYTON COVERS

The No. 1 Market of the Miami Valley

WHIO, Dayton, listeners are solid citizens. 57% of 108,000 dwelling units in Dayton and Montgomery County are owner occupied. 97.5% of Dayton families and 97.1% of Montgomery County families are radio owners. Their effective buying power, estimated at \$4,903 per family in 1947 (\$1,263 higher than the national average), rests

solidly on regular employment by manufacturers of world famous products like cash registers, business and accounting machines, electric refrigerators, electric motors, rubber tires, and many others.

BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Local and national advertisers know this. Fine programs, accurate newscasts, plus *real* public service keep WHIO first among Dayton stations.



NEWS: UP, AP, INS, and CBS' Best Shows

G. P. Hollingberry Company, Representatives
 Harry E. Cummings, Southeastern Representative.

W F I N

FINDLAY—EST. 1941

KBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By... Fred R. Hover Estate
 Business-Studio Address... 500½ S. Main St.
 Phone Number 1330
 Transmitter Location..... Williams Rd.
 Air Time .6:30 a.m.-local sunset; 7 a.m.-local sunset, Sun.
 News Service INS
 Transcription Service... Lang-Worth, Standard, SESAC, Cole
 Membership NAB, BMB
 General Manager..... Dimond Haver
 Sales Manager..... M. C. Clark
 Sales Promotion Manager... Richard K. Davis
 Traffic Manager..... Jean Lamb
 Chief Announcer, Farm Editor... Fritz Sorenson
 Musical Director..... Margaret Truman
 Chief Engineer..... Edgar C. Smith

W M O H

HAMILTON—EST. 1944

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... The Fort Hamilton Bcstg. Co.
 Business-Studio Address.. Second Natl. Bank Bldg.
 Phone Number 4-6543
 Transmitter Location..... Middletown Pike
 Air Time . . . 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service UP
 Transcription Service Thesaurus
 Membership NAB
 President, Managing Dir..... Herbert G. Pabst
 Sales Manager..... Donald L. Chapin
 Program Director..... Don J. Meeks
 Chief Engineer..... Andrew F. Bruck
 Farm Program Director..... Luella Engel

W L O K

LIMA—EST. 1936

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... The Fort Industry Co.
 Business Address..... 506 New Center Bldg., Detroit 2, Mich.
 Phone Number..... Trinity 17-700 Detroit
 Studio Address..... 1101 Natl. Bank Bldg.

Transmitter Location..... 1424 Rice Ave.
 Air Time..... 18 hrs. daily; 16 hrs. Sun.
 News Service AP
 Transcription Service..... Frederic W. Ziv
 Representative Headley-Reed
 Membership NAB, BMB
 President..... George B. Storer
 General Manager..... Lee B. Wailes
 Station-Sales Promotion Manager, Publicity Director J. Robert Kerns
 Commercial Manager..... Harry Jay
 Program Director..... E. C. Ulrick
 Chief Announcer..... Harley Lucas
 Chief Engineer..... Darrel Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Richland, Inc.
 Business-Studio Address... Ohio Theater Bldg.
 Phone Number 4235-6
 Transmitter Location..... Longview Ave. at N. Main
 Air Time.... 6:30 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service UP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Membership NAB
 President Monroe Rubin
 General-Station Manager..... J. M. O'Hara
 Commercial-Sales Promotion Manager Carl Kindt
 Program Director, Production Manager Harry Lytle
 Chief Engineer..... William E. Morrison

W M O A

MARIETTA—EST. 1946

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Marietta Bcstg. Co., Inc.
 Business-Studio Address..... P. O. Box 201
 Phone Number 6383
 Transmitter Location..... Williamstown, W. Va.
 Air Time..... 17½ hrs. daily; 16 hrs. Sun.
 News Service UP
 Transcription Service..... Lang-Worth
 Program Director, Chief Announcer Harold Haught
 Chief Engineer..... Charles E. Clark

W M R N

MARION—EST. 1940

ABC—OHIO ASSN. OF BCSTRS.—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Marion Bcstg. Co.
 Business-Studio Address P. O. Box 518
 Phone Number 3226-7
 Transmitter Location P. O. Box 518
 Air Time 17 hrs.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace N. Stovin
 Membership NAB, BMB, OAB
 President, General-Station
 Manager Robert T. Mason
 Commercial-Sales Promotion
 Manager Clark L. Dozer
 Program Director, Production
 Manager Sanford Marshall
 Publicity Director John Plank
 Musical Director Richard Cook
 Chief Engineer Francis J. Peters
 Farm Editor Richard Kathe

Owned-Operated By Paul F. Braden
 Business Address Central Ave.
 Phone Number 2-3625
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Pres.-Gen. Mgr. Paul F. Braden
 Comm. Mgr. Pro. Dir. Ranny Daly
 Promotion Manager Don Lyons

W P T W

PIQUA—EST. 1947

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Miami County Bcstg.
 Business Address 1625 W. Covington Ave.
 News Service AP
 Transcription Service World, SESAC
 Representative Grant
 Pres.-Gen.-Prom. Mgr. Richard E. Hunt
 Commercial Manager Carroll M. Ball
 Asst. Chief Engr.-V.P. George E. Donahue
 Secy.-Treas, Chief Engr. Byron F. London

W P A Y

PORTSMOUTH—EST. 1935

CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Scioto Bcstg. Co.

W P F B

MIDDLETOWN—EST. 1947

Frequency: 910 Kc. Power: 1000 Watts d.

Accent on Youth!

You profit twice when you buy time on WMRN. Teen-age acceptance of WMRN and the products it advertises is the *extra* dividend added to the proved high adult audience response among WMRN'S more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.



Get the facts about this responsive audience! For results right now this well-to-do section of Ohio can be easily and economically sold on your product, and an exceptionally large number of teen-age listeners can be reached at the same time. Both adults and teen-agers stay tuned to WMRN. Address inquiries to Robert T. Mason, general manager, WMRN, Marion, Ohio.

W M R N



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Business-Studio Address.....1009 Gallia St.
 Phone Number.....Portsmouth 1010
 Transmitter Location.....1009 Gallia St.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 Chief Executive.....Eugene Carr
 Station-Commercial Manager..Gerald F. Boyd
 Sales Promotion Manager, Publicity
 Director.....Carl Bodner
 Program Director, Production
 Manager.....Floyd Jackson
 Chief Announcer.....Jerry Grove
 Musical Director.....Dorothy Page
 Chief Engineer.....Maurice Myers
 Farm Editor.....Frank Balmert

W L E C

SANDUSKY—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Lake Erie Bcstg. Co.
 Business Address..Cleveland Rd. & Huntington
 Streets
 Phone Number.....5170
 News Service.....PN
 Transcription Service.....Lang-Worth, World
 President.....Lloyd A. Pixley
 V.P.-Gen. Mgr.....Albert E. Heiser
 Secty.-Dir.....J. H. Kelly
 Commercial Manager.....Louis E. Mahla
 Promotion Manager.....Donald Dean
 Program Director.....J. Wagner
 Chief Engineer.....George F. Buehrle

W I Z E

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Voice of Spring-
 field, Inc.
 Business-Studio Address..115-117 W. High St.
 Phone Number.....3-4955
 Transmitter Location...115-117 W. High St.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service..Lang-Worth, Standard
 Representative.....Weed
 Membership.....BMB
 President.....Charles Sawyer
 General Manager.....J. P. Williams
 Station-Commercial Manager..Adna H. Karns
 Program Director.....Robert Terry
 Production Manager.....Robert Christol
 Publicity Director.....Yvonne Roberts
 Musical Director.....Ernie Kendrick
 Chief Engineer.....Victor L. Bushong

W J E L

SPRINGFIELD—EST. 1947

KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Operated By...Champion City Bcstg.
 Co.
 Business Address.....101 N. Fountain Ave.
 Partners.....Dr. Delbert Joseph Parsons,
 John E. Harwood, Bill Erin

W W S O

SPRINGFIELD—EST. 1947

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Operated By...Radio Springfield, Inc.
 Business Address.....Springfield, Ohio
 Phone Number.....3-6488
 News Service.....AP
 Transcription Service.....Thesaurus, World
 President.....Gus Sun
 Gen.-Comm. Mgr.....O. R. Bellamy
 Promotion Manager.....Dave Sawyer
 Program Director.....Virginia Weber
 Chief Engineer.....Robert Cory

W S T V

STEUBENVILLE—EST. 1940

MBS

Frequency: 1340 Kc.....Power 250 Watts
 Owned-Operated By...The Valley Bcstg. Co.
 Business-Studio Address...Exchange Realty
 Bldg.
 Phone Number.....2-6265
 Transmitter Location.....Altamont Heights
 Air Time.....7 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative...Joseph Hershey McGillvra
 General-Station-Commercial
 Manager.....John J. Laux
 Sales Promotion-Production Manager, Program-
 Publicity Director.....George H. Wilson
 Chief Announcer.....William Brabson
 Musical Director.....Thomas Arim
 Chief Engineer.....Charles Shepherd
 Farm Editor.....Frank Taylor

W S P D

TOLEDO—EST. 1921

NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By...The Fort Industry Co.
 Business-Studio Address.....Bcst. Bldg., 136
 Huron St.
 Phone Number.....Adams 3175
 Transmitter Location.....R.F.D. Oregon Rd.,
 Rossford, O.
 Air Time..6 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.
 News Service.....AP, INS, UP

Transcription Service..Thesaurus, Lang-Worth,
Standard
RepresentativeKatz
MembershipNAB, BMB
PresidentGeorge B. Storer
Station Manager.....E. Y. Flanigan
Commercial Manager...Westford F. Shannon
Sales Promotion Manager...O. William Myers
Program Director.....Glenn C. Jackson
Production Manager.....Robert B. Evans
Musical Librarian.....Gene Williams
Chief Engineer.....Wm. M. Stringfellow
Farm Editor.....Harley West

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address...515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location...Byrne & Arlington Rds.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service..Standard, Associated,
SESAC, Lang-Worth
RepresentativeSears & Ayer
MembershipNAB
PresidentStanley Speer
Station Manager.....Sunne Miller
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—EST. 1938

ABC—OHIO NETWORK

Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By...Community Bcstg. Co.
Business-Studio Address.....Bell Bldg.
Phone Number.....Ad. 3291
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription ServiceWorld
Representative.....Paul H. Raymer
MembershipNAB, BMB
PresidentFrazier Reams
General Manager.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Program Director.....Karl R. Nelson
Publicity Director.....Francis Mc Nerney
Chief Engineer.....John Sheehan
Farm Editor.....Ken Lawrence

WRRN

WARREN—EST. 1941

MBS

Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By.....Nied & Stevens, Inc.
Business-Studio Address.....108 Main St.
Phone Number2212-9

Transmitter Location.....710 Main St.
Air Time.....6:45 a.m.-12 M.
News ServiceUP
Transcription Service...Lang-Worth, SESAC
Representative.....Joseph Hershey McGillvra
MembershipNAB, BMB
PresidentPerry H. Stevens
General-Station Manager.....E. J. Pryor
Commercial Manager.....F. B. Cannon
Program Manager.....Richard G. Oram
Chief Engineer.....Robert V. Kinney
Farm Editor.....Charles R. Cleaver

WWST

WOOSTER—EST. 1947

Frequency: 960 Kc....Power: 500 Watts d.
Owned-Operated...Wooster Republic Ptg. Co.
Business Address.....Wooster, Ohio
Phone Number760
News ServiceAP
Transcription Service.....Standard, World
President.....Raymond E. Dix
General Manager.....Harold D. Schaaf
Commercial Manager.....Ted Evans
Program Director.....James Rowe
Chief Engineer.....Russell Grunder

WRFD

WORTHINGTON—EST. 1947

Frequency: 880 Kc....Power: 500 Watts d.
Owned-Operated By.....Peoples Bcstg Corp
Business Address.....649 High St.
News Service.....AP, INS
Transcription Service...Lang-Worth, SESAC
President.....James H. West
Station-Sales Mgr.....Edgar Parsons
Sales Promotion Mgr...Joseph D. Bradshaw
Program Director.....William Meredith
Chief Engineer.....Royce O. Woodward

WFMJ

YOUNGSTOWN—EST. 1939

ABC

Frequency: 1450 Kc....Power: 250 Watts
Owned By.....WFMJ Bcstg. Co.
Operated By.....William F. Maag, Jr.
Business-Studio Address...101 W. Boardman
Phone Number3-4121
Transmitter Location...101 W. Boardman St.
Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service...Standard, Thesaurus
RepresentativeHeadley-Reed
MembershipNAB, BMB
President.....William F. Maag, Jr.
National Sales.....Phil Wood
Program Director.....Robert B. Mackall
Chief Announcer.....William Crooks
Chief Engineer.....Frank A. Dieringer

WKBN

YOUNGSTOWN—EST. 1926

CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Business-Studio Address..17 N. Champion St.
 Phone Number4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....World, Lang-Worth
 RepresentativePaul H. Raymer
 MembershipNAB, BMB
 President, General Mgr...W. P. Williamson, Jr.
 Station-Commercial Manager...J. L. Bowden
 Sales Promotion.....Howard Rempes
 Program Director.....Baldwin Harper
 Chief Engineer.....B. T. Wilkens
 Farm Editor.....Stuart Wilson

WHIZ

ZANESVILLE—EST. 1924

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Southeastern Ohio
 Bcstg. System, Inc.
 Business-Studio Address..Lind Arcade Bldg.
 Phone Number6000
 Transmitter Location.....Newark Rd.
 Air Time.....18 hrs. daily
 News ServiceAP
 Transcription Service...Lang-Worth, Capitol
 Representative.....John E. Pearson
 MembershipNAB, BMB
 President.....Clay Littick
 General Manager.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program Director.....Robert Maley
 Chief Engineer.....Charles E. Hartmeyer

OKLAHOMA

*Estimated Population 2,311,000—% Increase —1.1—Radio Homes 499,018
 Farms with Radios 122,148—Stations in State 35*

KADA

ADA—EST. 1934

ABC—OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....C. C. Morris
 Business-Studio Address..First Natl. Bank Bldg.
 Phone Number1212
 Transmitter Location.....N. of Ada, Okla.
 Air Time.....6 a.m.-11:05 p.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB
 OwnerC. C. Morris
 General Manager.....James M. Griffith
 Commercial Manager.....Leroy W. Moses
 Program Director.....Bill Hoover
 Publicity Director.....Betty Hughes
 Chief Engineer.....Harold Walker

MembershipNAB
 President, General Mgr...Frank E. Wimberly
 Commercial Manager.....Jon Wagner
 Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—EST. 1935

ABC—OKLAHOMA NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....John F. Easley
 Phone Number3030
 Air Time.....6 a.m.-11:05 p.m.
 News ServiceAP
 Transcription Service.....World, SESAC
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB
 President-Owner.....John F. Easley
 General-Station Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Sales Promotion Manager...John E. Riesen
 Program Director.....Dolly Dutton
 Chief Engineer.....Wm. Kolb

KWHW

ALTUS—EST. 1947

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Altus Bcstg. Co., Inc.
 Business-Studio Address.....205½ N. Main
 Phone Number1405
 Transmitter Location.....1 mi. N. of Town
 Air Time.....7 a.m.-10 p.m.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeHomer Griffith

KWON

BARTLESVILLE—EST. 1942

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Bartlesville Bcstg. Co.
 Business Address..100 Union Natl. Bank Bldg.
 Phone Number1400
 Transmitter Location.....U. S. Highway 75
 Air Time.....6:30 a.m.-11 p.m.

News Service AP
 Transcription Service Standard
 Membership NAB
 Pres.-Gen.-Comm. Mgr. J. Fred Case
 Chief Engineer John W. Overstreet

K W C O

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By . . . Washita Valley Bcstg.
 Corp.

Business-Studio Address Briscoe Bldg.
 Phone Number 2899
 Transmitter Location . . . Grand Ave., Off U. S. 81
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Membership NAB
 President, Chief Engineer . . . George C. Robinson
 General Manager James B. Quattlebaum
 Station Manager John Steele
 Commercial Manager Len Lyon
 Program Director George P. Miller

K R H D

DUNCAN—EST. 1947

MBS

Frequency: 1350 Kc. Power: 250 Watts d.,
 100 Watts n.

Owned-Operated By Duncan Bcstg. Co.
 Business Address P. O. Box 1192
 Phone Number 1350
 News Service UP
 Transcription Service Capitol
 Chief Owner R. H. Drewry
 Gen.-Comm.-Prom Mgr. W. Edward Evans
 Program Director Jack Raymond
 Chief Engineer W. E. Billington

K D U R (C P)

DURANT

Frequency: 1540 Kc. Power: 250 Watts
 Owned-Operated By Texhoma Bcstg. Co.
 Business Address 321 W. Main St.

K S E O

DURANT—EST. 1947

KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By Bennett & R. F. Story
 Business Address 129 1/2 N. Third Ave.
 Phone Number 102
 Studio-Transmitter Location . . . W. of City on
 Highway 70
 Air Time Local sunrise-local sunset

News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Partners Bennett Story & R. F. Story
 General-Station Manager Weldon Stamps
 Commercial-Sales Promotion

Manager Gerald Sanders
 Program Director Muriel Mix
 Chief Announcer Jack Carter
 Chief Engineer Bill Watters
 Farm Editor Bob Beaty

K A S A

ELK CITY—EST. 1932

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Southwestern Bcstg. Co.
 Address 204 N. Main St.
 Phone Number 730
 Transmitter Location 204 N. Main St.
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President-General Mgr. Lonnie J. Preston
 Commercial Manager J. A. Caldwell
 Promotion Manager Bob Pace
 Program Director Grace Caldwell
 Chief Engineer George Fenter

K C R C

ENID—EST. 1929

ABC—OKLAHOMA NETWORK

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Enid Radiophone Co.
 Business-Studio Address Broadway Tower
 Phone Number 447
 Transmitter Location 318 East Willow
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President Mrs. M. C. Garber
 General Manager Milton B. Garber
 Commercial Manager H. P. Hale
 Sales Promotion Manager Hugh J. Finney
 Program-Musical

Director Dilmond D. Postlewait
 Chief Announcer Jay Jones
 Chief Engineer Murray D. Coleman

K T J S

HOBART—EST. 1947

KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner

K S W O

LAWTON—EST. 1941

ABC—OKLAHOMA NETWORK

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Operated By: Oklahoma Quality
 Bcstg. Co.
 Business-Studio Address: 17th & "E" Ave.
 Phone Number: 1380
 Transmitter Location: 1½ ml. S.E. of Lawton
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: UP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 President: R. H. Drewry
 General Manager: Allan Page
 Commercial-Sales Promotion
 Manager: Neil Ashlock
 Program Director, Production
 Manager: Morgan Roberts
 Chief Engineer: C. E. Billington

K T M C

McALESTER—EST. 1946

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: J. Stanley O'Neill
 Business-Studio Address: Municipal Bldg.
 Phone Number: 2411-2
 Transmitter Location: Corner Crisler Ave. &
 A St.
 Air Time: 17 hrs. daily
 News Service: AP
 Representative: Taylor-Howe-Snowden
 Membership: NAB
 President-Owner, General
 Manager: J. Stanley O'Neill
 Commercial-Sales Promotion
 Manager: George L. Overton
 Program- Publicity Director: Mollie Hutcheson
 Production Manager, Musical
 Director: Joan Cates
 Chief Engineer: Glenn Barnett
 Farm Editor: Jay Harmon

K O V E (CP)

MIAMI

Frequency: 910 Kc. Power: 1000 Watts

K B I X

MUSKOGEE—EST. 1936

ABC—OKLAHOMA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Oklahoma Press Publ.
 Co.
 Business-Studio Address: 910-913 Barnes Bldg.
 Phone Number: 302-3

Transmitter Location: Barnes Bldg.
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 President: Tams Bixby, Jr.
 Station-Commercial Manager: Paul A. Bruner
 Program Director: Frances Estes
 Publicity Director: Mavis Rogers
 Chief Announcer: LaMar Plummer
 Chief Engineer: Earl H. Graves
 Farm Editor: Forest Eaton

K M H U (CP)

MUSKOGEE

Frequency: 1380 Kc. Power: 1000 Watts d.
 500 Watts n.

K B Y E

OKLAHOMA CITY—EST. 1947

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned By: State Bcstg. Co.
 Operated By: Radio Station KBYE
 Business-Studio Address: 108 N.W. 9th
 Phone Number: 7-3653-4
 Transmitter Location: 57th & Eastern
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Lang-Worth, Cole
 Representative: Branham
 Membership: NAB
 Partners: A. Earl Cullum, Jr. & James M. Collins
 President: A. Earl Cullum, Jr.
 Vice President-Treasurer: James M. Collins
 General Manager: Tom Johnson
 Station Manager: Flora Luper
 Sales Promotion Manager: O. C. Brown, Jr.
 Musical Director: David Tate
 Chief Engineer: Clyde Mosteller

K L P R

OKLAHOMA CITY—EST. 1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By: Oklahoma City Bcstg.
 Co.
 Business Address: 132½ W. Commerce St.
 Phone Number: 3-6358
 Studio-Transmitter Location: 73rd St. & Shields
 Blvd.
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Associated
 Membership: NAB
 President-Owner, General Mgr.: Byrne Ross
 Station-Commercial Manager: Walter Colvin
 Program-Musical Director: Kathleen Burkett
 Chief Announcer: Robert N. Chaddock
 Chief Engineer: Jack Richmond
 Farm Editor: Kelly West

In **OKLAHOMA**

It's

KOMA

OKLAHOMA CITY'S ONLY 50,000-WATT STATION

Joe Bernard, Gen. Mgr.

KTUL

TULSA'S ONLY EXCLUSIVE RADIO CENTER

5,000 WATTS DAY & NIGHT John Esau, V.P. & Gen. Mgr.

*Programs Geared
to the Sooner Market*

OKLAHOMA'S ONLY
C B S OUTLETS

Avery Knodel, Inc.
Natl. Representatives

K O C Y

OKLAHOMA CITY—EST. 1938

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Plaza Court Bcstg. Co.
 Business-Studio Address... Plaza Court Bldg.
 Phone Number 3-4333
 Air Time... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service... Standard, Thesaurus
 Representative Walker
 Membership NAB, BMB
 President John D. Thomas
 General-Station Manager... M. H. Bonebrake
 Commercial Manager... George Tarter
 Program Director Paul Bueanning
 Chief Announcer Carl McDaniel
 Musical Director... James D. Walker
 Chief Engineer Royden R. Freeland

K O M A

OKLAHOMA CITY—EST. 1927

CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By... KOMA, Inc.
 Business-Studio Address... Biltmore Hotel
 Phone Number 2-3291
 Transmitter Location... Moore, Okla.
 Air Time... 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service... Capitol, Standard,
 Cole
 Representative Avery-Knodel
 Membership NAB, BMB
 President John Griffin
 General-Station Manager... J. J. Bernard
 Commercial Manager... Webster L. Benham, Jr.
 Sales Promotion Manager... Raymond Ruff
 Program Director Robert M. Eastman
 Production Manager... Perry Ward
 Publicity Director... Gerald Parrick
 Musical Director... Clarence Reynolds
 Chief Engineer M. W. Thomas
 Farm Editor... Clarence Achgill

K T O K

OKLAHOMA CITY—EST. 1927

ABC

OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... KTOK, Inc.
 Business Address... 2004 Apco Tower
 Phone Number 3-8352
 Transmitter Location... 1800 West Main
 Air Time... 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service... World, Lang-Worth
 Representative... Taylor-Howe Snowden

Membership NAB, BMB
 President... O. L. Taylor
 Gen.-Station Manager... Robert D. Enoch
 Commercial Manager... Frank J. Lynch
 Program Director... Harold M. Shreve
 Promotion Manager... Phillip A. Kernan
 Chief Engineer... Clifford Easum

K T O W (CP)

OKLAHOMA CITY

Frequency: 800 Kc. Power: 250 Watts d.

W K Y

OKLAHOMA CITY—EST. 1928

NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By... Oklahoma Publ. Co.
 Operated By... WKY Radiophone Co.
 Business-Studio Address... Shirvin Tower Hotel
 Phone Number 3-4306
 Transmitter Location... 1¼ mi. E. of Britton,
 Okla.
 Air Time... 19 hrs. daily
 News Service... AP, UP
 Transcription Service... Standard, Associated
 Representative Katz
 Membership NAB
 President E. K. Gaylord
 Station-Commercial Manager... P. A. Sugg
 Sales Promotion Manager... Gene White
 Program Director... Hoyt T. Andres
 Production Manager... Paul Brawner
 Publicity Director... Gene White
 Chief Announcer... Wakefield Holley
 Musical Director... Allan Clark
 Chief Engineer... H. J. Lovell
 Farm Editor... Edd Lemons

K H B G

OKMULGEE—EST. 1937

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Okmulgee Bcstg. Corp.
 Business-Studio Address... Petroleum Bldg.
 Phone Number 3646-7
 Transmitter Location... 20th & Seminole
 Air Time... 5:54 a.m.-10:30 p.m.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Representative Sears & Ayer
 Membership NAB, BMB
 President-Owner, General Mgr... Pat Buford
 Commercial-Sales Promotion Manager,
 Publicity Director... Lucille Buford
 Program Director, Production Manager,
 Musical Director... Miss Nova Clarke
 Chief Announcer... John Lenox, Jr.
 Chief Engineer... Chester Ludwick
 Farm Editor... E. R. Francis

KBLH

PAULS VALLEY—EST. 1948

Frequency: 1470 Kc. Power: 250 Watts d.
Owned-Operated By: James T. Jackson
Business Address: 110 E. Paul Ave.
Phone Number: 105
News Service: UP
President: James T. Jackson

WBBZ

PONCA CITY—EST. 1927

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Adelaide Lillian Carrell
Business-Studio Address: 615 W. Grand Ave.
Phone Number: 3200-1
Transmitter Location: 615 W. Grand Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Donald Cooke
Membership: NAB
President-Owner, General-Commercial
Manager: Adelaide Lillian Carrell
Sales Promotion Manager: Charles D. Edwards
Program-Publicity Director, Production
Manager: Bill Maugans
Chief Engineer: Nicholas J. De Francesco
Farm Editor: Bill Parker

KSMI (CP)

SEMINOLE

Frequency: 1260 Kc. Power: 500 Watts d.

KGFF

SHAWNEE—EST. 1930

ABC—OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By: Stauffer Publ., Inc.
Operated By: KGFF Bcstg. Co., Inc.
Business Address: P. O. Box 2059
Phone Number: 4390-1
Studio Address: Ninth & Bell Sts.
Transmitter Location: Shawnee Country Club,
cor. of Bryan & Highland Sts.
Air Time: 6 a.m.—12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President: Oscar S. Stauffer
General Manager: Roy J. Bowman
Commercial Manager: D. Frank McGee
Sales Promotion Manager: Maxine E. Bowman
Program Director: William A. Weaver
Chief Announcer: Lowell Clark
Chief Engineer: Joseph T. Gaskill

KSPI

STILLWATER—EST. 1947

MBS

Frequency: 780 Kc. Power: 250 Watts d.
Owned-Operated By: Stillwater Publ. Co.
Business Address: P. O. Box 231
Phone Number: 1831 office; 1807 studio
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Burke, Kuipers & Mahoney
Membership: NAB, BMB
President: C. R. Bellatti
General-Station Manager: L. F. Bellatti
Commercial Manager: E. T. Condrey, Jr.
Program Director: W. R. McKinsey

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Public Radio Corp.
Business-Studio Address: Avey's Tulsa
Coliseum
Phone Number: 4-2401
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB
President: Sam E. Avey
General Manager: Glenn Condon
Commercial Manager: James L. Neal
Sales Promotion Manager: James C. Crosbie
Program Director: Joan Wells
Production Manager: Allen Franklin
Chief Engineer: M. M. Donley

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: Fred Jones Bcstg. Co.
Business-Studio Address: Alvin Hotel, 7 E. 7th
Phone Number: 5-5555
Transmitter Location: 21st & Yale
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World, Standard,
SESAC
Representative: Forjoe
Membership: NAB
President: Fred Jones
General-Station Manager: Lawson Taylor
Commercial Manager: Jack Betz
Sales Promotion Manager: Jack Fitzer
Program Director: Jack Hoffman
Publicity Director: Bill Bowers
Chief Announcer: Bill Taylor
Musical Director: Jack Hoffman
Chief Engineer: Nathan Wilcox
Farm Editor: Don Emmick

KOME

TULSA—EST. 1938

ABC—MBS—OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Oil Capitol Sales Corp.
 Business-Studio Address: 8th & Main
 Phone Number: 3-4121
 Air Time: 5:45 a.m.-11:30 p.m.
 News Service: AP
 Transcription Service: Standard, Lang-Worth
 Representative: Taylor-Howe-Snowden
 Membership: NAB
 President: Harry Schwartz
 General-Station Manager: Dick Campbell
 Commercial Manager: J. Howard Engle
 Sales Promotion Manager: Gregg Chancellor
 Program Director: Hal Hough
 Publicity Director: Etta May Avery
 Musical Director: Sally Ann Grimes
 Chief Engineer: Roy Brown

KTUL

TULSA—EST. 1934

CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By: Tulsa Bcstg. Co.

KFMJ

Tulsa

Oklahoma

"Ob, What

a

Beautiful

Day"

1050 On the Dial

Business-Studio Address: Boulder-on-the-Park
 Phone Number: 2-3191
 Air Time: 18 hrs. daily
 News Service: UP
 Transcription Service: Capitol, Lang-Worth, Standard
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President: John Toole Griffin
 Vice President, General Manager: John Esau
 Commercial Manager: L. A. Blust
 Sales Promotion Manager: Geo. L. Ketchum
 Program Director: Karl Janssen
 Production Manager: Ed Neibling
 Publicity Director: Sadie Adwon
 Chief Engineer: Robert Snider

KVOO

TULSA—EST. 1925

NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Operated By: Southwestern Sales Corp.
 Business-Studio Address: Philtower Bldg.
 Phone Number: 2-2254
 Air Time: 5:30 a.m.-12:05 a.m.
 News Service: INS, UP
 Transcription Service: Standard, Lang-Worth
 Representative: Edward Petry
 Membership: NAB, BMB
 President: P. Q. Proctor
 Vice President, General Manager: W. B. Way
 Commercial Manager: Gustav K. Brandborg
 Promotion Manager: Robert Schonhoff
 Program Director: F. M. Randolph
 Musical Director: Joseph O'Neill
 Chief Engineer: L. W. Stinson
 Farm Editor: Sam Schneider

KSIW

WOODWARD—EST. 1947

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Woodward Bcstg. Co.
 Operated By: James L. Todd
 Business Address: Box 508
 Phone Number: 1450
 Studio-Transmitter Location: 22nd & Cedar
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Cole
 Membership: NAB
 President: David D. Price
 Station Manager: James L. Todd
 Commercial-Sales Promotion Manager: Herbert S. Swift
 Program Director: Harry Van Slycke
 Chief Engineer: Robert E. Davis

26TH YEAR

1922-1948

**ONE OF THE
GREAT STATIONS
OF THE NATION**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW

PORTLAND, OREGON

**AFFILIATED
WITH**



OREGON

*Estimated Population 1,517,000—% Increase +39.2—Radio Homes 440,160
Farms with Radios 56,254—Stations in State 33*

KWIL

ALBANY—EST. 1941

MBS—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Willamette
Bcstg. Co.
Business-Studio Address: 15th & Elm Sts.,
Albany; Hotel Benton, Corvallis
Phone Number: Albany 1234; Corvallis 1870
Transmitter Location: 15th & Elm Sts.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard, World
Representative: Homer Griffith, John Keating
Membership: NAB, BMB
President: W. L. Jackson
Secretary-Treasurer: R. R. Cronise
General-Station Manager: Chet Wheeler
Commercial Manager: Hal Ryer
Program Director: LeRoy Jolley
Publicity Director: Carley Copenhaver
Chief Engineer, Farm Editor: Herb Davidson
Corvallis Manager: Derwood Smith

KWIN

ASHLAND—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Rogue Valley Bcstg.
Co., Inc.
Business-Studio Address: P. O. Box 305,
1160 Helman Rd.
Phone Number: 2-1351
Transmitter Location: 1160 Helman Rd.
Air Time: 6:30 a.m.-11 p.m.
News Service: AP
Transcription Service: World, Standard,
Capitol
Representative: Homer Griffith, John Keating
Membership: NAB, BMB
President: M. S. Hamaker
General-Station Manager: R. B. Reinholdt
Commercial Manager: E. P. Ba nett
Program Director, Production Manager, Chief
Announcer, Musical Dir.: Charles B. Field
Publicity Director: Bob Reinholdt
Chief Engineer: Ralph S. Click
Farm Editor: Doyle D. Seely

KAST

ASTORIA—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Astoria Bcstg. Co.
Address: Astoria, Ore.
General Manager: L. E. Parsons

KBKR

BAKER—EST. 1939

THE OREGON TRAIL NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Inland Radio, Inc.
Business-Studio Address: First & Court Sts.
Phone Number: 140
Transmitter Location: East H St.
Air Time: 16 hrs. daily
News Service: UP
Transcription Service: Thesaurus
Representative: W. S. Grant, John Keating
Membership: NAB, BMB
Chief Owners: Marshall E. Cornett, Lee W.
Jacobs
P. esident: Marshall E. Cornett
Managing Director: Lee W. Jacobs
Station-Commercial
Manager: Kenneth B. Lockwood
Sales Promotion Manager, Publicity Director,
Farm Editor: Milton L. Levy
Program-Musical Director: Kenneth F. Holden
Production Manager, Chief
Announcer: Howard Simmons
Chief Engineer: Sidney S. Williams

KBND

BEND—EST. 1938

MBS—DON LEE—

KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Central Oregon Bcstg.
Co.
Business-Studio Address: 1101 Wall St.
Phone Number: 848
Transmitter Location: 1101 Wall St.
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB, BMB
President, General-Station Manager, Publicity
Director: Frank H. Loggan
Program Director, Production Manager, Farm
Editor: Kessler Cannon
Musical Director: Roland McClure
Chief Engineer: Robert Dickinson

KOOS

COOS BAY—EST. 1928

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KOOS, Inc.
Business-Studio Address: 505 Hall Bldg.
Phone Number: 432-3
Transmitter Location: Hall Bldg.

Air Time . . . 6 a.m.-12 M.; 7 a.m.-11 p.m., Sun.
 News Service AP
 Transcription Service World
 Representative John Keating
 Membership NAB
 President-Owner Sheldon F. Sackett
 General Manager Fred F. Chitty
 Station Manager Hal Shade
 Commercial Manager Leonard Epling
 Program Director Sara Spough
 Chief Engineer Roger Spough

KWRO

COQVILLE—EST. 1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KWRO Bcstrs.
 Business Address Box 359 Coos Bay, Ore.
 Partners William E. Walsh, Walter L. Read

KRUL

CORVALLIS—EST. 1947

Frequency 1340 Kc. Power: 250 Watts
 Owned-Operated By Pacific States Radio Co.
 Business-Studio Address 1225 S. Fifteenth St.
 Phone Number 1504-1178
 Transmitter Location 1225 S. Fifteenth St.
 Air Time 6:45 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth, Cole
 Representative W. S. Grant
 Membership NAB, BMB
 President J. C. Haley
 Station-Commercial Manager Phil Waters
 Sales Promotion Manager James Bailey
 Program Director, Production Mgr. C. W. Peck
 Publicity Director Florence Gratowski
 Chief Announcer Bill Karl
 Musical Director Jeff Evans
 Chief Engineer J. C. Haley, Jr.
 Farm Editor Gene Kilgore

KODL

THE DALLES—EST. 1940

KBS

Frequency: 1230 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By Western Radio Corp.
 Business-Studio Address Scenic Drive
 Phone Number 2300
 Transmitter Location The Dalles
 Air Time 15 hrs. daily
 News Service AP
 Transcription Service McGregor, KBS
 Membership NAB
 President, General Mgr. V. Barney Kenworthy
 Station-Commercial Mgr. Paul E. Walden
 Sales Promotion Manager Lee Phillips
 Program Director Arthur Elliott
 Chief Engineer Talmage McCartney

KASH

EUGENE—EST. 1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By Radio Air Ways, Inc.
 Business Address P. O. Box 1600
 Phone Number 4595
 Studio-Transmitter Location Day Island Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard, Thesaurus
 President, General-Station
 Manager Erven L. Kincaid
 Commercial-Sales Promotion
 Manager D. C. Banta
 Program Director, Production
 Manager Bruce Nidever
 Publicity Director Clare Mattingly
 Chief Announcer Harry Sackett
 Musical Director Curtis Chezem
 Chief Engineer William R. Riley
 Farm Editor William Schneeflock

KORE

EUGENE—EST. 1927

MBS—DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Eugene Bcst. Station
 Business Address Box 1032
 Phone Number 3
 Studio-Transmitter Location 27th & Willamette
 Sts.
 Air Time 6 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service World
 Representative John Keating, Homer Griffith
 Membership NAB, BMB
 President-Owner Violet G. Motter
 General Manager L. W. Trommlitz
 Commercial-Promotion Mgr. C. R. Hillyer
 Program Director Robert Eubanks
 Chief Engineer Harold Gander

KUGN

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Valley Bcstg. Co.
 Business-Studio Address P. O. Box 1400
 Phone Number Eugene 2800
 Transmitter Location Coburg Rd.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Station Representative W. S. Grant
 Membership NAB
 Co-Partners C. H. Fisher & B. N. Phillips
 General-Station Manager S. W. McCready
 Commercial Manager L. N. Young
 Program Director J. T. Hallock

Publicity Director..... Jim Prior
 Musical Director..... Robert Whitley
 Chief Engineer..... John Boren
 Farm Editor..... Earl Britton

K U I N

GRANTS PASS—EST. 1939

DON LEE—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Southern Oregon Bcstg.
 Co.

Business-Studio Address..... P. O. Box 148
 Phone Number..... 4477
 Transmitter Location..... Highway 199
 Air Time..... 17 hrs. daily
 News Service..... AP
 Transcription Service..... World, MacGregor
 Representative..... W. S. Grant
 Membership..... NAB, BMB
 President..... A. E. Voorhies
 General Manager..... Wm. B. Smullin
 Station Manager..... E. A. Malone
 Commercial Manager..... Glenn E. Nickell
 Sales Promotion Manager..... Mae Dawson
 Program Director..... Bill Smith
 Production Manager..... Harry Carmichael
 Publicity Director..... Beverly Clark
 Chief Announcer..... M. J. Guardino
 Musical Director..... Paul White
 Chief Engineer..... N. L. Williams

K F J I

KLAMATH FALLS—EST. 1922

MBS—DON LEE

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... KFJI Bcstrs.
 Business-Studio Address..... 203 Main
 Phone Number..... 5155
 Transmitter Location..... 203 Main
 Air Time..... 17½ hrs. daily
 News Service..... UP
 Transcription Service..... World
 Representative..... W. S. Grant
 Membership..... NAB
 President, General Manager..... W. D. Miller
 Commercial-Sales Promotion
 Manager..... Jack Keating
 Program Director, Production Manager, Chief
 Announcer..... Dick Maquire
 Publicity-Musical Director..... Dick Wentworth
 Chief Engineer, Farm
 Editor..... William P. Grimes

K F L W

KLAMATH FALLS—EST. 1946

ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Herald Publ. Co. of
 Klamath Falls

Business-Studio Address..... 1301 Esplanade
 Phone Number..... 8115
 Transmitter Location..... 1301 Esplanade
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Homer Griffith
 Membership..... NAB, BMB
 President..... Frank Jenkins
 General-Station Manager..... H. J. Chandler
 Commercial Manager..... Max J. Frye
 Program- Publicity Director..... Marjorie Eagle
 Production Manager..... Chuck Cecil
 Musical Director..... Bill Williams
 Chief Engineer..... Gilbert Walters
 Farm Editor..... Paul Alexander

K L B M

LA GRANDE—EST. 1938

KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Inland Radio, Inc.
 Business-Studio Address..... Old Oregon Trail
 Phone Number..... 220
 Transmitter Location..... Old Oregon Trail
 Air Time..... 7 a.m.-10 p.m.
 News Service..... UP
 Transcription Service..... Standard, Keystone
 Membership..... NAB, BMB
 President..... Lee W. Jacobs
 Station Manager..... John G. Jones
 Commercial Manager..... Ken Lillard
 Program Director..... Marjorie Pierce
 Production Manager..... Jack Hatmaker
 Chief Engineer..... Walt Abbott
 Farm Editor..... Murray Durham

K M E D

MEDFORD—EST. 1922

NBC

Owned-Operated By..... Medford Radio Corp.
 Frequency: 1440 Kc..... Power: 1000 Watts
 Address..... Ross Lane
 Phone Number..... 4000
 Studio Address..... Ross Lane
 Transmitter Location..... Ross Lane
 Air Time..... 7 a.m.-10 p.m.
 News Service..... UP
 Transcription Service..... Standard
 Chief Owner-Gen. Mgr..... Mrs. W. J. Virgin
 Commercial Manager..... James J. Dunlevy
 Program Director..... Gladys LaMarr
 Promotion Manager..... John S. Duffy
 Chief Engineer..... Victor M. Califf

K Y J C

MEDFORD—EST. 1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Medford Printing Co.

Business-Studio Address.....Barnett Rd.
 Phone Number9200
 Transmitter Location.....Barnett Rd.
 Air Time...6 a.m.-12 M.; 8 a.m.-10 p.m., Sun.
 News ServiceAP, UP
 Transcription Service..Lang-Worth, Thesaurus,
 Cole
 Representative.....W. S. Grant
 Membership.....NAB
 President.....Robert W. Ruhl
 General Manager.....Gerald Latham
 Station Manager, Chief
 Engineer.....Collin R. Matheny
 Commercial Manager.....William Woodford
 Program Manager.....Lee S. Bullis
 Farm Editor.....Chester Stuart

K N P T (CP)
NEWPORT

Frequency: 1230 Kc.....Power: 250 Watts

K S R V

ONTARIO—EST. 1946
OREGON TRAIL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Business-Studio Address.....Box 540
 Phone Number212
 Air Time.....6 am.-12 p.m.
 News Service.....UP
 Transcription Service....Capitol, World, NBC,
 Cole
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President.....Olive B. Cornett
 General Manager.....Lee W. Jacobs
 Station Manager.....Gordon L. Capps
 Commercial Manager.....John W. Powell
 Sales Promotion Manager...Elliot B. Behrens
 Program Director.....Ray Kozak
 Chief Engineer.....Charles E. Harland
 Farm Editor.....Charles Moore

K G O N

OREGON CITY—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clackamas Bcstrs.
 Business Address.....Box 391
 Phone Number7111
 Transcription Service....Capitol, Cole, Lang-
 Worth, World
 News Service.....AP
 Partners.....T. V. Ehmsen, R. Jarman,
 Dr. J. Fitzgibbon, F. C. Bain
 General Manager.....Floyd C. Bain
 Office Manager.....Lawrence A. Read
 Program Director.....Robert R. Roberts, Jr.
 Acct. Executive.....Howard I. Jackson
 Chief Engineer.....Temple V. Ehmsen

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Western Radio Corp.
 Business-Studio Address...S.W. 6th St., P. O.
 Box 178
 Phone Number1425
 Transmitter Location.....S.W. 6th St.
 Air Time...6 a.m.-10:15 p.m.; 10:30 a.m.-9:15
 p.m., Sun.
 News Service.....UP
 Transcription Service..Lang-Worth, Thesaurus
 Representative.....Keating, Griffith
 Membership.....NAB
 President, General Mgr.....V. B. Kenworthy
 Station Manager.....Ted A. Smith
 Commercial Manager.....A. L. Anderson
 Program-Production Mgr...Edward J. Warmuth
 Special Events Director...Clayton Carpenter
 Chief Engineer.....James Leach

K A L E

PORTLAND—EST. 1932

MBS—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By.....Journal Publishing Co.
 Operated By.....KALE, Inc.
 Business-Studio Address...919 S.W. Taylor
 St. Bldg.
 Phone Number.....Broadway 3484
 Transmitter Location.....Sylvan, Oregon
 Air Time.....5:45-12 M.; Sat., all night
 News Service.....AP, UP
 Transcription Service....Associated, Standard
 Representative.....John Blair
 Membership.....NAB
 President.....P. L. Jackson
 General Manager.....C. S. Jackson
 Commercial Manager.....Norman A. Davis
 Publicity Director.....Kelmar K. LeMaster
 Chief Announcer.....Lou Gillette
 Musical Director.....Al Uhles
 Chief Engineer.....A. E. Richmond
 Farm Editor.....Burton Hutton

K E X

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5000 Watts
 (CP 50,000 Watts)
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Business Address...WRS—1619 Walnut St.,
 Phila. 3, Pa.
 Phone Number.....Rittenhouse 6-6870
 Studio Address..1230 S.W. Main St., Portland
 Station Phone Number.....Atwater 6214
 Transmitter Location....Clackamas, Oregon
 Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
 News Service.....INS, UP

Transcription Service.....Associated, SESAC
 Representative.....Free & Peters
 Membership.....BMB
 President.....Walter Evans
 Vice President.....Walter E. Benoit
 General Manager.....J. B. Conley
 Station Manager.....C. S. Young
 Sales Manager.....Eldon Campbell
 Sales Promotion Manager.....C. L. Burrow
 Program Manager.....Melvin Bailey
 Chief Engineer.....T. T. Ely

K G W

PORTLAND—EST. 1922

NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By...The Oregonian Publ. Co.
 Business-Studio Address...1011 S.W. Sixth Ave.
 Phone Number.....BEacon 6364
 Air Time...6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service.....AP, INS
 Transcription Service.....Thesaurus, SESAC,
 Cole, Lang-Worth

Representative.....Edward Pety
 Membership.....NAB, BMB
 President.....Caroline P. Leadbetter
 General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....Jack N. Wassan
 Sales Promotion Manager.....Bob Hancock
 Program Director.....Homer Welch
 Production Manager.....Thos. J. Swafford
 Chief Engineer.....Harold C. Singleton

K O I N

PORTLAND—EST. 1925

CBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address.....New Heathman Hotel
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS, UP
 Transcription Service.....World, Capitol,
 Associated

Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President-Owner.....Marshall Field
 General-Station Mgr.....Harry H. Buckendahl
 Program Director.....Ted W. Cooke
 Production Manager.....Willard Mears
 Promotion Director.....Marc Bowman
 Chief Engineer.....L. S. Bookwalter
 Farm Editor.....Luke Roberts

K P D Q

PORTLAND—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts

Owned-Operated By.....John W. Davis
 Business-Studio Address.....Oaks Park
 Phone Number.....Vermont 6142
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Wm. G. Rambeau
 President-Owner, General-Station-Commercial
 Manager.....John W. Davis
 Program Director.....Donovan Zundel
 Chief Announcer.....Curtis Faus
 Chief Engineer.....Rodney Johnson

K W J J

PORTLAND—EST. 1927

U. P. NETWORK

Frequency: 1080 Kc.....Power: 10,000 Watts
 Owned-Operated By.....KWJJ Bcst. Co., Inc.
 Business-Studio Address...1011 S.W. 6th Ave.
 Phone Number.....Atwater 4393-4-5
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP

Transcription Service...Lang-Worth, Standard
 Representative.....Burn-Smith, W. S. Grant
 Membership.....NAB
 President.....W. J. Jerman
 General Manager.....John C. Egan
 Station Manager.....W. J. Jerman
 Commercial-Sales Promotion Manager,

Publicity Director.....L. D. Henderson
 Program Director, Production

Manager.....Jerry Speerstra
 Chief Announcer.....Art Morey
 Musical Director.....Leah Holt
 Chief Engineer.....Frank Hood

K X L

PORTLAND—EST. 1926

PACIFIC NORTHWEST BCSTRS.

Frequency: 750 Kc.....Power: 10,000 Watts d.
 Owned-Operated By.....KXL Bcstrs.
 Business-Studio Address.....Orpheum Bldg.
 Phone Number.....BR. 6451
 Transmitter Location.....Town of Harmony,
 Clackamas County, Ore.

Air Time...6 a.m.-local sunset: 10:05 p.m.-2
 a.m., Sun.

News Service.....UP
 Transcription Service.....MacGregor, Lang-
 Worth, Keystone, Standard

Representative.....Walker
 Membership.....NAB
 President, General-Station-Commercial

Manager.....H. S. Jacobson
 Program Director.....Fred Eichorn
 Production Manager.....Jackson Fleming
 Publicity Director.....Paul Robinson
 Chief Engineer.....Ralph Mifflin
 Farm Editor.....Ben Buisman

KRNR

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By News Review Company
 Business Address 134 N. Jackson St.
 Phone Number 4
 News Service AP
 Transcription Service Standard, World,
 Cole, SESAC
 Representative John Keating, Griffith
 President Frank Jenkins
 General Manager Iris Rice Helliwell
 Commercial Manager Del McKay

KSLM

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Oregon Radio, Inc.
 Business Address Senator Hotel Bldg.
 Phone Number 4831
 News Service UP, AP
 Transcription Service World
 Representatives Grant
 Membership NAB, BMB
 President-Gen. Mgr. Glenn McCormick
 Business Manager Lee Bishop

KTIL

TILLAMOOK—EST. 1947

KBS

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Operated By Tillamook Bcstg. Co., Inc.
 Business Address Tillamook, Ore.
 Phone Number 1122
 News Service AP
 Transcription Service Cole, World
 Representative Keating
 President Fred H. Guyton
 General-Com:m. Mgr. Robert W. Harris

KOCO

SALEM—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By B. Loring Schmidt
 Business-Studio Address 1426 Edgewater
 Phone Number 3109, 3100
 News Service UP
 Transcription Service Thesaurus, Capitol
 Representative Wm. G. Rambeau
 Membership NAB
 President-Owner B. Loring Schmidt
 General-Commercial Manager Al Schuss
 Program-Publicity Director Dave Hoss

PENNSYLVANIA

Estimated Population 10,281,000—% Increase +3.8—Radio Homes 2,497,186
 Farms with Radios 143,252—Stations in State 92

WHOL (CP)

ALLENTOWN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Allentown Bcstg. Corp.
 Business Address 508 Hamilton St.

WKAP

ALLENTOWN—EST. 1947

KBS

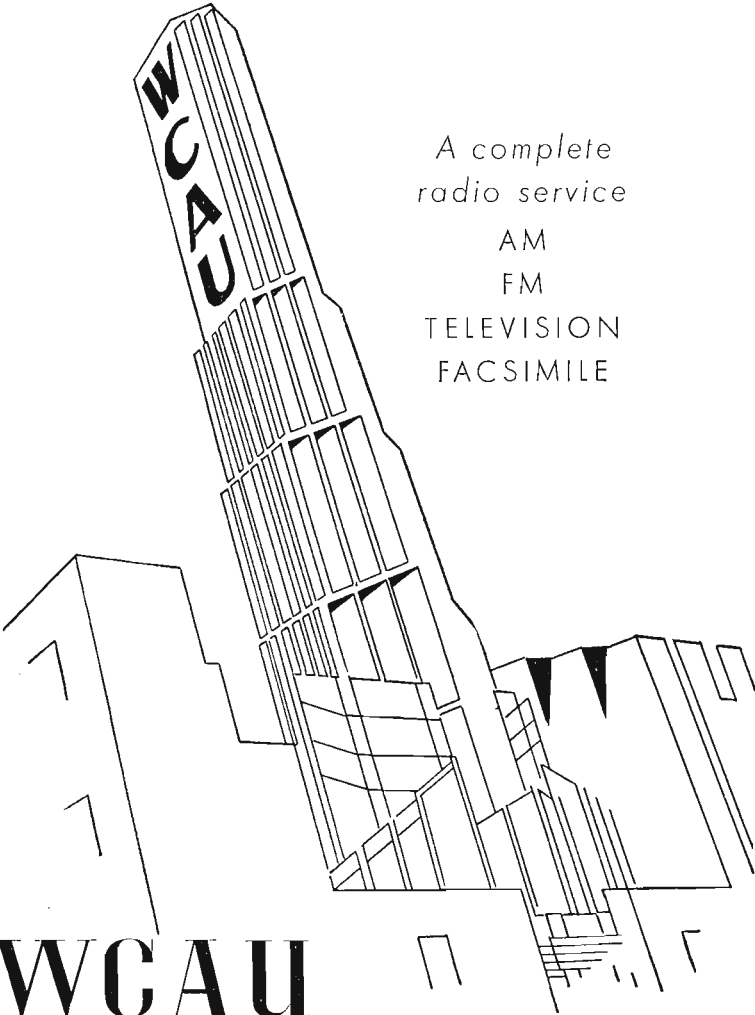
Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Operated By Allentown Bcstg. Co.
 Business-Studio Address 715 Hamilton St.
 Phone Number 3-3166
 Air Time Local sunrise to local sunset
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Forjoe
 Membership NAB
 President N. Joe Rahall
 Station Mgr.-Program Dir. Ben W. Muros
 Com.-Promotion Mgr.-Pub. Dir. O. R. Davies
 Chief Engineer C. Frank Cordaro

WSAN

ALLENTOWN—EST. 1923

NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By Lehigh Valley Bcstg. Co.
 Business-Studio Address 39-41 N. Tenth St.
 Phone Number Allentown 9511
 Transmitter Location Route 1, Allentown, Pa.
 Air Time 7 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service AP, UP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 President J. Calvin Shumberger
 Vice-President, Managing Dir.
 Station Mgr. B. Bryan Musse'man
 Commercial Office Mgr. Olivia P. Musselman
 Program-Musical Director George Y. Snyder
 Production Manager William S. Davies
 Chief Announcer John T. Van Sant
 Technical Supervisor Reuel H. Musselman



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AM

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TELEVISION

FACSIMILE

WCAU

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**Philadelphia's Leading
Radio Institution**

The Philadelphia Bulletin Stations

W F B G

ALTOONA—EST. 1924

NBC—QUAKER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Gable Bcstg. Co.
 Business-Studio Address: 1320-32 11 Ave.
 Phone Number: 6467
 Air Time: 17 hrs. daily
 News Service: AP
 Transcription Service: World, Lang-Worth
 Representative: Headley-Reed Co.
 Membership: NAB
 President: George P. Gable
 Managing Dir.-Comm. Mgr.: John M. Snyder
 Program-Publicity Dir.: Wilbert Ketner
 Chief Engineer: George Burgoon

W J S W

ALTOONA—EST. 1947

MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By: Altoona Bcstg. Co.
 Business-Studio Address: 1413 Eleventh Ave.
 Phone Number: 9301 Altoona, Pa.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Standard
 Representative: Burn-Smith
 Membership: NAB
 President: Herbert T. Wolf
 General Manager: T. W. Metzger
 Station Manager: James E. Moren
 Comm. Mgr.-Program Dir.: Jerry McDevitt
 Sales Promotion Mgr.: David Burkhardt
 Publicity Director: Robert Michel
 Chief Engineer: C. Irving Metzger
 Farm Editor: Harvey Miller

W R T A

ALTOONA—EST. 1947

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: The Thompson Bcstg Co.
 Business-Studio Address: 1421 12th Ave.
 Phone Number: 6646
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: SESAC, Thesaurus
 Representative: Radio Advertising
 Membership: NAB
 President-Owner-General-
 Station-Commercial Mgr.: Roy F. Thompson
 Sales Promotion Mgr.:
 Publicity Director: J. Denny Stevens
 Program Director: Dorothy M. Jones
 Production Manager: Robert Klar
 Chief Engineer: George R. Burgoon
 Farm Editor: Robert Michael

W V A M (CP)

ALTOONA

Frequency: 1430 Kc. Power: 1000 Watts
 Business Address: 423 Central Trust Bldg.

W A V L

APOLLO—EST. 1947

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By: Tri-Borough Bcstg. Co.
 Business Address: 4th St. & Pa. Ave.
 Phone Number: 410
 News Service: UP
 Transcription Service: SESAC
 Owners: C. F. Clifton, A. J. West
 General Manager: C. F. Clifton
 Commercial Manager: A. J. West
 Promotion Manager: Carmen Tubby
 Program Director: H. Warren Anderson
 Chief Engineer: H. Edward Smith

W G P A

BETHLEHEM—EST. 1946

Frequency: 1100 Kc. Power: 250 Watts
 Owned-Operated By: The Bethlehems'
 Globe Publishing Co.
 Business-Studio Address: 426 Brodhead Ave.
 Phone Number: 6-8074
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: World, Capitol
 Membership: NAB
 Vice-President-Owner: Rolland L. Adams
 General-Station Mgr.: Arthur McCracken
 Commercial Manager: Dave Knipe
 Sales Promotion Manager: Betty Gordon
 Chief Engineer: L. Edwin Rybak

W C N R

BLOOMSBURG—EST. 1946

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Operated By: Columbia-Montour
 Broadcasting Corp.
 Business Address: 38 W. Main St.
 Phone Number: 1700
 News Service: AP
 Transcription Service: Thesaurus
 President: Robert R. Eyerly
 Gen. Mgr.-Prog. Dir.: Ed. Darlington
 Commercial Manager: John B. Girton
 Chief Engineer: S. E. Davis

W L T R

BLOOMSBURG—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By: Bloom Radio, Inc.
 Business Address: 1 Washington Place

W E S B

BRADFORD—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Bradford Publications
 Business Address.....43 Main St.
 Phone Number.....3173, 7174
 Studio Address....Citizen's Nat'l Bank Bldg.
 Air Time.....7 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....NAB
 General-Station Mgr.....Joseph M. Cleary
 Commercial-Promotion Mgr. Arthur H. Hertlein
 Program Director.....William Peters
 Chief Engineer.....Benjamin Franklin
 Technical Supervisor.....Earl F. Harlan

W I S R

BUTLER—EST. 1941

KBS

Frequency: 680 Kc. Power: 250 Watts
 Owned By.....David H. Rosenblum
 Operated By.....Butler Bcstg. Co.
 Business-Studio Address.....357 N. Main St.
 Phone Number.....4701-4702
 Air Time.....Local Sunrise-Local Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Forjoe
 Membership.....NAB, BMB
 President-Owner-
 General-Station Mgr....David H. Rosenblum
 Commercial Manager.....Kent L. Jeffrey
 Sales Promotion-Program Dir.-
 Production Manager.....Robert Kaufman
 Publicity Director.....LaRue Hutter
 Chief Engineer.....Paul Rex
 Farm Editor.....Gladys Borne

W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By Chambersburg Bcstg. Co.
 Business-Studio Address.....Craft Press Bldg.
 Phone Number.....1110-1111
 Air Time.....Local Sunrise-Local Sunset
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Forjoe
 Membership.....NAB
 Vice-Pres.-Gen.-Station Mgr.....John S. Booth
 Commercial Manager....Thompson K. Cassel
 Sales Promotion Mgr.....M. Goodwin Clarke
 Program Director.....Chas. M. Cassel
 Production Manager.....Allen Saunders
 Publicity Director.....David Gesler
 Musical Dir.-Farm Editor.....Earl Strine
 Chief Engineer.....Joseph Rose

W E S A

CHARLEROI—EST. 1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Operated By.....Mongahela Valley
 Bcstg. Inc.
 Business Address.....Charleroi, Pa.
 Phone Number.....30
 News Service.....AP
 Transcription Service.....Capitol, World
 President.....Dr. A. S. Sickman
 General Mgr.....Pierre Paulin
 Sales Mgr.....C. F. Kreitzer
 Chief Engineer.....Henry Niederkoller

W P W A

CHESTER—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By.....Lou Poller
 Business Address.....Chester, Pa.
 Phone Number.....3-1641
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service.....World, Capital
 Membership.....NAB
 President-Owner.....Lou Poller
 General-Station Manager.....M. A. Mandel
 Sales Promotion Manager.....Burton Levin
 Program Director.....Charles Ross Capps
 Chief Engineer.....Joe J. Goodman

W V C H (CP)

CHESTER

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By.....James M. Tisdale
 Business Address.....Wolf Building
 Phone Number.....2-8861
 News Service.....UP
 Owner-Gen.-Comm. Mgr.-Chief Engr.
 James M. Tisdale
 Program Director.....Edna Whittington

W C V I

CONNELLSVILLE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Connellsville Bcstrs., Inc.
 Business-Studio Address. 124 W. Crawford Ave.
 Phone Number.....Connellsville 2700
 Air Time.....17 hrs. daily
 News Service.....UP
 Transmitter Service.....Lang-Worth, SESAC
 President-Gen.-Station Mgr....J. Wylie Driscoll
 Chief Engineer.....C. W. Ross

W B U X (CP)

DOYLESTOWN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By.....Charles M. Meredith

W C E D

DU BOIS—EST. 1939

CBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Tri-Country Bcstg.
 Address: 80 North Park Place
 Phone Number: 1700
 Air Time: 6:30 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGilvra
 Membership: NAB, BMB
 President: H. T. Gray
 Gen. Mgr.-Prog. Dir.: Jason S. Gray
 Commercial Manager: Les Ryder
 Promotion Manager: Virginia Ryder
 Chief Engineer: Vernon Stahl

W E S T

EASTON—EST. 1936

NBC—MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Associated Bcstrs., Inc.
 Business-Studio Address: 516 Northampton St.
 Phone Number: 6131
 Air Time: 6:30 a.m.-1 a.m.

News Service: UP
 Transcription Service: Thesaurus
 Representative: Robert Meeker
 Membership: NAB
 Station Executive: Clair R. McCollough
 Station Manager: Elwood C. Anderson
 National Sales Manager: J. Robert Gulick
 Program Director: Eugene Bethman
 Chief Engineer: J. E. Mathiot

W E R C

ERIE

NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Presque Isle Bcstg. Co.
 Business-Studio Address: 121 West 10th St.
 Phone Number: 26-918
 Air Time: 6 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: Associated
 Representative: Weed
 Membership: NAB
 President: Jacob A. Young
 General Manager: Charles E. Denny
 Commercial Manager: Frank Proudfoot
 Program Director: Virginia Donachy
 Production Manager: Arthur Ingram
 Chief Engineer: L. W. Cooke, Jr.

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

W L E U
ERIE—EST. 1935

ABC—MBS
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WLEU Bcstg. Corp.
 Business-Studio Address: Commerce Bldg.,
 12th & State Sts.
 Transmitter Location: Commerce Bldg.,
 12th & State Sts.

Air Time: 6 a.m.—12 M.
 News Service: AP
 Transcription Service: World
 President: Leo J. Omelian
 Gen.-Station-Comm. Mgr.: V. Hamilton Weir
 Secretary: Miss Clara A. Thene
 Musical Director: Anthony Conti
 Farm Editor: Paul Crossman

W H J B
GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts d.
 (CP—1000 Watts—unlimited)
 Owned-Operated By: Pittsburgh Radio
 Supply House
 Business-Studio Address: 128 N. Penn Ave.
 Phone Number: 3740

Transmitter Location: 128 N. Penn Ave.
 Air Time: 7 a.m.—Local Sunset
 News Service: UP
 Transcription Service: Long-Worth
 Station Representative: Rambeau
 Membership: NAB
 President: H. J. Brennan
 General-Commercial Mgr.: George J. Podyyn
 Program Director: John Howard
 Chief Engineer: Lyle L. Allen

W K B O
HARRISBURG—EST. 1921

NBC—MBS
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Keystone Bcstg. Corp.
 Business-Studio Address: 31 N. Second St.
 Transmitter Location: Third & Walnut Sts.
 Air Time: 6:30 a.m.—1 a.m.
 News Service: UP
 Transcription Service: World
 Representative: Robert Meeker
 Membership: NAB
 Station Executive: Clair R. McCollough
 Station Manager: C. G. Moss
 National Sales Manager: J. Robert Gulick
 Program Director: David Bennett
 Chief Engineer: J. E. Mathiot

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936

WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

NBC AFFILIATES

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

W H G B

HARRISBURG—EST. 1945

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Harrisburg Bcstg. Co.
 Operated By Herbert Kendrick
 Business-Studio Address 112 Market St.
 Phone Number 23456
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Weed
 Membership NAB, BMB
 Partners Herbert Kendrick & G. L. Hash
 General-Commercial Mgr. Herbert Kendrick
 Program Director Jack Hooper
 Production Manager Betsy Heagy
 Chief Announcer Stan Bowman
 Chief Engineer H. Glenwood Schlegel

W H P

HARRISBURG—EST. 1924

CBS

Frequency: 1460 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By WHP, Inc.
 Business-Studio Address 216 Locust St.

Phone Number 4-3211
 Air Time 6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative Bolling
 Membership NAB, BMB
 Gen.-Station-Commercial Mgr. A. K. Redmond
 Sales Promotion Mgr. Beatrice M. Potteiger
 Program-Publicity Dir. Dick Redmond
 Production Manager John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger
 Farm Editor George H. Wirt

W A Z L

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Bcstg. Co.
 Business-Studio Address 708 Haz. Nat. Bank
 Bldg.
 Transmitter Location 708 Haz. Nat. Bank Bldg.
 Air Time 6:30a.m.-1 a.m.
 News Service UP
 Transcription Thesaurus
 Representative Radio Advertising
 Membership NAB, BMB
 President-Gen.-Station Mgr. Victor C. Diehm

WAZL HAZLETON

MEMBER OF NAB AND BMB

NBC AFFILIATE

9 OUT OF 10 FAMILIES
 LISTEN TO WAZL
 (BMB SURVEY)

LOCATED IN PENNSYLVANIA'S THIRD
 LARGEST POPULATED COUNTY—A RICH INDUSTRIAL REGION
 ANNUAL PAYROLL OF \$55,000,000 IN OUR
 COVERAGE AREA—PRACTICALLY ENTIRE AMOUNT SPENT HERE

FOR A BALANCED PARTICIPATION
 IT COSTS AS LITTLE AS .0019c PER LISTENER



AFFILIATE

Commercial-Sales Pro. Mgr. George Martin
 Program Dir.-Chief Announcer. Don Murray
 Production Manager. Dave Davies
 Publicity Director. Kathryn Kahler
 Musical Director. John Stanziola
 Chief Engineer. Elwood Tito
 Farm Editor. Paul Brown

W H O D (CP)

HOMESTEAD

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By. Steel City Bcstg. Corp.
 Business Address. . . 1209 Grant Bldg, Pittsburgh

W H U N

HUNTINGDON—EST. 1946

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By. The Joseph F. Biddle Pub. Co.
 Operated By. Radio Station WHUN
 Business-Studio Address. . . 400 Washington St.
 Phone Number 1291-1292
 Transmitter Location. 27th & Murray Ave.
 Air Time. 17½ hrs. Daily; 16 hrs. Sun.
 News Service UP
 Transcription Service. . . Standard, Cole, SESAC
 President-General Manager. . . John H. Biddle
 Station Manager. Samuel L. Stroh, Jr.
 Commercial Manager. Irvin C. Mann
 Program Director. Cary H. Simpson
 Chief Announcer. Michael A. Croft, Jr.
 Chief Engineer. James H. Hopewell

W D A D

INDIANA—EST. 1945

CBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Indiana Bcst., Inc.
 Business-Studio Address. . . Indiana Theater Bldg.
 Phone Number 1780-1-3
 Transcription Location. East Pike
 Air Time. 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service. Standard, SESAC
 Representative. Joseph Hershey McGillvra
 Membership NAB
 President-Owner-Gen. Mgr. Paul J. Short
 Station-Production Mgr.-
 Program Director. Paul B. McCandless
 Commercial-Sales Promotion
 Manager Frank J. Richards
 Chief Announcer-Farm Editor. Paul Flinn
 Chief Engineer. R. F. Mihalick

W A R D

JOHNSTOWN—EST. 1946

CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. . . Central Bcstg. Co., Inc.
 Business-Studio Address. . . . 235 Franklin St.
 Phone Number. 81-216—81-217
 Transmitter Location. Prospect Hill
 Air Time. 7 a.m.-1:30 a.m.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB
 President Paul B. Short
 Vice-President-Gen. Mgr. George D. Gartland
 Station-Sales Promotion Mgr. Chas. R. Petrie
 Commercial Manager Joseph E. Cavanaugh
 Program Director. Robt. G. Walter
 Production Manager. Robt. Nelson
 Publicity Director. Manana Britton
 Chief Announcer. Jerry Kreeger
 Chief Engineer. Millard Coleman

W C R O

JOHNSTOWN—EST. 1946

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Century Bcstg. Corp.
 Business-Studio Address. 317 Main St.
 Transmitter Location. Prospect Hill
 Air Time. . . 6:45 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
 News Service INS
 Transcription Service Associated
 Representative Adam J. Young, Jr.
 Membership NAB
 President John J. Keel
 General Manager. John F. Hanssen
 Commercial Manager. Dennis Gerken
 Chief Engineer. Rexford Ackley

W J A C

JOHNSTOWN—EST. 1925

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. WJAC, Inc.
 Business-Studio Address. WJAC Bldg.,
 329 Main St.
 Phone Number 2-4361
 Transmitter Location. Tribune Annex
 Air Time. 6:30 a.m.-12:05 a.m.;
 8 a.m.-12:05 a.m. Sun.
 News Service. AP
 Transcription Service. . . Lang-Worth, Standard,
 Thesaurus
 Representative Headley-Reed
 Membership NAB, BMB
 President-General Mgr. J. C. Tully
 Assistant General Station Mgr. John P. Foster
 Program Director. Campbell E. Patch
 Chief Engineer. N. L. Straub

W G A L
LANCASTER—EST. 1922
NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WGAL, Inc.
Business-Studio Address: 8 W. King St.
Phone Number: 5259
Transmitter Location: 8 W. King St.
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Robert Meeker
Membership: NAB
President: Clair R. McCullough
Station Manager: Walter O. Miller
National Sales Manager: J. Robert Gulick
Program Director: Ernest Stanziola
Chief Engineer: J. E. Mathiot

W L A N
LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Peoples Bcstg. Co.
Business-Studio Address: 252 N. Queen St.
Phone Number: 7261

Transmitter Location: Gypsy Hill Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Lang-Worth, World
Representative: Forjoe
Membership: NAB
President-General-Station Commercial:
Sales Promotion Manager: F. H. Alldoerffer
Program-Publicity Director:
Production Manager: Mack Edwards
Chief Announcer: Herb Golombek
Musical Director: Robert Q. Stetler
Chief Engineer: Robert Love
Farm Editor: Byron Phillips

W L B R
LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Lebanon Bcstg. Co.
Business-Studio Address: Central Bldg.,
8th & Cumberland Sts.
Phone Number: 3900
Transmitter Location: Hill Church
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: World

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

WRBW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

CBN AFFILIATES

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

Representative Radio Advertising
 Membership NAB, BMB
 Secretary-Treasurer Lester P. Elter
 Operations Manager Julian F. Skinnell
 Commercial Manager Phillip J. Reilly
 Production Manager Alan Bautzer
 Publicity Director Jerry Weiss
 Chief Announcer William Halpern
 Chief Engineer M. Leonard Savage

W C M B

LEMOYNE—EST. 1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Rossmoyne Corp.
 Business Address Lemoyne Theatre Bldg.
 Phone Number 4-3005
 News Service AP
 Transcription Service Associated
 President Edgar T. Shepard
 V.P.-General Mgr. Ed K. Smith
 Commercial Manager John Heikes
 Chief Engineer J. Howard Bair

W M R F

LEWISTOWN—EST. 1941

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lewiston Bcstg. Co.
 Business-Studio Address 5 W. Market St.
 Phone Number Lewistown 6757
 Transmitter Location Derry Township
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NAB, BMB
 General-Station Manager Thomas W. Metzger
 Commercial-Sales Promotion Mgr.

Program Director Ralph S. Parker
 Publicity Director Robert Wagner
 Chief Announcer George Yack
 Chief Engineer Bernard Bopp
 Farm Editor Jim Cox

W B P Z

LOCK HAVEN—EST. 1947

MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lock Haven Bcstg. Corp.
 Business-Studio Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Irvin St., Allison Twpsh.
 Air Time 7 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, SESAC
 Representative W. S. Grant
 Membership NAB
 President Donald C. Welch
 General Mgr.-Program Dir. Paul M. Breining
 Office Manager Mrs. Mildred Weber
 Commercial Manager Norman S. Caldwell

Production Mgr.-Publicity Dir. Willard Poff
 Chief Announcer Dave King
 Chief Engineer Kenneth B. Caum
 Farm Editor John B. McCool

W E D O

McKEESPORT—EST. 1946

Frequency: 810 Kc. Power: 1000 Watts
 Owned By Tri City Bcstg. Co.
 Operated By Edward J. Hirshberg
 Business-Studio Address 547 Fifth Ave.
 Phone Number 7167-8-9—HO 3113
 Transmitter Location N. Versailles Township
 Air Time Local Sunrise-Local Sunset
 News Service AP, INS
 Transcription Service Thesaurus, Lang-Worth,
 Capitol, MacGregor, Associated
 Station Representative Burke,
 Kuipers & Mahoney
 Membership NAB, BMB
 President-General-
 Station Manager Edward J. Hirshberg
 Commercial Manager John E. Karabin
 Sales Promotion Manager P. McKim
 Program Dir.-Production Mgr. Edward J. Patrick
 Publicity Director Jerome Ripp
 Chief Announcer Garry Goodwin
 Musical Director Jimmy Rice
 Chief Engineer Wilkes Hurley
 Farm Editor Bob Badger

W M C K

McKEESPORT—EST. 1946

KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Mon-Yough Bcstg. Co.
 Business-Studio Address 516 Market St.,
 Elks Temple
 Phone Number 7194 McKeesport
 Transmitter Location Liberty Boro
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard, SESAC,
 Keystone
 Representative The Walker Co.
 President George R. Raikes
 General-Station Mgr. Jack Craddock
 Commercial-Sales Promotion Mgr. Roy Ferree
 Program Dir.-Production Mgr. Pat Haley
 Chief Announcer Tommy Stillwagon
 Chief Engineer Charles White

W B U D

MORRISVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Morrisville Bcstg. Co.
 Operated By Verna Hardin & Francis E. Streit
 Business-Studio Address 12 S. Penna. Ave.
 Phone Number Morrisville 7434 & 5273
 Transmitter Location Morrisville, Penna.
 Air Time 7 a.m.-12 M.

News Service AP
 Transcription Service.....Capitol, World
 Membership NAB
 General-Station Manager, Richard M. Hardin
 Commercial Manager.....Jim Dollard
 Sales Promotion Manager, Chief
 Announcer Robert Kent
 Program Director.....William F. Hildenbrand
 Production Manager.....Chris Harwood
 Musical Director.....Rusty Austin
 Chief Engineer.....William Brewer

W H W L

NANTICOKE—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Anthracite, Inc.
 Business-Studio Address.....38 E. Main St.
 Phone Number.....1332, 1333, 2241
 Transmitter Location.....Avondale (Plymouth
 Township)
 Air Time.....Local sunrise-local sunset
 News Service.....AP, UP
 Transcription Service.....Capitol, Standard,
 SESAC
 Representative Forjoe
 Membership NAB, BMB
 President-Owner.....Henry W. Lark
 General Manager.....Milton Laughlin
 Commercial Manager.....Tom Durkin
 Program Director.....Thomas A. Bigler
 Chief Engineer.....Bernard Hyzinski

W K S T

NEW CASTLE—EST. 1938

MBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business-Studio Address.....Cathedral Bldg.,
 E. Lincoln Ave.
 Phone Number.....5050
 Transmitter Location.....Savannah Center Rd.
 Air Time.....6:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative The Katz Agency
 Membership NAB, BMB
 President, General Mgr.....S. W. Townsend
 Station-Commercial Manager, Program
 Director.....Arthur W. Graham
 Sales Promotion Manager, Publicity
 Director Al Francis
 Production Manager, Chief
 Announcer Charles Wilson
 Musical Director.....Shirley Kerr
 Chief Engineer.....Robert Emch

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Allegheny-Kiski Bcstg.
 Business-Studio Address.....810 Fifth Ave.

Phone Number 3534
 Transmitter Location.....E. Deer Township
 Allegheny County
 Air Time.....Local sunrise-local sunset
 News Service UP
 Transcription Service.Lang-Worth, MacGregor,
 Cole, SESAC
 Representative.....Cox & Tanz
 General-Station Manager.....Edward J. Kroen
 Chief Announcer.....Michael Felock
 Chief Engineer.....W. W. Neely

W M G W

MEADVILLE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dr. H. C. Winslow
 Business-Studio Address.....First Nat'l Bank
 Bldg., Chestnut St.
 Phone Number 43-723
 Air Time.....6:30 a.m.-12 M.
 News Service UP
 Transcription Service.....Thesaurus
 Membership NAB
 Pres.-Owner.....Dr. H. C. Winslow
 Gen.-Sta. Mgr.....Victor C. Diehm
 Commercial Manager.....Mrs. Lorraine Yuhasz
 Program Director.....Thomas Tito
 Chief Engineer.....Hoyt Stout

W N A R

NORRISTOWN—EST. 1946

Frequency: 1110 Kc.....Power 500 Watts
 Owned-Operated By.....Rahall Bcstg. Co., Inc.
 Business-Studio Address.....115 W. Main St.
 Phone Number7600
 Air Time.....Local sunrise-local sunset
 News Service UP
 Transcription Service.....Lang-Worth, World
 Representative Forjoe
 Membership NAB
 President.....N. Joe Rahall
 Executive Director.....Farris E. Rahall
 Sta.-Comm. Mgr.....Tom Douds
 Prog. Dir.-Chief Announcer..Robert C. Ardrey
 Chief Engineer.....Franklin H. Bisbing

W K R Z

OIL CITY—EST. 1946

M2S—NORTHWESTERN PENN. NET—KBS
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Kenneth E. Rennekamp
 Business-Studio Address.....Veach Bldg.
 Phone Number.....Oil City 4-1269
 Air Time.....6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative.....Joseph Hershey McGillvra
 President-Owner.....Kenneth E. Rennekamp
 General Manager.....C. Gene Gosch
 Program Director.....Frank Jacoby
 Chief Engineer.....Robert Shenberger