

| Call Letters | City—State | See Page |
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| KWTX | Waco, Tex. | 670 |
| KWWB | Walla Walla, Wash. | 691 |
| KWWL | Waterloo, Ia. | 432 |
| KWYO | Sheridan, Wyo. | 707 |
| KXA | Seattle, Wash. | 689 |
| KXAR | Hope, Ark. | 325 |
| KXEL | Waterloo, Ia. | 432 |
| KXEO | Mexico, Mo. | 501 |
| KXGI | Fort Madison, Ia. | 429 |
| KGN | Glendive, Mont. | 507 |
| KXIC | Iowa City, Ia. | 429 |
| KXIT | Dalhart, Tex. | 650 |
| KXJK | Forrest City, Ark. | 324 |
| KXL | Portland, Ore. | 597 |
| KXLA | Pasadena, Calif. | 345 |
| KXLE | Ellensburg, Wash. | 686 |
| KXLF | Butte, Mont. | 507 |
| KXIJ | Helena, Mont. | 508 |
| KXIK | Great Falls, Mont. | 508 |
| KXLL | Missoula, Mont. | 510 |
| KXLO | Lewistown, Mont. | 509 |
| KXLQ | Bozeman, Mont. | 507 |
| KXLR | N. Little Rock, Ark. | 327 |
| KXLW | St. Louis, Mo. | 504 |
| KXLY | Spokane, Wash. | 690 |
| KXO | El Centro, Calif. | 332 |
| KXOA | Sacramento, Calif. | 348 |
| KXOB | Stockton, Calif. | 358 |
| KXOC | Chico, Calif. | 332 |
| KXOK | St. Louis, Mo. | 504 |
| KXOL | Fort Worth, Tex. | 655 |
| KXOX | Sweetwater, Tex. | 669 |
| KXRJ | Russellville, Ark. | 329 |
| KXRN | Renton, Wash. | 687 |
| KXRO | Aberdeen, Wash. | 685 |
| KXRX | San Jose, Calif. | 354 |
| KXXL | Reno, Nev. | 515 |
| KXXX | Colby, Kans. | 433 |
| KXYR | Alexander, Minn. | 485 |
| KXYZ | Houston, Tex. | 660 |
| KYA | San Francisco, Calif. | 353 |
| KYAK | Yakima, Wash. | 692 |
| KYCA | Prescott, Ariz. | 322 |
| KYES | Butte, Mont. | 507 |
| KYJC | Medford, Ore. | 593 |
| KYNO | Fresno, Calif. | 334 |
| KYOR | Blythe, Calif. | 332 |
| KYOS | Merced, Calif. | 341 |
| KYOU | Greeley, Col. | 365 |
| KYSM | Mankato, Minn. | 487 |
| KYUM | Yuma, Ariz. | 323 |
| KYW | Philadelphia, Pa. | 609 |
| KZYZ | Redlands, Calif. | 348 |
| WAAB | Worcester, Mass. | 469 |
| WAAF | Chicago, Ill. | 405 |
| WAAT | Newark, N. J. | 518 |
| WABB | Mobile, Ala. | 316 |
| WABI | Bangor, Me. | 451 |
| WABJ | Adrian, Mich. | 471 |
| WABY | Albany, N. Y. | 525 |
| WABZ | Albemarle, N. C. | 555 |
| WACA | Camden, S. C. | 626 |
| WACB | Kittanning, Pa. | 606 |
| WACE | Chicopee, Mass. | 464 |
| WACO | Waco, Tex. | 671 |
| WACR | Starkville, Miss. | 480 |
| WADC | Akron, O. | 573 |

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| WADE | Wadesboro, N. C. | 568 |
| WAEB | Allentown, Pa. | 597 |
| WAEL | Mayaguez, P. R. | 713 |
| WAFB | Baton Rouge, La. | 446 |
| WAGA | Atlanta, Ga. | 388 |
| WAGC | Chattanooga, Tenn. | 634 |
| WAGE | Syracuse, N. Y. | 552 |
| WAGF | Dothan, Ala. | 313 |
| WAGM | Presque Isle, Me. | 455 |
| WAIM | Anderson, S. C. | 625 |
| WAIR | Winston-Salem, N. C. | 569 |
| WAIT | Chicago, Ill. | 405 |
| WAJR | Morgantown, W. Va. | 696 |
| WAKR | Akron, O. | 573 |
| WALA | Mobile, Ala. | 316 |
| WALB | Albany, Ga. | 387 |
| WALD | Walterboro, S. C. | 631 |
| WALE | Fall River, Mass. | 464 |
| WALL | Middletown, N. Y. | 537 |
| WALT | Tampa, Fla. | 385 |
| WAML | Laurel, Miss. | 494 |
| WAMS | Wilmington, Del. | 372 |
| WAND | Canton, O. | 574 |
| WANE | Ft. Wayne, Ind. | 420 |
| WANN | Annapolis, Md. | 455 |
| WANS | Anderson, S. C. | 626 |
| WAOV | Vincennes, Ind. | 425 |
| WAPA | San Juan, P. R. | 715 |
| WAPF | McComb, Miss. | 495 |
| WAPI | Birmingham, Ala. | 312 |
| WAPO | Chattanooga, Tenn. | 634 |
| WAPX | Montgomery, Ala. | 317 |
| WARC | Rochester, N. Y. | 549 |
| WARD | Johnstown, Pa. | 605 |
| WARE | Ware, Mass. | 468 |
| WARK | Hagerstown, Md. | 460 |
| WARL | Arlington, Va. | 676 |
| WARM | Scranton, Pa. | 617 |
| WASA | Havre De Grace, Md. | 460 |
| WASK | Lafayette, Ind. | 422 |
| WASL | Annapolis, Md. | 455 |
| WATK | Antigo, Wis. | 698 |
| WATL | Atlanta, Ga. | 388 |
| WATN | Watertown, N. Y. | 554 |
| WATO | Oak Ridge, Tenn. | 642 |
| WATR | Waterbury, Conn. | 371 |
| WATT | Cadillac, Mich. | 473 |
| WATW | Ashland, Wis. | 698 |
| WATZ | Alpena, Mich. | 471 |
| WAUD | Auburn, Ala. | 312 |
| WAUX | Waukesha, Wis. | 705 |
| WAVE | Louisville, Ky. | 441 |
| WAVL | Apollo, Pa. | 599 |
| WAVU | Albertville, Ala. | 311 |
| WAVZ | New Haven, Conn. | 370 |
| WAYB | Waynesboro, Va. | 684 |
| WAYN | Rockingham, N. C. | 566 |
| WAYS | Charlotte, N. C. | 557 |
| WAYX | Waycross, Ga. | 400 |
| WAZF | Yazoo City, Miss. | 497 |
| WAZL | Hazleton, Pa. | 605 |
| WBAB | Atlantic City, N. J. | 517 |
| WBAC | Cleveland, Tenn. | 635 |
| WBAL | Baltimore, Md. | 456 |
| WBAP | Fort Worth, Tex. | 655 |
| WBAT | Marion, Ind. | 422 |
| WBAX | Wilkes-Barre, Pa. | 619 |
| WBAY | Green Bay, Wis. | 699 |

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| WBBB | Burlington, N. C. | 556 |
| WBBC | Flint, Mich. | 477 |
| WBHL | Richmond, Va. | 682 |
| WBMM | Chicago, Ill. | 405 |
| WBBO | Forest City, N. C. | 559 |
| WBBQ | Augusta, Ga. | 391 |
| WBBW | Youngstown, O. | 583 |
| WBBZ | Ponca City, Okla. | 589 |
| WBCC | Pethesda, Md. | 457 |
| WBCK | Battle Creek, Mich. | 471 |
| WBCM | Bay City, Mich. | 473 |
| WBCU | Union, S. C. | 631 |
| WBEC | Pittsfield, Mass. | 467 |
| WBEJ | Elizabethton, Tenn. | 636 |
| WBEL | Beloit, Wis. | 698 |
| WBEN | Buffalo, N. Y. | 529 |
| WBET | Brockton, Mass. | 463 |
| WBEX | Chillicothe, O. | 574 |
| WBGE | Atlanta, Ga. | 388 |
| WBGR | Jessup, Ga. | 395 |
| WBHB | Fitzgerald, Ga. | 395 |
| WBHF | Cartersville, Ga. | 393 |
| WBHP | Huntsville, Ala. | 316 |
| WBIG | Greensboro, N. C. | 560 |
| WBIR | Knoxville, Tenn. | 638 |
| WBIS | Bristol, Conn. | 367 |
| WBIV | Bedford, Ind. | 418 |
| WBIZ | Eau Claire, Wis. | 698 |
| WBKA | Brockton, Mass. | 464 |
| WBLJ | Dalton, Ga. | 394 |
| WBLK | Clarksburg, W. Va. | 693 |
| WBMD | Baltimore, Md. | 456 |
| WBML | Macon, Ga. | 396 |
| WBMS | Boston, Mass. | 461 |
| WBNS | Columbus, O. | 577 |
| WBNX | New York, N. Y. | 537 |
| WBNY | Buffalo, N. Y. | 529 |
| WBOB | Galax, Va. | 679 |
| WBOC | Salisbury, Md. | 460 |
| WBOV | Terre Haute, Ind. | 424 |
| WBPZ | Lock Haven, Pa. | 607 |
| WBRC | Firmingham, Ala. | 312 |
| WBRE | Wilkes-Barre, Pa. | 619 |
| WBRK | Pittsfield, Mass. | 467 |
| WBRM | Marion, N. C. | 563 |
| WBRW | Welch, W. Va. | 697 |
| WBRY | Waterbury, Conn. | 371 |
| WBSC | Bennettsville, S. C. | 626 |
| WBSR | Pensacola, Fla. | 384 |
| WBT | Charlotte, N. C. | 557 |
| WBTA | Batavia, N. Y. | 526 |
| WBTH | Williamson, W. Va. | 697 |
| WBTM | Danville, Va. | 678 |
| WBUD | Morrisville, Pa. | 609 |
| WBUT | Butler, Pa. | 600 |
| WBUX | Doylestown, Pa. | 601 |
| WBUY | Lexington, N. C. | 563 |
| WBVP | Beaver Falls, Pa. | 599 |
| WBYS | Canton, Ill. | 404 |
| WBZ | Boston, Mass. | 461 |
| WBZA | Springfield, Mass. | 461 |
| WCAE | Pittsburgh, Pa. | 615 |
| WCAM | Camden, N. J. | 518 |
| WCAO | Baltimore, Md. | 456 |
| WCAP | Asbury Park, N. J. | 517 |
| WCAR | Pontiac, Mich. | 482 |
| WCAU | Philadelphia, Pa. | 611 |
| WCAV | Norfolk, Va. | 680 |

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| WCAW | Charleston, W. Va. | 693 |
| WCAZ | Burlington, Vt. | 675 |
| WCAZ | Carthage, Ill. | 405 |
| WCBA | Corning, N. Y. | 531 |
| WCBC | Anderson, Ind. | 418 |
| WCBD | Chicago, Ill. | 407 |
| WCBI | Columbus, Miss. | 492 |
| WCBM | Baltimore, Md. | 456 |
| WCBS | New York, N. Y. | 537 |
| WCBT | Roanoke Rapids, N. C. | 566 |
| WCCE | Hartford, Conn. | 368 |
| WCCM | Lawrence, Mass. | 466 |
| WCCO | Minneapolis, Minn. | 488 |
| WCCP | Savannah, Ga. | 398 |
| WCCL | Carbondale, Pa. | 600 |
| WCDD | Winchester, Tenn. | 643 |
| WCED | Rocky Mount, N. C. | 566 |
| WCED | Du Bois, Pa. | 601 |
| WCEN | Cambridge, Md. | 457 |
| WCEN | Mt. Pleasant, Mich. | 481 |
| WCFL | Chicago, Ill. | 407 |
| WCHA | Chambersburg, Pa. | 600 |
| WCHS | Charleston, W. Va. | 693 |
| WCHV | Charlottesville, Va. | 677 |
| WCIF | Madisonville, Ky. | 442 |
| WCIL | Carbondale, Ill. | 405 |
| WCJU | Columbia, Miss. | 492 |
| WCKB | Dunn, N. C. | 558 |
| WCKY | Cincinnati, O. | 574 |
| WCLE | Cleveland, Miss. | 492 |
| WCLE | Clearwater, Fla. | 376 |
| WCLO | Janesville, Wis. | 699 |
| WCMT | Newark, O. | 580 |
| WCMA | Corinth, Miss. | 492 |
| WCMB | Lemoyne, Pa. | 607 |
| WCMI | Ashland, Ky. | 439 |
| WCMN | Arecibo, P. R. | 711 |
| WCMW | Canton, O. | 574 |
| WCNB | Connersville, Ind. | 419 |
| WCNC | Elizabeth City, N. C. | 558 |
| WCNH | Quincy, Fla. | 384 |
| WCNR | Bloomsburg, Pa. | 599 |
| WCNT | Centralia, Ill. | 405 |
| WCNU | Crestview, Fla. | 376 |
| WCNX | Middletown, Conn. | 369 |
| WCOA | Pensacola, Fla. | 384 |
| WCOB | Meridan, Miss. | 495 |
| WCOG | Greensboro, N. C. | 561 |
| WCOH | Newman, Ga. | 397 |
| WCOL | Columbus, O. | 577 |
| WCOM | Parkersburg, W. Va. | 696 |
| WCON | Atlanta, Ga. | 388 |
| WCOP | Boston, Mass. | 461 |
| WCOR | Lebanon, Tenn. | 639 |
| WCOS | Columbia, S. C. | 627 |
| WCOU | Lewiston, Me. | 452 |
| WCOV | Montgomery, Ala. | 317 |
| WCPA | Clearfield, Pa. | 601 |
| WCPI | Middlesboro, Ky. | 443 |
| WCPO | Cincinnati, O. | 574 |
| WCPS | Tarboro, N. C. | 567 |
| WCRA | Eflingham, Ill. | 412 |
| WCRB | Waltham, Mass. | 468 |
| WCRK | Morristown, Tenn. | 641 |
| WCRO | Johnstown, Pa. | 606 |
| WCRS | Greenwood, S. C. | 629 |
| WCRW | Chicago, Ill. | 407 |
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| WCSH | Portland, Me. | 453 |
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| WCTC | New Brunswick, N. J. | 519 |
| WCIT | Corbin, Ky. | 439 |
| WCUM | Cumberland, Md. | 457 |
| WCVA | Culpeper, Va. | 678 |
| WCVI | Connellsville, Pa. | 601 |
| WCVS | Springfield, Ill. | 417 |
| WCYB | Bristol, Va. | 677 |
| WDAD | Indiana, Pa. | 605 |
| WDAE | Tampa, Fla. | 386 |
| WDAF | Kansas City, Mo. | 500 |
| WDAK | Columbus, Ga. | 393 |
| WDAN | Danville, Ill. | 411 |
| WDAR | Savannah, Ga. | 398 |
| WDAS | Philadelphia, Pa. | 611 |
| WDEL | Wilmington, Del. | 372 |
| WDAY | Fargo, N. Dak. | 571 |
| WDBC | Escanaba, Mich. | 477 |
| WDBJ | Roanoke, Va. | 683 |
| WDBO | Orlando, Fla. | 382 |
| WDEC | Americus, Ga. | 388 |
| WDEF | Chattanooga, Tenn. | 634 |
| WDEM | Providence, R. I. | 623 |
| WDEV | Waterbury, Vt. | 676 |
| WDGY | Minneapolis, Minn. | 488 |
| WDHL | Bradenton, Fla. | 376 |
| WDIA | Memphis, Tenn. | 639 |
| WDIG | Dothan, Ala. | 314 |
| WDKD | Kingstree, S. C. | 630 |
| WDLB | Marshfield, Wis. | 701 |
| WDLF | De Land, Fla. | 377 |
| WDLP | Panama City, Fla. | 383 |
| WDMG | Douglas, Ga. | 394 |
| WDMJ | Marquette, Mich. | 481 |
| WDNC | Durham, N. C. | 558 |
| WDNE | Elkins, W. Va. | 694 |
| WDOD | Chattanooga, Tenn. | 635 |
| WDOK | Cleveland, O. | 575 |
| WDOS | Oneonta, N. Y. | 549 |
| WDOV | Dover, Del. | 372 |
| WDRC | Hartford, Conn. | 367 |
| WDSC | Dillon, S. C. | 627 |
| WDSG | Dyersburg, Tenn. | 636 |
| WDSM | Superior, Wis. | 705 |
| WDSR | Lake City, Fla. | 379 |
| WDSU | New Orleans, La. | 448 |
| WDUK | Durham, N. C. | 558 |
| WDUN | Gainesville, Ga. | 395 |
| WDUZ | Green Bay, Wis. | 699 |
| WDVA | Danville, Va. | 678 |
| WDWD | Dawson, Ga. | 394 |
| WDWS | Champaign, Ill. | 405 |
| WDXB | Chattanooga, Tenn. | 635 |
| WDXI | Jackson, Tenn. | 636 |
| WDYK | Cumberland, Md. | 459 |
| WDZ | Decatur, Ill. | 411 |
| WEAB | Greer, S. C. | 629 |
| WEAM | Arlington, Va. | 676 |
| WEAN | Providence, R. I. | 623 |
| WEAR | Pensacola, Fla. | 384 |
| WEAS | Atlanta-Decatur, Ga. | 389 |
| WEAT | Lake Worth, Fla. | 380 |
| WEAU | Eau Claire, Wis. | 698 |
| WEAV | Plattsburg, N. Y. | 549 |
| WEBC | Duluth, Minn. | 486 |

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| WEBJ | Brewton, Ala. | 313 |
| WEBQ | Harrisburg, Ill. | 413 |
| WEBR | Fuffalo, N. Y. | 529 |
| WEDC | Chicago, Ill. | 407 |
| WEDO | McKeesport, Pa. | 607 |
| WEDR | Birmingham, Ala. | 312 |
| WEEB | Southern Pines, N. C. | 567 |
| WEED | Rocky Mount, N. C. | 566 |
| WEEI | Boston, Mass. | 461 |
| WEEK | Peoria, Ill. | 416 |
| WEEU | Reading, Pa. | 616 |
| WEGO | Concord, N. C. | 557 |
| WEIM | Fitchburg, Mass. | 464 |
| WEKR | Fayetteville, Tenn. | 636 |
| WELI | New Haven, Conn. | 370 |
| WELL | Battle Creek, Mich. | 471 |
| WELO | Elmira, N. Y. | 531 |
| WELP | Tupelo, Miss. | 496 |
| WELR | Roanoke, Ala. | 318 |
| WEMP | Milwaukee, Wis. | 702 |
| WENA | Bayamon, P. R. | 711 |
| WENC | Whiteville, N. C. | 568 |
| WENE | Endicott, N. Y. | 529 |
| WENK | Union City, Tenn. | 643 |
| WENR | Chicago, Ill. | 407 |
| WENT | Gloversville, N. Y. | 533 |
| WENY | Elmira, N. Y. | 531 |
| WEOA | Evansville, Ind. | 419 |
| WEOK | Poughkeepsie, N. Y. | 549 |
| WEOL | Elyria, O. | 578 |
| WEPM | Martinsburg, W. Va. | 695 |
| WERC | Erie, Pa. | 603 |
| WERD | Atlanta, Ga. | 391 |
| WERE | Cleveland, O. | 575 |
| WERI | Westerly, R. I. | 625 |
| WESA | Charleroi, Pa. | 600 |
| WESB | Bradford, Pa. | 600 |
| WESC | Greenville, S. C. | 628 |
| WEST | Easton, Pa. | 601 |
| WESX | Salem, Mass. | 467 |
| WETB | Johnson City, Tenn. | 637 |
| WEVD | New York, N. Y. | 537 |
| WEVE | Eveleth, Minn. | 486 |
| WEW | St. Louis, Mo. | 504 |
| WEWO | Laurinburg, N. C. | 562 |
| WEXL | Royal Oak, Mich. | 482 |
| WEXT | Milwaukee, Wis. | 702 |
| WFAS | Dallas, Tex. | 651 |
| WFAX | White Plains, N. Y. | 554 |
| WFAU | Augusta, Me. | 451 |
| WFAX | Falls Church, Va. | 678 |
| WFBC | Greenville, S. C. | 629 |
| WFBG | Altoona, Pa. | 598 |
| WFBL | Syracuse, N. Y. | 552 |
| WFBM | Indianapolis, Ind. | 421 |
| WFBR | Baltimore, Md. | 456 |
| WFCB | Dunkirk, N. Y. | 531 |
| WFCI | Providence, R. I. | 623 |
| WFDF | Flint, Mich. | 477 |
| WFEA | Manchester, N. H. | 516 |
| WFEB | Sylacauga, Ala. | 318 |
| WFEC | Miami, Fla. | 380 |
| WFGN | Gaffney, S. C. | 628 |
| WFHG | Bristol, Va. | 677 |
| WFHR | Wisconsin Rapids, Wis. | 705 |
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| WFLA | Tampa, Fla. | 386 |
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| WFLD | Farmville, Va. | 678 |
| WFMD | Frederick, Md. | 459 |
| WFMJ | Youngstown, O. | 583 |
| WFNC | Fayetteville, N. C. | 559 |
| WFNS | Burlington, N. C. | 556 |
| WFOM | Marietta, Ga. | 396 |
| WFOR | Hattiesburg, Miss. | 493 |
| WFOX | Milwaukee, Wis. | 702 |
| WFOY | St. Augustine, Fla. | 384 |
| WFPG | Atlantic City, N. J. | 517 |
| WFRC | Reidsville, N. C. | 565 |
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| WFRP | Savannah, Ga. | 398 |
| WFTC | Kinston, N. C. | 562 |
| WFTL | Fort Lauderdale, Fla. | 377 |
| WFTM | Maysville, Ky. | 442 |
| WFTN | Front Royal, Va. | 679 |
| WFUN | Huntsville, Ala. | 316 |
| WFUR | Grand Rapids, Mich. | 478 |
| WFVA | Fredericksburg, Va. | 678 |
| WFGV | Fuquay Springs, N. C. | 559 |
| WFYC | Alma, Mich. | 471 |
| WGAA | Cedartown, Ga. | 393 |
| WGAC | Augusta, Ga. | 391 |
| WGAD | Gadsden, Ala. | 315 |
| WGAI | Elizabeth City, N. C. | 559 |
| WGAL | Lancaster, Pa. | 606 |
| WGAN | Portland, Me. | 453 |
| WGAP | Maryville, Tenn. | 639 |
| WGAR | Cleveland, O. | 575 |
| WGAT | Utica, N. Y. | 553 |
| WGAU | Athens, Ga. | 388 |
| WGAY | Silver Spring, Md. | 460 |
| WGBA | Columbus, Ga. | 393 |
| WGBB | Freeport, N. Y. | 533 |
| WGBF | Evansville, Ind. | 419 |
| WGBG | Greensboro, N. C. | 561 |
| WGBI | Scranton, Pa. | 617 |
| WGBR | Goldsboro, N. C. | 560 |
| WGBS | Miami, Fla. | 381 |
| WGCD | Chester, S. C. | 627 |
| WGCM | Gulfport, Miss. | 493 |
| WGEM | Quincy, Ill. | 416 |
| WGES | Chicago, Ill. | 407 |
| WGEZ | Beloit, Wis. | 698 |
| WGFG | Kalamazoo, Mich. | 480 |
| WGGA | Gainesville, Ga. | 395 |
| WGGG | Gainesville, Fla. | 378 |
| WGGH | Marion, Ill. | 415 |
| WGH | Newport News, Va. | 680 |
| WGIA | Caquas, P. R. | 711 |
| WGIG | Brunswick, Ga. | 392 |
| WGIL | Galesburg, Ill. | 413 |
| WGIV | Charlotte, N. C. | 557 |
| WGKV | Charleston, W. Va. | 693 |
| WGL | Ft. Wayne, Ind. | 420 |
| WGLN | Glens Falls, N. Y. | 533 |
| WGLS | Decatur, Ga. | 394 |
| WGN | Chicago, Ill. | 409 |
| WGNC | Gastonia, N. C. | 559 |
| WGNH | Gadsden, Ala. | 315 |
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| WGPA | Bethlehem, Pa. | 599 |
| WGPC | Albany, Ga. | 387 |
| WGR | Buffalo, N. Y. | 529 |
| WGRC | Louisville, Ky. | 441 |
| WGRO | Grand Rapids, Mich. | 478 |
| WGRM | Greenwood, Miss. | 492 |
| WGRO | Bay City, Mich. | 473 |
| WGRV | Greenville, Tenn. | 636 |
| WGST | Atlanta, Ga. | 389 |
| WGTC | Greenville, N. C. | 561 |
| WGTL | Kannapolis, N. C. | 562 |
| WGTM | Wilson, N. C. | 569 |
| WGTM | Georgetown, S. C. | 628 |
| WGUY | Bangor, Me. | 452 |
| WGVA | Geneva, N. Y. | 533 |
| WGVM | Greenville, Miss. | 492 |
| WGWC | Selma, Ala. | 318 |
| WGWD | Gadsden, Ala. | 315 |
| WGWR | Asheboro, N. C. | 555 |
| WGY | Schenectady, N. Y. | 552 |
| WGYV | Greenville, Ala. | 315 |
| WHAI | Greenfield, Mass. | 465 |
| WHAK | Rogers City, Mich. | 482 |
| WHAL | Shelbyville, Tenn. | 642 |
| WHAM | Rochester, N. Y. | 551 |
| WHAN | Charleston, S. C. | 626 |
| WHAP | Hopewell, Va. | 679 |
| WHAR | Clarksburg, W. Va. | 694 |
| WHAS | Louisville, Ky. | 441 |
| WHAT | Philadelphia, Pa. | 611 |
| WHAV | Haverhill, Mass. | 466 |
| WHAW | Weston, W. Va. | 697 |
| WHAY | New Britain, Conn. | 369 |
| WHAZ | Troy, N. Y. | 553 |
| WHB | Kansas City, Mo. | 500 |
| WHBB | Selma, Ala. | 318 |
| WHBC | Canton, O. | 574 |
| WHBF | Rock Island, Ill. | 417 |
| WHBI | Newark, N. J. | 518 |
| WHBL | Sheboygan, Wis. | 704 |
| WHBO | Tampa, Fla. | 387 |
| WHBQ | Memphis, Tenn. | 639 |
| WHBS | Huntsville, Ala. | 316 |
| WHBT | Harriman, Tenn. | 636 |
| WHBU | Anderson, Ind. | 418 |
| WHBY | Appleton, Wis. | 698 |
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| WJMX | Florence, S. C. | 628 |
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| WJNO | West Palm Beach, Fla. | 387 |
| WJOB | Hammond, Ind. | 421 |
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| WLCS | Baton Rouge, La. | 446 |
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| WLDS | Jacksonville, Ill. | 414 |
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| WPAL | Charleston, S. C. | 626 |
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| WPRA | Mayaguez, P. R. | 713 |
| WPRG | Lincoln, Ill. | 414 |
| WPRO | Providence, R. I. | 625 |
| WPRP | Ponce, P. R. | 715 |
| WPTF | Raleigh, N. C. | 565 |
| WPTR | Albany, N. Y. | 525 |
| WPTW | Piqua, O. | 580 |
| WPUV | Pulaski, Va. | 682 |
| WPWA | Chester, Pa. | 601 |
| WQAM | Miami, Fla. | 382 |
| WQAN | Scranton, Pa. | 617 |
| WQBC | Vicksburg, Miss. | 496 |
| WQQW | Washington, D. C. | 373 |
| WQUA | Moline, Ill. | 415 |
| WQXI | Atlanta, Ga. | 391 |
| WQXR | New York, N. Y. | 547 |
| WRAC | Williamsport, Pa. | 621 |
| WRAL | Raleigh, N. C. | 565 |
| WRBW | Reading, Pa. | 617 |
| WRBC | Jackson, Miss. | 494 |
| WRBL | Columbus, Ga. | 393 |
| WRC | Washington, D. C. | 374 |
| WRCO | Richland, Wis. | 704 |
| WRCS | Ahoskie, N. C. | 555 |
| WRDO | Augusta, Me. | 451 |
| WRDW | Augusta, Ga. | 392 |
| WREC | Memphis, Tenn. | 641 |
| WREL | Lexington, Va. | 679 |
| WREN | Topeka, Kans. | 437 |
| WREX | Duluth, Minn. | 486 |

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| WRFC | Athens, Ga. | 388 |
| WRFD | Worthington, O. | 582 |
| WRFS | Alexander City, Ala. | 311 |
| WRFW | Eau Claire, Wis. | 699 |
| WRGA | Rome, Ga. | 397 |
| WRHI | Rock Hill, S. C. | 630 |
| WRIA | Caguas, P. R. | 711 |
| WRIB | Providence, R. I. | 625 |
| WRIO | Rio Piedras, P. R. | 715 |
| WRJM | Newport, R. I. | 623 |
| WRJN | Racine, Wis. | 704 |
| WRJW | Pacayune, Miss. | 496 |
| WRLD | West Point, Ga. | 400 |
| WRMN | Elgin, Ill. | 412 |
| WRNL | Richmond, Va. | 682 |
| WRNO | Orangeburg, S. C. | 630 |
| WRNY | Rochester, N. Y. | 551 |
| WROB | West Point, Miss. | 497 |
| WROD | Daytona Beach, Fla. | 377 |
| WROL | Rockford, Ill. | 417 |
| WROL | Knoxville, Tenn. | 639 |
| WROM | Rome, Ga. | 397 |
| WRON | Ronceverte, W. Va. | 696 |
| WROV | Roanoke, Va. | 683 |
| WROW | Albany, N. Y. | 525 |
| WROX | Clarksdale, Miss. | 491 |
| WROY | Carmi, Ill. | 405 |
| WRR | Dallas, Tex. | 651 |
| WRRF | Washington, N. C. | 568 |
| WRRZ | Clinton, N. C. | 557 |
| WRTA | Altoona, Pa. | 598 |
| WRUF | Gainesville, Fla. | 378 |
| WRUN | Utica, N. Y. | 554 |
| WRVA | Richmond, Va. | 683 |
| WRXO | Roxboro, N. C. | 566 |
| WRYO | Rochester, Pa. | 617 |
| WSAI | Cincinnati, O. | 575 |
| WSAL | Logansport, Ind. | 422 |
| WSAM | Saginaw, Mich. | 483 |
| WSAN | Allentown, Pa. | 598 |
| WSAP | Portsmouth, Va. | 682 |
| WSAR | Fall River, Mass. | 464 |
| WSAT | Salisbury, N. C. | 566 |
| WSAU | Wausau, Wis. | 705 |
| WSAV | Savannah, Ga. | 398 |
| WSAY | Rochester, N. Y. | 551 |
| WSAZ | Huntington, W. Va. | 695 |
| WSB | Atlanta, Ga. | 391 |
| WSBA | York, Pa. | 622 |
| WSBC | Chicago, Ill. | 411 |
| WSBR | Superior, Wis. | 705 |
| WSBT | South Bend, Ind. | 424 |
| WSCR | Scranton, Pa. | 617 |
| WSDR | Sterling, Ill. | 418 |
| WSFA | Montgomery, Ala. | 317 |
| WSFC | Somerset, Ky. | 444 |
| WSFL | Springfield, Mass. | 468 |
| WSFT | Thomaston, Ga. | 398 |
| WSGC | Elberton, Ga. | 395 |
| WSGN | Birmingham, Ala. | 312 |
| WSHB | Stillwater, Minn. | 490 |
| WSIC | Statesville, N. C. | 567 |
| WSID | Baltimore, Md. | 457 |
| WSIP | Paintsville, Ky. | 444 |
| WSIR | Winter Haven, Fla. | 387 |
| WSIV | Pekin, Ill. | 415 |
| WSIX | Nashville, Tenn. | 642 |

| Call Letters | City—State | See Page |
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| WSJS | Winston-Salem, N. C. | 569 |
| WSKB | McComb, Miss. | 495 |
| WSKI | Montpelier-Barre, Vt. | 675 |
| WSKY | Asheville, N. C. | 556 |
| WSLB | Ogdensburg, N. Y. | 547 |
| WSLI | Jackson, Miss. | 494 |
| WSLS | Roanoke, Va. | 683 |
| WSM | Nashville, Tenn. | 642 |
| WSMB | New Orleans, La. | 450 |
| WSNJ | Bridgeton, N. J. | 518 |
| WSNW | Seneca, S. C. | 631 |
| WSNY | Schenectady, N. Y. | 552 |
| WSOC | Charlotte, N. C. | 557 |
| WSON | Henderson, Ky. | 440 |
| WSOO | Sault Ste. Marie, Mich. | 483 |
| WSOY | Decatur, Ill. | 412 |
| WSPA | Spartanburg, S. C. | 631 |
| WSPB | Sarasota, Fla. | 385 |
| WSPC | Anniston, Ala. | 311 |
| WSPD | Toledo, O. | 582 |
| WSPR | Springfield, Mass. | 468 |
| WSRS | Cleveland, O. | 576 |
| WSSB | Durham, N. C. | 558 |
| WSSO | Starkville, Miss. | 496 |
| WSSV | Petersburg, Va. | 681 |
| WSTC | Stamford, Conn. | 371 |
| WSTP | Salisbury, N. C. | 566 |
| WSTS | Southern Pines, N. C. | 567 |
| WSTV | Steubenville, O. | 581 |
| WSUA | Bloomington, Ind. | 418 |
| WSUN | St. Petersburg, Fla. | 384 |
| WSVA | Harrisonburg, Va. | 679 |
| WSVS | Crewe, Va. | 677 |
| WSWN | Belle Glade, Fla. | 376 |
| WSYB | Rutland, Vt. | 676 |
| WSYR | Syracuse, N. Y. | 553 |
| WTAC | Flint, Mich. | 478 |
| WTAD | Quincy, Ill. | 416 |
| WTAG | Worcester, Mass. | 469 |
| WTAL | Tallahassee, Fla. | 385 |
| WTAM | Cleveland, O. | 577 |
| WTAN | Clearwater, Fla. | 376 |
| WTAO | Cambridge, Mass. | 464 |
| WTAR | Norfolk, Va. | 681 |
| WTAW | College Station, Tex. | 649 |
| WTAX | Springfield, Ill. | 417 |
| WTBC | Tuscaloosa, Ala. | 319 |
| WTBF | Troy, Ala. | 319 |
| WTBO | Cumberland, Md. | 459 |
| WTCH | Shawano, Wis. | 704 |
| WTCJ | Tell City, Ind. | 424 |
| WTCM | Traverse City, Mich. | 483 |
| WTCN | Minneapolis, Minn. | 488 |
| WTCO | Campbellsville, Ky. | 439 |
| WTEL | Philadelphia, Pa. | 615 |
| WTHI | Terre Haute, Ind. | 424 |
| WTHT | Hartford, Conn. | 368 |
| WTIC | Hartford, Conn. | 368 |
| WTIK | Durham, N. C. | 558 |
| WTIP | Charleston, W. Va. | 693 |
| WTJH | East Point, Ga. | 395 |
| WTJS | Jackson, Tenn. | 637 |
| WTMA | Charleston, S. C. | 626 |
| WTMC | Ocala, Fla. | 382 |
| WTMJ | Milwaukee, Wis. | 703 |
| WTMV | E. St. Louis, Ill. | 412 |
| WTNB | Birmingham, Ala. | 312 |

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| WTNC | Thomasville, N. C. | 568 |
| WTND | Orangeburg, S. C. | 630 |
| WTNJ | Trenton, N. J. | 520 |
| WTNS | Coshocton, O. | 577 |
| WTNT | Tallahassee, Fla. | 385 |
| WTOB | Winston-Salem, N. C. | 569 |
| WTOC | Savannah, Ga. | 398 |
| WTOD | Toledo, O. | 582 |
| WTOK | Meridian, Miss. | 495 |
| WTOL | Toledo, O. | 582 |
| WTOM | Bloomington, Ind. | 419 |
| WTON | Staunton, Va. | 684 |
| WTOP | Washington, D. C. | 374 |
| WTOR | Torrington, Conn. | 371 |
| WTPR | Paris, Tenn. | 642 |
| WTPS | New Orleans, La. | 450 |
| WTRC | Elkhart, Ind. | 419 |
| WTRF | Bellaire, O. | 573 |
| WTRR | Sanford, Fla. | 385 |
| WTRY | Troy, N. Y. | 553 |
| WTSA | Brattleboro, Vt. | 675 |
| WTSB | Lumberton, N. C. | 563 |
| WTSP | St. Petersburg, Fla. | 385 |
| WTSV | Claremont, N. H. | 515 |
| WTHH | Port Huron, Mich. | 482 |
| WTTM | Trenton, N. J. | 520 |
| WTTT | Bloomington, Ind. | 419 |
| WTTT | Coral Gables, Fla. | 376 |
| WTUX | Wilmington, Del. | 373 |
| WTVB | Coldwater, Mich. | 473 |
| WTVL | Waterville, Me. | 455 |
| WTWA | Thomson, Ga. | 399 |
| WTWN | St. Johnsbury, Vt. | 676 |
| WTWT | Stevens Point, Wis. | 705 |
| WTXL | West Springfield, Mass. | 468 |
| WTYC | Rock Hill, S. C. | 631 |
| WTYS | Marianna, Fla. | 380 |
| WULA | Eufaula, Ala. | 314 |
| WUSJ | Lockport, N. Y. | 535 |
| WUSN | Charleston, S. C. | 626 |
| WVAM | Altoona, Pa. | 598 |
| WVCG | Coral Gables, Fla. | 376 |
| WVCH | Chester, Pa. | 601 |
| WVEC | Hampton, Va. | 679 |
| WVET | Rochester, N. Y. | 551 |
| WVIM | Vicksburg, Miss. | 496 |
| WVJP | Gaguas, P. R. | 711 |
| WVJS | Owensboro, Ky. | 443 |
| WVLK | Versailles, Ky. | 445 |
| WVLN | Olney, Ill. | 415 |
| WVMC | Mount Carmel, Ill. | 415 |
| WVNI | Newark, N. J. | 519 |

| Call Letters | City—State | See Page |
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| WVOK | Birmingham, Ala. | 313 |
| WVOM | Brookline, Mass. | 464 |
| WVOP | Vidalia, Ga. | 399 |
| WVOS | Liberty, N. Y. | 535 |
| WVOT | Wilson, N. C. | 569 |
| WVPO | Stroudsburg, Pa. | 618 |
| WVVW | Fairmont, W. Va. | 694 |
| WWBZ | Vineland, N. J. | 520 |
| WWCA | Gary, Ind. | 421 |
| WWCO | Waterbury, Conn. | 371 |
| WWDC | Washington, D. C. | 375 |
| WWEZ | New Orleans, La. | 450 |
| WWGP | Sanford, Conn. | 567 |
| WWGS | Tifton, Ga. | 399 |
| WWHG | Hornell, N. Y. | 534 |
| WWJ | Detroit, Mich. | 476 |
| WWL | New Orleans, La. | 450 |
| WWNC | Asheville, N. C. | 556 |
| WWNF | Fayetteville, N. C. | 559 |
| WWNH | Rochester, N. H. | 517 |
| WWNR | Beckley, W. Va. | 692 |
| WWNS | Statesboro, Ga. | 398 |
| WWNY | Watertown, N. Y. | 554 |
| WWOD | Lynchburg, Va. | 680 |
| WWOK | Flint, Mich. | 478 |
| WWOL | Buffalo, N. Y. | 531 |
| WWON | Woonsocket, R. I. | 625 |
| WWPA | Williamsport, Pa. | 621 |
| WWPB | Miami, Fla. | 382 |
| WWPF | Palatka, Fla. | 383 |
| WWPG | Palm Beach, Fla. | 383 |
| WWRL | Woodside, N. Y. | 555 |
| WWSC | Glens Falls, N. Y. | 533 |
| WWSO | Springfield, O. | 581 |
| WWSR | St. Albans, Vt. | 676 |
| WWST | Wooster, O. | 582 |
| WWSW | Pittsburgh, Pa. | 616 |
| WWVA | Wheeling, W. Va. | 697 |
| WWWB | Jasper, Ala. | 316 |
| WWWF | Fayette, Ala. | 314 |
| WWWR | Russellville, Ala. | 318 |
| WWWV | Rio Piedras, P. R. | 715 |
| WWXL | Peoria, Ill. | 416 |
| WWYO | Pineville, W. Va. | 696 |
| WXAL | Demopolis, Ala. | 313 |
| WXGI | Richmond, Va. | 683 |
| WXKW | Albany, N. Y. | 526 |
| WXLN | Ely, Minn. | 486 |
| WXLW | Indianapolis, Ind. | 422 |
| WXRA | Kenmore-Buffalo, N. Y. | 535 |
| WXRJ | Guayama, P. R. | 713 |
| WXYZ | Detroit, Mich. | 476 |
| WYVE | Wytheville, Va. | 684 |
| WZIP | Covington, Ky. | 438 |

ALABAMA

Estimated Population 2,920,000—Increase + 3.1%—Radio Homes 744,500
Radio Families—766,000—Stations in State 61

WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 149
Phone Number 630
News Service AP
Transcription Service World
President, Gen. Mgr. Pat M. Courington
Commercial Mgr. Eaton P. Govan, Jr.
Program Director Mrs. Vinette B. Govan
Chief Engineer Richard C. Payne

WRFS

ALEXANDER CITY—1947

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By Pieomont Service Corp.
Business-Studio Address Main St.
Phone Number 1050
Transmitter Location West End
News Service UP
Transcription Service Thesaurus
Representative Sears & Ayer
Membership NAB
President James L. Coley
Gen.-Station-Com. Mgr. Lem Coley
Program Director Bob McKinnon
Chief Engineer James W. Whatley

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Business-Studio Address Sanford Rd.
Phone Number 844
Transmitter Sanford Rd.
News Service UP
Transcription Service World
Membership NAB
Executive V.P., Gen. Mgr. J. Dige Bishop
Prog. Dir. Kristine Hardage
Publicity Dir. Beri Moore
Musical Director Tom Miniard
Chief Engineer & Comm. Mgr. J. Dige Bishop

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone Number 2380-1
Transmitter 1401 W. 15th St.
News Service UP
Transcription Service Lang-Worth

Representative Sears & Ayer
Membership NAB-BMB
President-Owner Harry M. Ayers
Gen.-Sta.-Comm. Mgr. Malcolm Street
Sales Prom. Mgr. Lurline M. Smollon
Prod. Dir. Bob Sanders
Publicity Dir. Harry Mabry
Chief Engineer James A. Hudson

WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Calhoun Bcstg. Co.
Business-Studio Address 10th & Noble St.
Phone Number 3210-1
Transmitter Location 16th & Boynton Ave.
News Service AP
President-Gen. Mgr. W. S. Weatherly
Sta. Mgr.-Chief Announcer Lee Blaine
Commercial Mgr. John Orrison
Sales Promotion Mgr. Walter Rankin
Program Director David Vowell
Production Director Pete Williams
Publicity-Musical Dir. Sara Jackson
Chief Engineer Thomas B. Atkins

WSPC

ANNISTON—1949—LIBERTY

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By Model City Bcstg. Co.
Business Address Jefferson Davis Hotel
Phone 1850
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Walker
President Stanton B. Ingram
Gen. Prom. Mgr.-Pgm. Dir. G. C. Scarborough
Comm. Mgr. Ross Charles
Chief Engineer Raymond Watson, Jr.

WJMW

ATHENS—1948—ABS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Business-Studio-Transmitter Address Hines St.
Phone Number 565
News Service AP
Transcription Service Capitol
Membership BMB
Pres.-Gen.-Sta. Mgr. Homer F. Dunnivant
Pgm.-Prod.-Pub. Dir. Robert V. Dunnivant
Chief Engineer Les Bryant

WAUD

AUBURN—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Auburn Bcstg. Co.
 Business Address Box 350
 Phone Number 1240-1
 Studio Transmitter Montgomery Hwy.
 News Service AP
 Transcription Service World, Lang-Worth
 Pres., Gen. Station Mgr. Elmer G. Salter
 Pgm. Dir., Farm Editor Dave Sherrell
 Chief Announcer Roy Caudle
 Prod., Music Dir. Mrs. Lynn Grund
 Chief Engineer Charlie Herman

WJLD

BESSEMER—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcstg. Co.
 Business Address Box 147
 Phone Nos. Bessemer 2300; Birmingham 6-6172
 Transmitter Birmingham Bessemer Super H'way
 News Service INS
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station Mgr. James E. Connolly
 Comm. Mgr. Clay Coe
 Sls. Prom. Mgr. Otis Dodge
 Prod. Dir. John Slatton
 Publ. Dir. Jane Shaddix
 Program Director Joan Jetton
 Chief Engineer Maurice McKinney

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned By Univ. of Ala., Ala. Polytechnic
 Inst., Ala. Coll.
 Operated By Voice of Ala., Inc.
 Bus. Studio Address 701 Protective Life Bldg.
 Phone Number 3-8118
 Transmitter Sandusky, Ala.
 News Service UP
 Transcription Service World
 Representative Radio Sales
 Membership NAB-FMA
 President-General Mgr. Thad Holt
 Comm. Mgr. C. P. Persons, Jr.
 Sales Prom. Mgr.-Pub. Dir. Lionel F. Baxter
 Program Dir. Maury J. Farrell
 Production Dir. Burt F. McKee
 Chief Engineer James L. Evans

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcstg. Co., Inc.
 Address WBRC Bldg.

Phone Number 4-7741
 Transmitter Location 2400 Arkadelphia Rd.
 News Service INS, AP
 Transcription Service Standard, Lang-Worth,
 Capitol
 Representative Paul H. Raymer Co.
 Membership NAB, BMB, FMA
 President-Gen. Mgr. Eloise S. Hanna
 Gen. Manager Howell C. Cobb
 Commercial Manager Don D. Campbell
 Pgm. Dir. M. D. Smith
 Prom. Mgr. John T. Orr
 Chief Engineer G. P. Hamann

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Magic City Bcstg. Co.
 Business Address 1417 Fourth Ave. N.
 Phone Number 4-0925
 President, Gen. Mgr. J. E. Reynolds
 V. P. Mrs. Leah L. Doss
 Secty.-Treas., Comm. Mgr. John A. Thompson
 Pgm. Dir. Lloyd Williams
 Chief Engineer John H. Cram

WKAX

BIRMINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated Courier Bcstg. Service, Inc.
 Address 216½ N. 21 St.
 Phone Number 54-2541
 Transmitter Location 231 21st Ave., West
 News Service AP
 Gen. Mgr. Glenn V. Tingley
 Prog. Dir. Dorothy Alexander
 Chief Engineer Stanley L. Hawkins

W S G N

BIRMINGHAM—1927—ABC-ALA.

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated Birmingham News Co.
 Business Address Dixie Carlton
 Hotel, P. O. Box 2553
 Phone Number 4-3434
 Studio Address YWCA Bldg.
 Transmitter Location Fair Grounds
 News Service AP
 Representative Headley Reed
 Membership NAB, BMB
 Gen. Mgr. Henry P. Johnston
 Commercial Manager Julian A. Flint
 Prom. Dir. Mrs. Mary F. Childers
 Prog. Dir. Eugene M. Plumstead
 Chief Engineer J. V. Sanderson

WTNB

BIRMINGHAM—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts

ALABAMA

Owned-Operated By.....Pilot Bcstg. Corp.
Address.....WTNB Bldg.
Phone Number.....4-4511
Transmitter Location.....3429 N. 21st St.
News Service.....AP
Transcription Service.....SESAC, World
Representative.....Taylor-Boroff
Membership.....NAB
V.P.-Gen. Mgr.....Mrs. Evelyn S. Hicks
Program Dir.....Ira L. Leslie

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc.....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468,
Phone Number.....6-2924
Studio-Transmitter.....Bessemer Super Highway
News Service.....UP
Transcription Service.....Capitol
Membership.....BMB
Pres., Gen. Sta. Mgr.....Iralee W. Bennis
Com. Sales Prom. Mgr.....William J. Brennan
Program Director.....Ira Leslie
Chief Engineer.....William J. Brennan

WEBJ

BREWTON—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Address.....Brewton, Ala.
Phone Number.....553
News Service.....AP
Transcription Service.....Lang-Worth, SESAC,
Associated
Membership.....NAB, BMB
Pres., Gen. Mgr.....W. Emmett Brooks
Vice-Pres.....William E. Brooks, Jr.
Comm.-Sales Promotion Mgr.....J. M. Miller, Jr.
Program-Prod. Director.....Charles Land
Chief Engineer.....R. D. Craig

WKLF

CLANTON—1949—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Southeastern Bcstg. Co.
Bus.-Studio Address.....Clanton
Phone Number.....449
Transmitter Location.....Selma Highway
News Service.....AP
Transcription Service.....World, KBS
Representative.....Thomas F. Clarke
President.....Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr.....Robert B. Taber
Program Director.....Paul Reid
Chief Engineer.....Lester Carter

WKUL

CULLMAN—1946

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Cullman Bcstg. Co.
Business, Studio, Trans. Address.....Cullman
Phone Number.....864
News Service.....AP
Transcription Service.....World
Gen., Comm. Mgr.....Hudson C. Millar, Jr.
Program Director.....Lon Waters
Chief Announcer.....Jay Aldredge
Chief Engineer.....Arthur Bachmann

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....No. Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Transmitter Location.....1 Mi. W. Decatur
Phone Number.....991
News Service.....UP
Transcription Service.....Capitol
Membership.....BMB
Partners.....H. H. Kinney, Estate; D. T. Kinney
Gen., Sta. Mgr.....Hartwell Speegle
Comm. Sls. Prom. Mgr.....W. H. Gibson
Pgm., Prod., Pub. Dir.....Jack Gray
Chief Engr.....Frank Norris

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tenn. Valley Bcstg. Co., Inc.
Studio-Business Address.....522 Bank St.
Phone Number.....802-3
Transmitter.....Danville Rd. Decatur
News Service.....AP
Transcription Service.....World, SESAC
President, Gen., Sta. Mgr.....Melvin Hutson
Sls. Prom. Mgr., Pgm. Dir.....Lewis C. Blizzard
Chief Engineer.....J. V. Roser

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Demopolis Bcstg. Co.
Business Address.....Radio Bldg.
Phone Number.....400
News Service.....AP
Transcription Service.....World
General Manager.....W. M. Jordan
Station Manager.....T. H. Gaillard, Jr.
Pgm. Dir.....Leo Hart
Chief Engineer.....John T. Larkin, Jr.

WAGF

DOTHAN—1933—MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number.....2-9100
Transmitter Location.....Headland Highway

• • • **ALABAMA** • • •

News Service AP
Transcription Service World
Representative Joseph Hershey McGillvra
Membership NAB
General Manager Julian C. Smith
Comm. Mgr. Fred C. Moseley
Prog.-Prod.-Pub. Director Arthur Creamer
Chief Engineer John T. Hubbard

W D I G

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Houston Bcsters.
Business-Studio Address 107 E. Adams St.
Phone Number 3-4100
Transmitter Columbia Hwy., 1 Mi. E. City
News Service UP
Transcription Service Lang-Worth
Representative Cummings
Membership NAB
Pres., Gen.-Comm. Mgr. Jess Swicegood
Pgm. Dir. John Ingersoll
Chief Engineer Charles Laushe

W O O F

DOTHAN—1948—KBS—WTN

Frequency: 560 Kc. Power: 1000 Watts d.
Owned-Operated By Dowlander Bcstg. Co.
Business-Studio Address 110½ So. Foster
Phone Number 2-560; 3-0560
Transmitter Location Radio Road
News Service UP
Transcription Service Capitol
Representative Sears & Ayer
Membership BMB
Gen., Sta. Mgr. R. A. Dowling, Jr.
Commercial Manager Johnny LaCarter
Sales Promotion Mgr. Willard Wilkes
Chief Engineer Ed Hein

W I R B

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By The Wiregrass Bcstg. Co.
Business Address Dothan Hiway.
Phone Number 30
News Service UP
Transcription Service World
Partners R. E. James, F. H. James,
R. M. Stanford
Gen., Comm. Mgr. J. Wesley Gardner
Pgm. Dir. Harry Gilder
Chief Engineer James C. Smith

W U L A

EUFAULA—1948—ALA.—SBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address Radio Bldg.
Phone Number 745
News Service UP
Transcription Service World, KBS
Membership NAB
Pres., Gen. Mgr. M. M. Moulthrop
Sta., Comm. Mgr.-Pgm. Dir. Lee S. Bullis
Chief Engineer Hugh G. Chastain

W W W F

FAYETTE—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By Bankhead Bcstg. Co., Inc.
Address Highway 43
Phone Number 200
Air Time Sunrise-Sunset
News Service UP
Transcription Service KBS
General Manager Jack Black
Chief Engineer Charles E. Watkins

W J O I

FLORENCE—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Florence Bcstg. Co., Inc.
Address 850 S. Court St.
Phone Number 2608
Air Time 6 a.m.-M.
Pres., Gen.-Sta. Mgr. Joe T. Van Sandt
Comm., Sls. Prom. Mgr. Oscar D. Lewis
Chief Engineer Pete Bingham

W M F T

FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Tri-Cities Bcst. Co.
Bus. Add. 800 Cypress Mill Rd., P. O. Box 477
Phone Number 42
Studio-Transmitter 800 Cypress Mill Rd.
News Service AP
Transcription Service Associated, World
Membership NAB
President Milton S. Killen
Gen. Mgr. Franklin L. Bush
Sls. Prom. Mgr. Nathan M. Graham, Jr.
Prog. Dir., Farm Editor Jim Garrett
Chief Engineer Edwin R. Miller

WGAD

GADSDEN—1946—MBS

Frequency: 1350 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By...Coosa Valley Bcstg. Co.
 Bus-Studio Address.....817 Forrest Ave.
 Phone Number.....5641
 Transmitter Location:.....Attalla, Ala.
 News Service.....UP
 Representative.....Joseph Hershey McGillvra
 Pres.....E. L. Roberts
 Gen., Comm. Mgr.....J. W. Buttram
 Prog. Dir.....Frances Seale
 Chief Engineer.....J. C. Vessels

WGNH

GADSDEN—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...General Newspapers, Inc.
 Bus-Studio Address.....P. O. Box 351
 Phone Number.....2571
 Transmitter.....2000 Chestnut St.
 News Service.....INS
 Transcription Service.....World
 Representative.....Ra-Tel
 Membership.....NAB, BMB
 President.....Carmage Walls
 Gen., Sta. Mgr., Publ. Dir.....Joel C. Robertson
 Program Dir.....Hall Wray

WGWD

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Business Address.....P. O. Box 128
 Phone Number.....6-6301-2
 Studio Address.....1004 E. Broad St.
 Transmitter Location.....Cranford Chapel Rd.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 Gen., Sta. Mgr.....Edwin H. Estes
 Comm., Sales Prom. Mgr.....Kenneth L. Wood
 Pgm., Prod. Dir.....Ray Estes
 Chief Engineer.....Gaston Anderson

WJBY

GADSDEN—1928—ABS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Gadsden Bcstg. Co., Inc.
 Address.....108 Broad Street
 Phone Number.....6-3381-2
 News Service.....AP
 Representative.....Sears & Ayer

President.....Bascom H. Hopson
 Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
 Comm. Mgr.....Sam A. Benton
 Chief Engineer.....Glen Nichols

WGYV

GREENVILLE—1948—ABS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Greenville Bcstg. Corp.
 Business Address.....P. O. Box 227
 Phone Number.....585
 News Service.....UP
 Transcription Service.....World
 Representative.....Continental
 President.....Dr. Vernon Stabler
 General Manger.....Charles D. McNamee
 Commercial Manager.....Charles T. Britt
 Program Director.....George Carr
 Chief Engineer.....Elmo Cronk

WJBB

HALEYVILLE—1949—ABS

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

ALABAMA

**WHY IS AP
THE BEST?**

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

**ALABAMA ASSOCIATION OF
ASSOCIATED PRESS BROADCASTERS**

President: W. Emmett Brooks—WEBJ, Brewton
 Vice-President: James Reese—WWWB, Jasper
 Directors: W. C. Needham—WTBF, Troy;
 John Garrison—WFUN, Huntsville;
 Howard Pill—WSFA, Montgomery; G. P. Hamann—WBRC, Birmingham
 Continuing Study Committee Chairman:
 W. C. Needham—WTBF, Troy

ALABAMA

ALABAMA

Business Address.....P. O. Box 151
 Phone Number.....389
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Partners.....H. E. Ray, Guy Ray, Roy Mayhall
 Gen., Comm., Mgr.-Pgm. Dir... S. L. Masden, Jr.
 Chief Engineer.....Chris Christensen

W B H P

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton H. Pollard
 Bus.-Studio Address.....318 W. Clinton,
 P. O. Box 770
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....NAB, BMB
 President.....Wilton H. Pollard
 Gen. Mgr.-Pgm. Director.....
 Chief Engineer.....William G. Harris
 Commercial Manager.....Mrs. Ruth Harris
 Promotion Manager.....Dewey Webb

W F U N

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Huntsville Bcstg. Co., Inc.
 Address.....410 W. Holmes St.
 Phone Number.....2424
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Sears & Ayers
 President.....J. B. Falt, Jr.
 Sta. Mgr.-Prog. Dir.....John Garrison
 Musical Director.....Malcolm Tate
 Chief Engineer.....John Garrison

W H B S

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Huntsville Times Co.
 Business-Studio Address...207 W. Clinton St.
 Phone Number.....2345
 Transmitter.....N. Church St.
 Air Time.....5:55 a.m.-11:05 p.m.
 News Service.....AP
 Representative.....Headley-Reed
 President.....Henry P. Johnston
 General Manager.....Jack Langland
 Sta. Mgr.-Farm Editor.....Richard Warner
 Comm., Sales Prom. Mgr., Paul R. Bumgardner
 Pgm., Prod. Direc.....Mrs. Dovey W. Perry
 Publicity Director.....Lou Garris
 Chief Ann., Musical Direc.....N. C. Milwee, Jr.
 Chief Engineer.....Ray Roberts

W W W B

JASPER—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Bankhead Bcstg. Co., Inc.
 Business Studio Address.....Bankhead-Long
 Building
 Phone Number.....100-200
 Transmitter Location.....W. 20th St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....KBS, World
 Membership.....NAB
 President.....W. W. Bankhead
 General Manager.....James E. Reese
 Station Mgr.....Joseph L. Sartain, Jr.
 Sales Prom. Mgr.....B. Bankhead
 Chief Engineer.....J. Copeland

W A B B

MOBILE—1948—MBS—AFN

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Mobile Press Register, Inc.
 Business Address.....304 Government St.
 Phone Number.....2-2633-4
 Transmitter.....8 Mi., Whistler
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Branham Co.
 Membership.....NAB
 President.....R. B. Chandler
 General Manager.....W. J. Hearin, Jr.
 Commercial Manager.....J. F. Screen
 Program, Prod. Dir.....Anthony Leighton
 Chief Engineer.....William H. Murphree

W A L A

MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pape Bcstg. Co., Inc.
 Bus.-Studio Address.....210 Government St.
 Phone Number.....3-3756
 Transmitter.....Cochran Bridge Causeway
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....W. O. Pape
 General Sta. Mgr.....H. K. Martin
 Commercial Manager.....A. Treadway
 Pgm., Publ. Dir.....Al Homan
 Chief Engineer.....R. B. Hurley

W K A B

MOBILE—1947—LIBERTY—ALA.

Frequency: 840 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pursley Bcstg. Service
 Business-Studio Address...354 St. Francis St.

ALABAMA

Phone Number 2-4561
 Transmitter Toolminville
 Air Time Local sunrise-local sunset
 News Service INS
 Transcription Service Standard, SESAC
 Representative Donald Cooke
 Membership NAB
 Pres., Gen. Sta. Mgr. Louise P. Pursley
 Commercial Mgr. R. H. Moore
 Sales Prom. Mgr. H. Johnson
 Publicity Director Claude Pursley
 Production Director Tom Jackson
 Pgm., Music Dir. Stella M. Jackson
 Chief Engineer Gene Miller

W K R G

MOBILE—1946—CBS

Frequency: 710 Kc Power: 1000 W. d.: 250 W. n.
 Owned-Operated By Giddens & Rester
 Bus. Studio-Trans. Address Telegraph Rd.
 Phone Number 2-6789
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative Adam J. Young, Jr.
 Gen., Station Mgr. F. E. Busby
 Commercial Manager John E. Waller
 Sales Prom. Mgr., Pub. Dir. Marguerite Shea
 Program Director Guy Harris
 Chief Engineer Richard M. Cole

W A P X

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By United Bcstg. Co.
 Business, Studio Address 116 Catoma St.
 Phone Number 3-7569
 Transmitter Location End of Blackburn St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Walker Co.
 Membership BMB
 Pres., Gen., Station Mgr. Thomas E. Martin
 Comm.-Sales Prom. Mgr.,
 Pub. Dir. Hoke Williford
 Pgm. Dir., Prod. Mgr. Dave Manners
 Musical Director James Reed
 Chief Engineer Owen Lehr
 Farm Editor Bob Chisholm

W C O V

MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts
 Owned-Oper. By Estate of G. W. Covington, Jr.
 Business-Studio Address Exchange Hotel
 Phone Number 5781-2
 Transmitter Narrow Lane Rd.
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service Associated

Representative Taylor-Borhoff
 Membership NAB, BMB
 Gen., Comm., Sta. Mgr. John W. Kirkpatrick
 Sales Prom. Mgr. W. L. Rowland
 Pgm., Pub. Dir. Bill Steadman
 Chief Ann., Farm Editor Walter Spiro
 Chief Engineer W. D. Weatherly

W J J J

MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,
 1000 n.
 Owned-Oper. By Southern Bcstg. Co., Inc.
 Business-Studio Address 115½ Commerce St.
 Phone Number 3-2237, 3-4471
 Transmitter Location Coosada Ferry Rd.
 Air Time Unlimited
 News Service INS
 Transcription Service Thesaurus
 Representative Weed
 Membership NAB
 President Joseph G. Mathews
 General Manager John C. Hughes
 Commercial Manager Herbert A. McLendon
 Program Director E. Caldwell Stewart
 Promotion Manager E. J. Duke
 Chief Engineer A. Fred Wright

W M G Y

**MONTGOMERY—1946
 LIBERTY**

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By Dixie Bcstg. Co.
 Business-Studio Address 2½ S. Perry St.
 Phone Number 5425
 Transmitter Location E. of Greenwood Cem.
 Air Time Local sunrise-local sunset
 News Service INS
 Transcription Service World
 Representative Robert Meeker
 President Dr. S. D. Suggs
 General Manager Thomas W. Sewell
 Commercial Manager Eron B. Ingle
 Program Director Frank Monteleone
 Chief Announcer Douglas Hassing
 Chief Engineer John D. Lamar
 Farm Editor Crawford Roguemoire

W S F A

MONTGOMERY—1930—NBC

Frequency: 1440Kc. Power: 1000 Watts
 Owned-Oper. By Montgomery Bcstg. Co., Inc.
 Business Address P. O. Box 1031
3—Radio Stations, Radio Annual
 Phone Number 8361
 Studio Address Jefferson Davis Hotel
 Transmitter Narrow Lane Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed

ALABAMA

Membership BMB
 Pres., Gen. Mgr. Howard E. Pill
 Asst. to Pres. David E. Dunn
 Local Sales Mgr. William W. Hunt
 National Sales Dir. Julia Looney
 Program Director Lee Gooch
 Publicity Director Alice Mayfield
 Chief Announcer J. A. Wolf
 Musical Director Earl Andrews
 Chief Engineer Cliff Shelkofsky

W L A Y

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By ... Muscle Shoals Bcstg. Corp.
 Business Address ... P. O. Box 230, Sheffield
 Phone Number 1450-1
 Transmitter Studio Location ... East Second St.,
 Sheffield, Ala.
 Air Time 5:30 a.m.-M.
 News Service UP
 Membership NAB, BMB
 President Frank M. Farris, Jr.
 General Mgr. W. A. Reeves, Jr.
 Comm. Manager Eulus Whitehead
 Program Director Charlie Welsh
 Chief Engineer Lynn McMoran

W J H O

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By ... Opelika-Auburn Bcstg. Co.
 Bus. Studio-Trans. Address ... 1400 Auburn Rd.
 Phone Number 712
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard, SESAC
 Membership NAB
 Gen., Station Mgr. F. Marion Hyatt
 Comm., Sales Prom. Mgr.-Prod. Dir.

W. A. McGuirt

Program Director Ann Davis
 Musical Director Fred Digesu
 Chief Engineer William Welch

W E L R

ROANOKE—1949—ABS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Roanoke Bcstg. Co.
 Business Address 801 Main St.
 Phone Number 384
 Air Time Daytime
 Representative Dodson
 President, Gen., Comm. Mgr. J. W. Buttram
 Pgm. Dir., Chief Engr. John Hodges

W W W R

RUSSELLVILLE—1949—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Bankhead Bcstg. Co., Inc.

Business-Studio Address ... Underwood Rd.
 Phone Number 647
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service KBS, World
 General Manager Hal Kirby
 Chief Engineer Charles G. McLellan

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Estate of G. W. Covington, Jr.
 Business-Studio-Transmitter Address
 Birmingham Hwy.
 Phone Number 2746
 Air Time 6 a.m.-11 p.m.
 Representative Taylor-Borroff
 Membership NAB
 Gen., Sta. Mgr. Hugh M. Smith
 Commercial Manager John Frazier
 Prog. Dir., Chief Engineer ... John Townshend

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By ... Selma Bcstg. Co., Inc.
 Business-Studio Address ... 209 Washington St.
 Phone Number 1233
 Transmitter Location N. Seventh Ave.
 Air Time 7 a.m.-11 p.m.
 Representative Sears & Ayer
 President B. H. Hopson
 Gen., Station, Comm. Mgr. Julien Smith, Jr.
 Pgm. Director Julia Craig Miller
 Chief Announcer Carroll Ward
 Chief Engineer T. F. Kelly, Jr.

W F E B

SYLACAUGA—1944—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Alabama Bcstg. Co.
 Business-Studio Address ... 527 North Broadway
 Phone Number 160
 Transmitter Location ... 527 North Broadway
 Air Time 6 a.m.-11 p.m.
 Membership NAB
 President E. E. Forbes, Sr.
 Gen., Sta. Mgr.-Prod. Dir. C. J. Weber
 Comm. Sales Prom. Mgr. Francis Carter
 Program Director Joyce Nealeans
 Chief Announcer B. W. Oaks
 Chief Engineer H. E. Pebworth

W M L S

SYLACAUGA—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Marble City Bcstg. Co.
 Business Address P. O. Box 511
 Phone Number 1290

ALABAMA-ARIZONA

Studio Address.....11½ W. Second St.
 Transmitter Address.....Highway 291 N.
 Air Time5:45 a.m.-Sunset
 Phone Number1220
 News ServiceAP
 Transcription Service.....Lang-Worth, Capitol
 President, Chief Engr.....James S. Stowers, Jr.
 General Manager.....Curtis O. Liles, Jr.
 Commercial Mgr.....Henry J. Darden, Jr.
 Program Director.....Edward J. Smith

WHTB

TALLADEGA—1945—MBS-ABS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Voice of Talladega, Inc.
 Business Studio Address.....Box 974
 Phone Numbers.....3733, 2614
 Studio-Transmitter.....Sylacauga Hwy.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 Pres., Gen. Mgr.....R. A. Davidson
 Chief Engineer.....John Lester Fisher

WTBF

TROY—1946—MBS-SBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Troy Bcstg. Corp.
 Address.....College Drive
 Phone Number.....980-1
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....World, SESAC
 Membership.....NAB, BMB
 President.....J. Roy Crow
 Gen.-Sta.-Comm. Mgr.....William C. Needham

Pgm. Dir., Chief Announcer....Jesse Jordan
 Chief Engineer.....Joe W. Gilchrist

WJRD TUSCALOOSA—1936

Frequency: 1150 Kc.....Power: 5000 Watts d;
 1000 Watts n.
 Bus. Studio Address.....First Natl. Bank Bldg.
 Phone Number4464
 Transmitter.....Fayette Hwy., Northport
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Capitol
 Membership.....NAB
 General Manager.....Mrs. J. R. Doss, Jr.
 Asst. Mgr., Sales Prom. Mgr.....Dick Biddle
 Comm. Mgr.....Lehman Mayer
 Pgm.-Prod.-Pub. Dir.....Charles Welch
 Chief Engineer.....J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Tuscaloosa Bcstg. Co.
 Operated By.....Bert Bank, T. H. Todd, Jeff
 Coleman, Lamar Branscomb
 Business-Studio Address.....City Hall Bldg.
 Phone Number.....5523
 Transmitter Location...15th St., across from
 Forest Lake
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....NAB
 General Station Manager.....Bert Bank
 Commercial Manager.....John Cooper
 Program Director.....Una King
 Chief Engineer.....T. H. Todd

ARIZONA

*Estimated Population 745,000—Increase +49.1%—Radio Homes 184,000
 Radio Families 188,000—Stations in State 21*

KSUN

BISBEE—1933—CBS-ARIZ. NET.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Carlton W. Morris
 Address.....P. O. Drawer C, Lowell Station
 Phone Number.....9
 Studio-Transmitter.....Warren Rd.
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President.....Carleton W. Morris
 Gen., Sta., Comm. Mgr.....Jack Murphy
 Pgm.-Prod. Dir., Chief Annrc...Ray Helgesen
 Chief Engineer.....Ben Strotman

KCKY

**COOLIDGE—1948
MBS-DON LEE**

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Oper. By.....Gila Bcstg. Co., Inc.
 Bus. Studio Address.....Studio Theatre Bldg.
 Phone Number.....4451
 Transmitter Location.....Chandler Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George C. Hollingsbery
 Membership.....NAB
 President.....Louis F. Long

ARIZONA

General Manager..... Paul Merrill
 Station Manager..... Bill Parady
 Commercial Manager..... Pete Dillman
 Pgm., Prod. Dir..... Jim Murdock
 Publicity Director..... Quentin Toler
 Chief Announcer..... Pete Wyckoff
 Chief Engineer..... Wayne Fernyhaugh
 Farm Editor..... Edward Whelen

Phone Number..... Blue 462
 Air Time..... Unlimited
 News Service..... UP
 Pres., Gen. Mgr..... J. J. Glancy
 Comm. Mgr..... C. R. Waters
 Prom. Mgr..... W. E. Adams
 Pgm. Dir..... Ben Summerville
 Chief Engineer..... H. L. Woodley

KAWT

DOUGLAS—1946—NBC-ARIZ.

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Carleton W. Morris
 Business-Studio Address..... Douglas
 Phone Number..... 173
 Transmitter..... 1 Mi. E. of Douglas
 Air Time..... 6:30 a.m.-11 p.m.
 News Service..... AP, UP
 Transcription Service..... Capitol
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 President-Owner..... Carleton W. Morris
 Gen.-Sta. Mgr., Prod. Dir..... John King
 Chief Announcer..... Tom Brooks
 Farm Editor..... Lee Boner
 Chief Engineer..... Rick Hendricks

KWRZ

FLAGSTAFF—1947

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Grand Canyon Bcstg. Co.
 Bus.-Studio Add..... 220 E. Birch, P. O. Box 519
 Phone Number..... 899
 Transmitter..... One Mi. S. Flagstaff, Hwy. 89
 Air Time..... Unlimited
 Station Manager..... Agnes McGillvra
 Station Director..... Selwyn Kirby

KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Gila Bcstg. Co., Inc.
 Address..... Hiway 60-70
 Phone Number..... 41
 Air Time..... 6:45 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard, Capitol
 Representative..... Paul H. Raymer
 Membership..... EMB
 President..... Louis F. Long
 General Manager..... Paul Merrill
 Station, Sales Prom. Mgr..... Willard Shoecraft
 Commercial Manager..... John D. Seater, Jr.
 Chief Announcer..... Eric Manola
 Chief Engineer..... Herb J. Hanes

KGAN

KINGMAN—1949

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... J. James Glancy
 Business Address..... P. O. Box 871

KTYL

MESA—1946

Frequency: 1490 Kc..... Power: 250 Watts
 Owned Oper. By..... Sun Valley Bcstg. Co., Inc.
 Business-Studio Address..... Chandler Rd.
 Phone Number..... 4541
 Transmitter Location..... Hwy. 89
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard, Associated
 General Manager..... Dwight Harkins

KNOG

NOGALES—1948

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Border Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address..... Rancho Grande Hotel
 Phone Number..... 770
 Air Time..... 8 a.m.-10 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... Gene Grant
 Membership..... NAB
 President..... Robert Marcus
 General Manager..... Samuel Marcus
 Station Manager..... Harry Hambleton
 Chief Engineer..... Benny Greenhaw

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc..... Power: 5000 Watts
 Owned-Operated By..... KTAR Bcstg. Co.
 Business Studio Address..... 711 Heard Building
 Phone Number..... 4-4181
 Transmitter Location..... 36th St. & East Thomas Road
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Thesaurus, Standard, Capitol
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 Ch. of Bd..... John J. Louis
 Pres., Gen. Sta. Mgr..... Richard O. Louis
 Commercial Manager..... E. W. Harvey
 Sales Promotion Manager..... John Edwin Miller
 Program Director..... J. Howard Pyle
 Prod. Dir., Farm Editor..... Rol Laughner
 Publicity Directors..... Myron Drake, Bob Pollard
 Musical Director..... Pierson Bancroft
 Chief Engineer..... A. C. Anderson

Certainly WE HAVE MOUNTAINS—

-- AND MARKETS TOO!

Arizona's San Francisco Peaks - 12,794 ft.

Arizona's 1949 Market Peaks—

- \$1,200,000,000 spent for goods, services and taxes.
- Over \$700,000,000 in retail sales (\$175,000,000 in 1940)
- Over \$420,000,000 in bank deposits (\$99,000,000 in 1940)

Per capita sales over \$1,000.00
(National average, \$860.00)

Research Department
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market—the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

KTAR
PHOENIX
5000 Watts-630 K.C.

KVOA
TUCSON
1200 Watts-1370 K.C.

KYUM
YUMA
250 Watts-1730 K.C.

KVCA
PRESCOTT
250 Watts-1490 K.C.

KGLU
SAVANNAH
1000 Watts-1480 K.C.

KWJL
GLOBE-MIAMO
250 Watts-1240 K.C.

KRAW
DODD-BUENA VISTA
150 Watts-1450 K.C.



KTAR

PHOENIX, ARIZONA

National Representative

Paul H. Rayner Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

K O O L

PHOENIX—1947

CBS—RNA

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Maricopa Bcasters, Inc.
 Business-Studio Address: Adams Hotel
 Phone Number: 2-1748
 Transmitter: Chicago & McDowell Rd.
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Standard
 Representative: George P. Hollingbery
 Membership: NAB
 President: Gene Autry
 Gen.-Station Mgr.: Charles H. Garland
 Commercial Manager: George E. Agnew
 Program Director: Miles Reed
 Prod. Dir., Chief Anncr.: Victor E. Lundberg
 Publicity Director: Larry Jonas
 Chief Engineer: Miles L. Sheperd

(See Page 276)

K O Y

PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc. Power: 5000 d.; 1000 m.
 Owned-Oper. by: Salt River Valley Bcstg. Co.
 Business Studio Address: 836-838 N. Central
 Ave., P. O. Box 2671
 Phone Number: 4-4144
 Transmitter: 12th St. & Camelback Rd.
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Associated, World
 Representative: John Blair
 Membership: NAB, BMB
 Pres., Comm. Mgr.: John L. Hogg
 Gen.-Station Mgr.: Albert D. Johnson
 Program Director: John R. Williams
 Prod. Dir., Chief Anncr.: W. J. Lester, Jr.
 Musical Director: Alfred Becker
 Chief Engineer: Clifford R. Miller
 Farm Editor: Ernest Douglas

K P H O

PHOENIX—1940—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By: Phoenix Bcstg., Inc.
 Business-Studio Address: Adams Hotel Bldg.
 Phone Number: 4-7367
 Transmitter Location: 2400 W. Buckeye Rd.
 Air Time: Unlimited
 News Service: INS
 Transcription Service: Lang-Worth
 Membership: NAB
 President, General Mgr.: Rex Schepp
 Commercial Manager: Richard Heath
 Program Director: William Reddick
 Promotion Manager: Frank Orth
 Chief Engineer: Cliff Baker

K R U X

PHOENIX—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Gene Burke Brophy
 Bus.-Studio Address: Hotel Westward Ho
 Phone Number: 2-2371
 Transmitter: Glendale
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Associated
 Membership: NAB
 Pres., Gen. Sta. Mgr.: Gene Burke Brophy
 Comm. Mgr.: Richard Voorhis
 Program Director: Rex Bowen
 Publicity Director: Florence Hall
 Chief Announcer: Bob Capps
 Musical Librarian: Mary Fryett
 Chief Engineer: Marvin Edwards

K Y C A

PRESCOTT—1940

NBC-ARIZ. BCSTG.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Southwest Bcstg. Co.
 Business-Studio Address: E. Gurley St.
 Phone Number: 244
 Transmitter: E. Gurley St.
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Capitol
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 Pres., Gen. Sta. Mgr.: Harold Ritter
 Program Director: Roberta M. Pfister
 Publicity Director: Marcia Gates
 Chief Engineer: John E. Negley

K G L U

SAFFORD—1938

NBC-ARIZ. BCSTG.

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Gila Bcstg. Co.
 Business-Studio Address: 1218 Sixth Ave.
 Phone Number: 15
 Transmitter: E. Lone Star, Highway 70
 Air Time: Unlimited
 News Service: AP, INS, UP
 Transcription Service: World
 Representative: Paul H. Raymer
 Membership: BMB
 President: Louis F. Long
 General Manager: Paul Merrill
 Program Director: Lester McBride
 Commercial Manager: Edward E. Furman
 Promotion Manager: Donald Graham
 Chief Engineer: Wallace R. Hitt

K C N A

TUCSON—1947

MBS-DON LEE-RNA

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Catalina Bcstg. Co.
 Business-Studio Address Box 2348
 Phone Number 2-4664
 Transmitter 1511 E. 16th St.
 Air Time 6 a.m.-M.
 News Service AP
 Representative George P. Hollingbery
 President Erskine Caldwell
 General Station Manager Wayne Sanders
 Commercial Manager Harry Chambers
 Program Director Robert A. Keyworth
 Chief Engineer W. J. Karpisek

K O P O

TUCSON—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old Pueblo Bcstg. Co.
 Business-Studio Address 115 W. Drachman St.
 Phone Number 4-0431
 Transmitter 115 W. Drachman St.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service MacGregor
 Representative Forjoe & Co.
 Membership NAB
 President Harold Tovrea
 General-Station Manager E. S. Mittendorf
 Commercial Manager Paul Plunkett
 Sales Prom. Mgr. S. J. Kossack, Jr.
 Prog. Dir., Chief Announcer
 Farm Editor Bus Williams
 Production, Musical Dir. Matt Lemen
 Publicity Director B. Anderson
 Chief Engineer Vernard Cimmiotti

K T K T

TUCSON—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Thomas J. Wallace
 Business-Studio Transmitter Add. 500 W. Elm
 Phone Number 3-5361
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President-Owner Thomas J. Wallace
 Gen. Mgr., Chief Engr. Phillip R. Hurlbut
 Commercial Manager Gail Hummel
 Pgm.-Prom.-Farm Director Larry Dietz
 Prod.-Musical Dir. Paul Yaezell
 Publicity Director Dave Wiener
 Chief Announcer Dave Cureton

K T U C

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Tucson Bcstg. Co.
 Business-Studio Address 900 E. Broadway
 Phone Number 2-3344
 Transmitter 900 E. Broadway
 Air Time 6 a.m.-M.
 News Service UP
 Tran. Ser. World, Cole, SESAC, Associated
 Representative John Blair
 Membership NAB, BMB
 Pres., Gen-Sta. Mgr. Lee Little
 Commercial Manager George Bradley
 Pgm.-Prod.-Musical Dir. Gerry O'Brien
 Publicity Dir. Francis Murphy
 Chief Announcer Art Preston
 Chief Engineer Cliff Livingston

K V O A

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Arizona Bcstg. Co., Inc.
 Business-Studio Address 48 E. Broadway,
 P. O. Box 2911
 Phone Number 3-2555
 Transmitter Location 10th and Lee Streets
 Air Time 4:55 a.m.-M.
 News Service AP
 Transcription Service Thesaurus, Standard,
 Capitol
 Representative Paul H. Raymer
 Membership NAB, BMB
 General Manager R. B. Williams
 Business Mgr. Harper M. Phillips
 Sales Promotion Mgr. Fred J. Gerletti
 Program Director Ben L. Slack, Jr.
 Production Dir. Jean T. Lely
 Chief Announcer George T. Callison
 Chief Engineer Ray H. Holsclaw

K Y U M

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Yuma Bcstg. Co.
 Business Address 1901 1st St.
 Phone Number 88
 Transmitter-Studio Location 1901 1st St.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Thesaurus
 Representative Paul H. Raymer
 Membership NAB, BMB
 President R. N. Campbell
 General Manager Ray C. Smucker
 Commercial Manager Roy L. Jorgensen
 Program Director Paul W. Dawson
 Promotion Mgr. Don Metcalf
 Chief Engineer Leavenworth Wheeler

ARKANSAS

Estimated Population 1,964,000—Increase +0.7%—Radio Homes 488,500
Radio Families 543,000—Stations in State 31

KVRC

ARKADELPHIA—1947—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Arkadelphia Bcstg. Co.
Business-Studio Address 506 Main St.
Phone Number 789
Transmitter Location 3/4 Mi. SE City
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
President Cecil W. Cupp
General Mgr. J. M. Moore
Program Director Bill Deaton
Chief Engineer E. H. Summers

KLCN

BLYTHEVILLE—1922

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Harold L. Sudbury
Business-Studio Address Sudbury Bldg.
Phone Number 2093
Transmitter Location E. Highway 18
Air Time Daytime
News Service AP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership BMB, FMA
Gen.-Sta.-Comm. Mgr. Harold L. Sudbury
Sales Mgr., Pub. Dir. J. T. Sudbury
Pgm., Prod. Dir. Earnest Simmons
Chief Announcer Don Whitney
Musical Dir., Farm Editor George Kirby
Chief Engineer Marion Skinner

KAMD

CAMDEN—1946—MBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Camden Radio, Inc.
Business-Studio Address So. California St.
Phone Number 6791-2
Transmitter-Studio Location So. California St.
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service Capitol
Membership NAB, BMB
President Walter E. Hussman
General Manager Frank O. Myers
Station Manager David Crockett
Commercial Manager James Blaine
Prog. Dir., Chief Announcer Cal Carter
Chief Engineer Dorris C. Hunter

KELD

EL DORADO—1935

ABC—RAZORBACK-LION

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Radio Enterprises, Inc.
Business-Studio Address Home Finance Bldg.
Phone Number 3-6126
Transmitter Location Country Club Colony
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative Continental Radio Sales
Membership NAB
President, Pgm. Dir. W. N. McKinney
Vice-Pres., Gen.-Sta. Mgr. Leon M. Sipes
Sales Prom. Mgr., Publicity Dir. J. R. Duerson
Musical Director Mrs. Ann Theilan
Chief Engineer John Long
Farm Editor Henry Holly

KGRH

FAYETTEVILLE—1946—MBS
KBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Fayetteville Bcstg. Co., Inc.
Business-Studio Address 922 Leverett St.
Phone Number 862
Transmitter Location 922 Leverett St.
Air Time 5:30 a.m.-11:30 p.m.
News Service AP
Transcription Service SESAC
Representative Ra-Tel
Membership NAB
President Hayden McIlroy
Gen.-Sta.-Sls. Prom. Mgr. Fred J. Stevenson
Commercial Mgr., Pub. Dir. Ed. Gideon
Program Director Al Rowe
Chief Announcer Pat Perrin
Musical Director Steve Starwyck
Chief Engineer George Dotson

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By Forrest City Bcstg. Co., Inc.
Business Address Forrest City
Phone Number 950
Air Time Daytime
News Service AP
Representative Continental
Pres., Gen. Mgr. William Fogg
Comm. Mgr. Roger Davison
Pgm. Dir., Prom. Mgr. Frank Kelley
Chief Engineer James Thompson

KFPW

FORT SMITH—1930
MBS-RAZORBACK ARK.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Southwestern Hotel Co.
Business Address 2917 Rogers Ave.
Phone Number 4105
Studio Addresses 2917 Rogers Ave.;
1213 Garrison Ave.
Transmitter Location Albert Pike
& Kelley Highway
Air Time Unlimited
News Service UP, AP
Transcription Service World
Representative Walker
Membership NAB, BMB
Pres., Gen. Manager John A. England
Station Mgr., Farm Editor J. E. Garner
Comm.-Sales Prom. Mgr. Al Godwin
Program-Musical Dir. Dorothy Gibson
Production Director Afton Blake
Publicity Director J. E. Garner
Chief Engineer Willard E. Kunkel

KFSA

FORT SMITH—1946—ABC
RAZORBACK—OGB

Frequency: 950 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Southwestern Pub. Co.
Business-Studio Address 920 Rogers Ave.
Phone Number 3126
Transmitter Location 3600 Wheeler Ave.
Air Time Unlimited
News Service UP
Representative Taylor-Borroff
Membership NAB, BMB
President Donald W. Reynolds
Gen., Sta., Comm. Mgr. Weldon Stamps
Chief Engineer Robert W. Platt

KWHN

FORT SMITH—1947—LIBERTY

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By KWHN Bcstg. Co., Inc.
Business-Studio Add. 421-423 Garrison Ave.
Phone Number 8967-8
Transmitter Location End of Plum St.
Air Time 6 a.m.-M.
News Service AP
Tran. Service Capitol, Associated, Standard
Representative John E. Pearson
Membership NAB, BMB
President Allen Whiteside
Gen.-Sta. Mgr. Gene W. Dennis
Pgm. Dir., Chief Announcer Glenn O'Neal
Musical Director Joe Templeton
Chief Engineer Frank Tate

KHOZ

HARRISON—1946
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Harrison Bcstg. Corp.
Business-Studio Address Radio Addition
Phone Number 1240
Transmitter Location Radio Addition
Air Time 5:30 a.m.-11 p.m.
News Service UP
Transcription Service Standard, SESAC
Membership NAB
President Roy Milum
Gen.-Sta. Mgr. Robert S. Wheeler, Jr.
Comm., Sales, Prom. Mgr., Farm Editor
Tom Longfellow
Pgm. Dir., Chief Engineer Don Causey
Musical Dir. Wannie Longfellow

KFFA

HELENA—1941—MBS-KBS

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By Helena Bcstg. Co.
Business-Studio Address 215 York St.
Phone Number Main 58-59
Transmitter Location Stringtown Rd.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Continental Radio Sales
Membership NAB, BMB
Pres., Gen., Sta. Mgr. Sam W. Anderson
Comm., Sales, Prom. Mgr. William Bigley
Pgm.-Prod.-Publicity Dir. Hugh Smith
Musical Director Mary Parker
Chief Engineer A. P. Decker

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Hope Bcstg. Co.
Business Address P. O. Box 131
Phone Number 508
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
President A. H. Washburn
Gen. Mgr., Chief Engineer L. B. Tooley
Program Director George Frazier

KTHS

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc. Power: 10,000 d., 1000 n.
Owned By Times Publishing Company, Ltd.
Operated By Radio Broadcasting, Inc.
Business-Studio Address 135 Benton Street
Phone Number 1160-1
Transmitter Location Route 2
Air Time 6 a.m.-M.

News Service UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NAB, BMB
 President-Owner John D. Ewing
 General Manager John J. Wolever, Jr.
 Commercial Manager Ed. C. Appler
 Program Director J. F. Karber
 Chief Announcer William S. Bailey
 Musical Director Harry Lockhart
 Chief Engineer Cecil L. Suitt

K W F C

HOT SPRINGS—1940—MBS-KBS

RAZORBACK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Spa Bcstg. Co., Inc.
 Business-Studio Address Malco Building
 Phone Number 412-3
 Transmitter Location Malco Bldg.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Representative Sears & Ayer
 Membership NAB, BMB
 President Dr. N. B. Burch
 Gen. Sta. Mgr. Frank A. Browne
 Comm. Mgr. Robert Choate
 Pgm. Director George Arnold
 Chief Engineer Tom Willson

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5000 Watts — Day and Night

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ZIMMERMAN
 Vice-Pres.
 & Gen. Mgr.



NBC
 for
 Arkansas—
 Little Rock

ask ANY PETRY MAN!

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Regional Bcstg. Co.
 Business-Studio Address KBTM Bldg., 603
 Madison St.
 Phone Number 5597-8
 Transmitter Location Route No. 4
 Air Time 5:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service World. SESAC
 Membership NAB, BMB
 Pres., Gen. Mgr. Jay P. Beard

K A R K

LITTLE ROCK—1928

NBC-SOUTHCENTRAL QUAL-ARK.

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By Arkansas Radio & Equip. Co.
 Business-Studio Address Radio Center, 114
 East Capitol Ave.
 Phone Number LD 99
 Transmitter Location Hiway 67, Jackson
 Blvd., North Little Rock
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB, BMB
 Chmn. of Bd. T. H. Barton
 V.P., Gen. Sta. Mgr. G. E. Zimmerman
 Comm., Sls. Prom. Mgr. Julian F. Haas
 Pgm., Prod. Dir. Douglas J. Romine
 Publicity Dir. A. C. Dowden
 Chief Engineer Dan L. Winn
 Musical Dir. Marie Jarvis
 Farm Editor Robert L. Buice

K G H I

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By KGHI Bcstg. Service
 Address 306 W. 3rd St.
 Phone Number 9166
 Transmitter Location Cantrell Rd.
 Air Time Unlimited
 Representative George P. Hollingsbery
 Partners A. L. Chilton, L. H. Chilton,
 S. C. Vinsonhaler
 General Mgr. S. C. Vinsonhaler
 Comm. Prom. Mgr. Don Corbet
 Program Dir. Virginia Ewing
 Chief Engineer V. O. Van Dusen

K L R A

LITTLE ROCK—1928—CBS

Frequency: 1010 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Arkansas Bcstg. Co.

Business-Studio Address.....Gazette Bldg.
 Phone Number.....2-5427-8; 2-1492
 Transmitter Location.....Memphis Highway, 7 Mi.
 E. of Little Rock
 Air Time.....5 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....J. N. Heiskell
 General Manager.....Ed Murphy
 Program Director.....Harris Owen
 Publicity Dir.....Mina Madden
 Chief Engineer.....Kermit F. Tracy
 Farm Editor.....Deno Nichols

KVLC

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Southwestern Bcstg. Co.
 Business-Studio Address.....Box 2659
 Phone Number.....5-5321
 Studio Address.....Southern Nat'l Insur. Bldg.
 Transmitter Location.....Faulkner Lake Rd.
 News Service.....UP
 Transcription Service.....World
 Representative.....Forjoe
 Membership.....BMB
 President.....R. M. Saxon
 Gen., Sta. Mgr.....Leonard Coe
 Commercial Manager.....Bob Harrison
 Sales Prom. Mgr.....John Pankey
 Pgm. Prod. Dir.....Marshall Hendricks
 Chief Engineer.....William Miller
 Chief Announcer, Musical Dir.....Ernest Howard

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Newport Bcstg. Co.
 Business Address.....Newport
 Phone Number.....749
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 General Mgr.....Dick Wiethan
 Commercial Mgr.....Gene Howe
 Chief Engineer.....J. C. Clayton

KXLR

LITTLE ROCK—1946 MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ark. Airwaves Co.
 Business Address.....217 E. Third St.
 Phone Number.....(Studio) 2-2155
 (Office) 4-8928
 Studio-Transmitter Address.....Cotton Belt Bldg.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol, Standard

Representative.....Ra-Tel
 Membership.....NAB
 President.....John F. Wells
 General Manager.....Emil J. Pouzar
 Comm. Mgr.....Clyde Gray
 Program Dir.....Dorothy Jung
 Pub. Dir., Farm Editor.....Bobbie Forster
 Chief Announcer.....Roy Nichols
 Chief Engineer.....Earl H. Butler

KVMA

MAGNOLIA—1948—MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Magnolia Bcstg. Co.
 Business-Studio Address.....212 N. Jefferson St.
 Phone Number.....630, 631
 Transmitter Location.....2.2 Mi. N. Magnolia
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Membership.....NAB, BMB
 Gen. & Natl. Sales Mgr. C. A. Bill Humbert, Jr.
 Local Sales Director.....James H. Jones
 Publicity, Musical Dir.....Bill Tibbels
 Chief Engineer.....Ray H. Wells
 Farm Editor.....Vernon Arnette

KOSE

OSCEOLA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....H. F. Ohlendorf
 Business Address.....Hiway 61 S.
 Phone Number.....860
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 President.....H. F. Ohlendorf
 General Mgr.....Ted Woods
 Commercial Mgr.....John Fox
 Program Dir.....Leon Little
 Promotion Mgr.....Ann Edrington
 Chief Engineer.....H. M. Jones

KDRS

PARAGOULD—1947 KBS-RAZORBACK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Progressive Bcstg. Co.
 Business Address.....Box 491
 Phone Number.....627
 Studio-Transmitter.....½ Mi. East of
 Paragould, Highway 25
 Air Time.....6 a.m.-10:05 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 Gen.-Comm. Manager.....Ted Rand
 Sales Prom. Mgr.....Adrian White
 Program Dir.....Ray Dexter
 Chief Announcer.....Dick Covington
 Chief Engineer.....Jesse Jackson
 Farm Editor.....Walt Lawson

— A R K A N S A S —

WHY IS **AP** THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

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Vice-President: Ted Woods—KOSE, Osceola

Secretary: J. R. Anderson—AP Chief of Bureau

Directors: Leon Sipes—KELD, El Dorado

Ted Woods—KOSE, Osceola

William Fogg—KXJK, Forrest City

Fred J. Stevenson—KGRH, Fayetteville

J. M. Moore—KVLC, Arkadelphia

Continuing Study Committee Chairman: Ray Dexter—KDRS, Paragould

— A R K A N S A S —

K C L A

PINE BLUFF—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Engineering Service
 Business-Studio Address... 2900 West 28th
 Phone Number 1900
 Transmitter Location 2900 West 28th
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Business Mgr. Kenneth Kesterson
 Commercial Manager... Clyde Martin, Sr.
 Pgm. Dir., Chief Engineer... Charles Penix

K O T N

PINE BLUFF—1934—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Universal Bcstg. Corp.
 Address 505½ Main St., Box 957
 Phone Number 721
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Pres., Gen. Mgr., Chief Engr. B. J. Parrish
 Asst. & Prom. Mgr. B. W. Eiter
 Commercial Manager... Joe L. Wallace
 Program Director Lois Sloan

K X R J

**RUSSELLVILLE—1947—MBS-KBS
 RAZORBACK**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... The Valley Bcstrs., Inc.
 Business-Studio Address... Box 191
 Phone Number 299; 786
 Studio-Transmitter Address Russellville
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service KBS
 Representative Friedenberg
 Membership BMB
 Pres., Gen. Sta. Mgr. C. R. Horne
 Commercial Manager... R. L. McCarrell
 Sales Prom. Mgr. L. L. Bryan
 Pgm. Dir., Chief Announcer... James Lipsey
 Chief Engineer William Sneed

K U O A

SILOAM SPRINGS—1923—MBS-KBS

Frequency: 1290 Kc. Power: 5,000 Watts d.
 Owned-Operated By... KUOA, Inc.
 Business-Studio Address... Siloam Springs
 Phone Number 77
 Transmitter Location... Siloam Springs

Air Time 6 a.m.-Local Sunset
 News Service UP
 Transcription Service World, SESAC
 Membership NAB, BMB
 President John E. Brown, Sr.
 General Mgr. Storm Whaley
 Asst. Manager Clinton Fowler
 Program Director Ralph Kennedy
 Chief Engineer Cecil E. Smith
 Farm Editor Charles E. Hoke

(See Page 338)

K B R S

SPRINGDALE—1949—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Southwestern Pub. Co.
 Business Address Hiway 71
 Phone Number 675
 Air Time Unlimited
 News Service AP
 President Donald W. Reynolds
 Gen., Comm. Mgr. William F. Hession

K W A K

**STUTTGART—1948
 MBS—KBS—RAZORBACK**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Stuttgart Bcstg. Corp.
 Business Address 1818 S. Buerkle St.,
 Box 271
 Phone Number 842
 Studio-Transmitter Address... 1818 S. Buerkle
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 President Beloit Taylor
 Gen.-Station Manager... Melvin P. Spann
 Commercial Mgr. Carroll Lee
 Program Dir. June Spawn
 Chief Engineer Jack Warden

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... West Memphis Bcstg. Corp.
 Business-Studio Address... 229 Broadway
 Phone Number 463-4
 Transmitter Location Highway 70
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service... Lang-Worth, Capitol
 Representative Ra-Tel
 President J. C. Johnson
 Gen., Comm. Mgr., Pgm. Dir.
 Vernon Dillaplain
 Chief Anncr., Farm Editor... Bill Edwards
 Chief Engineer Vernon Dillaplain

your all-star DISC JOCKEY TEAM

BILL LEYDEN — 6 to 8 AM



PETER POTTER — 10 to Noon



Showmanship

Audience

BILL ANSON —
Noon to 3 PM



HOLLYWOOD ★

KFWB

Sales

★ WARNER BROS.

MAURICE HART —
3 to 4:15 PM



FRANK BULL —
6:30 to 7:30 PM



Results

GENE NORMAN —



10 to 12 PM

Warner Bros. KFWB in Hollywood offers you the nation's greatest array of disc jockeys. These six stellar personalities offer you showmanship and a vast audience, bringing you outstanding sales and sponsorship satisfaction. For further details contact your nearest William G. Rambeau Company or your KFWB account executive.

CALIFORNIA

Estimated Population 10,665,000—Increase +54.4%—Radio Homes 3,254,000
Radio Families 3,286,000—Stations in State 129

KAFY

BAKERSFIELD—1946—MBS-DON LEE
Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By... Bakersfield Bcstg. Co.
Business-Studio Address... 2013 Chester Ave.
Phone Number... 88700-77800
Transmitter... Poplar Lane at Rosedale Rd.
News Service... UP
Transcription Service... Lang-Worth
Representative... John E. Pearson
Membership... NAB, BMB
President... George B. Crome
General Manager... Sheldon Anderson
Station Manager... Frank Wilbur
Program Director... Naum Healy
Production Dir... Bob Blake
Publicity Dir... Martha Thompson
Chief Announcer... Harl Mannes
Chief Engineer... Ted Froming
Farm Editor... Ralph Ryan

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By... McClatchy Bdcstg. Co.
Business-Studio Address... Elk's Club Building
Phone Number... 8-8431
Transmitter Location... Oak and Ming Streets
News Service... AP, INS, UP
Transcription Service... World
Representative... Paul H. Raymer
Membership... NAB, BMB
President... Eleanor McClatchy
Station Manager... Walter Baziuk
Technician... Luverne Shatto

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Paul R. Bartlett
Business-Studio Address... 1420 Truxton Ave.
Phone Number... 44548
Transmitter Location... 17th & "T" Sts.
News Service... UP
Transcription Service... Standard
Representative... Avery Knodel
Membership... NAB
Owner... Paul R. Bartlett
Manager... Gene DeYoung
Prod., Pgm. Dir... Warren Mead
Sales, Prom. Mgr., Pub. Dir... Ken Croes
Acting Chief Engineer... Thad Bulkeley

KPMC

BAKERSFIELD—1933—ABC

Frequency: 1560 Kc. Power: 1000 Watts

Owned-Oper. By... Pioneer Mercantile Co.
Business-Studio Address... 307 E. 21st St.
Phone Number... 8-8157
News Service... UP
Transcription Service... Thesaurus
Representative... Gene Grant
Pres., Gen. Mgr., Pgm. Dir... L. A. Schamblin
Commercial Manager... C. C. Sturm
Promotion Manager... P. R. Biermann
Chief Engineer... L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... William T. Smith
Address... 4425 Ramsey St.
Phone Number... 515-5
News Service... AP
Transcription Service... World
Representative... Gene Grant
Membership... NAB
President... William T. Smith
General Mgr... Carleton Anderson
Commercial Mgr... Marvin H. Patchen
Program Dir... John L. Lockhart
Chief Engineer... Searcy Woodworth

KWTC

BARSTOW—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Mojave Valley Bcstg. Co.
Business Address... Radio Center, P.O. Box 1230
Phone Number... 4001
Studio-Transmitter Address... Radio Center
News Service... UP
Transcription Service... World
Representative... Gene Grant, Donald Cooke
Membership... NAB
Gen. Mgr., Pgm. Dir... Harry S. White
Commercial Mgr... Wheeler Abbett
Chief Engineer... Fred Fullwood

KRE

BERKELEY—1923

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Central Calif. Bcstrs., Inc
Address... 601 Ashby Avenue
Phone Number... Ashberry 3-7715
News Service... AP
Transcription Service... Standard
Membership... NAB
Gen. Station Manager... Arthur Westlund
Comm. Promotion Manager... Don Hambly
Production Director... Les Avery
Chief Engineer... Dave Fields

KYOR

BLYTE—1948—BCA WESTERN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated Bcstg. Corp. of America
 Business-Studio Address Blythe
 Phone Number 2231
 Transmitter 2 Mi. W. of Blythe, Hiway 60
 News Service UP, AP
 President W. L. Gleeson
 V.P. Chg. Sales Gene Williams

KROP

BRAWLEY—1946—BCA WESTERN

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Bcstg. Corp. of America
 Address Del Rio Country Club
 Phone Number 1300
 News Service AP, UP
 Representative Lee F. O'Connell
 President, General Mgr. W. L. Gleeson
 V.P. Chg. Sales Gene Williams

KWIK

BURBANK—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Burbank Bcstrs., Inc.
 Business-Studio Address 20 W. Burbank Blvd.
 Phone Number CHarleston 0-2111
 Transmitter Location 239 Amherst St.
 News Service UP
 Transcription Service Lang-Worth
 Director Paul Sutton
 Program Dir. Roger Patrick

KICO

CALEXICO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles R. Love
 Business Address P. O. Box 786
 Phone Number 918
 Studio-Transmitter, 1½ Mi. N. Calexico, Hgwy 99
 News Service AP
 President Charles R. Love
 General Mgr. W. A. Geddes
 Program Dir. Robert Cain
 Chief Engineer R'chard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated Go'den Empire Bcstg. Co.,
 Inc.
 Address Moorehead Bldg.
 Phone Number 237-8
 Transmitter Hooker Oak & Madrone Aves.
 News Service UP

Transcription Service World, Lang-Worth
 Representative Gene Grant
 President, Gen. Mgr. Hugh McClung
 Station Manager M. F. Woodling
 Commercial Manager J. A. Pero
 Program Director Loring Curtis
 Promotion Mgr. Henry Hanna
 Chief Engineer Russell B. Pope

KXOC

CHICO—1949—CBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By Sacramento Bcstrs., Inc.
 Business Address Radio Lane
 Phone Number 3200
 News Service UP
 Transcription Service Associated, Standard
 Representative Pearson
 President Lincoln Dellar
 Gen. Comm. Mgr. Ted Hall
 Program Dir. Neil McIntyre
 Promotion Mgr. Lester Berryman
 Chief Engineer Walter Berger

KBUC

CORONA—1948

Frequency: 1370 Kc. Power: 500 Watts
 Owned American Pacific Radio Bcstg. Co.
 Business Address Box 111
 Phone Number 1370-1-3
 Studio-Transmitter Address Custer Road
 News Service UP
 Transcription Service MacGregor, Lang-Worth
 Membership NAB
 Representative Grant
 Partners Elmer J. Bucknum, John G. Bucknum
 General Mgr. E. J. Bucknum
 Commercial Mgr. Mary Bucknum
 Program Dir. Jack A. Richardson
 Chief Engineer H. J. Ridinger

KRDU

DINUBA—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Dinuba Co.
 Business-Studio Address 110 N. "L" St.
 Phone Number 500
 Transmitter Location Bet. W. Dinuba & Reedley
 News Service AP
 Transcription Service Lang-Worth
 Gen., Comm. Mgr. Egan A. Haier
 Program Director Harold Sparks
 Chief Engineer Forrest W. Hughes

KXO

EL CENTRO—1927—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Valradio Inc.
 Business Address Box 140

Phone Number1100
 Transmitter-Studio Location....South 4th St.
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Paul H. Raymer
 MembershipNAB
 President.....Paul A. Jenkins
 Gen., Sales, Prom. Mgr.....Riley R. Gibson
 Commercial Manager.....Belle Hovey
 Prog. Dir., Farm Editor.....F. J. Wineriter
 Chief Engineer.....Dick Jacobsen

K H U M

EUREKA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Carroll R. Hauser
 Business-Studio Address.....Vance Hotel
 Phone Number.....3900
 Transmitter Location.....1025 W. Murray St.
 News ServiceAP
 Transcription ServiceCapitol
 Representative.....Western Radio Adv.
 Membership.....NAB
 Gen.-Sta.-Comm. Mgr.....Carroll R. Hauser
 Pgm.-Prod.-Publicity Dir.....Burke Ormsby
 Musical Dir.....Vivian Mason
 Chief Engineer.....Edward P. Strople

K I E M

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.
 Address.....Radio Center, E. Sixth St.
 Phone Number4000
 Transmitter.....Eureka Inlet, Humboldt Bay
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John Blair
 MembershipNAB, BMB
 Pres., Gen. Mgr.....Wm. B. Smullin
 Commercial Manager.....Don Telford
 Sales Promotion Manager.....Robert Stach
 Program Director.....Charles Paul Corbin
 Technical Dir.....John Bauriedel

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mendocino Coast Bcstg. Co.
 Address.....2100 East Oak St.
 Phone Number822-3
 Air Time.....6 a.m.-10 p.m.
 News ServiceAP
 Transcription Service.....World, Capitol
 Representative.....Forjoe
 President.....Edward Mertle
 Gen.-Sta. Mgr.....Paul L. Singer
 Sales Prom. Mgr.....James W. Sargent
 Program Dir.....Ray T. Mathewson
 Chief Engineer.....Craig Smith

K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....KARM, The George
 Harm Station
 Business-Studio Address..1333 Van Ness Ave.
 Phone Number4-2966
 Transmitter.....Van Ness & Alluvial Aves.
 News Service.....AP, INS
 Transcription ServiceStandard
 Representative.....Edward Pety
 MembershipNAB
 President.....Hattie Harm
 General-Station Manager...Clyde F. Coombs
 Exec. Sec., Promotion Manager...Eldora Roth
 Program, Prod. Director.....John Garrick
 Chief Engineer.....Elbert Dean

K F R E

FRESNO—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Calif. Inland Bcstg. Co.
 Business-Studio Address..T. W. Patterson Bldg.
 Phone Number4-5001
 Transmitter Location.....Monson
 News ServiceUP
 Transcription Service.....Associated, World
 Representative.....Avery-Knodel
 MembershipNAB
 Pres., Gen. Mgr.....Paul B. Bartlett
 Program Director.....Ed J. Frech
 Chief Engineer.....K. L. Mealey

K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Baker Bcstg. Co.
 Business-Studio Address.....1018 Broadway
 News ServiceUP
 Transcription Service.....Standard
 General Mgr.....John Baker
 Station Mgr.....Robert L. Howell

K M J

FRESNO—1922—NBC

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Business-Studio Address..1559 Van Ness Ave.
 Phone Number3-6277
 Transmitter Location.....Kerman, Calif.
 News Service.....AP, UP
 Transcription ServiceCapitol
 Representative.....Paul H. Raymer
 MembershipNAB, BMB

President Eleanor McClatchy
 Station Manager Hal Brown
 Sales Manager Coyle Chambers
 Program Mgr. Joe Tomes
 Chief Technician William N. Wallace

KYNO

FRESNO—1947—MBS-DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Robert Schuler,
 Sheldon Anderson, Gene Chenault, Bert
 Williamson
 Business Address Hotel Fresno
 Phone Number 2-6141
 Transmitter Barton & McKinley Aves.
 News Service UP
 Representative Pearson, Western
 Membership NAB
 President Robert Schuler
 General Mgr. Gene Chenault
 Commercial Mgr. Joe Hinman
 Program Dir. Leo Goldman
 Chief Engineer Bert Williamson
 Farm Editor Robert Fahs

KIEV

GLENDALE—1933

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By Cannon System, Ltd.
 Address 102 N. Glendale Ave.
 Phone Number Cyprus 1-1133
 President David H. Cannon
 General Mgr. Cal Cannon

KGFN

GRASS VALLEY—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Joe D. Carroll
 Business Address P. O. Box No. 924
 Phone Number 1400
 Transmitter-Studio Location Grass Valley
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Grant
 President Joe D. Carroll
 General Manager Claude F. Jones
 Chief Engineer Loyd L. McQueary

KNGS

HANFORD—1948

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Hanford Publishing Co.
 Business Address P. O. Box 620
 Phone Number 620

Studio & Trans 4 Mi. E. Hanford Hgway, 198
 News Service INS, UP
 Transcription Service Associated. World
 General Mgr. Don C. Reeves
 Commercial Mgr. John Cohan
 Program Dir. E. C. Balthis
 Chief Engineer Don C. Reeves

KECA

HOLLYWOOD—1929—ABC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg. Co., Inc.
 Business Address ABC TV Center
 Phone Number NO 3-3311
 Studio Address 1440 No. Highland
 Transmitter Location 2951 S. Fairfax Ave.
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative ABC Spot Sales
 Membership NAB, BMB
 President (ABC) Mark Woods
 V.P., Gen. Mgr. W. Div. (ABC) Frank Samuels
 Station Manager Clyde P. Scott
 Commercial Manager Amos T. Baron
 Program Director Rollo Hunter
 Chief Engineer Phil Caldwell

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Ben S. McGlashan
 Business-Studio Address 6314 Sunset Blvd.
 Phone Number Hillside 0201
 Transmitter Washington & Oak Sts., L. A.
 News Service UP
 Transcription Service Muzak
 Owner Ben S. McGlashan
 General Manager Thelma Kirchner
 Commercial Manager Jim Strain
 Chief Engineer Homer Obuchon

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By KMTR Radio Corp.
 Address 1000 Cahuenga Blvd.
 Phone Number Hudson 2-7311
 Transmitter Location 2201 N. Indiana, L. A.
 News Service INS
 Transcription Service Capitol
 Representative Adam J. Young, Jr.
 Membership NAB
 President Dorothy Schiiff
 Gen. Sta. Manager Don J. Fedderson
 Comm. Mgr. D. E. Lundy
 Sales Prom. Mgr. Jack Miller
 Pgm. Dir. Fred Henry

Prod. Dir. Don Forbes
 Pub. Dir. Red Doff
 Chief Engineer. Carl Olson

KREO

INDIO—1946—BCA WESTERN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Bcstg. Corp. of America
 Business-Studio Address. Calhoun Dr.
 Phone Number 7-3403
 Transmitter Calhoun Dr.
 Representative Lee F. O'Connell
 President & General Mgr. William L. Gleason
 V.P. Chg. Sales Gene Williams

KTED

LAGUNA BEACH—1949

Frequency: 1520 Kc. Power: 1000 d; 250 n.
 Owned-Oper. By. Uni. Radio Features Synd.
 Business Address. 424 Glenneyre
 Phone Number 1520
 News Service AP
 Transcription Service. Thesaurus, World
 Representative Grant
 President, General Mgr. Tom E. Danson
 Comm., Prom. Mgr. James M. Matheny
 Chief Announcer. Richard S. Morgan
 Chief Engineer. Allan L. Campbell

KCVR

LODI—1946—KBS

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By. Central Valley Radio
 Business Address. P. O. Box 600
 Phone Number Lodi 1700
 Transmitter Studio. 1.8 Mi. N.W. of Lodi
 News Service UP
 Transcription Service Standard
 General Manager. Herbert W. Brown
 Station Manager. David A. Brown

KFOX

LONG BEACH—1924

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By. Nichols & Warinner, Inc.
 Address. 220 E. Anaheim Street
 Phone Number. Long Beach 672-81
 Transmitter Location. 220 E. Anaheim Street
 News Service UP
 Representative Burns-Smith
 Membership NAB
 Pres., Gen. Mgr., Pgm. Dir. Hal G. Nichols
 Promotion Mgr. Norman Masterson
 Comm. Mgr., Chief Engineer

Lawrence W. McDowell

KLAC

Represented by

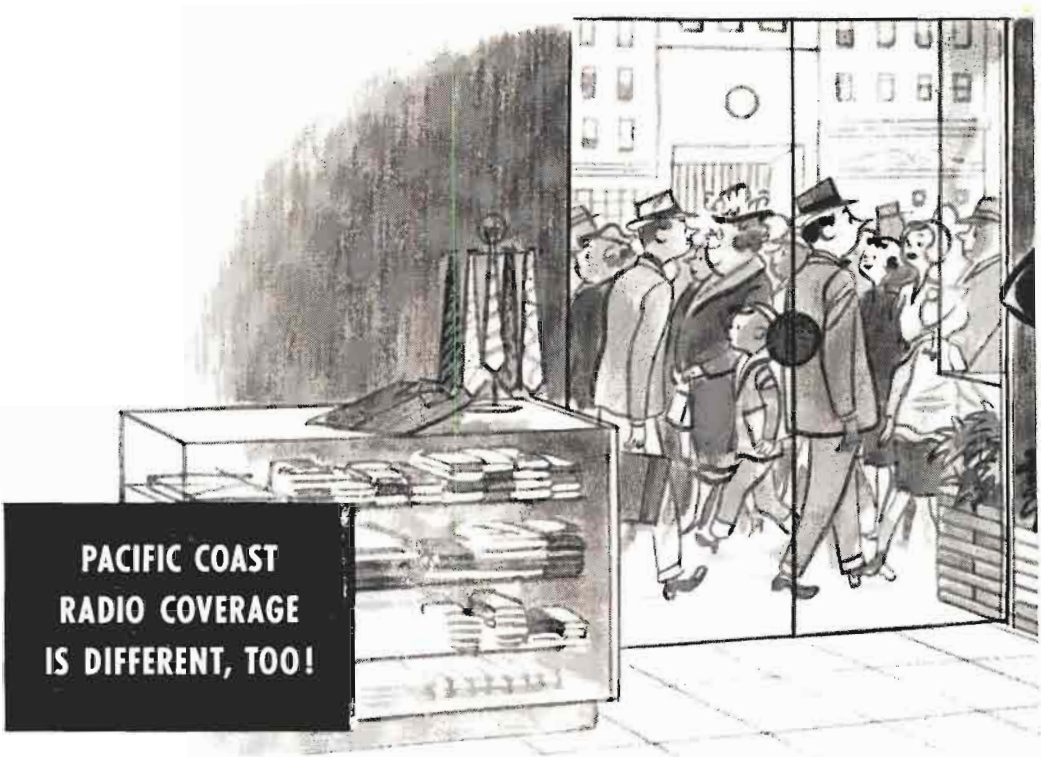
ADAM J. YOUNG

New York



The Fastest Growing Radio Station
 in America

HOLLYWOOD, CALIF.



FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

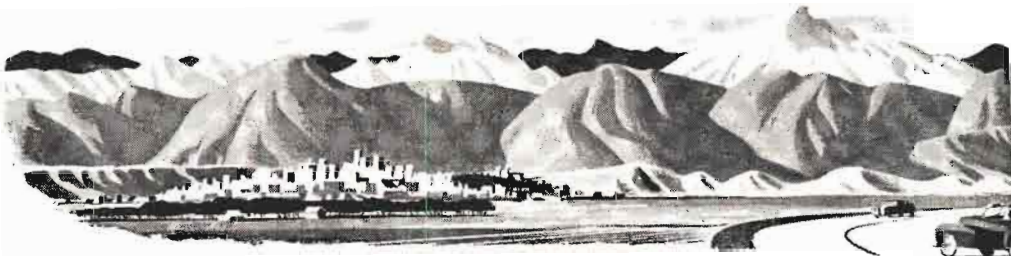
To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical...yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially *designed* for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

The Nation's Greatest Regional Network





to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their 15½ billions per year, and Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If selling the Pacific Coast is your problem, remember coverage is *different* on the Pacific Coast. Use the *only* radio network especially *designed* for the Pacific Coast: DON LEE.

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • Represented Nationally by JOHN BLAIR & COMPANY

The Tale of Two Cities* . . .

*Siloam Springs, Ark.

1290 **KUOA** K.C.

The KUOA primary (Oklahoma — 6 counties, Missouri—4 counties, Arkansas—5 counties) is worth covering! It's a bright white spot in the nation's market picture. KAMOLAND's many sources of income—poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal—add up to an annual \$200,000,000 buying power.

| | |
|---|-----------|
| Area Population | 1,220,953 |
| Radio Homes in | |
| KUOA Primary | 80,540 |
| % Increase 1940-49 | 164% |
| National | 136% |
| % Increase Retail Sales in KUOA Primary 1939-48 | 346% * |
| % Increase Retail Sales, Nat. | 309% * |

* 1949-50 "Consumer Markets."

KUOA Daytime Audience
1949 Area Conlan 34.5%
(45-Mile Circle)

KUOA'S MORNING AUDIENCE WAS MORE THAN TWICE THAT OF ITS NEAREST COMPETING STATION! THE PEOPLE ARE HERE—THE MONEY IS HERE—THE MARKET IS HERE!

5000 W. **KUOA** 1290
MUTUAL K.C.

Razorback Network—Liberty Broadcasting System

*Long Beach, Calif.

1390 **KGER** K.C.

Don't let the proximity of Los Angeles blind you to the booming Retail sales of the \$100,000,000 Long Beach market when placing national radio campaigns in Southern California!

| | |
|-----------------------|---------|
| Long Beach Population | 305,000 |
| Total Families | 93,900 |
| Radio Families | 92,960 |
| % Radio Families | 99% |

Leading Independent in
Long Beach Market 84%

Leads other local station
in 497 out of 504 quarter
hour periods.

. . . AND KGER DELIVERS THE LONG BEACH AUDIENCE TO ADVERTISERS AT A LOWER "COST PER THOUSAND!"

5000 W. **KGER** 1390
K.C.

Owned by
the John Brown Schools of
Arkansas and California

The Voice of . . . *

KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

The Station of
THE AMERICAN HOME

KGER

LONG BEACH—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By . . . John Brown Schools of Calif., Inc.
 Business Studio Address 435 Pine Ave.
 Phone Number 7-2785
 Transmitter Atlantic & Olive, Hynes
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service SESAC, Cole
 Representative J. H. McGillvra
 Membership NAB
 President John E. Brown
 Gen.-Sta.-Comm. Mgr. Galen Gilbert
 Sales-Prom. Mgr., Pgm. Dir. William George
 Publicity Director Dick Walsh
 Musical Dir. Peter Slack
 Chief Engineer Luther Crumbaugh

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Los Angeles Bcstg. Co., Inc.
 Business-Studio Address . 645 S. Mariposa Ave.
 Phone Number Dunkirk 4-1231
 Transmitter Location . . . 3725 Chesapeake Ave.
 Air Time 24 hrs.
 News Service AP
 Transcription Service Associated, SESAC
 Membership NAB, BMB
 Pres.-Gen.-Sta. Mgr. Calvin J. Smith
 Prod., Pgm. Dir. Howard Rhines
 Pub. Dir. Murry Boggs
 Chief Announcer Howard Rhines
 Musical Librarian Edith Kent
 Chief Engineer Ron Oakley

(See Page 340)

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By . . . Earle C. Anthony, Inc.
 Business-Studio Address . 141 N. Vermont Ave.
 Phone Number Dunkirk 2-2121
 Transmitter Location Buena Pk.
 Air Time 5:30 a.m.-1 a.m.
 News Service AP, UP
 Transcription Service Capitol, Associated,
 World
 President-Owner Earle C. Anthony
 General Manager W. B. Ryan
 Sales, Promotion Mgr. Kevin B. Sweeney
 Program Dir. Pat Kelly
 Chief Announcer George Dvorak
 Musical Director Bob Mitchell
 Chief Engineers Curtis Mason,
 H. L. Blatterman
 Farm Editor Nelson McInlch

(See Page 342)

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc. Power: 5,000 Watts
 Owned-Operated By Standard Bcstg. Co.
 Business-Studio Add. 338 S. Western Ave.
 Phone Number Dunkirk 8-2345
 Transmitter Location Lynwood, Calif.
 Air Time 6 a.m.-3 a.m.
 Transcription Service Lang-Worth
 Membership NAB
 Pres., Gen. Mgr. Frank Burke, Jr.
 Commercial Manager Harry Patterson
 Program Director Carl Brewster
 Chief Announcer Clyde Cadwell
 Chief Engineer Leonard Reeves

KFWB

LOS ANGELES—1925

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Warner Bros. Bcstg. Corp.
 Business-Studio Address . 5833 Fernwood Ave.
 Phone Number HE 5151
 Transmitter Location . 5775 W. Jefferson, L. A.
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Representative William G. Rambeau
 General Manager Harry Maizlish
 Pgm., Prod. Dir. William V. Ray
 Publicity Dir. Sydney Yallen
 Commercial Manager . . . William D. Edouarde
 Chief Announcer Harry Hall
 Chief Engineer Harry Myers
 Musical Director Dion Romandy

(See Page 330)

KHJ

LOS ANGELES—1922

MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By . . . Don Lee Bcstg. System
 Business-Studio Address . . . 1313 N. Vine St.,
 Hollywood
 Phone Number HUDson 2-2133
 Transmitter Location Venice Blvd.
 Air Time 6 a.m.-1 a.m.
 News Service AP, INS
 Transcription World
 Representative John Blair
 Membership NAB
 President Willet H. Brown
 V.P. chg. Sales Ward D. Ingram
 Sales Manager George Whitney
 Sales Promotion Manager . Herbert Sonnenburg
 Program Director J. Carlton Adair
 Director of Operations Anthony J. LaFrano
 Publicity Director Mark Finley
 Musical Director Harry Zimmerman
 V.P.-Engineering Walter Carruthers
 Farm Editor Les Mawhinney

LONG HAIR MUSIC

IS OUR BUSINESS

And business is a pleasure — because our audience forms an important segment of an important market — served exclusively in the field of better music by KFAC.

PULSE* REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5-12% of the audience — in the nation's third largest market.

Check our cost per listener — one of the country's lowest.

KfAC **AM — FM**
5 KW *The Music Station*
 FOR SOUTHERN CALIFORNIA
 1330 KC

LOS ANGELES BROADCASTING CO., INC.
645 MARIPOSA, LOS ANGELES 5

For Information, Phone or Wire Collect

* The Pulse, Inc.
110 Fulton St.
N. Y. 7, N. Y.

KMPC

LOS ANGELES—1927

Frequency: 710 Kc. Power: 53,000 d., 10,000 n.
 Owned-Operated By...KMPC, the Station of
 the Stars, Inc.
 Business-Studio Address...5939 Sunset Blvd.
 Phone Number...Hollywood 9-5341
 Transmitter Location...12755 Burbank Blvd.,
 N. Hollywood, Calif.
 Air Time 6 a.m.-M.
 News Service AP, INS, UP
 Transcription Service Associated
 Representative H.R. Representatives, Inc.
 Chairman of the Board G. A. Richards
 Gen.-Sta. Mgr., V.P. Robert O. Reynolds
 Vice-Pres. Earl E. Gibbs
 Sales Prom. Mgr., Pub. Dir. Andy Wilson
 Pgm., Prod. Dir. John Baird
 Chief Announcer Howard Flynn
 Musical Director Jerome Sybilrud
 Chief Engineer Loyd Sigmon
 Farm Editor Charles Lee Stone

(See Page 344)

KNX

LOS ANGELES—1924—CBS

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By...Columbia Bcstg. System,
 Inc.
 Business-Studio Address...6121 Sunset Blvd.
 Phone Number...HOLLYWOOD 9-1212
 Transmitter Location...190 St. & Hawthorne
 Blvd., Torrance, Calif.
 Air Time 5:30 a.m.-1:05 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Radio Sales, CBS
 Membership NAB, BMB
 President (CBS) Frank Stanton
 V.P., Gen. Exec. Howard S. Meighan
 Gen. Mgr. Merle S. Jones
 Sales Manager Wayne R. Steffner
 Promotion Manager Ralph Taylor
 Program Director George W. Allen
 Chief Engineer Les Bowman

(See Page 346)

KOWL

LOS ANGELES—1947

Frequency: 1580 Kc. Power: 5000 Watts d.
 Owned-Operated By...KOWL, Inc.
 Business-Studio Address...Pico at the Ocean
 Phone Number...Santa Monica 46761
 Transmitter Location...11637 Charnock Rd.
 Air Time 7 a.m.-Sunset
 News Service UP
 Transcription Service Associated, Standard
 Pres.-Gen.-Sta. Mgr. Arthur H. Croghan
 Program Dir. Warren K. Deem
 Chief Engineer John Morecroft

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By...Radio Broadcasters,
 Inc.
 Business-Studio Address...541 So. Spring St.
 Phone Number...TRucker 7111
 Transmitter Location...1050 Montecito Drv.
 Air Time Unlimited
 News Service INS
 Transcription Service Associated, SESAC
 Membership NAB
 General-Station-Comm. Mgr. Ned Connor
 Publicity Director Doug Douglas
 Pgm. Dir.-Chief Announcer... Charles Clifton
 Chief Engineer Willis O. Freitag

KMYC

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Marysville-Yuba City
 Bcstrs., Inc.
 Business Address P. O. Box 631
 Phone Number 2080
 Studio Address 519 E. St.
 Transmitter Location...Laurellan Rd., District 10
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB
 President H. E. Thomas
 Gen.-Station Comm. Manager... Joe D. Carroll
 Sales Promotion Manager... A. J. Powell, Jr.
 Program Director William R. Cleveland
 Publicity Director Hedley Hall
 Chief Engineer Loyd McQuary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By...Merced Bcstg. Co.
 Business Address P. O. Box 717
 Phone Number 1430-1; 1281
 Studio Address G St. Grade
 Transmitter Location...Lake Rd., Merced Cty.
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB
 President-Gen. Mgr. Hugh McClung
 Station Manager Charles H. Kinsley, Jr.
 Comm. Mgr.-Pgm. Dir. A. J. Krisik
 Sales Prom. Mgr. Rod O'Hara
 Prod.-Musical Dir. Joel Buffington
 Pub. Dir. Edward Blakesley
 Chief Announcer Harvey Otto
 Chief Engineer M. R. Beavers
 Farm Editor Clare Caughman



Pat Bishop



Burrjitt Wheeler



Ted Meyers

they are not too dainty at KFI !

Johnny Murray



Stu Wilson



Bill Stulla



KFI's personalities are not too dainty to personally do the commercials on their programs.

You know how much more effective a sales message is when the star of your program throws his influence behind the product.

That's why KFI's stars, who take their selling chores as seriously as they take the job of entertaining their listeners, always voice their own sales messages.

Each of these six personalities has proved his ability as a salesman with dozens of products on KFI.

One more reason advertisers are more successful on KFI.



Barclay C. Anthony, Inc.

NBC FOR LOS ANGELES • 640 KC CLEAR CHANNEL

K T R B

MODESTO—1933

Frequency: 860 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: KTRB Bcstg. Co., Inc.
 Address: P. O. Box 593
 Phone Number: 774
 Studio-Transmitter: Norwegian Ave.
 Air Time: 5 a.m.-1 a.m.
 News Service: INS, UP
 Transcription Service: Lang-Worth, Cole,
 Standard
 Representative: W. S. Grant
 Membership: NAB
 Pres.-Gen.-Station Mgr.: William H. Bates, Jr.
 Com.-Sales Promotion Mgr.: James Van Parks
 Pgm.-Prod.-Publ. Dir.: Milton L. Hibdon
 Chief Anncr.-Farm Editor: Charles McEwen
 Musical Director: Don Lapan
 Chief Engineer: William H. Bates, Jr.

K M B Y

MONTEREY—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Monterey Bcstg Co.
 Business Address: Hotel San Carlos
 Phone Number: 8541
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Associated
 General Mgr.: L. John Miner
 Comm. Mgr.: John F. W. Tyler
 Pgm. Dir.: Ford Warner
 Chief Engineer: Emil A. Trojak

K W S D

MOUNT SHASTA—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Shasta Cascade Bcstg.
 Corp.
 Business Address: Alma St.
 Phone Number: 2124
 News Service: AP
 Transcription Service: Standard
 Representative: Western
 General-Commercial Mgr.: Arthur Adler
 Promotion Manager: Raymond Conners
 Program Director: Lola Huntingdon
 Chief Engineer: David H. Rees

K V O N

NAPA—1947

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Operated By: Napa Bcstg. Co.
 Address: Foster Rd.
 Phone Number: 6-7421
 Transmitter Location: Foster Rd.
 Air Time: 6 a.m.-M.

News Service: AP
 Transcription Services: World, Associated
 Representative: ForJoe
 Membership: NAB
 Pres.-Gen. Mgr.: William S. Quinn
 Station Manager: Grant Pollock
 Commercial Manager: Hal McCoy
 Sales Prom. Mgr.: Bert Johnson
 Program Director: Bob O'Brien
 Chief Announcer: Bill Hargan
 Chief Engineer: Herbert Vanderbeek
 Farm Editor: Herman Baade

K S F E

NEEDLES—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Shelley Radio-Electric Co.
 Business-Studio Address: 821 Broadway
 Phone Number: 1260
 Transmitter Location: Western outskirts of
 Needles, on Hiway 66
 Air Time: Unlimited
 News Service: INS
 Owner, Chief Engineer: Oscar D. Shelley

K L X

OAKLAND—1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Tribune Building Co.
 Business Studio Address: Tribune Tower
 Phone Number: GLencourt 1-0660
 Transmitter Location: Tribune Tower
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Capitol, World
 Representative: Burn-Smith
 Membership: NAB
 President: J. R. Knowland, Jr.
 Gen. Station Manager: Glenn Shaw
 Program Director: Jerry Morton
 Musical Director: Lou Dean Grow
 Chief Engineer: Roswell S. Smith

K R O W

OAKLAND—1925

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: KROW, Inc.
 Business Studio Address: 464-19th St.
 Phone Number: TWinoaks 3-9800
 Transmitter Location: 1520-8th Ave.
 Air Time: 5:30 a.m.-M.
 News Service: UP
 Transcription Service: Standard, Associated
 Membership: NAB
 President: Sheldon F. Sackett
 Program Director: Russ Coughlan
 Publicity Director: Mercedes Prosser
 Chief Engineer: C. E. Downey

THE WEST'S MOST POWERFUL INDEPENDENT



SPORTS STARS HEARD EXCLUSIVELY



BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Deon of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.



JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:
National Open Golf Tournament • P. G. A. Golf Tournament
Davis Cup Matches • Glendale Open Golf Tournament
National Tennis Championship Matches

KMPC "THE WEST'S MOST POWERFUL INDEPENDENT"
- *Leading in Sports* -

50,000 WATTS
10,000 watts
at night

* H-R REPRESENTATIVES, INC., NATIONAL REPRESENTATIVES *

KWBR
OAKLAND—1920

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Warner Bros. Radio, Inc.
 Business-Studio Address 327-21st St.
 Phone Number Higate 4-1212
 Transmitter Location 327-21st St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President, Gen. Mgr. S. W. Warner
 Station Manager F. Wellington Morse
 Commercial Manager W. E. Malone
 Program Director Wanda Armev
 Production Director George Oxford
 Chief Announcer Bob Bouard
 Musical Director Sam Watts
 Chief Engineer Paul Gregg

KOCS
ONTARIO—1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By The Daily Report Co.
 Business-Studio Address 222 East "B" St.
 Phone Number 627-54
 Transmitter Location 4th and San Antonio
 Air Time Local sunrise—Local sunset
 News Service UP
 Transcription Service Capitol, Associated
 President Mrs. Jerene Appleby Harnish
 Station Mgr. Stanley G. Davis
 Commercial Mgr. James E. Rennie
 Publicity Director Helen Faye Thompson
 Pgm. Dir.-Chief Announcer George Crofford
 Chief Engineer Floyd Hall
 Farm Editor Gene Durbin

KDAN
OROVILLE—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Oroville Mercury Co.
 Address Box 231
 Phone Number 1340
 Air Time 6:45 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President Dan L. Beebe
 Gen.-Station-Comm. Mgr. Arden Booth
 Chief Announcer Lloyd Klemp
 Musical Dir. W. W. Lamberton
 Chief Engineer Ray Partridge
 Farm Editor Bill Aiston

KCMJ
PALM SPRINGS—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Palm Springs Bcstg. Co.
 Business Address Box KK

Phone Number 2253
 Studio, Transmitter Location N. Indian Ave.
 Air Time 7 a.m.-M.
 News Service UP
 Representative John E. Pearson
 President Donald C. McBain
 Gen. Station Mgr. Roland B. Vaile
 Commercial Mgr. Harry Davis
 Sales Promotion Mgr. Ann Gerald
 Program Mgr. Dorothy Fanning
 Chief Engineer Donald C. McBain
 Asst. Chief Engineer John D. Clowes

KIBE
PALO ALTO—1949

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Oper. By M. Kibbe & D. K. Deming
 Business Address P.O. Box 1151
 Studio Address Palo Alto Airport
 Transmitter Location End of University Ave.
 Phone Number DA. 3-1341
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Membership NAB
 Gen.-Comm. Mgr. M. Kibbe
 Asst. Mgr.-Pgm. Dir. Ben Ott
 Chief. Anncr.-Musical Dir. John Daniels
 Chief Engineer Dave Wortman

KALI
PASADENA—1950

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By John H. Poole
 Business-Studio Address 425 E. Green St.
 Phone Number RY 1-7641, SY 2-5327
 Transmitter 924 Vista St., San Gabriel
 Air Time Daytime
 Owner John H. Poole
 Manager Aubrey H. Ison
 Program Director Allan Berg
 Production Joe Thompson
 Record Librarian Fred Smith
 Chief Engineer Harvey Fritch

KXLA
PASADENA—1942

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By Pacific Coast Bcstg. Co.
 Business Address 1401 So. Oak Knoll Ave.
 Phone Number Ryan 1-6991
 Transmitter Location El Monti
 Air Time 24 hrs. daily
 News Service AP
 Transcription Service World, Associated
 President-Gen. Sta. Mgr. Loyal K. King
 Pgm. Dir. Dick Scofield
 Chief Anncr. Carl Saunders
 Musical Dir. Cliff Stone
 Chief Engineer Jack Reader
 Farm Editor Dr. LeRoy Smith

**...Over
five million
people
listen to
one station
every week**

—————→ K N X

Los Angeles 50,000 Watts

K W K W

PASADENA—1942

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By. Southern Calif. Bcstg. Co.
 Business-Studio Address. 425 E. Green St.
 Phone Number. Ryan 1-6744
 Transmitter. 932 N. Vista, San Gabriel
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Capitol
 Representative. Forjoe
 Membership. NAB
 President. Marshall S. Neal
 Gen.-Station-Comm. Mgr. William J. Beaton
 Sales Prom. Manager. Lynn Johnston
 Pgm. Dir., Chief Anncr. Crowell H. Beech
 Prod., Pub. Dir. Claire Hughes
 Musical Director. Bill Garr
 Chief Engineer. Paul W. Spargo
 Farm Editor. Wes Mears

K P R L

PASO ROBLES—1946

MBS-DON LEE-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Leslie Henry Hacker
 Business Studio Address. 32nd & Oak Sts.
 Phone Number. 204
 Transmitter Location. 32nd & Oak Sts.
 Air Time. Unlimited
 News Service. AP
 Transcription Service. Standard
 Representative. W. S. Grant
 Owner-Gen. Mgr. Leslie Henry Hacker
 Station Mgr. Robert S. Wilton
 Commercial Mgr. Jack B. Wasson

K E C C

PITTSBURG—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By. Pittsburg Bcstg. Co., Inc.
 Business Address. 235 Railroad Ave.
 Phone Number. 1638
 Air Time. Unlimited
 News Service. UP
 Transcription Service. World
 General Mgr. Mel D. Marshall
 Commercial Mgr. John C. McFarland
 Program Mgr. Dean Mell
 Chief Engineer. Merlin W. Haag

K P M O

POMONA—1947

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By. Valley Bcstg. Co.
 Business-Studio Address. 1240 E. Holt St.
 Phone Number. Lycoming 2-1293
 News Service. UP
 Transcription Service. Standard, World

President, General Mgr. Dean H. Wickstrom
 Comm., Prom. Mgr. Jim Oliver
 Chief Engineer. Buck Rogers

K T I P

PORTERVILLE—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: J. F. Tighe Bcstg. Co.
 Business Address. Box 1312
 Phone Number. 1450
 Studio-Transmitter. Newcomb & Grand
 Air Time. 6 a.m.-10 p.m.
 News Service. UP
 Transcription Service. World
 Representative. Gene Grant
 Membership. NAB
 President. Jack Tighe
 General Station Mgr. Ward E. Fritch
 Program Prod. Dir. Frank Robinson Brown
 Publicity Director. Kenneth R. Clifford Jr.
 Musical Director. Jelly Sanders
 Chief Engineer. Hampton McKinney
 Farm Editor. Kenneth Clifford

K B L F

RED BLUFF—1946—NCG

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Dr. Russell G. Frey

24 HOURS A DAY

on
1300 Kc.

SPORTS

DISC JOCKEYS

MUSIC

PASADENA

PLAYHOUSE

FOREIGN LANGUAGE

PROGRAMS

K W K W

(PASADENA)

LOS ANGELES

Southern California Broadcasting Co.
FORJOE & CO.—National Reps.

CALIFORNIA

Studio-Business Address..... 346 Oak St.
Phone Number..... 354
Transmitter Location..... E. Red Bluff
Air Time..... Unlimited
News Service..... UP
Transcription Service..... World
Representative..... Tracy Moore
Membership..... NAB, BMB
President..... Dr. Russell G. Frey
General Mgr...... Arvo Haapanen
Commercial Mgr...... Ed Headrick
Chief Engineer..... Lane King

Transmitter Location..... 3 mi. NW of town
Air Time..... 6 a.m.-1 a.m.
News Service..... AP
Transcription Service..... World
Representative..... Robert Meeker, W. S. Grant
Membership..... BMB
President-General Mgr...... Ewing C. Kelly
Station Manager..... Howard Smiley
Commercial Manager..... John Dupell
Program-Publicity Director..... Howard J. Smiley
Production Director..... Fred Beckwith
Chief Engineer..... Paul E. Leake

KVCV

REDDING—1938—MBS DON LEE

Frequency: 600 Kc..... **Power:** 1000 Watts
Owned-Operated By... Golden Empire Broad-
 casting Co.
Business Address..... Highway 99, South
Phone Number..... 1646-7
Transmitter Location.. Highway No. 99 South
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Standard, World
Representative..... Grant
President..... Hugh McClung
General Mgr...... Fred M. Stuelpnagel
Commercial Manager..... H. E. McCarty
Program Dir...... Lyle Mathys
Promotion Mgr...... Ray Hullinger
Chief Engineer..... Russell Pope

KZYZ

REDLANDS—1949

Frequency: 990 Kc..... **Power:** 1000 d.
Owned-Oper. By... Orange Empire Bcstg. Co.
Address..... 208½ Orange St.

KPRO

RIVERSIDE—1941—BCA WESTERN

Frequency: 1440 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... Broadcasting Corp. of
 America
Business Address..... P.O. Box 987
Phone Number..... Riverside 6290
Studio-Transmitter..... 3401 Russell St.
Air Time..... 6 a.m.-1 a.m.
News Service..... AP, UP
Transcription Service..... World
Representative..... Lee O'Connell
President-General Mgr...... W. L. Gleeson
Vice-Pres. Charge Sales..... Gene Williams

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... KCRA, Inc.
Business Studio Address..... 1010 11th St.
Phone Number..... Gilbert 2-0758

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc..... **Power:** 50,000 Watts
Owned-Operated By... McClatchy Bcstg. Co.
Business Studio Address..... 708 Eye St.
Phone Number..... Gilbert 3-1745
Transmitter Location..... Pleasant Grove
Air Time..... Unlimited
News Service..... UP, AP
Transcription Service..... Capitol
Representative..... Paul H. Raymer
Membership..... NAB, BMB
President..... Eleanor McClatchy
Station Manager..... Keith B. Collins
Director of Sales..... Leo Ricketts
Publicity & Promotion..... Tom C. Flynn
Program Manager..... Richard S. Burdick
Traffic Manager..... Howard Evanson
Music Librarian..... Herbert Harrison
Chief Engineer..... Stam Sronce
Farm Editor..... Ray Rodgers

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc..... **Power:** 250 Watts
Owned-Operated By..... Harmco, Inc.
Business-Studio Address... Hotel Sacramento
Phone Number..... Gilbert 3-2525
Transmitter Location..... 3402 65th St.
Air Time..... 6 a.m.-M.
News Service..... INS, UP
Transcription Service..... Associated
Representative..... Avery-Knodel
Membership..... NAB
V.P.-Mgr...... Clyde F. Coombs
Commercial Manager..... Byron H. Nelson
Ass't Mgr., Pgm. Dir...... William J. Ratcliff
Chief Engineer..... Howard Martineau
Farm Editor..... Scotty Mortland

KXOA

**SACRAMENTO—1945
MBS-DON LEE**

Frequency: 1470 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... Sacramento Bcstrs., Inc.
Business Studio Address..... 1617—30th St.
Phone Number..... Hickory 9-3547
Studio-Transmitter Location... Auburn Freeway

Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Associated
 Represent. J. E. Pearson, West. Radio Adv.
 President Lincoln Dellar
 General Station Mgr. Herb Ferguson
 Program-Pub. Dir. Martin Dean Wickett
 Chief Engineer..... Ewald Berger

K S B W

SALINAS—1947—MBS-DON LEE

Frequency: 1380 Kc..... Power: 1,000 Watts
 Owned-Operated By..... Salinas Bcstg. Corp.
 Business Address..... P.O. Box 1651
 Phone Number..... 8071
 Studio-Transmitter..... Laurel Dr.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Standard
 Representative..... John E. Pearson
 Membership..... NAB
 President-Gen. Station Mgr. John M. Hall
 Asst. Mgr., Comm. Mgr. Ken Randolph
 Program Director..... Don Wells
 Chief Announcer..... Ray Wilson
 Chief Engineer..... J. M. Hall

K C S B

SAN BERNARDINO—1947

Frequency: 1350 Kc..... Power: 500 Watts
 Owned-Operated By..... Mrs. Essie Binkley West
 Studio-Bus. Transmitter Address... 770 Mill St.
 Phone Number..... 822-45
 Air Time..... Unlimited
 News Service..... AP, UP
 President-Gen. Mgr. Mrs. Essie Binkley West
 Commercial Prom. Mgr. Dave W. Adams
 Program Director..... Chap Rollins
 Chief Engineer..... Walter Bronson

K F X M

SAN BERNARDINO—1929 MBS-DON LEE

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Operated By..... Lee Bros. Bcstg. Corp.
 Business-Studio Address..... 512 Fifth St.
 Phone Number..... 4761
 Transmitter Location..... S. "E" St.
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... John Blair
 President..... J. Clifford Lee
 General Manager..... Gene W. Lee
 Commercial Manager..... Don S. Cummings
 Sales Prom. Mgr.-Pub. Dir. Lowell Smith
 Program Director..... Sally Stocker
 Production-Musical Dir. John Harder
 Chief Announcer..... Charles G. Palmer
 Chief Engineer..... George Ewing
 Farm Editor..... Howard Baichly

K I T O

SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Oper. By... San Bernardino Bcstg. Co.
 Inc.
 Business-Studio Address..... 569 Fourth St.
 Phone Number..... 7807
 Transmitter Location... 1-4 Mi. north of Base Line
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... George P. Hollingbery
 President..... Carl E. Haymond
 General-Comm. Mgr. George E. Lindman
 Program Prom. Mgr. Arnold Benum
 Chief Engineer..... J. T. Bindner

K R N O

SAN BERNARDINO—1948

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By... Western Empire Bcstrs., Inc.
 Address..... 990 Colton Ave
 Phone Number..... 8-2771
 Air Time..... 5 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard
 President, Comm., Sales, Prom. Mgr. James
 W. Gerrard
 General Manager..... Norman H. Rogers
 Station Manager..... George W. Brock
 Program Director..... Robert Stone
 Prod. Dir.-Chief Annr. Wyn Stewart
 Chief Engineer..... George W. Brock

K F S D

SAN DIEGO—1926—NBC

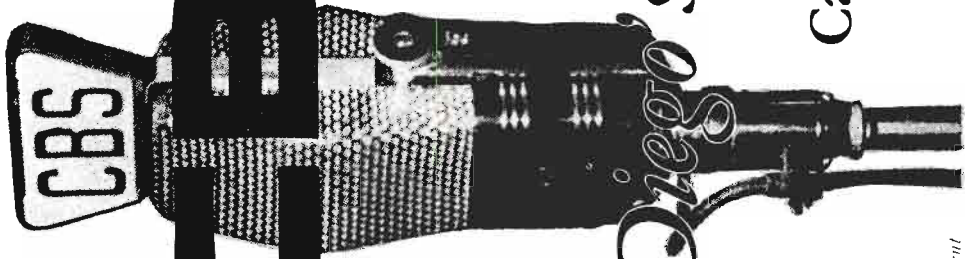
Frequency: 600 Kc..... Power: 5000 Watts
 Owned-Operated By... Airfan Radio Corp. Ltd.
 Business-Studio Address..... U. S. Grant Hotel
 Phone Number..... Franklin 6353
 Transmitter Location Emerald Hills Golf Course
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... Paul H. Raymer
 Membership..... NAB
 President..... Thomas E. Sharp
 Manager..... John C. Merino
 Program Director..... Tom Hotchkiss

K G B

SAN DIEGO—1927—MBS-DON LEE

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Operated By..... Don Lee Bcstg. Syst.
 Address..... 1017 First Ave.
 Phone Number..... Franklin 6151
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World

KCBS Q



San Diego's Quality Station

in
California's Third Market

5000 WATTS

Represented Nationally By
The George P. Hollingbery Co.

CLEAR CHANNEL

CHARLES E. SALIK, President

GRAHAM H. MOORE, Sales Manager

Come on In—



Representative John Blair
 Chmn. of Bd. Lewis Allen Weiss
 President Willet H. Brown
 Station Manager F. D. Ide
 Comm.-Sales-Prom. Mgr. Hobby Myers
 Pgm. Dir. Jerry Lee Pecht
 Chief Engineer William G. Collins

K C B Q

SAN DIEGO—1946—CBS

Frequency: 1170 Kc. Power: 5000 Watts d.
 1000 Watts n.

Owned-Operated By Charles E. Salik
 Business Studio Address 1405 Fifth Ave.
 Phone Number Franklin 1315
 Transmitter Location 62nd & El Cajon Blvd.
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription SESAC, Standard
 Representative George P. Hollingbery
 Membership NAB
 Pres.-Gen.-Station Mgr. Charles E. Salik
 Comm. Manager Graham Moore
 Program Director Grady Edney
 Musical Director Grant Sewall
 Chief Engineer Charles Sherburne
 Farm Editor Howard Keddie

K F M B

SAN DIEGO—1941—ABC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Jack Gross Bcstg. Co.
 Bus.-Studio Address 1375 Pacific Blvd.
 Phone Number Main 2114
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, SESAC
 Representative The Branham Co.
 Membership NAB
 President-General Mgr. Jack O. Gross
 Commercial Manager William Edholm
 Sales Promotion Mgr. Miriam Schaefer
 Program Dir. John Bainbridge
 Chief Engineer Thornton Chew

K S D O

SAN DIEGO—1947

Frequency: 1130 Kc. Power: 5000 Watts
 Owned-Operated By San Diego Bcstg. Co.
 Business Studio Address 1029 Second Ave.
 Phone Number Main 2041
 Transmitter Location 5240 Ward Rd.
 Air Time 6 a.m.-1 a.m.
 News Service UP, AP
 Transcription Service Standard

am
1000 Watts
550 KC

fm
101.5
Megacycles

tv
Channel
8

KFMB is all-embracing in **SAN DIEGO!**

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities

KFMB (AM
FM
TV

1375 Pacific Blvd., San Diego, Calif.
 Owned and managed by Jack Gross
 Represented by The Branham Co.

CALIFORNIA

Representative... Sears & Ayer
V.P.-General Manager... Jack Heintz
Pgm. Dir... Wilson Edwards
Chief Engineer... Vern Milton

Program Dir.-Prod. Mgr... Mel Venter
Chief Announcer... Lewis Pfeifer
Musical Director... Lyle Bardo
Chief Engineer... E. G. Underwood

KSON

SAN DIEGO-1947

Frequency: 1240 Kc... Power: 250 Watts
Owned-Operated By... Studebaker Bcstg. Co.
Business Studio Address... 630 F St.
Phone Number... Franklin 5175
Transmitter Location... Rigel & Dalbergia Sts.
Air Time... 24 hrs.
News Service... AP
Transcription Service... SESAC, Standard
Representative... Forjoe
Membership... FMA
President... Dr. John Ward Studebaker
Gen.-Sta. Mgr... Fred Rabell
Comm.-Sales Mgr.-Pgm. Dir... Dorothy Johnson
Production Director... Gordon Studebaker
Musical Director... Henry Lewy
Chief Engineer... Bill Tomberlin
Farm Editor... Gordon Studebaker
Engineer... Jay Tapp

KGO

SAN FRANCISCO-1924-ABC

Frequency: 810 Kc... Power: 50,000 Watts
Owned-Operated By... American Bcstg. Co.
Business Address... 155 Montgomery St.
Phone Number... Exbrook 2-6544
Studio Address... Taylor & O'Farrell Sts.
Transmitter Location... Near Newark, Calif.
Air Time... 6 a.m.-M.
News Service... AP, INS, UP
Transcription Service... Standard, Capitol
Representative... ABC Spot Sales
Membership... NAB, BMB
President... Mark Woods
General-Station Manager... Gayle V. Grubb
Commercial Manager... Vincent Francis
Sales Promotion-Pub. Dir... Maury Baker
Program Director... Bloyce Wright
Chief Announcer... John Galbraith
Musical Director... Phil Bovero
Chief Engineer... A. E. Evans

KGIL

SAN FERNANDO-1947

Frequency: 1260 Kc... Power: 1000 Watts
Owned-Operated By... San Fernando Valley
Bcstg. Co.
Business Address... 4919 Van Nuys Blvd.
Phone Number... State 4-6291; Stanley 7-3467
Studio Addresses... 4919 Van Nuys Blvd., Sher-
man Oaks; 14808 Lassen St., San Fernando
Transmitter Location... 14808 Lassen St.
Air Time... 6a.m.-2 a.m.
News Service... UP
Pres., General Mgr... F. J. Smalley, Jr.
Commercial Manager... Howard P. Grey
Program Director... Allan W. McKee
Chief Engineer... Cal Frisk

KJBS

SAN FRANCISCO-1924

Frequency: 1100 Kc... Power: 1000 Watts d
Owned-Operated By... KJBS Bcstrs.
Business Studio Address... 1470 Pine St.
Phone Number... Ordway 3-4148
Transmitter Location... 1470 Pine St.
Air Time... 5 a.m.-Local Sunset
News Service... AP, INS
Transcription Service... Standard, MacGregor,
Lang-Worth, Associated
Representative... Headley-Reed
Membership... NAB
Gen. Mgr.-Sta. Mgr... Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr... Stan-
ley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr... Charles F. Pendleton

KFRC

SAN FRANCISCO-1924

MBS-DON LEE

Frequency: 610 Kc... Power: 5000 Watts
Owned-Operated By... Don Lee Bcstg. System
Business-Studio Address... 1000 Van Ness Ave.
Phone Number... Prospect 5-0111
Transmitter Location... 1000 Van Ness Ave.
Air Time... Unlimited
News Service... AP, INS
Transcription Service... World
Representative... John Blair
Membership... NAB
V.P.-Gen. Sta. Mgr... William D. Pabst
Commercial Manager... Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir... Dink Templeton

KNBC

SAN FRANCISCO-1922-NBC

Frequency: 680 Kc... Power: 50,000 Watts
Owned-Operated By... National Bcstg. Co.
Bus. Studio Address... Taylor & O'Farrell Sts.
Phone Number... GRaystone 4-8700
Transmitter Location... Belmont
Air Time... Unlimited
News Service... AP, INS, UP
Transcription Service... Thesaurus, Standard
Representative... NBC Spot Sales
Membership... NAB, BMB
President (NBC)... Joseph H. McConnell
General-Station Manager... John W. Elwood
Sales Manager... Alfred W. Crapsey
Sales Promotion Manager... Miss Ethel Gilchrist

Program Director.....Paul Speegle
 Publicity Director.....John Thompson
 Musical Director.....Tony Freeman
 Chief Engineer.....Curtis Peck
 Farm Editor.....Henry Schacht

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Golden Gate Bcstg. Corp.
 Business Studio Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Transmitter Location.....1355 Market St.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB
 President.....S. H. Patterson
 Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
 Pgm. Prod. Dir.-Sales. Prom. Mgr.....Clint
 Sherwood
 Chief Announcer.....Bob Franklin
 Chief Engineer.....Norwood Patterson

K S F O

SAN FRANCISCO—1925

Frequency: 560 Kc...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..The Associated Bcstrs.,
 Inc.
 Business Studio Address..Mark Hopkins Hotel
 Phone Number.....EXbrook 2-4567
 Transmitter Location...Islais Creek, Pier 92
 Air Time.....6:15 a.m.-12:15 a.m.
 News Service.....INS, UP
 Transcription Service...Standard; Associated
 Representative.....The Bolling Co.
 Membership.....NAB
 President.....Wesley I. Dumm
 V.P.-Gen. Mgr.....Philip G. Lasky
 Commercial Mgr.....John G. Campbell
 Sales Promotion Mgr.....Kay Mulbihill
 Program Dir.....Robert Hansen
 Dir. of Engineering.....A. E. Towne
 Farm Editor.....Herb Kennedy

K Y A

SAN FRANCISCO—1926

Frequency: 1260 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..PaIo Alto Radio Station,
 Inc.
 Business Studio Address.....Fairmont Hotel
 Phone Number.....DOuglas 2-2536
 Transmitter Location.....Candlestick Pt.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, BMB
 President.....Dorothy Schiff

General Mgr.Don Feddersen
 Sta.-Comm. Mgr.-Pgm. Dir.....J. G. Paltridge
 Publicity Director.....Webb Witmer
 Chief Announcer.....Vern Wilson
 Musical Director.....Dorothy Thronsen
 Chief Engineer.....Paul C. Schulz

K S G N

SANGER—1947—CALIF.

Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Radio Sanger Co.
 Business Studio Address.....P. O. Box 338
 Phone Number.....Sanger 490
 Transmitter.....4½ Mi. NE of Sanger
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Tracy Moore
 Membership.....NAB
 Gen. Station-Com. Mgr.....Bob Rogers
 Pgm. Dir.-Chief Announcer.....D. Whitney
 Chief Engineer.....Julian J. Nielsen
 Farm Editor.....Jack Hall

K C B S

SAN JOSE—1912—CBS

Frequency: 740 Kc....Power: 5000 Watts
 Owned-Operated By.....CBS, Inc. of Calif.
 Business-Studio Address.....Palace Hotel
 Phone Number.....Yukon 2-7000
 Transmitter Location.....Alviso, Calif.
 Air Time.....5:50 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Radio Sales, Inc.
 Membership.....NAB, BMB
 President (CBS).....Frank Stanton
 Vice-Pres.-Gen. Mgr.....Arthur Hull Hayes
 Comm.-Sales Prom. Mgr.....Jules Dundes
 Program Dir.....Fred Ruegg
 Publicity Dir.....Grant Holcomb
 Chief Announcer.....Deane Stewart
 Musical Dir.....Raymond Hackett
 Chief Engineer.....Alan Cormack
 Farm Editor.....Bert Buzzini

K E E N

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business Studio Address.....Hotel De Anza
 Phone Number.....Cypress 4-0344
 Transmitter.....Wayne Ave. & Oakland Hgy.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....W. S. Grant
 Membership.....NAB
 President.....George M. Mardikian
 Genl. Mgr.....Floyd Farr
 Program Dir.....George Snell

Publicity Dir. Dave Faust
 Sales-Prom. Mgr. Keith Scovill
 Chief Announcer Gordon Vallendighan
 Chief Engineer Lee Johnston
 Farm Editor Gene Vennum

K L O K

SAN JOSE—1946

Frequency: 1170 Kc. Power: 5000 Watts d.
 Owned-Operated By Valley Bcstg Co.
 Business Address 40 W. San Antonio St.
 Phone Number Cypress 3-3445
 Studio Address Rt. 3, Box 323A
 Transmitter Location King Rd. at Aborn
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Representative Gene Grant
 Membership NAB, BMB
 President-Gen. Mgr. E. L. Barker
 Commercial Mgr. Richard E. Ryan
 Program Director Ruth Poindexter
 Chief Engineer Bill Cunningham

K S J O

SAN JOSE—1946

Frequency: 1590 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Santa Clara Bcstg. Co.
 Business Address P. O. Box 995
 Phone Number Cypress 3-8030
 Transmitter-Studio Loc. Story and Lucretia
 Air Time 6:15 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Forjoe Moore
 President Patrick H. Peabody
 Gen.-Station-Comm. Mgr. Charles F. Mallory
 Pgm.-Prod. Pub. Dir. Norman Paul
 Chief Engineer Wesley I. Shellhammer

K X R X

SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
 Owned-Operated By San Jose Bcstg. Co.
 Address Box 167
 Phone Number Cypress 2-5080
 Studio-Transmitter Bayshore Hiway
 Air Time 24 hrs.
 News Service UP
 Transcription Service Associated
 Representative Western Radio Sales
 Membership NAB
 President-Gen. Mgr. Joe E. Levitt
 Commercial Mgr. Gordon Graham
 Program Director Glenn Hill
 Chief Announcer Jack Lund
 Musical Director Margaret Ring
 Chief Engineer Frank Glass

K M N S

SAN LUIS OBISPO—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Pacific Bcstg. Co.
 Business-Studio Address 1130 Garden St.
 Phone Number 3171
 Transmitter Location 500 Price St.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Station Representative Tracy Moore
 General Manager Marc C. Spinelli
 Station Manager Esther Wright
 Program Director Harriette Dunbar
 Chief Announcer Kenneth Erhardt
 Chief Engineer Rodney Meyers

K V E C

SAN LUIS OBISPO—1937

MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By The Valley Electric Co.
 Business Address 851 Higuera St.
 Phone Number 1100-1
 Studio Address Mount View & Hill Sts.
 Transmitter Location 1½ mi. N. of City
 On Roosevelt Hiway
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative W. S. Grant
 Membership NAB
 President-Owner Christina M. Jacobson
 Gen. Station Mgr. Les Hacker
 Commercial Mgr. Joe Shuttleworth
 Sales Prom. Mgr.-Prod. Dir. William Hobbs
 Pgm.-Pub. Dir. Karl Brindle
 Chief Announcer Ted Warner
 Chief Engineer Dale Schwartz
 Farm Editor Al Schwartz

K S M O

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
 Owned-Operated By Amphlett Printing Co.
 Business-Studio Address 811 "B" St.
 Phone Number Di. 4-2594
 Transmitter Location Belmont
 Air Time 6:30 a.m.-M.
 News Service AP, UP
 Representative Grant
 Membership NAB
 President J. Hart Clinton
 Gen.-Sta.-Comm. Mgr. George Arnold
 Program Director Bill Delmar
 Chief Engineer H. Neil Black

K V S M

SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By... San Mateo County Bcstrs.
 Business Studio Address... 279 Baldwin Ave.
 Phone Number... Diamond 4-2541
 Transmitter Location... Third Ave. at Seal Creek
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... World
 Representative... Donald Cooke, Gene Grant
 President... Hugh H. Smith, Jr.
 Gen. Mgr... Charles E. Morin
 Chief Announcer... John Egan
 Chief Engineer... Merwyn F. Planting

K T I M

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By... Marin Bcstg. Co., Inc.
 Business Address... 1117 Fifth St.
 Phone Number... San Rafael 1510
 Studios... 1117 Fifth St.; Hotel Don, Richmond
 Transmitter Location... College Ave., Kentfield
 Air Time... Local sunrise-local sunset
 News Service... AP
 President... Roy A. Brown
 Gen.-Station Mgr... Hugh E. Turner
 Comm., Sales Prom. Mgr... Clifford A. Trotter
 Program Director... Pete Miller
 Chief Ann... Gene De Alessi
 Chief Engineer... Melvin H. Murphy

K V O E

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By... The Voice of the Orange
 Empire, Inc., Ltd.
 Business Address... 105 E. 5th St.
 Phone Number... Kimberly 2-7191
 Studio Transmitter... 12531 E. Willowwick Dr.
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard, MacGregor
 Representative... Western Radio Sales
 Membership... NAB, BMB
 President, Gen. Mgr... Ernest L. Spencer
 Station-Comm. Mgr... Donner P. Spencer
 Sales Prom. Mgr.-Pub. Dir... W. J. Burrud
 Prgm. Dir... Wallace S. Wiggins
 Prod. Dir.-Chief Ann... Jerry De Haan
 Chief Engineer... Stanley G. Guenther

K D B

**SANTA BARBARA—1921
 MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Don Lee Bcstg. System

Business-Studio-Transmitter... Radio Square
 Phone Number... 4131
 Air Time... Unlimited
 News Service... UP
 Transcription Service... World
 Representative... John Blair
 Pres.-Gen. Mgr... Willet H. Brown
 Station Manager... Edward K. Kemble
 Comm. Manager... James S. Blomfield
 Prog. Dir., Farm Editor... Donald C. Roberts
 Prod. Dir... Richard Collins
 Chief Announcer... George Humphrey
 Chief Engineer... Forrest T. Choate

K I S T

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Radio KIST, Inc.
 Business-Studio Address... Balboa Bldg.
 Phone Number... 3981
 Transmitter Location... 735 State St.
 Air Time... 6 a.m.-12:15 a.m.
 News Service... UP
 Representative... George P. Hollingbery
 Membership... NAB, BMB
 President... Harry C. Butcher
 Gen.-Sta.-Comm. Mgr... Fin Hollinger
 Sales Promotion Mgr... Michael J. McKeogh
 Prog.-Pub. Director... Mary Ann Casey
 Prod. Dir... Al Staas
 Chief Engineer... Stan Saueressig

K T M S

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By... New-Press Publishing Co.
 Business-Studio Address... de la Guerra Plaza
 Phone Number... 3925
 Transmitter Location... Goleta
 Air Time... 6:30 a.m.-M.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Paul H. Raymer
 Membership... NAB
 President... Thomas M. Storke
 Vice-President... Charles A. Storke
 Station Mgr... Kenneth E. Peters
 Comm. Mgr... William Simpson
 Prog. Dir.-Chief Anncr... Ted Scott
 Publicity Director... John Willis
 Chief Engineer... Albert A. Nicolay

K D O N

SANTA CRUZ—1935

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By... Central Coast
 Counties Radio, Inc.
 Bus. Add... P.O. Box 951, Monterey, Calif.
 Phone Numbers... Monterey 8501; Salinas
 6451; Santa Cruz 5140

CALIFORNIA

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Vice-Chairman: Grant Holcomb, Jr.—KQW-CBS, San Francisco

Directors: Glenn Shaw—KLX, Oakland
Beverly Ballard—KUBA, Yuba City

CALIFORNIA

Studio Address.....1407 Pacific Ave.
 Transmitter Location.....Palm Beach
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Serv....World, Associated, Cole
 Representative.....W. S. Grant Co.
 Membership.....NAB-BMB
 President.....Paul Caswell
 Gen.-Sta.-Comm. Mgr.....Reed Pollack
 Pgm.-Prod.-Publ. Dir.....Orel Phillips
 Chief Engineer.....Omer Wright
 Farm Editor.....Orel Phillips

K S C O

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.: 500 n.
 Owned-Operated By.....Radio Santa Cruz
 Business Address.....P. O. Box 1080
 Phone Number.....1080
 Studio-Transmitter Address..Capitola Drive &
 Corcoran Lagoon
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service....Standard, Thesaurus
 Membership.....NAB
 Mng. Part.-Gen. Mgr.-Chief Engr.
 Charles Vernon Berlin

K C O Y

SANTA MARIA—1947 ABC-TRI-COUNTY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...News-Press Publishing Co.
 Business-Studio Address.....114 W. Cook St.
 Phone Number.....104
 Transmitter Location.....N. Blosser Rd.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service....Lang-Worth
 Representative.....Paul H. Raymer
 Chief Executives.....Thomas M. Storke,
 Charles A. Storke
 General Mgr.....J. W. Benes
 Program Director.....A. J. Hapgood
 Chief Engineer.....Leroy O'Laughlin

K S M A

SANTA MARIA—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Coast Bcstg. Co.
 Business-Studio Add.....510 W. Morrison St.
 Phone Number.....43
 Transmitter Location.....510 W. Morrison St.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service....World
 Representative.....Fee F. O'Connell
 Membership.....NAB
 President, Owner.....John H. Poole
 General Manager.....Laurence W. Harry

K S P A

SANTA PAULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Ventura County Radio
 Center, Inc.
 Business-Studio Address....112 N. Middle Rd.
 Phone Number.....940
 Transmitter.....112 N. Middle Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service....World
 President-Gen. Mgr.....Neal Van Sooy
 Station Manager.....Bob Reel
 Commercial Manager.....Don Seymour
 Musical Director.....John Smith
 Chief Engineer.....Homer Parker
 Chief Anncr.-Farm Editor.....Roy Sadlier

K S R O

SANTA ROSA—1937

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ruth W. Finley
 Bus.-Studio Address.....425 Mendocino Ave.
 Phone Number.....110
 Transmitter Location.....Finley Ave.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service....Standard
 Representative.....W. S. Grant
 Membership.....NAB
 General-Station Manager....Charles P. Scott
 Commercial Manager.....Lee Flemming
 Sales Prom. Mgr., Pub. Dir., William Lambert
 Program Director.....Russ Siner
 Chief Announcer.....Vic Rugh
 Chief Engineer.....Vern Hassett
 Farm Editor.....Sheridan Baker

K R O G

SONORA—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Mother Lode Bcstg. Co.
 Business Address.....Sonora
 Phone Number.....426
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service....Standard, SESAC
 Owner-General Mgr.....Ilanthe Densmore
 Program Director.....Neal Edmondson
 Chief Engineer.....Casper Tressl

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 800 Watts
 Owned-Operated By.....E. F. Pfeffer
 Business-Studio Address....519 E. Market St.
 Phone Number.....4-4551
 Transmitter Location...Highway 99, 3 mi. from
 Stockton

Air Time.....6 a.m.-M.
 News Service.....INS
 Transcription Service.....World
 Representative.....John Blair
 President-Gen. Mgr.....E. F. Peffer
 Station-Commercial Mgr.....E. Smith
 Program Director.....V. Swan
 Publicity Director.....E. Flower
 Program Director.....V. Swan
 Chief Engineer.....Bey Greene
 Chief Announcer.....Bill Hill
 Farm Editor.....Bell Lange

KSTN

STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By...San Joaquin Bcstg. Co.
 Business Address.....Hotel Clark
 Phone Number.....4-4689
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Hollingbery
 President.....Knox LaRue
 General Manager.....D. M. Greene
 Program Director.....Walter Lind
 Chief Engineer.....Ken Hollingsworth

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Bus.-Studio Address...612 E. Market St.
 Phone Number.....5-5728
 Transmitter Location...Weber and E Sts.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Capitol
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Eleanor McClatchy
 Station Manager.....Howard L. Bailey
 Program Manager.....James E. Longe
 Traffic Manager.....Marian V. Hough
 Chief Technician.....Frank Nesmith
 Farm Editor.....John Mackenzie

KXOB

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By...Valley Bcstg. Co.
 Business-Studio Address...2013 Pacific Ave.
 Phone Number.....5-5896
 Transmitter Location...Beyer Lane
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Associated
 Representative.....John E. Pearson, Western
 Radio Adv.....
 Membership.....BMB
 President.....Lincoln Dellar
 General Manager.....Herb Ferguson

Station Manager.....Keith Pinion
 Program Director.....Earle Russell
 Chief Engineer.....Walt Berger

KSUE

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hallowell,
 James E. McKahan
 Business-Studio-Transmitter
 Address.....Chestnut & Weatherlow Sts.
 Phone Number.....354-B
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service...World
 Representative...Donald Cooke, Tracy Moore
 Membership.....NAB
 Sta.-Sales Prom. Mgr.-Pub. Dir. Wm. B. Murphy
 Commercial Manager.....Zeke White
 Prog. Dir., Farm Editor...Wayne Thornton, Jr.
 Chief Engineer.....Harold C. Houston

KTKR

TAFT—1948

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Operated By...Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Phone Number.....S-3101
 Studio-Transmitter Address...1 mi. W. of Taft
 Air Time.....Local Sunrise—local Sunset
 News Service.....UP
 Transcription Service...World
 Representative.....O'Connell
 Membership.....NAB
 Pres.-Gen. Mgr.-Pgm. Dir.....Kenneth Aitken
 Commercial Manager.....George Flansberg
 Chief Engineer.....Jim Welch

KCOK

TULARE—1945—MBS-DON LEE

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By...Herman Anderson
 Business Address.....P. O. Box 119
 Phone Number.....6-2866-7
 Studio-Transmitter Location...Mooney Blvd.
 Air Time.....5 a.m.-M.
 News Service.....UP
 Representative.....John E. Pearson, Western
 Radio Sales.....
 Membership.....NAB, BMB
 President.....Herman Anderson
 General Sta. Mgr.....Sheldon Anderson
 Commercial Manager.....R. A. Wegener
 Sales-Prom. Mgr.-Pgm. Dir.-Prod. Dir....Paul
 Salvo
 Publicity Director.....Dan Corrigan
 Chief Anncr.-Musical Dir.....Bob Lee
 Chief Engineer.....James Morrison
 Farm Editor.....Dick Martin

KTUR

TURLOCK—1949

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Business Address.....P. O. Box 526
 Phone Number.....4-3430
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....O'Connell
 President.....W. N. Lindskoog
 General Commercial Mgr.....H. A. McMillen
 Program Director.....Rusty Simmons
 Chief Engineer.....Maxon B. Sayre

KGYW

VALLEJO—1947

Frequency: 1190 Kc. Power: 250 Watts d.
 Owned-Operated By.....California-Nevada
 Bcstg. Co.
 Business-Studio Address...3267 Sonoma Blvd.
 Phone Number.....3-5667
 Transmitter Location.....3267 Sonoma Blvd.
 Air Time.....Local sunrise-local sunset
 News Service.....UP

Representative.....Tracy Moore
 General Manager.....David McKay
 Station-Commercial Mgr.....Ralph Stillings
 Program Director.....Victor Paulsen
 Chief Announcer.....William Hillman
 Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....P. O. Box 1611
 Phone Number.....Miller 3-8675
 Studio-Transmitter Location.....San Pedro &
 Allesandro Sts.
 News Service.....UP
 Transcription Service.....Capitol
 Air Time.....5:30 a.m.-M.
 Representative.....Western Radio Adv.
 President.....Dr. Charles Stuart
 General Manager.....Mort Werner
 Station Mgr.-Pgm. Dir.....Dana Marble
 Commercial Manager.....Harry Engel
 Publicity Director.....Margert Marble
 Musical Director.....Donald Brown
 Chief Engineer.....Dick Stanton
 Farm Editor.....Jack Powell

KVEN

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KVEN

VENTURA

CALIFORNIA

K V V C

VENTURA—1947—KBS

Frequency: 1590 Kc. Power 1000 Watts
 Owned-Oper. By. Voice of Ventura County
 Business Address. P.O. Box 1411
 Phone Number. 6185; Oxnard 6-5254
 Studio Address. Colonial House
 Oxnard; Mills Rd. near Telegraph Road
 Transmitter Location
 Mills Rd. near Telegraph Rd. E. of Ventura
 Air Time. 6 a.m.-M.
 News Service. AP
 Transcription Service. Standard
 Representative. W. S. Grant
 President. Wm. H. Haupt
 Sta.-Comm.-Sales Prom. Mgr. Larry S.
 Nicholson
 Pgm.-Prod.-Pub. Dir. Ed Rock
 Chief Engineer. Charles Farmer

K K I N

VISALIA—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. KKIN, Inc.
 Business Address. P. O. Box 1589
 Phone Number. 4-5811
 Studio Address. Hotel Johnson
 Transmitter Location. McWilliams Lane
 Air Time. 6 a.m.-11 p.m.
 News Service. UP
 Transcription Service. Standard
 Representative. Forjoe
 Pres.-Gen. Mgr.-Farm Editor. Lyman Treaster
 Comm.-Sales Prom. Mgr. Albert Blain
 Pgm.-Prod. Dir. George Lindsay
 Chief Announcer. Ted Keneesey
 Chief Engineer. Lyman Treaster

K H U B

WATSONVILLE—1936

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Sen. Luther E. Gibson
 Business Address. P. O. Box 349
 Phone Number. 1700
 Studio-Transmitter Location. Atkinson Lane
 Air Time. 7:00-11 p.m.
 News Service. AP
 Transcription Service. Lang-Worth
 Representative. W. S. Grant
 Membership. NAB
 President. Luther E. Gibson
 Gen.-Sta. Mgr.-Pgm. Dir. George Grayson
 Commercial-Sales Prom. Mgr. Tony Bernhard
 Musical Director. Richard Schmale
 Chief Engineer. Ferrell Buckley

K S Y C

YREKA—1947—CNG

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Siskiyou County Bcstg.
 Co., Inc.
 Address. Lawrence Lane & S. Oregon St.
 Phone Number. 624
 Air Time. 7 a.m.-10 p.m.
 News Service. AP
 Transcription Service. World
 Representative. Tracy Moore
 Membership. NAB, BMB
 President. E. G. Millbourn
 General Manager. Holt C. Wardrip
 Sta.-Comm.-Sales-Prom. Mgr. Jack R. Wagner
 Program Dir.-Chief Announcer. Jack Matranga
 Musical Director. Dale Scott
 Chief Engineer. Bill Maginnis

K U B A

**YUBA CITY—1947
 CALIF. NET**

Frequency: 1600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By. Peach Bowl Bcstrs., Inc.
 Business-Studio Address. P. O. Box 309
 Phone Number. 3-7309
 Transmitter Location. Sanborn Rd., Sutter Co.
 Air Time. 6:30 a.m.-11 p.m.
 News Service. AP
 Transcription Service. Standard, Capitol
 Representative. Irene Griffith, Friendenberg
 President-Gen. Mgr. Chester V. Ullom
 Station-Commercial Mgr. Clyde L. Goodnight
 Sales-Prom. Mgr.-Pub. Dir. David T. Harris
 Program-Production Dir. John J. Rolih
 Chief Announcer. Bob Johnson
 Chief Engineer. Roy Swanson
 Farm Editor. David T. Harris

HELP



THE RED
 CROSS

COLORADO

Estimated Population 1,215,000—Increase +8.2%—Radio Homes—367,000
Radio Families 370,000—Stations in State 31

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By E. L. Allen
Business Address P. O. Box 179
Phone Number 26
Studio-Transmitter Address East of Alamosa
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service Keystone, SESAC
President-General Mgr. E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir. Lloyd Allen
Sales Prom. Mgr.-Farm Ed. Charles Dynes
Chief Engineer Bob Paige

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Boulder Radio KBOL, Inc.
Business-Studio Address 1617 Pearl St.
Phone Number 1490
Transmitter Location E. Pearl St.
Air Time 7 a.m.-M.
News Service AP
Transcription Service Standard, Lang-Worth
Membership NAB
President Herb Hollister
General-Station Mgr. Russel Shaifer
Comm. Mgr. Ken James
Pgm. Dir., Chief Ann. Ed Hinkle
Chief Engineer Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts d.
Owned-Oper. By Royal Gorge Bcstrs., Inc.
Business-Studio Address 1615 Central Ave.
Phone Number 1100
Transmitter Location 1615 Central Avenue
Air Time 7 a.m.-7 p.m.
News Service UP
Transcription Service Keystone, Cole
Pres.-Gen. Sta. Mgr. Ray M. Beckner
Program Director G. C. Underhill
Chief Announcer Dick Painter
Chief Engineer O. J. Birdsong

KRDO

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Pikes Peak Bcstg. Co.
Business-Studio Address Alta Vista Hotel

Phone Number Main 1125
Transmitter Location Alta Vista Hotel
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, Lang-Worth,
Cole
Membership NAB
Pres., Gen.-Comm. Mgr. Joseph H. Rohrer
Commercial Manager Harry Hoth
Prog., Musical Dir. Jean Gitz
Production Director Robert Fitzmorris
Chief Announcer Jay Cook
Chief Engineer Robert Fitzmorris

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Voice of the Rockies, Inc.
Business-Studio Address 800 Exchange Na-
tional Bank Bldg.
Phone Number Main 278
Transmitter Location 2803 E. Platte Ave.
Air Time Unlimited
News Service AP, UP
Transcription Service World
Membership NAB
President-Gen. Mgr. James O. Russell
Station Manager Everett Shupe
Sales-Prom.-Pub. Dir. Jack O'Brien
Program Director Morrison Parker
Prod. Dir.-Chief Ann. Cecil Seavey
Music Dir. Mary Alice Pentland
Chief Engineer Cozine Strang
Farm Editor Ralph Conner

KRAI

CRAIG—1948—COLUMBINE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By No. Western Colo. Bcstg. Co.
Business Address Box 1027
Phone Number 707-8
Air Time 6:30 a.m.-10 p.m.
News Service UP
Studio-Transmitter Meeker Road
President G. N. Winder
Gen.-Sta. Mgr. Richard A. Miner
Commercial Manager Richard S. Fox
Sales Promotion Manager Richard A. Miner
Pgm.-Prod. Dir. S. C. Wood
Chief Engineer S. K. Stuart
Farm Editor Clay Wood

KLZ

DENVER—1922—CBS

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By Aladdin Radio & TV, Inc.

• • • COLORADO • • •

Business-Studio Address..Shirley-Savoy Hotel
 Phone Number.....M^Ain 4271
 Transmitter Location.....Englewood, Colo.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BMB
 President.....Harry E. Hullfman
 Gen. Manager.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr.-Pub Dir.....John Connors
 Program Director.....Charles C. Roberts
 Musical Director.....Arthur Gow
 Chief Engineer.....Harvey E. Wehrman
 Farm Editor.....Lowell Watts

K F E L

DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
 Owned-Operated By..Eugene P. O'Fallon, Inc.
 Business-Studio Address.....Albany Hotel
 Phone Number.....Alpine 4681
 Transmitter Location.....S350 W. 20th St.
 Air Time.....24 hrs.
 News Service.....INS

Transcription Service Associated. Cole, SESAC
 Representative.....John Blair
 General Manager.....Gene O'Fallon
 Managing Director.....Frank Bishop
 Commercial Mgr.....W. H. Conklin
 Program Dir.....Dale Morgan
 Musical Director.....Jeanette Norquist
 Chief Announcer.....Ronald J. McCoy
 Farm Editor.....Gus Swanson
 Chief Engineer.....T. G. Morrissey

K M Y R

DENVER—1940—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Business-Studio Address.....1626 Stout St.
 Phone Number.....M^Ain 4161
 Transmitter Location.....1626 Stout Street
 Air Time.....6 a.m.-1:30 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....William G. Rambeau
 Membership.....NAB
 President.....F. W. Meyer
 Gen.-Sta. Mgr.....A. G. Meyer
 Comm.-Sales-Prom. Mgr.....Edwin E. Koepke

AXAJ • AMERICAN CHICLE • AMERICAN HOME FOODS • ARIZONA CANNING • ARRID • BEEMAN'S • BEST FOODS • BIRDS-EYE • BLONDEX • BLUE BONNET MARGARINE • BROWN & WILLIAMSON • CART • CARTER PRODUCTS • CHEVROLET • CINCH MIXES • CROSLY-SHELYADOR • CURTIS PUBLISHING • COLGATE-PALMOLIVE-PEET • DENTYNE • ESKIMO PIE • FORD • DUFF'S MIX • GARRETT WINES • FOUR-WAY COLD TABLETS • GENERAL FOODS • GENERAL MILLS CAKE MIXES • HOLIDAY • KOOLS • LEVER BROS. • LIPTON TEA • MUSTEROLE • NATIONAL BISCUIT • NUTRENA • PERTUSSIN • POLL PARROT SHOES • POPSICLES • RAINDROPS • RALEIGHS • REDDI-WIP • ROBERT HALL CLOTHES • SATURDAY EVENING POST • ROYAL DESSERTS • SHINOLA • STANDARD BRANDS • SURF • SUN VISTA • SWIFT ICE CREAM • TENDERLEAF TEA • VA • VANTA SHAMPOO • VICK • VICK CHEMICAL • PRAN'S • BEST FOODS • I • BLUE BONNET MAP • CAN CHICLE • AME • ODS • ARIZONA C • COLGATE-PALM • CURTIS PI • CINC • ANNII

You're in good company on

KFEL'S RAY PERKINS SHOW

Ray Perkins, Rocky Mountain region's favorite disc jockey,
 is now on 1 hour every morning, 2 hours every afternoon,
 thanks to this fine list of national advertisers (and
 top local accounts, too) who sponsored
 Ray Perkins in 1949.



KFEL-FM-WOXEL

Mutual in Denver
MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR

• SWIFT ICE CREAM • TENDERLEAF TEA • BEEMAN'S • BEST FOODS • BIRDS-EYE • BLONDEX •

• • • **COLORADO** • • •

Program Director..... Gene Amole
Production Director..... Lowell B. Switzer
Publicity Director..... Richard M. Leonard
Chief Announcer..... Bill Butterfield
Musical Director..... Martha Gobble
Chief Engineer..... Glen L. James

K O A

DENVER—1924—NBC

Frequency: 850 Kc..... Power: 50,000 Watts
Owned-Operated By... National Bcstg. Co., Inc.
Business-Studio Address... 1625 California St.
Phone Number..... Main 6211
Transmitter Location..... Aurora, Colo.
Air Time..... Unlimited
News Service..... AP, INS, UP
Transcription Service..... Thesaurus
Representative..... NBC Spot Sales
Membership..... NAB, BMB
President (NBC)..... Joseph H. McConnell
General-Station Manager..... Lloyd E. Yoder
Sales Mgr..... L. Berry Long, Jr.
Sales Promotion Manager..... Randolph Smith
Program Manager..... Clarence C. Moore
Production Manager..... Earle C. Ferguson
Publicity Director..... William R. Day
Musical Director..... Milton Shrednik
Asst. Mgr. Chg. Engineering... Robert H. Owen
Agricultural Dir..... Donald M. Peach

K T L N

DENVER—1948—LIBERTY

Frequency: 990 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Radio Station KTLN
Business-Studio Address..... Park Lane Hotel
Phone Number..... RAce 4636
Transmitter Location... 3000 South Plate River Dr.
Air Time..... Sunrise-Sunset
News Service..... UP
Transcription Service..... Standard
Representative..... Donald Cooke
Membership..... NAB
Gen.-Sta. Mgr..... Leonard Coe
Sales Promotion Manager... John Buchanan
Program Director..... Jack Helling
Chief Engineer..... O. E. Kelley

K V O D

DENVER—1925—ABC

Frequency: 630 Kc..... Power: 5000 Watts
Owned-Operated By.... Colorado Radio Corp.
Business-Studio Address... Midland Savings
Bldg.
Phone Number..... TAbor 2291
Transmitter Location..... No. of Denver
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth, Cole,
Associated
Representative..... Free & Peters

Membership..... NAB-BMB
President-Gen. Mgr..... William D. Pyle
Station Manager..... T. C. Ekrem
Sales Prom. Mgr..... Con Hecker
Program Director..... V. W. Corbett
Publicity Director..... Ben H. Stanton
Chief Engineers..... W. D. Pyle, T. C. Ekrem
Farm Editor..... Leslie Stark

K I U P

DURANGO—1935

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... San Juan Bcstg. Co.
Business-Studio Address..... 2800 Main Ave.
Phone Number..... 117
Transmitter Location..... 2800 Main Ave.
Air Time..... 6:30 a.m.-10 p.m.
News Service..... UP
Transcription Service..... Standard
Representative..... Thomas F. Clark
General-Station Mgr..... R. E. O'Brien
President..... Mike Cummins
General-Station-Comm. Mgr..... R. E. O'Brien
Comm. Mgr.-Publ. Dir..... T. Ralph Bennett
Sales Promotion Manager..... John Merrell
Program Director..... Lee O'Brien
Production Director..... Don Hoover
Chief Announcer..... Lou Vander Linden
Musical Director..... Shirley Hawley
Chief Engineer..... Harold Hoffman
Farm Editor..... John Merrell

K C O L

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc..... Power: 1000 Watts
Owned-Operated By... The Northern Colorado
Bcstg. Co.
Business-Studio Address... 1600 La. Porte Ave.
Phone Number..... 2600
Transmitter Location..... 1600 La Porte Ave.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Standard
Membership..... NAB, BMB
President..... Herb Hollister
Gen. Sta. Mgr..... Douglas D. Kahle
Comm.-Sales Prom. Mgr.... Dave Schlothauer
Program-Publicity Director... Jack Hitchcock
Prod. Mgr.-Mus. Dir.-Chief Ann. Russ Rountree
Chief Engineer..... Harold Austin
Farm Editor..... Bill Paxton

K F T M

FORT MORGAN—1949

COLUMBINE

Frequency: 1260 Kc..... Power: 500 Watts d.
Owned-Operated By... Fort Morgan Bcstg. Co.
Business Address..... P. O. Box 702

• • • **COLORADO** • • •

Phone Number1000
Air TimeDaytime
News ServiceUP
Transcription ServiceStandard
Pres.-Gen. Mgr..... Robert H. Dolph
Comm. Mgr..... Rainsford J. Winslow
Pgm. Dir..... Frank Allen
Chief Engineer..... Robert D. LaRue

KEXO

**GRAND JUNCTION—1948
COLUMBINE**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..... Voice of Western Colo.
Address..... 2501 North Ave., P. O. Box 629
Phone Number 1230
Air Time 6 a.m.-M.
News Service AP
Transcription Serv. Capitol, Thesaurus, World
Representative Harlan Oakes
President..... D. Spencer Grow
Gen.-Sta.-Prom. Mgr..... H. Abbott Tessmon
Commercial Mgr..... Harold Roper
Pgm.-Prod. Director..... Robert A. Collins
Pub. Dir..... Gene Wilburn
Chief Engineer..... D. E. Towne
Farm Editor..... William Metcalf

KFXJ

GRAND JUNCTION—1926—MBS

Frequency: 920 Kc.....Power: 1000 Watts d;
500 Watts n.
Owned-Operated By... Western Slope Bcstg.
Co.
Business-Studio Address..... Hillcrest Manor
Phone Number..... Grand Junction 1300
Transmitter Location..... Hillcrest Manor
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Hal Holman
Membership NAB, BMB
Pres.-Gen.-Sta. Mgr..... Rex Howell
Auditor Charles Howell
Sales Prom. Mgr..... Bart O'Conner
Traffic Director..... Rosa Lee Samuels
Chief Announcer..... Ed Lewis
Music Dir..... Jack Puter
Chief Engineer..... Charles Hay
Farm Editor..... Bill Warner

KFKA

GREELEY—1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By..... Mid-Western Radio Corp.

COLORADO

WHY IS **AP**
THE BEST?

BECAUSE—**AP** has more news correspondents, more news
bureaus, more miles of news wires than any
other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Director for Colorado and Wyoming: Douglas Kahle—KCOL, Fort
Collins, Colo.

Director for Montana: Franz Robischon—KBYM, Billings, Mont.

COLORADO

COLORADO

Business-Studio Address..... 620—8th Ave.
 Phone Number 450-1
 Transmitter Location..... Radio Ranch, Evans
 Air Time 5 a.m.-11 p.m.
 News Service UP
 Transcription Serv. Lang-Worth, Cole, SESAC
 President, General Manager..... Francis Price
 Sales Prom. Mgr..... William G. Stewart
 Program Director..... Jack Redus
 Publicity Director..... Delbert Wood
 Chief Announcer..... Larry Lee
 Chief Engineer..... Harry Brewer
 Farm Editor..... Carl Jordan

KYOU

GREELEY—1948—COLUMBINE

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Meroco Bcstg. Co.
 Business-Studio-Transmitter
 Address..... 2424 6th Avenue
 Phone Number 3275
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Pres., General Manager..... Elwood H. Meyer
 Commercial Manager..... Frank Thomas
 Program Director..... Jack Hull
 Production Director..... Ann Freeman
 Chief Announcer..... Merwin Smith
 Chief Engineer..... Paul Emrich

KOKO

LA JUNTA—1936—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... The Southwest Bcstg. Co.
 Business-Studio Address..... La Junta
 Phone Number 42
 Transmitter Location..... 4 miles W. of La Junta
 on U. S. Highway No. 50
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Thomas F. Clark
 President..... Ellis P. Lupton
 Gen.-Sta.-Comm. Mgr..... John M. Boyd
 Program Director..... Carma Hayes
 Publicity Director..... Bud Ryan
 Chief Engineer..... Lloyd Wilson
 Farm Editor..... Gail Banks

KLMR

LAMAR—1948—COLUMBINE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... The Southeast Colorado
 Bcstg. Co.
 Business Address..... P. O. Box 232
 Phone Number 804
 Studio-Transmitter..... North Santa Fe Trail
 Air Time 6 a.m.-10 p.m.
 News Service AP
 Transcription Service World

Membership NAB
 President..... Ralph E. Eaton
 Gen.-Sta.-Sales Prom. Mgr..... J. B. Bradshaw
 Pgm.-Prod.-Dir.-Chief Anncr..... Orth Bell
 Comm. Mgr.-Chief Engr..... Donald F. Stephens
 Publicity Dir..... Pat Carroll

KLMO

LONGMONT—1949

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Longmont Bcstg. Co.
 Business Address..... Box 827
 Phone Number 1461
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Pres.-Gen. Mgr..... J. P. Dubberley
 Comm. Mgr..... P. R. Walker
 Pgm. Dir..... J. A. Hillis
 Chief Engineer..... R. R. Blanchard

KUBC

MONTROSE—1947—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Uncompaghre Bcstg. Co.
 Business-Studio Address..... P. O. Box 279
 Phone Number 199
 Transmitter Location..... 1 Mi. E. of Montrose
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Representative..... Gene Grant
 President..... Joe F. Hartman
 Gen.-Sta. Mgr..... Geo. Cory
 Comm.-Sales Prom. Mgr..... Louis Benedict
 Pgm.-Prod.-Publ. Dir..... Vern Friesen
 Musical Director..... Jack Glynn
 Chief Engineer..... Don Anderson

KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Operated By..... Star Bcstg. Co., Inc.
 Business-Studio Address..... 211 West 5th St.
 Phone Number 8522
 Transmitter Location..... N. Hudson
 Air Time 6 a.m.-M.
 Transcription Service Associated
 Representative..... Taylor-Borhoff
 Membership NAB, BMB
 President..... Frank S. Hoag, Jr.
 General-Station Manager..... Dale W. Scott
 Commercial Manager..... Jack Cobb
 Pgm. Dir.-Prom. Mgr..... Roy Borden
 Chief Engineer..... Gerald Kounter

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Pueblo Radio Co.

COLORADO

Business-Studio Address..... 3011 Elizabeth
Phone Number..... 8551
Transmitter Location..... 3011 Elizabeth
Air Time..... 6:30 a.m.-10 p.m.
News Service..... AP
Transcription Service..... Standard, Captiol
Representative..... Donald Cooke
Membership..... NAB
President-Gen.-Sta. Mgr..... Dee B. Crouch
Comm.-Sales Prom. Mgr..... Maxson Bevens
Chief Announcer..... George Corneal
Musical Director..... Constance Aylen
Chief Engineer..... Dee B. Crouch

K G H F

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.. Colorado Bestg. Co., Inc.
Business-Studio Address..... 304 N. Main St.
Phone Number..... 3877
Transmitter Location... N.W. of Pueblo, U. S.
Hiway 50
Air Time..... 6 a.m.-M.
News Service..... INS
Transcription Service..... World, SESAC
Representative..... Joseph Hershey McGillvra
Membership..... NAB, BMB
President..... Gifford Phillips
Station Manager..... Robert D. Ellis
Commercial Manager..... Kenneth C. Russell
Sales Prom. Mgr.-Publ. Dir..... Howard Myers
Pgm.-Prod. Mgr.-Chief Anncr.. Clifford Hendrix
Chief Engineer..... Willis C. Shanks
Farm Editor..... Irwin Cunningham

K V R H

SALIDA—1948—KBS—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..... Vir N. James
Address..... Salida
Phone Number..... 30
Transmitter Location... 1.3 Miles W. of Town
Air Time..... 7 am. to 10 p.m.
News Service..... UP
Representative..... Thomas F. Clarke
Membership..... BMB
General Manager..... Vir N. James
Commercial Manager..... Bill McMillen
Program Director..... Henry Long
Chief Engineer..... T. L. Kidd
Farm Editor..... Verl E. Lee

K G E K

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Operated By..... Elmer G. Beehler
Address..... Fleming Rd.
Phone Number..... 1175
Air Time..... Daytime
News Service..... UP

Transcription Service..... MacGregor, Cole
Representative..... Thomas F. Clark
Pres.-Gen. Mgr.-Chief Engr.. Elmer G. Beehler
Comm.-Sales Prom. Mgr.-Prog. Dir.... Al Ross

K C R T

**TRINIDAD—1946—KBS
COLUMBINE**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Mel-Bert Bestg. Co.
Business-Studio Add..... So. Country Club Dr.
Phone Number..... 338
Transmitter Location.. South Country Club Drive
Air Time..... 7 a.m.-10 p.m.
News Service..... UP
Transcription Service..... Lang-Worth, KBS
Station Manager..... Mel Cooper
Comm.-Sales Prom. Mgr..... Bert Coyle
Program Director..... Millye J. Coyle
Chief Anncr..... George Barron
Chief Engineer..... Mel Cooper

K S F T

TRINIDAD—1946—MBS

Frequency: 1280 Kc...Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By.... Trinidad Bestg. Corp.
Bus.-Studio Address... 219 N. Commercial St.
Phone Number..... 414
Transmitter Location... Garcia Plaza
Air Time..... 6 a.m.-10 p.m.
News Service..... UP
Transcription Service..... Thesaurus
Representative..... Forjoe
Membership..... NAB
President..... Ellis P. Lupton
Gen.-Comm. Mgr..... Paul D. George
Sales Promotion Manager..... Ben Bezoff
Pgm.-Prod. Dir..... Cal Watson
Chief Announcer..... John Special
Musical Director..... Lena Cimino
Chief Engineer..... Lloyd L. Wilson
Farm Editor..... Cal Watson

K P H C

**WALSENBURG—1948
COLUMBINE**

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..... Walsenburg Bestg. Corp.
Business Address..... 10th & Main
Phone Number..... 79
Studio-Transmitter Location..... 10th & Main
Air Time..... 6:30 a.m.-10:15 p.m.
News Service..... UP
Representative..... Thomas F. Clark
President..... Tom G. Banks, Jr.
Gen.-Sta. Mgr..... Clem Morgan
Comm.-Sales Prom. Mgr.-Pgm. Dir.. Harold Reed
Chief Engineer..... John Figal
Farm Editor..... Ken Bradbury

CONNECTICUT

Estimated Population 2,019,000—Increase +18.1%—Radio Homes 580,000
Radio Families 584,000—Stations in State 26

W I C C

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Operated By..... General Tire, Inc.
Business Address..... 21 Brookline Ave., Boston
Phone Number..... 6-1121-2-3
Studio Address..... 144 Golden Hill St.
Transmitter Location..... Pleasure Beach Pk.
Air Time..... 6:30 a.m.-M.
News Service..... AP
Transcription Service..... Standard
Representative..... Edward Petry
General Manager..... Dickens J. Wright
Comm.-Sales Prom. Mgr..... Charles W. Parker
Pgm.-Prod.-Pub. Dir..... James W. Evans
Chief Announcer..... John R. Montgomery
Musical Director..... Marlene Regnery
Chief Engineer..... Winthrop Crawford

W L I Z

BRIDGEPORT—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By..... The Bridgeport Bcstg Co.
Business-Studio Address..... 114 State St.
Phone Number..... 5-4144
Transmitter..... Seaview & Forest Aves.
Air Time..... Local sunrise-local sunset
News Service..... AP
Transcription Service..... Thesaurus
Representative..... Taylor-Borroff
Pres., Gen.-Sta. Manager..... William Elliott
Commercial Manager..... Emanuel S. Slotnick
Sales Promotion Manager..... Sol Robinson
Program-Prod. Director..... Wallace B. Dunlap
Publicity Director..... William Elliott
Chief Engineer..... Ralph Wynquist
Farm Editor..... Connie Parks

W N A B

BRIDGEPORT—1941
ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... WNAB, Inc.
Business-Studio Address..... 991 Broad St.
Phone Number..... 3-3112
Transmitter..... Locomobile Pt., Seaside Pk.
Air Time..... Unlimited
News Service..... UP
Representative..... William G. Rambeau
Membership..... NAB
President-Chief Engineer..... Harold Thomas
General Manager..... Levon Thomas
Program Director..... Jack Dahlby
Promotion Manager..... Jean O'Shea
Commercial Manager..... William Rankin

W B I S

BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Oper. By..... The Bristol Bcstg. Corp.
Business-Studio Address..... 183 Main St.
Phone Number..... 9265
Transmitter Location..... Greystone Ave.
Air Time..... Daytime
News Service..... UP
Transcription Service..... Standard
Membership..... NAB
President..... Frederick W. Beach
Manager..... Fay Clark
Sales..... Lan Gordon
Program..... Cal Colby

W L A D

DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By..... Berkshire Bcstg. Corp.
Business-Studio Address..... 207 Main St.
Phone Number..... 8-0580
Transmitter..... Brushy Hill Rd.
Air Time..... Daytime
News Service..... UP
Transcription Service..... SESAC, World
Membership..... NAB
President..... Robert Doran
Commercial Manager..... J. Thomas Mathers
Program Director..... Jerry Arthur
Farm Editor..... Al Brundage

W D R C

HARTFORD—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Oper. By..... The Connecticut Bcstg. Co.
Business-Studio Address..... 750 Main St.
Phone Number..... 7-1188
Transmitter Location..... 869 Blue Hills Ave.,
Bloomfield, Conn.
Air Time..... Unlimited
News Service..... UP
Representative..... Paul H. Raymer
Membership..... NAB
President..... Franklin M. Doolittle
Station Manager..... Walter B. Haase
Comm.-Sales Prom. Mgr..... William F. Malo, Sr.
Program Manager..... Harvey H. Olson
Chief Announcer..... Russ Naughton
Chief Engineer..... Italo A. Marfino

WCCC

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By. Greater Hartford Bcstg Corp.
 Business-Studio Address. Bond Hotel
 Phone Number 5-6648
 Transmitter Location. South Quaker Lane.
 Air Time. Local sunrise-local sunset
 News Service UP
 President. William M. Savitt
 Secretary-Treasurer. Max M. Savitt
 Station Manager. Randy M. Savitt
 Office Manager. John Battey
 Program Director. Sydney Byrnes
 Musical Director. Ivor Hugh
 Chief Engineer. John Rameika

WONS

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned-Oper. By. Yankee Network, Inc.
 Business-Studio Address. 54 Pratt St. (WONS)
 Phone Number 7-9131
 Transmitter Location. Newington, Conn.
 Air Time. 6:30 a.m.-M.
 News Service UP

WCCC

THE **MUSIC** STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

Transcription Service. Standard, Associated
 President William O'Neil
 Vice-President Tom O'Neil
 Gen.-Sta.-Comm. Mgr. Robert Kennett
 Pgm. Dir.-Prod. Mgr. Ralph Klein
 Pub. Dir. Milton Berkowitz
 Chief Engineer. Rogers Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. The Hartford Times, Inc.
 Business Address. 2-18 Prospect St.
 Phone Number 2-0237
 Transmitter-Studio Location. 555 Asylum St.
 Air Time. 6:43 a.m.-M.
 News Service AP
 Transcription Service. Standard
 Representative. J. P. McKinney
 Membership NAB, BMB
 President. Francis S. Murphy
 Gen.-Sta. Manager. C. Glover DeLaney
 Commercial Manager. Leonard R. Schoenfeld
 Assistant Manager. Richard K. Blackburn
 Prog.-Prod. Director. Philip Becker
 Publicity Director. Sereno Gammell
 Chief Announcer. Mitchell Batters
 Musical Director. Charlotte Anderson
 Chief Engineer. Charles S. Masini

WTIC

HARTFORD—1925
NBC-NERN

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By. Travelers Bcstg. Service Corp.
 Business-Studio Address. 26 Grove St.
 Phone Number 2-3181
 Transmitter Location. Talcott Mt., Avon
 Air Time Unlimited
 News Service AP, INS
 Transcription Service. Lang-Worth, BMI
 Representative Weed
 Membership. NAB, BMB, FMA
 President. Jesse W. Randall
 Vice Pres.-Gen. Mgr. Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales. Walter Johnson
 Asst. Sales Mgr. Irwin Cowper
 Program Director Leonard J. Patricelli
 Asst. Program Director. Paul Lucas
 Production Dir. George Bowe
 Director Public Relations. Bernard Mullins
 News Director. Tom Eaton
 Chief Engineer. Herman Taylor
 Farm Editor. Frank Atwood

CONNECTICUT

W M M W
MERIDEN—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By Silver City Crystal Co.
Business-Studio Address 8½ W. Main St.
Phone Number 5-5747
Transmitter Lewis Ave.
Air Time Daytime
News Service UP
Transcription Service World, Lang-Worth
Membership NAB
President-Gen. Sta. Mgr. Carl W. Schultz
Commercial Mgr. Gustav A. Kruttschnitt
Sales Promotion Mgr. James Woodburn
Program Dir.-Chief Anncr. John Zane
Musical Director Les Fox
Chief Engineer Gabriel Langfelder
Farm Editor Arthur Bergstrom

W C N X
MIDDLETOWN—1948

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Middlesex Bcstg. Co.
Business-Studio Address 462 Main St.
Phone Number 5221
Air Time Daytime
News Service UP
Representative Friedenbergs
Managing Dirs. R. J. O'Brien, W. J. O'Brien

Program Director Ernest Watso
Production Chief Lou Brooks

W H A Y
NEW BRITAIN—1949

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By Central Conn. Bcstg. Co.
Business Address 22 Grove Hill
Phone Number 3-2721
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, Capitol
Representative Radio Reps
General Mgr.-Chief Engineer H. W. Holt
Sales Manager F. E. Bieber
Program Dir. W. T. Walker

W K N B
NEW BRITAIN—1946

Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Oper. By New Britain Bcstg. Co.
Business-Studio Address 213 Main St.;
11 Asylum St., Hartford
Phone Number 3-3603-4; Hdfd. 2-4924
Transmitter Location Newington
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Associated
Representative Forjoe

CONNECTICUT

WHY IS AP
THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world... RAPIDLY... TRUTHFULLY FULLY . . . ACCURATELY.

CONNECTICUT ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

President: Tom Eaton—WTIC, Hartford
Vice-President: Michael Goode—WNHC, New Haven
Secretary: Paul V. Cochrane, AP Chief of Bureau

CONNECTICUT

CONNECTICUT

Membership FMA
President, General Manager..... Julian Gross
Station-Commercial Mgr..... Peter B. Kenney
Sales Promotion Mgr..... Edward C. Benfield
Program-Production Dir..... Bernie Moore
Publicity Director..... Charles Norwood
Chief Announcer..... Ray Neilan
Musical Director..... Al DeCaro
Chief Engineer..... Lewis House
Farm Editor..... E. H. Forbush

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc..... Power: 1000 Watts d.
Owned-Operated By..... WAVZ Bcstg. Corp.
Business-Studio Address..... 152 Temple St.
Phone Number 7-0171
Transmitter Location..... Foot of Thill St.,
W. Haven

Air Time..... Local sunrise-local sunset
News Service..... UP, AP
Transcription Service..... World
Membership..... NAB
President..... Victor W. Knauth
General-Station Mgr..... Daniel W. Kops
Commercial Mgr..... George J. Peters
Sales Prom. Mgr.-Pub. Dir..... Joseph McDonell
Program-Musical Dir..... Richard E. Barrett
Production Director..... George A. Duffy
Chief Announcer..... James Pansulle
Chief Engineer..... Ernest S. Gellman

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc..... Power: 1000 Watts
Owned-Operated By..... Conn. Radio Founda-
tion, Inc.

Business-Studio Address..... 221 Orange St.
Phone Number 8-1133
Transmitter Location..... Benham Rd., Hamden
Air Time..... 6:30 a.m.-12:05 a.m.
News Service..... UP
Transcription Service..... Lang-Worth, SESAC
Representative..... Headley-Reed
President..... H. C. Wilder
Gen.-Station Mgr..... Richard W. Davis
Commercial Manager..... Edwin H. Schweitzer
Sales Prom. Mgr.-Pub. Dir..... Rudy Frank
Program Director..... Charles H. Wright
Chief Engineer..... Fred King

WNHC

NEW HAVEN—1944

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Elm City Bcstg. Corp.
Business-Studio Address..... 1110 Chapel St.
Phone Number 8-0196
Transmitter Location..... Kimberly Ave.
Air Time..... 7:05 a.m.-12:05 a.m.
News Service..... AP

Transcription Service..... World
Representative..... Katz Agency
Membership..... NAB
President..... Patrick J. Good
General Manager..... James T. Milne
Secretary-Treasurer..... Aldo DeDominicis
Comm. Actg. Mgr..... Vince Callanan
Program Director..... Evelyn Levin
Publicity Director..... Jack Quinn
Chief Announcer..... David Harris
Musical Director..... James Morgan
Chief Engineer..... Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... The Thames Bcstg. Corp.
Business-Studio Address..... 281 State St.
Phone Number 2-4365
Transmitter Location..... Winthrop Pt., E. New
London

Air Time..... Unlimited
News Service..... UP
President-Gen. Sta. Mgr..... Gerald J. Morey
Comm.-Sales Prom. Mgr.-Prod. Dir..... Leo B.
Keegan
Publicity Director..... J. Patricia Morley
Program Dir.-Chief Engineer..... Gerald J. Morey
Farm Editor..... Mary Regan

WNLK

NORWALK—1947

Frequency: 1350 Kc..... Power: 500 Watts
Owned-Operated By..... Norwalk Bcstg. Co., Inc.
Business-Studio Address..... Main & Wall Sts.
Phone Number..... 6-2542
Transmitter..... Stuart Ave. & Benedict St.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Associated
Representative..... McGillivra
Membership..... NAB
Pres.-Gen.-Comm. Mgr..... Benjamin Ginzburg
Program Director..... Milton Warren
Chief Engineer..... Charles W. Winter, Jr.

WICH

NORWICH—1946

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Eastern Conn Bcstg. Co.
Business-Studio Address..... 91 Main St.
Phone Number..... 345
Transmitter Location..... Lucas Pk. Rd.
Air Time..... 6:30 a.m.-11 p.m.
News Service..... AP
Transcription Service..... World
Membership..... NAB
President-General Mgr..... John Deme
Commercial Manager..... Noel Breault
Program Director..... Robert Silverberg
Chief Engineer..... Alexander Dubenetsky

W S T C

**STAMFORD—1941
ABC-CONN. STATE**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Western Conn.
Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number.....4-7575
Transmitter Location...320 Strawberry Hill Ave.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Everett-McKinney
Membership.....NAB
President.....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Commercial Manager.....Wharton Ford
Program Director.....Ernest Hartman
Chief Engineer.....Edward L. Markmar

W L C R

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By...The Litchfield County Radio
Corp.
Business-Studio Address.....23 Main St.
Phone Number.....4173
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service....World, SESAC, BMI
Representative.....Sears & Ayer
Membership.....NAB
President.....J. Richard Dobbins
Gen.-Comm.-Sales Prom. Mgr.....James E.
Cipriano
Pgm. Dir.-Chief Anncr.-Farm Ed....Jay Norman
Production-Publicity Dir.....Pete Stoner
Chief Engineer.....Alfred F. Pallokat

W T O R

**TORRINGTON—1947
CONN. STATE**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Main St.
Phone Number.....4181
Transmitter Location.....93 Perkins St.
Air Time.....6:30 a.m.-M.
News Service.....INS
Representative.....Continental Radio Sales
Membership.....NAB
President.....Joseph R. Schifini
General Manager.....Gerardo T. Schifini
Commercial Manager.....Fred R. Menzies
Program Director.....Richard C. Kilbourn
Musical Director.....John J. Morris

W A T R

**WATERBURY—1934
ABC-CONN. STATE**

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Meadow St.
Phone Number.....3-5161
Transmitter Location.....Baldwin St.
Air Time.....7 a.m.-M.
News Service.....UP
Representative.....William G. Rambeau
Membership.....NAB
President-Gen. Mgr.....Harold Thomas
Sta.-Comm. Mgr.....Sam Elman
Sales Pro. Mgr., Pub. Dir.....Wallace Gordon
Prog.-Prod. Dir.....Edmund Waller
Chief Announcer.....Wallace King
Musical Director.....Tony Greenwood
Chief Engineer.....Russell Jensen

W B R Y

WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden St.
Air Time.....6:55 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NAB
President.....William J. Pape
General Manager.....James H. Darcey
Commercial Manager....Harry A. DeVorken
Sta.-Sales Prom. Mgr.-Pub Dir...J. Maxim Ryder
Prog.-Prod. Dir.....Walter O. Howard
Chief Announcer.....Robert Stewart
Musical Director.....Louis Boisvert
Chief Engineer.....Frank B. Hales

W W C O

**WATERBURY—1946
MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone Number.....4-5141
Transmitter Location.....Thomaston Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Robert S. Keller
Membership.....NAB
Pres., Gen. Manager.....Milton H. Meyers
Commercial Manager.....Ford Billings
Sales Promotion Manager...Robert S. Keller
Program Director.....Robert Crager
Production Director.....Eugene Parker
Publicity Director.....James Logan
Musical Director.....Bob Woodman
Chief Engineer.....Gene Fleisher

DELAWARE

*Estimated Population 311,000—Increase +16.5%—Radio Homes 86,000
Radio Families—89,000—Stations in State 5*

W D O V DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By William C. Evans
Business Address Bradford & Loockerman Sts.
Phone Number 5816
Air Time Daytime
News Service AP
Transcription Service Capitol
Representative McGillvra
President William C. Evans
Gen.-Comm. Mgr. A. H. Zoog
Pgm. Dir.-Prom. Mgr. Elizabeth Evans
Chief Engineer R. F. Lee

W A M S

WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Wilmington Tri-State Bcst.
Co., Inc.
Business-Studio Address 414 French St.
Phone Number 4-8881
Transmitter Mt. Cuba Rd. & Owl's Nest
Air Time 7 a.m.-12:30 a.m.
News Service AP

Transcription Service Lang-Worth, Standard
Membership NAB, BMB, FMA
President Frank S. Carrow
Gen.-Sta. Mgr. E. R. Dalton
Comm. Mgr. William S. Ewing
Sales Prom. Mgr. I. Alan Goff
Chief Announcer Bill Smith
Chief Engineer Herbert Eckstein

W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By WDEL, Inc.
Business-Studio Address 10th & King Sts.
Phone Number 7268
Transmitter 35th St. & Bellevue Ave.
Air Time 8:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NAB
Station Executive Clair R. McCollough
Station Manager J. Gorman Walsh
National Sales Manager J. Robert Gulick
Program Director Harvey C. Smith
Technical Dir. J. E. Mathiot

DELAWARE

WHY IS AP THE BEST?

BECAUSE—**AP** is faster, more complete, more accurate
than any other news service.

PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh
Vice-President: George Coleman—WGBI, Scranton
Second Vice-President: Ed Obrist—WPEN, Philadelphia
Third Vice-President: Jack Hooper—WHGB, Harrisburg
Secretary: Joseph Snyder—AP Chief of Bureau
Continuing Study Committeeman for Delaware: W. S. Ewing—WAMS,
Wilmington

DELAWARE

W I L M

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Delaware Bcstg. Co.
 Business-Studio Address... 920 King St.
 Phone Number... 4-7771
 Transmitter... 1¼ Mi. N.W. of Town, Hwy. 13
 Air Time... 6 a.m.-1 a.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Bolling Co.
 Membership... NAB, BMB
 President-Gen.-Comm. Mgr. Ewing B. Hawkins
 Sta. Mgr.-Prog. Dir. Frank Gallagher
 Sales Promotion Manager... Robert J. McFann
 Publicity Director... Robert J. McFann
 Musical Director... Frank Hejl
 Chief Engineer... H. Edwin Kennedy
 Farm Editor... Richard L. Bair

W T U X

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By... Port Frere Bcstg. Co., Inc.
 Business-Studio Address... 1326 Market St.
 Phone Number... Wilmington 5-8821
 Transmitter Location... Port Frere
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... World
 Representative... Forjoe
 Membership... NAB
 Pres.-Sta. Mgr. Gordon K. MacIntosh
 General Mgr. Howard R. Robinson
 Comm. Mgr.-Publ. Dir. Sidney Schulman
 Sales Prom. Mgr. Jack P. Dougherty
 Program Dir. Larry Miller
 Chief Anncr.-Prod. Dir. Fred Hechman
 Chief Engineer... Wayne Neuhaus

DISTRICT OF COLUMBIA

*Estimated Population 870,000—Increase +31.1%—Radio Homes 238,000
 Radio Families 243,000—Stations in D. C. 7*

W I N X

WASHINGTON, D. C.—1940—SBN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Banks Independent Bcstg. Co.
 Business-Studio... 8th & Eye Sts., N.W.
 Phone Number... Republic 8000
 Transmitter Location... Florida St. & Lee Hwy.
 Air Time... 6 a.m.-1 a.m.
 News Service... AP, UP
 Representative... King Radio Adv.
 Pres.-Gen.-Sta. Mgr. William A. Banks
 Asst. Gen.-Sta. Mgr. Dolly R. Banks
 Commercial Manager... Charles W. Trippe
 Program Director... Lynnette Wilson
 Chief Engineer... Ralph E. Cannon, Jr.

V.P., General Manager... K. H. Berkeley
 Commercial Manager... Ben B. Baylor, Jr.
 Pgm. Dir. Charles Kelly
 Pub. Dir. Mary P. Perry
 Chief Anncr. Harold Stepler
 Chief Engineer... Frank Harvey

W O L

WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By... Cowles Bcstg. Co.
 Bus.-Studio Address... 1627 K St., N.W.
 Phone Number... Metropolitan 0010
 Transmitter Location... Brookville Rd.,
 Silver Spring, Md.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Associated
 Representative... Katz
 Membership... NAB, BMB
 President-Owner... Gardner Cowles
 V.P., Gen. Sales Mgr. Phil Hoffman
 Pgm. Dir.-Prom. Mgr. S. J. McCormick
 Chief Engineer... Harold Reed

W M A L

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By... The Evening Star
 Bcstg. Co., Inc.
 Business-Studio Address... 724 14th St., N.W.
 Phone Number... NAtional 5400
 Transmitter Location... Green Tree Rd.,
 Bethesda, Md.
 Air Time... 6 a.m.-1:05 a.m.
 News Service... AP, UP
 Transcription Service... World, Standard
 Representative... ABC Spot Sales
 Membership... NAB, BMB
 President... S. H. Kauffmann

W Q Q W

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By... WQQW, Inc.
 Business-Studio Address... 1125 Vermont Ave.
 Phone Number... Executive 8676

LOOK AT THE RECORD! . . .

In Washington
everything is up
Population
Income
Retail Sales

*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

WRC

Check your nearest
NBC Spot Sales Office

* American Research
Bureau Radio Diary
Study

FIRST in WASHINGTON

WRC



5,000 Watts • 980 KC

. . . District of Columbia . . .

Transmitter Location . . . Lee & Wilson Blvd.,
Falls Church, Va.
Air Time 7 a.m.-sunset
News Service AP
Transcription Service Associated
Representative William G. Rambeau
Membership NAB
President Morris Rodman
Vice President-Gen. Mgr. M. Robert Rogers
Comm. Manager Perry Walders
Program-Musical Director Pierson Underwood
Chief Announcer Ray Wilson
Chief Engineer Robert B. Martin

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By . . . National Bcstg. Co., Inc.
Business-Studio Address . . . 724 14th St., N.W.
Phone Number Republic 4000
Transmitter Location Ager Rd.,
W. Hyattsville, Md.

Air Time 6 a.m.-1 a.m.
News Service AP, INS, UP
Transcription Service Thesaurus, Standard,
Associated

Representative NBC Spot Sales
Membership NAB, BMB
President Joseph H. McConnell
Washington Vice President Frank M. Russell
General Manager William R. McAndrew
Asst. General Manager George Y. Wheeler
Program Director Eugene Juster
Sales Director Mahlon Glascock
Chief Engineer Donald Cooper
Business Manager George Sandefer
Program Manager Ken French
Sales Promotion Manager Tom Geoghegan
Publicity Manager Walter Jay Royen
Musical Director Fritz Baltzer
Consulting Engineer NBC Engineering

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By WTOP, Inc.
Business-Studio Address Warner Bldg.
Phone Number Metropolitan 3200
Transmitter Location Wheaton, Md.
Air Time 5:30 a.m.-2 a.m.
News Service AP, UP
Representative CBS Radio Sales
Membership BMB
President Philip L. Graham
Vice President-Gen. Mgr. John S. Hayes
Commercial Manager George Hartford
Sales Prom. Mgr.-Pub. Dir. Cody Pfanstiel
Program-Production Dir. Hazel Kenyon Markel
Chief Engineer Clyde Hunt

... District of Columbia ...

W W D C

WASHINGTON, D. C.—1941

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address.....1627 K St., N.W.
 Phone Number.....NAtional 7203
 Transmitter.....Silver Spring, Md.
 Air Time.....24 hrs.
 News Service.....AP, UP
 Transcription Service.....Capitol, Standard
 Representative.....Forjoe
 Membership.....NAB, FMA
 President.....Joseph Katz
 V.P., General Manager.....Ben Strouse
 Comm. Manager.....Herman Paris
 Program Director.....Norman Reed
 Publicity Director.....Irving Lichtenstein
 Chief Announcer.....Ray Morgan
 Musical Director.....Bob Rand
 Chief Engineer.....Ross H. Beville

NOW 5,000 WATTS

More than ever Washington's
leading independent station!

WWDC

WASHINGTON, D.C.

1260 on the Dial

Forjoe & Co., National Representatives

WASHINGTON, D. C.

WHY IS AP THE BEST?

BECAUSE—**AP** has more news correspondents, more news
bureaus, more miles of news wire than any
other news service.

CHESAPEAKE AP RADIO ASSOCIATION

President: Denis Sartain—WWDC, Washington
 First Vice-President: Matthew Warren—WEAM, Arlington, Va.
 Secretary: Max Fullerton—AP Chief of Bureau, Baltimore
 News Committee Chairman: William C. Conhurst—WCAO, Baltimore
 Cooperation Committee Chairman: Stewart Phillips—WARK, Hagers-
 town

WASHINGTON, D. C.

FLORIDA

Estimated Population 2,494,000—Increase + 31.4%—Radio Homes 735,000
Radio Families 742,000—Stations in State 70

WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By..... Seminole Bcstg. Co.
Business Address..... P. O. Box 355
Phone Number..... 2063
Studio Address..... Scarborough Bldg.
Transmitter Location..... Chosen
Air Time..... Daytime
News Service..... UP
Transcription Service..... World
President-General Mgr..... Tom Watson, Jr.
Commercial Manager..... Mrs. Mary Foy
Chief Engineer..... C. S. Clemans
Farm Editor..... Tom Lloyd

WDHL

BRADENTON—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Manatee Bcstg. Co.
Business Address..... Memorial Pier
Phone Number..... 37-561
Studio-Transmitter Location..... Memorial Pier
Air Time..... 6:45 a.m.-10:15 p.m.
News Service..... AP
Transcription Service..... Associated
Pres.-Gen.-Sta. Mgr..... L. E. Jackobson
Sales Promotion Mgr... Elizabeth Spowengarger
Program Director..... Ken Lueck
Chief Anncr.-Prod. Dir..... Al Mareau
Publicity Director..... Suzie Smith
Chief Engineer..... Ed Hill
Farm Editor..... Ed Ayers

WCLE

CLEARWATER—1946

Frequency: 680 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Clearwater Bcstg. Co.
Address..... Whitcomb Building
Phone Number..... 3-2373
Transmitter Location..... Taylor Ave., Largo
Air Time..... Sunrise to sunset
News Service..... AP
Transcription Service..... Associated
Representative..... Hal Holman
Membership..... NAB
General Manager..... Houston Cox, Jr.

WTAN

CLEARWATER—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by..... Clearwater Radio
Broadcasters, Inc.
Business Address..... P. O. Box 1109

Phone Number..... 33084
Studio Address..... Municipal Auditorium at
Clearwater Bay
Transmitter Location..... Clearwater Bay,
Pierce St.
Air Time..... 6:00 a.m.-12:08 a.m.
News Service..... UP
Transcription Service..... World
Representative..... Joseph Hershey McGillvra
Membership..... NAB
President..... Otis E. Pruitt
Acting General-Comm. Mgr..... C. A. McKay
Program Dir.-Prom. Mgr... Louis H. Falconnier
Acting Chief Engineer..... Arthur Betts

WTTT

CORAL GABLES—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Atlantic Shores Bcstg.
Business-Studio Address..... 350 Aragon Ave.
Phone Number..... 83-4683
Transmitter Location..... 1505 S.W. 32nd Ave.,
Miami
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Associated
Representative..... Joseph Hershey McGillvra
General Manager..... D. H. Freedman
Commercial Manager... Edwin C. Derryberry
Promotion Manager..... Mitt Mittler
Sales Manager..... David T. Golden

WVCG

CORAL GABLES—1947—PG

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By... Peninsular Bcstg. Corp.
Business Address..... P. O. Box 977
Phone Number..... 48-7411-2
Studio Address..... 233 Aragon Ave.
Transmitter..... Bird & Ludlum Rds., Miami
Air Time..... Sunrise to sunset
News Service..... AP
Transcription Service..... Associated
Representative..... Ashcroft & Banninger
Membership..... NAB
President-General Mgr... George W. Thorpe
Program Director..... Edward S. Gaylor
Chief Engineer..... Lawrence Mennitt

WCNU

CRESTVIEW—1949—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By... Gulf Shores Bcstg. Co.
Business-Studio Address..... Box 518
Phone Number..... 3511
Transmitter Location... Highway 85, Crestview

FLORIDA

Air Time.....18 hours
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Cyril W. Reddoch
General Manager.....John B. McCrary
Commercial Manager.....John French
Promotion Manager.....D. G. O'Neal
Program Director.....Sam Townsend
Chief Engineer.....Franklin Prestwood

W M F J

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number.....6491-2
Transmitter Location.....126½ Magnolia Ave.
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership.....NAB
Owner.....W. Wright Esch
General Manager.....A. B. Esch
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Chief Engineer.....Webster K. Ellenwood

W N D B

DAYTONA BEACH—1948

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address.....128 Orange Ave.
Phone Number.....2-0531
Transmitter Location.....Holly Hill
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Standard, World
Representative.....John H. Perry
Gen.-Sta.Mgr.....Jerry Stone
Comm., Prom. Mgr.....John Cummins
Program Director.....W. E. Trimble
Publicity Director.....Jane Gilmore
Chief Announcer.....Phil Brook
Musical Director.....Maribel Montgomery
Chief Engineer.....Fred F. Moore

W R O D

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Daytona Beach Bcstg.
Corp.
Business Address.....Box 991
Phone Number.....4626
Studio-Transmitter Address.....Wilder Blvd. &
S. Beach St.
Air Time.....Unlimited

News Service.....UP
Transcription Service.....Associated
Membership.....NAB
Pres.-Gen. Mgr.....E. J. Sperry
Commercial Manager.....R. Y. Huffman
Pgm. Dir.....Susan Baldwin
Chief Engineer.....L. M. Menard

W D L F

DE LAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....DeLand Bcstg. Co.
Business-Studio Address.....220 E. Hubbard Ave.
Phone Number.....1490
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Associated
President.....Lyle Van Valkenburgh
Gen.-Sta.-Comm. Mgr.....J. H. Knox
Prom. Mgr.-Pgm.-Prod. Dir.....Robert H. Walton
Publicity Director.....Richard Pearce
Chief Announcer.....James B. Tillis
Chief Engineer.....Lauren Mickle
Farm Editor.....William Platt

W F T L

FORT LAUDERDALE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Gore Pub. Co.
Business-Studio Address.....100 E. Las Olas Blvd.
Phone Number.....3-2511
Transmitter Location.....1785 S.E. 15th St.
Air Time.....Unlimited
News Services.....UP
Gen.-Sta.-Comm. Mgr.....E. F. Gore
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB
Program-Production Director.....Paul Taylor
Publicity Director.....Carter Holmes
Chief Engineer.....Howard O. Sheets

W I N K

FT. MYERS—1938—CBS-KBS-FS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ft. Myers Bcstg. Co., Inc.
Business-Studio Address.....54 E. First St.
Phone Number.....818
Transmitter Location.....54 E. First St.
Air Time.....6:30 a.m.-M.
News Service.....AP
Representative.....Donald Cooke
President.....Arthur B. McBride
Gen.-Sta.-Comm. Mgr.....A. J. Bauer
Sales Promotion Manager.....Betty Whified
Pub. Dir.....Dan Harlacher
Chief Anncr.....Bob Nash
Chief Engineer.....James Lacy

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Indian River Bcstg Co.
 Business Address... Box 1401
 Phone Number... 870
 Transmitter-Studio Location... Melody Lane
 Air Time... 6:30 a.m.-11:15 p.m.
 News Service... UP
 Transcription Service... Standard
 Membership... NAB
 Pres., Gen.-Sta. Mgr... Douglas Silver
 Comm. Mgr.-Pgm. Dir... Marjorie B. Silver
 Sales Prom. Mgr... J. Kingsley Butt
 Musical Director... Roger Wood
 Chief Engineer... James Sowinski
 Farm Editor... Anne Wilder

WGGG

GAINESVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Alachua County
 Broadcasting Co., Inc.
 Bus.-Studio-Transmitter... 1230 Waldo Rd.
 Phone Number... 5791, 3922
 Air Time... 6:59 a.m.-12:06 a.m.
 News Service... AP
 Transcription Service... Associated, Capitol
 Representative... Ashcraft & Banninger
 Pres., Gen.-Sta. Mgr... R. M. Chamberlin
 Comm.-Sales Prom. Mgr... Leon E. Mims
 Pgm. Dir.-Chief Annncr... S. Scott Sutton
 Chief Engineer... R. M. Chamberlin

WRUF

**GAINESVILLE—1928
 MBS-U. OF FLA. NET.**

Frequency: 850 Kc. Power 5000 Watts
 Owned-Operated By... Univ. of Fla.
 Business-Studio Address... Campus, Univ. of Fla.
 Phone Number... 3261, Ext. 466-7-8
 Transmitter Location... Newberry Rd.
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... Lang-Worth, SESAC
 Representative... Burn-Smith
 Membership... NAB, BMB, FMA
 General Manager... Garland Powell
 Commercial Manager... Al Cone
 Sales Promotion Manager... Dwight Ranny
 Program Director... Sewell Brown
 Publicity Director... Ray Dantzler
 Chief Announcer... Otis Boggs
 Musical Director... Larry Gibson
 Chief Engineer... Ovid Gano
 Farm Editor... Clyde Beale

WINZ

HOLLYWOOD—1946

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Oper. By... Hollywood Bcstg Co., Inc.
 Address... 304 Lincoln Rd., Miami Beach
 Phone Number... Miami 58-7311
 Transmitter Location... Opalocka
 Air Time... 6:30 a.m.-M.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Perry
 Membership... NAB
 Pres., Gen., Sta. Mgr... Jonas Weiland
 Comm., Sales, Prom. Mgr... Jules Lillienthal
 Prgm., Prod. Dir... Denny Kirwan
 Publicity Dir... Ruth Kalin
 Chief Engineer... Ralph G. Tanner

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By... WIVY, Inc.
 Business-Studio Address... 135 Riverside Ave.
 Phone Number... 4-7722, 4-7723
 Transmitter Location... Springrove Ave. at
 A. C. & L. RR. Tracks
 Air Time... Local sunrise to local sunset
 News Service... INS
 Transcription Service... MacGregor
 Membership... NAB
 Pres.-Comm. Mgr... Frank L. Denton
 Gen. Mgr.-Pgm. Dir... Al Keirseay
 Chief Engineer... James W. Knoche

WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By... City of Jacksonville, Fla.
 Business-Studio Address... 1 Broadcast Pl.
 Phone Number... 4-1681
 Transmitter Location... Hyde Park
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... Thesaurus, Associated
 Representative... John Blair; Harry E. Cummings
 Membership... BMB
 Gen.-Sta. Mgr.-Chief Engr... John T. Hopkins III
 Program Director... Evelyn Boote
 Production Manager... J. W. Douglass
 Chief Announcer... Starling Coleman
 Musical Director... Frank Morris

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By... The Metropolis Co.
 Business-Studio Address... 500 Laura St.
 Phone Number... 4-7711
 Transmitter Location... Lane Ave. Annex

FLORIDA

Air Time..... 6 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John H. Perry
 Gen.-Sta. Mgr..... Reggie Martin
 Publicity Director..... Charlie Harris
 Chief Engineer..... Beecher Hagford

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By..... Florida Bcstg. Co.
 Business-Studio Address..... 605 Main St. S.,
 P. O. Box 5187
 Phone Number.....9-4477
 Transmitter Location..... Lane & Stewart Aves.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service..... UP
 Transcription Service..... World, Associated
 Representative..... Avery-Knodel
 Membership..... NAB, BMB
 President-General Manager..... Frank King
 Comm. Mgr..... Charles M. Stone
 Program Director..... Roger O. Van Duzer
 Chief Engineer..... Ernest B. Vordermark

W O B S

JACKSONVILLE—1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Southern Radio and
 Equipment Co.
 Business-Studio Address..... 10 East Forsyth St.
 Phone Number.....6-4231
 Transmitter Location..... Gilmore Road
 Air Time..... Sunrise to sunset
 News Service..... AP
 Station Representative..... Forjoe
 President..... Jack Sharpe
 General Manager..... Jim Macri
 Commercial Manager..... R. H. Gunckel, Jr.
 Program Director..... Wayne Farrell
 Promotion Manager..... Fred Murphy
 Chief Engineer..... William Askew

W P D Q

JACKSONVILLE—1942 ABC-FLA.-AMER. GROUP

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By..... Jacksonville Bcstg. Corp.
 Business Address..... P. O. Box 1468
 Phone Number.....4-4421
 Studio Address..... Gulf Life Insurance Bldg.
 Transmitter Location..... Lenox Ave.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Standard
 Station Representative..... Katz
 Membership..... BMB
 President..... James R. Stockton
 General-Station Manager..... Robert R. Feagin
 Commercial Manager..... Frank Taylor, Jr.

Sales Prom. Mgr..... Evelyn C. Cooper
 Program Director..... James O. Hardin, Jr.
 Publicity Dir..... Frieda J. Sanders
 Chief Announcer..... Tommy Tucker
 Musical Director..... Harold Cohn
 Chief Engineer..... James R. Donavan

W J V B

JACKSONVILLE BEACH—1947—FBS

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned-Operated By..... Jacksonville Beach
 Bcstg. Co.
 Business-Studio Address..... Penman Rd.
 Phone Number.....3674
 Transmitter Location..... Penman Rd.
 Air Time..... Sunrise to sunset
 President..... H. A. Prather
 General Manager..... Lester M. Combs
 Chief Engineer..... Tom Kindell

W K W F

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Operated By..... John M. Spottswood
 Business Address..... P. O. Box 891
 Phone Number.....510
 Studio-Transmitter Location..... Stock Island
 Air Time..... 7 a.m. to M.
 News Service..... UP
 Transcription Service..... Thesaurus, Keystone
 Membership..... NAB
 Pres.-Gen. Mgr..... John M. Spottswood

W D S R

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Deep South Radioways
 Business-Studio Address..... 126 No. Marion St.
 Phone Number.....525
 Transmitter Location..... One mile south of Lake
 City on U.S. No. 41
 Air Time..... 6 a.m. to 10:05 p.m.
 News Service..... AP
 Transcription Service..... Associated
 Membership..... NAB
 Gen. Mgr. & Prin. Partner..... Alfred H. Temple
 Program Director..... Owen W. Parnacott
 Chief Engineer..... Bruce Singleton

W L A K

LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By..... Lakeland Bcstg. Corp.
 Business Address..... P. O. Box 1211
 Phone Number.....2127
 Studio-Transmitter Location..... Shore Acres,
 1412 East Lime St.
 Air Time..... 5 a.m.-12:05 p.m.
 News Service..... UP

Transcription Service Associated
 Station Representative John E. Pearson
 Membership BMB
 Pres.-Gen.-Station Mgr. S. O. Ward
 Asst. Mgr., Chief Engineer William P. Lee
 Comm., Sales Prom. Mgr. Powell Adams
 Program Director Maxine Tyner
 Pub. Dir., Chief Announcer Bill Lee
 Musical Director George Friend

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Coastal Bcstg. Co.
 Business Address New Fla. Hotel
 Phone Number 5117
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Co. Owners Robert S. Taylor, Ted Covington,
 Duane McConnell
 President Robert S. Taylor
 Commercial Mgr. Tom Barber
 Program Dir. Ted Covington
 Chief Engineer Duane McConnell

WEAT

LAKE WORTH—1948—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By R. W. Rounsaville
 Business-Studio Address Municipal Casino
 Phone Number W. Palm Beach 7545
 Transmitter Location Nineteenth Ave. No.
 Air Time 6:30 a.m. to 11:30 a.m.
 News Service AP
 Transcription Service Associated
 Owner R. W. Rounsaville
 Comptroller S. A. Wade
 Station Manager Virgil K. Trimm
 Commercial Manager C. J. Bennett
 Program Director George Eubanks
 Chief Announcer Bill Schoocraft
 Chief Engineer Andrew Keicher

WLBE

LEESBURG-EUSTIS—1949

Frequency: 790 Kc. Power: 1,000 Watts
 Owned-Operated By WLBE, Paul Hunter
 Business-Studio Address 1240 Floradel Ave.,
 Leesburg
 Phone Number Leesburg 552
 Transmitter Location Silver Lake, Fla.
 Air Time 6:25 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President Paul Hunter
 General Manager Eleanor Hunter
 Station-Commercial Mgr. Robert Clinton
 Program Director Pamela Clinton
 Chief Anncr., Chief Engineer Charles Castle

WNER

LIVE OAK—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Live Oak Bcstg. Co.
 Business Address P. O. Box 655
 Phone Number 1450
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Pres., Comm. Mgr. John A. Boling
 Gen., Prom. Mgr. James W. Hayes
 Program Dir. V. L. Randolph
 Chief Engineer C. S. Parker

WTYS

MARIANNA—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By John H. Phipps Radio Stas.
 Business Address P. O. Box 565
 Phone Number 650
 Studio-Transmitter Address U. S. Hwy. 90, E.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Harry Cummings
 President John H. Phipps
 General Manager L. H. Graves
 Station Manager Glenn Ferril
 Commercial Manager H. C. Harris
 Program Director Leslie Carroll
 Production Director Lee Ferril
 Chief Engineer Cal Howrigan

WMMB

MELBOURNE—1947

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Melbourne Bcstg. Corp.
 Business-Studio Address Front St.
 Phone Numbers 575-6
 Transmitter Location Front St.
 Air Time Local sunrise to sunset
 News Service UP
 Transcription Service World
 Membership NAB
 President William Shakespeare, Jr.
 General Manager Austin V. Catterton
 Commercial Manager Margaret Boyer
 Program Director Victoria C. Martin
 Chief Announcer James W. Hunt
 Chief Engineer Kenneth R. Waltz
 Farm Editor Norman O. Protsman

WFEC

MIAMI—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By Fla. East Coast Bcstg. Co.
 Business Address 350 N. E. 71st St.
 Phone Number 89-7534
 Air Time Daytime
 News Service UP

FLORIDA

Transcription Service Cole
 General Manager J. L. Williams, Jr.
 Executive Dir. L. K. Beznor
 Commercial Mgr. Richard D. Ward
 Program Dir. Robert Lyons
 Promotion Mgr. Beverly Deming
 Chief Engineer G. J. Henke

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc. ... Power: 50,000 Watts, d.
 10,000 Watts, n.
 Owned-Operated By ... The Fort Industry Co.
 Business-Studio Address ... 1605 Biscayne Blvd.
 Phone Number 9-2401
 Transmitter Location ... 6½ mi. N.W. Hialeah
 Air Time 6 a.m.-1 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Station Representative Katz
 Membership BMB
 President George B. Storer, Sr.
 Chief Station Mgr. Stanton P. Kettler
 Commercial Manager Miller N. Babcock
 Sales Prom. Mgr. Frank Jaffe
 Program Director Ewald Kockritz
 Chief Announcer Jack Williams
 Chief Engineer A. W. Shropshire

WIOD

MIAMI—1926—NBC

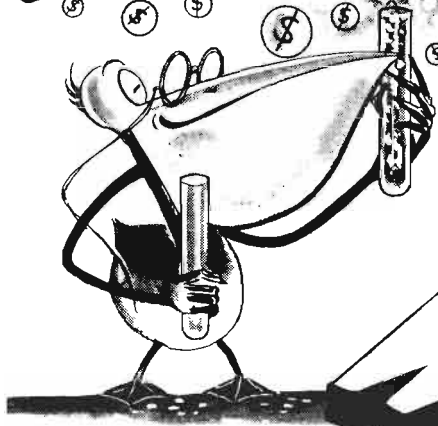
Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Oper. By ... Isle of Dreams Bcstg. Corp.
 Business-Studio Address ... 600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location Cameo Island
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service ... Associated, Standard
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Daniel J. Mahoney
 Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Program Director Scott Bishop
 Prom. Pub. Dir. Martha Henriquez
 Musical Director Earl Barr Hanson
 Chief Engineer M. C. Scott

WMIE

MIAMI—1947

Frequency: 1140 Kc. ... Power: 10,000 Watts, d.
 5,000 Watts, n.
 Owned-Operated By ... Sun Coast Bcstg. Corp.
 Business Address Everglades Hotel

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 You All The Answers!



As a year-round test market, it's great! From November through April, it's a super-duper...your audience is literally a cross-section of the nation. We blanket this area like Florida sunshine! For the details...call our Rep

George P. Hollingbery Co.



JAMES M. LeGATE, General Manager
 5,000 WATTS • 610 KC • NBC

FLORIDA

Phone Number..... 3-5556
 Transmitter Location.....Sunset Rd. & Snapper
 Creek, So. Miami
 Air Time.....6 a.m.-4 a.m.
 News Service.....INS, AP, UP
 Transcription Service.....Associated
 Representative.....Forjoe
 Membership.....NAB, BMB
 President.....J. Allen Brown
 General Manager.....Robert G. Venn
 Business, Comm. Mgr.....John S. Allen
 Merchandise Mgr.....Roland Jones
 Program Director.....Ted Anthony
 Music Librarian.....Ruth Lee Jones
 Chief Engineer.....Russell Bennett

WQAM

MIAMI—1920—ABC-FA

Frequency: 560 Kc..... Power: 5.000 Watts, d.,
 1.000 Watts, n.
 Owned-Operated By.....Miami Bcstg. Co.
 Business-Studio Address.....duPont Bldg.
 Phone Number.....2-6121
 Transmitter Location.....1425 N.E. Bayshore Ct.
 Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....John Blair, Cummings
 Membership.....NAB, BMB
 President.....John S. Knight
 General-Station Mgr.....Owen F. Uridge
 Comm., Sales, Prom. Mgr.....Harry Camp
 Pgm., Prod., Pub. Dir.....Marjorie Christopher
 Musical Dir.....Walt Svelha
 Chief Engineer.....Gene Rider

WWPB

MIAMI—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By.....Paul Brake
 Business-Studio Address.....414 S.W. 2nd Ave.
 Phone Number.....3-7405
 News Service.....AP
 Transcription Service.....World
 Representative.....Donald Cooke
 Owner, Gen., Comm. Mgr.....Paul Brake
 Program Dir.....Bill Johns
 Prom. Mgr.....Ed Derryberry
 Chief Engineer.....Jack Wilson

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc..... Power: 5.000 Watts, d.,
 1.000 Watts, n.
 Owned-Operated By.....WKAT, Inc.
 Business-Studio Address.....1759 Bay Rd.
 Phone Number.....5-5711
 Transmitter Location.....1759 Bay Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP

Transcription Service.....Standard, Cole
 Station Representative.....Weed
 President.....A. Frank Katzentine
 General Mgr., Exec. V.P.....John I. Prosser
 Chief Announcer.....Robert Beutel
 Chief Engineer.....Arthur P. Smith

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc..... Power: 1000 Watts d.
 Owned-Oper. By.....Biscayne Bcstg. Co., Inc.
 Business-Studio-Transmitter Address.....McArthur
 Causeway Terminal
 Phone Number.....5-5586
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard, Capitol
 Representative.....Ra-Tel
 President.....Kenneth S. Keyes, Sr.
 Gen., Sta., Comm. Mgr.....Kenneth S. Keyes, Jr.
 Sales Prom., Pub. Dir.....Dick Parker
 Pgm., Production Dir.....George Chamberlin
 Chief Announcer.....Arnold C. Kauffman
 Chief Engineer.....Jack D. Miller

WTMC

OCALA—1938—MBS

Frequency: 1290 Kc..... Power: 1000 Watts
 Owned-Operated By.....Ocala Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 831
 Phone Numbers.....128, 185
 Studio Address.....1 Broadcast Pl.
 Transmitter Location.....RFD Ocala, State Rd. 500
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Perry Associates
 President.....John H. Perry
 Gen. Mgr., Pgm., Pub. Dir.....T. S. Gilchrist, Jr.
 Sta. Mgr., Prod. Dir.....John F. Nicholson
 Comm., Sales Prom. Mgr.....Carl J. Reinhardt
 Chief Engineer.....W. P. Callahan
 Farm Editor.....James Smith

WDBO

ORLANDO—1925—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By.....Orlando Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 3707,
 30 S. Ivanhoe Blvd.
 Phone Number.....6181
 Transmitter Location.....222 Hazard St.
 Air Time.....4:55 a.m.-1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World, Thesaurus,
 Associated
 Representative.....John Blair, Harry Cummings
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....George C. Johnston
 V.P., Station Mgr.....Harold P. Danforth

FLORIDA

Natl. Sales-Prog. Dir. W. G. McBride
 Local Sales Director John M. Pedrick
 Musical Director Walter D. Kimble
 Chief Engineer J. E. Yarbrough
 Farm Editor Carter Scofield

W H O O

ORLANDO—1947—ABC-FAG

Frequency: 990 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By . . . Orlando Daily Newspapers,
 Inc.
 Address Fort Gatlin Hotel
 Phone Number 9900
 Transmitter Location Old Fairvilla Rd.
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service Standard
 Representative Ra-Tel
 President Martin Anderson
 Gen., Sta., Comm. Mgr. Clarence Bracey
 Sales Prom. Mgr. Travis Messer
 Pgm., Prod. Dir., Chief Anncr. Tom Sawyer
 Pub. Dir. Betty J. Kline
 Chief Engineer Gene Dashiell

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Hazelwood, Inc.
 Business-Studio Address Angebilt Hotel
 Phone Number 8163
 Transmitter Location Near Orlo Vista
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 Membership NAB, BMB
 President William Joe Sears
 V.P., Gen. Mgr. J. Allen Brown
 Comm. Mgr. Don R. Colee
 Prom. Mgr., Pub. Dir. Ruth Bartlett
 Program Director R. Donahue
 Chief Engineer Dodd Daniel

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Central Florida Bcstg. Co.
 Business-Studio Address P. O. Box 2231
 Phone Number 2-2451
 Studio Address 740 N. Orange
 Transmitter Location Winter Garden Rd.
 Air Time 6 a.m.-1:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative Weed
 Membership NAB, BMB
 President James Dandelake

Gen., Comm. Mgr. Eugene D. Hill
 Station Manager W. O. Murrell, Jr.
 Sales Prom. Mgr. Sammy Roen
 Program Dir. Tony Chastain
 Chief Anncr., Farm Editor Lou Kennedy
 Musical Director Gordon Towne
 Chief Engineer John W. Bassett

W W P F

PALATKA—1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By Palatka Bcstg. Co.
 Business-Studio-Transmitter Address 900 Block
 of River St.
 Phone Number 354
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Partners L. C. McCall, J. E. Massey
 Gen.-Station Manager L. C. McCall
 Commercial Manager Herb Young
 Program Dir. Bruce E. Wilson
 Publicity Dir. Robert F. James
 Chief Engineer L. C. McCall

W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Palm Beach Bcstg. Co.
 Business Address South Ocean Blvd.
 Phone Number West Palm Beach 2-1515.
 Lake Worth 5345
 Transmitter Location South Ocean Blvd.
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth, Thesaurus,
 World
 Representative Perry
 President, Gen. Mgr. Charles E. Davis
 Station-Comm. Mgr. Donald S. Greenlief
 Chief Engineer Clyde E. Walkden

W D L P

PANAMA CITY—1940

FFN—LIBERTY

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Panama City Bcstg. Co., Inc.
 Business-Studio Address West Beach Dr.
 Phone Number 777
 Transmitter Location North Springfield
 Air Time 5:30 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Perry Associates
 President John H. Perry
 Gen.-Sta.-Comm. Mgr. Byron Hayford
 Sales Prom. Mgr. John Thomas
 Chief Engineer Elmer Scott

W P C F

PANAMA CITY—1949—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Bay County Bcstg. Co.
 Address..... 15th & McKenzie
 Phone Numbers..... 2662-2877
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service... RCA Victor Thesaurus
 Gen., Sta., Comm. Mgr..... E. L. DuKate, Jr.
 Program Dir..... Eleanor Whitelaw
 Chief Announcer..... Ray Hardin
 Musical Dir..... Bill Ward
 Chief Engineer..... Leon Hance

W B S R

PENSACOLA—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Escambia Bcstg. Co., Inc.
 Business Address..... P. O. Box 1351
 Phone Number..... 6173-4
 Studio-Transmitter..... N. O & Moreno Sts.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Robert Meeker
 President, Gen. Mgr..... Ruth Braden
 Sta.-Comm. Mgr..... Jack Rathbun
 Sales Promotion Manager..... C. I. Smith
 Chief Engineer..... G. Bert Mead

W C O A

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By... Pensacola Bcstg. Co.
 Business-Studio Address... San Carlos Hotel
 Phone Number..... 4111
 Transmitter Location..... Cary's Lane
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... John H. Perry Associates
 President..... John H. Perry
 Gen.-Station Mgr..... J. Holliday Veal
 Commercial Manager..... Irving Welch
 Sales Promotion Manager..... Pauline Heller
 Program Director..... Russell Hirsch
 Publicity Dir..... Ann Martin
 Chief Engineer..... Harold Heath

W E A R

PENSACOLA—1947—MBS—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Gulfport Bcstg. Co.
 Business-Studio Address... Smith Shipyard
 Phone Number..... 8-4449
 Transmitter Location..... Smith Shipyard
 Air Time..... 6 a.m.-10:15 p.m.
 News Service..... AP
 Representative..... John E. Pearson

President..... T. J. Carroll
 General Manager..... Earle Fletcher
 Comm., Sales Prom. Mgr..... Mel Wheeler
 Pgm., Prod. Dir..... LeRoy Morris
 Chief Engineer..... Howard Grove

W P L A

PLANT CITY—1949

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By..... W. A. Smith
 Business Address..... Hopewell Rd.
 Phone Number..... 526
 Air Time..... Daytime
 News Service..... UP
 Manager..... Leon Lloyd

W C N H

QUINCY—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Quincy Bcstg. Corp.
 Business Address..... Box 190, Quincy
 Phone Number..... 300
 Studio-Transmitter Location... Shelfer Heights
 Air Time..... 6 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Membership..... NAB
 President..... Richard J. Gardner
 General Manager..... A. B. Letson
 Comm. Manager..... R. B. Bush
 Program Director..... Norman Keller
 Chief Engineer..... A. B. Letson

W F O Y

ST. AUGUSTINE—1934—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Fountain of Youth Bcstg. Co.
 Business-Studio-Transmitter
 Address..... Magnolia Ave.
 Phone Number..... 1622
 Air Time..... 6:30 a.m.-12:05 a.m.
 News Service..... UP
 Representative..... Avery Knodel
 Membership..... NAB
 President..... J. C. Bell
 Gen.-Sta.-Comm. Mgr.... John E. Bernhard, Jr.
 Prog.-Prod.-Musical
 Director..... Mrs. Frankye C. Walker
 Publicity Director..... Patsy Hernandez
 Chief Announcer..... Fred Schilling
 Chief Engineer..... Ernest Raistrick
 Farm Editor..... Bob Sheppe

W S U N

ST. PETERSBURG—1938—ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By... City of St. Petersburg
 Business Address..... Recreation Pier
 Phone Number..... 7-4747-8
 Transmitter Location... Bayview, RFD No. 2,
 Box 81, Clearwater

FLORIDA

Air Time Unlimited
 Representative Weed
 Membership NAB, BMB
 Manager, Director George D. Robinson

W T S P

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Pinellas Bcstg. Co.
 Business-Studio Address Times Bldg.
 Phone Number 7-8108
 Transmitter Location Gandy Blvd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Capitol
 Representative John E. Pearson
 Membership NAB
 Chief Owner Nelson Poynter
 President Irwin A. Simpson
 V.P., Gen. Mgr. F. J. Kelly
 V.P., Prod. Dir. Herbert T. Anderson
 Comm. Mgr. L. L. Wildman
 Prom., Prog. Dir. Jack Faulkner
 Chief Announcer Richard Bingham
 Chief Engineer William D. Mangold

W T R R

SANFORD—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Myron A. Reck
 Business Address Box 1541
 Phone Number 999
 Studio-Transmitter 1110 E. First St.
 Air Time Unlimited
 News Service UP
 Gen. Mgr. Myron A. Reck
 Comm. Mgr. Dick Aiken
 Program Dir. J. Marion Harman, Sr.
 Chief Engineer Emerson Brown

W K X Y

SARASOTA—1949

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Sarasota Bcstg. Co.
 Business Address P. O. Box 2431
 Phone Number 3666
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Co.-Owners A. G. Fernandez, William P. Carey, C. J. Fernandez, G. Fernandez
 Gen. Mgr., Chief Engr. A. G. Fernandez
 Comm. Mgr. William P. Cary
 Program Dir. Robert W. Hanesworth

W S P B

SARASOTA—1939—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WSPB, Inc.

Business Address P. O. Box 1110
 Phone Number 2564-5
 Studio-Transmitter Address City Island
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership BMB
 President Robert C. Jones, Jr.
 General-Station Manager John B. Browning
 Commercial Manager John H. Bennett
 Pgm., Prod., Pub. Dir. David Hale
 Chief Announcer Larry Mansfield
 Chief Engineer James E. Grant

W T A L

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By John H. Phipps Radio Stations
 Business Address P. O. Box 989
 Phone Number 2160
 Studio Address Cherokee Hotel
 Transmitter Location Lake Bradford
 Air Time 5:45 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representatives Blair, Cummings
 Membership NAB, BMB
 President John H. Phipps
 General Manager L. Herschel Graves
 Program Director Joe Hosford
 Chief Engineer W. A. Snowden, Jr.
 Farm Editor Alton Brock

W T N T

TALLAHASSEE—1946-ABC-KBS-FAG

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Tallahassee Appliance Corp.
 Business-Studio Address Floridan Hotel
 Phone Number 2691, 2836
 Transmitter Location East Park Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Thomas F. Clark
 Membership NAB
 President, General Manager Frank W. Pepper
 Comm., Sales Prom. Mgr. John Bartlett
 Sta. Mgr., Pgm. Dir. Frank W. Hazelton
 Chief Engineer Charles Clifton

W A L T

TAMPA—1946—SCBS

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Operated By Tampa Bcstg. Co.
 Business-Studio Address 401 West Tyler St.
 Phone Number 2-7921

. . . **FLORIDA** . . .

Transmitter Location.....411 West Tyler St.
 Air Time Daytime
 News Service AP
 Transcription Service.....Lang-Worth,SECAC
 Representative.....John H. Perry
 Membership.....NAB
 Pres., Gen.-Sta. Mgr..... W. Walter Tison
 Chief Announcer.....Gene Garcia
 Musical Director.....Neil Ficken
 Chief Engineer.....J. B. Tison
 Farm Editor.....Sandy Geer

Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
 Prog.-Prod.-Publicity Dir...Kenneth W. Skelton
 Musical Director.....Edward C. Walker
 Chief Engineer.....William Pharr Moore
 Farm Editor.....Mark E. Swingley

W D A E

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tampa Times Co.
 Business Address.....P. O. Box 2403,
 114 N. Franklin St.
 Phone Number.....2-2911
 Studio Address.....Tampa Times Bldg.
 Transmitter Location....Forrest Hills Country
 Club Area
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 RepresentativeKatz
 MembershipNAB
 President.....David E. Smiley

W F L A

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tribune Co.
 Business Address.....P. O. Box 1410
 Phone Number.....H-1828
 Studio Address.....Seminole Bldg.
 Transmitter Location....East Entrance Camp-
 bell Causeway, Columbus Dr.
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service...Thesaurus, Lang-Worth
 Representative..John Blair, Harry E. Cummings
 MembershipNAB
 Sta-Gen. Mgr.....Charles G. Baskerville
 Commercial Manager.....Bert A. Arnold
 Sales Prom. Mgr., Pub. Dir....Tom Matthews
 Prog.-Prod. Director.....Paul M. Jones
 Chief Announcer, Farm Editor....Mardi Liles
 Musical Director.....Frank Grasso
 Chief Engineer.....Joseph Mitchell

FLORIDA

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 Vice-President: Garland Powell—WRUF, Gainesville
 Continuing Study Committee Chairman: Ken Skelton—WDAE, Tampa

FLORIDA

W H B O

TAMPA—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Harold A. & Harry J. Dunlap
 Business Address P. O. Box 9145
 Phone Number 33-2251
 Studio Address Sulphur Springs Hotel,
 8122 Nebraska Ave.
 Transmitter Location 11001 Florida Ave.
 Air Time Local sun-rise-sunset
 News Service AP
 General Manager Harold A. Dunlap
 Business Manager Harry J. Dunlap
 Sales Prom. Manager Richard P. Baker
 Prog.-Musical Dir. Ann Bowman
 Traffic Dir. Betty Strong
 Chief Engineer Maurice Scott

W I R K

**WEST PALM BEACH—1947—MBS
 SCBS**

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Ken-Sell, Inc.
 Business Address Box 2148
 Phone Number 2-1744
 Studio Address Citizens Bldg.
 Transmitter Location S. Military Trail
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Joseph Hershey McGillvra
 Membership NAB
 Pres., Gen., Sta. Mgr. Joseph S. Field, Jr.

Pgm. Prod. Dir. James C. Steele, Jr.
 Chief Anncr., Mus. Dir. James W. Anderson
 Chief Engineer William P. Heitzman

W J N O

WEST PALM BEACH—1937—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WJNO, Inc.
 Business-Studio Address 1500 N. Flagler Dr.
 Phone Number 2-3638
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Robert Meeker
 Membership NAB
 President Marshall Heminway
 Gen.-Sta. Mgr. Stephen P. Willis
 Chief Engineer Otis C. Wright

W S I R

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Citrus Belt Bcstrs., Inc.
 Business-Studio Address 132 Third St., S.W.
 Phone Number 31-313
 Transmitter Location Lake Howard Dr.
 Air Time 6 a.m.-M.
 News Service UP
 Membership BMB
 President Frederick L. Allman
 General Manager Larry Rollins
 Program Director Richard Fyrich
 Chief Announcer Richard Teller
 Chief Engineer L. Orden Traj

GEORGIA

*Estimated Population 3,196,000—Increase +2.3%—Radio Homes 859,000
 Radio Families 872,000—Stations in State 71*

W A L B

ALBANY—1940—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Herald Publishing Co.
 Address Leesburg Road
 Phone Number 1590
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President James H. Gray
 General-Station
 Commercial Manager H. L. Tallman
 Pgm., Prod. Pub. Dir. David K. Fulton
 Chief Announcer Bill Bowick
 Chief Engineer Ernest Ruckle

W G P C

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Albany Bdcstg. Co.
 Business-Studio Address New Albany Hotel
 Phone Number 1371
 Transmitter Location Gillionville Road
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative George P. Hollingbery
 Membership NAB, BMB
 President J. W. Woodruff
 Executive Manager J. W. Woodruff, Jr.
 Sta.-Comm.-Sales Prom. Mgr. L. M. George
 Program-Production Director Walter H. Flint
 Chief Engineer Redus A. Carlton
 Farm Editor Bill Fowler

W D E C

AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . The Americus Bdcstg. Co.
 Business-Studio Address . . . 109½ Windsor Ave.
 Phone Number 3681-3682
 Transmitter Location McGarragh St.
 Air Time 6:15 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Continental
 Membership NAB
 Pres., Gen. Mgr. James R. Blair
 Sta.-Pgm. Dir. Charles C. Smith
 Chief Engineer Lloyd E. McKinney

W G A U

ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . J. K. Patrick & Company
 Business-Studio Address . . . Bobbin Mill Road
 Phone Number 1741-2
 Transmitter Location Bobbin Mill Road
 Air Time 6:50 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard, Keystone
 Membership BMB
 President J. K. Patrick
 Gen., Sta., Comm. Mgr. R. Lewis Doster
 Program Dir. Mary L. Betts
 Chief Announcer Sol Abrams
 Chief Engineer Bill Evans

W R F C

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By Radio Athens, Inc.
 Business-Studio Add. 279½ N. Lumpkin St.
 Phone Number 446-7
 Studio-Transmitter Location Lake Road
 Air Time Sunrise to Sunset
 News Service UP
 Transcription Service Associated
 Membership NAB, BMB
 President-General Manager L. H. Christian
 Commercial Manager Claude Williams, Jr.
 Program-Publicity Director Charles A. McClure
 Chief Announcer-Musical
 Director Rhett Turnipseed
 Chief Engineer L. D. Drewry

W A G A

ATLANTA 1937—CBS—GMMT

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Fort Industry Co.
 Business-Studio Address Western Union Bldg.
 Phone Number Main 5900
 Transmitter Location North Druid Hill Rd.
 Air Time Unlimited
 News Service AP
 Representative Katz

Membership NAB, BMB
 President George B. Storer, Sr.
 General Manager Lee B. Wailes
 Station Manager James E. Bailey
 Commercial Manager Claude H. Frazier
 Sales Prom. Mgr., Pub. Dir. Lidle Lee
 Program-Production Director
 Chief Announcer William McCain
 Musical Director Marijane Bouleware
 Chief Engineer Paul B. Cram
 Farm Editor Dale Clark

W A T L

ATLANTA—1931

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Atlanta Bcstg. Co.
 Business Address Henry Grady Bldg.
 Phone Number Walnut 4377
 Transmitter Location Loghaven Dr.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Forjoe
 Membership NAB
 President J. W. Woodruff, Sr.
 General Mgr. Maurice C. Coleman
 Program Dir. David Ruark
 Chief Engineer Ellis Bryant, Jr.

W B G E

ATLANTA—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By General Bcstg. Co.
 Bus.-Studio Address George Terrace Hotel
 Phone Number VErnon 1194
 Transmitter Location S. Pine St.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 President Mike Benton
 General Manager David J. Holt
 Sales Manager Samuel Kane
 Program Director Marilyn Bradham
 Promotion Manager Ralph Black
 Chief Engineer David J. Holt
 Asst. Chief Engineer Howard Parrish

W C O N

ATLANTA—1947—ABC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By The Atlanta Constitution
 Pub. Co.
 Business-Studio Address Constitution Bldg.
 Phone Number LAmAr 4545
 Transmitter Location DeFoor's Ferry Road, NE
 Air Time 5:30 a.m.-1 a.m.
 News Service AP, UP
 Transcription Service World
 Representative Headley-Reed
 Membership BMB

President.....Clark Howell
 General Manager.....David Carpenter
 Commercial Manager.....Crenshaw Bonner
 Sales Prom. Mgr., Pub. Dir. Edward Pentecost
 Program Director.....Marguerite Uhry
 Prod. Dir.....Don Elliot
 Chief Engineer.....Harvey Aderhold
 Farm Editor.....Channing Cope

WGST

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts d.
 1000 n.

Owned-Operated By....Board of Regents, Uni-
 versity System of Ga., behalf Ga. Institute of
 Technology

Business-Studio Address.....Forsyth Bldg.,
 Post Office Box 674

Phone Number.....Walnut 8441

Transmitter Location.....Cheshire Bridge Rd.

Air Time.....5:30 a.m.-M.

News Service.....AP

Transcription Service.....Lang-Worth

Representative.....George P. Hollingbery

Membership.....BMB

Chairman Bd. of Regents.....F. M. Spratlin

General Manager.....John Fulton

Sales Promotion Manager.....Paul Sanford

Program Director.....Jack Kelly

Production Director.....Don Naylor

Publicity Director.....Paul Sanford

Chief Engineer.....Ben Akerman

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc.....Power: 10,000 Watts d.
 Owned-Oper. By....Eurith Dickinson Rivers, Jr.
 Bus-Studio Address.....217 W. Ponce de Leon
 Ave.

Phone Number.....Dearborn 2521

Transmitter Location.....Lawrenceville Hiway

Air Time.....6 a.m.-7:45 p.m.

News Service.....AP

Transcription Service.....World

Representative.....Pearson

Owner-General Mgr.....E. D. Rivers, Jr.

Asst. to Owner.....Mrs. E. D. Rivers, Jr.

Program Dir., Prom. Mgr.....Warren Roberts

Production Director.....Ned Lukens

Chief Engineer.....William Hall Keller

Farm Editor.....Jack Nobles

**THEY LIVE IN 37
 BOOMING GEORGIA COUNTIES**

(258,580 Radio Families)*

**MOST OF THESE LISTEN TO
 AND BELIEVE IN WGST**

(166,900 or nearly 65%)*

**THEY'LL LISTEN TO YOUR STORY.
 HIT 'EM WHERE THEY LIVE!**

(At one of the lowest
 per-listener rates in the South.)

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 BY
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*BMB

5000 WATTS
 1000 W NIGHTS
 920 KC

Janus



THE FIRST YEAR is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlanta area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained — and augmented.

If Atlanta is on your television planning board -- and it should be — get the facts from your Petry man.

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ON PEACHTREE STREET

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W E R D

ATLANTA—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Atlanta, Inc.
 Business-Studio Add. 274½ Auburn Ave., NE
 Phone Number Lamar 0666-7-8
 Transmitter Location Fairmount Street, NW
 Air Time Daytime
 Pres., Gen. Mgr. J. B. Blayton, Sr.
 Station Mgr. J. B. Blayton, Jr.
 Commercial Manager Clayton J. Cosse
 Sales Prom. Mgr. Roderick B. Harris
 Program Dir. A. Kenneth Knight
 Chief Engineer William F. Kennedy

W Q X I

ATLANTA—1948

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned-Operated By R. W. Rounsaville
 Business-Studio Address Peachtree at
 Mathieson
 Phone Number Cherokee 2196
 Transmitter Location Cheshire Bridge Rd.
 Air Time Daytime
 News Service Unlimited
 Transcription Service World, TBS
 Membership NAB
 Pres., Gen. Mgr. R. W. Rounsaville
 Commercial Manager Sam Davis
 Prod. Mgr., Farm Editor Ray McCay
 Program Dir. Bob Corley
 Musical Director Rosemary Jones
 Chief Engineer Harold Price

W S B

ATLANTA—1922—NBC

Frequency: 750 Kc. Power: 50000 Watts
 Owned-Operated By Atlanta Journal Company
 Business-Studio Address Biltmore Hotel
 Phone Number HEmlock 1045
 Transmitter Location Tucker
 Air Time 5:15 a.m.-1:30 a.m.
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative Edward Petry
 Membership NAB, BMB
 Managing Director J. Leonard Reinsch
 Station Manager John M. Outler, Jr.
 Commercial Manager Frank Gaither
 Sales Promotion Manager Vincent C. Piano
 Program Director Marcus Bartlett
 Traffic Dir. George Crumbley
 Publicity Director Wayne L. Anderson
 Chief Engineer C. F. Daugherty
 Farm Editor Dudley McCaskill

W B B Q

AUGUSTA—1946
LIBERTY—GA—PALMETTO

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Savannah Valley
 Bdcstg. Co.
 Business-Studio-Transmitter
 Location 515 Jefferson Davis Avenue
 Phone Number 4-5441
 Air Time Unlimited
 News Service AP
 Representative Walker
 Pres.-Gen., Sta. Mgr. George G. Weiss
 Comm. Mgr., Prod. Dir. John W. Watkins
 Sales Prom. Mgr. Russell Poteet
 Program Director George M. Scott
 Publicity Dir. Ed Dunbar
 Chief Announcer
 Musical Director Bob Nelson
 Chief Engineer Marvin Tarpley
 Farm Editor Jack Lenz

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By The Twin States Bcstg. Co.
 Business-Studio Address WGAC Bldg.
 Phone Number 2-2692
 Transmitter Location Martinez
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NAB
 Pres., Gen. Mgr. A. D. (Jess) Willard, Jr.
 Station Mgr. Donald MacDonald
 Program Dir. Warren Hites
 Production Director John G. Lyon
 Publicity Director Douglas Alford
 Musical Dir. Jack Francis
 Chief Engineer John Jopling
 Farm Editor J. W. Chambers

W J B F

AUGUSTA—1945—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Georgia-Carolina Bcstg. Co.
 Bus.-Studio Address 15 Elghth St., Cotton Row
 Phone Number 4-2421
 Transmitter Location Sunset Ave.
 Air Time 6:00 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership NAB
 Pres., Gen. Mgr. J. B. Fuqua
 Station Mgr. D. M. Kelly, Jr.

GEORGIA

Commercial Manager..... Steve Manderson
Sales Prom. Mgr., Pub. Dir.... Fred Runde, Jr.
Program Dir..... John Vance
Prod., Musical Dir..... Thomas Hennesy
Chief Announcer..... Hugh Alison
Chief Engineer..... C. M. Callicott

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc..... Power: 5000 Watts
Owned-Operated By..... Radio Augusta, Inc.
Business-Studio Address.... 8th & Broad Streets
Phone Number..... 2-8805, 2-8806, 2-8807
Transmitter Location..... Berckmans Rd.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... George P. Hollingbery
Membership..... NAB, BMB
President..... Ernest D. Black
Gen. Sta. Mgr..... W. R. Ringson
Commercial Mgr..... James S. Ayers
Program Director..... Charles H. Pointel
Production Director..... Raymond Culppepper
Chief Announcer..... Pat Mulherin
Musical Director..... Charles H. Pointel
Chief Engineer..... Rabun F. Bobo
Farm Editor..... Gerald A. Chelton

WMGR

BAINBRIDGE—1946—MBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... S. Marvin Griffith
Address..... Faceville Hiway
Phone Number..... 776
General Mgr..... S. Marvin Griffith

WGIG

BRUNSWICK—1949

Frequency: 1440 Kc..... Power: 1,000 Watts
Owned-Operated By... Brunswick Bcstg. Corp.
Business-Studio Address.... 1514 Union St.
Phone Number..... 2714
Transmitter Location..... Blythe Island
Air Time..... 7 a.m.-M.
News Service..... AP
Transcription Service..... Associated
Membership..... NAB, BMB
President..... Norman A. Way
General Manager..... Alan Burke
Commercial Mgr..... John Lane
Pgm. Dir., Chief Announcer..... Ted Booth
Publicity Dir..... Ammie Ree Penn
Musical Dir..... Sue Shaw
Chief Engineer..... Herman Lange
Farm Editor..... Eddie Wade

GEORGIA

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BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

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Secretary: W. F. Caldwell—AP Chief of Bureau
Continuing Study Committee Chairman: W. B. Estes—WGAA, Cedar-town

GEORGIA

W M O G

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Coastal Bcstg. Co., Inc.
 Address... St. Simons Island Causeway
 Phone Number... 1500
 Air Time... 7:00 a.m.-M.
 News Service... UP
 Transcription Service... Lang-Worth
 Membership... BMB
 President... Alma W. King
 Gen.-Sta.-Comm. Mgr... Kenneth E. White
 Chief Engineer... Sidney Hargraeves

W L B B

CARROLLTON—1947—GALS

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By... Carroll Bcstg. Co., Inc.
 Business-Studio Address... Peoples Bank Bldg.
 Phone Number... 980-981
 Transmitter Location... Cedar St.
 Air Time... Daytime
 News Service... UP
 Transcription Service... SESAC, Lang-Worth
 Membership... NAB
 General Mgr... Thomas K. Vassey
 Commercial Manager... Chessley F. Hooper
 Program Director... James C. Dunaway
 Prom. Mgr... Dale C. Smith
 Chief Engineer... Chessley F. Hooper

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... W. R. Frier
 Address... P. O. Box 71, Dallas Road
 Phone Number... 1200
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Lang-Worth
 Gen., Pgm. Dir... W. Ryan Frier
 Chief Engineer... John H. Doherty

W G A A

**CEDARTOWN—1941
 ABC-KBS-GALS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... NW. Ga. Bcstg. Co.
 Business-Studio Address... West Theatre Bldg.
 Phone Number... Cedartown 777,570
 Transmitter Location... Rome Highway
 Air Time... 6:00 a.m.-M.
 News Service... AP
 Transcription Service... World
 Membership... NAB, BMB
 President... O. C. Lam
 General-Comm. Mgr... William B. Estes
 Program Director... Rowena W. Murphy
 Prom. Mgr... Paul Mason

W D A K

COLUMBUS—1943—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Radio Columbus, Inc.
 Business-Studio Address... 1320 Broadway
 Phone Number... 5447
 Transmitter Location... Brickyard Road
 Air Time... 5:45 a.m.-1:05 a.m.
 News Service... AP
 Transcription Service... World
 Station Representative... Headley-Reed
 Membership... NAB, BMB
 President-General Manager... Allen M. Woodall
 Station Manager... Miles H. Ferguson
 Comm., Sales Prom. Mgr... William Massie
 Program-Publicity Dir... John Nolan
 Prod. Dir., Chief Anncr... Joe Byars
 Musical Director... Frances Gladdin
 Chief Engineer... Hudie Brown
 Farm Editor... Betty Vann

W G B A

COLUMBUS—1947—ABC-MBC

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By... Ga.-Ala. Bcstg. Corp.
 Business-Studio Address... 1213½ Broadway
 Phone Number... 3-3603
 Transmitter Location... Morris Rd.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Lang-Worth
 Representative... Branham
 Membership... NAB, BMB
 President... A. H. Chapman, Sr.
 Gen., Comm., Mgr... Walter M. Windsor
 Pgm., Pub. Dir., Chief Anncr... Ridley Bell, Jr.
 Pub. Service Dir... James R. Cook
 Continuity Director... Howard Garland
 Chief Engineer... William R. Atkinson

W R B L

**COLUMBUS—1928
 CBS-GA. B. S.-GA. SPORTS**

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By... Columbus Bcstg. Co.
 Business-Studio Address... 13th Ave. & 14th St.
 Phone Number... 2-0601
 Transmitter Location... Phenix City, Ala.
 Air Time... 5:30 a.m.-1:05 a.m.
 News Service... INS, UP
 Transcription Service... Standard
 Representative... George P. Hollingbery
 Membership... NAB, BMB
 Partner... J. W. Woodruff
 Exec. Mgr., Ptnr., Sta. Mgr... J. W. Woodruff, Jr.
 Sales Mgr... B. Ed Johnson
 Promotion Mgr... Walter Mitchell
 Pgm., Prod. Dir... George Gingell
 News Director... George Theeringer
 Chief Engineer... J. A. Gamble
 Farm Editor... Douglas Gary

W M J M

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. System
 Business-Studio Address... 20th Ave. & B St.
 Phone Number 666
 News Service UP
 President James S. Rivers
 General Mgr. William E. Blizzard, Jr.
 Comm., Prom. Mgr. Willard Belote
 Program Dir. Bryant Lane
 Chief Engineer Reo Chairland

W M O C

**COVINGTON—1946—MBS-KBS
 GA. SPORTS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... The Covington News,
 Inc.
 Business Address 114-22 Pace St.
 Phone Number 2274
 Studio-Transmitter Location Monticello St
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Ga. Assn. Local Stations
 President Belmont Dennis
 General-Station-Commercial
 Manager W. Thomas Hay
 Sales Prom. Mgr., Prod., Pub. Dir. S. G. Turner
 Program Director W. I. Allgood
 Chief Anncr., Musical Dir. Roy Jones
 Chief Engineer Robert L. White, Jr.
 Farm Editor Leo Mallard

W B L J

DALTON—1940—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Dalton Bdcstg. Corp.
 Business-Studio Address 111 South Fentz St.
 Phone Number 1180-1
 Transmitter Location River Bend Rd.
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol, SESAC
 Membership NAB, BMB
 President H. C. Kenemer
 Gen.-Sta.-Comm. Mgr. J. F. McGinley
 Chief Announcer Bill Davis
 Musical Director John Ross
 Chief Engineer John S. Andrews

W D W D

**DAWSON—1948—GA. SPORTS
 GALS**

Frequency: 990 Kc. Power: 1000 Watts D.
 Owned-Operated By Dawson Bdcstg. Co.
 Business-Studio Address Parrott Road
 Phone Number 415. 416

Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President Ed Stevens
 Gen.-Sta.-Comm. Mgr. W. C. Woodall, Jr.
 Pgm. Dir., Chief Anncr. Olin L. Gee
 Sales Prom. Mgr. George Burton, Jr.
 Publicity Dir. Carolyn Wall
 Musical Dir. Howard Ravilious
 Chief Engineer Joe Stephens

W G L S

DECATUR—1949—GALS

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By DeKalb Bcstg. Co.
 Business-Studio Add. 546 N. McDonough St.
 Phone Number Crescent 6471
 Transmitter Location Northern Ave.,
 Avondale Estates
 News Service UP
 Transcription Service Standard
 President Frank Thomas
 General Manager Robert W. Minton
 Commercial Mgr. Robert W. Mock
 Program Dir. Ruth Kent
 Chief Announcer Preston Charles
 Chief Engineer Bob Minton

W D M G

DOUGLAS—1947

Frequency: 860 Kc. Power 1000 Watts D.
 Owned-Operated By WDMG, Inc.
 Business-Studio Address 118 S. Madison Ave.
 Phone Number 564
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, SESAC
 Representative P. W. Cook
 Membership NAB
 President Downing Musgrove
 General Manager B. F. J. Timm
 Program Director Terry Kiely
 Chief Announcer Sam Middleton
 Chief Engineer Al Woodson

W M L T

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Dublin Bdcstg. Co.
 Business Address Dublin
 Phone Number 871-2
 Studio-Transmitter Location Franklin St.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Continental Radio Sales
 Membership BMB
 President George T. Morris
 General Mgr. W. Newton Morris
 Commercial Mgr. J. Marion Kendrick
 Program Dir. Roy M. Hubbard
 Chief Engineer Charlie R. Lord

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By Southeastern Bcstg. Sys.
 Address P. O. Box 72
 Air Time Daytime
 News Service INS
 Pres., Gen. Mgr. James S. Rivers
 Comm., Prom. Mgr. James Brown
 Program Dir. Jack Barton
 Chief Engineer Bruce Smith

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elberton Bcstg. Co.
 Address Elberton
 News Service AP
 Representative Continental Radio Sales
 Manager Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ben Hill Bdcstg. Corp.
 Address 600 Roanoke Dr.
 Phone Number 740
 Air Time 6:15 a.m.-11 p.m.
 News Service AP
 President Arthur Carpenter, Jr.
 Gen. Mgr., Chief Engr. Thomas R. Hanssen
 Comm. Mgr. Charles W. Dowdy
 Program Dir. Mavis Mobley

WDUN

GAINESVILLE—1947—GALS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Northeast Ga. Bdcstg. Co.
 Business-Studio Address 217½ S. Main St.
 Phone Number 234L
 Transmitter Location Tower Heights
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol
 Membership NAB
 President Paul C. Plaginos
 General Manager John W. Jacobs, Jr.
 Commercial Manager Dave Rankin
 Program Dir. Hub Terry
 Chief Engineer Jackson A. Dodd
 Farm Editor Jack Haskins

WGGA

**GAINESVILLE—1941—MBS-KBS
 GA SPORTS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Blue Ridge Bdcstg. Co.

Business Address Box 654
 Phone Number 1600
 Studio-Transmitter Location 2400 Athens Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Charles A. Smithgall
 Commercial Manager E. F. MacLeod
 Program Director Robert Schwab
 Musical Dir. James A. Hartley
 Chief Engineer F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WKEU, Inc.
 Address Macon Hiway
 Phone Number 5507
 Air Time Unlimited
 News Service UP
 Representative Sears-Ayer
 President, General Mgr. A. W. Marshall, Jr.
 Comm. Mgr., Pgm. Dir., Chief Engr. G. H. Whitley, Jr.

WKLY

HARTWELL—1947—GA. SPORTS

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Louie L. Morris
 Business Address Box 189, Hartwell
 Phone Number 71
 Studio-Transmitter Location Bowersville Rd.
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Capitol
 Membership BMB
 President Louie L. Morris
 Gen., Sta. Mgr. Max G. Pfaender
 Comm., Sales Prom. Mgr. Joe Wilder
 Pgm., Prod. Dir. Carroll Lee
 Chief Announcer Broadus McLane
 Chief Engineer Ernest Church
 Farm Editor Vernon Chafin

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By A'lamaha Bcstg. Co.
 Address Jessup
 Phone Number 2444
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. W. G. Thomas
 Comm. Mgr. Fred Miliken
 Pgm. Dir., Prod. Dir. Fredric Kea
 Chief Engineer D. A. Nichols

W L A G

LA GRANGE—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... LaGrange Bdcstg. Co.
 Business-Studio Address... 305-307 Broome St.
 Phone Number... 3508
 Transmitter Location... LaGrange
 Air Time... 6 am.-M.
 News Service... UP
 Transcription Service... Standard
 Representative... Joseph Hershey McGillivra
 Membership... NAB, BMB
 President... Roy C. Swank
 General-Station-Commercial
 Manager... Edwin Mullinax
 Program Director... John Bogges
 Production Director... Herbert Wells
 Publicity Director... Fazelle Scarborough
 Musical Director... William Hyde, Jr.
 Chief Engineer... James McKay
 Farm Editor... Joe Hawkins

W B M L

MACON—1940—ABC-GA. SPORTS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Middle Georgia Bdcstg. Co.
 Business-Studio Address... Fickling & Walker Bldg.
 Phone Number... 2728
 Transmitter Location... 8th & Cherry St.
 Air Time... 6 a.m.-12:30 a.m.
 News Service... AP
 Transcription Service... World
 Representative... Taylor Borroff
 Membership... NAB, BMB, FMA
 President... E. D. Black
 General Manager... Charles W. Pittman
 Commercial Manager... Walter Graham
 Sales Prom. Mgr... Harold Beaty
 Prod. Dir... Jimmy Vinson
 Program Director-Musical
 Director... Mary Hester Richardson
 Publicity Director... Lewis Smith
 Chief Announcer... Tommy Snellgrove
 Chief Engineer... H. S. Goodrich

W I B B

MACON—1948—GALS-LIBERTY

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Peach State Bcstg. Co., Inc.
 Business-Studio Address... Professional Bldg.
 Phone Number... Ivy 2716
 Transmitter Location... Pio Nono at Millirons Rds.
 Air Time... Local sunrise-sunset
 News Service... UP
 Transcription Service... Thesaurus
 Owners & Managing Dirs... M. O. Thornburg, Jr., Thomas H. Maxwell
 Commercial Manager... George W. Patton

Sales Prom. Mgr... Don C. Frost
 Program Director... M. D. Thornburg, Jr.
 Prod. Dir... Bella Jarrett
 Publicity-Musical Dir... Betty Crowell
 Chief Announcer... Boy Way
 Chief Engineer... Tom Maxwell
 Farm Editor... Terry Saint

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By... Southeastern Bcstg. Co.
 Business-Studio Address... Bankers Insurance Bldg.
 Phone Number... 3131
 Transmitter Location... Forsyth Rd.
 Air Time... 5:30 a.m.-12:30 a.m.
 News Service... INS
 Transcription Service... Lang-Worth
 Representative... Katz
 Membership... NAB, BMB
 Pres., Chief Engineer... George P. Rankin
 Gen., Sta. Mgr... Wilton E. Cobb
 Sales Prom., Comm. Mgr... Frank Crowther
 Chief Announcer... Lloyd Harris
 Farm Editor... D. F. Bruce

W N E X

MACON—1945—MBS-GFSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Macon Bcstg. Co.
 Business-Studio Address... Bibb Bldg.
 Phone Number... 8211
 Transmitter Location... Rogers Ave.
 Air Time... 5:45 a.m.-12:35 a.m.
 News Service... AP
 Transcription Service... Associated
 Representative... Branham
 Membership... NAB
 President... Ed Lowe
 General-Station Manager... Alfred Lowe
 Comm., Sales Prom. Mgr... James Weathers
 Pgm., Prod. Dir., Chief Anncr... Ed Sharpe
 Chief Engineer... W. M. Moore, Jr.
 Farm Editor... Rayford Faircloth

W F O M

MARIETTA—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Chattahoochee Bcstrs.
 Business Address... P. O. Box 131
 Phone Number... 1746, 1414
 Studio-Transmitter Location... So. Cobb Dr.
 Air Time... 6:30 a.m.-11 p.m.
 News Service... AP
 Partners... Fred B. Wilson, Channing Cope
 Gen.-Sta.-Comm. Mgr... Albert L. Jones
 Prod. Pub., Pgm. Dir... Gloria Rogerson
 Chief Anncr., Music Dir... Danny Baer
 Chief Engineer... Chuck Strans
 Farm Editor... C. Cope

W M V G

**MILLEDGEVILLE—1946
MBS-GALS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Jere N. Moore
Business-Studio Address: Georgia Military College
Phone Number: 250
Transmitter Location: Fishing Creek, So. Wayne St.
Air Time: 6:45 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World, Keystone
Representative: Homer Griffith
Membership: NAB
Gen.-Sta. Comm. Mgr.: Michael T. Landy
Prog.-Prod. Dir.: Josephine Ragsdale
Publicity-Musical Dir.: Carl Woolf
Chief Announcer: William G. Bloodworth
Chief Engineer: Robbie O. Hattaway

W M G A

MOULTRIE—1939—GALS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: John F. Pidcock
Business-Studio Address: Moultrie
Phone Number: 999
Transmitter Location: Tifton Hiway
Air Time: Unlimited
News Service: UP
Representative: Thomas F. Clarke
General Manager: John F. Pidcock
Station Mgr., Program Dir.: Roy F. Zess
Commercial Manager: Wandell Murphy
Chief Announcer: Spence Raulerson
Chief Engineer: Lamar Beaty

W C O H

NEWMAN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Newnan Bcstg. Co.
Business-Studio Address: 11 Court Sq.
Phone Number: 1400-1
Transmitter Location: Line St.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Gen., Sta., Comm. Mgr.: James Thomasson
Pgm., Prod. Dir.: Betty Bonner
Publicity, Musical Dir.: Imogene Jones
Chief Announcer: Jim Gallogly
Chief Engineer: Walter O. Welch
Farm Editor: B. T. Brown

W K M A

QUITMAN—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radio South
Business-Studio Address: Walker Bldg.
Phone Number: 4811

Transmitter Location: N. of New City Cemetery
Air Time: 6:45 a.m.-10 p.m.
News Service: UP
Owner, Sta., Comm. Mgr.: John R. Bartlett
Program Dir.: Elizabeth Bartlett
Chief Engineer: Jack V. LoPresti

W L A Q

ROME—1947—KBS

Frequency: 670 Kc. Power: 1,000 Watts d.
Owned-Operated By: News Publishing Co.
Business-Studio Address: 209 Broad St.
Phone Number: 7767-8
Transmitter Location: Old Summerville Rd.
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Membership: NAB
President: B. H. Mooney, Sr.
Gen., Sta., Comm. Mgr.: Robert C. Leach
Sales Prom. Mgr.: Martha Daniel
Program Director: Bill Davies
Production Director: George W. Rice
Chief Announcer: Lee Mowery
Farm Editor: Delmas Franklin
Musical Director: Mrs. Clyde Baker
Chief Engineer: Daniel B. Scott

W R G A

ROME—1930—MBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Rome Bcstg. Corp.
Business-Studio Address: 503 Broad St.
Phone Number: 2-241-2
Transmitter Location: Off Summerville Rd.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB
President: John W. Quarles
General Manager: Happy Quarles
Station Manager: Mather Payne
Commercial Manager: Pinkie Talley
Prom. Mgr.: Cap Hicks
Pgm., Pub. Dir.: Jim Roberts
Musical Director: Kitty Allford
Chief Engineer: R. A. Starr
Farm Editor: Al Kirby

W R O M

ROME—1946

Frequency: 710 Kc. Power: 1000 Watts d.
Owned-Oper. By: Coosa Valley Radio Co.
Business-Studio Address: 121 Broad St.
Phone Number: 9075-6
Transmitter Location: Cooper Dr.
Air Time: Sunrise-sunset
News Service: AP
Representative: Everett-McKinney,
Homer Griffith

GEORGIA

Pres., Comm. Mgr. Dean Covington
 Sta., Sales Prom. Mgr. Edward N. McKay
 Program Dir., Chief Announcer Charlie Doss
 Publicity Dir. Joyce Buice
 Musical Director Bill Morris
 Chief Engineer Van Murray
 Farm Editor Norman Westbrook

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated by Dixie Bcstg. Co.
 Business-Studio Address P. O. Box 943,
 140 Bull St.
 Phone Number 2-4182
 Transmitter Location West Gwinnett St.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Walker
 Membership NAB
 Owner, Gen. Mgr. Carter C. Peterson
 Commercial Mgr. Weldon Herrin
 Sales Promotion Manager Charles J. Lipton
 Program Director Charles Beresford
 Publicity Director Al Jennings
 Chief Engineer William E. Moats

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WDAR, Inc.
 Business-Studio Address 34 E. Bryan St.
 Phone Number 3-8807-8
 Transmitter Location E. Perry Lane
 Air Time Unlimited
 News Service AP
 Representative Adam J. Young, Jr.
 Membership NAB, BMB
 President A. C. Neff
 General-Station Manager L. H. Thesmar
 Commercial Manager Robert Finch
 Sales Promotion Manager Robert Noble
 Pgm., Pub. Dir., Farm Editor Milton Bellan
 Production Director Jimmy Woods
 Musical Director James Deer
 Chief Engineer Howard Jewett

WFRP

SAVANNAH—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Georgia Bcstg. Co.
 Business-Studio Address 219 E. Charlton St.
 Phone Number 39642
 Transmitter Location E. Perry Lane
 Air Time 6 a.m.-M.
 News Service AP
 Representative Thomas F. Clark
 President F. R. Pidcock
 Gen. Mgr., Pgm. Dir. John F. Pidcock
 Comm., Sales Prom. Mgr. John Williams
 Chief Engineer James M. Wilder

WSAV

SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By WSAV, Inc.
 Bus.-Studio Address Liberty Natl. Bank Bldg.
 Phone Number 3-0234
 Transmitter Location Oatland Island, 4.2 Mi.
 E. of Savannah
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Harben Daniel
 Comm. Mgr. Don Jones
 Sales Mgr. George P. Cooper, Jr.
 Program Dir. Owens Alexander
 Prod., Pub. Dir. Carson Demmond
 Chief Announcer Norman Strand
 Musical Director Melvin Peacock
 Chief Engineer M. E. Thompson
 Farm Editor Melvin Peacock

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Savannah Bcstg. Co.
 Business-Studio Address 516 Abercorn St.,
 P. O. Box 858
 Phone Number 2-0127
 Transmitter Location Anderson Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, World
 Representative Katz
 Membership NAB, BMB
 Pres., General Mgr. William T. Knight, Jr.
 Comm., Sales Prom. Mgr. Ben Williams
 Prod., Pgm., Musical Dir. Dwight J. Bruce
 Publicity Dir. Ben Quick
 Chief Announcer Eddie Davis
 Chief Engineer Reeve Owen

WWNS

STATESBORO—1946—MBS-GALS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Alfred Dorman
 Business Address Box 146
 Phone Number 502
 Studio-Transmitter Location E. Olliff St.
 Air Time 7 a.m.-11 p.m.
 News Service UP
 President Alfred Dorman
 General Manager Paul R. Sauve
 Chief Engineer Clinton J. Lewis

WSFT

THOMASTON—1947—MBS-GALS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By Thomaston Bcstg. Co., Inc.

Business-Studio Address 101 N. Church St.
 Phone Number 1300
 Transmitter Location Hightower Rd.
 Air Time Daytime
 News Service AP
 President R. E. Hightower
 General Manager S. J. Carswell
 Commercial Manager C. T. Thames
 Program Director Bill Heule

WKTG

THOMASVILLE—1947—GALS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Bcstg. System, Inc.
 Business-Studio Address Bank of Thomas
 County Bldg.
 Phone Number 1501-2
 Transmitter Location Pavo Hwry.
 Air Time Daytime
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Thomas F. Clark
 Membership NAB
 Pres., Gen., Comm. Mgr. W. F. Scott, Jr.
 Program Director William B. Hill
 Chief Engineer K. T. Malory

WPAX

THOMASVILLE—1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By H. Wimpy
 Business-Studio Address 117 Remington Ave.
 Phone Number 909
 Transmitter Location 117 Remington Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Capitol
 Membership NAB, BMB
 Owner, General Mgr. H. Wimpy
 Commercial Manager Al Feinberg
 Program Director Bill Ward
 Chief Engineer James Poole

WTWA

THOMSON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Hickory Hill Bcstg. Co.
 Business-Studio-Transmitter
 Address 215 Lumpkin St.
 Phone Number 777
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership NAB, BMB
 President Walter Brown
 Gen., Sta., Prom. Mgr. Edgar H. Kobak
 Comm. Mgr., Chief Anncr., Farm Editor
 Chief Engineer John Morris
 Edward Williams

W W G S

TIFTON—1946—MBS-GALS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Tifton Bcstg. Corp.
 Business-Studio-Transmitter Address 800 S.
 Main St.
 Phone Number 921
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 President Walter A. Graham
 Gen.-Sales Promotion Mgr. James E. Graham
 Sta., Comm. Mgr. William Shepherd
 Pgm. Dir., Chief Anncr. Bert Stevens
 Publicity Director W. W. Shepherd
 Musical Dir. J. E. Graham
 Chief Engineer Wendell C. Roberts
 Farm Editor Bob McGregor

WLET

TOCCOA—1941—MBS-KBS-GALS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By R. G. Letourneau
 Bus.-Studio-Transmitter Address 423 Prather
 Bridge Rd.
 Phone Number 544
 Air Time Unlimited
 News Service UP
 Transcription Service Keystone
 Representative Thomas F. Clark
 General Manager Virgle E. Craig
 Commercial Manager Sam A. Gaines
 Sales Prom. Mgr., Pub. Dir. Charles Gaines
 Pgm. Dir., Chief Anncr. Roy E. Gaines
 Chief Engineer J. Carl Meeks

WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By E. D. Rivers
 Business-Studio Address Hotel Daniel Ashley
 Phone Number 1420-1
 Transmitter Location Kinderlou
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Owner E. D. Rivers
 General Mgr. Mrs. E. D. Rivers
 Business Manager Mary Gorman
 Prog.-Prod. Director John V. Evans
 Chief Announcer Robert S. Mansfield
 Chief Engineer Ralph Dennis

WVOP

VIDALIA—1946—GALS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vidalia Bcstg. Co.
 Address Box 391, Vidalia

GEORGIA-IDAHO

Phone Number..... 327, 693, 698
 Studio Address..... Mt. Vernon Rd., Vidalia;
 Community Bldg., Lyons
 Transmitter Location..... U. S. Route 280
 Air Time..... 6:30 a.m.-11:00 p.m.
 News Service..... UP
 Transcription Service..... World
 Membership..... NAB
 President..... M. F. Brice
 Gen. Sta. Mgr..... Howard C. Gilreath
 Commercial Mgr..... Jack Kirkland
 Pgm., Prod. Dir..... Mercer King
 Publicity Dir..... R. E. Ledford
 Chief Announcer..... Art Peterson
 Musical Director..... Lula Mae Leverett
 Chief Engineer..... Loren Dorough

Transcription Service..... World, Cole, KBS
 Representative..... Hal Holman
 Membership..... NAB, BMB
 President..... Jack Williams
 Sta., Comm., Sales Prom. Mgr., John J. Tobota
 Program Dir..... Evelyn Frazier
 Prod. Dir..... Don Gross
 Publicity Dir..... Dorothy Smith
 Chief Announcer..... Ray Williamson
 Chief Engineer..... John Legare
 Farm Editor..... C. L. Blalock

WAYX

WAYCROSS—1936—MBS-KBS-GALS
 Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Jack Williams
 Business-Studio Address..... 1600 Carswell Ave.
 Phone Number..... 965
 Transmitter..... Waycross
 Air Time..... 6:30 a.m.-M.
 News Service..... UP

WRLD

WEST POINT—1940—ABC-KBS
 Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Valley Bcstg. Co., Inc.
 Business Address..... P. O. Box 312
 Phone Number..... 437
 Studio-Transmitter Location..... Lanett, Ala.
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... World
 Pres., Gen. Mgr..... J. C. Menderson
 Sta., Comm., Sales Prom. Mgr., Capers Litsey
 Program Director..... Aileen Love
 Chief Engineer..... R. R. Magill

IDAHO

*Estimated Population 592,000—Increase +12.8 %—Radio Homes 156,000
 Radio Families 159,000—Stations in State 21*

KDSH

BOISE—1947—CBS

Frequency: 900 Kc..... Power: 5000 Watts
 Owned-Operated By..... Boise Valley Bcstrs., Inc.
 Business-Studio Address..... 311 N. 10th St.
 Phone Number..... 6820
 Transmitter Location..... Meridian, 8 Mi. S.W. of
 Boise
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Musac
 Representative..... Free & Peters
 Membership..... NAB, BMB
 President..... Saul Haas
 General Manager..... Westerman Whillock
 Assoc. Mgr., Pgm., Prod. Dir..... Earl Glade, Jr.
 Musical Director..... George Ganz
 Chief Engineer..... James A. Johnz, Jr.
 Farm Editor, Chief Anncr..... Bill Graham

Transmitter Location..... 4th & Roosevelt
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... Lang-Worth, World
 Representative..... George P. Hollingbery
 Membership..... NAB, BMB
 President..... Frank C. Carman
 General-Station Mgr..... Milo J. Petersen
 Local Sales Mgr..... Al Biorge
 Program Director..... H. E. Cunningham
 Chief Engineer..... Richard Egelston

KIDO

BOISE—1928

NBC-UTAH-IDAHO NET

Frequency: 1380 Kc..... Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By..... KIDO, Inc.
 Business-Studio Add..... Chamber of Comm. Bldg.
 Phone Number..... 680
 Transmitter Location..... W. of City
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service..... Standard
 Representative..... John Blair
 Membership..... NAB, BMB
 President..... Georgia M. Davidson
 General Mgr..... Walter E. Wagstaff

KGEM

BOISE—1946

ABC-ROCKY MOUNTAIN NET-KBS

Frequency: 1140 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Idaho Bcstg. & Telev. Co.
 Business-Studio Address..... 1107 Main St.
 Phone Number..... 533-4