

K B O A

KENNETT—1947—HBN

Frequency: 830 Kc. Power: 1000 Watts d.
 Owned-Operated By Kennett Bcstg. Corp.
 Bus.-Studio-Transmitter Address Kennett
 Phone Number 830
 Air Time Daytime
 News Service AP
 Transcription Service Standard, Capitol
 Membership NAB, BMB
 President, General Manager Paul C. Jones
 S.G., Comm. Mgr. Bill H. Cate
 Sales Prom. Mgr. Joe Bankhead
 Program Director John T. Reeder
 Chief Engineer Robert H. Conner

K I R X

KIRKSVILLE—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By North Mo. Bcstg. Co.
 Bus.-Studio-Transmitter Address KIRX Bldg.
 Phone Number 86
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Standard
 Representative Sears & Ayer
 Membership NAB, BMB
 General-Station Manager Samuel A. Burk
 Commercial Manager R. M. Harpster
 Program Director Lee Jones
 Chief Engineer John Sheehan

K L W T

LEBANON—1948—MBS

Frequency 1230 Kc. Power: 250 Watts
 Owned-Operated By Lebanon Bcstg. Co.
 Bus.-Studio Address 221 E. Commercial St.
 Phone Number 1015
 Transmitter Location Buffalo Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service SESAC
 President Robert C. Fields
 General Manager O. R. Wright
 Program Director Thomas H. Miller
 Chief Engineer E. L. Hendry

K M M O

MARSHALL—1949

Frequency: 1300 Kc. Power: 500 Watts d.
 (C.P. 100 Watts n.)
 Owned-Operated By Mo. Valley Bcstg. Co.
 Address 74 W. Morgan St.
 Phone Number 2328
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth

Co-Owners H. T., C. T. Fisher
 General Manager Carl T. Fisher
 Commercial Manager Harold T. Fisher
 Program Director Roderick D. Renick
 Promotion Manager Casey Strong
 Chief Engineer Charles P. Porter

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Audrain Bcstg. Corp.
 Business Address P. O. Box 260
 Phone Number 2340
 Studio-Trans. Location Hiway 54 E.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative John E. Pearson
 Membership NAB, BMB
 President John Badaracco
 Gen., Sta. Mgr. W. Earl Dougherty
 Commercial Manager Shelton Bybee
 Pgm., Prod. Dir. Richard M. Carson
 Publicity Director Owen N. Lackey, Jr.
 Co-Engineers Al Korabek, Frank Sojka
 Farm Editor Frank Sojka

K N E M

NEVADA—1949

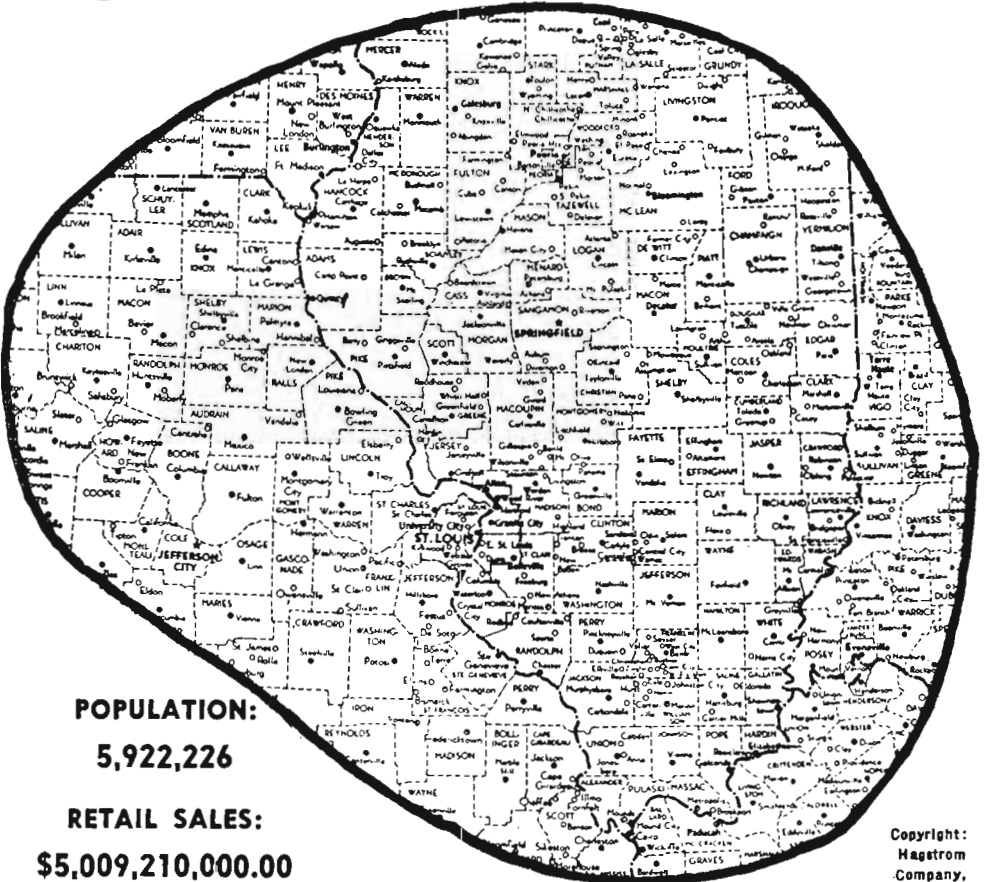
Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Cecil W. Roberts
 Address Farmington
 Phone Number 710
 Air Time Unlimited
 News Service UP
 President Cecil W. Roberts
 Manager William R. Tedrick
 Commercial Manager Robert R. Stoner
 Program Director Mrs. Audrey Tedrick

K W O C

POPLAR BLUFF—1938—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Poplar Bluff Bcstg. Co.
 Bus.-Studio-Transmitter Address KWOC Bldg.
 Phone Number 3922
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service SESAC
 Representative John E. Pearson
 Membership NAB
 Pres., Gen. Mgr. A. L. McCarthy
 Gen.-Station-Commercial-Sales Prom.
 Manager William R. Tedrick
 Station Manager Byron Kearbey, Jr.
 Program Director Ronald P. Kaiser
 Chief Announcer C. E. Watkins
 Chief Engineer Don M. Lidenton
 Farm Editor Tom Hunnicutt

Here Is the LARGEST Daytime Half-Millivolt Coverage Area of Any Radio Station in ST. LOUIS



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5,922,226

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TELEVISION AFFILIATION:
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KSD

THE ST. LOUIS POST-DISPATCH STATION

5000 WATTS ON 550 KC

K T T R

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Show-Me Bcstg. o.C.
 Bus.-Studio-Transmitter Address. P. O. Box 567,
 Soest Rd.
 Phone Number 380
 Air Time Unlimited
 News Service AP
 Transcription Service. Capitol, SESAC,
 Keystone
 Pres., Gen.-Station Mgr. Luther W. Martin
 Program Director. Wilson C. Burkhead
 Chief Anncr., Musical Dir. Mel Lee
 Chief Engineer. Martin M. Mitchum
 Farm Editor. Wilson C. Burkhead

K F E Q

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By. KFEQ, Inc.
 Business-Studio 814 Frederick Ave.
 Phone Number 4-0813-4
 Transmitter Location. Hwy. No. 71
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Headley-Reed
 President, General Manager. Barton Pitts
 Commercial Manager. Glenn G. Griswold
 Promotion Manager. J. Ted Branson
 Program Director. R. Thompson Mabie
 Musical Director. Paul Moskau
 Chief Engineer. J. Wesley Koch
 Farm Editor. Harold J. Schmitz

K R E S

ST. JOSEPH—1946—MSN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Missouri Valley Bcstg. Corp.
 Business-Studio Address. 113 S. 7th St.
 Phone Number 4-6346
 Transmitter Location. Hwy. 59
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President. Basil L. Kaufman
 Gen. Sta. Mgr. Ken Gooding
 Commercial Manager. Jack Fitzgerald
 Sales Prom. Mgr. Bill Burch
 Program Director. Allen Menefee
 Production Director. Walter Johnson
 Publicity Director. Gene Miller
 Chief Announcer. John Bilyeu
 Musical Director. Minor Clites
 Chief Engineer. Charles Weisemann
 Farm Editor. Bill Sharpe

K M O X

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned-Oper. By. Columbia Bcstg. System, Inc.
 Business-Studio Address. 401 So. 12th St.
 Phone Number. Central 8240
 Transmitter Location. Stallings
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated
 Representative Radio Sales
 Membership NAB, BMB
 General Manager. E. W. Shomo
 Local Sales. P. S. Anderson
 National Spot. C. Gilman Johnston
 Sales Prom. Mgr. W. W. Middleton
 Program Director. T. A. Bland
 Production Director. George M. Clare
 Publicity Director. Robert S. Holcomb
 Musical Director. Stan Daugherty
 Chief Engineer. Harry Harvey
 Farm Editor. Ted Mangner

K S D

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By. The Pulitzer Publishing Co.
 Business-Studio Address. 1111 Olive St.
 Phone Number. Main 1111
 Transmitter. Hwy. 66. E. St. Louis, Ill.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NAB
 President Joseph Pulitzer
 General Manager. George M. Burbach
 Program Director. Harold Grams
 Commercial Manager. Edward W. Hamlin

K S T L

ST. LOUIS—1948—IMS

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By. Radio St. Louis, Inc.
 Business-Studio Address. 6 N. 7th St.
 Phone Number. MA. 0600
 Transmitter Location. 999 So. Sixth St.,
 E. St. Louis, Ill.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Membership NAB
 President. Frank E. Pellegrin
 General Manager. Ralph L. Stufflebam
 Commercial Manager. W. A. Knight
 Program Director. Edward M. Galloway
 Chief Engineer. John H. Fleet

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: KWK, Inc.
 Bus.-Studio Address: 12th & Cole Sts.
 Phone Number: Main 9100
 Transmitter Location: 500 Logan St., Baden
 Air Time: Unlimited
 News Service: AP
 Representative: Katz
 President, General Mgr.: Robert T. Convey
 V.P., Station Director: Ray E. Dady
 V.P., Comm. Dir.: V. E. Carmichael
 Asst. Sta. Mgr., Pgm. Dir.: John W. Tinnea
 Merchandising Mgr.: Russell C. Kaiser
 Production Mgr.: John Traxler
 Publicity Director: Fred J. Mueller
 Chief Engineer: N. J. Zehr

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By: St. Louis County Bcstg. Co.
 Bus.-Studio Address: 8135 Forsythe Blvd.
 Phone Number: Delmar 1320
 Transmitter Location: 8600 Manchester Rd.
 Air Time: 6 a.m.-local sunset
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Forjoe
 President: Lee J. Sloan
 Gen., Sta. Mgr.: S. E. Sloan
 Commercial Manager: Myles J. McNally
 Pgm., Prod. Dir.: Pat O. Bradley
 Publicity Director: Edgar J. Mothershead
 Chief Engineer: Wallace E. St. Vrain

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By: Star-Times Publishing Co.
 Business-Studio Address: 12th & Delmar
 Phone Number: Chestnut 3709
 Transmitter Location: Madison, Ill.
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Associated, Standard
 Representative: John Blair
 Membership: NAB, BMB
 President: Elzey Roberts
 General Manager: C. L. Thomas
 Commercial Manager: V. N. Springgate
 Sales Promotion Manager: Foster H. Brown
 Program Director: Elmer Muschany
 Production Director: Robert Holt
 Publicity Director: Harry Renfro
 Musical Director: Robert Gotch
 Chief Engineer: Arthur F. Rekart
 Farm Editor: Charley Stookey

WEW

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By: The St. Louis University
 Address: 3642 Lindell Blvd.
 Phone Number: FRanklin 5665
 Air Time: 6 a.m.-local sunset
 News Service: INS
 Transcription Service: World, Standard,
 Lang-Worth
 Representative: John E. Pearson
 Membership: NAB, FMA
 President (St. Louis U.):

Very Rev. Paul C. Reinert
 General Manager: Nicholas Pagliara
 Commercial Manager: Leonard Frankel
 Program Director: Don Lochner
 Production Director: Syl Binkin
 Publicity (St. Louis U. Public Relations)
 Chief Announcer: O. J. McQuigg
 Musical Director: Ralph Stein
 Chief Engineer: Joseph A. Volk

WIL

ST. LOUIS—1922

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By: Missouri Bcstg. Corp.
 Business-Studio Address: Hotel Chase
 Phone Number: Rosedale 6200
 Transmitter Location: North Dupo, Il.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, Lang-Worth
 Representative: William G. Rambeau
 Membership: NAB
 Pres., Gen., Sta. Mgr.: L. A. Benson
 Commercial Manager: R. M. Hetherington
 Program Director: Vern King
 Publicity Director: Mel Kampe
 Chief Engineer: Edward Goodberlet

KSGM

STE. GENEVIEVE—1947—KBS
 BASEBALL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Donze Enterprises, nc.
 Bus.-Studio Address: 245 Merchant St.
 Phone Number: 580
 Transmitter Location: Maxwell Hill
 Air Time: 6 a.m.-10 p.m.
 News Service: UP
 President, General Manager: Elmer L. Donze
 Commercial Manager: Norbert B. Donze
 Sales Prom. Mgr., Pub. Dir.: Donald M. Donze
 Program Director: C. M. Poindexter
 Prod. Dir., Chief Annr.: Harry Stone
 Musical Director: William Donze
 Chief Engineer: Murel L. Rose
 Farm Editor: Jim Schot

K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Milton J. Hinlein
 Bus.-Studio Address 2100 W. Broadway
 Phone Number 4004-5
 News Service UP
 Representative Forjoe
 Membership NAB
 President Milton J. Hinlein
 General Manager Herbert W. Brandes
 Commercial Manager James F. Glenn
 Chief Engineer Leman E. Jones

K S I M

SIKESTON—1948—GRIESEDIECK

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper. Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address Hway. 60 W.
 Phone Number 1
 News Service AP
 Representative H. C. Young
 President Lyman R. Bowman, Jr.
 Gen., Sta. Mgr. H. C. Young
 Commercial Manager Lee Martin
 Pgm., Musical Dir. Richard L. Watkins, Jr.
 Chief Engineer Ralph L. Hirsch

K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Bcstg. Co.
 Bus.-Studio Address 605 Boonville Ave.
 Phone Number 4-2822
 Transmitter Location Bolivar Rd., Hiway 13
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB
 President Tams Bixby, Jr.
 General Manager J. Gordon Wardell
 Program Director Carl Fox
 Promotion Manager Dudley Morris
 Chief Engineer E. Dennis White

K I C K

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kickapoo Prairie Bcstg. Co.
 Inc.
 Address 610 College St.
 Phone Number 4-1561
 Air Time Unlimited
 News Service UP

MISSOURI

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.

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Continuing Study Committee Chairman: Erle Smith—KMBC, Kansas City

MISSOURI

MISSOURI-MONTANA

Transcription Service Standard
 Representative McGillivra
 President Floyd W. Jones
 V.P., Gen. Mgr. Charles E. Seifert
 Traffic Manager Betty Cole
 Chief Engineer Lee E. Baker

Membership NAB, BMB
 Pres., Gen. Mgr. Ralph D. Foster
 Asst. Gen. Mgr. Leslie L. Kennon
 Promotion Manager Jean Lightfoot
 Program Director Joe Slattery
 Production Director Lou Black
 Publicity Director Bill Bailey
 Chief Engineer Fritz Bauer
 Farm Editor Loyd Evans

K T T S

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Independent Bcstg. Co.
 Address Chamber of Commerce Bldg.
 Phone Number 2-7474
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership NAB, BMB
 President J. H. G. Cooper
 Gen.-Sta.-Sales Prom. Mgr. G. Pearson Ward
 Commercial Manager Bob Burke
 Program Director Wendel Smith
 Chief Engineer William F. Curry

K W R E

WARRENTON—1949

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By W. T. Zimmerman
 Address Warrenton
 Phone Number 3701
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 Pres., Gen. Mgr. W. T. Zimmerman
 Commercial Mgr. Wally Richter
 Program Dir. Norb Moore
 Chief Engineer Calvin Morris

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By Ozarks Bcstg. Co.
 Business-Studio Address 606 E. St. Louis St.
 Phone Number 2-4422
 Transmitter Location So. Fremont Rd.
 Air Time 4 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson

K W P M

WEST PLAINS—1947

KBS-MSN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Robert F. Neathery
 Address E. Abe Taylor Blvd.
 Phone Number 700
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 President Robert F. Neathery
 Commercial Manager Fritze Williams Dixon
 Program Director John Billingsley

MONTANA

*Estimated Population 521,000—Increase —6.9%—Radio Homes 156,000
 Radio Families 159,000—Stations in State 24*

K A N A

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Mosby's, Inc.
 Business Address Box 1470, Missoula
 Phone Number 136
 Studio-Transmitter Location Lincoln St.
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB
 General Manager Franz J. Robischon
 Commercial Manager Ken Nybo
 Pgm. Dir., Chief Anncr. Charles Du Bois
 Chief Engineer Theodore Hildebrand

K B M Y

BILLINGS—1946

MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Billings Bcstg. Co.
 Business Address Box 2124
 Phone Number 3838
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB
 General Manager Franz J. Robischon
 Commercial Manager Ken Nybo
 Pgm. Dir., Chief Anncr. Charles Du Bois
 Chief Engineer Theodore Hildebrand

K G H L

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Northwestern Auto Supply Co.
 Business-Studio Address 422 N. B'way
 Phone Number 2222
 News Service UP
 Representative Katz
 President C. O. Campbell
 Gen. Comm. Mgr. Edward Yocum
 Prom. Mgr., Pgm. Dir. M. V. Braunberger
 Chief Engineer Jeff A. Kichli

K X L Q

BOZEMAN—1939

NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRBM Bcsters, Inc.
 Business Address Bozeman
 Phone Number 1420
 Transmitter Location 2½ Mi. E. of City
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Representative Walker
 Pres., General-Station Mgr. Ernest A. Neath
 Commercial Manager J. Ray Bridges
 Program Director Homer Stenersen
 Chief Engineer Jack Provis

K B O W

BUTTE—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Radio Co.
 Address 720 Yale Ave.
 Phone Number 7429
 Air Time Unlimited
 News Service UP
 Representative Donald Cooke
 Membership NAB
 Pres., Gen. Mgr. Frank Reardon
 Manager Don Anderegg
 Traffic Manager Margaret Moran

K O P R

BUTTE—1948—ABC INTERMOUNTAIN

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Copper Bcstg. Co.
 Business-Studio Address Hotel Finlen
 Phone Number 6546-7
 Transmitter Location Beef Trail Heights
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Frank C. Carman
 General Manager Ed Cooney

Commercial Manager Milo Petersen
 Program Director Bill Plummer
 Production Director Steve Buck
 Publicity Director Bill Curtis
 Chief Announcer Steve Buck
 Musical Director Jim Herrold
 Chief Engineer Jim Skidmore

K X L F

BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By KGIR, Inc.
 Business Address Box 1956
 Phone Number 2-2344
 Studio Address Butte
 Transmitter Location Nissler
 Air Time Unlimited
 News Service UP
 Transcription Service MacGregor, Keystone, Cole
 Representative Walker
 President E. B. Craney
 Station Mgr., Prog. Dir. Arne E. Anzjon
 Comm., Sales Prom. Mgr. George Weber
 Program Director Al Plachta
 Chief Engineer W. J. Provia

K Y E S

BUTTE—1949

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By Treasure State Bcstg. Co.

K X G N

GLEN DIVE—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Wiles Moore
 Address S. Pearson St.
 Phone Number 122
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Membership NAB
 General Manager Gordon Hutton
 Commercial Manager Francis Clements
 Program Director P. Ertresvaag
 Chief Announcer Al Krief
 Chief Engineer Don Powers

K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By Buttrey Bcst., Inc.
 Bus.-Studio Address 607 First Natl. Bank Bldg.
 Phone Number 4377
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB

MONTANA

President Fred Birch
General Commercial Mgr. J. P. Wilkins
Program Director W. J. Towner
Chief Engineer Wilbur L. Myhre

K M O N

GREAT FALLS—1948
ABC-INTERMOUNTAIN

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Montana Farmer Bcstg. Co.
Business Address Box 1954
Phone Number 4382
Studio Address Tribune Bldg.
Transmitter Location 5 Mi. S. of City
Air Time Unlimited
News Service AP
Representative Avery-Knodel
President Lester Cole
General Manager Robert H. Warner
Commercial Manager Frank W. Kaulf
Program Director Jon D. Duffy
Studio Tech. Supervisor Henry B. Poole
Transmitter Supervisor Eugene B. Bunker

K X L K

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Great Falls Bcstg. Co.
Bus. Studio-Transmitter Address Park Hotel
Phone Number 2-2453
Air Time 7 a.m.-M.
News Service UP
Representative Walker
President J. R. Larcombe
General Manager Paul Hatton
Chief Engineer E. R. Kukkola

K A V R

HAVRE—1946—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAVR, Inc.
Business-Studio Address P. O. Box 672
Phone Number 1240
Transmitter Location 1/4 Mi. E. of Havre on
U. S. No. 2
Air Time Unlimited
News Service UP
Transcription Service World, Keystone
Representative Cooke
President Jessica S. Longston
Gen., Sta. Mgr. James L. Hamstreet
Commercial Manager John Derrick
Sales Prom. Mgr. James Schroeder
Pgm., Prod. Dir. Jean MacLean
Publicity Director Mirth Langor
Chief Engineer Tad Jones
Farm Editor James Preston

K O J M

HAVRE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By No. Montana Bcstg. Co.
Business-Studio Address Box 70, Liberty Hotel
Bldg.
Phone Number 1096-7
Transmitter Location 2 1/2 Mi. N.E. of Havre
on Shepard Rd.
Air Time Sunrise-sunset
News Service UP
Transcription Service Associated, Standard
Representative Friedenber
Membership NAB, BMB
President Dr. Francis W. Aubin
General, Sta. Mgr. Larry Gordon
Commercial Manager Charlotte Brader
Chief Announcer James R. Saenger
Production Director Lindy Gordon
Chief Engineer George H. Bauer
Farm Editor Urcle Bailey

K F D W

HELENA—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Lewis & Clark Bcstg. Corp.
Address P. O. Box 592
Phone Number 4030
Air Time Unlimited
News Service UP
Transcription Service Capitol, Associated
President Hon. Lee Metcalf
General Mgr. George E. Wenstrom
Commercial Mgr. James Crabbe
Program Dir. Frank Russell
Chief Engineer Archer Taylor

K X L J

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Peoples Forum of the Air
Address 1306 Eleventh Ave.
Phone Number 1240
Transmitter Location Helena
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Membership NAB, BMB
President A. T. Hibbard
Station Mgr. Barclay Craighead
Sales Prom. Mgr. Carl Argabrite
Program Director Gene Hogan
Chief Engineer Ed Goodreau

K G E Z

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Donald C. Treloar
Business-Studio Address 7 Main St.

Phone Number 331-2
 Transmitter..... 2½ Mi. S. on Hwy. 93
 Air Time Unlimited
 News Service UP
 Transcription Service World, SESAC, Standard
 Membership NAB, BMB
 Pres., Gen.-Sta.-Comm. Mgr. Donald C. Treloar
 Program Director..... Maurice Driscoll
 Musical Director..... Les Sterling
 Chief Engineer..... William H. Patterson
 Farm Editor..... Glenn Millhouse

KXLO

LEWISTON—1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Montana Bcstg. Co.
 Bus.-Studio-Transmitter Address... E. Main St.
 Phone Number 1210-1
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service World
 Membership NAB
 Pres., Gen., Sta. Mgr..... William G. Kelly
 Pgm., Dir., Chief Anncr..... Bill Browning
 Chief Engineer..... Ben K. Rush

KPRK

LIVINGSTON—1946—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By.... Yellowstone Amuse. Co.
 Business Address..... Box 952
 Phone Number 1000
 Transmitter-Studio Address..... E. Park St.
 Air Time Unlimited
 News Service UP
 Transcription Service..... World, SESAC
 Membership NAB
 Pres., Gen. Mgr..... Paul B. McAdam
 Comm.-Sales Prom. Mgr..... Jack Hinman
 Program Dir..... Jim Duncan
 Chief Engineer..... Norm Penwell

KRJF

**MILES CITY—1941
 MBS-INTERMOUNTAIN-KBS**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Star Printing Co.
 Business Address..... 13 No. 6th
 Phone Number 60
 Transmitter-Studio Location..... Haynes Ave.
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service..... World, KBS
 Representative Avery-Knodel
 Membership NAB, BMB
 General Mgr..... W. F. Flinn
 Sales Prom. Mgr., Pub. Dir..... Norm Engstrom
 Pgm. Dir., Prod. Mgr..... Jim Carson
 Chief Announcer..... Don Holen
 Musical Dir..... Paul Rahders
 Chief Engineer..... Charles Scofield

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... Mosby's, Inc.
 Business-Studio Address..... 127 E. Front St.
 Phone Number 2155
 Transmitter Location..... 5 Mi. SW of City on
 Hwy 93 & 10
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President..... A. J. Mosby
 Sales Prom. Mgr., Pgm., Prod. Dir.

Marion E. Dixon
 Chief Announcer..... James Robischon
 Chief Engineer..... Clarence Touw

KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By.... Western Montana Assoc.
 Business Address..... Box 1503
 Phone Number 4114
 Studio-Transmitter Locatlon..... River Rd.,
 Orchard Homes
 Air Time..... 6 a.m.-M.

MONTANA

WHY IS AP
 THE BEST?

BECAUSE—AP is faster, more
 complete, more accu-
 rate than any other
 news service.

**ROCKY MOUNTAIN ASSOCIATED
 PRESS BROADCASTERS'
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 Douglas Kahle—KCOL, Fort Collins,
 Colo.

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

MONTANA

MONTANA-NEBRASKA

News Service UP
Representative Walker
Pres., Gen., Sta. Mgr. Pat M. Goodover
Commercial Mgr. Frank Field
Publicity Director Loven Palmer
Chief Engineer Dave Green

KIYI

SHELBY—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Tri County Radio Corp.
Address N. Marias Ave.
Phone Number 560
Air Time Unlimited
News Service UP
Transcription Service World, Keystone
Representative William Grant
Membership NAB
President John J. Hurley
General Manager Frank Krshka
Gen., Sta., Comm. Mgr. L. R. Wing
Pgm., Prod. Dir. George Potter
Publicity Director Chester Neduesky
Chief Anncr., Farm Editor... Richard Bannon
Chief Engineer George Potter

KGCX

SIDNEY—1926—MBS-GNBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By E. E. Krebsbach
Business Address 109 So. Central Ave.
Phone Number 408
Studio Address 109 So. Central Ave.,
Sidney, Mont.; Masonic Bldg., Williston,
No. Dak.
Transmitter Location 4 Mi. N. of City
Air Time 5:30 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Membership NAB, BMB
General Manager E. E. Krebsbach
Station Mgrs. (Sidney) Keith Krebsbach,
(Williston) E. Clair Krebsbach
Program Director Jerry Carlton
Production Director Jay Spurgeon
Publicity Director Bud Bailey
Chief Announcer Ronald Dain
Chief Engineer O. H. Halvorson
Farm Editor Bill Corkins

NEBRASKA

*Estimated Population 1,285,000—Increase —2.3%—Radio Homes 380,000
Radio Families 391,000—Stations in State 21*

KCOW

ALLIANCE—1949

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sandhills Bcstg. Corp.
Address 1030 W. Third St.
Phone Number 1300
Air Time Unlimited
News Service UP
Transcription Service SESAC, Thesaurus
President Hansford Jagers
Gen. Mgr., Chief Engr. Charles R. Bilyue
Commercial Manager Arnold E. Kuhn

KWBE

BEATRICE—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Blue Valley Bcstg. Co., Inc.
Address 112½ N. 6th St.
Phone Number 1245
Air Time Unlimited
News Service AP
Transcription Service World, Cole
Pres., Gen., Comm. Mgr. John Thorwald
Asst. Comm. Mgr. D. Lahodny
Program Director Paul Schupach
Promotion Manager C. H. Brugha
Chief Engineer Sam W. Engle

KCNI

BROKEN BOW—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Custer County Bstg. Co.
Address Broken Bow
Air Time Unlimited
Mgr., Chief Engr. Bud Crawford
Commercial Manager George T. Backe

KJSK

COLUMBUS—1948

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By... George Basil Anderson
Business Address Box 460
Phone Number 5154
Studio-Transmitter Location Columbus
Air Time Sunrise-sunset
News Service AP
Transcription Service World, SESAC
Gen., Sta. Mgr. George Basil Anderson
Program Director Florence L. Anderson
Musical Dir., Farm Editor... Carl L. Rafferty
Chief Engineer Harold Hardy

K F G T

FREMONT—1939 MBS-NEB. WIRELESS

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Oper. By Walker Newspapers, Inc.
 Business-Studio Address 118 E. 5 St.
 Phone Number 1060
 Transmitter Location E. 16th St.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Mgr. Lester A. Walker
 Sta., Comm. Mgr. William H. Baldwin
 Sales Prom. Mgr., Pub. Dir. Helen Norwood
 Program Director John R. Hanlon
 Farm Editor Dan Jackson

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By KMMJ, Inc.
 Business-Studio Address Division at Cedar
 Phone Number 703-4
 Transmitter Location Phillips
 Air Time Daytime
 News Service UP
 Transcription Service World, Cole
 Representative Headley-Reed
 Membership NAB, BMB
 President Don Searle
 General Manager Wick Heath
 Asst. Gen.-Comm. Mgr. Bill Martin
 Sales Promotion Manager Rex Lathen
 Pgm. Dir., Chief Anncr. Orie Kerwood
 Prod., Pub. Dir. Joe Martin
 Chief Engineer Eugene Seier
 Farm Editor George Kister

K H A S

HASTINGS—1940—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Nebraska Bcstg. Co.
 Address Tribune Bldg.
 Phone Number 1745
 Air Time Unlimited
 News Service INS
 Transcription Service Capitol
 Membership NAB
 President D. W. Clarke
 Gen., Sta. Mgr. Duane L. Watts
 Comm., Sales Prom. Mgr. Ted Cooper
 Program Director Eddie Meyers
 Chief Engineer Duane B. Allison
 Farm Editor Cyril Bisk

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Central Neb. Bcstg. Corp.

Business-Studio Address Federal Annex Bldg.
 Phone Number Business, 2-3541; Program,
 3-1551

Transmitter Location Lakeside
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol
 Membership NAB
 President, General Manager Lloyd C. Thomas
 Sta., Comm., Sales Prom. Mgr.
 E. Anson Thomas
 Prog.-Musical Dir. Peg Biber
 Prod. Dir., Farm Editor Jack Yeager
 Publicity Director Jeanette Harrison
 Chief Announcer Marvin Houtz
 Chief Engineer Jack Lewis

K F O R

LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Cornbelt Bcstg. Corp.
 Business-Studio Address Sixth Fl., Stuart Bldg.
 Phone Number 2-6965
 Transmitter Location 48th & Vine Sts.
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Capitol, Standard
 Representative Edward Petry
 Membership NAB, BMB
 President James Stuart
 V.P., Sta. Mgr. Harry D. Peck
 Prom.-Pub. Director Dale V. Berger
 Program Director Robert Johnson
 Publicity Director Dale V. Berger
 Chief Announcer Aurum Bondarin
 Musical Director Fleda Ziegenbein
 Chief Engineer Charles W. Winkler

K L M S

LINCOLN—1949

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Lincoln Bcstg. Corp.
 Address 130 N. 10 St.
 Phone Number 2-7579
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 President Howard A. Shuman
 Gen., Prom. Mgr. J. Russell Joynt
 Program Director Del Brandt
 Chief Engineer H. D. Brandt

K O L N

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcstg. Co.
 Business-Studio Address 212 Federal
 Securities Bldg.
 Phone Number 2-7218
 Transmitter Location 40th & W Sts.

NEBRASKA

Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Ra-Tel
 President John K. Morrison
 General Manager Paul R. Fry
 Sta., Comm. Mgr. W. B. Waugh
 Program Director Edwin T. Smith
 Chief Engineer M. J. Korinek

Membership NAB, BMB
 President John J. Gillin, Jr.
 General Station Mgr. John Alexander
 Local Sales Manager Joe di Natale
 Program Director Ed Launer
 Publicity Director Jerry Wing
 Chief Announcer Bill Wood
 Chief Engineer Jay Blakesley
 Farm Editor Ed Launer

KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The McCook Bcastg. Co.
 Bus.-Studio-Transmitter Address Hwy 83 &
 "J" St.
 Phone Number 1450
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 Membership BMB, NAB
 Owners William J. Cox, LeRoy W. Lenwell,
 Edward Cooper & Arthur V. Henri
 Gen.-Station Manager LeRoy W. Lenwell
 Comm.-Sales Prom. Mgr.,
 Publicity Director Robert A. Morris
 Chief Engineer L. W. Lenwell
 Farm Editor Harlan Beatty

WJAG NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Norfolk Daily News
 Bus.-Studio Address Norfolk Ave. & Sixth St.
 Phone Number 432
 Transmitter Location 3½ Mi. W. of Norfolk
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, BMB
 President E. F. Huse
 General Manager F. C. Asmus
 Station Manager Art Thomas
 Commercial Manager Vernon Stedry
 Sales Prom. Mgr., Prod., Pub. Dir.
 Hollis Francis
 Pgm. Dir., Chief Announcer Evans Meier
 Chief Engineer Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WOW, Inc.
 Bus.-Studio-Transmitter Address 1521 W. 12th
 St.
 Phone Number 382
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John Blair

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcastg. Co.
 Business-Studio Add. 676 World Insurance
 Bldg.
 Phone Number Jackson 8282
 Transmitter Location 2807 So. 38th St.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Ra-Tel
 Membership NAB
 President John K. Morrison
 V.P., General Manager Paul R. Fry
 Station Manager Richard E. Welna
 Commercial Manager Ernest S. Priesman
 Sales Prom. Mgr., Pub. Dir. Joe H. Baker
 Production Director Richard F. Low
 Chief Engineer Richard E. Welna

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By KFAB Bcastg. Co.
 Business-Studio Address 620 Farnam Bldg.
 Phone Number Ja. 3420
 Transmitter Location 10 Mi. S. of Omaha
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Free & Peters
 Membership NAB, BMB
 President Fred S. Sidles
 Gen. Sta. Mgr. Harry Burke
 Commercial Mgr. Harold Soderlund
 Sales Prom. Mgr., Pub. Dir. Don Shoemaker
 Program-Production Dir. L. A. Miller
 Musical Director Alene McKinney
 Farm Editor W. E. Macdonald

KOIL

OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Central States Bcastg. Co.
 Business-Studio Address Omaha Natl. Bank
 Bldg.
 Phone Number Jackson 7626
 Transmitter Location Box 479, Council
 Bluffs, Ia.
 Air Time Unlimited
 News Service AP, INS

NEBRASKA

Transcription Service.....Capitol, Standard
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....James Stuart
 Gen. Mgr. & Sales.....William J. Newens
 Sales Promotion Manager...Charles Frandsen
 Asst. Mgr., Pgm. Dir.....Virgil Sharpe
 Musical Dir.....Elizabeth Baker
 Chief Engineer.....Charles W. Winkler

K O W H

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned-Oper. By....Mid-Continent Bcstg. Co.
 Business-Studio Address.....15th & Farnam
 Phone Number.....Atlantic 2228
 Transmitter Location.....60th & Redmon
 Air Time.....6 a.m.-local sunset
 News Service.....AP, UP
 Transcription Service.....Standard, World.
 Associated

Representative.....George P. Hollingbery
 President.....Robert H. Storz
 General Manager.....Todd Storz
 Station Manager.....B. C. Corrigan
 Program Director.....Gaylord Avery
 Publicity Director.....Jack Sandler
 Chief Announcer.....Jim O'Neill
 Musical Director.....Margaret E. McGrath
 Studio Supervisor.....Orville Weimer
 Transmitter Supervisor.....N. P. Nelson
 Farm Editor.....Adam Reinemund

W O W

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WOW, Inc.
 Business-Studio Address...280 Insurance Bldg.
 Phone Number.....Webster 3400
 Transmitter Location.....5500 Kansas Ave.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, World.
 Associated

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

K N E B

SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Platte Valley Bcstg. Corp.
 Business-Studio Address...Golden Rule Bldg.

Phone Number.....1620
 Transmitter Location.....1¼ Mi. S.E. of City
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....Hal Holman
 Membership.....NAB
 President.....John R. Jirdon
 General-Station Mgr.....Russ M. Stewart
 Commercial Manager.....Byron Joachim
 Sales Prom. Mgr.....Wayne Elliott
 Pgm., Musical Dir.....Warren McGaughey
 Chief Engineer.....Bill Case

K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Hilliard Co.
 Business-Studio Address...1517½ Broadway
 Phone Number.....856
 Transmitter Location.....2 Mi. W. of City
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB
 President, General-Sta. Mgr....L. L. Hilliard
 Commercial Manager.....Lew Hunter
 Sales Prom. Mgr., Pub. Dir.....Red Davis
 Pgm. Dir., Chief Annrcr.....Bill Walter
 Chief Engineer.....Harland Morrison

NEBRASKA

WHY IS AP
 THE BEST?

BECAUSE—**AP** is faster, more
 complete, more accu-
 rate than any other
 news service.

NEBRASKA ASSOCIATED PRESS RADIO ASSOCIATION

Chairman: William J. Newens—KOIL,
 Omaha

Vice-Chairman: John Alexander—KODY,
 North Platte

Continuing Study Committee Chairman:
 William J. Newens—KOIL, Omaha

NEBRASKA

NEVADA

Estimated Population 174,000—Increase +57.7%—Radio Homes 45,500
Radio Families 47,000—Stations in State 9

KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Elko Bcstg. Co.
Address Hiway. 40
Phone Number 260
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service Standard
President Chris Sheerin
General Manager John J. Gammick
Program Director J. P. Nims
Chief Engineer A. H. Vogeler

KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Nevada Bcstg. Co.
Business Address Box 1310
Phone Number 1400
Studio-Transmitter Location The Strip,
Hwy. 91
Air Time 4:30 a.m.-1:30 a.m.
News Service INS
Transcription Service Thesaurus
Representative W. S. Grant
General-Station Manager Maxwell Kelch
General Manager Maxwell Kelch
Commercial Mgr. Thompson Magowan
Program Director L. A. Newsome, Jr.
Chief Engineer W. E. Berry

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Las Vegas Bcstrs., Inc.
Address Box 1510
Phone Number 4646
Transcription Service Capitol
Representative Cooke, Scott
President C. L. McCarthy
General Manager Fred Stoye
Chief Engineer Ralph Dow

KRAM

LAS VEGAS—1948
MBS-INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts d.
500 n.
Owned-Oper. By Boulder City Bcstg. Corp.
Business-Studio Address Hotel Flamingo
Phone Number 920
Transmitter Location N. Las Vegas
Air Time Unlimited

News Service UP
Transcription Service World
Representative Avery-Knodel
President Edward J. Jansen
General-Station Mgr. Truman B. Hinkle
Commercial Manager Frank Kim
Pgm. Dir., Sales Prom. Mgr. Carl Paige
Publicity Director Hal Davis
Musical Director Havelyn Jones
Chief Engineer Fred Young

KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Sierra Bcstg. Co.
Business-Studio Address Elks Bldg.
Phone Number 2-4501
Transmitter Location 6th & Cassinelli Rds.
Air Time 6 a.m.-2 a.m.
Representative John E. Pearson
Membership NAB
President R. K. Wittenberg
General Manager Robert L. Stoddard
Commercial Manager Bob Tower

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 1000 Watts
(C.P. 5000)
Owned-Oper. By McClatchy Bcstg. Co. of
Nev.
Business-Studio Address 143 Stevenson St.
Phone Number Reno 5106
Transmitter Location Sparks
Air Time Unlimited
News Service AP, UP
Transcription Service World
Representative Paul H. Raymer
Membership NAB, BMB
President Eleanor McClatchy
Station Manager Hewitt Kees
Traffic Manager Amalia Ibarra
Chief Technician Wesley Craig

KOLO

RENO—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Reno Bcstg. Co.
Business-Studio Address 33 Sierra St.
Phone Number 2-4516
Transmitter Location Sparks
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NAB

NEVADA-NEW HAMPSHIRE

President Dave McKay
 General-Station Manager..... H. G. Wells
 Comm.-Sales Prom. Mgr..... Jack Kehoe
 Program Director..... Al Coon
 Production-Publicity Director..... Andy Chantlas
 Chief Engineer..... Merle Peterson

Transcription Service Associated
 Representative Walker
 Membership NAB
 President..... Merritt C. Speidel
 General Manager..... Merrill Inch
 Commercial Manager..... John A. Lang
 Program Director..... Larry Shields
 Chief Engineer..... Wilbur C. Comer

KWRN

RENO—1947—ABC

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... Reno Newspapers, Inc.
 Business-Studio Address..... Gazette Bldg.
 Phone Number 6156
 Transmitter Location Reno
 Air Time..... 7 a.m.-M.
 News Service UP

KXXL

RENO—1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Station KXXL
 Address Box 1329
 Phone Number 3122

NEW HAMPSHIRE

*Estimated Population 544,000—Increase +10.7%—Radio Homes 159,500
 Radio Families 163,000—Stations in State 11*

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper..... White Mountains Bcstg. Co., Inc.
 Business-Studio Address..... 40 Main St.
 Phone Number..... Berlin 1797-8
 Transmitter Location..... Hutchins St.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Membership NAB
 Pres., Gen. Mgr..... Charles S. Holbrook
 Program Manager..... Wendell C. Mackenzie
 Chief Engineer..... James F. Hennessey

Business-Studio Address..... Eagle Hotel
 Phone Number 4180
 Transmitter Location..... Redington St.
 Air Time..... 6:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service World
 Representative Bannan, Walker
 Pres., Gen. Mgr..... Hon. Charles M. Dale
 Asst. Mgr., Prog. Dir..... Thomas S. Pingree
 Chief Announcer..... Win Blake
 Chief Engineer..... George Davis

WTSV

**CLAREMONT—1948
 MBS-YANKEE-GRANITE**

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Granite State Bcstg. Co.
 Address..... 221 Washington St.
 Phone Number 1800
 Air Time Unlimited
 Transcription Service Lang-Worth
 Representative Bannan, Bolling
 President..... William J. Barkley
 General Manager..... W. F. Rust, Jr.
 Comm., Sales Prom. Mgr..... Fred Sterns
 Pgm., Prod. Dir., Chief Anncr..... Dick Hill
 Chief Engineer..... A. Davis

WKNE

KEENE—1941—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... WKNE Corp.
 Business-Studio Address..... 17 Dunbar St.
 Phone Number 2080-1
 Transmitter Location..... Stanhope Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative Adam J. Young, Jr.,
 Kettell-Carter
 Membership NAB, BMB
 Pres., Gen. Mgr..... Joseph K. Close
 Asst. Comm. Mgr., Pgm. Dir.....
 Robert M. Peebles
 Sales Prom. Mgr..... Gale Bath
 Publicity Dir..... Ruth R. Wade
 Chief Announcer..... Ozzie Wade
 Chief Engineer..... Ernest F. Batchelder, Jr.
 Farm Editor..... Stacey Cole

WKXL

CONCORD—1946—MBS-YANKEE

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

NEW HAMPSHIRE

W L N H

LACONIA—1922—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Northern Bcstg. Corp.
 Business-Studio Address 635 Main St.
 Phone Number 2-300
 Transmitter Location San Bornton
 Air Time Unlimited
 News Service AP
 Representative Kettell-Carter
 Membership NAB
 Pres., Gen. Sta. Mgr. Warren H. Brewster
 Pgm., Prod. Director Al Maffie
 Chief Engineer Walter Avery

W F E A

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By N. H. Bcstg., Inc.
 Business-Studio Address 286 Franklin St.
 Phone Number 5-5491
 Transmitter Location Merrimack
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Kettell-Carter
 Membership NAB, BMB
 President Morris Silver
 Commercial Manager Saul Gross
 Gen., Sta. Mgr. Frank Journey
 Production Director Frank Finning
 Chief Announcer Gerald Kearney
 Chief Engineer Reginald Schow

W K B R

**MANCHESTER—1946
 MBS-YANKEE-GRANITE STATE**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Granite State Bcstg., Inc.
 Address 155 Front St.
 Phone Number 44075
 Air Time 6:30 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Capitol
 Representative Bannan, Bolling
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Comm., Sales Prom. Mgr. Ralph Gottlieb
 Pgm. Dir., Chief Anncr. Norman Bailey
 Publicity Dir. William Carlisle
 Chief Engineer Royston Phillips

W M U R

MANCHESTER—1941—ABC

Frequency: 610 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By The Radio Voice of
 New Hampshire, Inc.
 Business-Studio Address 1819 Elm St.

Phone Number Ma. 5-5788
 Transmitter Location Front St.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President, Owner Francis P. Murphy
 General Manager Hervey Carter
 Production Dir. Bernie Mack
 Musical Dir. Bertram Colter
 Chief Engineer Vincent Chandler
 Farm Editor Robert Webster

W O T W

NASHUA—1947—GRANITE STATE

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Nashua Bcstg. Corp.
 Bus.-Studio-Transmitter Location Lund Rd.
 Phone Number 5000
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Bertha Bannan, Walker
 Membership NAB
 Pres., Gen.-Sta. Mgr. Arthur A. Newcomb
 Asst. Gen. Mgr. Angeline Kopka
 Program Dir. Paul Keefe
 Chief Engineer Robert C. Bingham

NEW HAMPSHIRE

**WHY IS AP
 THE BEST?**

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

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 BROADCASTERS' ASSOCIATION**

President: Leland Bickford — Editor-in-Chief, Yankee Network, Boston
 Secretary: L. P. Yale — AP Chief of Bureau, Boston
 Directors for New Hampshire: Arthur Rothzfel — WLNH, Laconia; Tom Power — WMUR, Manchester.

NEW HAMPSHIRE

W H E B

PORTSMOUTH—1932

MBS-YANKEE

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By WHEB, Inc.
 Bus. Studio-Transmitter Address . . . Lafayette Rd.
 Phone Number 4080
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Walker, Bertha Bannan
 President Hon. Charles M. Dale
 Asst. Mgr. Keith S. Field
 Commercial Manager . . . William A. Dawson, Jr.
 Program Dir. Lucien Dumont
 Chief Announcer William I. Elliot
 Musical Director Russ Reardon
 Chief Engineer Anthony Vaccaro

W W N H

ROCHESTER—1948

GRANITE STATE

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Strafford Bcstg. Corp.
 Address Rochester Hill Rd.
 Phone Number 1400-1
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Representative Bolling, Bannan
 Membership NAB
 Pres., Sta. Mgr. A. J. K. Malin
 Commercial Mgr. M. C. Ball
 Program Dir. Robert Holmes
 Production Dir. H. Martin
 Publicity Dir. M. Verette
 Chief Announcer Paul Daniels
 Musical Dir. M. L. Malin
 Chief Engineer E. J. Babkes

NEW JERSEY

*Estimated Population 4,873,000—Increase +17.1%—Radio Homes 1,324,000
 Radio Families—1,356,000—Stations in State 18*

W C A P

ASBURY PARK—1926—SBN

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Operated By . . . Radio Industries Bcst. Co.
 Business-Studio Address 601 Bangs Ave.
 Phone Number Asbury Park 1-1310
 Transmitter Location Bangs Ave., Neptune
 Air Time Unlimited
 News Service AP
 Transcription Service World, Capitol
 Membership NAB, BMB
 President Ralph Froese
 Gen., Sta. Mgr. Gene Milner
 Commercial Mgr. Wally Reid
 Pgm. Dir., Farm Editor Irving Smith
 Prod., Musical Dir. Cal Monroe
 Publicity Dir. Ken Leslie
 Chief Announcer George Hudson
 Chief Engineer Matthew Porter

W B A B

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Press-Union Publishing Co.
 Business Address 1900 Atlantic Ave.
 Phone Number Atlantic City 5-1111
 Studio-Trans. Address . . . Absecon Blvd. & Beach
 Thorofare, 1900 Atlantic Ave.
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB

President Albert J. Feyl
 Gen. Sta.-Comm. Mgr. Monroe L. Mendelsohn
 Prog. Dir., Chief Announcer . . . Ralph Shoemaker
 Chief Engineer Earle Godfrey
 Farm Editor Bern Penrose

W F P G

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . Neptune Bcstg. Corp.
 Business Address . . . Union Trust Bldg., Steubenville, O.
 Phone Number Steubenville 2-6265
 Studio Address Steel Pier
 Transmitter Location Venice Park
 Air Time Unlimited
 News Service UP
 Transcription Service MGM
 Representative Ra-Tel
 Membership NAB
 President John J. Laux
 General Man. Fred Weber
 Commercial Mgr. Wm. C. Byrnes, Jr.
 Sales Prom. Mgr. William Franks
 Program Dir. Al Owen
 Publicity Dir. Lydia I. Hawksley
 Chief Announcer Edward Davis
 Chief Engineer Blair K. Thron

W M I D

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . Mid-Atlantic Bcstg. Co., Inc.

NEW JERSEY

Business-Studio Address..... Convention Hall
Phone Number..... 4-1340, 4-7131
Transmitter Location..... Absecon Blvd.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Associated
Representative..... For Joe
President..... Earl M. Johnson
General Mgr..... David H. Freedman
Station Mgr..... Juan Caloca
Comm. Sales Prom. Mgr..... Albert A. Cormier
Pgm., Prod., Pub. Dir..... Bob Ardrey
Chief Announcer..... Bob Brown
Musical Director..... Irv. Miser
Chief Engineer..... Bernard Singer

W S N J

BRIDGETON—1937—KBS

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By..... Eastern States Bcstg. Co.
Address..... Bridgeton
Phone Number..... 1600
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Thesaurus
Representative..... Thomas Clark
Membership..... FMA
President..... Senator Elmer H. Wene
General-Station Manager..... Paul Alger
President..... Elmer H. Wene
Comm., Sales Prom. Mgr.:..... Jerry Alden
Publicity Dir..... Arthur Scholz
Pgm., Prod. Dir..... Joe McCulley
Chief Announcer..... Earl Becktel
Chief Engineer..... Francis Fekel
Farm Editor..... Don Hart

W C A M

CAMDEN—1924

Frequency: 1310 Kc..... Power: 250 Watts
Owned-Operated By..... City of Camden
Business-Studio Address..... City Hall
Phone Number..... Emerson 5-5600
Transmitter Location..... Civic Center
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Standard, Capitol
Membership..... NAB
Director (Municipally owned)

Mayor George E. Brunner
Managing Dir..... Willard C. Schriver
Commercial Mgr..... Morton Lowenstein
Sales Prom. Mgr., Pub. Dir..... John J. Kennedy
Pgm., Prod. Dir..... Robert Swanson
Chief Engineer..... Clarence E. Owens

W K D N

CAMDEN—1948

Frequency: 800 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... So. Jersey Bcstg. Co.
Business Address..... Radio Park

Phone Number..... EM 5-7200
Studio Address..... 2881 Mt. Ephraim Ave.
Air Time..... Daytime
News Service..... AP
Transcription Service..... Associated, SESAC
Pres., Gen. Mgr..... Ranulf Compton
Program Director..... Edwin W. Tucker
Chief Engineer..... E. Phillip Steen

W H O M

JERSEY CITY

(See Listing, New York, N. Y.)

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc..... Power: 500 Watts d.
Owned-Operated By..... Morristown Bcstg. Co.
Address..... P. O. Box 315, Park Square Bldg.
Phone Number..... MO 4-5700
Studio Address..... 10 Park Pl.
Transmitter Location..... Hanover Township
Air Time..... Sunrise-Sunset
News Service..... AP
Transcription Service..... Associated
Membership..... NAB
President..... George S. Croy
Station Mgr..... Kenneth A. Croy
Commercial Mgr..... Clement T. Lowden
Program Director..... Jack Allen Potts
Chief Engineer..... Rudolph C. Prow
Farm Editor..... Merrill Morris

W A A T

NEWARK—1921

Frequency: 970 Kc..... Power: 5000 d., 1000 n.
Owned-Operated By..... Bremer Bcstg. Corp.
Business-Studio Address..... Television Center
Phone..... Mitchell 2-6400; BARcklay 7-8216
Transmitter Location..... Kearny
Air Time..... 7 a.m.-1 a.m.
News Service..... AP
Transcription Service..... Associated
Representative..... Weed
President, Gen. Mgr..... Irving R. Rosenhaus
V.P., National Sales..... E. S. Lannon
V.P., Local Sales..... A. B. Schillin
Promotion Director..... James Sondheim
Program Director..... George Green
Public Relations Director..... Roland Trenchard
Director, Educ. Activities..... Robert B. Macdougall
Musical Director..... Jay Stanley
V.P., Engineering..... Frank V. Bremer

W H B I

NEWARK—1922

Frequency: 1280 Kc..... Power: 2500 Watts d.:
1000 Watts n.
Owned-Operated By..... May Radio Bcst. Corp.
Business-Studio Address..... 100 Shipman St.
Phone Number..... Mitchell 2-7354

Transmitter Location.....155 Washington St.
 Air Time.....Unlimited
 Membership.....NAB
 Pres., Gen. Mgr.....James L. Shearer
 Station-Comm. Manager.....William Masi
 Chief Engineer.....Herman Foster

W N J R

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...North Jersey Radio, Inc.
 Business-Studio Address.....91 Halsey St.
 Phone Number.....Market 3-2700
 Transmitter Location.....Union
 Air Time.....7 a.m.-M.
 News Service.....INS, UP
 Transcription Service.....World, Capitol
 Representative.....Rambeau
 Membership.....NAB
 President.....Edward W. Scudder, Jr.
 Gen., Sta. Mgr.....Harry D. Goodwin
 Comm., Sales Prom. Mgr.....C. G. O'Neill
 Program Director.....Steven Van Gluck
 Production Director.....G. Thomas Marshall
 Publicity Director.....James R. Ryall
 Chief Engineer.....Peter Testan
 Farm Editor.....Will Peigelbeck

W V N J

NEWARK—1948—NJSN

Frequency: 620 Kc.....Power: 5000 Watts

NEW JERSEY

**WHY IS AP
 THE BEST?**

BECAUSE—AP is more experi-
 enced than any other
 news service . . . more
 than 100 years collect-
 ing and distributing
 news.

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 RADIO ASSOCIATION**

President: Edwin Tucker—WKDN, Camden
 Vice-President: Roland Trenchard —
 WAAT, Newark
 Secretary: Sam Blackman—AP Chief of
 Bureau

NEW JERSEY

Owned-Operated By.....Newark Bcstg. Corp.
 Business-Studio Address.....45 Central Ave.
 Phone Number.....Mitchell 3-7600
 Transmitter Location.....Livingston
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Membership.....NAB
 V.P., Gen.-Comm Mgr.....Ivon B. Newman
 Station Manager.....Helen Sutton Newman
 Publicity Director.....Walter Kaney
 Chief Engineer.....Bernard Kellom

W C T C

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Chanticleer Bcstg. Co.
 Business-Studio Address.....385 George St.
 Phone Number.....Charter 7-1450
 Transmitter Location.....Highland Park
 Air Time.....7 a.m.-11 p.m.
 News Service.....Transradio
 Transcription Service.....Associated, World
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....James L. Howe
 Commercial Manager.....Robert Bell
 Sales Promotion Manager.....Edith Brandt
 Program Director.....Nat Shoehalter
 Chief Engineer.....Robert L. Williams

W

V

N

J

620 on your dial

**The most for your
 dollar in the
 metropolitan area**

NEWARK N. J.

WPAT

**5000 WATTS
NIGHT and DAY**

Included in WPAT'S
10 mille volt contour
are such markets as

**Paterson
Newark
Jersey City
Passaic
Elizabeth
Hackensack
Hoboken
Union City
and
New York City***

WPAT

**Paterson, New Jersey
New York — Penn. 6-2945**

*owned and operated by
The Herald News, Passaic-Clifton, N. J.*

* Included in WPAT's Primary Coverage Area is Metropolitan New York and New Jersey—the greatest market in the United States.

WPAT

PATERSON—1941

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By . . . North Jersey Bcstg. Co., Inc.
Business-Studio Address 66 Hamilton St.
Phones . . . Armory 4-3400, Pennsylvania 6-2945
Transmitter Broad at Hepburn Rd. Clifton
Air Time Unlimited
News Service UP
Transcription Service Associated
Membership NAB
Chairman of Board Dow H. Drukker
President Richard Drukker
Exec. V.P., Sales, Pgming. Herman M. Bess
Exec. V.P., Gen. Mgr. James V. Cosman
Asst. V.P., Chief Engineer Earl F. Lucas
Publicity Dir. Elaine Starr

WTNJ

TRENTON—1928

Frequency: 1300 Kc. Power: 250 Watts d.
Owned-Operated By WOAX, Inc.
Business-Studio Address 416 Bellevue Ave.
Phone Number 8149
V.P., General Manager F. J. Wolff

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Trent Bcst. Corp.
Business-Studio Address 541-43 E. State St.
Phone Number 5-8515-6-7-8
News Service UP
Transcription Service Thesaurus
Representative Forjoe
Membership NAB
President Hon. Elmer H. Wene
General Manager Carl Mark
Commercial Manager Fred L. Bernstein
Sales Prom. Mgr. Alfred J. Barker
Program Director William R. Griffin
Chief Engineer Theodore P. Kilmer

WWBZ

VINELAND—1945

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. Community Bcstg. Service, Inc.
Business-Studio Address 633 Wood St.
Phone Number Vineland 7-1360
News Service UP
Transcription Service World
Representative McGillvra
President Joseph M. Bullock
General Manager Fred M. Wood
Program Director Dorothy H. Carlson
Chief Engineer C. V. Mullen

NEW MEXICO

Estimated Population 589,000—Increase +10.8%—Radio Homes 158,000
Radio Families 171,000—Stations in State 20

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Business Address P. O. Box 1294
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location So. 2nd St.
Air Time Unlimited
News Service UP, AP
Transcription Service World
Representative Taylor-Borhoff
Pres., Gen. Station Mgr. A. R. Hebenstreit
Commercial Manager Jack Skillen
Pgm., Prod., Pub. Dir. Robert Van Driel
Chief Announcer Richard T. Coleman
Chief Engineer Leonard F. Dodds

K O A T

ALBUQUERQUE—1946
ABC-ZIA NET

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Rio Grande Bcstg. Co., Inc.
Business-Studio Address 122 S. Tulane
Phone Number 5-5501
Transmitter 2000 W. Indian School Rd.
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Representative McGillvra
President A. E. Buck
Gen.-Sta. Mgr. Merle H. Tucker
Commercial Manager Robert Sabin
Program Director B. J. Fitzpatrick
Chief Announcer Rollie Melville
Chief Engineer William Carman

K O B

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address Fifth & Silver
Phone Number 4411
Transmitter Location Alameda
Air Time 6 a.m.-M.
News Service AP, INS
Transcription Service Thesaurus
Representative Free & Peters
Pres., Gen. Mgr. T. M. Pepperday
Station Manager Bob Seal
Comm. Mgr. Charles Teas
Program Dir. Rolf S. Nielsen
Publicity Director Jean Toncre
Chief Announcer Robert A. McCoy
Musical Director Noel Martin
Chief Engineer George S. Johnson

K V E R

ALBUQUERQUE—1947
MBS-GREAT WEST-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Air, Inc.
Business-Studio Address 317 N. Broadway,
Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
Air Time 6 a.m.-M.
News Service UP
Transcription Service MGM
Representative Forjoe
Membership NAB
Pres., Gen. Mgr. William T. Kemp
Commercial Manager Paul A. Kehle
Station Manager Keith Tye
Asst. Mgr. John H. Morrison
Program Director Al Mann
Production Dir. & Asst. Mgr. Ralph Henry
Publicity Director Edith Hoffman
Chief Announcer Connie Alexander
Musical Director Mac Vernon
Chief Engineer Fred Timm
Farm Editor Cecil Pragnell

K S V P

ARTESIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Artesia Bcstg. Corp.
Business-Studio Address Box 445
Phone Number 650
Transmitter Location South Roselawn
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Standard
President Martin Yates III
Gen., Sta., Sales Prom. Mgr. David M. Button
Commercial Manager Wayne Griffin
Chief Engineer Robert Meeker

K E N E

BELEN—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Belen Bcstg. Corp.
Address P. O. Box 604
Phone Number 3021
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, SESAC
President T. B. Stribling
General Manager D. H. Crandal
Commercial Manager H. R. Granger
Program Director Ken Gilmore
Chief Engineer W. C. Weeks

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Carlsbad Bcstg. Corp.
 Business-Studio Address 800 S. Canal St.
 Phone Number 244
 Transmitter Location 3 mi. SW City
 Air Time 6 a.m.-M.
 News Service AP
 Representative Taylor-Boroff
 President Val Lawrence
 General-Station Mgr. Norman R. Loose
 Commercial Manager Richard E. Doyle
 Program Director Alexander Pitcaithley
 Chief Engineer William Sene

K I C A

CLOVIS—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Hugh DeWitt Landis.
 R. B. McAlister
 Operated By R. B. McAlister
 Business Address Box 111
 Phone Number 3
 Studio Address 520 Pile St.
 Transmitter Location Hillcrest Park
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service MacGregor
 Representative Continental Radio Sales
 Membership NAB
 President Hugh DeWitt Landis
 General-Station Mgr. R. B. McAlister
 Commercial Manager Don Boles
 Sales Promotion Manager Sammy Goodman
 Program Director John Kirkwood
 Chief Announcer Harold Cook
 Musical Director Joni Nieves
 Chief Engineer Vernon Hughes

K G A K

GALLUP—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Rio Grande Bcstg. Co.
 Business-Studio Address 114 E. Cole Ave.
 Phone Number 1177
 Transmitter Location 1½ mi. E. City
 Air Time 7 a.m.-9 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Donahue
 Membership NAB
 President Al Buck
 General Manager Merle H. Tucker
 Station Manager Charles M. Butler
 Commercial Manager Larry Hoffman
 Program Director Lou Emerson
 Chief Engineer James P. Suptic

K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By W. E. Whitmore
 Business-Studio Address 116 E. Dunham
 Phone Number 495
 News Service UP
 Transcription Service MacGregor, Lang-Worth
 Representative Taylor-Boroff
 President W. E. Whitmore
 General Manager Harry McAdams
 Commercial Manager Phil McGee
 Program Director Dortha A. Montgomery
 Chief Engineer Roy Evans

K C H S

HOT SPRINGS—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Sierra Bcstg. Co., Inc.
 Business-Studio Address 401 Broadway
 Phone Number 161
 Transmitter Location Yucca Heights
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Continental Radio Sales
 Pres., General Manager Leonard R. Trainer
 Station Manager Beulah M. Shirk
 Commercial Manager William Malloy
 Program Director Catherine L. Perry
 Chief Engineer Russell A. Walz

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mesilla Valley Bcstg. Co.
 Bus-Studio Address Main & Picacho Ave.
 Phone Number 205
 Transmitter Location W. Amador Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 President Charles Hill
 General-Station Mgr. Harry H. Stair
 Program Director L. S. Sleppy
 Chief Engineer K. M. Dean

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Southwest Bcsters, Inc.
 Business Address Box 710
 Phone Number 12
 Transmitter Location ½ mi. E. City
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard
 Representative Hil F. Best
 Pres., Gen-Station Mgr. Ernest N. Thwaites

Program Director.....Dorothy G. Thwaites
 Chief Engineer.....A. F. Schultz

K R T N

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Southwest Bcsters, Inc.
 Business Address.....Box 710, Las Vegas;
 Box 767, Raton
 Phone Number.....875
 Studio-Transmitter Address.....1128 State St.
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Standard, World
 Representative.....Hil F. Best
 Pres., Gen. Manager.....Ernest N. Thwaites
 Station Manager.....Stanley K. Brown
 Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—1927—MBS-SW. N-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....KGFL, Inc.
 Business-Studio Address.....310 N. Richardson
 Phone Number.....2000
 Transmitter Location.....511 W. 16th St.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 Pres., General Manager.....W. E. Whitmore
 Commercial Manager.....G. F. Roberts
 Program Director.....Almarie Old Field
 Chief Engineer.....Eugene Rader

K S W S

ROSWELL—1947—ABC-ZIA NET

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McEvoy Bcstg. Co.
 Bus. Studio Address.....Radio Center
 Phone Number.....2400
 Transmitter Location.....19th & Railroad Sts.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NAB
 President.....Paul B. McEvoy
 General Station Manager.....John A. McBoyle
 Comm. Sales Prom. Mgr.....M. J. Montgomery
 Sales Promotion Manager.....John L. Meyers
 Prod., Farm Editor.....George R. Walsh
 Chief Announcer.....Tom Foulkes
 Chief Engineer.....Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By....Rio Grande Bcstg. Co., Inc.

Bus. Address.....P. O. Box 1715
 Phone Number.....3003
 Studio-Transmitter Address.....210 E. Marcy
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....McGillvra
 Membership.....NAB, BMB
 President.....A. E. Buck
 General Manager.....Merle H. Tucker
 Station, Commercial Manager.....Hugh M. Gray
 Sales Promotion Manager.....A. Paul Theil
 Prod. Dir., Chief Announcer.....Ross Taylor
 Publicity Director.....Bobby Berg
 Chief Engineer.....Odel Nickelson

K V S F

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sante Fe Bcstg. Co.
 Business-Studio Address.....759 Cerrillos Rd.
 Phone Number.....2020
 Transmitter Location.....Lower Alameda St.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Taylor-Boroff
 President.....A. R. Hebenstreit
 General Manager.....Ivan R. Head
 Program, Prod. Dir.....Jim Maize
 Musical Dir.....Bill Reitmann
 Chief Engineer.....E. J. Vanderwood

K S I L

SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Dorrance D. Roderick
 Bus. Studio-Transmitter Address...17th & Cactus
 St., P. O. Box 590
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....AP
 Representative.....Taylor-Boroff
 General Manager.....Carl Dunbar
 Gen. Adv. Mgr.....R. C. Hughes
 Program Director.....Ed Duty

K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....The McMa Agency
 Business Address.....Box 668
 Phone Number.....100
 Studio Address.....Second & Main Sts.
 Transmitter Location.....Outside E. City Limits
 Air Time.....6 a.m.-10:30 p.m.
 News Service.....UP
 Partners.....Grady Maples, R. B. McAlister
 Gen. Sta., Comm. Mgr.....Grady Maples
 Pgm. Dir., Chief Announcer...Richard D. Wood
 Chief Engineer.....David Fred White, Jr.

WOR

**SELLS
MORE**

**MORE
OFTEN**

FOR MORE PEOPLE

**TO MORE
PEOPLE**

***than any other
station
in the United States!***

NEW YORK

*Estimated Population 14,392,000—Increase +6.9%—Radio Homes 4,203,000
Radio Families 4,287,000—Stations in State 92*

W A B Y ALBANY—1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Adirondack Bcstg. Co., Inc.
Business-Studio Strand Bldg., 110 No. Pearl St.
Phone Number 4-4193
Transmitter Location Brintree St., Colonie
Air Time 7 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative Everett-McKinney
Membership NAB
President A. J. McDonald
General-Station Manager Russell B. Wilde
Comm.-Sales Prom. Mgr. Michael Danyla, Jr.
Prog.-Musical Director Ned Trudeau
Chief Announcer Bill Phillips
Chief Engineer James H. Corey

W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. Power: 1000 d., 500 n.
Owned-Oper. By Gov. Dongan Bcstg. Corp.
Bus.-Studio Address Hotel Wellington,
136 State St.
Phone Number 3-6638
Transmitter Location Central Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard, SESAC
Representative Cooke
President, General Mgr. James T. Healey
Commercial Manager A. Kellert
Program Director Paul Baron
Chief Announcer Lyle Bosley
Musical Director Gordon Seaman
Chief Engineer Al Sardi

W P T R

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Operated By Patroon Bcstg. Co., Inc.
Business-Studio 87 State St., Hotel Ten Eyck
Phone Number 5-3345, 5-5422
Transmitter Location Middle Rd., Colonie
Air Time Unlimited
News Service AP, INS
Transcription Service Capitol, SESAC
Representative William G. Rambeau
Membership NAB
President J. Myer Schine
General, Station Manager Fred R. Ripley
Program Director Howard W. Maschmeier
Prod. Dir., Chief Announcer Glen E. Walrath

Musical Director Frank D'Armond
Chief Engineer Dwelle S. Hoag
Farm Editor G. Ellis Barrett

W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Hudson Valley Bcstg. Co.
Business-Studio Address 112 State St.
Phone Number Albany 3-2225
Transmitter Location Route 9W, So. of City
Air Time 6 a.m.-1 a.m.
News Service INS, UP
Transcription Service World
Representative Bolling
Membership NAB, BMB
President Dr. John J. Quinlan
General-Station Mgr. Harry L. Goldman
Station Manager Johnny Lee
Comm., Sales Prom. Mgr. Leo Rosen
Traffic Manager Florence Ryan
Chief Engineer Charles Heisler

*Dominating the
RICH North Eastern
U. S. Market*

WPTR

ALBANY - TROY - SCHENECTADY
**50,000 WATTS
Around the Clock**

RA-TEL
Representatives,
Inc.

HOTEL
TEN EYCK,
ALBANY,
N. Y.

N. Y. MASS. VT. N. H. ME. CONN. R. I.

W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
 Owned-Oper. By Champlain Valley Bcstg. Corp.
 Business-Studio Address 444 Broadway
 Phone Number 6-7676
 Transmitter Location Selkirk
 Air Time 5:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Katz
 Membership NAB, BMB
 President, Gen. Mgr. Stephen R. Rintoul
 Commercial Manager Gren Rand
 Sales Prom. Mgr., Pub. Dir. Eugene Fitzpatrick
 Program Director Fred Daiger
 Production Director Walter Neals
 Chief Engineer George Wetmore

W C S S

AMSTERDAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Community Service Bcst. Corp.
 Bus.-Studio-Transmitter Address Upper Locust Ave.
 Phone Number 4000

YOU CAN'T HIT THE
 AMSTERDAM TARGET
 WITHOUT WCSS!

*Morning . . . 33.8
 *Afternoon . . . 40.1
 *Evening . . . 36.6

* Crossley Report for Amsterdam May-June, 1949.

WCSS

250 watts day and night
 Amsterdam, New York

Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Membership NAB
 Pres., Gen., Sta. Mgr. Cecil Woodland
 Program-Production Dir. Ray Cheney
 Publicity Director Joan MacGregor
 Chief Engineer Guy Rauer

W M B O

AUBURN—1926—MBS-SBN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WMBO, Inc.
 Business-Studio Address 141 Genesee St.
 Phone Number 2-3511
 Transmitter Location York & Division Sts.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, SESAC, KBS
 Representative Thomas F. Clark
 Membership NAB, BMB
 President William O. Dapping
 Gen.-Sta.-Comm. Mgr. Frederick L. Keesee
 Sales Prom. Mgr., Prog. Dir. Robert B. Morgan
 Chief Announcer A. John Hefner
 Chief Engineer Herbert House
 Farm Editor Charles Hammond

W B T A

BATAVIA—1941—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Batavia Bcstg. Corp.
 Business-Studio Address 90 Main St.
 Phone Number 715
 Transmitter Location Creek Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NAB
 Pres., Gen.-Station Mgr. Edmund R. Gamble
 Comm.-Sales Prom. Mgr. Robert E. Newstead
 Program-Production Dir. J. Gordon Bridge
 Pub. Dir., Farm Editor James Gerrety
 Chief Announcer Bernie Sandler
 Musical Director Matt Regan
 Chief Engineer Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southern Tier Radio Service, Inc.
 Business-Studio Address Court House Square
 Phone Number 4-4318
 Transmitter Location Cleveland & Stokes Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingsbery
 Membership NAB
 President Donald Kramer
 General Manager C. A. Bengtson

Station Executive..... E. R. Vadeboncoeur
 Commercial Manager..... H. R. Nicholson
 Program Director..... Charles Bishara
 Publicity Director..... George O'Connor
 Chief Announcer..... Jan Costley
 Chief Engineer..... A. A. Kelley

WKOP

BINGHAMTON—1947—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By... The Binghamton Bcstrs., Inc.
 Business-Studio Address..... 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location..... Morgan Rd.,
 Carman Hill
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr..... Andrew Jarema
 Commercial Manager..... Norman Stewart
 Prog. Dir., Farm Editor..... Wally Buman
 Publicity Dir..... Bernice Bonus
 Chief Announcer..... Art Goodwin
 Chief Engineer..... Charles Hallinan

W N B F

BINGHAMTON—1928—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By.... Clark Associates, Inc.
 Business Address..... P. O. Box 48
 Phone Number..... Binghamton 2-3461
 Studio Address..... Arlington Hotel
 Transmitter Location..... Ingraham Hill
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Bolling
 Membership NAB, FMA
 President..... John C. Clark
 General Manager..... Cecil D. Mastin
 Station Manager..... L. L. Rogers
 Commercial Manager..... S. N. Heslop
 Sales Prom. Mgr., Pub. Dir... E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer... E. M. Scala
 Musical Director..... Ethel Henton
 Chief Engineer..... L. H. Stantz
 Farm Editor..... Sam Page

NEW YORK

WHY IS **AP**
 THE BEST?

BECAUSE—**AP** members, the greatest body of news col-
 lectors in the world today, provide their news
 to their AP.

NEW YORK STATE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Gunnar O. Wiig—WHEC, Rochester
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 WGVA, Geneva; Bernard Buck—WNYC, New York.
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NEW YORK

POSITIVELY
OR
COMPARATIVELY

*By any yardstick you use
there's no substitute for*

WBEN

The best service brings the best results. That's the yardstick at WBEN. The service rendered by The Buffalo Evening News stations has created listener-loyalty not only for programs and personalities but loyalty for products and services. The results: WBEN for years has been the Buffalo station most people listen to most of the time • WBEN-FM, Buffalo's first frequency-modulation station, is accorded the same high rating • WBEN-TV, Buffalo's only television station is one of the nation's standout stations . . . 346 Advertisers have used its facilities in the first 22 months of operation with conspicuous success.

 **AM**

 **FM**

 **TV**

in **BUFFALO**

WBEN, INC.

Representatives:

Radio: Edward Petry & Co., Inc.

Television: Harrington, Righter & Parsons, Inc.

The Buffalo Evening News Stations

WENE

BINGHAMTON—ENDICOTT—1947
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Empire Newspapers-Radio, Inc.
Business-Studio Address Radio Center, 909 E. Main St.
Phone Number 5-3351
Transmitter Location Pierce Hill, Vestal
Air Time Unlimited
News Service AP
Transcription Service Associated
Transcription Service Associated, Capitol Representative Walker
Membership NAB, BMB
President James H. Ottaway
Radio Director F. H. Brinkley
Sta., Comm., Sales Prom. Mgr. S. W. Ryder
Pgm., Prod. Dir. Harold E. Graves
Publicity Dir. James A. McKechnie
Chief Announcer Harold P. Kent
Musical Librarian Richard Vosburgh
Chief Engineer J. Harold Merchant

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By WBEN, Inc.
Business-Studio Address Hotel Statler
Phone Number Cleveland 6400
Transmitter Location Grand Island
Air Time Unlimited
News Service AP, INS, UP
Transcription Service SESAC, ASCAP, BMI
Representative Edward Petry
Membership NAB, FMA
President Edward H. Butler
V.P., Business Mgr. Alfred H. Kirchhofer
Station Manager C. Robert Thompson
Asst. Sta. Mgr. chg. Sales Frank W. Kelly
Local Sales Mgr. C. E. Daly
Program Mgr. George R. Torge
Asst. Pgm. Mgr. William R. Rich
Promotion Mgr. Joseph A. Haefner
Chief Anncr. & Night Supervr. A. Ward Fenton
Chief Engineer Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Roy L. Albertson
Business-Studio Address 485 Main St.
Phone Number Mohawk 1400
Transmitter Location 154 E. Eagle St.
Air Time 7 a.m.-M.

News Service AP, INS, UP
Representative Adam J. Young, Jr.
Membership FMA
Pres., General-Station Mgr. Roy L. Albertson
Program Dir. Virginia C. Fyda
Commercial Mgr. Howard Schellenberg
Chief Announcer Carl Spavento
Musical Director Art Crossoon
Chief Engineer Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WEBR, Inc.
Business-Studio Address 23 North St.
Phone Number Lincoln 7133
Transmitter Location Cloverbank Rd., Hamburg
Air Time Unlimited
News Service AP, INS, Reuters
Transcription Service Standard
Representative Katz
Membership NAB
President Paul E. Fitzpatrick
General Manager Cy King
Commercial Manager William Doerr, Jr.
Program Director Preston Taplin
Production Director Lloyd Gibson
Publicity Director William Schweitzer
Chief Announcer Ed Tucholka
Musical Director Victor D'Ana
Chief Engineer Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By WGR Bcstg. Corp.
Business-Studio Address Rand Bldg.
Phone Number Washington 3100
Transmitter Location Hamburg
Air Time 5 a.m.-1 a.m.
News Service UP
Transcription Service MGM, World
Representative Free & Peters
Membership NAB
Chairman of Board Leo J. Fitzpatrick
Pres., Gen. Mgr. I. R. Lounsberry
Comm. Mgr. N. Cohen, local: F. R. Greene.
National spot
Sales Promotion Manager R. McPherson
Program Director Robert Strigl
Publicity Director F. L. Lounsberry
Chief Announcer Allan Lewis
Musical Director David Cheskin
Chief Engineer K. B. Hoffman
Farm Editor Donald Huckle

MORE COVERAGE...

for your money in Western New York with—



★ 50,000 WATTS

★ ABC NETWORK

ACTION FOR ADVERTISERS!

- ★ Ten times more power than any other Buffalo station
- ★ Largest bonus area for advertisers
- ★ Tops the field in local programs and sports coverage

AVERY-KNODEL
INC.
NATIONAL
REPRESENTATIVES

WKBW

YOUR WESTERN NEW YORK SALESMAN

CLINTON H. CHURCHILL

PRESIDENT AND GEN. MANAGER



W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By: WKBW, Inc.
 Business-Studio Address: Rand Bldg.
 Phone Number: MOhawk 1520
 Transmitter Location: R.F.D. No. 5, Hamburg
 Air Time: 5 a.m.-2 a.m.
 News Service: UP
 Representative: Avery-Knodel
 Membership: NAB
 President, General Mgr.: Clinton H. Churchill
 Commercial Manager: Roger M. Baker
 Program Director: Paul Martin
 Publicity Dir.: Alfred E. Ancombe
 Musical Director: Norman Wullen
 Chief Engineer: Leroy Fiedler

W W O L

BUFFALO—1947

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Greater Erie Bcstg. Co.
 Business-Studio Address: 315 Main St.
 Phone Number: Mohawk 1200
 Transmitter: Turner Ave., West Seneca
 Air Time: Sunrise to Sunset
 News Service: UP
 Transcription Service: World Bcstg.
 Representative: Forjoe
 Owner: Leon Wyszatycki
 General Station Manager: Stanley Jasinski
 Commercial, Sales Prom. Mgr.: Dan Leslie
 Program Director, Chief Ann.: Pat Vincent
 Musical Director: Trudy Peoples
 Chief Engineer: Frank Sai

W C B A

CORNING—1949

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By: John S. Booth
 Address: English Keenan Bldg.
 Phone Number: 2608
 Air Time: Daytime
 News Service: UP
 Transcription Service: Lang-Worth, Capitol
 President: John S. Booth
 Asst. Manager: Samuel J. Handshore
 Local Sales Mgr.: Eldred P. Carpenter
 Program Dir.: Robert G. Walter
 Promotion Mgr.: John P. Morrissey
 Chief Engineer: Murray J. Hillman

W K R T

CORTLAND—1947—COLONIAL

Frequency: 920 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Operated By: Cortland Bcstg. Co., Inc.
 Business Studio Address: 27 N. Main St.
 Phone Number: 2990
 Transmitter Location: Cortlandville-Virgil
 Townline Rd.

Air Time: 6 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra
 President, General Mgr.: J. Gerald Mayer
 Station Mgr.: William J. Hall
 Commercial Mgr.: Thomas L. Riley
 Program Dir.: Robert C. Michel
 Publicity Director: Betty Sweetland
 Chief Engineer: William Barron
 Farm Editor: Ed Glacken

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By: Dunkirk Bcstg. Corp.
 Address: 315 Main St.
 Phone Number: 2355
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Standard, Lang-Worth
 Pres., Gen. Mgr.: Alois A. Schmidt
 Program Dir.: Dal Gray
 Chief Engineer: Pearly Tribou

W E L M

ELMIRA—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Corning Leader, Inc.
 Business-Studio Address: 222 E. Market St.
 Phone Number: Elmira 2-1400, 2-8378
 Transmitter Location: Sheridan Ave. &
 Kingsbury Rd.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard
 Representative: Walker
 Membership: NAB, BMB
 General Manager: Walter Valerius
 Comm.-Sales Prom. Mgr.:
 Publicity Director: Claude R. Snyder, Jr.
 Prog.-Prod. Dir.: Kenneth C. Powell
 Musical Director: Ross H. Beatty
 Chief Engineer: Allen Bell
 Farm Editor: Gordon M. Ridenour

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Sta-Gazette, Inc.
 Bus.-Studio Address: Mark Twain Hotel
 Phone Number: 5181
 Transmitter Location: Milton St.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: World, Lang-Worth
 Representative: Everett & McKinney
 Membership: NAB, BMB
 Sales Manager: Phil Cameron
 Production Director: Ted Hodge
 Musical Director: Harry Springer
 Chief Engineer: Thurlow A. Greene

the LONG ISLAND story

TRUST the local retailer to pick advertising that pays. It's relatively simple for him to *measure advertising effectiveness* because today's retail advertising shows up in terms of direct sales tomorrow, or even today. On Long Island, *best proof of WHLI's tremendous pulling power* is the many leading retailers, including the suburban branches of the top New York City department stores, who use WHLI *day in and day out, for 52 weeks a year*—and *renew* year after year.

Take a tip from smart Main Street merchants. On *fast-growing* Long Island buy WHLI—the station that economically *moves merchandise and services*—the station that consistently has *higher average daytime ratings* in Long Island's large quality market than three 50,000 watt network flagships in adjacent New York City.

"THE VOICE OF LONG ISLAND"

W H L I

1100 on your dial

WHLI-FM 98.3 mc

HEMPSTEAD, LONG ISLAND, N. Y.

Elias I. Godofsky, *President*

W G B B

FREEPORT—1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Harry H. Carman
 Business-Studio Address 44 So. Grove St.
 Phone Number Freeport 9-1400
 Transmitter Location 215 Bedell St.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta. Mgr. Harry H. Carman
 Sales Manager Murray Evans
 Sales Promotion Mgr. Neal Seaman
 Program-Musical Dir. A. Cheesman
 Publicity Director Robert Stirrat
 Local News John Frogge
 Chief Announcer Charles R. Schon
 Chief Engineer Robert Milos

W O S C

FULTON—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By Oswego County Bcstg.
 Co., Inc.
 Address 118 Oneida St.
 Phone Number 1400
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Pres., Gen. Mgr. D. J. Kesterke
 Vice-President Gerald Mayer
 Commercial Mgr. Leo Brown
 Program Dir. George McCall
 Chief Engineer Cyril Edmunds

W G V A

GENEVA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Star Bcstg. Co., Inc.
 Business-Studio Address Geneva Federal
 Savings Bldg.
 Phone Number 6691
 Transmitter Location Lennox Park
 Air Time 6:30 a.m.-M.
 News Service AP
 Representative Cooke
 Transcription Service World
 Membership NAB, BMB
 President M. R. Forman
 V.P., General Manager Thomas L. Brown
 Program Director Robert S. Kieve
 Chief Announcer Alex Lamutis
 Chief Engineer R. Carleton Greene

W G L N

GLENS FALLS—1947—ABC

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

Business-Studio Address 13 Warren St.
 Phone Number 2-1230, 2-1179
 Transmitter Location Lower Dix Ave.
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative Everett-McKinney
 Membership NAB, BMB
 President Louis F. Brown
 General Mgr. William A. Krough
 Commercial Mgr. E. M. Frink
 Program Dir. Earl Sharland
 Chief Announcer Frank Mullin
 Chief Engineer Henry O. Worthing

W W S C

GLENS FALLS—1946—MBS-UNION

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Great Northern Radio, Inc.
 Business-Studio Address 11 South St.
 Phone Number Glens Falls 2-6518
 Transmitter Location Pruyins Island
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Cooke
 Membership NAB, BMB
 President Martin Karig
 General Manager Carl Mattison
 Commercial Manager Alfred Brown
 Promotion Mgr. Kent Jones
 Program Dir. Dick Weld
 Chief Engineer Joseph Thomas

W E N T

**GLOVERSVILLE—JOHNSTOWN
 1944—CBS-UBS-SBN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sacandaga Bcstg. Corp.
 Business-Studio Address 8 W. Fulton St.
 Phone Number 4900-1
 Transmitter Location Harrison St.
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative McGillvra
 Pres., Gen. Mgr. George Bissell
 Asst. Gen. Mgr., Pgm., Pub. Dir.
 Chief Engineer Roger L. Albright
 Richard Stewart

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By FM Bcstg. Corp.
 Business-Studio Address 245 Baldwin Rd.
 Phone Number Hempstead 2-8000
 Transmitter Location 470 Milburn Ave.
 Air Time Daytime
 News Service UP
 Transcription Service Associated, World

President, Gen. Mgr. Elias I. Godofsky
 Exec. V.P., Station Mgr. Paul Godofsky
 V.P., Sales. Joseph A. Lenn
 News Director. Jerome J. Karpf, Jr.
 Production-Musical Dir. Roger Wayne
 Publicity Director. Arthur E. Paterson, Jr.
 V.P., Chief Engineer. Frank E. Knaack
 Farm Editor. Jerry Carr

W L E A

HORNELL—1948

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Canisteo Radio Corp.
 Business-Studio Address. 99 Main St.
 Phone Number. 1320
 Transmitter Location. Bald Hill
 News Service. UP
 Transcription Service. Lang-Worth
 Representative. McGillvra
 Pres., General Mgr. John S. Booth
 Station Manager. Donald L. Sellers
 Asst. Station Manager. Mark G. Clarke
 Commercial Manager. Harold McEvoy
 Chief Announcer. Jack Wright Hatcher
 Musical Director. Dick Thomas
 Chief Engineer. Murray Hillman
 Farm Editor. Dave Ridenour

W W H G

HORNELL—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owner-Operated By. W. H. Greenhow Co.
 Address. 85 Canisteo St.

W H U C

HUDSON—1947—KBS-UBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Colgren Bcstg. Co.
 Address. Union Turnpike
 Phone Number. 8-3341
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Associated, MGM
 Membership. NAB
 Partners. John Kearney, Robert Strakos
 Station Manager. John Kearney
 Commercial Manager. Robert Strakos
 Sales Promotion Manager. Thomas Stack
 Program Director. James F. McDonough
 Chief Engineer. Michael Tackach
 Farm Editor. Richard Miller

W H C U

ITHACA—1921—CBS

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By. Cornell University
 Business-Studio Address. Savings Bank Bldg.
 Phone Number. Ithaca 3438
 Transmitter Location. R. D. No. 2, Freeville
 Air Time. Sunrise-sunset
 News Service. UP
 Transcription Service. World, Lang-Worth
 Membership. NAB, BMB
 General Manager. Michael R. Hanna
 Commercial Manager. Earl S. Cobey
 Program Director. John H. Deal
 Ass't Mgr. Chg. Prod. Joseph A. Short
 Asst. Mgr. Chg. Community Service
 S. M. Woodside
 Musical Director. Raymond H. Corwin
 Chief Engineer. Norman R. Hoffman
 Farm Editor. Louis W. Kaiser

W J O C

JAMESTOWN—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By. Air Waves, Inc.
 Business-Studio Address. 415 W. Fourth St.
 Phone Number. 5-108
 Transmitter Location. Busti
 Air Time. Daytime
 News Service. AP
 Transcription Service. Capitol
 Representative. McGillvra
 Pres.-Gen. Sta. Mgr. Harry E. Layman
 Program Director. Jerry Lawson
 Chief Engineer. Harry E. Layman
 Farm Editor. Bill Anderson

No "Blue Sky" —
 Just **ACTION!**

action and **SERVICE!**

action and **RESULTS!**

action and **SALES!**

WHCU

CBS

WHCU-FM

(40 KW.)

Michael R. Hanna

General Mgr.
 ITHACA, N. Y.

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . James Bcstg. Co., Inc.
 Bus.-Studio Address . . . Hotel Jamestown Bldg.
 Phone Number 7-151
 Transmitter Location . . . Jones & Gifford Aves.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative William G. Rambeau
 Membership NAB, BMB
 President, Program Dir. Jay E. Mason
 Gen.-Sta.-Comm.-Sales Prom.
 Manager Simon Goldman
 Publicity Dir. J. Ralph Carlson
 Pgm., Prod. Dir., Chf. Ann. George Pflieger
 Chief Engineer Harold J. Kratzert
 Farm Editor William Winn

WXRA

KENMORE—BUFFALO—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Western N. Y. Bcstg. Co.
 Business-Studio Address . . . Kenmore
 Phone Number AMherst 1161
 Transmitter Location . . 1515 Niagara Falls Blvd.,
 Amherst
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 General Manager Thaddeus Podbielniak
 Commercial Manager . . . Richard C. Shepard
 Program Director James J. Frieling
 Publicity Dir. Betty M. Reif
 Chief Announcer Bradley D. Steiger
 Chief Engineer Edwin R. Sanders

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Kingston Bcstg. Corp.
 Business-Studio Address . . . 601 Broadway
 Phone Number Kingston 4500
 Transmitter . . . Plainfield St., Ulster Township
 Air Time 7:00 a.m.-M.
 News Service UP
 Transcription Service SESAC
 Representative Joseph Hershey McGillvra
 President John Laux
 General-Station Mgr. Claude S. Middagh
 Program Director Richard McCarthy
 Chief Engineer Joseph McNelis
 Farm Editor Edward Eckerl

WVOS

LIBERTY—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By . . Sullivan County Bcstg. Co.
 Business Address Liberty
 Phone Number 1680
 News Service UP
 Transcription Service Associated, SESAC
 Representative Cooke
 President, General Manager S. D. Lubin
 Comm., Prom. Mgr. H. G. Borwick
 Program Director D. Knight
 Chief Engineer J. Benson

WUSJ

LOCKPORT—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . Union-Sun & Journal Inc.
 Address 320 Michigan Ave.
 Phone Number 4100
 Air Time Unlimited
 News Service AP
 Transcription Service . . Associated, Thesaurus,
 World
 President Egbert D. Corson
 Gen., Comm. Mgr. Peter Corson
 Program Director Carl J. Raymond
 Promotion Manager Wallace D. Soderholm
 Chief Engineer Solomon A. Azar

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . North Country Bcstg. Co.,
 Inc.
 Address 65 Woodward St.
 Phone Number 186-7, 578
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 Pres., Gen. Sta. Mgr. Mitchell C. Tackley
 Sales Prom. Comm. Mgr. . . . Ralph M. Cardinal
 Program Director Donald J. Paye
 Chief Announcer William Orr
 Musical Director Keith White
 Chief Engineer Adolf F. Stromer

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . The Brockway Co.
 Business Address Central Bldg.
 Phone Number 990
 Studio-Transmitter Location . . . So. Main St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB, BMB

STEP OUT OF THE DARKNESS

BY

ADVERTISING ON

W B N X



LET US SHOW YOU THE LIGHT ABOUT PROGRAMMING FOR LESS RADIO DOLLARS

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest. With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

ENGLISH and FOREIGN LANGUAGE AUDIENCES

For information on how to sell over this Market-Wise station . . .

Write, Call or Phone MELrose 5-0333
FOR RATES AND MARKET COVERAGE



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

President.....John B. Johnson
 General Manager.....Louis Saitf, Jr.
 Station-Comm. Mgr.....Thomas R. McHugh
 Program Director.....James H. Nash
 Publicity Director.....Robert E. Anderson
 Chief Engineer.....Michael Tarkulich
 Farm Editor.....George Strader

WALL
MIDDLETOWN—1942

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..The Community Bcstg. Corp.
 Business-Studio Address.....62 North St.
 Phone Number.....3119
 Transmitter Location.....229 Monhagen Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 Membership.....BMB
 President.....John Morgan Davis
 Gen.-Station Mgr.....Paul E. Wagner
 Commercial Manager.....Ernest C. Winkley
 Program-Production Dir.....George Shepard
 Chief Engineer.....Charles B. Lissner
 Farm Editor.....Morris Weinstein

WGN Y
NEWBURGH—1937

Frequency: 1220 Kc....Power: 1000 Watts d.
 Owned-Operated By...WGN Y Bcstg. Co., Inc.
 Business-Studio Address.....161 Broadway
 Phone Number.....4600
 Transmitter Location.....Cohecton Turnpike
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB, BMB
 President.....M. C. Speidel
 General Station Manager..George W. Bingham
 Commercial Manager.....Joseph Rake
 Program Director.....Richard Crans
 Chief Announcer.....Edward J. Burns
 Chief Engineer.....Marvin S. Seimes

WBN X
NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By...WBNX Bcstg. Co., Inc.
 Bus.-Studio Address.....260 E. 161st St., Bronx
 Phone Number.....MELrose 5-0333
 Transmitter Location.....Carlstadt, N. J.
 News Service.....AP
 Transcription Service.....SESAC, Standard
 Representative.....King
 Membership.....NAB
 President.....A. L. Haskell
 V.P., General Manager.....William I. Moore
 Program Director.....Edward Ervin
 Production Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn

WCBS

NEW YORK—1924—CBS

Frequency: 880 Kc.....Power: 50,000 Watts
 Owned-Oper. By..Columbia Bcstg. System, Inc.
 General Studio Address.....485 Madison Ave.
 Phone Number.....PLaza 5-2000
 Transmitter.....Columbia Island, New Rochelle
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Representative.....Radio Sales
 Membership.....NAB, BMB, FMA
 Chmn. of the Bd., CBS...William S. Paley, Jr.
 President.....Frank Stanton
 Gen.-Sta. Mgr.....G. Richard Swift
 Sales Manager.....Don Miller
 Sales Prom. Mgr.....Robert G. Patt
 Program Director.....Don Ball
 Production Director.....D. Gordon Graham
 Publicity Director.....Margaret Kennedy
 Chief Engineer.....R. G. Thompson
 (See Pages 110 and 111)

WEVD

NEW YORK—1927

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



5000 WATTS 1330 KC
WEVD

ENGLISH · JEWISH · ITALIAN

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

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

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

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

WEVD

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

Nobody but Nobody Offers You a
6-POINT MERCHANDISING SERVICE
to Penetrate the Rich Italian Market

EXCEPT

WHOM

THE IL
PROGRESSO
STATION

AND WHAT A SERVICE THIS IS!!!

1—A trained merchandising staff enlisting goodwill of Italian retailers.

2—We supply names and addresses of Italian-American retailers.

3—We obtain for sponsors the necessary cooperation and goodwill of wholesalers and distributors.

4—We furnish sponsors with comprehensive weekly reports on merchandising services rendered.

5—We place at the disposal of our sponsors our keen knowledge of Italian habits and traditions and help prepare copy with sales appeal to this rich market.

6—We will survey dealer and consumer reaction and acceptance of products advertised.

... and Remember You're Missing a Lot If You Overlook
New York's Italian Market—Get All the Facts!!!



WHOM

THE IL PROGRESSO STATION
1480 ON YOUR DIAL • 5000 WATTS

136 W. 52nd Street, New York 19

Circle 6-3900

Business-Studio Address.....117 W. 46th St.
 Phone Number.....Plaza 7-0880
 Transmitter Location.....4701 Maspeth Ave.,
 Maspeth, L. I.
 News Service.....AP
 President.....Adolph Held
 General-Station Mgr.....Henry Greenfield
 Program-Publicity Dir.....George Field
 Chief Announcer.....David Niles
 Musical Director.....Nicholas Saslowsky
 Chief Engineer.....Charles Brown

WHLI

NEW YORK

(See Listing Hempstead, N. Y.)

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Il Progreso Italo-
 Americano Publishing Co.
 Business Address.....136 W. 52nd St.
 Phone Number.....Circle 6-3900
 Studio Addresses.....136 W. 52nd St., New York.
 30 Journal Sq., Jersey City, N. J.
 Transmitter Location.....Ridgefield Park, N. J.
 Air Time.....6 a.m.-2 a.m.
 News Service.....UP
 Membership.....NAB
 President.....Generoso Pope
 General Manager.....Generoso Pope, Jr.
 Ass't Gen Mgr., Pgm. Dir.....Carl Soresi
 Sales Prom. Mgr.-Pub. Dir.....Charles Baltin
 Commercial Manager.....Ralph Nardella
 Chief Announcer.....Michael Bonigiorno
 Musical Director.....Michael Rosco
 Chief Engineer.....George Steiger

WINS

NEW YORK—1931

Frequency: 1010 Kc....Power: 50,000 Watts d.:
 10,000 Watts n.
 Owned-Operated By.....Crosley Bcstg. Corp.
 Business-Studio Address.....28 W. 44th St.
 Phone Number.....BRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Air Time.....6:00 a.m.-1:00 a.m.
 News Service.....INS, UP
 Representative.....WLW Sales, Tracy Moore
 Membership.....NAB
 President.....James D. Shouse
 General Manager.....Robert E. Dunville
 Commercial Manager.....Kieran T. Murphy
 Sales Manager.....Wilmot Losee
 Program Director.....John Neal
 Production Director.....John McTigue
 Dir. Prom. Act.....Joe Beach
 Promotion Director.....Dick Sisson
 Publicity Director.....Betty Tevis
 News Director.....Joe Durso

Chief Engineer.....Paul von Kunitz
 Musical Director.....R. D. Wilber
 (See Page 540)

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....American Bcstg. Co., Inc.
 Business Address.....7 W. 66th St.
 Phone Number.....TR. 3-7000
 Studio Addresses.....30 Rockefeller Plaza; Ritz
 Theatre, 219 W. 48th St.; Playhouse Theatre,
 137 W. 48th St.; Vanderbilt Theatre, 148 W.
 48th St.; Elysee Studio, 270 W. 58th St.
 Transmitter Location.....Lodi, N. J.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Representative.....ABC Spot Sales
 Membership.....NAB, BMB
 President.....Mark Woods
 Station Manager.....Murray B. Grabhorn
 Sales Manager.....C. L. Doty
 Sales Promotion Manager.....Alfred Cohen
 Manager WJZ Programming.....Leonard Reeg
 Production Director.....Henry Cox
 Publicity Director.....Earl Mullin
 Musical Director.....Frank Vagnoni
 Dir. of Technical Operations.....George Milne
 Farm Editor.....Philip Alampi

On LONG ISLAND

IT'S

WHLI

- First choice of more retail-
ers to sell more goods
- 75% regular listenership in
New York State's 4th Mar-
ket
- Of course we have Hooper
and Conlan reports

FM
98.3 Mc. **WHLI** AM
1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFSKY, *President*

"The Voice of Long Island"



WINS

*50,000 watts in the world's
richest market, new york*

crosley broadcasting corporation

WLIB

NEW YORK—1942

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By: New Bcstg. Co., Inc.
 Business-Studio Address: 207 E. 30th St.
 Phone Number: ORegon 9-2720
 Transmitter Location: 180 Morgan Ave., Bklyn.
 Air Time: Sunrise-sunset
 News Service: AP, UP
 Transcription Service: Muzak, SESAC
 Membership: NAB
 President-General Manager: Harry Novik
 Business Manager: Vincent G. Pirozzi, Jr.
 Program Director: Samuel Elfert
 Chief Announcer: Murray Jordan
 Musical Director: Lafayette Woodard
 Chief Engineer: Edgar T. Darlington

(See Page 542)

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: WMCA, Inc.
 Business-Studio Address: 1657 Broadway
 Phone Number: Circle 6-2200
 Transmitter Location: Kearny, N. J.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World

Representative: Free & Peters
 President: Nathan Straus
 Exec. V.P., Gen. Mgr.: Norman Boggs
 V.P. in Chg. of Programs: Leon Goldstein
 Prom., Pub. Dir.: Howard Klamman
 Chief Announcer: Alun Williams
 Musical Director: Lou Wacks
 Chief Engineer: James McCafferty

(See Page 544)

WMGM

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts
 Owned-Oper. By: Marcus Loew Booking Agcy.
 Business-Studio Address: 711 Fifth Ave.
 Phone Number: MURray Hill 8-1000
 Transmitter Location: E. Rutherford, N. J.
 Air Time: 6 a.m.-4 a.m.
 News Service: AP, UP
 Transcription Service: Associated
 Representative: Radio Reps.
 Pres. (Loew's, Inc.): Nicholas M. Schenck
 General Manager: Frank Roehrenbeck
 Sta., Sales Dir.: Bertram Lebhar, Jr.
 Program Director: Raymond Katz
 Publicity Director: Jo Ranson
 Supvr. of Ann.: Ted Schneider
 Musical Director: Joel Herron
 Chief Engineer: Paul Fuelling

(See Page 546)

NOW THAT YOU
 CAN HAVE THE BEST,
 WHY BE SATISFIED
 WITH LESS?

AP

VOICE OF LIBERTY

AS A VITAL FORCE IN NEW YORK'S
MARKETING SYSTEM

THE NEW **wLIB** IS GEARED TO REACH:

- THE MORE THAN TWO-AND-A-HALF MILLION ENGLISH-SPEAKING JEWISH PEOPLE IN THE NEW YORK AREA.
- THE MORE THAN ONE MILLION NEGRO PEOPLE IN THE NEW YORK AREA.

wLIB IS THE FIRST STATION TO PROGRAM:

—JEWISH-AMERICAN THEMES IN THE ENGLISH LANGUAGE, HEBREW AND ISRAELI MUSIC, NEWS AND SPECIAL FEATURES DIRECT FROM ISRAEL, EDUCATIONAL AND MUSICAL FEATURES OF INTEREST TO ALL JEWISH-AMERICANS.

—FOR THE NEGRO PEOPLE wLIB FEATURES TOP NEGRO TALENT, MUSIC, LOCAL NEWS, NEGRO SPORTS ROUNDUP, PLUS COMMUNITY PROGRAMS AND SPECIAL FEATURES.

wLIB is a leading station in New York's foreign language market with daily programs in Yiddish . . . Polish . . . Spanish.

wLIB · 1190 on your dial

M. S. Novik, President

Harry Novik, General Manager

207 EAST 30th STREET, NEW YORK 16, N. Y.

W N B C

NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50,000 Watts
 Owned-Oper. By National Bcstg. Co., Inc.
 Bus.-Studio Address 30 Rockefeller Plaza
 Phone Number Circle 7-8300
 Transmitter Location Port Washington
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus, Associated
 Representative NBC Spot Sales
 Membership NAB, BMB
 President Joseph H. McConnell
 General Manager Thomas B. McFadden
 Sales Manager Daniel A. Norman
 Adv. & Prom. Mgr. Murry Harris
 Program Director Harvey J. Gannon
 News & Spec. Events Dir. Jay Heitin
 Publicity Director Schuyler G. Chapin
 Production Manager Clay Daniel
 Chief Engineer O. B. Hanson
 Agricultural Director Tom Page

W N E W

NEW YORK—1934

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Operated By WNEW, Inc.
 Business-Studio Address 565 Fifth Ave.
 Phone Number PLaza 3-3300
 Transmitter Location Kearny, N. J.

Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 President William S. Cherry, Jr.
 Exec. V.P., Gen.-Station Mgr. Bernice Judis
 V.P., Sales Director Ira Herbert
 Sales Promotion Director Nicholas Freyberg
 V.P., Program Director Ted Cott
 Production Manager Jack Grogan
 Publicity Director Richard Pack
 Chief Announcer John Jaeger
 Musical Director Roy Ross
 Chief Engineer Max Weiner

(See Page 548)

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address 1440 Broadway
 Phone Number LOngacre 4-8000
 Transmitter Location Carteret, N. J.
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated
 Representative Keenan & Eickelberg,
 Kettell & Carter
 Membership NAB, BMB, FMA
 President Theodore C. Streibert
 V.P. in Chg. of Sales R. C. Maddux
 V.P. in Chg. Pgms. Julius F. Seeback, Jr.

The Red Cross Needs



Your Unstinting Assistance

GIVE!

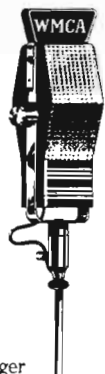
Don't take our word for it!

Compare official maps filed with the FCC
and learn for *yourself* that...

**WMCA reaches more
radio families and more
unduplicated radio homes*
than any New York
independent station!**

*WMCA—570 kc. *first* on New York's
dial—delivers five-state coverage in-
cluding 312,000 homes unduplicated
by the stronger of two 10 kw stations
... 187,000 homes unduplicated by
the stronger of two 50 kw stations!

wmca



FIRST ON THE DIAL... FIRST IN COVERAGE... FIRST IN DOLLAR-VALUE

Represented by FREE & PETERS

NORMAN BOGGS, General Manager

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

MEET NEW YORK'S BEST SALESMAN!

WMGM...THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U. S. A.



✓ **More than 90 per cent of WMGM's current sponsors are RENEWALS! Potent proof of WMGM's ability to sell—and keep on selling!**

✓ **Renewing sponsors renew with INCREASED APPROPRIATIONS! Convincing proof that WMGM SELLS—and keeps on selling!**

✓ **And no wonder — what a program lineup:**

★ Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows — to do a down-to-earth selling job for you!

★ New York's most complete sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives") including Ted Husing... Red Barber... Connie Desmond... Marty Glickman... Bert Lee... Sam Taub... Clem McCarthy... Bud Palmer... Fred Capossella.

★ And the town's brightest presentation of news, music and special events! From the 6:00 a.m. Newsreel Theatre straight through to Jack Eigen's great celebrity-packed "night owl" show from the Copa that signs off at 4 a.m.

PROGRAMMING PROOF that WMGM SELLS
—and keeps on selling!

AGAIN AND AGAIN AND AGAIN AND AGAIN
—They sell and sell and sell on WMGM

Call or write New York's Best Salesman

WMGM
"The Call Letters of the Stars"
50,000 watts. 1050 kilocycles. Clear channel. 100.3 mc.

711 Fifth Avenue, New York 22, N. Y. ... MUrray Hill 8-1000 • Radio Representatives, Inc.—737 N. Michigan Avenue, Chicago 11, Ill. ... SUperior 7-8121

Sales Promotion Manager... Joseph Creamer
 Publicity Director..... Robert Blake
 Dir. of News..... Dave Driscoll
 Musical Director..... Sylvan Levin
 V.P. in Chg. of Eng..... J. R. Poppele

(See Page 524)

W O V

NEW YORK—1926

Frequency: 1280 Kc..... Power: 5000 Watts
 Owned-Operated By..... Wodaam Corp.
 Business-Studio Address..... 730 Fifth Ave.
 Phone Number..... Circle 5-7979
 Transmitter Location..... Carlstadt, N. J.
 Air Time..... Unlimited
 News Service..... AP, ANSA
 Transcription Service Standard... MacGregor
 Representative..... Pearson
 Membership..... NAB
 General Manager..... Ralph N. Weil
 Commercial Manager..... Herbert Schorr
 Sales Promotion Mgr..... C. Carroll Forbes
 Program Director..... Arnold Hartley
 Publicity Director..... Anne C. Baldwin
 Chief Announcer..... Giorgio Padovani
 Musical Director..... Paul Romeo
 Chief Engineer..... Emile Hill

(See Page 550)

W Q X R

NEW YORK—1936

Frequency: 1560 Kc..... Power: 10,000 Watts
 Owned-Operated By..... Interstate Bcstg. Co.
 Inc.
 Business-Studio Address..... 730 Fifth Ave.
 Phone Number..... Circle 5-5566
 Transmitter Location..... Rear of 5000 Grand
 Ave., Maspeth
 Air Time..... 7 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... Associated, London
 Representative..... Paul H. Raymer
 Membership..... NAB
 President..... Arthur Hays Sulzberger
 Exec. V.P., Gen. Mgr..... Elliott M. Sanger
 V.P., Sales..... Norman S. McGee
 Sales Prom. Dir..... Mary Rice Anderson
 Program Director..... Eleanor N. Sanger
 Chief Announcer..... Albert A. Grobe
 Publicity Director..... Eleanore Hurley
 Musical Director..... Abram Chasins
 Chief Engineer..... Russell D. Valentine

W W R L

NEW YORK

(For Listing See Woodside, N. Y.)

W H L D

NIAGARA FALLS—1940

RURAL-COLONIAL-CONTINENTAL

Frequency: 1270 Kc..... Power: 5000 Watts d.
 Owned-Oper. By... The Niagara Falls Gazette
 Publishing Co.
 Business-Studio Address..... Hotel Niagara
 Phone Number..... 8421
 Transmitter Location..... Grand Island
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... World, Standard
 Representative..... Headley-Reed
 Membership..... FMA
 V.P., Gen.-Station Mgr..... Earl C. Hull
 Commercial Manager..... Richard G. Robbins
 Program Director..... Robert J. Manning
 Musical Director..... Harold Bradley
 Chief Engineer..... Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Radio Station WJLL
 Business-Studio Address..... 129 Main St.
 Phone Number..... 5266
 Transmitter Location..... New Rd.
 Air Time..... 6 a.m.-local sunset
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Grant
 Owner..... John J. Laux
 General Manager..... Robert F. Kliment
 Commercial Manager..... Tom W. Talbot
 Sales Promotion Manager..... Tom Fritton
 Program Director..... Louise Hamrick
 Chief Engineer..... Gustav Czaplak

W S L B

OGDENSBURG—1940—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... St. Lawrence Bcstg. Corp.
 Address..... 2315 Knox St.
 Phone Number..... 500
 Studio-Transmitter Location... 2315 Knox St.
 Air Time..... 7 a.m.-11:15 p.m.
 News Service..... UP
 Membership..... NAB, BMB, FMA
 President..... Joseph R. Brandy
 Sec.-Treas..... Harold J. Frank
 Program Director..... Hal Gilman
 Chief Engineer..... Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHDL, Inc.
 Address..... 3219 State St.
 Phone Number..... 4149

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

Air Time.....6:55 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Everett & McKinney
 Membership.....NAB, BMB
 President.....E. B. Fitzpatrick
 General-Station Mgr.....John R. Henzel
 Commercial Manager.....Joseph K. Eade
 Sales Promotion Manager.....Annabelle Eisert
 Program Producer Director.....Donald Merriman
 Chief Engineer.....Otis Atherton
 Farm Editor.....James Gustafson

W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Oneonta Star, Inc.
 Bus.-Studio Address.....The Oneonta Hotel Bldg.
 Phone Number.....2470
 Transmitter Location.....So. Side of Oneonta
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....Walker
 President.....James H. Ottaway
 General Manager.....Eugene J. Brown
 Station Manager.....Walton F. Deming
 Commercial Manager.....George R. Smith
 Program Director.....Charles Hobart
 Chief Engineer.....Wiley Bates
 Farm Editor.....Theodore Roodhof

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Key Bcstg. System, Inc.
 Business-Studio Address.....25 E. Main St.
 Phone Number.....Oyster Bay 6-2500
 Transmitter Location.....Battery Pk., Oyster Bay
 Air Time.....Sunrise-sunset
 News Service.....UP
 Representative.....Continental
 President.....R. Lee Hollingsworth
 Vice-President.....Herb Stone
 Program Director.....Marvin Smith

W L N A

PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Highland Bcstg. Corp.
 Address.....Dogwood Rd.
 Phone Number.....7-2454
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 Pres., Chief Eng.....Peter C. Houskeeper
 V.P., Asst. Chf. Engr.....Irving E. Cottrell
 Gen. Comm. Mgr.....Ralph S. Silver, Jr.
 Program Director.....Joe Blake
 Publicity Dir.....Ray W. Lapolla

W E A V

PLATTSBURG—1934—ABC

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Plattsburg Bcstg. Corp.
 Business Address.....Radio Centre
 Studio Address.....153 Margaret St.
 Phone Number.....1600
 Transmitter Location.....Lake Shore Rd.
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President, Gen.-Sta. Mgr.....George F. Bissell
 Ass't Mgr. Prog. Dir.....Martin Mannix
 Production Director.....Alex Coursey
 Chief Engineer.....Jack Nazak

W E O K

POUGHKEEPSIE—1949

Frequency: 1390 Kc.....Power: 1000 Watts, d.
 Owned-Operated By.....Mid-Hudson Bcsts. Inc.
 Business-Studio Address.....385 Main St.
 Phone Number.....8103
 Transmitter Location.....Pendell Road
 Air Time.....6 a.m.-local sunset
 News Service.....INS, Transradio
 Transcription Service.....World
 Membership.....NAB
 President-General Mgr.....Harold W. Cassill
 Assistant Manager.....Richard W. Mills
 Program Director.....Harold Hennig
 Chief Engineer.....John P. Burke

W K I P

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Div., Poughkeepsie
 Newspapers, Inc.
 Business-Studio Address.....Memorial Sq.
 Phone Number.....6800
 Transmitter Location.....Nelson House
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 President.....M. C. Spedel
 General Manager.....George W. Bingham
 Commercial Manager.....Henry J. Behre
 Program Director.....Richard Crans
 Chief Engineer.....Marvin S. Seimes

W A R C

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....WARC, Inc.
 Bus.-Studio Address.....Sheraton Hotel,
 111 East Ave.
 Phone Number.....HAMilton 8920
 Transmitter Location.....Brighton, N. Y.

CONFLUENCE*

Where the CONFIDENCE of millions meets the INFLUENCE that sells!

The CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of their lives for so many years, form a mighty resultful selling force to over more than 2,100,000 listeners.

It's the plus delivered only by WOV . . . CONFIDENCE plus INFLUENCE giving you CONFLUENCE.

*Act of flowing together . . . the meeting or junction of two or more streams . . .

—Webster's New International Dictionary

Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

John E. Pearson Co.
National Representatives

WOV

NEW YORK



Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. S. W. Townsend
 Commercial Manager Harland Evans
 Sales Prom. Mgr., Publicity Director,
 Farm Editor Frank Lane
 Program Dir. Frederick Essex
 Chief Engineer Robert Emch

W H A M

ROCHESTER—1922—NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 100 Carlson Rd.
 Phone Number Culver 7240
 Studio Address 201 Humbolt St.
 Transmitter Location Chili
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BMB, FMA
 President (S-C Co.) Robert Tait
 Vice-President William Fay
 Gen. Mgr. Bcstg. Div. Stromberg-Carlson Co.
 Administrative Ass't-Comm. Mgr. John W.
 Kennedy, Jr.
 Program Director Charles W. Siverson
 Production Director Sylvester Novelli
 Publicity, Program Director. Armin N. Bender
 Chief Announcer Homer Bliss
 Musical Director Eugene Zacher
 Chief Engineer Kenneth Gardner
 Actg. Farm Editor George Haefner

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By WHEC, Inc.
 Business-Studio Address 40 Franklin St.
 Phone Number Baker 6740
 Transmitter Location 1850 N. Winton Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated, Standard
 Representative Everett McKinney
 Membership NAB, BMB
 President Frank E. Gannett
 Executive V.P. Clarence Wheeler
 General-Station Manager Gunnar O. Wiig
 Commercial Manager Le Moine C. Wheeler
 Pgm., Pub. Dir. William J. Adams
 Production Director L. H. MacMillan
 Chief Announcer Roger Goodrich
 Musical Director Gerald Vogt
 Chief Engineer Bern C. O'Brien

W R N Y

ROCHESTER—1947

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Operated By Monroe Bcstg. Co., Inc.
 Business-Studio Address 191 East Ave.
 Phone Number Hamilton 9775
 Transmitter Location Mt. Read Blvd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe
 Pres., Gen.-Sta.-Comm. Mgr. George B. Kelly
 Program Director Addison Penfield
 Farm Editor-Prod. Dir. Paul Robinson
 Chief Engineer Felix Bonvouloir

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc. Power: 1000 Watts
 (CP 5000 Watts d.)
 Owned-Oper. By Federal Bcstg. System, Inc.
 Business-Studio Address 328 Main St. E.
 Phone Number Baker 4870
 Transmitter Location French Rd., Brighton
 Air Time Unlimited
 News Service INS
 Representative Walker
 Pres., Gen. Mgr. Gordon P. Brown
 Commercial Manager C. A. Culver

W V E T

ROCHESTER—1947—MBS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By Veterans Bcstg. Co.
 Business Studio Address Clinton Bldg.
 Phone Number Hamilton 4820
 Transmitter Location 1371 Westfall Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB
 Pres., General Mgr. William B. Maillefert
 Pgm. Prod. Dir. Paul S. Louthier
 Musical Director Pat Coristine
 Chief Engineer Irving F. Lyke
 Farm Editor David Roberts

W K A L

ROME—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Bcstg. Corp.
 Business-Studio Address Capitol Theatre Bldg,
 Rome
 Phone Number 3616-7
 Transmitter Location Muck Rd. & Jay St.,
 Rome
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth

NEW YORK

Representative Donald Cooke
 President Myron J. Kallet
 General Manager Charles King
 Comm. Mgr. George Cramer
 Sales Promotion Manager Joseph Trela
 Pgm. Pub. Dir., Farm Editor. . . . Jack Fredericks
 Production Director Dan Fusco
 Musical Director Louis Barile
 Chief Engineer Deforest T. Layton, Jr.

WNBZ

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Upstate Bcstg. Corp.
 Business-Studio Address 88 Main St.
 Phone Number 1320
 Transmitter Location Merrill St.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Thomas F. Clark
 General Manager H. B. Williams
 Commercial Manager Jacques DeMattos
 Program Dir. Chief Ann. John Birmingham
 Chief Engineer H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc. Power: 50,000 Watts
 Owned-Oper. By General Electric Co.
 Business-Studio Address 1 River Rd.
 Phone Number 3-2121
 Transmitter Location R. D. No. 5,
 So. Schenectady
 Air Time Unlimited
 News Service AP, UP
 Transcription Service. Lang-Worth, Thesaurus,
 World
 Representative NBC Spot Sales
 Membership NAB, BMB
 V.P., Mgr. of Bcstg. R. S. Peare
 Asst. Mgr. of Bcstg. B. J. Rowan
 Station Manager R. B. Hanna, Jr.
 Asst. to Station Mgr. R. W. Welpott
 Supervisor of Sales Eugene P. Weil
 Supervisor of Prod. L. J. Pudney
 Spvr. of News W. T. Meenam
 Spvr. of Music A. O. Coggeshall
 Spvr. of Programs Caleb Paine
 Chief Engineer W. J. Purcell
 Spvr. of Farm Bcstg. G. W. Givens

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Western Gateway Bcstg.
 Corp.
 Business-Studio Address 619 State St.
 Phone Number 3-3622
 Transmitter Location Campbell Rd.
 Air Time Unlimited

News Service AP
 Transcription Service Lang-Worth
 Representative Young
 President, Gen. Mgr. Winslow Leighton
 Program Director Robert Wallace
 Production Dir. Edward W. Burwell
 Publicity Dir. Mary Lazott
 Chief Announcer Steve Fitz
 Musical Director Frank Huber
 Chief Engineer Irving P. Beck

WAGE

SYRACUSE—1940—ABC

Frequency: 620 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By WAGE, Inc.
 Business-Studio Address Loew Bldg.,
 108 W. Jefferson St.
 Phone Number 2-0277
 Transmitter Location 626 Liverpool Rd.,
 Liverpool
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 President Frank G. Revoir
 General-Station Manager William T. Lane
 Comm., Sales Prom. Mgr. Aaron Beckwith
 Program Director Gordon Alderman
 Production Dir. Robert Stockdale
 Musical Director Carl Silber
 Chief Engineer Donald F. Langham

WFBL

SYRACUSE—1924—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By Onondaga Radio Bcstg.
 Corp.
 Bus.-Studio Address 433 S. Warren St.
 Phone Number 2-1147
 Transmitter Location Collamer
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service World, Cole
 Representative Free & Peters
 Membership NAB, BMB
 President Oscar F. Soule
 Exec. Vice-President Robert G. Soule
 General Manager Samuel Woodworth
 Treasurer F. Channing Soule
 Commercial Mgr. Charles Phillips
 Sales Manager L. F. Wylie
 Pgm., Prod. Mgr. Raymond Gantter
 Publicity Director Hendrick Soule
 Musical Dir. Claude Bortel
 Chief Engineer James Kelly
 Farm Editor Al Warner

WNDR

SYRACUSE—1946—MBS

Frequency: 1260 Kc. Power: 5000 Watts

Owned-Operated By...Syracuse Bcstg. Corp.
 Business-Studio Address...306 S. Salina St.
 Phone Number2-6101
 Transmitter LocationDewitt
 Air Time.....5 a.m.-2 a.m.
 News ServiceAP
 Transcription Service.....World, SESAC
 RepresentativeRambeau
 MembershipNAB, BMB
 President.....T. Frank Dolan
 General Manager.....Martin Karig
 Commercial Manager.....Arthur Cooper
 V.P. chg. Sales.....F. H. Small
 Sales Prom. Mgr.....Bruce Sabine
 Program Director.....Robert Gifford
 Production Dir.....Robert Middleton
 Chief Announcer.....Bill Martin
 Chief Engineer.....Robert Dye
 Farm Editor.....Len Lemmon

W O L F

SYRACUSE—1940—SBN

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address...Onondaga Hotel
 Phone Number2-7211
 Transmitter Location.....Kirkpatrick & Van
 Rensselaer Sts.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 President, General Mgr...T. Sherman Marshall
 Sta. Mgr., Prog. Dir....Hamilton M. Woodle
 Comm., Sales Prom. Mgr...James J. Coolican
 Pub. Dir., Chief Announcer...Charles Shaw
 Musical Director.....Norman Meservey
 Chief Engineer.....Don Muir

W S Y R

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Business-Studio Address...Kemper Bldg.
 Phone Number3-7111
 Transmitter Location.....Valley Dr.
 Air Time.....5 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNAB, BMB
 President.....Harry C. Wilder
 Commercial Manager.....W. R. Alford, Jr.
 Publicity Dir.....John F. Hurlbut
 Program Director.....Bill Rothrum
 Chief Announcer.....Elliott Gove
 Chief Engineer.....G. A. Belle Isle
 Farm Editor.....R. F. Doubleday

W H A Z

TROY—1922

Frequency: 1330 Kc.....Power: 1000 Watts

Owned-Oper. By...Rensselaer Polytechnic Inst.
 Address110 8th St.
 Phone Number6810
 President.....L. W. Houston
 General Mgr.....W. J. Williams
 Program Dir.....A. Olin Niles
 Chief Engineer.....W. C. Stoker

W T R Y

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Troy Bcstg. Co., Inc.
 Business-Studio Address...92 Fourth St.
 Phone Number....Troy 2100, Albany 4-2500
 Transmitter LocationNiskayuna
 Air Time.....6 a.m.-1 a.m.
 News ServiceUP
 Transcription Service...Lang-Worth, Associated
 RepresentativeHeadley-Reed
 MembershipNAB, BMB
 President.....H. C. Wilder
 General Manager.....W. A. Riple
 Station Manager.....W. W. Carter, Jr.
 Commercial Manager.....J. W. Sulphen, Jr.
 Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.
 Program-Musical Dir.....H. H. Sharpe, III
 Production Director.....Randolph English
 Chief Engineer.....A. H. Chismark
 Farm Editor.....Harry Appel

W G A T

UTICA—1946—UBS

Frequency: 1310 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Central Bcstg. Co.
 Business-Studio Address...250 Genesee St.
 Phone Number2-9231
 Transmitter Location.....Kellogg Rd.,
 New Hartford
 Air Time.....7 a.m.-M.
 News ServiceAP
 RepresentativeBolling
 Owner, Gen. Mgr.....J. Eric Williams
 Commercial Mgr.....Roland L. Fowler
 Transcription Supvr.....Peter W. Ghiloni

W I B X

UTICA—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.....WIBX, Inc.
 Bus.-Studio Address...First Natl. Bank Bldg.
 Phone Number2-2101
 Transmitter Location.....Clark Mills
 Air TimeUnlimited
 News Service.....INS, UP
 Representative..Helen Wood & Colton, N. Y.;
 Ra-Tel.. Chicago, Dallas, Atlanta; Walter
 Biddick, Calif.; Bertha Bannan, Boston.
 MembershipNAB, FMA
 President, Gen. Mgr..Margaret Bowen Stevens
 V.P., Secretary.....Gladys P. Moore

Sta. Mgr., Exec. V.P. Elliott A. Stewart
 Comm.-Sales Prom. Mgr., Pub. Dir.,
 Nathan W. Cook
 Production Dir. Betty Cushing Griffin
 Chief Announcer Robert Mahaney
 Musical Director William Walters
 Chief Engineer John T. Dowdell
 Farm Editor Ed Slusarszck

W R U N

UTICA—1947—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. The Rome Sentinel Co.
 Business-Studio Address 258 Genesee St.
 Phone Number 2-5111
 Transmitter Location Oriskany
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative Avery-Knodel
 Membership NAB, BMB
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Station Manager Thomas E. Martin
 Commercial Mgr. Richard A. Clark
 Promotion Mgr. Searle Rudd
 Program Director Nick Stemmler
 Publicity Director Kenn Thorpe

Transmitter Supervisor George S. Woods
 Musical Director Ann Houser
 Studio Supervisor C. F. Henry
 Farm Editor Ray Gahr

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Watertown Bcstg. Corp.
 Bus.-Studio-Transmitter Location 118 Wash-
 ington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager G. Harry Righter
 Program Director Hugh L. Cosline, Jr.
 Chief Engineer Donald Schryver
 Farm Editor G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By The Brockway Co.
 Business-Studio Address Hotel Woodruff
 Phone Number 4120
 Transmitter Location Ives St. Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NAB, BMB
 President John B. Johnson
 General-Comm. Mgr. Louis Saiff, Jr.
 Station Mgr. Earl R. Kelly
 Asst. Sta. Mgr., Pgm. Dir. James W. Higgins
 Production Director David G. Graves
 Sales Prom. Mgr., Pub. Dir. Jack Cleveland
 Chief Engineer Maynard B. Davis
 Farm Editor Richard Provost

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Westchester Bcstg. Corp.
 Bus.-Studio Address Reporter Dispatch Bldg.,
 8 Church St.
 Phone Number White Plains 9-6400
 Transmitter Location Secor Rd., Greenburgh
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service World, Associated
 Representative Headley-Reed
 Membership NAB
 President Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer Frank A. Seitz
 Commercial Mgr. John E. Arens
 Prog.-Musical Dir. Randall Kaler
 Chief Announcer Robert F. Peters

YOU—

Can tap Westchester's \$650,000,000
 retail market for as little as 42c
per thousand radio families by using
 WFAS and WFAS-FM!

Ask for proof. It's interesting!

WFAS and WFAS-FM

Westchester Broadcasting Corp.
 8 Church Street
 White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
 New York, N. Y.

... N. Y. — N. C. ...

W W R L

WOODSIDE—1926

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address 41-30 58th St.
 Phone Number Newtown 9-3300
 Transmitter Location Secaucus, N. J.
 Air Time 8 a.m.-M.
 News Service AP
 Transcription Service Capitol, Associated
 President W. H. Reuman
 Gen., Sta., Comm. Mgr. Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Program Dir. Fred Barr
 Publicity Director Walter Kaner
 Prod. Dir., Chief Anncr. John Magnus
 Chief Engineer Benton R. Bartlett

WWRL
 New York
 now
5,000 WATTS

Powerfully Selling America's Greatest
 Market at the Lowest Cost

Tops in New York
 for
 Spanish - German
 Czechoslovakian
 and the
 Negro Market

1600
 "The HIGH Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,864,000—Increase +8.2%—Radio Homes 812,000
 Radio Families 918,000—Stations in State 87

W R C S

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By Roanoke-Chowan Bcstg.
 Co., Inc.
 Business Address P. O. Box 89
 Phone Number 333
 Studio-Transmitter Location Ahoskie-Aulander
 Hway. (N. C. 350)
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Associated
 Membership NAB
 President Charles H. Jenkins
 Gen., Sta., Comm. Mgr. P. G. Sewell
 Pgm. Dir., Farm Editor Johnny Palmer
 Production Dir. Lois Lane
 Publicity Director Mayvis Ellis
 Chief Announcer Burt Derman
 Musical Director Larry Knight
 Chief Engineer John M. Sherwood

W A B Z

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WABZ, Inc.
 Business-Studio Address Hotel Albemarle
 Phone Number 1010, 1100
 Transmitter Address 3 Mi. N. City, Hiway 52
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 President M. M. Palmer
 Gen., Sta. Mgr. W. J. Page
 Commercial Mgr. C. H. Shankle
 Program Dir. J. T. Newman
 Chief Engineer James Wise
 Farm Editor Nealson Russell

W G W R

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Asheboro Bcstg. Co., Inc.

NORTH CAROLINA

Business-Studio Address . . . 303 E. Salisbury St.
 Phone Number 798, 800
 Transmitter Location Okie Mt.
 Air Time 5 a.m.-sunset
 News Service UP
 Transcription Service Associated
 Membership BMB
 President Roy Cox
 Gen., Sta., Comm. Mgr. J. R. Marlowe
 Pgm., Pub. Dir., Farm Editor A. B. Brown
 Production Director C. V. Smith
 Musical Dir. Nelson J. Harrill
 Chief Engineer Clyde C. Penny

W I S E

ASHEVILLE—1939—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Radio Station WISE, Inc.
 Address 100 College St.
 Phone Number 3-5381-3
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Representative Avery-Knodel
 Membership NAB, BMB
 President, Sta. Mgr. Harold H. Thoms
 Commercial Mgr. Loyd B. Leonard
 Sales Prom. Manager Floyd Bowers
 Program Director Harold Moon
 Publicity Dir. Skeeter Moore
 Chief Announcer Dick Harshaw
 Chief Engineer Matthew C. Munn

W L O S

ASHEVILLE—1946—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By . . . Skyway Bcstg. Corp.
 Business-Studio Address . . . Battery Park Hotel
 Phone Number 2-2431
 Transmitter Location Emma
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Taylor-Borhoff
 Membership NAB
 President Charles M. Britt
 V.P., General Manager Charles B. Britt
 Station Manager Kenneth Beachboard
 Commercial Mgr. Edward D. Brandt
 Program Director William L. Robertson
 Publicity Director R. F. Brown, Jr.
 Chief Anncr., Farm Editor A. B. Waller
 Chief Engineer William M. Chambers

W S K Y

ASHEVILLE—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Radio Asheville, Inc.
 Business-Studio Address 12 Church St.
 Phone Number 3-4451
 Transmitter Location Campbell Woods

Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Friedenberg
 President Carl R. Bamford
 Gen.-Sta. Mgr., Prog. Dir. Zeb Lee
 Comm., Sales Prom. Mgr. Hal Edwards
 Prod. Dir., Chief Anncr. Frank Messer
 Publicity Dir. Burt Peake
 Chief Engineer Bill Clements

W W N C

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Asheville Citizen-Times Co.
 Business-Studio Address 14 O'Henry Ave.
 Phone Number 5611
 Transmitter Location Emma
 Air Time 5:30 a.m.-12:04 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NAB, BMB
 Chairman of Board Charles A. Webb
 President Don S. Elias
 V.P., General Manager D. Hiden Ramsey
 Station Manager Cecil B. Hoskins
 Commercial Manager James A. Hagan
 Program Director William F. Melia
 Chief Announcer Read Wilson
 Chief Engineer William H. Hamrick
 Farm Editor Harry Varner

W B B B

BURLINGTON—1941

MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Alamance Bcstg. Co., Inc.
 Business-Studio Address 310 S. Main St.
 Phone Number 6-6370
 Transmitter Location W. Front St. Ext.
 Air Time Daytime
 News Service AP
 Transcription Service Associated, Capitol
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB, FMA
 Gen., Sta. Mgr., Pub. Dir. E. Z. Jones
 Commercial Sales Prom. Mgr. Phil Eakin
 Program Dir., Chief Announcer Ed Brooks
 Production Director Walter McCullough
 Publicity Director E. Z. Jones
 Musical Director James Perkins
 Chief Engineer Berry Tysor
 Farm Editor Jim Hall

W F N S

BURLINGTON—1946

Frequency: 1150 Kc. Power: 1000 Watts d.
 (CP 1000 Watts n.)
 Owned-Oper. By . . . Burlington-Graham Bcstg.
 Co.

NORTH CAROLINA

Business-Studio Address . . . 103 W. Andrews St.
 Phone Number 6-5536-7
 Transmitter Location Birch Bridge Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Membership NAB, BMB
 Gen., Sta., Comm. Mgr. John C. Hanner
 Program Director James Scott
 Musical Director William Diffie
 Chief Engineer Thomas Mackintosh

WAYS

CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Inter-City Advertising Co.
 Business-Studio Address 120 E. Third St.
 Phone Number 3-7173
 Transmitter Location Oakdale Section
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth, SESAC
 Representative Avery-Knodel
 Membership NAB, BMB
 President George W. Dowdy
 Gen., Comm. Mgr. Walter H. Goan
 Sales Prom. Mgr., Pub. Dir. Lee Hague
 Program Director Harry Barfield
 Musical Director Alonzo G. Squires
 Chief Engineer A. L. Chaney, Jr.

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By Jefferson Standard Bcstg. Co.
 Business-Studio Address Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location Spencer Mt.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Radio Sales
 Membership NAB, BMB, FMA
 President J. M. Bryan
 V.P., Gen. Mgr. Charles H. Crutchfield
 Secty., Treas., Asst. Gen. Mgr. Larry Welker
 Business Manager C. K. Spicer
 Sales Manager Keith Byerly
 Promotion Manager J. R. Covington
 Program Mgr. Kenneth I. Tredwell
 Chief Engineer M. J. Minor
 Farm Editor Grady E. Cole

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charlotte Radio & TV Corp.
 Business Address 404½ W. Trade St.
 Phone Number 2-6669, 5-4829
 Studio-Transmitter Location 2520 Toomey Ave.

Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Representative Forjoe
 Membership NAB
 Pres., Gen. Mr. Francis M. Fitzgerald
 Sta., Comm. Mgr. J. Law Epps
 Program Director Fred W. Vinroot
 Musical Director Richard Bennick
 Chief Engineer Thomas C. Brandon

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WSOC, Inc.
 Address 1925 N. Tryon St.
 Phone Number 7138
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Nelson Benton
 Prog.-Prod. Dir. Paul Marion
 Chief Announcer Fred Dickson
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg., Main St.
 Phone Number 2354
 Transmitter Location 1.6 Mi. S. of Clinton,
 on Hwy. 701
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 Gen., Comm. Mgr. George S. Waiston
 Program Director Richard Welsh
 Promotion Manager Joseph Tew
 Chief Engineer Herman P. Jolitt

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Concord Tribune, Inc.
 Business-Studio Address Concord
 Phone Number 2271
 Transmitter Location Hiway 29
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Standard, SESAC, Cole,
 KBS
 Representative Thomas F. Clark
 Membership NAB

NORTH CAROLINA

President..... A. W. Huckle
 Station Mgr..... W. Ennis Bray
 Commercial Mgr..... A. H. Beckwith
 Program Dir..... Bob Railroad
 Chief Announcer..... Gene Bollinger
 Chief Engineer..... C. F. Wood, Jr.

WCKB

DUNN—1946

Frequency: 780 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... North Carolina Central
 Bcstrs., Inc.
 Business Address..... Box 431
 Phone Number..... 3133-4
 Studio-Transmitter Address..... Hwy. 421
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... Lang-Worth, SESAC
 President..... Lefton A. Tart, Sr.
 Gen., Sta. Mgr..... A. Lincoln Faulk
 Comm., Sales Prom. Mgr..... John Ciccone
 Pgm., Prod. Dir..... Alice Holliday
 Chief Announcer..... William Murphy
 Musical Dir..... Reta Whittenton
 Chief Engineer..... Joseph C. Kotlas
 Farm Editor..... Robert Caudle

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... The Durham Radio Corp.
 Bus.-Studio Address..... 138½ E. Chapel Hill St.
 Phone Number..... R-155
 Transmitter Location..... Hillsboro Rd.
 Air Time..... 5:30 a.m.-12:05 a.m.
 News Service..... AP, UP
 Transcription Service..... Associated
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 President..... C. C. Council
 Gen.-Sales Prom. Mgr..... J. Frank Jarman
 Office Manager..... Sue Taylor
 Commercial Manager..... C. James Woodhouse
 Program Director..... E. R. Higgins, Jr.
 Chief Engineer..... K. A. Taylor
 Farm Editor..... Mark Davis

WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc..... Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By..... WDUK, Inc.
 Business Address..... Box 1891
 Phone Number..... R-101
 Studio Address..... 205½ W. Main
 Transmitter Location..... Leon & Glendale Ave.
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Weed
 Membership..... NAB, BMB

President..... S. H. Campbell, Jr.
 General-Station Mgr..... Harmon L. Duncan
 Commercial Manager..... Edward Browning, Jr.
 Prom. Mgr., Pub. Dir..... Carolyn M. Dieter
 Pgm., Prod. Dir..... William G. Hall
 Chief Announcer..... Hurley I. Parrish, Jr.
 Musical Dir..... I. Jane Bullock
 Chief Engineer..... Roy E. Fullen

WSSB

DURHAM—1948—TSN

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Public Information Corp.
 Business-Studio Address..... 211 Rigsbee Ave.
 Phone Number..... 6919, 6910
 Transmitter Location..... Cole Rd., Forest Hills
 Air Time..... Unlimited
 News Service..... INS
 Transcription Service..... Capitol
 Representative..... Friedenberg
 Chairman of the Board..... Harold Thoms
 President..... Thomas B. Sawyer
 Gen., Sta., Comm. Mgr., Thomas O. McCaffrey
 Sales Prom. Mgr..... John Clark
 Program Dir..... Wally Ausley
 Production Dir..... Robert E. Evans
 Chief Announcer..... Eugene Whitaker
 Musical Dir..... Robert (Bob) Dunnagan
 Chief Engineer..... Edward Norman
 Farm Editor..... Frank Baxter

WTIK

DURHAM—1946—TOBACCO

Frequency: 730 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Durham Bcstg. Co., Inc.
 Business-Studio Address..... 211½ E. Main St.
 Phone Number..... N-187
 Transmitter Location..... Ellis Rd.
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... World, Thesaurus
 Representative..... Forjoe
 Membership..... NAB, BMB
 President..... W. Kenan Rand
 General-Station Mgr..... Floyd Fletcher
 Commercial Manager..... Tom Mitchel
 Program-Production Dir..... Ken Corbitt
 Chief Announcer..... Don Yeager
 Chief Engineer..... Arlis A. White

WCNC

ELIZABETH CITY—1938

MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Albemarle Bcstg. Co., Inc.
 Business-Studio Address..... 104 E. Colonial Ave.
 Phone Number..... 1400, 1472
 Transmitter Location..... Parsonage St., Extended
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... SESAC

NORTH CAROLINA

Representative Burn-Smith
Membership NAB, BMB
President Dr. Joseph Gill
General Manager Bob Bingham
Commercial Manager Frank Stilwell
Program Director Eleanor S. Bingham
Promotion Manager R. Burrows Bingham
Chief Engineer Fred Wagner

W G A I

ELIZABETH CITY—1947

Frequency: 560 Kc. **Power:** 1000 Watts d.,
 500 Watts n.
Owned-Operated By... WGAI Radio Co., Inc.
Business-Studio Address..... Kramer Bldg.
Phone Number 757-1933
Transmitter Location Newland Road
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB
President Herbert Peele
Gen., Sta., Comm. Mgr. William P. Heffernan
Sales Prom. Mgr. Bob Thomas
Special Events Director..... Armine Wood
Chief Engineer..... Phil Melone
Farm Editor..... Fred Chapman

W F L B

FAYETTEVILLE—1948

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Fayetteville Bcstrs., Inc.
Business Address P. O. Box 1258
Phone Number 7136
Studio-Transmitter Location..... Bragg Blvd.
Air Time 6 a.m.-M.
News Service AP
Representative Burn-Smith
Membership NAB, BMB
President Harry B. Stein
Gen., Comm. Mgr...... L. W. Allen
Program Dir...... James Tucker
Chief Engineer..... W. D. Bailey

W F N C

FAYETTEVILLE—1940 MBS-TOBACCO-SEN

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Cape Fear Bcstg. Co.
Business-Studio Address..114½ Anderson St.
Phone Number 4848
Transmitter Location..... Murchison Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Associated
Representative Walker
Membership BMB, FMA
President T. K. Weyher
Gen., Sta. Mgr...... Victor W. Dawson
Comm., Sales Prom. Mgr.... Luther A. Gambill

Pgm., Pub. Dir...... Nat R. Martin
Chief Engineer..... William Alford

W W N F

FAYETTEVILLE—1948

Frequency: 1230 Kc. **Power:** 250 Watts
Owned By Wayne M. Nelson, Inc.
Operated By..... Carl Jack Aley
Business-Studio Address.. WWNF, Fayetteville
Phone Number 7101-2
Transmitter Location..... Raleigh Rd.
News Service AP
Transcription Service..... Lang-Worth, SESAC,
 MacGregor
Representative Friedenberg
Membership NAB
P.es., Gen., Sta. Mgr...... Wayne M. Nelson
Commercial Manager..... Carl Jack Aley
Program Director..... Ray Woodard
News Director..... James J. McMillan
Musical Director..... Charles Friar
Chief Engineer..... E. M. Stanton, Jr.

W B B O

FOREST CITY—1947

Frequency: 780 Kc. **Power:** 1000 Watts d.
Owned-Oper. By... Rutherford County Radio
 Co., Inc.
Bus.-Studio-Transmitter Address... Forest City
Phone Number 3205
Air Time Sunrise-sunset
News Service AP
Transcription Service... Lang-Worth, Capitol
Membership..... NAB, BMB, FMA
Pres., Gen.-Sta. Mgr...... Ed M. Anderson
Commercial Manager..... Fred Blanton
Sales Prom. Mgr., Prog. Dir...... Jane Smith
Prod. Dir., Chief Announcer.....
 Farm Editor..... Charles Melton
Publicity Director..... Ed Anderson
Musical Director..... Mary Harrill
Chief Engineer..... Merton Iwerks

W F V G

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. **Power:** 1000 Watts d.
Owned-Operated By..... Wake Bcstg. Co.
Address P. O. Box 95
Phone Number 333
Air Time Daytime
Representative Continental
Owner, President..... S. S. Adcock

W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By..... F. C. Todd
Bus.-Studio Address.. Natl. Bank of Commerce
 Bldg.
Phone Number 5-0821
Transmitter Location..... Dallas Rd.

PEOPLE



More people live within 50 miles of Greensboro than in any other area of equal size in the Southeast.

PROSPERITY



These people make more products, earn more wages and get more for their crops.

POWER-PROGRAMS

WBIG serves the No. 1 spot of the South with 5000 watts, power packed with pulling programs of CBS and fine local talent and news.

**W
C B S
I
G**

*"The Prestige Station
of the Carolinas"*

GREENSBORO, NORTH CAROLINA

Represented by Hollingbery

... NORTH CAROLINA ...

Air Time.....6 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....BMB
President.....F. C. Todd
General-Station Mgr.....Pat McSwain
Comm.-Sales Prom. Mgr.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

W L T C

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1142, Chapel Rd.
Phone Number.....5-1079
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Pgm., Musical Dir.....A. G. Phillips
Chief Engr., Farm Editor.....Don C. Voigt

W G B R

GOLDSBORO—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Carolina Bcstg. Co.
Business-Studio Address.....Box 1024
Phone Number.....1550-1
Transmitter Location. 1 Mi. W. of Goldsboro
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Associated
Membership.....NAB, FMA
President.....A. T. Hawkins
General Manager.....Coleman Scott
Commercial Mgr.....Vassie G. Balkcum
Chief Engineer.....Daniel B. Trueblood

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....North Carolina Bcstg. Co.
Business Address.....P. O. Box 1807
Phone Number.....6125
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....Ralph C. Price
Gen., Sta. Mgr.....Gilbert M. Hutchison
Commercial Mgr.....William P. Mitchell
Sales Prom. Mgr., Pub. Dir.....Aileen Gilmore
Chief Announcer.....Mike Brooks
Musical Director.....Margaret Banks

NORTH CAROLINA

Chief Engineer.....Earl F. Allison
Farm Editor.....Bob Jones

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number.....3-6925-6
Transmitter Location.....Muir's Chapel Rd.
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Avery-Knodel
President.....George W. Dowdy
Membership.....NAB, BMB
Station Manager.....Henry E. Sullivan
Commercial Mgr.....Virgil E. Evans, Jr.
Sales Prom. Mgr., Pub. Dir.....Jeta Pace
Pgm. Dir., Chief Anncr.....Wally Williams
Chief Engineer.....Ernest Pate, Jr.
Farm Editor.....Dick Swanson

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number.....3-3631
Transmitter Location.....Retreat St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Capitol, Associated
Representative.....Burn-Smith
Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....L. O. Hutchins
Sales Prom. Mgr.....Earl O. Sullivan
Program Director.....H. Marie Craven
Chief Engineer.....James M. Stewart

WGTC

GREENVILLE—1940—TOBACCO

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carolina Bcstg. Sys., Inc.
Business-Studio Address.....Greenville
Phone Number.....3182-3
Transmitter Location.....Falkland Hiway
Air Time.....6 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....World, SESAC,
Lang-Worth
Membership.....NAB
President.....Earl McD. Westbrook
Gen., Sta. Mgr.....A. Hartwell Campbell
Comm., Sales Prom. Mgr.....David W. Mosier
Production, Pub. Dir.....Dave Mosier
Chief Announcer.....Charles Whedbee
Musical Dir.....Bill Burwell
Chief Engineer.....Bill Alford
Farm Editor.....Wyatt Highsmith

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....219 S. Williams St.
Phone Number.....736, 1446
Transmitter Location.....2 Mi. N. of Henderson
on U. S. Hway. No. 1
Air Time.....Daytime
News Service.....AP
Transcription Service.....Thesaurus, Cole,
Lang-Worth, Keystone
Representative.....Everett-McKinney, Inc.
Membership.....NAB, FMA
President.....S. S. Stevenson
Gen., Sta., Comm. Mgr.....Nathan Frank
Program Director.....Virginia Parham
Production Director.....Harry Trotman
Chief Announcer.....Dick Malloy
Chief Engineer.....Lewis Hiland
Farm Editor.....Robert B. Harrison

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Hendersonville, Inc.
Business Address.....Staton Bldg.
Phone Number.....700
Studio Address.....Bowen Hotel
Transmitter Location.....U. S. Hway 64, E.
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Continental Radio Sales
Membership.....NAB
President, General Manager.....Bob Amos
Commercial Manager.....Jack Hammette
Comm., Sales Prom. Mgr., Pgm. Dir.
Kermit Edney
Chief Engineer.....Clifford Inman

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....The Catawba Valley Bcstg.,
Co., Inc.
Bus.-Studio Address.....13th St. Radio Bldg.
Phone Number.....2294-5
Transmitter Location.....2½ Mi. S.E. of Hickory
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, Associated,
SESAC
Representative.....Dodson
Membership.....NAB, BMB
President.....Carl V. Cline
Gen.-Sta. Mgr., Chief Engr.....Edmund S. Long
Commercial Mgr.....James K. Willis
Program Dir.....Jack Starnes

WIRC

HICKORY—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Foothills Bcstg. Co., Inc.
 Business-Studio Address . . . 1423—11th Ave.
 Phone Number 2124
 Transmitter Location 2 Mi. SE of city
 Air Time Daytime
 News Service AP
 Transcription Service . . . Lang-Worth, Standard
 Representative McGillvra
 Membership NAB
 President Margaret A. Smith
 Chief Announcer Richard H. Benson
 Musical Dir. Mattie I. Padgett
 Chief Engineer Elmer H. Troutman, Jr.

WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . High Point Enterprise, Inc.
 Business-Studio Address . . . 305-307 N. Main St.
 Phone Number 3466-7
 Transmitter Location Old Thomasville Rd.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service . . . Associated, Standard
 Membership NAB, FMA, BMB
 President R. B. Terry
 Sec.-Treas. D. A. Rawley
 Commercial Mgr. Walter Hester
 Program Director Nick Lawrence
 Chief Announcer Morrison Combs
 Musical Dir. Harold Craven
 Chief Engineer Yancy Cecil

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By . . . Radio Station WMFR, Inc.
 Bus.-Studio-Transmitter Address . . . 164 S. Main St.
 Phone Number 4593-4
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service . . . Lang-Worth, Capitol
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Station Mgr. . . . Frank S. Lambeth
 Commercial Manager Frank Smith
 Program Director Gary Davis
 Sales Prom. Mgr. Gerald D. Sullivan
 Publicity Dir. Lois Cosworth
 Musical Director Wayne Morgan
 Chief Engineer Robert Moore

WJNC

JACKSONVILLE—1945

MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Lester L. Gould
 Address Box "E" or Route 24
 Phone Number 707-8
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative ForJoe
 Membership NAB
 Pres., Gen. Mgr. Lester L. Gould
 Comm. Mgr., Chief Anncr. Rodric L. Jones
 Sales Prom. Mgr. Arthur Wieder
 Pgm. Dir., Chief Engr. James J. Cooney
 Farm Editor Charlie C. Clark

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fred H. Whitley, Inc.
 Address Box 637, Cannon Blvd.
 Phone Number . . . Kannapolis 870, Concord 2154
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service . . . Lang-Worth, World
 Membership NAB, BMB
 President, Gen. Mgr. Fred H. Whitley
 Program Director Frank H. Bowers
 Chief Engineer Foy Hinson

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kinston Bcstg. Co.
 Address 204 East King St.
 Phone Number 4111
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB, BMB
 President Alban K. Barrus
 Gen., Sta. Mgr. William S. Page
 Commercial Mgr. B. George Barber, Jr.
 Program Dir. S. Bruce Petteway
 Chief Announcer Carl B. Caudill, Jr.
 Chief Engineer David E. Hardison

WEWO

LAURINBURG—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By Scotland Bcstg. Co.
 Bus.-Studio Address Chetwynd Hotel Bldg.
 Phone Number 770
 Transmitter Location Laurinburg-Maxton Hwy.
 Air Time Daytime

NORTH CAROLINA

News Service UP
 Transcription Service World
 Membership NAB, BMB
 President Edwin Pate
 General Mgr. J. R. Dalrymple, Jr.
 Commercial Manager C. J. Cordes
 Program Director Paul Wynn
 Chief Engineer Truman N. Brock

W L O E

LEAKSVILLE—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Douglas L. Craddock
 Address The Blvd.
 Phone Number 701-2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NAB
 Pres., Gen., Sta. Mgr. Douglas L. Craddock
 Commercial Manager William Baskerville
 Pgm. Dir., Chief Anncr. Kenneth Thomas
 Chief Engineer Eldred Winn

W J R I

LENOIR—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John P. Rabb
 Bus.-Studio Address. Union Natl. Bank Bldg.
 Phone Number 761, 899
 Transmitter Location 1¼ Mi. W. Lenoir on
 Hwy. 18
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Owner John P. Rabb

W B U Y

LEXINGTON—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Davidson County Bcstg. Co.
 Business Address P. O. Box 359
 Phone Number 2716
 Studio-Transmitter Location Route 1
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Continental Radio Sales
 Membership NAB
 Partners Greely N. & Omar G. Hilton
 Station Manager C. Robert Ray
 Commercial Mgr. Earle Broome
 Program Director Claude White
 Chief Engineer Fred Honeycutt

W T S B

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Robeson Bcstg. Corp.

Business-Studio Address 112 W. Fifth St.
 Phone Number 1080-1
 Transmitter Location Charlotte Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Keystone
 Representative Continental Radio Sales
 Membership NAB
 General Manager Walter James MacNeil
 Commercial Manager W. J. MacNeil
 Program Director C. W. Hogan
 Chief Announcer LeGrande Tatum
 Chief Engineer W. F. Rogers

W B R M

MARION—1949—TOBACCO

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Lake City Bcstg. Corp.
 Address 13½ W. Court St.
 Phone Number 102
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. W. P. Erwin
 Commercial Mgr. J. C. Pleasant
 Asst. Gen. Mgr., Pgm. Dir. J. L. Reynolds, Jr.
 Chief Engineer J. Ray Horton

W M A P

MONROE—1947—KBS-LSN

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By Union Bcstg. Corp.
 Business Address P. O. Box 382
 Phone Number 1060
 Studio-Transmitter Location Camp Sutton
 Air Time 6:30 a.m.-5:15 p.m.
 News Service UP
 Transcription Service Lang-Worth
 President J. Ray Shute
 Gen., Sta. Mgr. Dick Marable
 Commercial Mgr. Z. Bright Tucker
 Sales Prom. Mgr., Pgm. Dir. R. W. Furman
 Prod. Dir., Chief Anncr. J. Archie Laney
 Publicity Dir. Frank Zeus Funderburk
 Chief Engineer Hillard Fletcher
 Farm Editor Robert Hilliard

W M B L

MOREHEAD CITY—1947

Frequency: 740 Kc. (C.P. 1280)
 Power: 1000 Watts d.
 Owned-Oper. By Carteret Bcstg. Co., Inc.
 Business Address P. O. Box 740
 Phone Number 9740
 Studio-Transmitter Location Morehead City
 Air Time Daytime
 News Service UP
 Transcription Service World, Standard
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB

NORTH CAROLINA

Pres., Gen. Mgr. Grover C. Munden
Commercial Manager Charles H. Markey
Sales Prom. Mgr. J. Q. Wallace
Prog. Dir., Chief Engineer Ray Cummins

WMNC

MORGANTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Nathan J. Cooper
Business-Studio-Transmitter Address Box 698
Phone Number 1100
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Owner, Manager Nathan J. Cooper
Program Dir. Gerneil Hudson
Publicity Dir. Madelyn Patton
Chief Announcer Bob Davis
Chief Engineer Frank Ballew

WPAQ

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By Ralph D. Epperson
Bus.-Studio-Transmitter Address Mt. Airy
Phone Number 682
Air Time Daytime
News Service AP
Transcription Service Standard
Representative P. W. Seward
Membership NAB
Pres., Gen.-Station Manager,
Chief Engineer Ralph D. Epperson
Sales Prom. Mgr. H. A. Epperson
Program Dir. W. F. Crutchley
Chief Announcer Earl Nemi
Farm Editor Neil Smith

WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By . . . The Coastal Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address Trent Blvd.
Phone Number 4450, 4024
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Forjoe
Membership NAB
Pres., Gen., Sta. Mgr. Louis N. Howard
Sales Prom. Mgr., Chief Anncr. Bruce Lee
Publicity Director Ruth Young
Musical Director George Nelson
Office Manager Ellen Hancock
Continuity Director Jacquelyn M. Paul
Chief Engineer Robert Coddington
Farm Editor Paul M. Cox

WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By . . . Newton Conover Bcstg. Co.
Business Address Box 606
Phone Number 930
Studio-Transmitter Location West A. St., Ext.
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Thesaurus
Representative Continental Radio Sales
Membership NAB
General Manager Charles Turner
Sta. Mgr., Prog. Dir. Earl Holder
Commercial Manager Eugene Henry
Chief Anncrs. Harvey Laughter, Bill Taylor
Chief Engineer Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Oper. By Wilkes Bcstg. Co.
Business-Studio Address Radio Bldg.
Phone Number 633
Transmitter Location Wilkes County
Air Time Sunrise-sunset
News Service AP
Transcription Service World
Membership NAB, BMB
President Doris B. Brown
Comm.-Sales Prom. Mgr. Roland B. Potter
Pgm. Dir., Farm Editor John T. Cashion
Publicity Director Charles Wilfong
Chief Engineer Robert Harvey

WOXF

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Oxford Bcstg. Corp.
Address Hancock Bldg.
Phone Number 3250
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
President F. W. Hancock, Jr.
Gen., Comm., Prom. Mgr. Jimmie Childress
Program Director Hart Curl

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc. Power: 5000 Watts
Owned-Oper. By . . . The News and Observer
Publishing Co.
Business-Studio Address 219 S. McDowell St.
Phone Number 2-0321
Transmitter Location Asbury
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service Standard

NORTH CAROLINA

Representative Weed
Membership NAB, BMB, FMA
President Josephus Daniels, Jr.
Gen., Comm. Mgr., Pgm. Dir. ... George T. Case
Publicity Director Flora Norris
Chief Anncr., Farm Editor Lee Parker
Chief Engineer Bascom E. Porter

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
Owned-Oper. By WPTF Radio Co.
Business-Studio Address Insurance Bldg.
Phone Number 8311
Transmitter Location Cary
Air Time 5:30 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service Lang-Worth
Representative Free & Peters
Membership NAB, BMB
President J. R. Weatherspoon
Gen. Sta. Mgr. Richard H. Mason
Sales Manager O. L. Carpenter
Program Manager Graham B. Poyner
Dir. of Adv. & Prom. R. W. Youngsteadt
Production Dir. Warren Barfield
Chief Engineer Henry Hulick, Jr.
Farm Editor Joe Reaves

W R A L

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By ... Capitol Bcstg. Co., Inc.
Bus.-Studio Address 130 S. Salisbury St.
Phone Number 6411
Transmitter Location Bart St.
Air Time 6:30 a.m.-11:15 p.m.
News Service AP
Transcription Service World
Representative Pearson
Membership NAB, BMB, FMA
President A. J. Fletcher
Gen.-Station-Comm. Mgr. Fred Fletcher
Program Director Jesse Helms
Chief Engineer Virgil D. Duncan

W F R C

REDSVILLE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By ... Piedmont Carolina Bcstg.
Co., Inc.
Business-Studio Address 116½ Gilmer St.
Phone Number 1573-4
Transmitter Location Wentworth Rd.
Air Time 6 a.m.-11 p.m.
News Service AP

NORTH CAROLINA

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NORTH CAROLINA

NORTH CAROLINA

Transcription Service.....World, Associated,
Keystone
RepresentativeCooke
MembershipNAB
President.....H. T. Williams
Gen., Comm. Mgr.....Steve Woodson
Prog. Dir., Chief Announcer.....Forrest Bedell
Production Dir.....George Hall
Musical Dir.....Paul Montgomery
Chief Engineer.....L. H. Alexander
Farm Editor.....Tiny Turner

W C B T

**ROANOKE RAPIDS—1940—MBS
TOBACCO**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WCBT, Inc.
Bus.-Studio Address.....251 Rcanoke Ave.
Phone NumberR-8551
Transmitter Location.....E. Tenth St., Ext.
Air TimeUnlimited
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBurn-Smith
Membership.....NAB, BMB, FMA
Pres., Gen. Mgr.....S. E. Crew
Comm.-Sales Prom. Mgr.....A. L. Drew
Pgm., Prod. Dir.....Ken Johnson
Publicity Dir.....Jerry Elliot
Musical Director.....Herb Daniels
Chief Engineer.....C. W. Meares

W A Y N

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayn, Inc.
Business-Studio AddressRockingham
Phone Number611
Air TimeDaytime
News ServiceUP
Transcription ServiceMacGregor
President.....Wayne M. Nelson
Res., Comm. Mgr.....Matt F. Gettings
Chief Engineer.....William Henley

W C E C

**ROCKY MOUNT—1947—KBS
TOBACCO**

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Josh L. Horne
Bus.-Studio Address115 N. Church St.
Phone Number2880
Transmitter Location.....Hwy. 95
Air TimeDaytime
News ServiceAP
Transcription Service.....Associated, Capitol
RepresentativeRa-Tel
MembershipFMA
Owner.....Josh L. Horne
Gen., Sta. Mgr.....Mel Warner

Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Publicity Dir.....Dick Johnson
Musical Director.....Bobby Pritchard
Chief Engineer.....Harold Aycock
Farm Editor.....Doc Layton

W E E D

ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. A. Wynne
Business AddressBox 752
Phone Number8149
Studio-Transmitter Location.....Nashville Hiway
Air Time.....6 a.m.-M.
News ServiceAP
Transcription Service.....World, Standard
MembershipNAB
Gen. Mgr., Chief Engr.....W. A. Wynne
Commercial Mgr.....Gordon Floe
Program Dir.....Eunice Snipes

W R X O

ROXBORO—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
AddressBox 166
Phone Number6013
Air TimeDaytime
News ServiceAP
Transcription ServiceWorld
President.....H. W. Winstead
Gen., Comm. Mgr., Chief Engr.....H. S. Taylor
Program Dir.....W. D. Gregory

W S A T

SALISBURY—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-AddressDrawer 99
Phone Number276
Studio-Transmitter Location.....Milford Hills
Air TimeDaytime
News ServiceUP
Transcription ServiceWorld
Representative.....Dora C. Dodson
MembershipNAB
President.....Charles H. Wentz
Gen.-Comm. Manager.....John Smith
Program Director.....W. F. Fleming
Chief Announcer.....Jimmie Morris
Musical Dir.....Marie Newland
Chief Engineer.....Elbert Sherman

W S T P

SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio AddressState Theatre Bldg.

NORTH CAROLINA

Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NAB
 President Bryce P. Beard, Sr.
 Sta. Mgr., Prog.-Prod. Dir. Russell McIntire
 Gen., Sta., Sales Prom. Mgr. Alex P. Beard
 Publicity Dir. Betty Fisher
 Comm. Mgr. Katherine F. Murphy
 Chief Announcer Bill Brown
 Musical Director Rebecca Duffell
 Chief Engineer Carl B. Watson
 Farm Editor Polly Eldon

W W G P

SANFORD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Corp.
 Bus.-Studio Address Radio Bldg., Steele St.
 Phone Number 860
 Transmitter Location Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Pres., Gen.-Station Mgr. Waldo W. Primm
 Commercial Mgr. L. B. Nelson
 Program Director Margaret Blake
 Chief Engineer Carey H. Olive

W O H S

SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By Western Carolina Radio Corp.
 Business Address Box 1401, Shelby
 Phone Number 340
 Studio-Transmitter Location Hwy. No. 74, W. at city line
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NAB
 President Lee B. Weathers
 Gen. Mgr., Chief Engineer. Robert M. Wallace
 Commercial Mgr. Max P. Butler
 Program Dir. Hugh Dovey

W E E B

**SOUTHERN PINES—1947
 MBS-TAR HEEL**

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Sand Hill Community Bcstrs., Inc.
 Business Address Drawer 1140
 Phone Number 6191
 Studio-Transmitter Location U. S. Hwy. No. 1, S.
 Air Time Daytime

News Service AP
 Representative For Joe
 Membership NAB
 Pres., Gen.-Sta. Mgr. Jack S. Younts
 Comm. Mgr., Publicity Dir. Joe A. Warren
 Sales Prom. Mgr. Elizabeth M. Younts
 Program Dir., Chief Anncr. Edward Cox, Jr.
 Chief Engineer Melvin Kushner

W S T S

SOUTHERN PINES—1947—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sandhills Bcstg. Corp.
 Bus.-Studio Address 115 E. Broad St.
 Phone Number 5451
 Transmitter Location Hiway 2
 Air Time Daytime
 News Service UP
 Transcription Service Standard, SESAC
 Representative Cooke
 Membership NAB
 President Frank L. Baber
 Gen., Sta. Mgr. J. C. Cole
 Chief Announcer James L. Allwood
 Chief Engineer Edward O. Koprivier

W S I C

STATESVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Statesville Bcstg. Co., Inc.
 Bus.-Studio Address Radio Rd., P. O. Box 1189
 Phone Number 9078
 Transmitter Location Radio Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 Membership NAB
 President Dr. James W. Davis
 General Manager L. G. Churchill
 Commercial Mgr. Charles D. Melton
 Program Director Albert Watson
 Chief Engineer T. K. Abernethy

W C P S

TARBORO—1946

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address Edgecombe Bank Bldg.
 Phone Number 643, 946
 Transmitter—Hwy. 64 Bet. Rocky Mt. & Tarboro
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Membership NAB, BMB
 President V. E. Fountain
 Gen., Sta. Mgr. J. T. Snowden, Jr.
 Comm., Sales Prom. Mgr. J. Porter MacNair
 Pgm. Dir., Chief Anncr. Eccles Wall
 Publicity Dir. Margaret Johnston
 Chief Engineer C. D. Chandler

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By The Thomasville Bcstg. Co.
 Business Address Box 867, Thomasville
 Phone Number 902
 Studio-Transmitter Location Salem St., Ext.
 Air Time Daytime
 News Service AP
 Transcription Service World
 President George W. Lyles
 Gen., Comm. Mgr. Harold Harrison
 Chief Engineer L. M. Sugg

WADE

WADESBORO—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By Anson Radio & Bcstg. Co.
 Bus.-Studio Address Lyon Bldg.
 Phone Number 620
 Transmitter Location Hiway 52
 Air Time Daytime
 News Service UP
 Transcription Service RCA
 Membership NAB
 President R. P. Lyon
 Station Manager Jack P. Hankins
 Commercial Manager Edward Mullinix
 Program Director Willard P. Billingsley
 Chief Engineer Cecil Sills

WHED

**WASHINGTON—1948—TAR HILL
SPTS.**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Beaufort Bcstg. Co.
 Bus.-Studio Address Guaranty Bank Trust
 Bldg.
 Phone Number 278
 Transmitter Location Rt. 17, S.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Continental
 Membership NAB
 President Lee Wynne
 Gen., Sta. Mgr., Prod. Dir. R. B. Armstrong
 Commercial Mgr. C. B. Armstrong
 Sales Prom. Mgr. Richard David
 Pgm. Dir., Chief Anncr. John Morgan
 Publicity Director Link Harner
 Chief Engineer John Wilroy
 Farm Editor Mack Stamps

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Oper. By Tar Heel Bcstg. System, Inc.
 Bus.-Studio Address Bank of Washington
 Bldg.

Phone Number 403
 Transmitter Location 1½ Mi. S. of city on
 Hwy. 17
 Air Time 5:30 a.m.-sunset
 News Service AP
 Transcription Service World
 Representative Walker
 Representative Forjoe
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Vice Pres. W. R. Roberson, Jr.
 Gen.-Comm. Manager T. H. Patterson
 Sales Prom. Mgr., Pub. Dir. Merrill Daniels
 Program-Production Dir. Don Pierce
 Musical Director Charlie Yates
 Chief Engineer I. G. Murphrey
 Farm Editor Bill Abeyounis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Smoky Mountain Bcstg.
 Business-Studio Address Park Theatre Bldg.
 Phone Number 680
 Transmitter Location Howell Mill Rd.
 Air Time 6 a.m.-11 p.m.
 President Holt McPherson
 Gen., Sta., Comm. Mgr. Fred U. Wamble
 Program Dir. Harry Robinson
 Chief Engineer Frank Wilbur
 Farm Editor Wayne Corpening

WENC

WHITEVILLE—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Whiteville Bcstg. Co., Inc.
 Business-Studio Address Whiteville
 Phone Number 620
 Transmitter Location 1 Mi. from Bus. District
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Clark
 Membership NAB
 Representative Josiah Maulshy
 General Manager Ward A. Coleman
 Prog. Dir., Prod. Mgr. Jerry Honeycutt
 Chief Engineer Ovie Boutwell

WGNU

**WILMINGTON—1946—MBS
TOBACCO**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Hanover Bcstg. Corp.
 Business Address P. O. Box 869
 Phone Number 2-2493
 Studio-Transmitter Location Eagle Island at
 Cape Fear River Bridge
 Air Time Unlimited
 News Service UP
 Transcription Service Standard

NORTH CAROLINA

Representative.....Joseph Hershey McGillvra
President.....J. S. Brody
Station Manager.....Allen B. Jones
Commercial Mgr......Tommy Thompson
Program Director.....Paul Parker
Chief Engineer.....A. J. Gullno
Production Dir......Lou Essick
Chief Engineer.....Art Madeley

Commercial Mgr......P. O. Barnes
Sales Prom. Mgr......Lynda Thomas
Pgm., Prod. Dir......Joel Lawhon
Publicity Dir......Tommy Williams
Chief Engineer.....N. V. Pieler

W M F D

WILMINGTON—1935—ABC

Frequency: 630 Kc.....**Power:** 1000 Watts
Owned By.....Radio Station WMFD
Operated By.....R. A. Dunlea
Business Address.....P. O. Box 696
Phone Number.....4840
Studio Address.....Castle Hayne Rd.
Transmitter Location.....Brunswick County
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith
Membership.....NAB, BMB
General-Station Mgr......R. A. Dunlea
Comm.-Sales Prom. Mgr......C. O'Shields
Program Director.....Bruce Buchanan
Prod.-Pub. Director.....R. A. Dunlea, Jr.
Chief Engineer.....E. I. Herring

W G T M

WILSON—1937—MBS

Frequency: 590 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone Number.....2188-9
Transmitter Location.....Rock Ridge
Air Time.....5 a.m.-2 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Weed
Membership.....NAB, BMB, FMA
President.....Penn Thomas Watson
General-Station Mgr......Allen Wannamaker
Pgm. Dir., Chief Anncr......W. E. Jackson, Jr.
Production Director.....Charlie Slate
Production Dir......Charlie Slate
Publicity Director.....Harriet P. Fulghum
Chief Engineer.....W. H. Malone

W V O T

WILSON—1948

Frequency: 1420 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Wilson Radio Co.
Address.....Hwy. 301 N.
Phone Number.....5157-8
Air Time.....6 a.m.-Sunset
News Service.....AP
Transcription Service.....Capitol
Membership.....BMB
President.....H. W. Anderson
Exec. V.P......W. T. Williams
Station Mgr......Harry Severance

W A I R

WINSTON-SALEM—1937—ABC TOBACCO SPTS.

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....WAIR Bcastg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number.....2-1133
Transmitter Location.....S. Stratford Rd.
Air Time.....6 a.m.-12:15 p.m.
News Service.....AP
Transcription Service.....World, Capitol
Representative.....Walker
Membership.....NAB, BMB, FMA
Partner, Gen., Sta. Mgr......George D. Walker
Commercial Mgr......John Miller
Sales Prom. Mgr., Pub. Dir......Ken Wilson
Program Dir......Doris Pardington
Chief Engineer.....Lee King

W S J S

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number.....2-4141
Transmitter Location.....R.F.D. No. 1, Old Town
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated, Standard
Representative.....Headley-Reed
Membership.....NAB, BMB
President.....Gordon Gray
V.P., Managing Dir......Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Production Director.....John Comas
Publicity Director.....Les Forsyth
Dir. of Engineering.....Phil Hedrick

W T O B

WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Winston-Salem Bcastg. Co.
Business-Studio Address.....826 W. Fourth St.
Phone Number.....7145
Transmitter Location.....Konnoak Dr.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Taylor-Borroff
President.....James W. Coan
Gen., Comm. Mgr......John G. Johnson
Pgm. Dir., Chief Anncr......Bill Billingsley
Production Dir......Betty Jane Blalock
Chief Engineer.....Russell Spikula

The CBS Station Covering the
Top of the Nation
Fargo **K S J B** Jamestown

The Way We Interpret Our
B M B—K S J B
Delivers More Radio Homes
At Less Cost Per Listener
Than Any Other Station
In North or South Dakota

*Write or Wire Collect
for a Copy
and We Believe You
Will Agree*

K S J B

Owned and Operated by the

JAMESTOWN BROADCASTING CO.

JAMESTOWN

NORTH DAKOTA

NORTH DAKOTA

Estimated Population 605,000—Increase —5.7%—Radio Homes 145,000
Radio Families 149,000—Stations in State 13

KFYR

BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 202½ Fourth St.
Phone Number 468
Transmitter Location Menoken
Air Time 6 a.m.-M.
News Service AP
Transcription Service Thesaurus
Representative John Blair
Membership NAB, BMB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Pgm., Prod. Dir. Cal Culver
Publicity Dir. Larry Kindle
Production Director Charles Schoregge
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business-Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location E. end Fourth St.
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service World, SESAC
Membership BMB
Pres., Gen.-Sta.-Comm. Mgr. Bert Wick
Sales Prom. Mgr. Norman Buckner
Program Director Wilbur Clemenson
Chief Engineer Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dickinson Radio Assn.
Bus.-Studio Address 28 First Ave. W.
Phone Number 348
Transmitter Location 1 Mi. N. of Dickinson
on Hwy. No. 22 & ¼ Mi. E.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, SESAC
Representative Orville F. Lawson
Membership NAB, BMB
President Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager Douglas Anderson

Prog.-Prod. Director George L. Brooks
Chief Engineer Quentin Prochaska

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Phone Number Fargo 2-3291
Transmitter Location Wild Rice
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, SESAC
Representative Bolling
Membership NAB, BMB
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Pgm., Prod. Dir. David B. Henley
Musical Dir. Earl Mann
Chief Engineer Olaf Gabrielson
Farm Editor Morrie Freedman

KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Northwest Bcstg. Co.
Business-Studio Address 217½ Broadway
Phone Number 23-201
Transmitter Location Hiway 81, 3 Mi. S. City
Air Time Daytime
News Service UP
Transcription Service Associated
Pres., Gen. Mgr. E. L. Alford
Sta., Comm. Mgr. E. L. Ausman
Program Dir. Hollis B. Hoff
Publicity Dir. Jack Swenson
Chief Engineer Bob Schaefer

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Transmitter Location W. Fargo
Air Time Unlimited
News Service AP, UP
Transcription Service RCA
Representative Free & Peters
Membership NAB, BMB
President, Gen. Mgr. E. C. Relneke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Manager Ken Kennedy
Production Manager Maurie Waller
Chief Engineer Juline Savold

• • • **NORTH CAROLINA** • • •

K I L O

GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.
 Owned-Oper. By... Grand Forks Herald, Inc.
 Bus.-Studio Address... First Natl. Bank Bldg.
 Phone Number... 1200
 Transmitter Location... Univ. of N. Dak. Campus
 News Service... UP
 Representative... Avery-Knodel
 Membership... NAB, BMB
 President... M. M. Opeggaard
 Manager... Wallace E. Stone
 Chief Engineer... Arnold Patrick
 Program Dir... Jeff Gorham

K N O X

**GRAND FORKS—1947
 MBS-GREAT NORTHERN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned By... Community Radio Corp.
 Address... Grand Forks
 Phone Number... 3500
 Air Time... 6 a.m.-M.
 News Service... UP
 Transcription Service... World
 Membership... BMB
 President... Carroll E. Day
 Gen., Sta. Mgr... Elmer Hanson
 Sales Prom. Mgr... Robert C. Lukkason
 Program Dir... James Cowan
 Production Dir... Dorothy Swenson
 Publicity Dir... Donald DeKrey
 Chief Engineer... Clifford Thomford

K S J B

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.
 Bus.-Studio Address... 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo
 Phone Number... Jamestown 1600
 Transmitter... Hwy. 281, 6 Mi. S. of city
 Air Time... Unlimited
 News Service... UP
 Transcription Service... World
 Representative... George P. Hollingbery
 Membership... BMB
 Secretary-Treasurer... Donn C. Clayton
 Pres., Sta. Mgr... John W. Boler
 Sales Prom. Mgr... G. H. McKinnon
 Program Dir... Don Kingsley
 Publicity Director... Gerald Uppman
 Chief Announcer... Hal Kennedy
 Chief Engineer... Robert E. Ridgway
 Farm Editor... Chester Graham

(See Page 570)

K G C U

**MANDAN—1925
 MBS-GREAT NORTHERN**

Frequency: 1270 Kc. Power: 1000 d.; 250n.

Owned-Oper. By... Mandan Radio Assn., Inc.
 Bus.-Studio Address... 200 3rd Ave. N.W.
 Phone Number... (Office) 561. (Transmitter) 3660
 Transmitter Location... 2½ Mi. SE of Mandan on Hwy. 10
 Air Time... 5 a.m. 11:30 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Walker
 Membership... NAB, BMB
 President... W. S. Russell
 Gen., Sta. Mgr... M. J. Reichert
 Commercial Mgr... Harry McKee
 Traffic-Production Director... Mert Bushee
 Chief Engineer... Ray Barnett

K L P M

**MINOT—1929
 MBS-GREAT NORTHERN**

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... Minot Bcstg. Co.
 Business-Studio Address... Fair Block
 Phone Number... 41-146
 Transmitter... 2 Mi. E. of Minot on Hwy. 52
 Air Time... 6:30 a.m.-M.
 News Service... UP
 Transcription Service... World
 Representative... Walker
 Membership... BMB
 Principal Owner, Gen. Mgr... John B. Cooley
 Sta. Mgr., Chief Engineer... C. W. Baker
 Commercial Manager... E. H. Cooley
 Sales Prom. Mgr., Pub. Dir... Leslie E. Mcupin
 Prog.-Prod. Dir... James J. Hautman

K O V C

**VALLEY CITY—1936
 MBS-GREAT NORTHERN**

Frequency: 1490 Kc. Power: 2500 Watts
 Owned-Operated By... KOVC, Inc.
 Business-Studio Address... 312 Fifth Ave.
 Phone Number... 408-W
 Transmitter Location... S.W. of town
 Air Time... 6:30 a.m. 11 p.m.
 News Service... UP
 Pres., Gen.-Comm. Mgr... Robert E. Ingstad
 Program Director... Hugh Thomas
 Chief Engineer... Charles Sjostrom

K W B M

WILLISTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Williston Bcstg. Co.
 Address... Williston
 Phone Number... 1450
 News Service... UP
 Transcription Service... World
 Representative... Hal Holman
 Pres., Pgm. Dir... Raymond Kapp
 General Manager... A. L. Hellebust
 Commercial Mgr... B. G. Bailey
 Chief Engineer... Irwin Christianson

OHIO

Estimated Population 7,989,000—Increase +15.7%—Radio Homes 2,301,000
Radio Families 2,361,000—Stations in State 61

WADC

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Bus.-Studio Address WADC Bldg., corner
Main & Mill Sts.

Phone Number Jefferson 6165
Transmitter Location Route 8, Akron-
Cleveland Rd.

Air Time 5:55 a.m.-1:05 a.m.
News Service Transradio, UP
Transcription Service Lang-Worth, Standard,
World

Representative George P. Hollingbery
Membership BMB
Owner-Operator Allen T. Simmons
Assistant Manager Robert B. Wilson
Commercial Manager Fred C. Bock
Sales Prom. Mgr., Pub. Dir. Secrest Williams
Program Director Harold H. Hageman
Production Director Doc Williams
Musical Director William E. Beers
Chief Engineer John L. Wildermuth
Farm Editor Harold Hageman

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By Summit Radio Corp.
Operated By WAKR
Bus.-Studio Address First Natl. Tower
Phone Number HEmlock 6151
Transmitter Location 739 Swartz Rd.
Air Time Unlimited

News Service AP, UP
Transcription Service Associated, Capitol
Representative Weed
Membership NAB, BMB
President, Gen. Mgr. S. Bernard Berk
Asst. General Manager Viola G. Berk
Station Manager Roger G. Berk
Comm.-Sales Prom. Mgr. Kenneth M. Keegan
Pgm., Prod., Pub. Dir. Arthur F. Moore
Musical Director Alan Freed
Chief Engineer Irwin L. Knopp

WHKK

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts d.
Owned By Forest City Publishing Co.
Operated By United Bcstg. Co.
Business-Studio Address 51 W. State St.
Phone Number Bl. 7101
Transmitter Location Akron Peninsula Rd.
Air Time Daytime
News Service AP
Transcription Service Standard

Representative Paul H. Rayer
Membership NAB, BMB
President S. E. Graham
General-Station Mgr. R. W. Richmond
Comm.-Sales Manager Cecil Green
Program-Production Dir. Lew Henry
Publicity Director Don O'Neil
Musical Director Gene Hammers
Chief Engineer Jim Hill
Farm Editor Max Plaughter

WICA

ASHTABULA—1937—STANDARD

Frequency: 970 Kc. Power: 5000 Watts d.,
1000 n.

Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221, 27-181
Transmitter Location Ashtabula-Jefferson Rd.
Air Time 6 a.m.M.
News Service UP
Transcription Service LangWorth, Thesaurus
Representative McGillvra
President R. B. Rowley
Station Manager W. W. Walrath
Commercial Manager D. W. Fassett
Program Director R. W. Miner
Musical Director Mary Pavolino
Chief Engineer F. N. Bernato
Farm Editor John Strasen

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address The Skyline
Phone Number 1515
Air Time 6 a.m.-local sunset
News Service AP
Transcription Service World, SESAC
Representative Walker
Membership NAB, BMB
President Jesse A. Bloch
Gen., Sta. Mgr. Robert W. Ferguson
Sales Prom. Mgr. Albert T. Fisher
Program Director Frank Curtis
Women's Pgm. Dir. Lorell Dennis
Publicity Dir. George Diab
Musical Dir. Norval Davis
Chief Engineer George Cowen
Farm Editor Paul Howard

WILE

CAMBRIDGE—1948

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

Business-Studio Address.....917 Beatty Ave.
 Phone Number.....3545
 Transmitter Location....R. D. No. 1, College Hill
 Air Time.....6:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Capitol, World
 President.....H. D. McClelland
 V.P., Gen. Mgr.....Howard A. Donahoe
 Comm. Mgr., Pub. Dir.....Richard F. Rose
 Chief Announcer.....David C. Lorimer
 Chief Engineer.....Wesley C. Randles
 Farm Editor.....A. G. Engel

WAND
CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Operated By.....P. C. Wilson
 Address.....106 High Ave., N. W.
 Phone Number.....8397
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Continental
 Pres., Comm. Mgr.....P. C. Wilson
 Gen. Mgr., Pgm. Dir.....James Wilson
 Promotion Mgr.....Robert Bradley
 Chief Engineer.....Gene Peterman

WCMW
CANTON—1946—STANDARD

Frequency: 1060 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stark Bcstg. Corp.
 Bus.-Studio Address.....317 W. Tuscarawas St.
 Phone Number.....5-9475
 Transmitter Location.....Hills & Dales Rd.
 Air Time.....Daytime
 News Service.....AP, Transradio
 Transcription Service.....Lang-Worth, Standard
 Representative.....Burn-Smith
 Membership.....NAB, FMA
 President.....Merlin R. Schneider
 General Manager.....Arthur W. Davis
 Commercial Manager.....Clark L. Dozer
 Program Manager.....Alfred P. Sloane
 Promotion Director.....S. L. Huffman
 Chief Engineer.....Robert A. Rexroed

WHBC
CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ohio Bcstg. Co.
 Business-Studio Address.....550 S. Market Ave.
 Phone Number.....6-7166
 Transmitter Location.....Richville
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 President.....Roy D. Moore
 General Manager.....Joseph K. Vodrey

Director of Radio.....Eugene Carr
 Station Manager.....Robert C. Fehlman
 Commercial Manager.....Paul E. Gilmore
 Sales Prom. Mgr., Pub. Dir.....Julius Glass
 Program Director.....Gervis S. Brady
 Musical Director.....Charles Pickens
 Chief Engineer.....Kenneth L. Sliker
 Farm Editor.....John Baker

WBEX

**CHILLICOTHE—1947—ABC
 BUCKEYE**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Shawnee Bcstg. Co.
 Business-Studio Address.....27 E. Second St.
 Phone Number.....2244
 Transmitter Location.....Carlisle Hill
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President.....D. C. Summerford
 Gen. Sta., Comm. Mgr., J. Harry Callaway
 Program-Publicity Dir.....Stanley Dixon
 Chief Announcer.....Richard McEnerney
 Chief Engineer.....Ralph Albers
 Farm Editor.....Carl Wendel

WCKY
CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Bus.-Studio Address.....Hotel Gibson, 5th & Walnut Sts.
 Phone Number.....Cherry 6565
 Transmitter Location.....near Crescent Springs, Ky.
 Air Time.....24 Hrs.
 News Service.....INS
 Transcription Service.....Standard, World
 Representative.....Thomas Welstead
 Membership.....NAB, BMB
 President, General Manager.....L. B. Wilson
 Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller
 Publicity Director.....John Murphy
 Record Librarian.....Ethlyn Hale
 Farm Editor.....Frank Gommer Kamp

WCPO
CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Address.....3903-5 Carew Tower
 Phone Number.....Capitol 0777
 Studio Address.....2345 Symmes St.
 Transmitter Location.....Daylight Bldg.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard, Lang-Worth

Representative Branham
 President Jack R. Howard
 V.P., Gen. Mgr. M. C. Watters
 Station Dir. Glenn Clark Miller
 Asst. Manager John P. Smith
 Pgm., Prod. Dir. Earl Corbett
 Publicity Director Fred Geisel
 Chief Engineer Grant Makinson

W K R C

CINCINNATI—1923—CBS

Frequency: 550 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Radio Cincinnati, Inc.
 Address Hotel Alms
 Phone Number Woodburn 0550
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, World.
 Associated

Representative Katz
 Membership NAB
 Station Mgr. H. E. Fast
 Sales Prom. Mgr. Joel W. Stovell
 Chief Engineer George Wilson

W L W

CINCINNATI—1922—NBC

Frequency: 700 Kc. Power: 50,000 Watts
 Owned-Oper. By Crosley Bcstg. Corp.
 Bus.-Studio Address Crosley Sq., 140 W. Ninth
 St.

Phone Number Cherry 1822
 Transmitter Location Mason
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service Thesaurus
 Membership NAB, BMB, FMA
 President James D. Shouse
 V.P., General Mgr. R. E. Dunville
 V.P., Asst. Gen. Mgr. Dwight Martin
 V.P. in Charge of Sales Harry Mason Smith
 Dir. of Sales Prom. David E. Partridge
 V.P. in Chg. of Prog. William P. Robinson
 Asst. Pgm. Dir. Chester A. Herman
 Dir. of Pub. Rel. & Publicity James J. Cassidy
 Chief Announcer Bill Brown
 Gen. Mgr. of Music Milton Weiner
 V.P. in Chrg. of Engineering R. J. Rockwell
 Dir. of Farm Prog. Dept. Roy Battles

W S A I

CINCINNATI—1924—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By Buckeye Bcstg. Co.
 Bus.-Studio Address 115 E. Fourth St.
 Phone Number Main 1068-69-70-71
 Transmitter Location Mt. Healthy
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol, Standard

Representative Avery-Knodel
 Membership NAB, BMB
 President Marshall Field
 Gen., Sta. Mgr. Robert S. Sampson
 Commercial Mgr. Robert H. Boulware
 Prod. Dir., Chief Announcer Fred Harper
 Publicity Director Vonne Monsell
 Chief Engineer William Symons

W D O K

CLEVELAND—1949

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Civic Bcstrs., Inc.
 Address 1515 Euclid Ave.
 Phone Number Tower 1-1850
 Air Time Unlimited
 News Service INS
 Transcription Service SESAC
 Pres., Gen. Mgr. R. Morris Pierce
 Treas., Sales Mgr. Frederick C. Wolf

W E R E

CLEVELAND—1949

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Cleveland Bcstg., Inc.
 Business-Studio Address 1501 Euclid Ave.
 Phone Number Superior 9600
 Air Time Unlimited
 News Service AP, INS
 Gen. Mgr., Consulting Dir. Sidney Andorn
 Commercial Mgr. Keith Baldwin
 Publicity Dir. Ed Stevens
 Chief Announcer Bill Reid
 Musical Dir. Grant Wilson
 Chief Engineer Marion V. Snedeker

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Oper. By WGAR Bcstg. Co., Inc.
 Business-Studio Address Hotel Statler
 Phone Number PProspect 0200
 Transmitter Location Broadview & Akins
 Rds., Broadview Hts.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 Chairman of the Board G. A. Richards
 V.P., General Manager John F. Patt
 Comm. Mgr., V.P. Chg. Sales Carl E. George
 Sales Prom. Manager Ted Boynton
 Program Director Reginald P. Merridew
 Production Director Stanley Gee
 Publicity Director Manuel Eisner
 Chief Announcer Charles Roberts
 Musical Director Henry Pildner
 V.P. Chg. of Engineering R. Morris Pierce
 Farm Editor Dick Kathe

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By: United Bcstg. Co.
 Business-Studio Address: 1311 Terminal Tower
 Phone Number: Prospect 5800
 Transmitter Location: Pleasant Valley Rd.,
 Seven Hills

Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated
 Representative: Paul H. Raymer
 Membership: NAB
 President: Sterling Graham
 Gen.-Station Manager: K. K. Hackathorn
 Commercial Manager: J. B. Maurer
 Sales Prom. Manager: William Sprague
 Program Director: C. M. Hunter
 Production Director: James Aubele
 Publicity Director: C. T. Christensen
 Musical Director: Willard Pott
 Chief Engineer: R. H. DeLany

W J M O

CLEVELAND—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By: WJMO Bcstg. Co.

Address: 2157 Euclid Ave.
 Phone Number: Superior 4424
 Air Time: Local sunrise-local sunset
 News Service: AP, UP
 Transcription Service: Lang-Worth
 Representative: Adam J. Young, Jr.
 President: W. J. Marshall
 V.P., Gen. Mgr.: Dave Baylor
 Commercial Manager: Robert De Tchon
 Program Director: Brooke Taylor
 Production Director: George A. Gothberg
 Publicity Director: William H. Cannady
 Chief Announcer: Paul Nakel
 Musical Director: Albert Stone
 Chief Engineer: Lawrence Shipley

W J W

**CLEVELAND—1932—ABC
 STANDARD**

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: WJW, Inc.
 Business-Studio Address: 1375 Euclid Ave.
 Phone Number: Superior 0101
 Transmitter Location: 9861 Ridge Rd.
 N. Royalton

Air Time: Unlimited
 News Service: Transradio, UP
 Transcription Service: Standard
 Representative: Headley-Reed
 Membership: NAB
 President: William M. O'Neil
 Asst. to the Pres.: Lawrence Webb
 National Sales Mgr.: Harold W. Waddell
 Local Sales & Sales

Promotion Manager: Frank H. Blumer
 Program Director: Charles V. Hunter
 Publicity Director: Charles F. McLaughlin
 Chief Announcer: Stanley Peyton
 Chief Engineer: Gerold G. Roberts

W S R S

CLEVELAND—1947—OSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WSRs, Inc.
 Bus.-Studio-Transmitter Address: 2156 Lee Rd.
 Phone Number: EBview 2005
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Lang-Worth,
 SESAC

Representative: Forjoe
 Membership: NAB
 Pres., Gen. Mgr.: S. R. Sague
 Office Manager: Herbert G. Pabst
 Commercial Mgr.: Jack D. Kelly
 Production Dir.: Thomas J. Nolloth
 Musical Dir.: Walter Trimmer
 Chief Engineer: Ben Whittaker

**MORE
 LOCAL
 ADVERTISERS**
 than any other
**CLEVELAND ...
 ... STATION**
WSRS
 POWERFULLTIME
 FORJOE CO. S. R. SAGUE
 NAT'L REP. PRESIDENT

WTAM**CLEVELAND—1923—NBC**

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By National Bcstg. Co., Inc.
 Bus.-Studio Address 815 Superior Ave.
 Phone Number CHerry 1-0942
 Transmitter Location Brecksville
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard, Associated,
 Thesaurus
 Representative NBC Spot Sales
 Membership NAB, BMB
 President (NBC) Joseph H. McConnell
 General-Station Mgr. John McCormick
 Commercial Manager Harold Gallagher
 Sales Prom. Manager Howard Barton
 Pgm., Prod. Dir. Jacob Hines
 Publicity Director Albert M. Henderson
 Musical Director Walberg Brown
 Engineer-in-Charge S. E. Leonard
 Operations Supervisor John D. Disbrow
 Farm Editor James Chapman

WBNS**COLUMBUS—1924—CBS-OHIO**

Frequency: 1460 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Radioho, Inc.
 Business-Studio Address 33 N. High St.
 Phone Number Ad. 9265
 Transmitter Location 1037 Barnett Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, World
 Representative John Blair
 Membership NAB, BMB
 President Richard S. Wolfe
 General Manager Richard A. Borel
 Commercial Manager W. I. Orr
 Promotion Director Jerome R. Reeves
 Program Director Geer Parkinson
 Musical Director Paul Neal
 Chief Engineer Lester H. Nafzger
 Farm Editor Bill Zipl

WCOL**COLUMBUS—1922—ABC**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WCOL
 Business-Studio Address 22 S. Young St.
 Phone Number MAin 4581
 Transmitter Location 555 W. Goodale St.
 Air Time 6 a.m.-1 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth, Associated
 Representative Headley-Reed
 Membership NAB, BMB
 Partner L. A. Pixley
 General Manager Albert R. Albinger
 Comm., Sales Prom. Mgr. R. O. Runnerstrom

Production Director Edgar A. Sprague
 Publicity Director Margie J. Ruddock
 Chief Engineer Leo DeConnick
 Farm Editor T. D. Harmon

WHKC**COLUMBUS—1921—MBS**

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By United Bcstg. Co.
 Business-Studio Address 22 E. Gay St.
 Phone Number Adams 1101
 Transmitter Location 901 Obez Rd.
 Air Time 6 a.m.-1 a.m.
 News Service INS, UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Sterling Graham
 Gen., Sta. Mgr. Carl M. Everson
 Comm.-Sales Prom. Mgr. H. H. Hoessly
 Program-Production Dir. John B. Moses
 Publicity Director Gail Dauenhaver
 Chief Announcer Budd Sweeney
 Musical Director John Kenward Agnew
 Chief Engineer William B. Minor
 Farm Editor George Zeis

WTNS**COSHOCTON—1947—STANDARD**

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Oper. By Coshocton Bcstg. Co.
 Business-Studio Address 114 N. 6th St.
 Phone Number 1560
 Transmitter Location 1 Mi. W. of Roscoe
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard, Lang-Worth,
 SESAC
 Pres., Gen. Mgr. Bruce Wallace
 Commercial Manager James Sigman
 Program Dir. John R. Terry
 Promotion Dir. William Kirk
 Chief Engineer Ben Jones

WHIO**DAYTON—1935—CBS**

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Miami Valley Bcstg. Corp.
 Business-Studio Address 45 S. Ludlow St.
 Phone Number Adams 2261
 Transmitter Location Hempstead Rd., R.R. 2
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS
 Transcription Service Associated, Standard
 Representatives Hollingbery, Cummings
 Membership NAB
 President James M. Cox, Jr.
 Sta., Gen. Mgr. Robert H. Moody
 Commercial Manager Harvey R. Young, Jr.
 Sales Prom. Mgr. Mrs. Helen Drennen
 Pgm., Prod. Dir. Lester G. Spencer

Publicity Director..... Dorothy A. Minneman
 Chief Announcer..... Louis G. Emm
 Musical Director..... Henry Lange
 Chief Engineer..... Ernest L. Adams
 Farm Editor..... Samuel C. Steiger

W I N G

DAYTON—1921—ABC

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Great Trails Bcstg. Co.
 Business-Studio Address..... 121 N. Main St.
 Phone Number..... Adams 3288
 Transmitter Location..... E. David Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth, Capitol
 Representative..... Weed
 Membership..... BMB
 President..... Charles Sawyer
 Exec. V.P..... John Pattison Williams
 General Mgr..... Odna Karns
 Program Director..... Arthur L. Martin
 Prod.-Musical Dir..... Charles G. Reeder
 Publicity Director..... Jean Broome
 Chief Announcer..... Jack Wymer
 Chief Engineer..... Lloyd House

W O N E

DAYTON—1949—MBS

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Operated By..... Skyland Bcstg. Corp.
 Address..... 5 S. Jefferson St.
 Phone Number..... Michigan 6501
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Headley-Reed
 Pres., Gen. Mgr..... Ronald B. Woodyard
 Comm., Prom. Mgr..... Jack Thornquest

W O N W

DEFIANCE—1949—STANDARD

Frequency: 1280 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Defiance Bryan Paulding
 Bcstg. Co.
 Address..... U. S. Route 24
 Phone Number..... 5227
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Thesaurus
 Partners..... R. W. Crowell, Lloyd Basil,
 Ed W. Kuns, R. S. Burke, Carl Fox
 General Mgr..... Richard E. Kaiser
 Commercial Mgr..... Gene Mills
 Program Dir..... Paul Price
 Chief Engineer..... Kenneth Farrance

W L I O

**EAST LIVERPOOL—1948
 STANDARD**

Frequency: 1570 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Pottery Bcstg. Co.
 Business-Studio Address..... Turk Motor Bldg.
 Phone Number..... Main 5190
 Transmitter Location..... Irish Ridge Rd.
 Air Time..... 7 a.m.-sunset
 News Service..... UP
 Transcription Service..... Lang-Worth
 Membership..... NAB
 President..... Earl D. Eisenhower
 Gen., Sta., Comm. Mgr..... John M. Croft
 Sales Prom. Mgr., Pgm., Prod. Dir., Cy Newman
 Chief Announcer..... Maury McGill
 Musical Dir..... Phyllis Lenz
 Chief Engineer..... Frank W. Schaefer
 Farm Editor..... Bob Bantfield

W O H I

EAST LIVERPOOL—1949

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... East Liverpool Bcstg. Co.
 Address..... 516 Market St.
 Phone Number..... Main 1490
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, Thesaurus
 Pres., Gen. Mgr..... Richard V. Beatty
 Commercial Mgr..... Harold J. Fitzgerald
 Program Dir..... John W. Ridder
 Chief Engineer..... David T. Taylor

W E O L

ELYRIA—1948

Frequency: 930 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Elyria-Lorian Bcstg. Co.
 Bus.-Studio Address..... 417-419 Elyria Savings
 & Trust Bldg.
 Phone Number..... Elyria 2255
 Transmitter Location..... Grafton
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Capitol, Lang-Worth
 President..... Roy W. Ammel
 Gen., Sta. Mgr..... H. A. Seville
 Program Director..... Martin Bouhan
 Chief Engineer..... Walter Murawsky

W F I N

FINDLAY—1941

Frequency: 1330 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... The Findlay Publ. Co.
 Business-Studio Address..... 500½ S. Main St.
 Phone Number..... Main 1330
 Transmitter Location..... 2.3 Mi. SE Findlay
 Air Time..... Daytime
 News Service..... INS, UP

Transcription Service... Standard, Lang-Worth
 Membership NAB, BMB
 President R. L. Heminger
 Gen., Comm. Mgr. Harold H. Heminger
 Program Director..... Allen P. Dudley
 Chief Engineer..... Edgar C. Smith
 Farm Editor..... John C. Hutson

W M O H

HAMILTON—1944—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By.... Fort Hamilton Bcstg. Co.
 Bus. Studio Address... Second Natl. Bank Bldg.
 Phone Number..... Hamilton 4-6543
 Transmitter Location..... Middletown Pike
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President..... Robert J. Briede
 Gen. Sta. Comm. Sales Prom.
 Manager..... Joseph E. True
 Chief Announcer..... Red Richardson
 Musical Director..... Mildred Soule
 Chief Engineer..... Don F. Volkman

W H O K

LANCASTER—1948

Frequency: 1320 Kc..... Power: 500 Watts d.
 Owned-Oper. By... Hocking Valley Bcstg. Corp.
 Address Memorial Dr.
 Phone Number 4500
 Air Time..... 6 a.m.-local sunset
 News Service AP
 Transcription Service..... World, Cole
 Membership NAB
 President..... Dr. Nelson Embrey
 Sta. Mgr., Pgm. Dir..... Donald W. White
 Pub. Dir., Chief Anncr..... Bob Respass
 Musical Dir..... Dave Collins
 Chief Engineer..... Charles R. Houston
 Farm Editor..... Paul Miller

W I M A

LIMA—1948—MBS-ABC

Frequency: 1150 Kc..... Power: 1000 Watts
 Owned-Oper. By... Northwestern Ohio Bcstg.
 Corp.
 Business-Studio Address..... 223 N. Main St.
 Phone Number 6-3841
 Transmitter Location..... 2500 Greenlawn Rd.
 Air Time..... 6 a.m.-1 a.m.
 News Service INS
 Representative Weed
 Membership NAB
 President..... G. E. Hamilton
 General Mgr..... R. W. Mack
 Commercial Mgr..... C. B. Heller
 Program Dir..... Ester Straker
 Chief Engineer..... A. J. F. Smith

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... The Fort Industry Co.
 Business Address..... 199 Pierce St.,
 Birmingham, Mich.
 Phone Number..... Trinity 17-700
 Studio Address..... 1101 Natl. Bank Bldg.
 Transmitter Location..... 1424 Rice Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership BMB
 President..... George B. Storer
 General Manager..... Lee B. Walles
 Sta., Sales Prom. Mgr..... J. Robert Kerns
 Commercial Mgr..... Harry Jay
 Program Dir..... Richard T. Roll
 Chief Announcer..... Joe Rex
 Chief Engineer..... Darrel Hunter

W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Richland, Inc.
 Business-Studio Address... 140 Park Ave., W.
 Phone Number 4235-6
 Transmitter Location..... Longview Ave. at
 N. Main St. Rd.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Taylor-Borroff
 Membership NAB
 Pres., Gen. Sta. Comm. Mgr..... J. M. O'Hara
 Sales Prom. Manager..... Carl Kindt
 Prog.-Prod.-Pub. Dir..... Harry C. Lytle
 Chief Engineer..... William Morrison

W M O A

MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Marietta Bcstg. Co.
 Business Address..... P. O. Box 201
 Phone Number 6363
 Studio-Transmitter Location..... 409 Oakwood
 Ave., Williamstown, W. Va.
 Air Time..... 6:30 a.m.-M.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Representative..... W. S. Grant
 Membership NAB
 President..... William G. Wells
 V.P., Gen. Mgr..... Hugh M. P. Higgins
 Commercial Manager..... Aud N. Archer
 Program Director..... James L. Ulmer
 Chief Engineer..... Charles E. Clark

W M R N

MARION—1940 ABS-OHIO-STANDARD

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address N. Main St.
 Phone Number 3226-7
 Studio Address WMRN Bldg.
 Transmitter Location ¼ Mi. N. of city limits
 on Main St.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace Stovin
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Robert T. Mason
 Comm. Sales Prom. Mgr. Robert M. Sprouse
 Pgm.-Prod. Dir., Chief Anncr. Cary Simpson
 Publicity Director John Plank
 Musical Director Richard Stadler
 Chief Engineer Francis Joseph Peters
 Farm Editor Ray Marsh

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power: 1000 Watts d.;
 100 Watts n.
 Owned-Operated By Paul F. Braden
 Bus.-Studio-Transmitter Address Central Ave.
 Phone Number 2-3625
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Donald Cooke
 Membership NAB
 Owner, General Manager Paul F. Braden
 Commercial Mgr. C. R. Daly
 Sales Prom. Mgr., Pub. Dir. M. F. Troutvine
 Pgm., Prod. Dir. G. H. Lummis
 Chief Announcer John Reznor
 Musical Director George Garlinger
 Chief Engineer Laurace Beckwith
 Farm Editor Ben Werk

W C L T

NEWARK—1949—STANDARD

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Advocate Printing Co.
 Address 25 W. Main St.
 Phone Number 4007
 Air Time Daytime
 News Service AP
 Transcription Service World, Capitol
 President Frank W. Spencer
 General Manager Thomas A. Rogers
 Commercial Mgr. Robert Pricer
 Pgm. Dir., Asst. Gen. Mgr. Gene Ragle
 Chief Engineer Benjamin Windle

W P T W

PIQUA—1947—OSN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. Miami County Bcstg. Co., Inc.
 Address 1625 W. Covington Ave.
 Phone Number 1420-1
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World, SESAC
 Representative W. S. Grant
 Chief Owner, Gen. Sta. Mgr. Richard E. Hunt
 Sales Prom. Mgr. James R. Flinn
 Program-Production Dir. Robert Bulp
 Publicity Director Allen Craig
 Chief Announcer Kenny Rench
 Musical Director Ronnie Arendall
 Chief Engineer Byron F. London
 Farm Editor Bill Fox

W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Scioto Bcstg. Co.
 Bus.-Studio-Trans. Address 1009 Gallia St.
 Phone Number Portsmouth 1010
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Taylor-Borroff
 Membership NAB, BMB
 President Roy D. Moore
 Director of Radio Eugene Carr
 Station Mgr. Gerald F. Boyd
 Commercial Mgr. Carl P. Bodner
 Program Director Floyd M. Jackson
 News Editor E. G. Sheridan, Jr.
 Publicity Director Ann T. Evans
 Musical Director Dorothy E. Page
 Chief Engineer Maurice L. Myers
 Farm Editor Roy E. Vastine

W L E C

SANDUSKY—1947 MBS-STANDARD

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lake Erie Bcstg. Co.
 Address Cleveland & Huntington Aves.
 Phone Number 5170-1-2
 Air Time 6a.m.-M.
 News Service AP
 Transcription Service World, Lang-Woorth
 Representative Everett-McKinney
 Membership NAB, BMB
 President Lloyd A. Pixley
 General-Station Manager Albert E. Heiser
 Commercial Manager Louis E. Mahla
 Sales Prom. Manager John Gaskill
 Program Director Jay Wagner
 Production Director Ralph Hoffhines
 Pub. Dir., Farm Editor Don Dean
 Chief Engineer Jay Leibach

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...Radio Voice of Springfield
 Address.....115-117 W. High St.
 Phone Number.....3-4955
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....Weed
 Membership.....BMB
 President.....Charles Sawyer
 Exec. V.P.....J. P. Williams
 Sta.-Comm. Manager.....C. N. Evans
 Pgm., Prod. Dir.....Robert Christol
 Publicity Director.....John McEnaney
 Musical Director.....Mary Jane Tanner
 Chief Engineer.....Victor L. Bushong

W J E L

**SPRINGFIELD—1947—KBS
 STANDARD-BUCKEYE**

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By...Champion City Bcstg. Co.
 Business Address.....101 Fountain Ave.
 Phone Number.....3-4676
 Transmitter Location.....801 Bechtle Ave.

Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Friedenberg
 Membership.....NAB, BMB
 President.....Dr. Delbert Joseph Parsons
 Gen., Sta., Comm. Mgr.....Frank N. Jones
 Pgm., Prod. Dir.....William B. Burt
 Chief Engineer.....G. A. MacCasland

W W S O

SPRINGFIELD—1947

Frequency: 1210 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Radio Springfield, Inc.
 Bus. Studio Address.....Chamber of Commerce
 Bldg., Spring & E. High Sts.
 Phone Number.....3-6488
 Transmitter Location.....Arthur Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service...Thesaurus, World, Cole
 Membership.....NAB, BMB
 Station Manager.....Lin Mason

W S T V

STEUBENVILLE—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....The Valley Bcstg. Co.

OHIO

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 Edgar Parsons—WRFD, Worthington
 Al Albinger—WCOL, Columbus
 Ed Wallace—WTAM, Cleveland
 Tom McCarthy—WKRC, Cincinnati
 Robert M. Beer—WATG, Ashland

OHIO

Bus.-Studio Address... Exchange Realty Bldg.
 Phone Number 2-6265-6-7
 Transmitter Location..... Altamont Hghts.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 President..... Jack N. Berkman
 Gen.-Comm. Mgr..... John J. Laux
 Asst. Gen. Mgr., Technical
 Director..... Joseph M. Troesch
 Pgm., Prod. Dir..... George H. Wilson, Jr.
 Chief Announcer..... Robert Sanders
 Chief Engineer..... Charles S. Shepherd
 Farm Editor..... F. P. Taylor

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc..... Power: 5000 Watts
 Owned-Oper. By..... The Fort Industry Co.
 Bus.-Studio Address... Bcst. Bldg., 136 Huron St.
 Phone Number Adams 3175
 Transmitter Location..... R.F.D. Oregon Rd.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service... Thesaurus, Lang-Worth.
 Representative Katz
 Membership NAB, BMB
 President..... George B. Store
 General Manager..... E. Y. Flanigan
 Local Comm. Mgr..... Westford F. Shannon
 Sales Promotion Mgr..... Richard H. Gourley
 Program Director..... Glenn C. Jackson
 Chief Announcer..... Lester A. Dana
 Musical Librarian..... Gene Williams
 Chief Engineer..... William M. Stringfellow
 Farm Editor..... Jim Newman

WTOD

TOLEDO—1946

Frequency: 1560 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Unity Corp.
 Business-Studio Address... 515 Madison Ave.
 Phone Number Garfield 5551
 Transmitter Location... Byrne & Arlington Rds.
 Air Time 6:30 a.m.-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NAB, FMA
 President Edward Lamb
 Gen., Sta., Comm. Mgr..... Sunne Miller
 Commercial Manager..... Charles Smith
 Program Director..... Doug Tabner
 Chief Announcer..... Bob Elliott
 Musical Director..... Frieda Miller
 Chief Engineer..... Robert Sowers
 Farm Editor..... Joe Weaver

WTOL

TOLEDO—1938—ABC

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

Address Bell Bldg.
 Phone Number Adams 3291
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative..... Paul H. Raymer
 Membership NAB, BMB
 President Frazier Reams
 Gen.-Station Mgr..... Thomas S. Bretherton
 Commercial Manager..... Morton Neipp
 Sales Prom. Mgr., Pgm., Prod. Dir.

Karl R. Nelson

Chief Announcer..... Robert Kreighoff
 Musical Director..... Dorothy Dority
 Chief Engineer..... Harold Holmes
 Farm Editor..... Ken Lawrence

W H H H

WARREN—1941—MBS

Frequency: 1400 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Warren Tribune Radio
 Station, Inc.
 Business-Studio Address... 108 Main St.
 Phone Number 2212-9
 Transmitter Location..... Lordstown Center
 Air Time 6:45 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Ra-Tel
 Membership NAB
 President..... Helen Hart Hurlbert
 Gen., Sta. Mgr..... H. R. Farrall
 Sales Prom., Mgr., Pgm., Prod. Dir.
 William M. Brown
 Chief Engineer..... Hugo A. Bondy

W W S T

WOOSTER—1947—STANDARD

Frequency: 960 Kc..... Power: 500 Watts d.
 Owned-Oper. By.... Wooster Republic Ptg. Co.
 Business-Studio Address Wooster
 Phone Number 760
 Transmitter Location..... E. of City, Rt. 30
 News Service AP
 Transcription Service Lang-Worth, World
 Membership NAB
 President..... E. C. Dix
 Gen., Sta. Mgr..... E. B. Evans
 Commercial Manager..... Keith S. Gordon
 Pgm., Prod. Pub. Dir..... E. C. Gooding
 Chief Announcer..... Dale Humphries
 Chief Engineer..... Russell Grunder

W R F D

WORTHINGTON—1947—OSN

Frequency: 880 Kc..... Power: 5000 Watts d.
 Owned-Operated By.... Peoples Bcstg. Corp.
 Business-Studio Address... 649 High St.
 Phone Number Worthington 2-5342
 Transmitter Location... Powell Rd. & Route 23,
 Delaware County

Air Time.....Local sunrise-sunset
 News Service.....AP, INS
 Transcription Service.....Standard
 Membership.....NAB
 President.....James H. West
 General Mgr.....James R. Moore
 Station Mgr.....Edgar Parsons
 Comm., Sales Prom. Mgr., Joseph D. Bradshaw
 Program Director.....William Meredith
 Prod. Dir., Chief Anncr.....Robert Geis
 Publicity Dir.....Helen Fusco
 Musical Director.....Irwin Hott
 Chief Engineer.....Royce Woodward
 Farm Editor.....Robert Miller

W B B W

**YOUNGSTOWN—1949
 STANDARD**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By
 Mahoning Valley Bcstg. Corp.
 Address.....260 W. Federal St.
 Phone Number.....3-2159
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated, Capitol
 Representative.....Forjoe
 Pres., Chief Engr.....John Cherpack, Jr.
 V.P., Gen., Comm. Mgr.....Gene Trace
 Pgm. Dir., Prom. Mgr.....Anthony Ross

W F M J

YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFMJ Bcstg. Co.
 Business-Studio Address.....101 W. Boardman
 Phone Number.....3-4121
 Transmitter Location.....Boardman-Poland Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 Pres., Gen., Sta. Mgr.....William F. Maaq, Jr.
 Commercial Mgr.....Leonard E. Nasman
 Program Director.....Robert B. Mackall
 Chief Announcer.....Bill Crooks
 Musical Director.....R. W. Richards
 Chief Engineer.....Frank A. Dieringer
 Farm Editor.....Elden Groves

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Bus. Studio Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP

Transcription Service.....World, Lang-Worth,
 McGregor
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station Dir.....J. Lothair Bowden
 Production Dir.....Don Brice
 Publicity Director.....Howard C. Rempes
 Musical Director.....Bill Dunn
 Chief Engineer.....B. T. Wilkins
 Farm Editor.....Stu Wilson

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Ohio Bcstg.
 System, Inc.
 Business-Studio Address.....Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Rd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Clay Littick
 Station Manager.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program-Publicity Dir.....Robert D. Maley
 Musical Director.....Ralph Riley
 Chief Engineer.....William A. Hunt

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OKLAHOMA

Estimated Population 2,302,000—Increase —1.5%—Radio Homes 624,000
Radio Families 686,000—Stations in State 41

KADA

ADA—1934—ABC-OKLA. NET-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KADA Bcstg., Inc.
Business Address 207 First Natl. Bank Bldg.
Phone Number 12-3
Studio-Transmitter Address No. Broadway
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Taylor-Borroff
Membership NAB, BMB
President Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr. Billy T. Hoover
Sales Prom. Mgr. Zelmadean Woods
Program-Production Dir. Pat Murphy
Publicity Director Patricia A. Irick
Chief Announcer Monte C. Bell
Musical Director Betty Hughes Nolen
Chief Engineer Harold Walker

KWHW

ALTUS—1946—MBS-KBS-OGB

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Altus Bcstg. Co., Inc.
Business Address 1405
Phone Number 1405
Studio Address Main & Commerce Sts.
Transmitter Location East Bradford
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Capitol
Representative W. S. Grant
Membership NAB
Pres., Gen.-Sta. Mgr. Frank E. Wimberly
Chief Engineer Ernest Baucum

KVSO

ARDMORE—1935—KBS-ABC
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Bus.-Studio Address Daily Ardmoreite Bldg.
Phone Number 2200, 3030
Transmitter Location Chickasaw & N.W. Blvd.
Air Time 6 a.m.-11:05 p.m.
News Service AP
Transcription Service Associated, SESAC
Representative Taylor-Borroff
Membership FMA, NAB
General Manager Albert Riesen
Commercial Manager J. E. Riesen
Sales Prom. Manager D. H. Dillard, Jr.
Program Director Dolly Dutton
Chief Engineer William E. Kolb
Form Editor Elmer Forbes

KWON

BARTLESVILLE—1941—MBS-OGB

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Bartlesville Bcstg. Co.
Bus.-Studio Address Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location 9 Mi. NE on U. S. 75
Air Time 6 a.m.-11:30 p.m.
News Service AP
President, Manager J. Fred Case
Sales Prom. Manager John Collins
Chief Announcer Bob Walker
Chief Engineer Jim Wireman

KWCO

CHICKASHA—1946
MBS-OKLA. GP-LIBERTY

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Operated By Washita Bcstg. Corp.
Business Address Box 744
Phone Number 2899
Studio Address Hall Briscoe Bldg.
Transmitter Location On Grand Blvd., So. of
Chickasha
Air Time 6 a.m. local sunset
News Service AP
Transcription Service Standard
Representative Continental Radio Sales
Membership NAB
Pres., Comm., Sales Prom. Mgr. P. D. Jackson
Gen., Sta. Mgr. Clarence E. Wilson
Chief Announcer C. G. Cunningham
Chief Engineer Neal M. Allen

KWOE

CLINTON—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By Western Okla. Bcstg. Co.
Address Box 706
Phone Number 617
Air Time Daytime
Transcription Service SESAC
President Alice Howenstine
Secretary-Treasurer V. M. Preston
Program Dir. Lew Preston
Chief Engineer Harold Wood

KRHD

DUNCAN—1947—MBS-OGB

Frequency: 1350 Kc. Power: 250 Watts d.
100 n.
Owned-Operated By Duncan Bcstg. Co.
Address Hwy. 81 at Pine St., P. O. Box 1192
Phone Number 1350

Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol
 Membership NAB
 Chief Owner R. H. Drewry
 Gen., Sta. Mgr. J. P. Burnett
 Comm., Sales Prom. Mgr. Byron McCall
 Program Dir. Doug Thompson
 Production Dir. Bob Stabler
 Publicity Dir. Lloyd George
 Musical Dir. Frances Demis
 Chief Engineer Bill Buford
 Farm Editor Farrell Brooks

K S E O

DURANT—1947—KBS-LIBERTY

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Democrat Printing Co.
 Address Box 511
 Phone Number 102
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Partners R. F. Story, Bennett Story
 General Manager Leroy Moses
 Commercial Mgr. Fred R. Blackburn
 Chief Engineer L. O. Wilcox

K C H E

EL RENO—1948—KBS

Frequency: 1500 Kc. Power: 500 Watts d.
 Owned-Operated By KCHE, Inc.
 Bus. Studio Address . . . First Natl. Bank Bldg.
 Phone Number 2438
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 General Mgr. Harry Ward
 Commercial Mgr. Tom Gilmore
 Program Dir. Hi Roberts
 Chief Engineer C. H. Stanford

K A S A

ELK CITY—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address . . . 204 N. Main
 Phone Number 730
 Transmitter Location No. Randall
 Air Time Unlimited
 Representative Friedenber
 Membership BMB
 Supervisor Lonnie J. Preston
 Manager V. M. Preston

K C R C

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.

Bus. Studio Address Broadway Tower,
 9th Floor
 Phone Number 447
 Transmitter Location 309 E. Willow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borhoff
 Membership NAB, BMB, FMA
 President Milton B. Garber
 Gen., Sales Prom. Mgr. George L. Tarter
 Commercial Mgr. H. P. Hale
 Program Dir. Edith Longley
 Publicity Dir. Ed White
 Chief Anncr. Frank Powell
 Musical Dir. Byron Napier
 Chief Engineer Murray D. Coleman
 Farm Editor Ed White

K T A T

FREDERICK—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Frederick Bcstg. Co.
 Business Address P. O. Drawer 920
 Phone Number 1010
 Studio Address Main & Grand
 Transmitter Location 1 Mi. W. of Frederick
 Air Time Daytime
 News Service UP
 Transcription Service World
 General Mgr. Ron Wheeler
 Business Mgr. Jack Oswalt
 Commercial Mgr. Dan Jones
 Program Dir. Charles Henson
 Asst. Chief Engr. Kenneth Bagwell
 Chief Anncr. Charles Henson
 Musical Dir. Dottie Oswalt
 Chief Engineer Dan Jones
 Farm Editor Bill Gause
 Women's Editor Mary Wheeler

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 100 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address 21st & Lelia Sts.
 Phone Number 888
 News Service UP
 Transcription Service Thesaurus
 President, Manager T. M. Raburn, Jr.
 Chief Engineer J. A. Burke

K T J S

HOBART—1947—KBS-OGB

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner
 Address 315 E. 11th St.
 Phone Number 1070
 Air Time Sunrise-Sunset
 Pres., Gen., Sta. Mgr. T. J. Shriner

Comm., Sales Prom. Mgr. M. J. Shriner
 Pgm., Prod. Dir. Jack Wickizer
 Publicity Dir. Tom Kirkham
 Musical Director Aim Stidham
 Chief Engineer Darrel Foss
 Farm Editor Tom Morris

K I H N

HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address Box 248
 Phone Number 1140
 News Service AP
 Transcription Service Lang-Worth
 President George Malone
 Gen.-Comm. Manager Kruger E. Muse
 Program Director Betty Muse
 Promotion Manager Nancy Moore
 Chief Engineer Milo Holtberg

K S W O

LAWTON—1941

ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 17th & E Ave.
 Phone Number 1380
 Transmitter Location 1½ Mi. SE of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Taylor-Borroff
 Membership NAB, BMB
 President R. H. Drewry
 General-Station Manager Allan Page
 Commercial Mgr. Neil Ashlock
 Sales Prom. Mgr. Paul Goode
 Program Director Morgan Roberts
 Production Director Bill Wheatley
 Publicity Director Jack Drake
 Chief Engineer Bill Buford
 Farm Editor George Lanham

K T M C

McALESTER—1946

ABC-OKLA. NET-OGB-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By J. Stanley O'Neill
 Business-Studio Address First & Washington
 Phone Number 2411-2
 Transmitter Location A & Grisler Sts.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borroff
 Membership NAB, BMB
 Pres., Gen. Mgr. J. Stanley O'Neill
 Comm., Sales Prom. Mgr. Robert Baggett
 Pgm., Publicity Dir. Dudley Stallings

Chief Announcer Howard Martin
 Musical Director Bill Myers
 Chief Engineer Robert Schlib
 Farm Editor Bill Gibbons

K G L C

MIAMI—1948

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Miami Hotel
 Phone Number 3303
 Transmitter Location 5 Mi. E. Miami
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representatives Paul Girard, Adam J. Young
 Membership NAB
 President John H. Giffin
 General-Station Mgr. Wallace R. Dunn
 Program Dir. John Kennedy
 Publicity Dir. A. J. Wyrick
 Musical Dir. Murl Nolder
 Chief Engineer Louis Stone

K B I X

**MUSKOGEE—1936—ABC-OKLA.
 NET-OGB**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address Barnes Bldg.
 Phone Number 303
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Taylor-Borroff
 President Tams Bixby, Jr.
 Station Director J. I. Meyerson
 Station Mgr. Ernest Watson
 Assistant Mgr. Walter W. Weber
 Pgm. Mgr., Prod. Dir. Roger Stoner
 Chief Engineer Eugene Edwards

K M U S

MUSKOGEE—1948—MBS

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656-7
 Transmitter Location 1½ Mi. No. of city
 Air Time 6a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB, FMA
 President Ben T. Childers
 Gen., Station Mgr. Jimmie Barry
 Comm., Sales Mgr. Roger Hathorn
 Program Dir. Harvey Marsh
 Chief Announcer Dick McCartney
 Chief Engineer Paul Alexander
 Farm Editor Dave Pearson

KNOR
NORMAN—1949

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.. Cleveland County Bcstg. Co.
 Address Box 542
 Phone Number 474
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Chief Owner, Comm. Mgr. Tol Dickenson
 Owner, Gen. Mgr. William S. Morgan
 Chief Engineer Don Daniel

KBYE
OKLAHOMA CITY—1946

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By State Bcstg. Co.
 Bus.-Studio Address 9th & Broadway
 Phone Number 3-2323-4-5
 Transmitter Location 55th & N. Eastern
 Air Time Sunrise-sunset
 Representative Radio Reps
 Membership NAB
 General Mgr. Frank J. Lynch

KLPR
OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.

Owned-Operated By Byrne Ross
 Business Address 132½ W. Commerce St.
 Phone Number 3-6358
 Studio-Transmitter Address SW 73rd St. &
 Shields Blvd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Associated, Cole
 Membership NAB
 Pres., Gen.-Sta. Mgr. Byrne Ross
 Comm.-Sales Prom. Mgr. Monty Wells
 Program Dir. Billie Davidson
 Publicity Director Byrne Ross
 Chief Annrcs. Dick Knowles, Tom Kendall
 Chief Engineer Jack Richmond
 Farm Editor Della King

KOCY
OKLAHOMA CITY—1923
MBS-OKLA. GP.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Plaza Court Bcstg. Co.
 Business-Studio Address Plaza Court Bldg.
 Phone Number 3-4333
 Transmitter Location 73rd & Lincoln
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Walker

OKLAHOMA

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 Vice-President: Bruce Palmer—WKY, Oklahoma City
 Secretary: Austin Bealmear—AP Chief of Bureau

OKLAHOMA

OKLAHOMA

Membership.....NAB, BMB, FMA
President.....John Q. Thomas
Gen.-Station Mgr......M. H. Bonebrake
Commercial Manager.....George Collison
Program Director.....Wishard Lemons
Publicity Director.....John Steele
Musical Director.....Becey Cartmell
Chief Engineer.....Royden Freeland

Transcription Service.....World
Representative.....Forjoe
Membership.....NAB
President.....Ralph Ball
Gen., Sta. Mgr......Cal Perley
Commercial Mgr......Hugh Finnerty
Pgm., Prod. Dir......Bill Bryan
Chief Announcer.....Gene Dillehay
Chief Engineer.....Elmo Black

K O M A

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....**Power:** 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number.....2-3291
Transmitter Location.....Moore
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol, Standard,
 SESAC, Lang-Worth
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....John Toole Griffin
General-Station Mgr......J. J. Bernard
Commercial Manager.....Webster L. Benham, Jr.
Sales Prom. Mgr. Pub. Dir......Tom Alyea
Program Director.....Robert M. Eastman
Production Director.....Martin Fuller
Musical Director.....Clarence Reynolds
Chief Engineer.....M. W. Thomas
Farm Editor.....Carl Neumann

K T O K

OKLAHOMA CITY—1927 ABC-OKLA. NET

Frequency: 1400 Kc.....**Power:** 5000 Watts d.,
 1000 n.
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone Number.....3-8352
Transmitter Location.....S.E. of City
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representative.....Taylor-Boroff
Membership.....NAB, BME
President.....O. L. Taylor
General Manager.....Robert D. Enoch
Station Manager.....Harold M. Shreve
Chief Engineer.....Clifford Easum

K T O W

OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc.....**Power:** 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address.....3300 Apco Tower
Phone Number.....2-6367
Transmitter Location.....Reno & Eastern
Air Time.....Sunrise-sunset
News Service.....UP

W K Y

OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....Skirvin Tower Hotel
Phone Number.....3-4306
Transmitter Location.....1 Mi. E. of Britton
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Associated, Standard
Representative.....Katz
Pres., Gen. Mgr......E. K. Gaylord
Station Manager.....P. A. Sugg
Administrative Asst......Hoyt Andres
Commercial Manager.....Leo Howard
Program Director.....Paul Brawner
Publicity Director.....Gene Dodson
Chief Announcer.....Wakefield Holley
Musical Director.....Allan Clark
Chief Engineer.....H. J. Lovell
Farm Editor.....Orval Saunders

K H B G

OKMULGEE—1937 MBS-OKLA. GP.

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Operated By.....Okmulgee Bcstg. Corp.
Business Address.....408 W. 6th St.
Phone Number.....3646-7
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Wythe Walker
General Mgr......Harold E. King
Comm. Mgr., Farm Editor.....Dan Kenan
Production Dir......Chuck Phillips
Publicity Dir......Joyce Mann
Chief Announcer.....Don Archer
Chief Engineer.....James H. Smith

K V L H

PAULS VALLEY—1947 KBS-OKLA. GR.-LBS.

Frequency: 1470 Kc.....**Power:** 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Address.....Box 356
Phone Number.....1470-1
Studio-Transmitter Location.....Hiway 77, N.
Air Time.....Local sunrise-sunset
News Service.....UP

Transcription Service.....World, Keystone
 Membership.....NAB
 President.....James T. Jackson
 General Manager.....Phil Crenshaw
 Commercial Manager.....H. Edward Walker
 Chief Engineer.....George Rountree

W B B Z

PONCA CITY—1927—MBS-OGB

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Ponca City Publ. Co.
 Address.....615 W. Grand Ave.
 Phone Number.....6607-8
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Ra-Tel
 Membership.....NAB
 President.....Clyde E. Muchmore
 General Manager.....Paul H. Buening
 Commercial Mgr.....M. E. Sheid
 Pgm., Prod. Dir.....Shelton E. Bonnewell
 Publicity Dir.....Robert Nelson
 Chief Engineer.....Kenneth Ruppe

K S M I

SEMINOLE—1948—MBS-OKLA. GP.

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Seminole Bcstg. Co.
 Address.....City Park, N. Main St., Box 1351
 N. Main St., Box 1351
 Phone Number.....1260-1
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Membership.....NAB
 President.....Tom Potter
 Gen., Sta. Mgr.....Joe B. Foster
 Commercial Manager.....Carl McDaniel
 Sales Prom. Mgr.....Jack Wallace
 Program Director.....Laverne Updike
 Chief Engineer.....Warren W. Abbott

K G F F

SHAWNEE—1930—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Bcstg. Co., Inc.
 Address.....Federal Natl. Bldg.
 Phone Number.....4390-1
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Borrorff
 Membership.....NAB, BMB
 President.....Oscar S. Stauffer
 General Manager.....Roy J. Bowman
 Commercial Manager.....Edwin M. Moore
 Program Director.....William A. Weaver
 Chief Engineer.....Earl R. Ward

K S P I

**STILLWATER—1947
 MBS-OKLA. GP.**

Frequency: 780 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Stillwater Publishing Co.
 Business Address.....P. O. Box 231
 Phone Number.....1831
 Studio-Transmitter Location.....1½ Mi. S. of Still-
 water on Hwy. 40

Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Ra-Tel
 Membership.....NAB
 President.....C. R. Bellatti
 General Manager.....L. F. Bellatti
 Commercial Manager.....Ed Harvey
 Program Director.....Bracton Combs
 Chief Engineer.....Paul McCollum
 Farm Editor.....Jim Wells

K A K C

TULSA—1946—OKLA. GP.

Frequency: 970 Kc.....Power: 1000 Watts d.,
 500 n.

Owned-Oper. By.....Public Radio Corp.
 Bus.-Studio Address.....412 E. Fifth St.
 Phone Number.....4-2401
 Transmitter Location.....21st & Yale Sts.
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Walker
 President.....S. E. Avey
 V.P., General Manager.....Glenn Condon
 Ast. Gen.-Comm. Mgr.....James L. Neal
 Comm., Sales Prom. Mgr.....Glen Harmon
 Program Director.....John B. Wheeler
 Production Director.....Bill Webb
 Chief Announcer.....Jack Moore
 Chief Engineer.....M. M. Donley

K F M J

TULSA—1946—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Fred Jones Bcstg. Co.
 Business-Studio Address.....1242 S. Boston
 Phone Number.....5-5555
 Transmitter Location.....21st & Yale
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Cole, Standard
 Representative.....Forjoe
 Membership.....BMB
 President.....Fred Jones
 General Manager.....Lawson Taylor
 Commercial Manager.....Jack Betz
 Chief Announcer.....James O. Wilson, Jr.
 Chief Engineer.....Nate Wilcox

KOME

TULSA—1938—MBS-OKLA. NET

Frequency: 1300 Kc. Power: 5000 d., 1000 r.
 Owned-Oper. By Oil Capital Sales Corp.
 Business-Studio Address 8th & Main
 Phone Number 3-4121
 Transmitter Location 86th & S. Harvard
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Weed
 Membership NAB
 President Harry Schwartz
 General Mgr. Dick Campbell
 Program Director Larry Robertson
 Publicity Director Ann Fountain
 Musical Director Jack Davidson

KMRG

TULSA—1949—ABC

Frequency: 740 Kc. Power: 50,000 Watts d.,
 10,000 n.
 Owned-Operated By All Oklahoma Bcstg. Co.
 Business-Studio Address Fourth & Denver
 Phone Number 5-3291
 Transmitter Location Keystone
 Air Time 6 a.m.-M.
 Representative John Blair
 President Senator Robert S. Kerr
 Vice-President C. B. Akers
 General Mgr. Robert B. Jones, Jr.
 Sales Prom. Mgr. Publicity Dir. Montez Tjaden
 Program Dir. Perry W. Ward
 Chief Engineer Alden F. Wooster

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Bcstg. Co.
 Business Address P. O. Box 1739
 Phone Number 2-3191
 Studio Address Boulder-on-the-Park
 Transmitter Location Turley
 Air Time 6:05 a.m.-M.
 News Service UP
 Transcription Service Capitol, Lang-Worth,
 Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President John T. Griffin
 V.P., General Manager John Esau
 Commercial Mgr. L. A. Blust, Jr.
 Sales Prom. Mgr., Pub. Dir. George Ketcham
 Program Director Karl Janssen
 Production Director Jack Alexander
 Musical Director Glenn Hardman
 Chief Engineer Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts

Owned-Oper. By Southwestern Sales Corp.
 Bus-Studio Address 2104 Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location 11 Mi. E. of Tulsa
 Hwy. 66
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard, World
 Representative Edward Petry
 Membership NAB, BMB
 President P. Q. Proctor
 V.P., General Mgr. William B. Way
 Commercial Manager Gustav K. Brandborg
 Sales Prom. Mgr., Pub. Dir. C. N. McKinney
 Pgm., Prod. Dir. Tom DeVore
 Chief Announcer Johnny Ryan
 Musical Director Joe O'Neill
 Chief Engineer Watt Stinson
 Farm Editor Sam Schneider

KSIW

WOODWARD—1947—MBS-OGB

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Woodward Bcstg. Co.
 Address 22 & Cedar Sts.
 Phone Number 1450
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Cole
 President James L. Todd
 V.P., Financial Mgr. Edward A. Ryan
 Chief Engineer John M. Nelson

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OREGON

Estimated Population 1,736,000—Increase $\pm 59.3\%$ —Radio Homes 547,000
Radio Families 557,000—Stations in State 36

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Oper. By...Central Willamette Bcstg.
Co.

Bus.-Studio-Transmitter Address...Queen Ave.
& Elm St.

Phone Number1234-5

Air Time6 a.m.-M.

News ServiceUP

Transcription ServiceStandard, World

RepresentativeJohn Keating

MembershipNAB, BMB

PresidentR. R. Cronise

General ManagerChet Wheeler

Sta. Mgrs.Derwood Smith, Dick Cowan,
Glenn Henshaw

Sta.-Sales Prom. Mgr.Derwood Smith

Commercial ManagerWarren Stoffer

Program-Production Dir.LeRoy Jolley

Publicity DirectorCarley Copenhaver

Chief AnnouncerDoug LaMear

Chief Engineer, Farm Editor.Herbert Davidson

President.....R. B. Chessman
Station Mgr.....R. D. Holmes
Commercial Mgr.....H. E. Chase
Program Dir.....Frances J. Anderson
Production Dir.....Jim Magnuson
Chief Engineer.....Bruce Whitwell

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By.....Inland Radio, Inc.

Bus.-Studio Address.....First & Court Sts.

Phone Number140

Transmitter Location.....H. Street

Air Time6 a.m.-11 p.m.

News ServiceUP

Transcription ServiceWorld

MembershipNAB, BMB

President.....Lee W. Jacobs

Station Mgr.....Kenneth B. Lockwood

Commercial Mgr.....Milton L. Levy

Program Dir.....Kenneth Holden

Chief Engineer.....Walt Bobisud

KWIN

ASHLAND—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Rogue Valley Bcstg. Co.,
Inc.

Bus.-Studio-Transmitter Address...1160 Helman
Rd.

Phone Number2-1351

Air TimeUnlimited

News ServiceAP

Transcription Service.....World, Capitol,
Standard

Representative...Gene Grant, Homer Griffith
MembershipNAB, BMB

President.....M. S. Hamaker

General ManagerEdward P. Barnett

Comm., Prom. Mgr.Burton Lane Bardeen

Program Director.....Charles B. Fields

Chief Engineer.....Philip R. George

KBND

BEND—1938—MBS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By...Central Oregon Bcstg. Co.

Bus.-Studio-Transmitter Address...1101 Wall St.

Phone Number848

Air Time6 a.m.-11 p.m.

News ServiceUP

Transcription ServiceLang-Worth

RepresentativeW. S. Grant

MembershipNAB, BMB

Gen., Sta. Mgr.Frank H. Loggan

Comm. Mgr.W. H. Barton

Pgm. Dir., Farm Editor.....Kessler Cannon

Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....KOOS, Inc.

Bus.-Studio-Trans. Address...505 Hall Bldg.

Phone Number4321-4331

Air TimeUnlimited

News ServiceAP

MembershipNAB

President.....Sheldon F. Sackett

General Manager.....Fred F. Chitty

Station Manager.....Hal Shade

Commercial Manager.....Jack Irvine

Program Director.....Sara Spough

Chief Engineer.....Roger Spough

KAST

ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1370 Kc. Power: 1000 Watts

Owned-Operated By.....Astoria Bcstg. Co.

Bus.-Studio Address...9th & Commercial Sts.

Phone Number95-6

Transmitter Location.....1006 Taylor Ave.

Air Time6:30 a.m.-M.

News ServiceAP

Transcription ServiceStandard

Representative.....Keating Studio

MembershipNAB

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KWRO Bcstrs.
 Bus.-Studio Address Coquille Hotel, P. O.
 Box 396
 Phone Numbers 3961-3971
 Transmitter Location Sanford Hghts., 1 Mi.
 N.W. of Coquille, on Hway. 101
 Air Time 17 Hrs.
 News Service AP
 Transcription Service Associated, Cole
 Representative Gene Grant
 Pres., Gen. Mgr. Walter L. Read
 Secretary-Treasurer William E. Walsh
 Sta. Mgr., Prod. Dir. Robert W. Harris
 Comm. Mgr., Pub. Dir. William Cook
 Chief Engineer Phillip Linn
 Chief Anncr., Farm Editor Curt Raynes

KRUL

CORVALLIS—1946

KBS-IGN (FRANCE)

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific States Radio Co.
 Address 1221 So. 15th St.
 Phone Number 1504
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President J. C. Haley
 Gen., Sta. Mgr. C. W. Peck
 Sales Prom. Mgr. Doris Peck
 Publicity Dir. James Bailey
 Chief Announcer Jeff Evans
 Musical Dir. Steve Evans
 Chief Engineer J. E. Evans
 Farm Editor Wayne Loerke

KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc. Power: 250 d., 100 n.
 Owned-Oper. By Western Radio Corp.
 Address Box 399, Scenic Dr. nr. Sorosis Pk.
 Phone Number 2300
 Air Time Unlimited
 News Service UP
 Transcription Service MacGregor
 Membership NAB
 Pres., General Mgr. V. B. Kenworthy
 Station Mgr. Paul E. Walden
 Publicity Director Lea Phillips
 Pgm. Dir., Chief Engr. Arthur Elliott

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Air Ways, Inc.

Business Address P. O. Box 1600
 Phone Number 4-2201
 Studio-Transmitter Location Day Island Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative Gene Grant, Donald Cooke
 Pres., Gen. Station Mgr. E. L. Kincaid
 Comm., Sales Prom. Mgr. Paul N. Plank
 Pgm., Prod. Dir. Don McCutcheon
 Publicity Director Clare Mattingly
 Musical Director Laura Nidever
 Chief Engineer William Riley

KERG

EUGENE—1949

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Eugene Bcstrs., Inc.
 Address Studio Bldg.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 President Alton F. Baker
 General Mgr. L. W. Trommlitz
 Commercial Mgr. Herbert Michael
 Program Dir. Reginald Roos
 Chief Engineer Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lane Bcstg. Co.
 Business Address P. O. Box 1032
 Phone Number 4-2414
 Studio-Trans. Location S. Willamette St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Everett-McKinney
 Membership NAB
 President Paul V. McElwain
 General Mgr. Lee Bishop
 Commercial Mgr. Bob Hillyer
 Program-Production Dir. Robert Eubanks
 Publicity Dir. Harry Sackett
 Chief Announcer Ken Lomax
 Chief Engineer Floyd Viken
 Farm Editor Dolph Janes

KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KUGN, Inc.
 Business Address P. O. Box 1400
 Phone Number 4-6216
 Studio-Transmitter Location Coburg Rd.
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Frank J. McHugh, Jr.

OREGON

Membership NAB
President C. H. Fisher
General Manager S. W. McCready
Commercial Manager L. N. Young
Program Director L. S. Ready, Jr.
Chief Engineer William H. Green

KUIN

GRANTS PASS—1939—MBS

DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Southern Oregon Bcstg. Co.
Business Address P. O. Box 147
Phone Number 4477
Studio-Transmitter Location. Redwood Hwy.
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service World, McGregor
Representative W. S. Grant
Membership NAB, BMB
Station Manager E. A. Malone
Program Director John T. Sivert
Chief Engineer N. L. Williams

KFJI

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc. Power: 5000 d., 1000 n.
Owned-Operated By W. D. Miller
Address P. O. Box 692
Phone Number 5155
Air Time Unlimited
News Service UP
Transcription Service World
Representative W. S. Grant
Membership NAB
President, General Mgr. W. D. Miller
Comm., Pgm. Mgr. Jack Keating
Program Director Bill Wentworth
Chief Engineer William P. Grimes

KFLW

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Herald Publ. Co.
Address P. O. Box 941
Phone Number 8115
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard
Representative Everett McKinney
Membership NAB, BMB
President Frank Jenkins
General Manager Bud Chandler
Commercial Manager Aaron Boe
Chief Engineer Gilbert Walters

KLBM

LA GRANDE—1938—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Inland Radio, Inc.
Business-Studio Address Old Oregon Trail

Phone Number 220
Transmitter Location. 1 Mi. E. City, Hiway 30
Air Time 7 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NAB, BMB
President, General Manager Lee Jacobs
Station Manager John G. Jones
Commercial Manager Ken Lillard
Program Director Marge Simcox
Production Director James L. Sams
Chief Engineer Murray Durham

KMCM

McMINNVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By Yamhill Bcstrs.
Address Lafayette Ave.
Phone Number 3811
Air Time Unlimited
News Service AP
Transcription Service Capitol, Lang-Worth
Partners Jack B., Philip N. Bladine
General Manager Lou Gillette
Commercial Manager Glasco Branson
Chief Engineer G. L. Hathaway

KMED

MEDFORD—1926—NBC

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By Mrs. W. J. Virgin
Business-Studio Address P. O. Box 1306
Phone Number 4000
Transmitter Location Ross Lane
Air Time Unlimited
News Service UP
Transcription Service Standard, MacGregor
Membership NAB, BMB
Pres., Gen. Mgr. Mrs. W. J. Virgin
Commercial Mgr. James J. Dunlevy
Program Director Gladys LaMar
Promotion Manager John S. Duffy
Chief Engineer Victor M. Califf

KYJC

MEDFORD—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Mail Tribune
Bus.-Studio-Transmitter: Address Barnett Rd.
Phone Number 9200
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, Cole
Representative Grant, McHugh
Membership NAB
President Robert W. Ruhl
Gen., Sta. Mgr. Pete Watts
Commercial Manager Norbert Miksche
Pgm., Dir., Chief Anncr. John Ahern
Publicity Director Patricia Wilkinson
Chief Engr., Farm Editor Rodney Richards

KGW

**THE ONLY STATION
THAT ACTUALLY DELIVERS**

**COMPREHENSIVE
COVERAGE**

**in the
Fastest Growing
Market in the Nation**

Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states" — (News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar population rise:

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

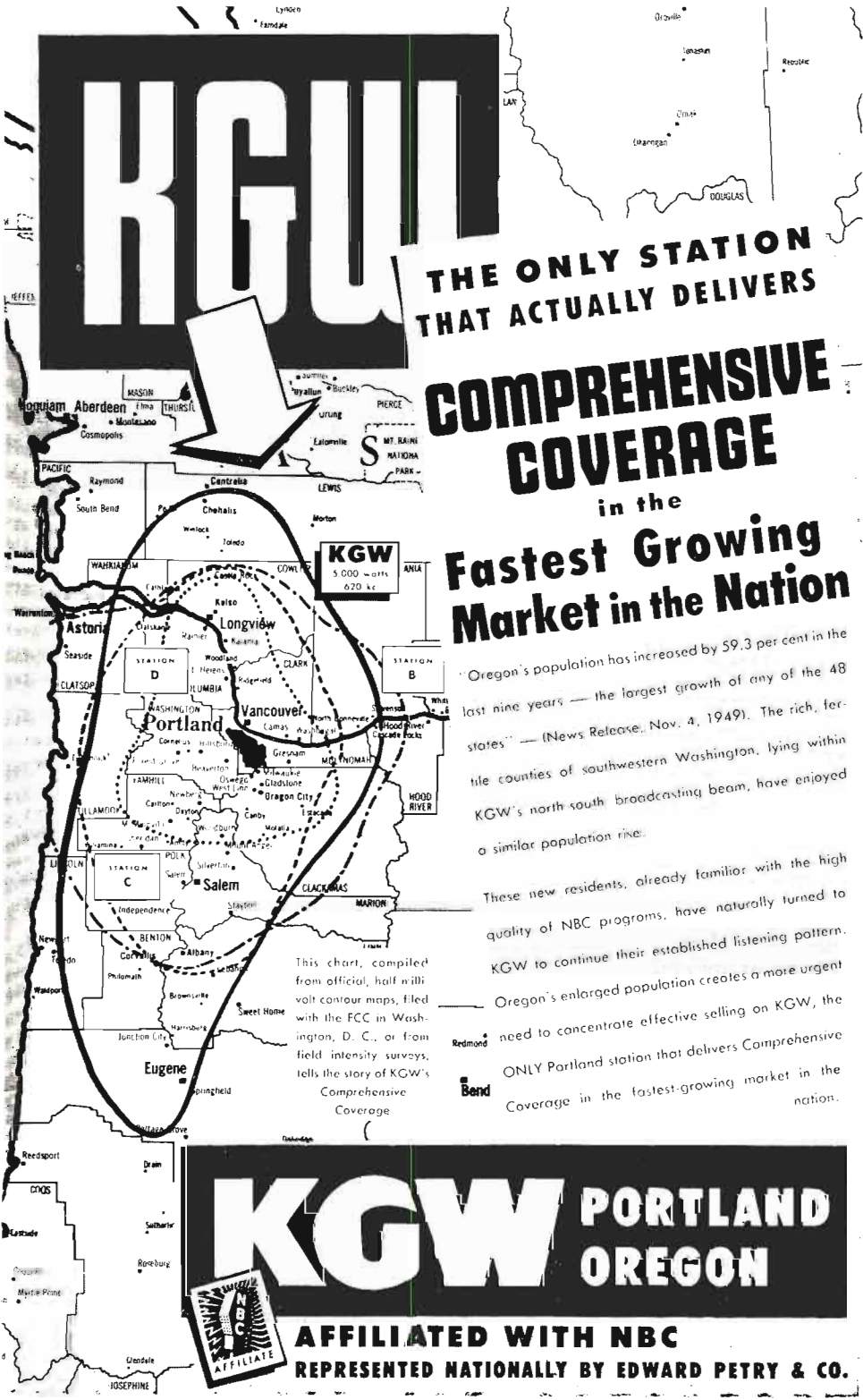
Oregon's enlarged population creates a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.

This chart, compiled from official, half-mile contour maps, filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage

KGW PORTLAND OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



KNPT

NEWPORT—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Yaquina Radio, Inc.
 Business Address Box 682
 Phone Number 560
 Studio-Transmitter Address Newport
 Air Time 6 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Representative John Keating
 Pres., Gen.-Station Mgr. Tom R. Becker
 Commercial Mgr. Joe Kortman
 Program Director Silvia Becker
 Chief Engineer Hal Bigger

KSRV

ONTARIO—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Inland Radio, Inc.
 Address Ontario
 Phone Number 211-212
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol, World, Cole
 Membership NAB, BMB
 Pres., Gen. Mgr. Lee W. Jacobs
 Station Manager Gordon L. Capps
 Commercial Manager John W. Powell
 Sales Prom. Mgr., Pub. Dir. Ray Kozak
 Program Director Robert Ballard
 Chief Engineer Charles E. Harland

KGON

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Clackamas Bcstrs.
 Business Address Box 391
 Phone Number 5249
 Studio-Transmitter Super Hiway, N.
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, World
 President Dr. John H. Fitzgibbon
 General Manager Irwin S. Adams
 Assistant Manager H. I. Jackson
 Program Director Delmar Lundbom
 Chief Engineer Robert Brower

KWRC

PENDLETON—1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Business Address P. O. Box 178
 Phone Number 1425
 Studio-Transmitter Location End of S.W. Sixth
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth

Pres., Gen. Mgr. V. B. Kenworthy
 Station Manager Ted A. Smith
 Asst. Manager Jack Webb
 Program Director Alvin Zimmerman
 Chief Engineer Russ Fillingner

KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mercury Bcstg. Co.
 Bus.-Studio Address 3908 N.E. Sandy Blvd.
 Phone Number MURdock 1290, WEBster 1290
 Transmitter Location Oaks Park
 News Service UP
 Pres., Gen., Sta. Mgr. Gordon Bambrick
 Publicity Director Helen Holiday
 Chief Engineer Harold Kieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
 Owned-Oper. By Westinghouse Radio
 Stations, Inc.
 Bus.-Studio Address 1230 S.W. Main St.
 Phone Number CApiitol 1881
 Transmitter Location Clackamas
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Associated
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 Vice-President Walter E. Benoit
 General Manager J. B. Conley
 Station Manager C. S. Young
 Sales Manager Eldon Campbell
 Program Manager Mel Bailey
 Prom., Pub. Mgr. Charles L. Burrow
 Chief Engineer Thomas Ely

KGW

PORTLAND—1922—NBC

N.W. TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. The Oregonian Publishing Co.
 Bus.-Studio Address 1320 S.W. Broadway
 Phone Number BEacon 6364
 Transmitter Location No. Portland
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Lang-Worth, World
 Representative Edward Petry
 Membership NAB, BMB
 President E. B. MacNaughton
 General Manager M. J. Frey
 Station Manager H. Quanton Cox
 Commercial Manager J. N. Wassan
 Program Manager Homer Welch
 Chief Announcer Bob Tomlinson
 Musical Director Abe Bercovitz
 Chief Engineer Harold C. Singleton
 Farm Pgm. Dir. Wallace L. Kadderly

KOIN

PORTLAND—1926—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: KOIN, Inc.
 Business Address: P. O. Box 1031
 Phone Number: ATwater 3333
 Studio Address: New Heathman Hotel
 Transmitter Location: Sylvan
 Air Time: 6 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: World, Capitol, Associated
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President: Marshall Field
 Gen.-Sta.-Comm. Mgr.: Harry H. Buckendahl
 Natl. Adv. Mgr.: John L. Palmer
 Promotion Director: George Wann
 Program Manager: Ted W. Cooke
 Production Director: Willard Mears
 Chief Announcer: Duncan Macleod
 Musical Director: Owen Dunning
 Dir. of Engineering: Louis S. Bookwalter
 Farm Editor: Luke L. Roberts

KPDQ

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: John W. Davis
 Bus.-Studio-Transmitter Address: Oaks Park
 Phone Number: Vermont 6142
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: William G. Rambeau
 Pres., Gen. Mgr.: John W. Davis
 Comm. Mgr.: William E. Richardson
 Program Director: Donovan Zundel
 Chief Announcer: Charles F. Moore
 Chief Engineer: R. F. Johnson

KPOJ

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Journal Publishing Co.
 Business Address: Journal Bldg.
 Phone Number: CA 5511
 Studio Address: 1019 S.W. 10th
 Transmitter Location: P. O. Address R. 1, Box 2433
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Thesaurus
 Representative: John Blair
 Membership: NAB, BMB
 President: P. L. Jackson
 General-Station Manager: R. M. Brown
 Comm., Sales Prom. Mgr.: Alan L. Torbet
 Program Director: Thomas J. Swafford
 Production Director: Hugh Smith
 Publicity Director: Hiram Fitzpatrick
 Chief Engineer: Henry Sturtevant
 Farm Service Dir.: Alvin D. Bauer

OREGON

WHY IS **AP**
THE BEST?

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

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Chairman: Ted Cooke—KOIN, Portland
 Continuing Study Committee Chairman:
 Robert Thomas—KEX, Portland

OREGON

KWJJ

PORTLAND—1927

Frequency: 1040 Kc. Power: 10,000 Watts
 Owned-Oper. By: KWJJ Bcst. Co., Inc.
 Bus.-Studio Address: 1011 S.W. 6th Ave.
 Phone Number: Atwater 4393
 Transmitter Location: No. Portland
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Burn-Smith
 Pres., Gen., Sta. Mgr.: Wilbur J. Jerman
 Commercial Manager: Jerry Speerstra
 Publicity Dir.: Ben Crosby
 Program-Production Dir.: Rene Bozarth
 Chief Announcer: Art Morey
 Musical Director: John Emmel
 Chief Engineer: Dwight Loomis
 Farm Editor: Bill Hansen

OREGON—PENNSYLVANIA

KXL

PORTLAND—1928

Frequency: 750 Kc. Power: 10,000 Watts
Owned-Operated By: KXL Bcstrs.
Business-Studio Address: Orpheum Bldg.
Phone Number: BR. 6451
Transmitter Location: Clackmus
Air Time: Limited
News Service: UP
Transcription Service: Standard
Representative: Walker
Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson
Sales Prom. Mgr.: James Mount
Pgm., Prod. Mgr.: Jackson Fleming
Chief Announcer: Bill Mason
Chief Engineer: Ralph Miiflin
Farm Editor: Ben Buisman

KRNR

ROSEBURG—1936

MBS-DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: News Review Co.
Address: 134 N. Jackson St.
Phone Number: 4
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, World
Representative: John Keating
Membership: NAB
Gen., Sta. Mgr.: Leroy Hiatt
Commercial Mgr.: Warren Ward
Publicity Dir.: Carol Kerr
Chief Engineer: Ralph Smith

KOCO

SALEM—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: B. Loring Schmidt
Address: 1426 Edgewater St.

Phone Number: 3-3108
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Capitol, Associated.
Representative: William G. Rambeau
Membership: NAB, BMB
General Manager: B. Loring Schmidt
Program Director: Richard E. Nason
Chief Engineer: Edward C. McElroy, Jr.

KSLM

SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Oregon Radio, Inc.
Business Address: Salem
Phone Number: 3-4831
Studio Address: Senator Hotel Bldg.
Transmitter Location: Kingwood Hghts.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World
Representative: W. S. Grant
Membership: NAB, BMB, FMA
Pres., General Mgr.: Glenn McCormick
Commercial Manager: Earl Headrick
Program Director: Jerry Web
Promotion Manager: Dave Hoss
Chief Engineer: Clyde Carlton

KTIL

TILLAMOOK—1946

Frequency: 1590 Kc. Power: 250 Watts
Owned-Oper. By: Tillamook Bcstg. Co., Inc.
Business Address: Star Route W., Box 24
Phone Number: 1122
Air Time: 6 A.m.-10 p.m.
News Service: AP
Representative: John Keating
President: Fred H. Guyton
Station Manager: Mel Baldwin
Commercial Manager: Jim Kelly Jr.
Chief Engineer: Larry Brunen

PENNSYLVANIA

Estimated Population 10,633,000—Increase \uparrow 7.4%—Radio Homes 2,896,000
Radio Families 2,956,000—Stations in State 104

WAEB

ALLENTOWN—1948—ABC

QUAKER-SBN

Frequency: 790 Kc. Power: 500 Watts d.;
1000 Watts n.
Owned-Operated By: WAEB, Inc.
Bus.-Studio Address: 7th & Hamilton Sts.
Phone Number: Allentown 4-9364-5-6
Transmitter Location: Micklely
Air Time: Unlimited

News Service: UP
Transcription Service: Lang-Worth
Representative: George P. Hallingbery
Pres., Gen. Mgr.: Joseph M. Nassau
Commercial Manager: Howard Wasserman
Sales Prom. Mgr., Pub. Dir.: Martin Musket
Program Dir.: James A. Nassau
Prod. Dir., Chief Anncr.: Samuel Anderson
Musical Director: Alfred Wilcox
Chief Engineer: Martin N. Oebbecke
Farm Editor: Sammy Anderson

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Allentown Bcstg. Corp.
 Address 842 Hamilton St.
 Phone Number Allentown 4-4801
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Robert Meeker
 Membership NAB
 Pres., Gen. Mgr. Lewis Windmuller
 Program Manager Robert Lewis
 Promotion Mgr. C. Robert Glover
 Chief Engineer Gerald B. Werst

W K A P

ALLENTOWN—1946

Frequency: 1580 Kc. Power: 1000 Watts d.
 Operated By WKAP, Inc.
 Bus.-Studio Address 715 Hamilton St.
 Phone Number 3-3166
 Transmitter Location Jordan Pkwy.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 President N. Joe Rahall
 General Manager O. R. Davies
 Program Director Marshall Cleaver
 Chief Engineer C. Frank Cordaro

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Lehigh Valley Bcstg. Co.
 Bus.-Studio Address 39-41 N. Tenth St.
 Phone Number Allentown 9511
 Transmitter Location Old Catasaquga Rd.,
 Route 1
 Air Time 7 a.m.-M.
 News Service AP, UP
 Transcription Service Thesaurus, World,
 SESAC
 Representative Headley Reed
 President J. Calvin Shumberger
 Gen., Sta. Mgr. B. Bryan Musselman
 Commercial Manager Olivia P. Musselman
 Dir. of Programs George Y. Snyder
 Production Director William S. Davies
 Chief Announcer John T. Van Sant
 Chief Engineer Reuel H. Musselman

W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gable Bcstg. Co.
 Business Address 1320-32 11th Ave.
 Phone Number 6467

Studio Address Gable Store
 Transmitter Location Atop Gable Store
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 President George P. Gable
 Gen., Comm. Mgr. John M. Snyder
 Chief Announcer James Gates
 Musical Director Allo Weilandt
 Chief Engineer George Burgoon
 Farm Editor Eugene Hammil

W J S W

ALTOONA—1947—MBS

Frequency: 1290 Kc. Power: 1000 d., 500 n.
 Owned-Operated By Altoona Bcstg. Co.
 Bus.-Studio Address 1413 11th Ave.
 Phone Number 9301
 Transmitter Location Goods Lane, Logan
 Township
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NAB
 President Herbert T. Wolf
 General Mgr. Thomas W. Metzger
 Station-Comm. Mgr. James E. Moren
 Sales Prom. Mgr. D. Ruel Burkhardt
 Program Director Lois M. Huey
 Publicity Director Charles Flynn
 Announcer Tom Torrisi
 Musical Director Paul Melanson
 Chief Engineer C. Irvin Metzger
 Sports Director Skip Miller

W R T A

ALTOONA—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Thompson Bcstg. Co.
 Address 1421 12th Ave.
 Phone Number 6646
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative Robert Meeker
 Membership NAB
 Gen.-Sta.-Comm. Mgr. Roy F. Thompson
 Comm., Sales Prom. Mgr. William Clear
 Program Director Dorothy M. Thompson
 Prod., Musical Dir. Robert Michael
 Publicity Dir. S. Carlton Ayers
 Chief Engineer George R. Burgoon
 Farm Editor Ted Johnson

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By General Bcstg. Corp.

P E N N S Y L V A N I A

Business-Studio Address... 2801 Edgewood Dr.
 Phone Number 8127
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed
 President Emanuel S. Leopold
 Commercial Manager Wilbur M. Union
 Production Director Mike Grant
 Chief Engineer J. J. Ralston

W A V L

APOLLO—1947

Frequency: 910 Kc. Power: 1000 Watts, d.
 Owned-Oper. By Tri-Borough Bcstg. Co.
 Bus.-Studio Address 401-403 Forth Ave.
 Phone Number Apollo 480
 Transmitter Location 1/4 Mi. E. of Apollo on
 Rt. No. 56
 Air Time Daytime
 News Service UP
 Transcription Service SESAC, Cole,
 Thesaurus
 Partners C. F. Clifton, A. J. West
 Gen., Comm. Mgr. Cecil F. Clifton
 Chief Engineer H. E. Smith

W B V P

BEAVER FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WBVP, Inc.
 Business-Studio Address... 1216 Seventh Ave.
 Phone Number 4100
 Transmitter Location New Brighton
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol, Standard
 President, General Mgr. Frank R. Smith, Jr.
 Commercial Mgr. Thomas B. Price
 Program Director Charles H. Wilson
 Production Director Jean E. Biggard
 Publicity Director Owen Simon
 Chief Announcer George Allen
 Musical Director Leona Whiting
 Chief Engineer John Wm. Hines
 Farm Editor Milo Prisuta

W G P A

BETHLEHEM—1946—ASN

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By The Bethlehems' Globe
 Pub. Co.
 Bus.-Studio Address 426 Brodhead Ave.
 Phone Number 6-8074-5
 Transmitter Location... Eighth Ave. & Dell St.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Membership NAB
 Vice President Rolland L. Adams

Sta.-Comm. Mgr. Arthur C. McCracken
 Sales Prom. Mgr. Rodney Snyder
 Program Director Stefan George
 Publicity Director Daniel Lanshe
 Musical Director Betty Fry
 Chief Engineer Edwin L. Rybak
 Farm Editor Bernie Black

W C N R

BLOOMSBURG—1947

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By The Columbia-Montour
 Bcstg. Corp.
 Bus.-Studio Address 38 W. Main St.
 Phone Number 1700
 Transmitter Location Bloomsburg RFD
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NAB
 President Robert R. Eyerly
 Gen., Comm., Pgm. Mgr. Ed Darlington
 Chief Engineer Clair Kinney

W L T R

BLOOMSBURG—1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Bloom Radio, Inc.
 Business-Studio Address Hotel Magee
 Phone Number 1800-1
 Transmitter Location Scott Township
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Standard
 Membership NAB, BMB
 President Harry L. Magee
 General-Station Mgr. C. G. Moss
 Commercial Manager S. Duy Hutchison
 Chief Engineer Park H. Cassidy
 Musical Director Ray Calabrese
 Farm Editor Walt Lewis

W L O A

BRADDOCK—1947

Frequency: 1550 Kc. Power: 1000 Watts d.
 Owned-Operated By Matta Bcstg. Co.
 Business-Studio Address... 1233 Braddock Ave.
 Phone Number Electric 1-1100
 Transmitter Location N. Braddock
 Air Time Daylight
 Transcription Service World
 Representative Friedenbergl
 Membership NAB
 President, General Mgr. William G. Matta
 Commercial Manager George Matta
 Sales Prom. Mgr. George Bozic
 Program Director Paul McCandless
 Pub., Musical Dir. Kay Melnick
 Chief Engineer Richard G. Noullet

W E S B

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Bradford Publications, Inc.
 Business Address 43 Main St.
 Phone Number 3173
 Studio-Transmitter Location . . . High St. Ext.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Ra-Tel
 Membership NAB
 President Lester R. Edwards
 General Mgr. Joseph M. Cleary
 General Sales Mgr. Ernest F. Oliver
 Sales Prom. Mgr. Michael J. Cuneen
 Program Dir. David W. Jefferies
 Traffic Manager Judy Duell
 Chief Announcer Robert C. Norman
 Technical Director David W. Jefferies

W B U T

BUTLER—1949

Frequency: 1580 Kc. Power: 500 Watts d.
 Owned-Operated By Eagle Printing Co.
 Address Nixon Hotel
 Phone Number 53-103
 Air Time Daylight
 News Service AP
 Transcription Service Thesaurus
 General Manager J. Leonard Taylor
 Commercial Manager Howard George
 Program Director James W. Rowe
 Chief Engineer Gerald D. Coleman

W I S R

BUTLER—1941

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By The Butler Bcstg. Co.
 Business-Studio Address 357 N. Main St.
 Phone Number 4701
 Transmitter Location McKinley Ave. Ext.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB, BMB
 President David Rosenblum
 General Manager Robert Kaulman
 Pgm., Musical Dir. Warren Ihlenfeld
 Pro., Pub. Dir. Joel Rosenblum
 Sales Prom. Mgr., Chief Anncr. Jerry Crocker
 Chief Engineer Paul Rex
 Farm Editor R. H. McDougal

W C D L

CARBONDALE—1950

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

Address 11 N. Main St.
 Air Time Unlimited
 News Service UP
 General Manager W. R. Carlson, Jr.
 Commercial Manager William Fletcher
 Chief Engineer Robert G. Adams, Jr.

W L X W

CARLISLE—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By Philip Mathews
 Business Address Carlisle
 Phone Number Carlisle 1785-6
 Studio-Transmitter Location . . . Mt. Holly Pike
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 Representative Philip Mathews
 Membership NAB
 General Manager Philip Mathews
 Station Manager Florence Good
 Chief Engineer Henry Palmer

W C H A

CHAMBERSBURG—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chambersburg Bcstg. Co.
 Bus. Studio Address Craft Press Bldg.
 Phone Number 1110-1
 Transmitter Location Route No. 6, Warm
 Spring Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus, Associated
 Representative Forjoe
 Membership NAB
 Pres., Gen.-Station Mgr. John S. Booth
 Commercial Manager Earl P. Strine
 Pgm., Prod. Dir. Allen Saunders
 Publicity Director Sam Taylor
 Chief Announcer Steve Grimes
 Musical Dir., Farm Editor Richard Kirby
 Chief Engineer James McCurdy

W E S A

CHARLEROI—1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Monongahela Valley Bcstg.
 Corp.
 Business-Studio Address Fifth St.
 Phone Number 3-6551
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 President A. S. Sickman
 General Mgr. C. R. Duvall
 Sales Prom. Mgr. Anthony Strauss
 Program Director J. J. Beljan
 Chief Engineer Henry Neiderkofler