

MISSOURI

Chief Announcer.....Dal Stallard
 News Director.....Jim Monroe
 Musical Director.....R. S. Jones
 Chief Engineer.....Karl Troeglen
 Farm Editor.....C. W. Jackson
 Consulting Engr.....Andrew R. Ring

K F R M

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Midland Bcstg. Co.
 Business-Studio Address.....Pickwick Hotel
 Phone Number.....HA. 2650
 Transmitter Location.....10 Mi. S. of Concordia
 Air Time.....Sunrise-sunset
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 Membership.....NAB
 President.....Arthur B. Church
 V.P., Managing Dir.....Karl Koerper
 V.P. in Chg. of Sales.....Sam H. Bennett
 Promotion Director.....John S. McDermott
 Program Director.....Rod B. Cupp
 Production Director.....Fran Heyser
 News Director.....Erle Smith
 Chief Announcer.....Lee Stewart
 Musical Director.....P. Hans Flath
 Chief Engineer.....Ray Moler
 Farm Editor.....Phil Evans
 Consulting Engr.....Jansky & Bailey

K M B C

KANSAS CITY—1922—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Midland Bcstg. Co.
 Phone Number.....Harrison 2650
 Transmitter Location.....50th & Belinder
 Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 Membership.....NAB
 President.....Arthur B. Church
 V.P., Managing Director.....Karl Koerper
 V.P. Sales.....Sam H. Bennett
 Promotion Director.....John S. McDermott
 Program Director.....Rod Cupp
 Production Director.....Fran Heyser
 Chief Announcer.....Lee Stewart
 News Director.....Erle Smith
 Musical Director.....P. Hans Flath
 Chief Engineer.....Ray Moler
 Farm Editor.....Phil Evans
 Consulting Engr.....Jansky & Bailey

W D A F

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Kansas City Star Co.
 Business-Studio Address.....1729 Grand Ave.

Phone Number.....Harrison 1200
 Transmitter Location.....Johnson County, Kans.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....BMB
 President.....Roy A. Roberts
 General Manager.....Dean Fitzner
 Commercial Mgr.....Manne E. Rusao
 Program Director.....Harry J. Kaufmann
 Chief Engineer.....J. A. Flaherty

W H B

KANSAS CITY—1922—MBS

Frequency: 710 Kc.....Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Operated By.....WHB Bcstg. Co.
 Business-Studio Address.....Scarritt Bldg.
 Phone Number.....Harrison 1161
 Transmitter Location.....Route 1, Liberty
 Air Time.....5:30 a.m.-1:00 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John Blair & Co.
 Membership.....NAB, BAB
 Pres., Comm. Mgr.....Donald Dwight Davis
 Gen. Sta. Mgr.....John T. Schilling
 Sales Prom. Mgr.....Charles Rosenfeldt
 News, Program Director.....Richard Smith
 Prod. Dir., Farm Edit.....Bruce Grant
 Chief Announcer.....Lou Kemper
 Musical Director.....Edna Lee Crouch
 Chief Engineer.....Henry Goldenberg
 Consulting Engineer.....Earl Collum

K B O A

KENNETT—1947

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
 President, General Manager.....Paul C. Jones
 Sta., Comm. Mgr.....Bill H. Cate
 Sales Prom. Mgr.....Joe Bankhead
 Chief Engineer.....Robert H. Conner

K I R X

KIRKSVILLE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....North Mo. Bcstg. Co.
 Bus.-Studio-Transmitter Address.....KIRX Bldg.
 Phone Number.....86
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Secrs & Ayer
 Membership.....NAB, BAB

General Manager Samuel A. Burk
 Commercial Manager R. M. Harpster
 Program Director Lee Jones
 News Director Robert S. Herrin
 Chief Engineer Charles Porter

KLWT

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 6a.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

KMMO

MARSHALL—1949—KBS

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned-Operated By... Central Mo. Bcstg. Co.
 Phone Number 2328
 Transmitter Location 1 Mi. N.W. of City
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Conwell Co.
 Membership NAB, BAB
 President W. C. Evans
 General Manager W. D. Sneed
 Station Manager Bettie S. Baldwin
 Program Director Georgia Page
 Chief Engineer Bill Williams

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Audrain Bcstg. Corp.
 Phone Number 2340-1
 Studio, Trans. Loc. Highway 54 E.
 Air Time 6:00 a.m.-12 M.
 Transcription Service Capitol
 Representative John E. Pearson
 Membership NAB, BAB
 President John Badaracco
 Gen., Sta. Mgr. W. Earl Dougherty
 Commercial Manager Walter Gregory
 Sales Promotion Manager Jack McGee
 Production News Director Ralph Gould
 Prog., Pub. Dir. Dick Harris
 Chief Announcer H. John Jarvis
 Musical Director Sue Williams
 Chief Engineer Bob Bruner
 Farm Editor W. Earl Dougherty
 Consulting Engineer Ben Parrish

KNCM

MOBERLY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Moberly Bcstg. Co.
 Phone Number 1600
 Representative Conwell
 Transcription Service Lang-Worth
 News Service UP
 Pres., Gen. Mgr. Jerrell A. Shepherd
 Commercial Manager Ed Dahl
 Program Director James Lipsey
 Chief Engineer W. D. Sneed
 News Director Don Baker

KRMO

MONETT—1950—LBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By Carthage Bcstg. Co.
 Phone Number 858
 Transcription Service Capitol
 News Service AP
 Mgr., Farm Editor L. C. McKenney
 Sales Manager J. J. Daly
 Commercial Manager... Grover Hamilton
 Program Director Jim Allwood
 Prom. Mgr., News Dir. Mary Lee Richardson
 Chief Engineer George Province

KNEM

NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Cecil W. Roberts
 Address So. Side Sq.
 Phone Number 13
 Transmitter Location Smeller Hill
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service SESAC
 Representatives Biddick Co., Conwell Co.
 Gen., Sta. Mgr. William R. Tedrick
 Comm., Sales Prom. Mgr. Bill E. Brown
 Prog., Prod. Dir. Audrey Tedrick
 Publicity Director William R. Tedrick
 Chief Announcer, News Director... Bob Morey
 Chief Engineer Paul Gregg
 Farm Editor Jim McCall
 Consulting Engineer John B. Heffelfinger

KWOC

POPLAR BLUFF—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Poplar Bluff Bcstg. Co., Inc.
 Transmitter Address KWOC Bldg.
 Phone Number 3922
 Air Time 6:00 a.m.-10 p.m.
 Transcription Service SESAC
 Representative John E. Pearson
 President, General Manager... A. L. McCarthy
 Sta., Comm., Mgr. Byron Kearbey, Jr.

MISSOURI

Prog., Prod. Dir. Jerry J. Higley
 Traffic Mgr. Russell Seals, Jr.
 Chief Announcer Ronal Kaiser
 News Director John A. Thies
 Musical Director Glenn R. Scott
 Chief Engineer Donald M. Lidenton
 Farm Editor John A. Thies
 Consulting Engineer F. O. Grimwood

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. "Show-Me" Bcstg. Co.
 Address P. O. Box 567
 Phone Number 380
 Transmitter Location Soest Rd., Rolla, Mo.
 Air Time 6:00 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol, SESAC
 Pres., Gen.-Sta.-Comm. Mgr. Luther W. Martin
 Sales Prom. Mgr., Prog. Dir. Wilson C. Burkhead
 Production Director Alma I. Vogeler
 Publicity Director Lois Marie Clark
 Chief Announcer Russ Preuss
 News Director Luther W. Martin
 Musical Director Mel Lee
 Chief Consulting Engr. Martin W. Mitchum
 Farm Editor Wilson C. Burkhead

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By. KFEQ, Inc.
 Business-Studio KFEQ Bldg.
 Phone Number 4-0813
 Transmitter Location Hwya. No. 71
 Air Time 5:45 a.m.-12 M.
 News Service UP, AP
 Transcription Service World, SESAC
 Representative Headley-Reed
 President, General Manager Barton Pitts
 Commercial Manager Glenn G. Griswold
 Prom. Mgr., Pub. Dir. J. Ted Branson
 Prod., Prog. Director W. Roch Ulmer
 Chf. Ann., News Dir. Dee D. Denver, Jr.
 Musical Director Paul Moskau
 Chief Engineer I. Wesley Koch
 Farm Editor Harold J. Schmitz
 Consulting Engr. George C. Davis

KRES

ST. JOSEPH—1946—LBS

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 Hwya. 59 Rte. 4
 Air Time 6 a.m.-12 M.
 News Service AP

Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB, BAB
 President Basil L. Kaufmann
 Gen., Sta. Mgr. Ken Gooding
 Commercial Manager Tom Cary
 Sales Prom. Mgr. Bill Heller
 Program Director John Bilyeu
 Publicity Director Gene Miller
 News Director Larry Parker
 Musical Director Minor Clites
 Chief Engineer Roy Irminger
 Farm Editor Bill Sharpe
 Consulting Engr. Commercial Radio

KMOX

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
 General Manager John Ackerman
 Commercial Manager P. S. Anderson
 Sales Prom. Mgr. C. W. Doebler
 Program Director T. A. Bland
 Production Director George M. Clare
 Publicity Director Sam Parnas
 News Director Rex Davis
 Musical Director Stan Daugherty
 Chief Engineer Harry Harvey
 Farm Editor Ted Mangner

KSTL

ST. LOUIS—1948—LBS

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By. Radio St. Louis, Inc.
 Address 6 North 7th St.
 Phone Number MAin 0600
 Transmitter Location East St. Louis, Ill.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Representative Adam J. Young, Inc.
 Membership NAB, BAB
 Pres., Gen. Mgr. William A. Ware
 Asst. Manager Dick J. Kasten
 Commercial Manager Ralph L. Stufflebam
 Sales Prom. Manager William A. Knight
 Program Director Bob Terry
 Production Director Rose DiCarlo
 Publicity Director Dolores J. Ryan
 News Director Brad Harrison
 Musical Director Bob Rector
 Chief Engineer Edward B. Bench, Jr.
 Farm Editor Bob Terry

COVERAGE...



**KSD Has the LARGEST Daytime
Half-Millivolt Coverage Area of
Any Radio Station in ST. LOUIS**

5,922,226 POPULATION

\$5,009,210,000 RETAIL SALES

KSD

**THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS ON 550 KC DAY AND NIGHT**

**National Advertising Representative: FREE & PETERS, INC.
NBC PROGRAMS • AP NEWS • TELEVISION AFFILIATE: KSD-TV**

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.
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Representative.....Free & Peters
 Membership.....NAB
 President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Guy E. Yeldell
 Program Director.....Harold Grams
 Commercial Manager.....Edward W. Hamlin
 Promotion Manager.....David Pasternak
 Chief Engineer.....J. E. Risk

K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By.....KWK, Inc.
 Bus-Studio Address.....1215 Cole St.
 Phone Number.....Main 9100
 Transmitter Location.....500 Logan St., Baden
 News Service.....AP
 Representative.....Katz
 President, General Mgr.....Robert T. Convey
 Station Director.....Ray E. Dady
 Commercial Director.....V. E. Carmichael
 Program Director.....John W. Tinnea
 Production Mgr.....John Traxler
 Publicity Director.....Fred J. Mueller
 Program Coordinator.....Russell C. Kaiser
 News Director.....Jack Griffin
 Chief Engineer.....N. J. Zehr

K X L W

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By...St. Louis County Bcstg. Co.
 Bus-Studio Address.....8135 Forsythe B'vd.
 Phone Number.....Delmar 1320
 Transmitter Location.....Brentwood
 News Service.....UP
 Transcription Service.....Lang-Worth
 Pres., Gen. Mgr.....S. E. Sloan
 Station Director.....Les Ware
 Program Director.....E. Frank Brown
 Publicity Director.....Edgar J. Mothershead
 News Director.....Dr. Bertram L. Hughes
 Chief Engineer.....Wallace E. St. Vrain
 Consulting Engineer.....Weldon & Carr

K X O K

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 3700
 Transmitter Location.....Madison, Ill.
 News Service.....AP, UP
 Transcription Service...Associated, Standard
 Representative.....John Blair
 Membership.....NAB, BAB
 President.....Elzey Roberts
 General Manager.....C. L. Thomas
 Asst. to Gen. Mgr.....Bruce Barrington
 Commercial Manager.....V. N. Springgate
 Sales Promotion Manager...Foster H. Brown
 Program Director.....Elmer Muschany
 Production Director.....Robert Holt
 News Director.....Bruce Barrington
 Musical Director.....Robert Gotch
 Chief Engineer.....Arthur F. Rekart
 Farm Editor.....Charley Stockey
 Consulting Engineer.....Jansky & Bailey

W E W

ST. LOUIS

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....The St. Louis University
 Address.....3642 Lindell Blvd.
 Phone Number.....Franklin 5665
 News Service.....INS
 Transcription Service.....Lang-Worth
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.

Sta. Gen. Manager.....Daniel P. O'Connor
 Prom., Comm. Manager.....Glen Manley
 Program Director.....Dan'el P. O'Connor
 Production Director.....Alan Thompson
 News Director.....Charles Rogers
 Chief Engineer.....Joseph A. Volk

W I L

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.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....NAB
 Pres., Gen. Mgr.....L. A. Benson
 Commercial Manager...R. M. Hetherington
 Promotion Manager.....Nick Pagliara
 Program Director.....Edward M. Galloway
 News Director.....John Carr
 Musical Director.....Harold Grogan
 Chief Engineer.....Wells Chapin

K S G M

STE. GENEVIEVE—1947—KBS

BASEBALL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Donze Enterprises, nc.
 Bus-Studio Address.....245 Merchant St.

MISSOURI

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 Anncr. 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 Forjee
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—GRIESEDEICK

Frequency: 1400 Kc. Power: 250 Watts
Owner-Oper. Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address Hwy. 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
Pub. Dir., Chf. Ann. Dudley Morris
News Director Paul Adams
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 4-1561-2
Air Time Unlimited
News Service UP
Transcription Service Standard, SESAC
Representative McGillvra
Membership NAB
President Floyd W. Jones
General Manager Miles N. Walker
Sta. Mgr., Prog. Dir., Chf. Ann. Bill Buckley
News Director Richard Hainline
Chief Consulting Eng. Lee E. Baker

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, BAB
President J. H. G. Cooper
Gen., Sta., Prom. Mgr. G. Pearson Ward
Commercial Manager Bob Burke
Program Director Wendel Smith
News Director Bill Bowers
Chief Engineer William F. Curry
Consulting Engineer McNary & Weathall

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 5 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NAB, BAB
Pres., Gen. Mgr. Ralph D. Foster
Asst. Sta. Mgr. Leslie L. Kennon
Program Director Lon Black
Chf. Ann., Prod. Dir. Joe Slattery
Publicity Director Bill Bailey
News Director Floyd M. Sullivan
Chief Engineer Fritz Bauer
Farm Editor Loyd Evans

K W R E

WARRENTON—1949

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By W. T. Zimmerman
 Address Warrenton
 Phone Number 398
 Transmitter Location Hwy 47
 News Service UP
 Transcription Service RCA
 Representative Continental Radio
 Pres., Gen. Mgr. W. T. Zimmerman
 Station Manager Don Clem
 Commercial Manager Leo Waters
 Program Director Don Clem
 Production Director Bob Roberts
 News Director Don Clem
 Chief Engineer Cal Morris
 Farm Editor King Engle

K W P M

WEST PLAINS—1947

KBS-MSN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Robert F. Neathery
 Trans. Address E. Abe Taylor Blvd.
 Phone Number 700
 News Service AP
 Transcription Service Standard
 Sta. Mgr., Pres. Robert F. Neathery
 Commercial Manager Fritze Williams Dixon
 Program Director John Billingsley
 Consulting Engineer Fred Grimwood

AP SELLS

For Stations and Sponsors —

For instance KCMO

“KCMO’s most salable property is NEWS! We have 13 local news-casts daily besides our network news. One sponsor has been with us for ten years, another for six. Associated Press service enables us to air complete coverage.”

E. K. HARTENBOWER,
 General Manager,
 KCMO, Kansas City, Mo.

MONTANA

*Population 591,024—Increase +5.6% ('40-'50)—Radio Homes 164,100
 Families 169,000—Stations in State 25*

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 Missoula—KGVO
 Studio-Transmitter Location 1 Mi. E. of City
 News Service UP
 Transcription Service Lang-Worth
 Representative Lieser
 President A. J. Mosby
 Station Manager F. Gilbert Lieser
 Commercial Manager John B. Hogan
 Program Director Helen M. Ryan

K B M Y

BILLINGS—1946—KBS

MBS-INTERMOUNTAIN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Billings Bcstg. Co.
 Business Address Box 2124

Phone Number 3838
 Transmitter Location W. of City
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative Avery-Knodel
 Membership NAB, BAB
 President Don C. Foote
 Sta. Gen. Manager Franz J. Robischon
 Comm. Prom. Manager Ken Nybo
 Program Director 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 O O K

BILLINGS—1950

Frequency: 970 Kc.....Power: 500 Watts
 Owned-Oper. By.....The Montana Network
 Address.....P. O. Box 1025
 Phone Number.....9-5970
 Transcription Service.....Thesaurus
 President.....C. L. Crist
 Vice-President.....J. Carter Johnson
 General Manager.....Allen Ciernutt
 Sales Manager.....Don R. Christopher

K B M N

BOZEMAN—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Penn Engrg. Co.
 Address.....Box 691
 Phone Number.....2104
 Transcription Service.....Associated
 News Service.....UP
 Co-owner, Gen. Mgr.....G. Norman Penwell
 Commercial Manager.....Homer P. Stenersen
 Pgm. Dir., Farm Editor.....Gerald E. Tyo
 Promotion Manager.....Win Neely
 Chief Engineer.....Jack Penwell
 News Director.....Tom Robischon

K X L Q

BOZEMAN—1939

NBC-PACIFIC NORTHWEST

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
 Representative.....Walker
 President.....E. B. Craney
 General-Station Mgr.....Ernest A. Neath
 Commercial Manager.....J. Ray Bridges
 Program Director.....Wally Reid
 Publicity Director.....Jim Gilchrist
 Chief Engineer.....Duane Parker

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
 News Service.....UP
 Representative.....Donald Cooke
 Membership.....NAB
 Pres., Gen. Mgr.....Frank Reardon
 Manager.....Don Anderogg

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
 Transmitter Location.....Beef Trail Heights
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....George P. Hollingbery
 Membership.....BMB
 President.....Frank C. Carman
 General Manager.....Ed Cooney
 Program Director.....Hal Carpenter
 Chf. Ann., Prod. Director.....Jim Harold
 Publicity Director.....Bill Curtis
 News Director.....Hugh McIntosh
 Chief Engineer.....Jim Foster
 Consulting Eng.....McNary & Wrathall

K X L F

**BUTTE—1929—NBC-Z NET
 PACIFIC NORTHWEST**

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Phone Number.....2-2344
 Transmitter Location.....W. of Butte
 News Service.....UP
 Transcription Service.....MacGregor
 Representative.....Walker, Pacific, No. West
 Pres., Gen. Mgr.....E. B. Craney
 Station, Comm. Mgr.....Arne E. Anzjon
 Promotion Manager.....Frank Field
 Program Director.....Ray Kelley
 Production Director.....Al Plachta
 Publicity Director.....Hugh Conway
 Chief Engineer.....W. J. Provis

K X G N

GLENDAVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lewis Wiles Moore
 Phone Number.....122
 Transmitter Location.....S. Pearson Ave.
 News Service.....AP
 Transcription Service.....Capitol
 Sta. Gen. Manager.....Gordon Hutton
 Promotion Manager.....Clem Clements
 Program Director.....Charlotte Mansur
 Musical Director.....Harvey Bachman
 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.

News ServiceUP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipNAB
 PresidentFred Birch
 General ManagerJ. P. Wilkins
 Commercial Manager.....W. J. Towner
 Chief Engineer.....Wilbur L. Myhre

K M O N
 GREAT FALLS—1948
 ABC-INTERMOUNTAIN
 ROCKY MTN.

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By..Montana Farmer Bcstg. Co.
 Business AddressTribune Bldg.
 Phone Number4382
 Transmitter Location.....5 Mi. S. of City
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 PresidentLester Cole
 General Manager.....Robert H. Warner
 Commercial Manager.....Frank W. Kaull
 Program Director.....Mel Hallock
 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 Number2-2453
 Transmitter LocationPark Hotel
 Air Time6 a.m.-M.
 News ServiceUP
 RepresentativeWalker
 President.....J. R. Larcombe
 Sta. Gen. Manager.....Paul Hatton
 Commercial ManagerTed L. Frayling
 Pro. Dir., Chief Engr.....E. R. Kukkola
 Chief AnnouncerGlenn L. Lockwood

K A V R

**HAVRE—1946—KBS-MBS
 INTERMTN. NET**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KAVR, Inc.
 Business-Studio Address.....P. O. Box 872
 Phone Number1240
 Transmitter Location.....1¼ Mi. E. of Havre
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....World, Keystone
 RepresentativeCooke

AP SELLS

For Stations and Sponsors —

For instance . . . KSD

“KSD has used AP news continuously since 1935. Our AP membership certificate is No. 1-R. We were the first station to apply for membership, and proudly acknowledge the importance of our AP service in the preparation of KSD’s 76 weekly newscasts.”

GEORGE M. BURBACH,
 General Manager,
 KSD, St. Louis

President.....Jessica S. Longston
 General Manager.....James L. Hamstreet
 Commercial Manager.....George MacDonald
 Program Director.....Earl Bingham
 Chief Engineer.....Verle Jones, Jr.
 Farm Editor.....Ed Miller
 Consulting Engineer.....Archer Taylor

K O J M
HAVRE—1947

Frequency: 610 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....3.5 Mi. N.E. of Havre
 on Shepard Rd.
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service...Associated, Standard,
 Capitol
 Representative.....Friedenberg
 President.....Dr. Francis W. Aubin
 General, Sta. Mgr.....Charlotte H. Brader
 Commercial Manager.....Carlyle D. Leeds
 Prog. Dir., Chf. Ann.....James R. Saenger
 Production Director.....Stanley G. Stephens
 Chief Engineer.....George H. Bauer
 Consulting Engineer.....Dixie B. McGey

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 Hway. 93
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...World, SESAC, Standard
 Membership.....NAB
 Pres., Gen.-Sta.-Comm. Mgr...Donald C. Treloar
 Prom., Prog., Prod. Dir.....Norm Fisher
 Chief Announcer.....Glen Milhouse
 Musical Librarian.....Paul Johnston
 Chief Engineer.....William H. Patterson
 Farm Editor.....Glenn Millhouse

K X L O

LEWISTON—1947—MBS
INTERMTN. NET-KBS

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
 Comm. Mgr., Prog. Dir.....Marlin T. Obie
 Chief Engineer.....David Sather

K P R K

LIVINGSTON—1947—MBS
INTERMTN.-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By....Yellowstone Amuse. Co.
 Business Address.....Box 691
 Phone Number.....1000
 Transmitter-Studio Address.....E. Park St.
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 Pres., Gen. Mgr.....Paul B. McAdam
 Comm.-Sales Prom. Mgr.....Jack Hinman
 Prod., Pub. Prog. Dir.....Gerald Tyo
 Chief Engineer.....Dick Sylvester
 Farm Editor.....Gordon James

K R J F

MILES CITY—1941—KBS
MBS-INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....Box 1015, Miles City
 Phone Number.....1340
 Transmitter-Studio Location.....Haynes Ave.

MONTANA — NEBRASKA

News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB, BAB
 Pres., General Mgr. R. J. Scanlan
 Station Mgr., Chf. Eng. Charles L. Scofield
 Commercial Manager James Carson
 Program Director Don Holen
 Production Director Larry Holloran
 Chief Engineer Charles Scofield

K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Mosby's, Inc.
 Business-Studio Address 127 E. Main
 Phone Number 2155
 Transmitter Location 5 Mi. S. of City
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NAB, BAB
 Pres., Gen.-Sta. Mgr. A. J. Mosby
 Comm. Sales Prom. Mgr. Marion E. Dixon
 Prog., Prod. Dir. W. J. Strothour
 News Director Russ Nielson
 Musical Director John Dziak
 Chief Engineer Don Dahl
 Farm Editor W. J. Strotham

K X L L

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 Location River Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Representative Walker
 Pres., Gen., Sta. Mgr. Pat M. Goodover

Commercial Mgr. Bob Gillis
 Program Director Pat M. Goodover
 Publicity Director John Campbell
 Chief Engineer Dave Green

KIYI

SHELBY—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Tri County Radio Corp.
 Address N. Marias Ave.
 Phone Number 560
 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

K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By E. E. Krebsbach
 Phone Number 408
 Transmitter Location 4 Mi. N. of City
 News Service AP
 Transcription Service Capitol
 General Manager E. E. Krebsbach
 Station Mgrs. (Sidney) Keith Krebsbach,
 (Williston, N. D.) E. Clair Krebsbach
 Commercial Manager Bud Bailey
 Promotion Mgr. E. Clair Krebsbach
 Program Dir., Chf. Ann. Jerry Carlton
 Production Director E. Clair Krebsbach
 Publicity Director Keith Krebsbach
 Sports, News Dir. Roland Dain
 Chief Engineer O. H. Halvorson
 Farm Editor Bill Corkins

NEBRASKA

*Population 1,325,510—Increase +0.7% ('40-'50)—Radio Homes 342,840
 Families 358,250—Stations in State 22*

K C O W

ALLIANCE—1949

Frequency: 1400 Kc. Power: 250 Watts
 250 Watts n.
 Owned-Operated By Sandhills Bcstg. Corp.
 Trans. Address 1030 W. 3rd St.
 Phone Number 1300
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World, SESAC
 Membership NAB, BAB

President Hansford Jagers
 Gen., Sta. Mgr. Gene Ackerley
 Commercial Manager Arnold Kuhn
 Program Director Gene Ackerley
 News Director Eddie McCullough
 Chief Engineer Edward Davenport

K W B E

BEATRICE—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Blue Valley Bcstg. Co.
 Address 112½ North 6th St.

NEBRASKA

Phone Number1245
 Transmitter LocationMary & Sherman Sts.
 Air Time6 a.m.-11 p.m.
 News ServiceAP
 Transcription Service.....World, M. M. Cole
 MembershipNAB
 Pres. & Treas., Gen.-Sta. Mgr..John Thorwald
 Comm., Sales Prom. Mgr.....Bud Pentz
 Prog., Pub. Director.....C. H. Brugha
 Chf. Ann., News Director.....Larry Pribyl
 Chief EngineerWilbur R. Emerson
 Farm EditorJunior Thimm
 Consulting Engineer.....Weldon & Carr

K C N I

BROKEN BOW—1949—MBS

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

K J S K

COLUMBUS—1948—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....George Basil Anderson
 Business Address.....Box 460
 Phone Number5154
 Studio-Transmitter LocationColumbus
 Air TimeSunrise-sunset
 News ServiceAP
 RepresentativeBeddick
 Transcription Service.....World, SESAC
 Gen., Sta. Mgr.....George Basil Anderson
 Commercial ManagerMilo Kincaid
 Program Director.....Florence L. Anderson
 Musical Dir., Farm Editor....Carl L. Rafferty
 Chief EngineerHarold Hardy
 Farm EditorGene Jove

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 Number1060
 Transmitter Location.....E. 16th St.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceThesaurus
 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 Number703-4
 Transmitter LocationPhillips
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....World, Cole
 RepresentativeHeadley-Read
 MembershipNAB, BMB
 PresidentDon 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-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Nebraska Bstg. Co.
 Trans. AddressTribune Bldg.
 Phone Number2-5101
 Air Time6 a.m.-12 M.
 News ServiceINS
 Transcription ServiceCapitol
 PresidentFred A. Scaeton
 Gen., Sta. Mgr.....Duane L. Watts
 Commercial ManagerKen James
 Pub., Prod., Prog. Dir.Lloyd O. Thomas
 News DirectorCarl Sisskind
 Chief Engineer.....Duane B. Allison

AP SELLS

For Stations and Sponsors —

For instance . . . KBON

“Twenty-eight out of 30 day-
 time newscasts are sold . . . spot
 adjacencies are all sold . . . due to
 the practically immediate salability
 of Associated Press news pro-
 grams.”

PAUL R. FRY,
 General Manager,
 KBON, Omaha, Neb.

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
 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., Mgr. John W. Yeager, Jr.
 Prod., Pub., Prog. Dir. Marvin Houtz
 Chf. Ann., News Dir., Music Dir. . . . Bob Reidy
 Chief Engineer Jack Lewis
 Farm Editor Don Sherrill

K R V N

LEXINGTON—1950

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By Nebraska Rural Radio
 Address 108 W. 8th St.
 Phone Number 716
 Representative Taylor
 Transcription Service Standard
 News Service AP
 President Jay A. Person
 General Manager Max Brown
 Commercial Manager Dan Bellus
 Program Director Gary Schroeder
 Traffic Manager Patricia Doyle
 Chief Engineer Tom Copeland

K F O R

LINCOLN—1924—ABC

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 46th & Vine Sts.
 Air Time Unllimited
 News Service AP
 Transcription Service Capitol. Standard
 Representative Edward Petry
 Membership NAB, BAB
 President James Stuart
 V. P., Sta. Mgr. George X. Smith
 Pub., Sales Promotion Lydia Nekuda
 Prod., Program Director Robert Johnson
 News Director Bob Gamble
 Chief Announcer Avrum Bondarin
 Musical Director Fleda Ziegenbein
 Chief Engineer Charles W. Winkler

K L M S

LINCOLN—1949—LBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Lincoln Bcstg. Corp.

Address 130 N. 16th St.
 Phone Number 2-7579
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Ind. Met. Sales
 P. resident Howard A. Shuman
 General Manager J. Russell Joynt
 Program Director Del Brandt
 News Director Thomas C. Sorensen

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.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Pearson
 Pres., Gen. Mgr. Paul R. Foy
 Vice-President Inland Bcstg. Co.
 General Manager Harold E. Anderson
 Commercial Manager W. B. Waugh
 Prod., Prog. Director William L. Lucas
 Publicity Director Twila Walker
 Chief Announcer Lynne Reed
 Chief Engineer M. J. Korinek
 News Director Betty Craig
 Farm Editor Hal Allen

K B R L

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The McCook Bcstg. Co.
 Bus.-Studio-Transmitter Address . . . Hway 83 &
 "J" St.
 Phone Number 1450
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 Prom., Pres., Gen. Mgr. LeRoy W. Lenwell
 Prog. Dir., Chf. Ann. Wyn Lundberg
 News Director Mil Grummert
 Chief Engineer L. W. Lenwell
 Farm Editor Mil Grummert
 Consulting Engineer Fred O. Grimwood

W J A G

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 Daytime
 News Service AP

NEBRASKA

Transcription Service Standard
 Representative Walker
 Membership NAB, BAB
 President E. F. Huse
 General Manager Art Thomas
 Station Manager Bob Thomas
 Commercial Manager Vernon Stedry
 Music Prog., Prog. Dir. Glenn Hixson
 Prom. Mgr., Pub. Dir., Chf. Ann., Farm
 Editor Evans Meier
 News Director Mrs. Maude Rouse
 Chief Engineer Frank Wiedenbach

K O D Y

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station KODY
 Bus.-Studio-Transmitter Address. 1521 W. 12th
 St.
 Phone Number 382
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John Blahr
 Membership NAB, BAB
 President, Gen. Mgr. John Alexander
 Office Manager Jerry Wing
 Commercial Manager Joe di Natale
 Chief Announcer Bill Wood
 News Director Charles Craig
 Chief Engineer Jay Blakesley
 Farm Editor Ed Launer

K B O N

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcstg. Co.
 Business-Studio Add. 676 World Insurance
 Bldg.
 Phone Number JACkSON 8282
 Transmitter Location 2807 So. 38th St.
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Pearson
 Membership NAB, BAB
 President John K. Morrison
 Pres., Gen. Mgr. Paul R. Fry
 Station Manager Richard E. Welna
 Commercial Manager Ernest S. Priesman
 Sales Prom. Mgr., Pub. Dir. Beverly Bush
 Prog., Production Director Richard F. Low
 News Director Richard McCann
 Musical Director Richard Coffey
 Chief Engineer Richard E. Welna
 Consulting Engineer E. L. Dillard

K F A B

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By KFAB Bcstg. Co.
 Business-Studio Address 620 Farnam Bldg.

Phone Number Ja. 3420
 Transmitter Location 10 Mi. S. of Omaha
 Air Time 5 a.m.-12 M.
 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 Promotion Mgr. Don Shoemaker
 Program Director L. A. Miller
 Publicity Director Harold Storm
 News Director Carl Uhlarik
 Musical Director Alene McKinney
 Farm Editor W. E. Macdonald
 Consulting Engineer George Davis

K O I L

OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Central States Bcstg. Co.
 Business-Studio Address Omaha Natl. Bank
 Bldg.
 Phone Number JACkSON 7626
 Transmitter Location P. O. Box 355, Council
 Bluffs, Ia.
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Capitol, Standard
 Representative Edward Petry
 Membership NAB, BAB
 President James Stuart
 Sta., Gen. Mgr. William J. Newens
 Sales Promotion Manager Charles Frandsen
 Commercial Manager Arden Swisher
 Program Director Virgil Sharpe
 News Director Ted L. Haas
 Musical Director Betty 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
 News Service AP, UP
 Transcription Service Standard, Lang-Worth
 Representative Independent
 President Robert H. Storz
 Sta., Comm., Gen. Manager Todd Storz
 Sales Promotion Jack Sandler
 Program Director Gaylord Avery
 Production Director Don Loughname
 Publicity Director Jack Sandler
 Chief Announcer Jim O'Neill
 News Director Walt Kavanagh
 Musical Director Peg E. McGrath
 Studio Supervisor Dale Moudy
 Transmitter Supervisor N. P. Nelson
 Farm Editor Russ Leger

NEBRASKA — NEVADA

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 Francis P. Mathews
 General Manager Frank P. Fogarty
 Natl. Sales Mgr. Bob Dooley
 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 1620-1
 Transmitter Location 1½ Mi. S.E. of City
 Air Time 6 a.m.—Sunset
 News Service AP
 Transcription Service Capitol

Representative Hal Holman
 Membership NAB, BAB
 President John R. Jirdon
 General-Station Mgr. Russ M. Stewart
 Commercial Manager Byron Joachim
 Program Director Warren McGay
 Chief Announcer Dale Woods
 News Director Richard Rayman
 Prog., Musical Dir. Warren McGay
 Chief Engineer Leslie A. Proctor
 Consulting Engineer Gautney & Roy

K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By The Hilliard Co.
 Address 1517½ Bway
 Phone Number 856
 Transmitter Location 2 Mi. W. of City
 Air Time 6 a.m.—12 M.
 News Service UP
 Transcription Service Standard
 Representative McGillvra
 Membership NAB, BAB
 Pres., Gen.-Sta. Mgr. L. L. Hilliard
 Commercial Manager Lew Hunter
 Sales Promotion Manager Dick Ingwerson
 Program Director W. G. Walter
 Production Director Kirk Knox
 Publicity Director Red Davis
 Chief Announcer Bob Horstman
 News Director W. J. Brennan
 Musical Director Hap Ellis
 Chief Engineer Harland A. Morrison
 Farm Editor W. P. Bullock
 Consult. Eng. Commercial Radio & Equip. Co.

NEVADA

*Population 160,083—Increase +45.2% ('40-'50)—Radio Homes 45,750
 Families 48,510—Stations in State 8*

K E L K

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

Address Hotel Nevada
 Phone Number 2077
 Transcription Service Capitol
 News Service INS
 Co-Mgr., Chief Engr. D. I. Hansen
 Co-Manager D. V. Bradley
 Comm. Mgr., Pgm., News Dir. J. D. Steward

K E N O

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Nevada Bcstg. Co.
 Business Address Box 1310
 Phone Number 1400
 Studio-Transmitter Location "The Strip,"
 Hway. 91
 Air Time 5 a.m.—3 a.m.
 News Service INS
 Transcription Service Thesaurus
 Representative W. S. Grant

K E L Y

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By White Pine Bcstg. Co.

Pres., Gen.-Sta. Manager.....Maxwell Kelch
 Commercial Mgr.....Thompson Magowan
 Prog. Dir.....L. A. Newsome, Jr.
 News Director.....Ed Oncken
 Musical Director.....L. A. Newsome, Jr.
 Chief Engineer.....W. E. Berry
 Consulting Engineer.....J. Tapp

KLAS

LAS VEGAS—1947—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Las Vegas Bctrs., Inc.
 Address.....Desert Inn. P. O. Box 1510
 Phone Number.....4646
 Transmitter Location.....East Charleston Blvd.
 Air Time.....6 a.m.-12 M.
 Representative.....Cooke & Western Radio Sales
 Pres., Gen.-Sta.-Comm. Mgr.....Fred Stoye
 Sales Promotion Manager.....Ken Adams
 Program Director.....Larry Geraghty
 Production Director.....Carl Paige
 Publicity Director.....Ruthe Deskin
 Chief Announcer.....John Ryken
 News Director.....Max Miller
 Musical Director.....John Ryken
 Chief Eng., Farm Editor.....Ralph Dow

KRAM

LAS VEGAS—1946—MBS-NBC-KBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Boulder City Bcstg. Co.
 Address.....P. O. Box 1712
 Phone Number.....920
 Air Time.....6 a.m.-3 p.m.
 News Service.....UP
 Station Representative.....Avery Knodel
 President.....Edward J. Jansen
 Gen., Comm. Mgr.....Truman B. Hinkle
 Sales Promotion Manager.....Edward J. Jansen
 Program Director.....Gary Pickard
 Publicity Director.....Frances D. Landis
 News Director.....Tom Payne
 Musical Director.....Bill Clifford
 Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Sierra Bcstg. Co.
 Business-Studio Address.....Box 2231.
 Mapes Hotel
 Phone Number.....2-4501
 Transmitter Location.....6th & Cassinelli Rds.
 Air Time.....6:30 a.m.-1 a. m.
 Representative.....John E. Pearson, Western
 Radio
 Transcription Service.....MacGregor
 Membership.....NAB, BAB
 President.....R. K. Wittenberg
 Sta.-Gen. Manager.....Robert L. Stoddard
 Commercial Manager.....Bob Hughes

KOH

RENO—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
 Owner.....McClatchy Bcstg. Co. of Nev.
 Business-Studio Address.....143 Stevenson St.
 Phone Number.....Reno 5106
 Transmitter Location.....Sparks
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World, Capitol
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....Eleanor McClatchy
 Station Manager.....Hewitt Kees
 News Editor.....Rolon Irish
 Chief Technician.....Wesley Craig
 Farm Editor.....Charles E. Harris
 Consulting Engr.....George C. Davis

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Reno Bcstg. Co.
 Business-Studio Address.....33 Sierra St.
 Phone Number.....2-4518
 Transmitter Location.....Sparks
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Representative.....George P. Hollingbery
 Membership.....NAB, BAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Comm.-Sales Prom. Mgr.....Jack Kehoe
 Prod., Program Director.....William Ruff
 Chief Announcer.....Bill Binford
 News Dir., Farm Editor.....Len Sherman
 Musical Director.....Al Coon
 Chief Engineer.....Merle Peterson

WHY IS AP
 THE BEST?

BECAUSE—AP members,
 the greatest body
 of news collec-
 tors in the world
 today, provide
 their news to
 their AP.

NEW HAMPSHIRE

Population 533,242—Increase +8.5% ('40-'50)—Radio Homes 142,050
Families 148,120—Stations in State 13

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 Kietzke Lane
Air Time 7 a.m.-M.
News Service UP
Representative Walker
Membership NAB
President Merritt C. Speidel
General Manager Merrill Inch
Station Manager Larry Shields
Commercial Manager Jay G. Barker
Program Director John B. Stodelle
Chief Engineer Wilbur C. Comer

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
Phone Number 1797-8
Transmitter Location Hutchins St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Kettell-Carter, Radio Reps.
Membership NAB, BAB
President John W. Guider
Program Director Wendell C. MacKenzie
Chief Announcer Phil Brown
News Director Wendell C. MacKenzie
Musical Director Phil Brown
Chief Engineer James F. Hennessey

WTSV

CLAREMONT—1948
MBS-YANKEE-GRANITE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Granite State Bcstg. Co.
Trans. Address 221 Washington St.
Phone Number 1800
News Service UP
Representative Bannan, Bolling
President William J. Barkley
General Manager W. F. Rust, Jr.
Comm., Sales Prom. Mgr. Fred Sterns
Pgm., Sta. Dir., Chief Anncr. Dick Hill
News Director Joseph V. Shaw
Chief Engineer A. Davis

WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Hon. Charles M. Dale
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. Comm., Prom. Mgr. Thomas S. Pingree
Program Director Norm Messer
Chief Announcer Win Blake
Chief Engineer George Davis
Farm Editor Norm Messer

WTSL

HANOVER-LEBANON—1950—MBS
YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Granite State Bcstg. Co., Inc.
Address 155 Front St.
Phone Number 4-4075
Representative Bolling
News Service UP
President William J. Barkley
General Manager William F. Rust, Jr.
Commercial Manager Henry Lewis
Program Director Emil Popke
Chief Engineer William Heiser

WKNE

KEENE—1926—CBS-NBS

Frequency: 1290 Kc. Power: 5000 Watts d.
Owned-Oper. By... WKNE Corp.
Address 17 Dunbar St.
Phone Number 2080
Transmitter Location Stanhope Ave.
News Service UP
Transcription Service World
Representative Meeker, Kettell-Carter
Membership NAB, BAB
Pres., Gen. Sta. Mgr. Joseph K. Close
Commercial Manager Frank B. Estes
Sales Prom. Mgr., Pub. Dir. Herbert Allen
Prod. News Director... Howard E. Wheelock
Prog. Dir., Chief Announcer... Osborne C. Wade
Chief Engineer Ernest F. Batchelder
Farm Editor Stacey Cole

WLNH

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

NEW HAMPSHIRE

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 6:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Kettell-Carter
 Membership NAB
 President Morris Silver
 Gen., Sta., Prom. Mgr.,
 Prog. Dir. Warren H. Journay
 Commercial Manager Saul Gross
 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.
 Trans. Address 155 Front St.
 Phone Number 44075
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Representative Borgatti, Bolling
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Commercial Manager Ralph Gottlieb
 Program Director Norman Bailey
 Publicity Dir. William Carlsle
 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 6:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NAB, BAB
 President Hon. Francis P. Murphy
 Sta., Comm., Gen. Mgr. Hervey Carier
 Production Dir. Bernie Mack

News Director Tom Power
 Musical Dir. Bertram Colter
 Chief Engineer Vincent Chandler
 Farm Editor Robert Webster
 Consulting Engr. Tansky & Bailey

W O T W

NASHUA—1947

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, BAB
 Pres., Gen., Prom. Mgr. Arthur A. Newcomb
 Asst. Gen. Mgr. Angeline Kopka
 Program Dir. Paul Keefe
 News Director Edward Lecius
 Chief Engineer Robert C. Bingham
 Consulting Engineer Russell P. May

W H E B

PORTSMOUTH—1932—MBS

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
 Pres., Gen. Mgr. Hon. Charles M. Dale
 Commercial Manager Jack Kane
 Sales Promotion Walt Emery
 Program Dir. Lucien Dumont
 Chief Announcer Roger Walker
 Musical Director Don Grady
 Chief Engineer Anthony Vaccaro

W W N H

**ROCHESTER—1948
 GRANITE STATE**

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Stafford 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

Population 4,835,329—Increase +16.2% ('40-'50)—Radio Homes 1,261,110
Families 1,306,850—Stations in State 18

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By . . . Asbury Park Press, Inc.
Address Press Plaza
Phone Number Asbury Park 2-3000
Transmitter Location Neptune, N. J.
Air Time 7 a.m.-M.
News Service AP
Transcription Service Associated
Representative Jos. McGillvra, Inc.
Membership NAB, BAB
President Wayne D. McMurray
Station Manager Thomas B. Tighe
Program Director Everett Rudloff
Chief Engineer Cleon McKnight

WBAB

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, BAB
President Albert J. Feyl
Gen.-Sta.-Comm. Mgr. Monroe L. Mendelsohn
Prog. Dir., Chief Announcer . . . Ralph Shoemaker
News Director Bern Penrose
Musical Director Harry Lee
Chief Engineer Earle Godfrey
Farm Editor Bern Penrose
Consulting Engr. Tansky & Bailey

WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Neptune Bcstg. Corp.
Business Address Steel Pier
Phone Number 5-2188
Transmitter Location Venice Park
News Service UP
Transcription Service MGM
Representative John E. Pearson
Membership NAB
President John J. Laux
Gen., Sta. Mgr. Fred Weber
Commercial Mgr. Wm. C. Byrnes, Jr.
Continuity Dir. Lydia I. Hawksley
Program Dir. Ed Davis
Production Dir. Fred Haggerty
Chief Engineer Blair K. Thron

WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By . . . Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address Convention Hall
Phone Number 4-1340
Transmitter Location Absecon Blvd.
Air Time 7 a.m.-3 a.m.
News Service AP
Transcription Service Lang-Worth
Representative For Joe
President Richard Endicott
Gen., Sta. Mgr. David H. Freedman
Chf. Ann., Prod. Dir. Alan Owen
Publicity Dir. Irving Peiser
News Director William Konser
Musical Director Ruth Talley
Chief Engineer Norman Katz
Farm Editor Fred Parker

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By . . . Eastern States Bcstg. Co.

WFPG

Atlantic City, N. J.
*Serving the 107th Market
of the Nation*



with

MORE play-by-play sports
MORE network programs
MORE news
from its

408 FOOT TOWER

(Tallest structure in New Jersey,
south of Newark)

WSTV
Steuensville

WBMS
Boston

WPIT
Pittsburgh

WFPG
Atlantic City

NEW JERSEY

Address Bridgeton
 Phone Number 2930
 Transmitter Location Old Burlington Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Thomas Clark
 President Russell S. Henderson
 General-Station Manager Paul Alger
 Commercial Manager Jerry Alden
 News Director Don Hart
 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, Inc.
 Business-Studio Address City Hall
 Phone Number Emerson 5-5600
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard, Capitol
 Membership NAB
 Director Mayor George E. Brunner
 Managing Dir. Willard C. Schriver
 Sta., Comm. Mgr. John Cleary
 News Director William Stewart
 Chief Engineer John Zander

W K D N
CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By So. Jersey Bcstg. Co.
 Business Address 2881 Mt. Ephraim Ave.
 Phone Number EM 5-7200
 Air Time Daytime
 News Service AP
 Transcription Service Associated, SESAC
 Pres., Gen. Mgr. Major Ranulf Compton
 Station Manager Gordon Giffen
 Program Director Jerry Williams
 News Director Bob Ross

W M T R
MORRISTOWN—1948

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By Morristown Bcstg. Co.
 Address P. O. Box 345, Park Square Bldg.
 Phone Number MO 4-5700
 News Service AP
 Transcription Service Associated
 Representative Deveny & Co.
 Membership NAB
 President George S. Croy
 Station Mgr. Kenneth A. Croy
 Commercial Mgr. Clement T. Lowden
 Chief Engineer Rudolph C. Prow
 News Director 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; BAcklay 7-8216
 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. Lennon
 Promotion Director James Sondheim
 Program Director George Green
 Public Relations Director Roland Trenchard
 Director, Educ. Activities Robert B. Macdougall
 V.P., Engineering Frank V. Bremer

W V N J

NEWARK—1948—NJSN

Frequency: 620 Kc. Power: 5000 Watts
 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

V

N

J

620 on your dial

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

NEWARK N. J.

W H B I
NEWARK—1921

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
Representative . . . Masi, Maplewood, N. J.
Membership . . . NAB
Pres., Gen. Mgr. . . James L. Shearer
Sta., Comm. Mgr., Prog. Dir. . . 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, Standard
Representative . . . Rambeau
President . . . Edward W. Scudder, Jr.
Gen., Sta., Comm. Mgr. . . Harry D. Goodwin
Pub. Dir., Sales Prom. Mgr. . . James R. Ryall

Program Director . . . Steven Van Gluck
Chief Engineer . . . Peter Testan
Farm Editor . . . Will Peigelbeck
Consulting Engr. . . Paul Godley

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
Membership . . . NAB, BAB
Pres., Gen. Mgr. . . James L. Howe
Station Manager . . . Robert Williams
Commercial Manager . . . James M. Vogdes
Program Director . . . Donald V. Meaney
News Director . . . Kenneth Bernstein
Chief Engineer . . . Robert L. Williams
Consulting Engineer . . . Russel P. May

W P A T

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

IT'S

W P A T

FOR

RESULTS

IN

NEW YORK, NEW JERSEY and
CONNECTICUT

930 Kc.

5000 Watts

Transmitter.....Broad at Hepburn Rd. Clifton
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Associated, Sesac,
 Lang-Worth
 President.....Richard Drukker
 General Manager.....D. J. Wright
 Program Director.....Don Kerr
 Asst. V.P., Chief Engineer.....Earl F. Lucas
 Musical Director.....Frank Tuoti

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pioneer Bcstrs., Inc.
 Address.....Old Turnpike
 Phone Number.....3971
 Transcription Service.....Standard
 News Service.....AP
 President.....Charles Rupp
 Gen., Comm. Mgr.....A. Harry Zoag
 Pgm. Dir., Prom. Mgr.....John Struckell
 Chief Engineer.....Milton Thurlow
 News Director.....Art Keiser
 Farm Editor.....Bill Gregory

WTNJ

TRENTON—1923

Frequency: 1300 Kc.....Power: 250 Watts
 Owned-Operated By.....WOAX, Inc.
 Address.....416 Bellevue Ave.
 Phone Number.....8149
 Transmitter Location.....Lincoln Pt.,
 Morrisville, Pa.
 Air Time.....Sunrise to Sunset only
 News Service.....UP
 Transcription Service.....Sesac
 Gen., Comm. Mgr., Prog. Dir., Murray J. Green
 Chief Announcer.....Frank T. Parr
 Chief Engineer.....John Novak

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
 Transmitter Location.....Yardley, Pa.
 Air Time.....7 a.m.-12:05 a.m.
 News Service.....UP
 Representative.....ForJoe
 Membership.....NAB, BAB
 President.....Hon. Elmer H. Wene
 General Manager.....Carl Mark
 Commercial Manager.....Fred L. Bernstein
 Sales Prom. Mgr.....Alfred J. Carker
 Program Director.....William R. Griffin
 Publicity Director.....Mary Irish
 News Director.....Arnold Snyder
 Chief Engineer.....Theodore P. Kilmer
 Consulting Engr.....Paul Godley

WWBZ

VINELAND—1945

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Community Bcstg. Serv.,
 Inc.
 Address.....633 Wood St.
 Phone Number.....Vineland 7-1360
 Transmitter Location.....Isaac & Gershal Aves.,
 Brotmanville, N. J.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....McGillvra
 President.....Joseph M. Bullock
 Gen., Sta., Prom. Mgr.....Fred M. Wood
 Commercial Manager.....John Serra
 Program Director.....Dorothy H. Carlson
 Chief Engineer.....C. V. Mullen
 Consulting Engineer.....John Creutz

NEW MEXICO

*Population 681,187—Increase +28.1% ('40-'50)—Radio Homes 154,300
 Families 170,300—Stations in State 23*

KALG

ALAMOGARDO—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Oters Bcstg. Assn.
 Address.....Box 268
 Phone Number.....311
 News Service.....UP
 Co-Owners.....Louis M. Neale, Jr.,
 Norman Lassetter
 Commercial Manager.....Floyd R. Grady
 Program Director.....Bob Hoffman
 Chief Engineer.....Louis M. Neal, Jr.

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....New Mexico Bcstg. Co.
 Business Address.....P. O. Box 1294
 Phone Number.....3-4543
 Transmitter Location.....So. 2nd St.
 Air Time.....5:30 a.m.-12 M.
 News Service.....UP, AP
 Transcription Service.....World
 Representative.....Avery-Knodel, Inc.
 Pres., Gen. Mgr.....A. R. Hebenstreit
 Music Pgm., Prod., Pub. Dir. ..Robt. Van Driel

News Director John Kirkwood
 Chief Engineer Leonard F. Dodds
 Consulting Engr. A. Earl Cullum, Jr.

Chief Engineer John Morrison
 Farm Editor Cecil Pragnell

K O A T

ALBUQUERQUE—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Alvarado Bcstg. Co., Inc.
 Business-Studio Address 122 S. Tulane
 Phone Number 5501
 Transmitter 2000 W. Indian School Rd.
 Air Time 24 hrs.
 News Service UP
 Transcription Service Capitol Lang-worth
 Representative Cooke
 President Herbert W. Wimberly
 General Manager A. M. Caldwell
 Chief Engineer William Carman

K O B

ALBUQUERQUE—1920—NBC

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 3-4411
 Transmitter Location Alameda
 Air Time 6 a.m.-M.
 News, Service AP, INS
 Transcription Service Standard
 Representative Free & Peters
 Pres., Gen. Mgr. T. M. Peppercday
 Station Manager Phil Hoffman
 Program Director John Griswold
 Asst. Prom. Mgr. Rolf S. Nielsen
 Chief Engineer George S. Johnson

K V E R

**ALBUQUERQUE—1947—MBS
 GREAT WEST**

Frequency: 1340 Kc. Power: 250 Watts d.;
 250 Watts n.
 Owned-Oper. By Western Air, Inc.
 Address 317 N. Broadway, Box 1388
 Phone Number 3-1744
 Transmitter Location Old Albuquerque
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service MGM
 Representative Walker Co.
 Membership NAB, BAB
 President William T. Kemp
 General Manager Ken Palmer
 Station Manager Keith Type
 Commercial Manager Paul Kehle
 Sales Promotion Manager Ernie Hill
 Program Director Raquel Marquez
 Publicity Director Violet Shine
 Chief Announcer Connie Alexander
 Musical Director Mac Vernon

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 850
 Transmitter Location South Roselawn
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service Standard
 President Martin Yates III
 Gen., Sta., Sa'es Prom. Mgr. David M. Button
 Commercial Manager Wayne Griffin
 Chief Engineer Robert Meeker

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Carlsbad Bcstg. Corp.
 Business-Studio Address 601 No. Canal St.
 Phone Number 244
 Transmitter Location 3 mi. SW City
 Air Time 6 a.m.-M.
 News Service AP
 Representative Taylor Co.
 President Val Lawrence
 General-Station Mgr. Norman R. Loose
 Commercial Manager Don Meyers
 Program Director Alexander Pitcaithley
 Chief Engineer William Sene

K P B M

CARLSBAD—1950

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By McEvoy Bros.
 Address 313 W. Mermod
 Phone Number 1095
 Transcription Service Lang-Worth
 News Service AP
 Pres., Gen. Mgr. Maurice F. McEvoy
 Commercial Manager Darrell A. Swayze
 Program Director Wayne F. Scott
 Chief Engineer Harland Nilong
 News Director Earl Burnam

K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Air-Ne-Mix Bcstg.
 Address Fair Grounds
 Phone Number 616
 Transcription Service Capitol
 News Service UP
 President Arthur Jernigan
 Vice-President E. K. Stevens
 Secy.-Treas. E. H. Beckner

Gen., Prom. Mgr., News, Pgm. Dir... Frank Vale
 Commercial Manager..... James Morris
 Chief Engineer..... Robert Waters

KICA
CLOVIS—1933—MBS

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Operated By: Hugh DeWitt Landis &
 R. B. McAlister
 Address 520 Pile St.
 Phone Number 5511
 Transmitter Location..... 1 mile East of Clovis
 Air Time 5:30 a.m. to 11:30 p.m.
 News Service AP, UP
 Transcription Service .. Standard, Lang-Worth
 Station Representative..... O. L. Taylor Co.
 Membership NAB, BAB
 President DeWitt Landis
 General Manager R. B. McAlister
 Prod., Progr. Director..... Robt. L. Sanders
 Musical Director Wm. Evans
 Chief Engineer Vernon Hughes

KGAK
GALLUP—LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Thunderbird Broad. Co.
 Address-Transmitter East Highway 66
 Phone Number 1177
 Air Time 6:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service .. Capital, Lang-Worth
 Station Representative..... McGillvra
 President, Gen. Mgr..... Merle H. Tucker
 Com. Mgr., Prog. Dir..... B. J. Fitzpatrick
 Chief Announcer Don Husted
 News Director B. J. Fitzpatrick
 Chief Engineer Kay Palmer
 Consulting Engineer.. Craven, Lohnes & Culver

KWEW
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-Borhoff
 President..... W. E. Whitmore
 General Manager Harry McAdams
 Commercial Manager..... Phil McGee
 Program Director..... Dortha A. Montgomery
 Chief Engineer..... Roy Evans

KCHS
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
 News Service UP
 Transcription Service Capitol
 Membership NAB
 Representative..... Continental Radio Sales
 President Leonard R. Trainer
 Gen., Sta. Mgr., Ch. Engr.... Russell A. Walz
 Commercial Manager..... A. B. Gemoets
 Program Director..... Lynne Rasmussen

KOBE

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

KFUN

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

KRSN

LOS ALAMOS—1949

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Alvarado Bcstg. Co.
 Address Community Center
 Phone Number 4422
 Representative Cooke
 Transcription Service Capitol
 News Service UP
 President..... H. W. Wimberly
 Vice-Pres., Gen. Mgr..... H. W. Bumpas
 Secy-Treas..... A. M. Cadwell
 Station Manager..... Bob Porton

KRTN

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-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 Co.
 Membership.....NAB
 Pres., General Manager.....W. E. Whitmore
 Commercial Manager.....G. F. Roberts
 Program Director.....Oldfield
 Chief Engineer.....Eugene Rader

K S W S

**ROSWELL—1947—ABC-ZIA NET
 LBS**

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
 Farm, Pgm., News Dir.....Tom Foulkes
 Chief Engineer.....Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-LBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Alvarado Broad. Co., Inc.
 Address.....122 South Tulane
 Phone No.....57501 (Albuq.), 3003 (Santa Fe)
 Transmitter Location.....208 East Marcey St.
 Air Time.....6.00 a.m. to 12 M.
 News Service.....UP

Transcription Service.....Capitol
 President.....Herbert W. Wimberly
 General Manager.....A. M. Caldwell
 Commercial Manager.....Al Paul Theil
 Sales Promotion Manager.....Al Paul Theil
 Sta. Mgr., Prog.-Prod. Dir.....Hugh M. Gray
 Publicity Director.....Nap Gonzales
 Chief Announcer.....Acton Tillery
 News Director.....Milton Young
 Musical Director.....Monica Rodgers
 Chief Engineer.....Ray Wilkins

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-Borroff
 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-Borroff
 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
 Transmitter Location.....Outside east city limits
 Air Time.....6 a.m.-10:30 p.m.
 News Service.....UP
 Partners.....Grady Franklin Maples,
 R. B. McAlister
 Gen. Sta. Mgr., Prog., Pub., News Dir.
 Grady Franklin Maples
 Commercial Manager.....Keith Kivlehen
 Chief Announcer.....Webster Smith
 Chief Engineer.....David Fred White, Jr.
 Continuity Chief.....George Entz
 Traffic Manager.....Kathryn Ann Stephenson

AMUSEMENTS

COLE BROTHERS CIRCUS
 THE CZECHOSLOVAKIA INDUSTRIAL FAIR
 LOWY'S, INC.
 MADISON SQUARE GARDEN CORPORATION
 NATIONAL ASSOCIATION OF ENGINE
 & BOAT MANUFACTURERS
 PARAMOUNT PICTURES, INC.
 R. K. O. RADIO PICTURES, INC.
 RINGLING BROTHERS & BARNUM
 & BAILEY CIRCUS
 TWENTIETH CENTURY-FOX FILM
 CORPORATION

AUTOMOBILES

AUSTIN OF ENGLAND
 CHRYSLER CORPORATION
 (PLYMOUTH MOTOR DIVISION)
 DODGE BROTHERS CORPORATION
 FORD DEALERS OF AMERICA
 GENERAL MOTORS CORPORATION
 (CHEVROLET MOTOR DIVISION)
 (OLDSMOBILE DIVISION)
 HUDSON SALES CORPORATION
 KAISER-FRANZ CORPORATION
 NASH KELVINATOR CORPORATION
 PACKARD MOTOR CAR CO.
 SIE WILLIAM ROOTES

BEVERAGES

ATLANTIS SALES CORPORATION
 EASTERN WINE CORPORATION
 GARRETT & COMPANY
 KREUGER BREWING COMPANY
 MILLER BREWING COMPANY
 NATIONAL DISTILLERS COMPANY
 (GAMBARELLI & DAVITTO
 RUBSAM & HOBBSMAN BREW
 COMPANY)
 THE F. & M. SCHAEFER
 BREWING COMPANY
 TROMMER, INC., JOHN F.

**CLOTHING & APPAREL
(BY MFG.)**

SA-RAY CLOTHING COMPANY, I
 STAY-IN-FORM BRASSIERS
 MISS SWANK, INC.

CONFECTIONS & SOFT DR

BARTON BONBONNIERE
 BEYER ICE CREAM COMPANY
 COLONIAL HOUSE CANDIES
 FANNY FARMER CANDY COMPANY
 KIRSCH BEVERAGES, INC.
 LIFE-SAVERS, INC.
 PEPSI-COLA COMPANY
 PETER PAUL, INC.
 PHILADELPHIA DAIRY PRODUCTS
 COMPANY
 PLANTERS NUT & CHOCOLATE COMPANY
 RYAN CANDY CORPORATION
 SOPHIE MAE CANDY CORPORATION
 WILLIAMSON CANDY COMPANY

DRUGS & PHARMACEUTICALS

THE ANAHEIM COMPANY (SUBSIDIARY
 OF: PYRIDUM CORPORATION)
 B. C. REMEDY COMPANY
 BAYER COMPANY (DIVISION OF:
 STERLING DRUG, INC.)
 BEAUMONT COMPANY
 BRISTOL-MYERS COMPANY
 BLOCK DRUG COMPANY
 BREITENBACH COMPANY, M. J.
 CARTER PRODUCTS, INC.
 CONSOLIDATED ROYAL CHEMICAL
 CORPORATION
 DOLCIN CORPORATION
 FOSTER-MILBURN COMPANY
 GROVE LABORATORIES, INC.
 HUMPHREY'S HOMEOPATHIC
 MEDICINE COMPANY
 THE KNOX COMPANY
 MARYLAND PHARMACEUTICAL COMPANY
 MCKESSON & ROBBINS COMPANY
 MILES LABORATORIES
 MUSTERLOFF COMPANY
 PHARMACO, INC.
 LYDIA E. PINKHAM MEDICINE COMPANY
 THE PINEX COMPANY
 RHODES PHARMACEUTICAL COMPANY
 SECK & KAIS, INC.

**DRUGS & PHARMACEUTICALS
(Cont'd)**

UNION PHARMACAL COMPANY
 VICK CHEMICAL COMPANY
 WHITEHALL PHARMACEUTICAL COMPANY

FOODSTUFFS

AIRLINE FOODS CORPORATION
 AMERICAN HOME FOODS
 ARNOLD BAKERS, INC.
 ATLANTA PRODUCTS CORPORATION
 THE BEST FOODS, INC.
 THE BORDEN COMPANY
 BOWEY'S, INC.
 BUTONI MACARONI COMPANY
 CALIFORNIA PACKING CORPORATION
 CALIFORNIA WALNUT GROWERS
 ASSOCIATION
 CAMPBELL SOUP COMPANY
 CONTINENTAL BAKING CORPORATION
 CONVERTED RICE, INC.
 D'ARRIGO BROTHERS COMPANY
 DELAWARE...

INSURANCE & FINANCIAL

AMERICAN PROGRESSIVE HEALTH
 INSURANCE COMPANY OF NEW YORK
 CHASE NATIONAL BANK OF THE
 CITY OF NEW YORK
 HARRIS, UPHAM & COMPANY
 KIDDER, PEARODY & COMPANY
 MANUFACTURERS TRUST COMPANY
 METROPOLITAN LIFE INSURANCE
 COMPANY
 NORTH AMERICAN ACCIDENT
 INSURANCE COMPANY
 UNION TRUST SAVINGS BANK

RETAIL ESTABLISHMENTS

CONFORMAL SHOES (DIVISION OF:
 INTERNATIONAL SHOE COMPANY)
 DIANE BEAUTY SALON
 DUPONT...

MISCELLANEOUS

AD ASTRA, INC.
 ALVIN ENTERPRISES, INC.
 AMERICAN AIRLINES
 AMERICAN MEDICAL ASSOCIATION
 AMSTERDAM SALES COMPANY
 THE ANDERSON COMPANY
 BEAR RIDGE LAKE
 THE BOOKHOUSE FOR CHILDREN
 BUCKRAFT OF NEW JERSEY
 BULOVA WATCH COMPANY
 BURLINGTON MILLS
 CAT'S PAW RUBBER COMPANY
 CHEERFUL CARD COMPANY
 CHRISTY CHEMICAL COMPANY
 CLINE'S RUG & FURNITURE SERVICE
 ESSEX RUG CLEANING COMPANY &
 HUDSON RUG CLEANING COMPANY
 COLONIAL AIRLINES
 CONCORDIA MUSIC SHOP
 ...LIER PUBLISHING
 ...SHING COMPANY
 ...SS
 ...CRAWANNA & WESTERN
 ...ANY
 ...DUCTS, INC.
 ...E COMPANY, JOSEPH
 ...I COMPANY
 ...BY
 ...OMPANY
 ...MS
 ...MERCHANDISE MART
 ...RUITING SERVICE
 ...CH
 ...LAND
 ...MERCER,
 ...A, INC.
 ...PRODUCTS
 ...ONTH
 ...ORPORATION
 ...MPANY
 ...DAD
 ...LARK
 ...R WATCH
 ...NO SALON
 ...WORK
 ...PORATION
 ...S COMPANY
 ...MINNESOTA MIRROR COMPANY
 ...NATIONAL CARBON COMPANY
 ...NATIONAL PHYSICIANS ELECTRONIC
 ...EQUIPMENT LABS, INC.
 ...NEW JERSEY & NEW YORK PASSBOOK
 ...COMPANY
 ...NEW YORK DAILY NEWS
 ...NEW YORK HERALD TRIBUNE
 ...NEW YORK JOURNAL-AMERICAN
 ...NEW YORK MIRROR
 ...NEW YORK TELEPHONE COMPANY
 ...NEW YORK TIMES
 ...NEW YORK WORLD-TELEGRAM & SUN
 ...NORTHERN ELECTRIC COMPANY
 ...OLIVER NURSERY FARMS, M.
 ...OLSON COMPANY
 ...ONIROOKE, NEW YORK
 ...THE PERFECT CIRCLE COMPANY
 ...PHILADELPHIA & READING COAL & IRON
 ...COMPANY
 ...PILOT RADIO CORPORATION
 ...PRENTICE-HALL, INC.
 ...THE QUAKER OATS COMPANY
 ...RADIO OFFER COMPANY
 ...RADIO BARGAIN GUILD
 ...RESERVE CORPS (ORGANIZED)
 ...ROBBINS MUSIC CORPORATION
 ...ROBINSON PUBLICATIONS
 ...ROBINSON ART METAL WORKS, INC.
 ...ROOTES MOTORS, INC.
 ...THE SENAQ COMPANY
 ...STEIN'S NURSERY
 ...TOWN & COUNTRY GIFT SHOP
 ...TRANSCONTINENTAL & WESTERN
 ...AIRLINES, INC.
 ...TAY-OWEN PATTERNS
 ...TUNNEL ADVERTISING COMPANY
 ...TWENTIETH CENTURY AIR COACH
 ...SYSTEM
 ...U.S. ARMY AIR FORCE
 ...VIM RADIO & SPORTING GOODS STORE
 ...WESTCHESTER RACING ASSOCIATION
 ...WILLIAM H. WISE & COMPANY
 ...WORLD EDITORIAL, INC.
 ...YONKERS TROTTING ASSOCIATION, INC.

**WOR sells
everything**

GAS & OIL

ESSO STANDARD OIL COMPANY
 OF NEW YORK
 SHELL OIL COMPANY

**HOUSEHOLD EQUIPMENT
& FURNISHINGS**

AMERICAN WATERPROOFING
 CORPORATION
 BAKER BRUSH COMPANY
 COOK & DUNN PAINT CORPORATION
 ECLIPSE SLEEP PRODUCTS, INC.
 GENERAL ELECTRIC COMPANY
 GENERAL ELECTRIC DISTRIBUTORS
 INDUSTRIAL TAPES CORPORATION
 METRO UTILITY COMPANY
 MOORE & COMPANY, BENJAMIN
 OLSON RUG COMPANY
 WARNER MFG. CORPORATION

TOBACCO PRODUCTS

BROWN & WILLIAMSON TOBACCO
 CORPORATION
 CONSOLIDATED CIGAR CORPORATION
 MAIL POUCH TOBACCO COMPANY
 JOHN MIDDLETON
 PHILIP MORRIS & COMPANY, LTD. INC.
 REYNOLDS TOBACCO COMPANY, R. J.
 U. S. TOBACCO COMPANY

TOILET GOODS & COSMETICS

AMERICAN SAFETY RAZOR COMPANY
 ARMOUR & COMPANY
 BRISTOL-MYERS COMPANY
 CHAMBERLAIN SALES CORPORATION
 COLGATE-PALMOLIVE-PEET COMPANY
 CONTI PRODUCTS, INC.
 DOBSKIN PRODUCTS, INC.
 GROVE LABORATORIES (F. W. FITCH
 DIVISION)
 MANUFACTURERS MARKETING
 COMPANY, INC. (UNILEVER, LTD.
 MCKESSON & ROBBINS, INC.
 MENNEN COMPANY
 NOXZEMA CHEMICAL COMPANY
 POTTER DRUG & CHEMICAL COMPANY
 PROCTER & GAMBLE
 ROCK LEGOS LABORATORIES, INC.
 ROLLA RAZOR, INC.
 SCHIEFFELIN & COMPANY
 (UNILEVER EXPORT, LTD.)
 SABLE COMPANY, R. B.
 WHITEHALL PHARMACEUTICAL COMPANY

NEW YORK

Population 14,830,192—Increase +10.0% ('40-'50)—Radio Homes 3,879,900
Families 4,008,160—Stations in State 95

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... Braintree 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—1925—UBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By... Gov. Dongan Bcstg. Corp.
Bus.-Studio Address... Hotel Wellington,
136 State St.
Phone Number 3-8638
Transmitter Location... Kenwood Ave., Elsmere
Air Time Unlimited
News Service AP
Transcription Service... Standard
Representative McGillora
President, General Mgr. James T. Healey
Station Manager A. Kellert
Program Director Paul Baron
Chief Announcer Lyle Bosley
Musical Director Gordon Seaman
Chief Engineer Al Sardi
Consulting Engr. Millard M. Garrison

W P T R

ALBANY—1948—

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By... Patroon Brcdstg. Co., Inc.
Address Hotel Ten Eyck
Phone Number 5-3345, 5-5422
Transmitter Location Middle Rd., Colonie, N. Y.
Air Time Unlimited
News Service AP, INS
Transcr. Service Associated, SESAC
Station Representative... Weed and Co.
Membership NAB
President J. Myer Schine
General Manager Robert L. Coe
Sta. Mgr., Ch. Engr. W. Russell David, Sr.
Com. Prom Mgr. George L. Sutherland
Program Director Glen Walrath

Publicity News Dir... Howard W. Maschmeier
Chief Announcer Glen Walrath
Musical Director Frank D'Armond
Farm Editor Ellis Barrett
Consulting Engineer A. D. Ring, Inc.

W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5,000 Watts d.;
1,000 Watts n.
Owned-Oper. By... Hudson Valley Br. Co., Inc.
Address 112 State Street
Phone Number 3-2225
Transmitter Location... Route 9W—Glenmont
Air Time 6:00 a.m. to 1:00 a.m.
News Service INS, UP
Transcription Service World
Station Representative... The Bolling Co.
Membership NAB
President Dr. John J. Quinlan
General Manager... Harry L. Goldman
Station Mgr., Prog. Dir. Johnny Lee
Commercial Mgr. Norman D. Tillman
Production Director... Mary Elinor Wells
Chief Announcer Walter Sheahan
News Director Arnold Freedman
Musical Director Richard Hartigan
Chief Engineer Charles Heisler
Farm Editor George Michael

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 6:00 a.m.-12:05 a.m.
News Service UP
Representative Katz
President, Gen. Mgr. Stephen R. Rintoul
Commercial Manager... Gren Rand
Sales Prom. Mgr. Eugene Fitzpatrick
Program Director... Fred Daiger
News Director George Tabachnick
Chief Engineer George Wetmore
Consulting Engr. Robert M. Sulliman

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

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-KBS

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 Hehner
 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

W I N R

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.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingsbery
 Membership NAB, BAB
 President Donald Kramer
 General Manager C. A. Bengtson

Station Executive E. R. Vadeboncoeur
 Commercial Manager H. R. Nicholson
 Program Director Charles Bishara
 Publicity, News Director George O'Connor
 Chief Announcer Jan Costley
 Chief Engineer A. A. Kelley
 Consulting Engr. Craven, Lohnes & Culver

W K O P

BINGHAMTON—1947—MBS

Frequency: 1360 Kc. Power: 100 Watts d., 500 n.
 Owned-Oper. By The Binghamton Bcstrs., Inc.
 Business-Studio Address 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location Morgan Rd.
 Air Time 5.30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr. Andrew Jarema
 Prom.-Com. Manager Norman Stewart
 News-Prod.-Prog. Dir., Farm Editor
 Wa'ly Buman
 Publicity Director Frahn O'Connor
 Chief Engineer Art Goodwin
 Musical Director Len Hathaway
 Chief Announcer Art Goodwin
 Chief Engineer Charles Hallinan
 Consulting Engineer Dixie B. McKee

W N B F

BINGHAMTON—1927—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Clark Associates, Inc.
 Business Address P. O. Box 48
 Phone Number Binghamton 2-3461
 Transmitter Location Ingraham Hill
 News Service UP
 Transcription Service Capitol
 Representative Bolling
 Membership NAB
 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
 Consulting Engineers Laasky & Bailey

W E N E

**BINGHAMTON—ENDICOTT—1947
 ABC**

Frequency: 1430 Kc. Power 5000 Watts
 Owned-Oper. By Empire Newspapers-Radio
 Business-Studio Address Radio Center

NEW YORK

Phone Number 5-3351
 Transmitter Location Pierce Hill, Vestal
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Transcription Service Associated, Capitol
 Representative Radio Reps. Inc.
 Membership NAB, BAB
 President James H. Ottaway
 Managing Director F. H. Brinkley
 Sta., Comm., Sales Prom. Mgr. S. W. Ryder
 Pgm., Prod. Dir., Farm Editor. Harold E. Graves
 Publicity Dir. James A. McKechnie
 News Director Harold Hancock
 Musical Director Harold E. Graves
 Chief Engineer Sheldon W. Weyland
 Consulting Engr. Chambers & Garrison

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By WBEN, Inc.
 Phone Number MOhawk 0930
 Transmitter Location Grand Island
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Transcription Service

Thesaurus, Lang-Worth, Standard
 Representative Edward Petry
 Membership NAB, BAB
 President Edward H. Butler
 General Manager C. Robert Thompson
 Station Manager Frank W. Kelly
 Local Sales Mgr. C. E. Daly
 Program Director William E. Rich
 Publicity Director Joseph A. Haeffner
 Chief Announcer 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 Crosson
 Chief Engineer Thomas L. Vines

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 5:30 a.m.-1:05 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
 Asst. Sta. Mgr. F. R. Greene
 Commercial Manager Nat Cohen
 Sales Promotion Manager R. McPherson
 Program Director Robert Strigl
 Production Director Ray F. Wander, Jr.
 Publicity Director F. L. Lounsberry
 Chief Announcer Allan Lewis
 News Director Jack McLean
 Musical Director David Cheskin
 Chief Engineer K. B. Hoffman
 Farm Editor Donald Huckl-

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 5:30 a.m.-2 a.m.
 News Service AP, INS, Reuters
 Transcription Service Standard
 Representative Katz
 Membership NAB
 President William J. Connors, III
 General Manager Cy King
 Commercial Manager William Doerr, Jr.
 Sales Prom., Pub. Div. Charles Marti
 Program Director Lloyd Gibson
 Production Director Clarence Allen
 Chief Announcer Ed Tucholka
 News Director Gene Barry
 Musical Director Victor D'Ana
 Chief Engineer Frank B. Ridgeway

WWOL

BUFFALO—1947—PBS

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Operated By Greater Erie Broad. Co.
 Address 315 Main St.
 Phone Number MO 1200
 Trans. Location Dorance St., W. Seneca, N. Y.
 Representative Forjoe
 President Leon Wyszatycki
 Sta. Gen. Mgr. Ted Wyszatycki
 Commercial Manager Jack Greenfield
 Sales Promotion Manager S. Casey
 Prog.-Prod. Director Joe A. Rico
 Chief Announcer Fred Klestine
 News Director Ron Donlevy
 Musical Director Trudy Peeples
 Chief Engineer Frank Sai

BEST BUY in the BUFFALO MARKET!



WKBW

YOUR WESTERN NEW YORK SALESMAN

Greatest Dollar-for-Dollar Value!

In Western New York, WKBW is delivering more measurable "cash-register" results per dollar invested than any other Buffalo station.

If you want to sell merchandise in Buffalo and the rich Western New York Market, WKBW should be...

Your *FIRST* Choice

FIRST IN POWER

Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES

WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS

Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS

Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT

WKBW has a strong line-up every day. Screen Guild Players, Stop the Music, Inner Sanctum, Production Parade, Lone Ranger, Mazer's Matinee, The Original Amateur Hour, Tello-Test, Breakfast Club, My True Story. **We Know Buffalo's Wishes.**

FIRST IN PUBLIC SERVICE

WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

FIRST IN DOLLAR VALUE

WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest . . . but Buffalo's *FIRST* Station!

WKBW
BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY-KNODEL
National Representatives

ABC NETWORK

CLINTON H. CHURCHILL
Founder, President and Manager

W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By.....WKBW, Inc.
 Business Address.Radio Center, 1430 Main St.
 Phone Number.....Grant 5101
 Transmitter Location...R.F.D. No. 5, Hamburg
 Air Time.....24 hrs.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB
 President, General Mgr....Clinton H. Churchill
 Asst. to Pres.....Roger M. Baker
 Sales Manager.....Ken Kaplan
 Sales Promotion.....Alfred E. Anscombe
 Program Director.....Paul Martin
 Publicity Dir.....Alfred E. Anscombe
 News Director.....Hugh Shannon
 Chief Engineer.....Leroy Fiedler

W X R A

BUFFALO-KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By..W. New York Broad. Co.
 Trans. Loc..1515 Niagara Falls Blvd., Amherst
 Phone Number.....AMherst 1161
 News Service.....AP
 Transcription Service.....Associated
 Station Representative.....Wm. G. Rambeau
 General Manager.....Thaddeus Podbielniak
 Commercial Manager...Richard C. Shepard
 Sales Prom. Mgr., Pub. Dir.....Jack Decker
 Program Director.....James J. Frieling
 Chief Announcer.....Bradley D. Steiger
 Chief Consulting Engr.....Edwin R. Sanders

W C B A

CORNING—1949

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned-Operated By
 Corning Wellsboro Broad. Adv. Inc.
 Address.....English-Keenan Bldg.
 Phone Number.....2608-9
 Transmitter Location.....Caton Rd.
 Air Time.....6:30 a.m.-Sunset
 News Service.....UP
 Transcription Service...Lang-Worth, Capital
 Representative.....McGillvra, Inc.
 Pres., Gen. Mgr., Sta. Prom. Mgr.
 Paul E. Carpenter
 Commercial Manager.....Marcene Therber
 Program Director.....Harry Lee
 Production Director.....Jerry Wells
 Publicity Director.....Wm. McGonigle
 Chief Announcer.....Joseph Bishara
 News Director.....Jerry Wells
 Musical Director.....Harry Lee
 Chief Engineer.....Wm. Dowling

W C L I

CORNING—1950—ABC

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Corning Leader, Inc.
 Address.....114 Walnut St.
 Phone Number.....1000
 Representative.....Walker
 Transcription Service.....Associated
 News Service.....AP
 President.....W. A. Underhill
 General Manager.....Walter Valerius
 Commercial Manager.....Paul Liston
 Program Director.....C. Ronald Graham
 Chief Engineer.....Allen N. Bell

W K R T

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Operated By....Radio Cortland, 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, Standard
 Representative.....Joseph Hershey McGillvra
 President.....Leighton A. Hope
 General Manager.....Robert M. Hope
 Station Mgr., Prog. Dir.....William J. Hall
 Commercial Manager.....Keith W. Horton
 Program Dir.....Robert C. Michel
 News Director.....Ed Glacken
 Chief Engineer.....William Barron
 Farm Editor.....Ed Glacken
 Consulting Engr.....William L. Foss, Inc.

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts d.,
 500 n.
 Owned-Operated By....Dunkirk Broad. Corp.
 Address.....316 Main St.
 Phone Number.....7756-7-8
 Transmitter Location.....Willow Rd.
 Air Time.....6:00 a.m.-1:00 a.m.
 News Service.....AP
 Transcription Service...Standard, Lang-Worth
 Membership.....NAB, BAB
 Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
 Commercial Manager.....Paul Rinehardt
 Program Director.....James L. McGrath
 Publicity Director.....Robert Gifford
 Chief Announcer.....Donald E. Crissy
 Chief Engineer.....George Smith
 Farm Editor.....James L. McGrath
 Consulting Engr....Russell-May-Washington

the Long Island story

666,200 POPULATION

\$613,220,000 TOTAL RETAIL SALES

\$188,951,000 FOOD STORE SALES

\$138,984,000 AUTOMOTIVE AND
FILLING STATION SALES

\$ 15,084,000 DRUG STORE SALES

That's the market in LONG ISLAND'S NASSAU COUNTY — where WHLI reaches more homes 6 or 7 days a week than any other New York or Long Island Independent Station¹ . . . and where WHLI delivers more daytime listeners than 4 New York City network stations and all New York City Independents put together!

Data Sources:

Market—SRDS Consumer Markets 1950-51

1—BMB Study #2

2—CONLAN — SPRING 1951

"THE VOICE OF LONG ISLAND"

WHLI

1100 on your dial
WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, *President*

Represented by RAMBEAU

W E L M

ELMIRA—1947—CBS

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

W O S C

FULTON—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By
 Oswego County Broadcasting Co., Inc.
 Address.....118 Oneida St.
 Phone Number.....1400-1
 Transmitter Location.....Town of Granby
 Air Time.....Sunrise to Sunset only
 News Service.....UP
 Transcription Service.....Lang-Worth, Capitol
 Station Representative.....McGillvra
 President.....D. J. Kesterke
 General Manager.....Ted W. Austin
 Com., Sales Prom. Mgr.....Leo C. Brown
 Prog., Prod., Pub. Dir.....Ted W. Austin
 Chief Announcer, News Dir. Robert Fitzgerald
 Musical Director.....Mrs. Robert Fitzgerald
 Chief Engineer.....Fred Edwards
 Farm Editor.....Robert Fitzgerald

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..Elmira Star-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.....AP
 Transcription Service.....World, Lang-Worth
 Representative.....Everett & McKinney
 Membership.....NAB, BMI
 General Manager.....Dale L. Taylor
 Sales Manager.....Phil Cameron
 Production Director.....Ted Hodge
 Chief Engineer.....Thurlow A. Greene

W G V A

GENEVA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.
 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.....Standard
 President.....M. R. Forman
 V.P., Comm. Gen. Mgr.....Thomas L. Brown
 Program Director.....William S. Brower, Jr.
 Production Director.....Alex Lamutis
 News Director.....William S. Brower, Jr.
 Chief Engineer.....R. Carleton Greene
 Consulting Engr.....Lohnes & Culver

W G B B

FREEMPORT—1923

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.....7 a.m.-12 m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Owner, Pres., Gen., Sta. Mgr. Harry H. Carman
 Commercial Manager.....Muray Evans
 Sales Promotion Mgr.....Neal Seaman
 Production Director.....Charles Schon
 Program Director.....A. Cheesman
 Publicity Director.....Robert Stirrat
 News Director.....John Frogge
 Chief Engineer.....Robert Milos
 Consulting Engr.....G. Graham

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.
 News Service.....UP
 Transcription Service.....Associated, World,
 Thesaurus
 President, Gen. Mgr.....Ellas I. Godofsky
 Exec. V.P., Station Mgr.....Paul Godofsky
 V.P., Sales.....Joseph A. Lenn
 News Director.....Jerome J. Karpt, Jr.
 Production-Musical Dir.....Roger Wayne
 Publicity Director.....Arthur E. Paterson, Jr.
 V.P., Chief Engineer.....Frank E. Knaack
 Farm Editor.....Jerry Carr

WWSC

GLENS FALLS—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts d., 250 n.
 Owned-Operated By..Gt. Northern Radio Co.
 Address.....13 Warren St.
 Phone Number.....2-6518
 Transmitter Location.....Pruyn's Island
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Station Representative...Everet-McKinney Inc.
 Membership.....NAB, BAB
 President.....Louis P. Brown
 General Manager.....Martin R. Karig
 Sta. Mgr., Prod. Dir.....Carl W. Mattison
 Commercial Manager.....Alfred A. Brown
 Program Director.....Richard P. Weld
 Publicity Director.....Kent E. Jones
 Chief Announcer.....James Sowdon
 News Director.....E. Victor Wiley
 Musical Director.....Sheldon Bullock
 Chief Engineer.....Joseph Thomas
 Farm Editor.....Dick Weld
 Consulting Engineer.....Gautney & Ray

WLEA

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.....McGillivra
 Pres., General Mgr.....John S. Booth
 Station Manager.....Donald L. Sellers
 Commercial Manager.....Harold McEvoy
 Program Director.....Mike Ryan
 Chief Announcer.....Bob Crane
 News Director.....Ed Ruppert
 Musical Director.....Bill Cunningham
 Chief Engineer.....Larry La Casse
 Farm Editor.....Ed Ruppert

WWHG

HORNELL—1946

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....W. H. Greenhow Co.
 Address.....85 Canisteo St.
 Transmitter Location.....Hornellville
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Sears & Ayers
 Membership.....NAB, BAB
 General Manager.....Louis G. Buisch
 Station, Comm. Mgr.....Glenn L. Sprague
 Production Director.....Eddie Spoo
 News Director.....Bill Wright
 Chief Engineer.....James Gram

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Colgren Bcsig. Co.
 Trans. Address.....Union Turnpike
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NAB, BAB
 Gen. Station Manager.....John Kearney
 Comm., Prom. Manager.....Robert Strakos
 Prog., Prod. Director.....James F. McDonough
 Chief Announcer.....Clifton Holman
 Chief Engineer.....James F. McDonough
 Farm Editor.....Clifton Holman

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornell University

only with **WWSC** can you effectively penetrate the rich up-state New York and southwestern Vermont market area!

LOOK AT THIS MARKET

HOOPER RADIO AUDIENCE INDEX		FALL 1950	
TIME	WWSC	Top 50% of work present	10% of work present
8:00 A.M. — 6:00 P.M.	51.4	1.2	4.3
MON. THRU FRI.	45.4	1.6	3.1
6:00 P.M.—10:00 P.M.		4.7	35.5
SUN. THRU SAT.		2.4	7.2

WWSC's primary area is upstate New York, and southwestern Vermont includes 1,670,000 people and 46,000 radio homes.
 Western County (WWSC's home county)

annual retail sales, over \$1444 per family—4% above national average.
 WWSC, 1450 Kc. clear channel signal and "personalized" local programming means BUSINESS for YOU!

LOOK AT THESE MARKET FIGURES

Total Estimated Annual Retail Sales	\$171,233,000
General Merchandise	4,843,000
Automotive	1,489,000
Ding	1,453,000
Annual Wholesale Volume	\$41,426,000
Annual Farm Income	28,286,000

(Source: 1950-51 Consumer Markets)

Ask your Everet-McKinney representative for available and rates.

Affiliated with American Broadcasting Company Represented nationally by Everet-McKinney, Inc.

WWSC GLENS FALLS, NEW YORK

Business-Studio Address...Savings Bank Bldg.
 Phone Number.....Ithaca 3438
 Transmitter Location....R. D. No. 2, Freeville
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceWorld
 MembershipNAB
 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.....Louls W. Kaiser
 Consulting Engr.McLean, Smith, Credle

WJOC

JAMESTOWN—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Air Waves, Inc.
 Trans.-Bus.-Studio Address...415 W. Fourth St.
 Phone Number5-108
 Air Time5:55 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeMcGillvra
 Pres.-Gen., Comm. Mgr.....Harry E. Layman

Program Director.....Jerry Lawson
 Farm Editor.....Bill Anderson

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....James Bcstg. Co., Inc.
 Bus.-Studio Address...Hotel Jamestown Bldg.
 Phone Number7-151
 Transmitter Location....Jones & Gifford Aves.
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription Service...Associated, McGregor
 Representative.....William G. Rambeau
 MembershipNAB, BAB
 President, Program Dir.....Jay E. Mason
 Gen.-Sta.-Comm.-Sales Prom.
 ManagerSimon Goldman
 Publicity Dir.Raymond C. Finch, Jr.
 Music, Prod. Dir.George Pflieger
 Chief AnnouncerWilliam Winn
 Chief Engineer.....Harold J. Kratzert
 Farm EditorEdmund J. Pennybacker
 Chief EngineerJaucky & Bailey

WENT

**GLOVERSVILLE—JOHNSTOWN
 1944—CBS**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sacandaga Bcstg. Corp.
 Business-Studio Address.....8 W. Fulton St.
 Phone Number4900-1
 Transmitter Location.....Harrison St.
 Air Time6:30 a.m.-12:05 a.m.
 News ServiceUP
 RepresentativeMcGillvra
 PresidentGeorge Bisell
 Comm., Sta., Gen. Mgr. Pgm. Dir.
 Irving Teetsell
 Asst. Prog., News Dir.....Harry W. Monroe
 Chief Engineer.....Richard Stewart

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 Time7:00 a.m.-M.
 News ServiceUP
 Transcription ServiceSESAC
 Representative.....Joseph Hershey McGillvra
 PresidentJohn Laux
 General-Station Mgr.....Claude S. Middagh
 Program Director.....Richard McCarthy
 Chief Engineer.....Joseph McNelis
 Farm Editor.....Edward Eckert

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.

WVOS

LIBERTY

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Sullivan County Bcstg. Co.
 Business Address... Liberty
 Phone Number... 1680-1, Monticello 869
 Air Time... 6:58 a.m.-12 M.
 News Service... UP
 Transcription Service... Associated
 Pres., Gen. Mgr., Pub. Dir... S. D. Lubin
 Comm., Prom. Mgr... H. G. Borwick
 Program Director... Jack Oranch
 Chief Announcer... Burt Reed
 News Director... Al Turk
 Chief Engineer... Vincent Gabriele
 Farm Editor... Ken Foster

WUSJ

LOCKPORT—1949

Frequency: 1340 Kc. Power: 250 Watts d. n.
 Owned-Oper. By... Lockport Union-Sun &
 Journal, Inc.
 Trans.-Address... 320 Michigan St.
 Phone Number... 4100
 Air Time... 7 a.m.-11 p.m.
 Newspaper Affiliation... Union-Sun & Jour., Inc.
 News Service... AP
 Transcription Service... World, Associated
 Representative... Joseph H. McGillvra, Inc.
 Membership... NAB, BAB
 President... Egbert D. Corson
 Station Manager... Jack Gelzer
 Gen.-Comm.-Sales Prom. Mgr... Peter Corson
 Prog., Prod. Director... Jack Gelzer
 Publicity Director... Wallace D. Soderholm
 News Director... Patrick Fagan
 Musical Director... Stuart A. Dussault
 Chief Engineer... Solomon A. Azar
 Farm Editor... Dick Spaulding
 Consulting Engineer... John Creutz

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... North Country Bcstg. Co.,
 Inc.
 Trans.-Address... 65 Woodward St.
 Phone Number... 187
 Air Time... 7 a.m.-11:15 p.m.
 News Service... UP
 Pres., Gen. Sta. Mgr... Mitchell C. Tackley
 Commercial Manager... Alice M. Tackley
 Program Director... Donald J. Paye
 Chf. Ann., News Director... John Flynn
 Chief Engineer... Adolf F. Stromer
 Consulting Engineer... Lohnes & Culver

WMSA

MASSENA—1945—ABC-RRN

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.-12:05 a.m.
 Newspaper Affiliate... Watertown Daily Times
 News Service... UP
 Transcription Service... Associated
 Representative... Weed
 Membership... NAB, BAB
 President... John B. Johnson
 General Manager... Louis Saiff, Jr.
 Station-Comm. Mgr... Thomas R. McHugh
 Program Director... James H. Nash
 Publicity Director... Robert E. Anderson
 Chief Engineer... Michael Tarkulich
 Farm Editor... Dan Burgess
 Consulting Engineer... George Davis

WALL

MIDDLETOWN—1942—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... The Community Bcstg. Corp.
 Business-Studio Address... North St.
 Phone Number... 3119
 Air Time... 6:45 a.m.-M.
 News Service... AP
 President... John Morgan Davis
 General Manager... James M. Patt
 Program Director... George Shepard
 News Director... Charley Zaines
 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... Cocheton Turnpike
 Air Time... Daytime
 Newspaper Affiliate... Poughkeepsie News-
 papers, Inc.
 News Service... UP
 Transcription Service... Standard
 Membership... NAB, BAB
 President... M. C. Spidel
 General Manager... George W. Bingham
 Commercial Manager... Joseph Rake
 Program Director... Richard Crans
 Chief Announcer... Edward J. Burns
 News Director... William Forrest
 Chief Engineer... Marvin S. Seimes

WGNR

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By. New Rochelle Bcstg. Service,
Inc.

Address 524 North Ave.
Phone Number 6-1460
Transcription Service Lang-Worth
News Service UP
Pres., Gen. Mgr. Julian H. Gins
Commercial Manager Arthur Simon
Program Director Kenneth Joseph
Chief Engineer Edward W. Voss
News Director Ray Lapolla

WBNX

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., Sta.-Gen. Manager. William I. Moore
Program Director. Edward Ervin
Production Director. Frank Johnson
Musical Director. Fred Mendelsohn
Consulting Engineer. McNary & Wrathal

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
Asst. Gen. Mgr. Clarence Worden
Chief Engineer. R. G. Thompson

(See Pages 110 and 111)

YOUR ADVERTISING DOLLAR IS WELL SPENT ON

WBNX

Our radio audiences receive outstanding public service features that constantly build community confidence and public interest. For this reason, your advertising dollar gets a bigger and better audience in the English and Foreign Language field.

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.

WHOM

THE GATEWAY TO NEW YORK'S
IMPORTANT FOREIGN
LANGUAGE MARKET



WHOM

*THE IL PROGRESSO STATION
1480 ON YOUR DIAL • 5000 WATTS*

The logo features the call letters "WHOM" in a large, bold, white sans-serif font on a black background. To the right of the text is a stylized microphone with "WHOM" written above it, set against a circular background with radiating lines. Below the main text, a white banner contains the station's name and power information in a black, italicized font.

WEVD
NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By . . . Debs Memorial Radio Fund
Business-Studio Address 117 W. 46th St.
Phone Number Plaza 7-0880
Transmitter Location Maspeth, L. I.
News Service AP
President Adolph Held
Gen.-Sta.-Comm. Mgr. Henry Greenfield
Program-Publicity Dir. George Field
Chief Announcer David Niles
Musical Director Nicholas Saslowsky
Chief Engineer Charles Brown

WHOM
NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Il Progresso Italo-
Americano Publishing Co.
Business Address 136 W. 52nd St.
Phone Number Circle 6-3900
Studio Addresses . . . 136 W. 52nd St., New York.
Transmitter Location . . . Ridgefield Park, N. J.
Air Time 6 a.m.-2 a.m.
President, Gen. Mgr. Fortune Pope
V.P., Chge. Sales, Prom. . . . Charles Baltin
Program Director Ralph Constantino
Publicity Director Dan Alfieri

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 a.m.-3 a.m.
News Service INS, UP
Representative WLW Sales Tracy Moore
Transcription Service Associated
Membership NAB
President Robert E. Dunville
Commercial Manager Henry G. Kirwan
Sales Manager Roy Holmes
General Manager Wilmot Losee
Program Director Joe Terry
Production Director Edward Bender
Dir. Prom. Act. Joe Beach
Publicity Director Dick Winters
News Director Joseph Gallagher
Chief Engineer Paul von Kunitz
Consulting Engineer Weldon & Carr

(See Page 540)

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
Owned-Oper. By American Bcstg. Co., Inc.
Business Address 30 Rockefeller Plaza
Phone Number CI. 7-5700
Transmitter Location Lodi, N. J.
Air Time 24 hours
Representative ABC Spot Sales
President Robert E. Kintner
General Manager Ted Oberfelder
Commercian Manager Earl Solomon
Sales Promotion Manager Phillip Bernstein
Manager WJZ Programming Ray Diaz
Production Director Henry Cox
Publicity Director Jack Pacey
News Director Thomas Velotta
Dir. of Tech. Operations William Trevarthen
Farm Editor Philip Alampi

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, BMI
President Morris S. Novik
Sta.-Gen. Manager Harry Novik
Commercial Manager Charles E. Seitman
Chief Engineer John J. Bubbers

(See Page 546)

5000 WATTS
1330 K.C.

WEVD

**ENGLISH
JEWISH**

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director

117-119 West 46th Street, New York 19



WINS

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

crosley broadcasting corporation

W M C A
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 6 a.m.-3 a.m.
News Service AP
Transcription Service World
Representative Free & Peters
President Nathan Straus
Exec. V.-P., Gen. Mgr. Norman Boggs
Program Director Leon Goldstein
Prom., Pub. Dir. Howard Klarman
Chief Announcer Alun Williams
Musical Director Lou Wacks
Chief Engineer James McCafferty
Consulting Engineer E. C. Page

W M G M
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, Reuters
Transcription Service Associated

Representative Radio Repts.
Director & Sales Dir. Bertram Lebhar, Jr.
General Manager Frank Roehrenbeck
Program Director Raymond Katz
Publicity Director Jo Ranson
Supvr. of Ann. Ted Schneider
Musical Director Joel Herron
Chief Engineer Paul Fuelling
(See Page 544)

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
President Joseph H. McConnell
General Manager Ted Cott
Sales Manager Bessy Long
Adv. & Prom. Mgr. Leonard Saffir
Program Director Harvey J. Gannon
News & Spec. Events Dir. Jay Heitin
Publicity Director Winifred Schaffer
Production Manager Clay Daniel
Chief Engineer O. B. Hanson

The Red Cross Needs



Your Unstinting Assistance

GIVE!

*Maestro Blend
Curt Ford
Gene Rayburn ... Lee Finkel
Bobby Sherwood
George Brooks
Gary Marshall
Bert Wayne
Long Steve
Bill Fonda
John Dale
Henry Walden
Al "Gangbo" Collins*

... AND WHAT CAN WE ^{sell} DO FOR YOU?

New York's Favorite Station
For Music And News

WNEW

1130 ON YOUR DIAL

W N E W
NEW YORK—1934

Frequency: 1130 Kc.....Power: 10,000 Watts
 Owned-Operated By.....WNEW, Inc.
 Business-Studio Address.....585 Fifth Ave.
 Phone Number.....PLaza 3-3300
 Transmitter Location.....Kearny, N. J.
 Air Time24 Hours
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeJohn Blair
 President.....William S. Cherry, Jr.
 Exec. V.P., Gen. Mgr.....Bernice Judis
 V.P., Sales Director.....Ira Herbert
 Sales Promotion Director.....Kenneth Klein
 Production Manager.....Jack Grogan
 Program Director.....Richard Pack
 Publicity Director.....Alan E. Brandt
 Chief Anncr., News Dir.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max Welner

(See Page 542)

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 Time24 Hours
 News ServiceAP, UP
 Transcription ServiceAssociated
 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. Seebach, Jr.
 V.P. Chge of Engr.....J. R. Poppele
 Adv. Promotion Manager.....Joseph Blake
 Publicity Director.....Robert Blake
 Dir. of News.....Dave Driscoll
 Musical Director.....Sylvan Levin

(See Page 526)

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

AP

★
RADIO'S BIGGEST ONE-YEAR OLD!



Metro-Goldwyn-Mayer Radio Attractions

★ THE HARDY FAMILY with MICKEY ROONEY and LEWIS STONE

★ CRIME DOES NOT PAY

★ THE ADVENTURES OF MAISIE starring ANN SOTHERN

★ M-G-M THEATRE OF THE AIR

★ GOOD NEWS FROM HOLLYWOOD with GEORGE MURPHY

★ AT HOME WITH LIONEL BARRYMORE

★ HOLLYWOOD, U. S. A. with PAULA STONE

*Now being renewed for the 3rd cycle of
26 weeks over 300 STATIONS*

and

★ THE STORY OF DR. KILDARE starring LEW AYRES and LIONEL BARRYMORE

Presented on more than 300 Stations by The Rhodes Pharmacal Company

makers of **IMDRIN**

Stars!... Service!... Showmanship!... Priced for Profit!

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 Fifth Avenue, New York 22, N. Y. M Urray Hill 8-1000

Exclusive Representatives
MUSIC CORPORATION OF AMERICA
598 Madison Avenue, New York 22, N. Y. PLaza 9-7500

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

wLIB

"The Voice of Liberty"

wLIB SERVING 1,000,000
21 hrs. of
programs weekly

Negroes in Metropolitan N.Y.
With Studios at top of Theresa Hotel in the heart of Harlem.

wLIB SERVING 500,000
12 hrs. of
programs weekly

Polish-speaking People
A most loyal audience for anyone's product.

wLIB SERVING 1,000,000
13 hrs. of
programs weekly

Jewish-speaking People
who have proven themselves as buyers of advertised products.

wLIB SERVING 700,000
12 hrs. of
programs weekly

Spanish and Puerto Ricans
A new market to be captured by progressive advertisers.

wLIB SERVING 2,500,000
20 hrs. of
programs weekly

American Jews
Programs in English of Jewish interest such as Israeli News and Israeli Music.
A guarantee that your sales message will reach this great audience.

wLIB • 1190 on your dial

M. S. Novik, President

• Harry Novik, General Manager

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

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 548)

W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Operated By: Interstate Bcstg. Co. Inc.
 Business-Studio Address: 229 W. 43rd St.
 Phone Number: LA. 4-1100
 Transmitter Location: Rear of 5000 Grand Ave., Maspeth
 Air Time: 6:30 a.m.-1 a.m.
 Newspaper Affiliation: N. Y. Times (ownership)
 News Service: N. Y. Times
 Transcription Service: Associated, London
 Representative: Paul H. Raymer
 President: Arthur Hays Sulzberger
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger
 V.P. Sales Mgr.: Norman S. McGee
 Sales Prom. Dir.: Mary Rice Anderson
 Program Director: Eleanor N. Sanger
 Chief Announcer: Albert A. Grobe
 Publicity Director: Eleanore "Pat" Hurley
 Musical Director: Abram Chasins
 Chief Engineer: Russell D. Valentine
 Consulting Engineer: John V. L. Hogan

(See Page 296)

W H L D

**NIAGARA FALLS—1940
 RURAL—RADIO NET**

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
 V.P., Gen.-Station Mgr.: Earl C. Hull
 Commercial Manager: Richard G. Robbins
 Program Director: Jack Whitney
 Musical Director: Harold Bradley
 Chief Engineer: Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By: John J. Laux
 Business-Studio Address: 130 Brady Circle, Steubenville, O.
 Phone Number: 5266
 Transmitter Location: New Rd.
 Air Time: 6 a.m.-local sunset
 News Service: UP
 Transcription Service: SESAC, BMI
 Representative: Grant
 Owner: John J. Laux
 Prom., Sta. Mgr.: Tom W. Talbot
 Commercial Manager: Terry Milan
 Program Director: Louise Hamrick
 Chief Anncr., Mus. Dir.: Don Lee
 News Director: Jimmy Thompson
 Chief Engineer: Gustav Czaplak
 Consulting Engineer: George Davis

W S L B

OGDENSBURG—1940—MBS-KBS

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—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL, Inc.
 Address: 3219 State St.
 Phone Number: 4149
 Newspaper Affiliation: Olean Times Herald
 News Service: UP
 Transcription Service: World
 Representative: Everett & McKinney
 Membership: NAB, BAB
 President: E. B. Fitzpatrick
 General-Station Mgr.: John R. Henzel
 Commercial Manager: Donald Merriman
 Sales Promotion Manager: Dr. Joseph K. Eade
 Pgm. Producer Dir., Chief Anncr.: E. McGrath
 Chief Engineer: Otis Atherton
 Farm Editor: David Mintz

More Italians* Listen to

WOV than any other New York Station *(Network or Independent)*

**In the Vital Selling
Hours of 9 AM to 7 PM
The Fall 1950 Pulse
Shows . . .**

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949—while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service — providing *network quality* entertainment and news coverage from studios both in New York and Rome, Italy . . . with the showmanship and drive that SELL!

***2,100,000**

Italian-Americans Live and Buy in
the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS:
VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.



W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....The Oneonta Star, Inc.
 Bus-Studio Address.....104 Chestnut St.
 Phone Number 2470
 Transmitter Location.....River Bridge, Main St.
 Air Time.....6 a.m.-M.
 Newspaper Affiliation.....Oneonta Star
 News ServiceAP
 Transcription Service.....World, Associated
 RepresentativeRadio Reps.
 President.....James H. Ottaway
 General Manager.....Eugene J. Brown
 Managing Director.....Francis H. Brinkley
 Station Manager.....Walton F. Deming
 Prom. Mgr., Pub. Dir.....Dennis J. Sullivan
 Commercial Manager.....George R. Smith
 Chief Announcer.....David T. Squires
 Program Director.....Charles Hobart
 News Director.....Charles Hobart
 Chief Engineer.....Wiley Bates
 Farm Editor.....Theodore Roodhof
 Consulting Engineer.....Jansky & Bailey

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Key Bdcstg. System Inc.
 Address.....25 East Main Street
 Phone NumberOyster Bay 6-2500
 Transmitter Location.....Battery Park
 News ServiceUP
 Transcription Service.....MacGregor
 Pres., Gen., Comm., Prom. Mgr., Chief Engr.
 R. Lee Holingsworth
 Sta. Mgr., Pgm., Prod., Pub. Dir. M. R. Flack
 Chief Announcer.....Robert Troner
 News Director.....Don MacLoughlin
 Musical Director.....Robert Troner

W L N A

PEEKSKILL—1948

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Highland Bcstg. Corp.
 Trans. Address.....Dogwood Rd.
 Phone Number7-2454
 Air Time.....6:45 a.m.-6:30 p.m.
 News ServiceUP
 Transcription Service.....World, SESAC
 Membership.....NAB
 Pres., Pgm. Dir., Chief Engineer.....
 Peter C. Housekeeper
 Gen., Sta., Comm., Pub. Dir. Irving E. Cottrell
 Sales Promotion.....Francis Lough
 News Director.....Sam D'Onofrio
 Consulting Engineer.....Paul Godley

W E A V

PLATTSBURG—1934—ABC

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By.....Plattsburg Bcstg. Corp.
 Studio Address.....153 Margaret St.
 Phone Number1600
 Transmitter Location.....Lake Shore Rd.
 Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President, Gen. Mgr. George F. Bissell
 Ass't. Sta. Comm. Mgr. Jan King
 Pgm., Pub. Prod. Dir. Alex Coursey
 News Director James Stoddard
 Musical Director Chester Bosworth
 Chief Engineer Henry Heustis

W I R Y

PLATTSBURG—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Clinton Cty. Bdcstg. Corp.
 Trans. Loca. Address.....301-03 Cornelia St.
 Phone Number2800
 Air Time.....6:30 a.m.-12:05 a.m.
 News ServiceAP
 Transcription Service.....Standard
 Representative.....W. S. Grant Co., Inc.
 Membership.....NAB, BAB
 Pres., Gen., Comm. Mgr. Joel H. Scheier
 Station Manager Walter H. Petterson
 Sales Prom. Mgr., News Dir. Martin D. Mannix
 Pgm., Prod. Dir. Betty Kraus
 Chief Announcer Dick Karnow
 Chief Engineer John M. Nazak
 Mus. Dir., Farm Editor Chet Bosworth
 Consulting Engineer John J. Keel

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 Number8300
 Transmitter Location.....Pendell Road
 Air Time.....6 a.m.-local sunset
 News Service.....INS, Transradio
 Transcription Service.....World
 Representative.....Deveney & Co.
 Membership.....NAB, BAB
 President, Gen. Mgr. Arthur J. Barry, Jr.
 Promotion Manager Alvin Pearlmutter
 Program Director Harold Hennig
 News Director Irvin Breslauer
 Chief Engineer John P. Burke
 Consulting Engr. Commercial Radio Equip.

What kind of a
TEST CITY
is ROCHESTER, N. Y.?

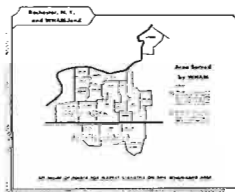
● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

- #1 in New York State
- #1 in the Middle Atlantic States
- #7 in all cities of population from 250,000 to 500,000
- #15 in all American cities of all sizes

BUT . . . "Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the **BEST**
RADIO BUY
in ROCHESTER?

● WHAM—and WHAM **outstandingly**—the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM'S coverage.



FACTS for FREE!

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.

WHAM



The Stromberg-Carlson Station
NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.
Geo. P. Hollingbery Co., National Representative

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Poughkeepsie
 Newspapers, Inc.
 Business-Studio Address Memorial Sq.
 Phone Number 6800
 Transmitter Location Nelson House
 Air Time 7 a.m.-11:30 p.m.
 Newspaper Affiliation Poughkeepsie
 New Yorker
 News Service AP
 Transcription Service Standard
 Membership NAB
 President M. C. Speidel
 General Manager George W. Bingham
 Commercial Manager Henry J. Behre, Jr.
 Program Director Richard Crams
 News Director Richard Collignon
 Chief Engineer Marvin S. Seimes

WARC

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 2670 So. Clinton Ave.
 Air Time 24 Hours
 News Service AP
 Representative Raymer
 Membership NAB, BAB
 President, Gen.-Sta. Mgr. S. W. Townsend
 Commercial Manager Harland Evans
 Sales Prom. Mgr., Pub. Dir. Ross Woodbridge
 Program Director Earl Steil
 Chief Engineer Robert Emch
 Consulting Engineer Chambers & Garrison

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 100 Carlson Rd., Radio-City
 Phone Number Culver 7240
 Transmitter Location Chili
 Air Time 5:30 a.m.-12:39 a.m.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BAB
 President (S-C Co.) Robert Tait
 V.P., Gen. Mgr. William Fay
 Commercial Manager John W. Kennedy, Jr.
 Program Director Charles W. Siverson
 Asst. Pgm. Dir. Eugene Zacher
 Production Director Sylvester Novelli
 Pub. Prom. Dir. Armin N. Bender
 Chief Announcer Homer Bliss
 Musical Director Eugene Zacher

News Director David E. Kessler
 Chief Engineer Kenneth Gardner
 Farm Editor George Haefner

WHEC

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. Wilg
 Commercial Manager Le Moine C. Wheeler
 Pgm., Pub. Dir. William J. Adams
 Production Director L. H. MacMillan
 Chief Announcer Roger Goodrich
 Musical Director Gerald Voigt
 Chief Engineer Bern C. O'Brien

WRNY

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.
 News Service AP
 Transcription Service Lang-Wordh
 Representative ForJoe
 President George B. Kelly
 Gen., Sta. Mgr. W. Eccles Huff
 Commercial Manager Thomas O'Neill
 Chief Announcer David Curtin
 Musical Director Joan Rauscher
 Chief Engineer Ken Anderson

WSAY

ROCHESTER—1936

Frequency: 1370 Kc. Power: 1000 Watts
 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

WVET

ROCHESTER—MBS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Oper. By Veterans Bdcstg. Inc.

Address 17 Clinton Ave So.
 Phone Number HAmilton 4820
 Transmitter Location 1371 Westfall Rd.
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative The Bolling Co., Inc.
 Membership NAB, BAB
 General Manager Ervin F. Lyke
 Sales Director Elmer J. Walz
 Sales Prom. Manager Arthur Murrellwright
 Program Director Paul C. Louthier
 Production Director Chase Taylor
 Chief Announcer Bob Trebor
 News Director David Roberts
 Chief Engineer Ervin F. Lyke

WKAL

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 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cooke, Inc.
 President.....Myron J. Kallet
 General Manager.....Charles King
 Commercial Manager.....Joseph Trela
 Program Director.....Louis Barile
 Pub., Prod. Dir.....George Bolton
 News Director.....Harold Wunsch
 Chief Engineer.....James Delaney
 Farm Editor.....Richard Morgan
 Consulting Engineer.....George Adain

WNBZ

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Upstate Bcstg. Corp.
 Business-Studio Address.....88 Main St.
 Phone Number1320
 Transmitter Location.....Merrill St.
 Air Time7:30 a.m.-11:15 p.m.
 News ServiceAP
 Transcription ServiceThesaurus
 Representative.....Thomas F. Clark
 General Manager.....H. B. Williams
 Commercial Manager.....Jacques DeMaitos
 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 Number7-2261
 Transmitter Location.....R. D. No. 5,
 So. Schenectady
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription Service...Associated, Thesaurus,
 World
 Representative.....NBC Spot Sales
 MembershipNAB, BAB
 V.P., Mgr. of Bcstg.....R. S. Pearce
 Asst. Mgr. of Bcstg.....B. J. Rowan
 Station Manager.....R. B. Hanna
 Asst. to Station Mgr.....R. W. Welpott
 Supervisor of Sales.....Robert F. Reid
 Sales Prom. & Pub.....Bill Givens
 Supervisor of Prod.....Earl Pudney
 Spvr. of News.....W. T. Meenam
 Spvr. of Music.....A. O. Coggeshall
 Spvr. of Programs.....Caleb Paine
 Chief Engineer.....W. J. Purcell
 Supervisor of Farm Bcstg.....Merl L. Galusha

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Western Gateway Bcstg.
 Corp.
 Business-Studio Address.....619 State St.
 Phone Number3-3622
 Transmitter Location.....Campbell Rd.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Young
 President, Gen. Mgr.....Winslow Leighton
 Chief Annr., Pgm. Dir.....Stephen Fitz
 News Production Dir.....Robert Wallace
 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 Number2-0277
 Transmitter Location.....626 Liverpool Rd.,
 Liverpool
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeEdward Pety
 MembershipNAB
 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

W F B L

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 Gantner
 Publicity Director... Hendrick Soule
 Musical Dir... Claude Bortel
 Chief Engineer... James Kelly
 Farm Editor... Al Warner

W N D R

SYRACUSE—1946—MBS

Frequency: 1260 Kc. Power: 5000 Watts d.
 5000 Watts n.
 Owned-Oper. By... Syracuse Bcstg. Corp.
 Address... 306 So. Salina St.
 Phone Number... 2-6101
 Transmitter Location... Dewitt
 Air Time... 24 Hours
 News Service... AP
 Transcription Service... World, SESAC
 Representative... Rambeau
 Membership... NAB
 President... T. Frank Dolan
 General Manager... Arthur C. Kyle, Jr.
 Comptroller... Neldon L. Kidd
 Commercial Manager... Joseph Stampler
 V.P. in Chg. of Sales... Franklin H. Small
 Program Director... Eric Fields
 Prod., Pub. Dir... Bruce M. Sabine
 Chief Announcer... James Gordon
 News Director... Robert Lovell
 Musical Director... Eric Fields
 Chief Engineer... Robert Dye
 Farm Editor... Merill K. Lemmon

W O L F

SYRACUSE—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Civic Bcstg. Corp.
 Business-Studio Address... Onondaga Hotel
 Phone Number... 2-7211
 Transmitter Location... Kirkpatrick & Van Rensselaer Sts.
 Air Time... 6 a.m.-2 a.m.
 News Service... AP
 Transcription Service... Standard

Representative... Walker
 President, General Mgr... T. Sherman Marshall
 Sta. Mgr., Prog. Dir... Hamilton M. Woodle
 Commercial Manager... 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... 224 Harrison St.
 Phone Number... 3-7111
 Transmitter Location... Valley Dr.
 Air Time... 5 a.m.-M.
 Newspaper Affiliation... Syracuse Herald-Journal & Post-Standard
 News Service... UP
 Transcription Serv... Lang-Worth, Associated
 Representative... Headley-Reed, Kettell-Carter
 Membership... NAB, BAB
 President... Harry C. Wilder
 Gen., Sta. Mgr... E. R. Vadeboncoeur
 Commercial Manager... W. R. Alford, Jr.
 Program Manager... John F. Hurlbut
 Program Director... Bill Rothrum
 Chief Announcer... Elliott Gove
 News Director... Fred Hillegas
 Chief Engineer... A. G. Belle Isle
 Farm Editor... R. F. Doubleday
 Consulting Engineer... Albert J. Eicholzer

W H A Z

TROY—1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By... Rensselaer Polytechnic Inst.
 Phone No. Day (AS. 2-3000) Night (AS. 2-6910)
 Transmitter Location... Russell Sage Lab.
 President... L. W. Houston
 Prom., Pgm. Dir... Carl Kunz
 Chief Engineer... W. C. Stoker
 Musical Director... A. Olin Niles

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 No. Albany 4-2500, Ashley 4-1100
 Transmitter Location... Niskayuna
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Headley-Reed
 Membership... NAB, BAB
 President... H. C. Wilder
 General Manager... W. A. Riple
 Station Manager... W. W. Carter
 Commercial Manager... J. W. Sutphen
 Sales Prom. Mgr., Pub. Dir... James F. Baker, Jr.

Program-Musical Dir. H. H. Sharpe, III
 Chief Anncr., Prod. Dir. Randolph English
 News Director John J. Givney
 Chief Engineer A. H. Chismark
 Consulting Engr. Craven, Lohnes & Culver

WGAT

UTICA—1947—YANKEE

Frequency: 1310 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By Central Bcstg. Co.
 Business-Studio Address 250 Genesee St.
 Phone Number 2-9231
 Transmitter Location Kellogg Rd.,
 New Hartford
 Air Time 7 a.m.-11:30 p.m.
 News Service AP
 Representative Meeker
 Owner, Gen. Mgr. J. Eric Williams
 Comm., Prom. Mgr. Roland L. Fowler
 Chief Announcer Ray Monday
 Chief Engineer Peter F. Ghiloni
 Consulting Engineer Selliman & Barclay

WIBX

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts d.
 5000 Watts n.
 Owned-Oper. By WIBX, Inc.
 Address First Bank Bldg.
 Phone Number 2-2101
 Transmitter Location Clark Mills
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Reps. Colton, Bannan, Biddick
 Membership NAB, BAB
 Pres., Gen. Mgr. Mrs. Margaret B. Stevens
 V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart
 Comm., Prom. Mgr. Nathan W. Cook
 Production Director Betty Cushing Griffin
 Publicity Director Nathan W. Cook
 V.P., Secretary Gladys P. Moore
 Chief Engineer John T. Dowdell
 Farm Editor Ed Slusarczyk

WRUN

UTICA—1947—ABC—RRN

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
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Station Manager Richard A. Clark

Program Director Nick Stemmler
 Publicity, News Director Kenn Thorpe
 Transmitter Supervisor George S. Woods
 Musical Director Ann Houser
 Studio Supervisor C. F. Henry
 Farm Editor Nick Stemmler

WATN

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
 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

**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.

News ServiceUP
 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 Unlimited
 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
 Consulting Engrs. McNary & Wrathall

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 7 a.m.-M.
 News Service AP
 Transcription Service Associated
 President..... W. H. Reuman
 Gen., Sta. Mgr. Edith Dick
 Sales Prom. Mgr..... Selvin Donneson
 Pgm., News, Prod. Dir. Fred Barr
 Publicity Director..... Walter Kaner
 Chief Announcer John Harper
 Musical Director Andy Benedict
 Chief Engineer..... Benton R. Bartlett
 Consulting Engineer Paul Godley Co.

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!

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Westchester Broadcasting Corp.
 8 Church Street
 White Plains, N. Y.
 WHite Plains 9-6400

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

WWRL

New York

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 Kc NEWtown 9-3300

NORTH CAROLINA

Population 4,061,929—Increase +13.7% ('40-'50)—Radio Homes 786,210
Families 902,650—Stations in State 93

WRCS

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
Hwy. (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 Mayvls Ellis
Chief Announcer Burt Derman
Musical Director Larry Knight
Chief Engineer John M. Sherwood

WISE

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 Unlimited
News Service AP
Representative Keller
Membership NAB, BAB
Pres., Gen. Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Sales Prom. Manager Floye Bowers
Program Director Harold Moon
Publicity Dir. Skeeter Moore
Chief Engineer John Randolph

WLOS

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 5:25 a.m.-12 M.
News Service UP
Transcription Service World
Representative Taylor Co.
Membership NAB
President Charles M. Britt
V.P., General Manager Charles B. Britt
Station Manager Kenneth Beachboard
Comm., Prom. Mgr. Edward D. Brandt
Program Director William L. Robertson
News Director R. F. Brown, Jr.
Chief Engineer William M. Chambers

WABZ

ALBEMARLE—KBS—LBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio Station WABZ, Inc.
Business-Studio Address Hotel Albemarle
Phone Number 1100
Transmitter Address 3 Mi. N. City, Hwy 52
Air Time Daytime
News Service UP
Representative Devney, Dodson
President M. M. Palmer
General Manager W. J. Page
Commercial Mgr. C. H. Shankl
Program Dir. J. T. Newman
Chief Engineer J. D. Brooks

WGWR

ASHEBORO—1947

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

WSKY

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 Friedenbergy
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
 President Don S. Elias
 Vice President D. Hilden 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 Herb Terry
 Consulting Engineer A. D. Ring Co.

W A T A

BOONE—1950—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Wilkes Bcstg. Co.
 Phone Number 467
 News Service AP
 Pres., Gen. Mgr. Doris B. Brown
 Commercial Manager Roland B. Potter
 Prom. Mgr., Pgm., News, Farm Dir.
 Charles Wilfong
 Chief Engineer Bill K. Phillips

W P N F

BREVARD—1950—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Pisgah Bcstg. Co., Inc.
 Phone Number 745
 News Service AP
 President Ed M. Anderson
 Exec. Director John Anderson
 Mgr., Comm. Mgr. M. L. Hammette
 Chief Engineer Cliff Livingston
 Program Director Jonas Bridges
 Farm Editor Bob Liverance
 News Director Bill Pascal

W B B B

BURLINGTON—1946—MBS-KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By. Alamance Bcstg. Co., Inc.
 Business-Studio Address 310½ S. Main St.
 Phone Number 6-6376
 Transmitter Location Eton College
 Air Time Daytime
 News Service AP
 Transcription Service Associated, Capitol
 Representative Joseph Hershey McGillvra

Membership NAB, BAB
 President V. W. Lane
 Gen., Sta. Mgr. E. Z. Jones
 Commercial Manager Phil Eakin
 News, Pgm. Dir., Farm Editor Ed Brooks
 Production Director Ted Hanker
 Musical Director James Perkins
 Chief Engineer Berry Tysor
 Consulting Engineer John Creutz

W F N S

BURLINGTON—1946 TOBACCO NET

Frequency: 1150 Power: 1000 Watts d.,
 Owned-Oper. By Burlington-Graham Bdcstg Co.
 Address 103 W. Andrews St.
 Phone Number 4261
 Transmitter Location Burch Bridge Rd.
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service World, Lang-Worth
 Representatives Sears & Ayer
 Membership NAB
 General Manager John C. Hanner
 Commercial Manager Roy Springer
 Program Director Russ Marion
 Chief Announcer James Looney
 News Director Leon Smith
 Chief Engineer Charles D. Chandler
 Farm Editor James Hall
 Consulting Engineer George Davis

W A Y S

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
 Program Director Harry Barfield
 Musical Director Alonzo G. Squires
 Chief Engineer B. C. Stewart

W B T

CHARLOTTE—1921—CBS

Frequency: 1110 Kc. Power 50,000 Watts d.
 Owned-Oper. By. Jefferson Standard Bdcstg.
 Company
 Address Wilder Building
 Phone Number 3-8833
 Transmitter Location Nation's Ford Rd.

. . . **NORTH CAROLINA** . . .

Air Time Unlimited
News Service AP, UP
Transcription Service Associated, World
Representative Radio Sales
Membership NAB, FMA
President J. M. Bryan
Gen., Sta. Mgr. Charles H. Crutchfield
Commercial Manager Keith S. Byerly
Sales Promotion Manager J. R. Covington
Program Director Kenneth I. Tredwell
Asst. Pgm. Manager Robert L. Rierson
Publicity Director Carson Brown Merry
Chief Announcer Clyde McLean
News Director Jack Knell
Musical Director Clarence Eiters
Chief Engineer M. J. Minor
Farm Editor Grady Cole

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By Charlotte Radio & TV Corp.
Business Address 702 Builders Bldg.
Phone Number 2-6669, 5-4829
Studio-Transmitter Location 2520 Toomey Ave.
Air Time Daytime
News Service AP
Transcription Service Capitol
Representative For Joe
Membership NAB, BAB
Pres., Gen. Mgr. Francis M. Fitzgerald
Sta., Comm. Mgr. J. Law Epps
Promotion Manager Robert Y. Tabler
Program Director Fred W. Vinroot
Pub., Musical Dir. Henry G. Grad
Chief Engineer Thomas C. Brandon

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WSOC, Inc.
Trans. Address 1925 N. Tryon St.
Phone Number 7138
News Service AP
Transcription Service Thesaurus, Standard
Representative Headley-Reed
Membership NAB, BAB
Pres., Gen. Sta. Mgr. E. J. Gluck
Commercial Mgr. Bomar A. Lowrance
Sales Prom. Mgr., Pub. Dir. Nelson Benton
Prog.-Prod. Dir. Paul Marion
News Director Ron Jenkins
Chief Announcer Fred Dixon
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. Walston
Program Director Richard Welsh
Promotion Manager Joseph Tew
Chief Engineer Herman P. Jolitz

WEGO

CONCORD—1943—KBS

Frequency: 1410 Kc. Power: 1000 Watts d.
Ownr-Oper. By Cabarrus Bdcstg. Co.
Business-Studio Address P. O. 527
Phone Number 2271-3
Transmitter Location Hiway 29
Newspaper Affiliation Concord Tribune
News Service AP, UP
Transcription Service Standard, SESAC
Membership NAB
President A. W. Huckle
Gen., Sta. Mgr. W. Ennis Bray
Chief Announcer George Webb
News Director Ray Hull
Pgm., Prod., Pub. Dir. Gene Bollinger
Musical Director Francis Mooney
Chief Engineer G. W. B. Burrell
Farm Editor R. D. Goodman

WCKB

DUNN—1946—LBS-KBS

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 UP
Transcription Service Lang-Worth
President Lefton A. Tart, Sr.
Sta., Gen. Mgr., Pub. Dir. A. Lincoln Faulk
Comm., Sales Prom. Mgr. John Ciccone
Pgm., Prod., Music. Dir. Ted Burwell
News Director William Murphy
Chief Engineer Joseph Kotlas
Farm Editor Robert Caudle

WDNC

DURHAM—1934—CBS

Frequency: 820 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.
Newspaper Affiliation Herald-Sun Papers
News Service UP
Transcription Service Associated
Representative Paul H. Raymer
Membership NAB
President C. C. Council
General Manager J. Frank Jarman
Station Office Manager Sue Taylor
Commercial Manager C. James Woodhouse
Program Director E. R. Higgins, Jr.
Chief Engineer G. W. Bartlett
Consulting Engineer George Davis

WSSB

DURHAM—1948—TSN—MBS

Frequency: 1490 Kc. **Power:** 250 Watts d.,
 250 Watts n.
Owned-Oper. By Public Information Corp.
Address 211 Rigsbee Ave.
Phone Number 6919-6910
Transmitter Location Cole Rd.
Air Time 6 a.m.-12 M.
News Service INS
Transcription Service Capitol
Representative Don Cooke
President Tom Sawyer
Gen., Sta. Mgr. Thomas O. McCaffrey
Comm. Mgr. William R. Kirby, Jr.
Sales Prom. Mgr. Edward Browning II
Program Director Robert E. Evans
Production Director James C. Clark
Publicity Director Ann Mendenhall
Chief Announcer Eugene Whitaker
News Director Wm. Hall Smith
Musical Director Macon P. Miller
Chief Engineer Edward Norman
Farm Editor Charles Cook
Consulting Engineer Charles Stout

WTIK

DURHAM—1946—ABC-TOBACCO

Frequency: 1310 Kc. **Power:** 1000 Watts d.,
 500 Watts n.
Owned-Oper. By Durham Bcstg Enter., Inc.
Address 205½ W. Main St.
Phone Number R-101, R-102
Transmitter Location Leon St. off Glendale
News Service AP
Transcription Service World
Representative Pearson
Membership NAB, NCAB
Pres., Gen. Mgr. Floyd Fletcher
Comm., Prom. Mgr. Harmon L. Duncan
Pgm., Prod., Pub. Dir. Ken Corbitt
Chief Engineers Roy E. Fullen, Arlis White
Farm Editor Jack Watts

WCNC

ELIZABETH CITY—1939—MBS-KBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By Albemarle Bcstg. Co., Inc.
Address WCNC Building
Phone Number 1400
Representative Burn-Smith
Transcription Service SESAC
News Service UP
President Joseph A. Gill
Secretary Sam Twiford
Gen., Comm., Prom. Mgr., News,
Farm Dir. George W. Haskett
Program Director Maud McClelland
Chief Engineer Fred Wagner

WGAI

ELIZABETH CITY—1947—LBS—TSN

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 NCAB
President Herbert Peele
Gen., Comm. Mgr. William P. Heffernan
Sales Prom. Mgr. Bob Thomas
Program Director Bill Gardner
News Director Herbert Peele
Farm Editor Fred Chapman
Consulting Engineer E. C. Page

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Fayetteville Bcstgs., 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
President Harry B. Stein
Gen., Prom. Mgr. L. W. Allen
Commercial Manager C. M. Gaylord
News, Pgm. Dir. Bill Farrow
Chief Engineer W. D. Bailey

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Cape Fear Bcstg. Co.

NORTH CAROLINA

Business-Studio Address . . . 114½ Anderson St.
Phone Number 4848, 2747
Transmitter Location Murchison Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Associated
Representative Walker
President T. K. Weyher
General Manager Victor W. Dawson
Commercial Manager Luther A. Gambill
Program Director Nat R. Martin
News Dir., Farm Editor Vestal Taylor
Chief Engineer John Ikner
Consulting Engr. Craven, Lohnes & Culver

WWNF

FAYETTEVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned By Wayne M. Nelson, Inc.
Operated By Carl Jack Aley
Trans.-Bus.-Studio Add. WWNF, Fayetteville
Phone Number 8131
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, SESAC.
Pres., Gen. Mgr. Wayne M. Nelson
Resident & Comm. Mgr. Carl Jack Aley
Program Director Ray Woodard
News Director James J. McMillan
Chief Engineer E. M. Stanton, Jr.

WBBO

FOREST CITY—1947—KBS

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
Membership NAB, BAB
Pres., Gen. Mgr. Ed M. Anderson
Sta., Comm. Mgr. Fred Blanton
Sales Prom. Mgr., Prog. Dir. Jane Smith
News Dir., Chief Anncr., Farm Editor
Charles Melton
Chief Engineer Merton Iwerks
Consulting Engineer McNary & Wrathall

WVFG

FUQUAY SPRINGS—1948—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By WVFG Bdcstg. Co.
Phone Number Fuquay Spring 333
Trans. Loca. 1.5 miles No. of Fuquay Varina
Air Time Sunrise-Sunset
News Service UP
Representative Continental Radio Sales
Membership NAB
President J. M. Stephenson
Gen., Sta., Comm. Mgr. William J. Davis

Sales Promotion Manager Harold Nail
Pgm., Mus. Dir. William P. Weathers
Production Director Doris C. Weathers
Pub. Dir., Chief Anncr. Walter Pearson
News Director Robert E. Stephenson
Chief Engineer Fred Hepner
Farm Editor Robert E. Stephenson
Consulting Engineer Phil Hendrick

WGNC

GASTONIA—1939—ABC-KBS

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.
Air Time 6 a.m.-11:15 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Continental Radio Sales
President F. C. Todd
General Manager Pat McSwain
Commercial Manager F. C. Abernathy
Program Director Fred Gray
Chief Engineer W. C. Groves, Jr.

WLTC

GASTONIA—1948

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Gastonia Bcstg. Serv., Inc.
Address P. O. Box 1142
Phone Number 5-1079, 5-1280
Trans. Loca. Chapel Rd., nr. Ash. Ave.
Air Time Daytime
News Service UP
Transcription Service World
Representative Thomas F. Clark
Pres., Gen., Sta. Mgr. James B. Petty
Commercial Manager Boyce C. Morrow
Chief Anncr., News Pgm. Dir. R. St. Lawrence
Prod., Mus. Dir. Boyce Hanna
Chief Engr., Farm Editor Don C. Volgt
Consulting Engineer Dixie B. McKay

WGBR

GOLDSBORO—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By E. Carolina Bdcstg. Co., Inc.
Address P. O. Box 1024
Phone Number Main Studio-1550, Trans.-2816
Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Associated
Membership NAB
President A. T. Hawkins
General Manager V. Gerald Balkcum
Station Manager Daniel B. Trueblood
Comm., Sales Prom. Mgr. Nat Royster

Pgn., Prod. Dir. Vassie Balkcum
 Pub. Dir., Farm Editor Nat Royster
 Chief Announcer Jack Lee
 News Director Vassie Balkcum
 Musical Director Merietta McFarland
 Chief Engineer Daniel B. Trueblood
 Consulting Engineer Gautney & Ray

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By. North Carolina Bcstg. Co.
 Phone Number 8125
 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
 Pres., Gen. Mgr. Gilbert M. Hutchison
 Commercial Mgr. William P. Mitchell
 Sales Prom. Mgr. Aileen Gilmore
 Program Director Alfred J. Rice
 Chief Announcer Mike Brooks
 Musical Director Margaret Banks
 News Director Charles Mitchell
 Chief Engineer Earl F. Allison
 Farm Editor Bob Jones

W C O G

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 Muirs Chapel Rd.
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB
 President George W. Dowdy
 General Manager Henry E. Sullivan
 Commercial Mgr. Virgil E. Evans, Jr.
 Sales Prom. Mgr., Pub. Dir. Jeta Pace
 News, Pgm. Dir., Chief Anncr. Hugh Holder
 Chief Engineer Ernest Pate, Jr.
 Farm Editor Dick McAdoo

W G B G

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 off Retreat St.
 Air Time 6 a.m.-12:30 a.m.

ONE OF AMERICA'S FIRST STATIONS!



servicing the richest area in the southeast for a quarter of a century. Greensboro's Metropolitan area, according to the latest figures from Sales Management's Survey is **FIRST** in the United States in general merchandise sales gains—(1949 over 1939)—an increase of 619%.

"The Prestige Station of the Carolinas"

represented by hollingbery

NORTH CAROLINA

News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Pres., Gen. Sta. Mgr. Ralph M. Lambeth
 Commercial Mgr. L. O. Hutchins
 Program Director Curtis L. Welborne
 Publicity Director H. Marie Craven
 Chief Engineer Fred S. Smith

WGTC

**GREENVILLE—1940
 TOBACCO—MBS**

Frequency: 1590 Kc. ... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By ... Carolina Bdcstg. Sys., Inc.
 Address P. O. Box 898
 Phone Number 3182
 Transmitter Location Faulkland Hwy.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative John E. Pearson Co.
 Membership NAB, BAB
 President Earl McD. Westbrook
 Gen., Sta., Prom. Mgr. ... A. Hartwell Campbell
 Commercial Manager Carl McKinney
 Program Director ... Margaret Laughinghouse
 Production Director Marlon Tribley
 Publicity Director Edith Spinks
 Chief Announcer Charles Whedbee
 News Director Earl Lewis
 Musical Engineer William L. Alford
 Consulting Engineer ... Dixie B. McKey & Asso.

WHNC

HENDERSON—1945—MBS-KBS

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—1947—MBS-KBS
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Hendersonville, Inc.
 Business Address ... Radio Center-P. O. Box 575

Phone Number 9062, 9063 (Emer. 9064)
 Transmitter Location Chimney Rock Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service McGregor
 Representative Donald Cooke
 President, General Manager Bob Amos
 Bus., Comm. Mgr. Beverly Middleton
 Prod., Pub., Pgm. Dir. Kermit Edney
 Chief Engineer Clifford Inman
 Consultin gEngineer Palmer Green

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By. ... Catawba Valley Bcstg. Co.
 Address Radio Bldg.
 Phone Number 2294
 Representative Walker
 Transcription Service World, SESAC
 News Service UP
 President Carl V. Cline
 Gen. Mgr., Chief Engr. Edward S. Long
 Commercial Manager James K. Willis
 Pgm. Dir., Prom. Mgr. Jack Starnes

WIRC

HICKORY—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Foothills Bdcstg., Inc.
 Address 1423 11th Ave.
 Phone Number 2124
 Trans. Loca. 2 Mi. SE of Hickory
 Air Time 6 a.m.-Local Sunset
 News Service AP
 Transcription Service ... Lang-Worth, Standard
 Representative McGillvra
 Membership NAB, BAB
 Pres., Pub., News Dir. ... Margaret A. Smith
 Secty.-Treas., Gen. Mgr., Prod. Dir.
 E. H. Smith, Jr.
 Commercial Manager Lee Douglas
 Prom. Mgr., Farm Dir. Mattie I. Padgett
 Chief Announcer Richard H. Benson
 Chief Engineer Elmer H. Troutman
 Farm Editor Mary Frances Miller
 Consulting Engineer John Creutz

WHPE

HIGH POINT—KBS—LBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By. High Point Enterprise, Inc.
 Business-Studio Address ... 307 N. Main St.
 Phone Number 3466
 Transmitter Location ... Old Thomasville Rd.
 Air Time Local sunrise-sunset
 Newspaper Affiliation ... High Point Enterprise
 News Service AP
 Transcription Service ... Associated, Standard
 Membership NAB, BAB

NORTH CAROLINA

President.....R. B. Terry
 Sta., Comm. Mgr.Walter Hester
 Program Director.....Nick Lawrence
 News Dir., Chief Anncr.Mark Combs
 Musical Dir.....Harold Craven
 Chief Engineer.....Yancy Cecil

W M F R

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 Number4593
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription Service....Lang-Worth, Capitol
 RepresentativeBurn-Smith
 MembershipNAB, BAB
 Pres., Gen.-Station Mgr.....Frank S. Lambeth
 Commercial Manager.....Frank Smith
 Sales Prom. Mgr.Gerald D. Sullivan
 Program, News Dir.Gary Davis
 Chief AnnouncerLois Cosworth
 Mus. Dir., Farm EditorWayne Morgan
 Chief Engineer.....Robert Moore
 Consulting EngineerGeorge Davis

W J N C

**JACKSONVILLE—1945
 MBS-TOBACCO**

Frequency: 1240 Kc.Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. ByLester L. Gould
 AddressBox "E"
 Phone Number707-708
 Trans. LocationHighway 24
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativePearson
 MembershipNCAB
 Pres., Gen. Mgr., Prod. Dir....Lester L. Gould
 Comm., Mgr., Chief Anncr. ...Rodric L. Jones
 Sales Prom. Mgr., Pub. Dir..Howard P. Cohen
 Program DirectorDorothy R. Gould
 News DirectorJohn J. Burrets
 Musical DirectorShelton Kellum
 Chief EngineerHoward P. Cohen
 Farm EditorCharlie C. Clark

W G T L

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Fred H. Whitley, Inc.
 Address ...Box 997, Cannon Blvd., Hwy 29
 Phone Number ..Kannapolis 870, Concord 2154
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 MembershipNAB

General ManagerFred H. Whitley
 Program Director.....Frank H. Bowers
 Chief Engineer.....Foy Hinson

W E L S

KINSTON—1950—MBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Farmers Bstg. Service, Inc.
 Address.....1400 W. Vernon St.
 Phone Number5151
 President.....E. L. Scott
 Gen., Comm. Mgr.....C. Durham Moore
 Pgm., News Dir.....Ed Sheppard
 Chief Engineer.....Al Mian
 Farm Editor.....Bob Mongold

W F T C

KINSTON—1937—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Kinston Bcstg. Co.
 Address.....204 East King St.
 Phone Number4111
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNAB
 President.....Alban K. Barrus
 Pres., Gen. Mgr.....William S. Page
 Commercial Mgr.....B. George Barber, Jr.
 Program Dir.....S. Bruce Petteway
 News Director.....John J. Wilson
 Prom. Mgr., Farm Editor..Carl B. Caudill, Jr.
 Chief Engineer.....David E. Hardison

W E W O

LAURINBURG—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Scotland Bcstg. Co.
 Bus.-Studio AddressState Bank Bldg.
 Phone Number770
 Transmitter LocationLaurinburg-Maxton
 Hwy.
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Devney & Co.
 MembershipNAB, BAB
 PresidentEdwin Pate
 General Mgr., Farm Edit..J. R. Dalrymple, Jr.
 Commercial Manager.....C. J. Cordes
 Program Director.....Paul Wynn
 Pub., News Dir.....Dick Brown
 Chief EngineerTruman N. Brock
 Consulting Engr.....George C. Davis

W L O E

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Douglas L. Craddock

NORTH CAROLINA

Address Box L, Blvd. Branch
 Phone Number 701-2
 Transmitter Location..... Blvd. & Pine Sts.
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NAB
 Pres., Gen., Sta., Prom., Comm. Mgr.,
 Pub. Dir..... Douglas L. Craddock
 Pgm., News, Prod. Dir., Chf. Ann... J. Kenneth
 Thomas
 Chief Engineer..... Eldred Winn
 Consulting Engr. McNary & Wrathall

WJRI

LENOIR—1946—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address 107 West Ave.
 Phone Number 761 & 899
 Transmitter Location Morganton Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service ... Lang-Worth, Keystone
 Pres., Gen. Mgr. John P. Rabb
 Commercial Manager F. Kent Atwater
 Program Director K. Rabb
 Chief Announcer..... Clyde W. Laughter
 News Director Barnett Sigmon

Musical Director George Kirstin
 Chief Engineer..... Criss A. Stromberg, Jr.
 Farm Editor Max C. Culp
 Consulting Engineer..... Janskey & Bailey

WBUY

LEXINGTON—1946—LBS-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 29 No.
 Air Time 6 a.m.-10 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Continental Radio Sales
 Membership NAB, BAB
 Partners..... Greely N. & Omar N. Hilton
 Station Manager..... C. Robert Ray
 Commercial Mgr. Robert Raker
 Program Director H. Robert Gray
 Chief Engineer..... Fred Honeycutt
 Consulting Engr. William Benns

WTSB

LUMBERTON—1946—MBS-KBS

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

AP SELLS

For Stations and Sponsors —

For instance WBIG

“Joseph P. Mitchell, Manager of Gray Seal Paint Co., tells us that, thanks to AP news over WBIG, Gray Seal is one of the best known paint brands in this area. Their entire budget is now being spent on this high-power advertising.

“AP news is accurate, fast and completely unbiased, giving our listeners vivid word pictures of happenings all over the world.”

GILBERT M. HUTCHISON,
 President,
 WBIG, Greensboro, N. C.

NORTH CAROLINA

Business-Studio Address.....112 W. Fifth St.
 Phone Number 1080-1
 Transmitter Location.....Charlotte Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service.....Standard
 Representative.....Continental Radio Sales
 Membership NAB
 General Manager.....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 Number102
 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-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Union Bcstg. Corp.
 Business Address.....P. O. Box 382
 Phone Number1060
 Studio-Transmitter Location.....Camp Suttin
 News Service UP
 Transcription Service Lang-Worth
 Air Time.....6:30 a.m.-5:15 p.m.
 Pres., Gen. Mgr.....Dick Marable
 Commercial Mgr.....Z. Bright Tucker
 Sales Prom. Mgr., Pgm. Dir.....R. W. Furman
 Prom. Mgr., News Dir.....J. Archie Laney
 Business Manager.....W. Dexter Benton
 Publicity Dir.....Frank Zeus Funderburk
 Chief Engineer.....Hillard Fletcher
 Farm Editor.....Robert I. Smith

W H I P

MOORESVILLE—1950

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne M. Nelson
 Trans-Address Mooresville, N. C.
 Phone Number500
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Pres., Gen. Manager.....Wayne M. Nelson
 Sales Prom. Mgr.....Leoma Showmar
 News Director Jim McMillen
 Chief Engineer.....E. M. Stanton, Jr.

W M B L

MOREHEAD CITY—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.
 Phone Number6-3188
 Transmitter Location.....Radio Island
 Air Time Sunrise-sunset
 Transcription Service.....World and Standard
 Representative McGillyvra
 Membership NAB
 Pres., Gen.-Sta. Mgr.....Grover C. Munden
 Com. Mgr.Charles Markey (New Bern
 Studios) & Jimmy Wallace
 Prog. Dir., Chf. Engr.....Ray Cummins
 Production DirectorAnsil Chapin
 Chf. Ann., News Dir.....Walter Niemi
 Farm Editor.....Jimmy Wallace
 Consulting Engineer.....George C. Davis

W M N C

MORGANTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nathan J. Cooper
 Transmitter AddressHwy 181
 Phone Number1100
 Air Time.....6 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NAB
 Pres., Gen.-Sta. Mgr.....Nathan J. Cooper
 Comm., Prom. Mgr.Emory T. Alwran
 Music Program Dir.Gernell Hudson
 Publicity Dir.....Madelyn Patton
 Chf. Ann., Farm Edit.....Eugene G. Smith
 News DirectorDouglas C. Smith
 Chief Engineer.....Frank Ballew
 Consulting Engr.George Davis

W P A Q

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 Number682
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Thomas Clark
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Mgr.Joe Johnson
 News, Prog. Dir.W. F. Crutchley
 Chief Announcer.....Arnold Bruce Flemming
 Farm Editor.....Neil Smith
 Consulting Engr.John J. Keel

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 250 Watts n.
 Owned-Oper. By.....Harmon L. Duncan

NORTH CAROLINA

Address US Hwy 17 So.
 Phone Number 4450-4024
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 President Harmon L. Duncan
 Gen.-Sta.-Comm. Mgr. Ray D. Williams
 Sales Prom. Manager Bruce Lee
 Production Director Stuart Hall
 Publicity Director Jerrell Henry
 Chf. Ann., Chf. Engr. Bob Coddington
 News Director J. Gaskill McDaniel
 Musical Director Jerrell Henry
 Farm Editor Paul Cox

W N N C

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By . . . Newton Conover Bcstg. Co.
 Business Address West A St.
 Phone Number 930
 Studie-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
 President Charles Turner
 Gen. Mgr., Pgm. Dir. Earl Holder
 Commercial Manager George Yarbrough
 Chief Annrcs. Harvey Laughter, Bill Taylor
 Chief Engineer Dennis Long

W K B C

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
 Gen. Mgr., Pres. Doris B. Brown
 Comm.-Sales Prom. Mgr. Roland B. Potter
 Farm Editor, Pgm. Dir. John T. Cashion
 Publicity Director Charles Wilfong
 Chief Engineer Robert Harvey

W O X F

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
 Address Oxford Bcstg. Corp.
 Phone Number 4187
 Transcription Service Lang-Worth
 News Service AP
 President Frank W. Hancock
 General Manager James F. Flanagan
 Commercial Manager F. K. Ward

Program Director Rachel Hedgepeth
 Promotion Manager Lizzie Hancock
 Chief Engineer Archie Hawkins
 News Director Jackson L. Anderson
 Farm Editor Travis Rogers

W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Oper. By . . . News & Observer Pub. Co.
 Address 219 So. McDowell St.
 Phone Number 2-0321
 Transmitter Location Asbury
 Air Time 5:55 a.m.-12 M.
 News Service UP
 Transcription Service . . . Standard & Associated
 Representative Weed & Co.
 President Josephus Daniels, Jr.
 General Manager Frank Daniels
 Station Manager Neil Hester
 Comm.-Sales Prom. Mgr., Prog.-Prod.
 Dir. David A. Brown
 News Director Elmer Oettinger
 Chief Engineer Bascom E. Porter
 Consulting Engr. A. D. Ring & Co.

W P T F

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 Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership NAB, BAB
 President J. R. Weatherspoon
 Gen., Sta. Mgr. Richard H. Mason
 Sales Manager O. L. Carpenter
 Dir. Advtg. & Prom. R. W. Youngsteadt
 Program Manager Graham B. Poyner
 Dir. of Adv. & Prom. R. W. Youngsteadt
 News Director J. Edgar Kirk
 Production Dir. Warren Barfield
 Chief Engineer Henry Hulick, Jr.
 Farm Editor Joe Reaves
 Consulting Engr. McNary & Wrathall

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, FMA

President.....A. J. Fletcher
 News, Gen. Mgr.....Fred Fletcher
 Commercial Manager.....Tom Mitchell
 Program Director.....Jesse Helms
 Chief Engineer.....Virgil D. Duncan

W F R C

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By....Piedmont Carolina Bcstg. Co., Inc.
 Business-Studio Address....116½ Gilmer St.
 Phone Number.....4361-2
 Transmitter Location.....Wentworth Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated, Keystone
 Representative.....Continental
 Membership.....NAB
 President.....H. T. Williams
 General Manager.....Steve Woodson
 Commercial Mgr.....Bill Sandsefur
 Prog. Dir., Farm Editor.....Forrest Bedell
 Chief Announcer.....Taak Nelson
 Musical Director.....Fred Covington
 Chief Engineer.....Jack Sexton

W R E V

REIDSVILLE—1950

Owned-Oper. By.....Reidsville Bcstg. Co.
 Address.....114½ N. Scales St.
 Phone Number.....1817
 Transcription Library.....Standard
 News Service.....UP
 President.....William M. Oliver
 General Manager.....C. R. Oliver
 Commercial Manager.....Alan C. Friedrich
 Program Director.....James Crawford
 Chief Engineer.....J. H. Buck
 Operations Manager.....R. D. Thompson

W C B T

ROANOKE RAPIDS—1948—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....WCBT, Inc.
 Address.....251 Roanoke Ave.
 Phone Number.....R21551
 Transmitter Location.....E. 10th St.
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Pres., Gen. Mgr.....S. E. Crew
 Sta., Comm., Prom. Mgr.....A. L. Drew
 Pgm. Dir.....Doyle Satterthwaite
 Pub., News Dir.....Jerry Elliott
 Chief Engineer.....C. M. Mearns
 Consulting Engineer.....George Davis

W A Y N

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WAYN, Inc.
 Bus.-Studio-Trans. Address.....Rockingham
 Phone Number.....4041
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....MacGregor
 President.....Wayne M. Nelson
 Res., Sta. Mgr.....Matt F. Gettings
 Chief Engineer.....William Henley

W C E C

ROCKY MOUNT—1947—KBS-LBS TOBACCO

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Josh L. Horne
 Bus.-Studio Address.....115 N. Church St.
 Phone Number.....23109
 Transmitter Location.....Hwy. 95
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated, Capitol
 Representative.....Ra-Tel
 Membership.....FMA
 President.....Josh L. Horne
 Gen., Prom. Mgr.....Mel Warner
 Commercial Manager.....Ray Thompson
 News, Pgm. Dir.....Ray Wilkinson
 Publicity Dir.....Dick Johnson
 Musical Director.....Bobby Pritchard
 Chief Engineer.....Harold Aycock
 Farm Editor.....Tal Pollard

W E E D

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....W. A. Wynne
 Business Address.....Box 752
 Phone Number.....8149
 Studio-Transmitter Location.....Nashville Hiway
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Gen.-Sta. Manager.....W. A. Wayne
 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.
 Address.....Box 166
 Phone Number.....6013
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 General Manager.....H. S. Taylor

WSAT

SALISBURY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mid-Carolina Bcstg. Co.
 Business-Address Drawer 99
 Phone Number 276-7
 Studio-Transmitter Location. Milford Hills Rd.
 News Service UP
 Transcription Service World
 Membership NAB, BAB
 President. Charles H. Wentz
 Gen.-Comm. Manager. John Smith
 Program Director. W. F. Fleming
 Chief Engineer. Elbert Sherman
 Consulting Engr. Gautney & Ray

WSTP

**SALISBURY—1939—MBS
 DIXIE NET**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Piedmont Bcstg. Corp.
 Bus.-Studio Address. State Theatre Bldg.
 Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NAB, BAB
 President. Bryce P. Beard, Sr.
 Gen.-Sta. Mgr., Prod. Dir. Alex P. Beard
 Promotion Manager Bill Cooper
 Prog., Publicity Dir. Esther Goodwin
 Comm. Mgr. Katherine F. Murphy
 Chief Announcer. Bill Brown
 News Director Polly Eldon
 Musical Director Hall Frazier
 Chief Engineer. Carl B. Watson
 Farm Editor. Polly Eldon
 Consulting Engr. Phil Hedrick

WWGP

SANFORD—1946—KBS

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Sandhills Bcstg. Corp.
 Phone Number 860
 Transmitter Location Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service. Capitol, World, SESAC
 Representative Donald Cooke, Inc.
 Membership NAB
 President Frank L. Baber
 Gen.-Sta.-Comm. Mgr. James C. Cole
 Prog.-Prod.-News Dir., Chf. Ann. William H. Fell
 Publicity Director J. C. Cole
 Chief Engr. Edward O. Koprivier
 Consulting Engr. John Cruetz

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By. Western Carolina Radio Corp.
 Business Address. Box 1401, Shelby
 Phone Number 6313
 Studio-Transmitter Location. Hwy. No. 74, W. at city line
 Air Time Daytime
 News Service UP
 Transcription Service Associated
 Membership NAB, BAB
 President. Lee B. Weathers
 Gen.-Sta. Mgr., Chf. Engr. Robert M. Wallace
 Commercial Mgr. Max P. Butler
 Program Dir. R. O. Dorsey
 Chief Announcer. Don McLain
 Farm Editor Hugh Dover
 Consulting Engr. George Davis

WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Sand Hill Community Bcstrs., Inc.
 Business Address. 115 E. Broad St.
 Phone Number 6191
 Studio-Transmitter Location. U. S. Hwy. No. 1 S.
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Forjoe
 Membership NAB
 Vice-Pres., Gen. Mgr. Jack S. Younts
 Vice-President John Mare
 Comm. Mgr., Publicity Dir. Joe A. Warren
 Secy.-Treas., Prom. Mgr. Elizabeth M. Younts
 Program Dir., Chief Anncr. Edward Cox, Jr.
 Chief Engineer. Melvin Kushner

WSTS

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 So. Pines
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Representative Cooke
 Membership NAB
 President Frank L. Baber
 Commercial Manager. H. L. Lowder
 Gen.-Sta.-Prom. Mgr., Pub. Dir. J. C. Cole
 News Dir., Chief Ann. William L. Fell
 Chief Engineer. Edward O. Koprivier
 Farm Editor. E. H. Garrison, Jr.
 Consulting Engr. John Cruetz

WSIC

STATESVILLE—1947—CSN

Frequency: 1400 Kc. Power: 250 Watts d.
 Owned-Oper. By. Statesville Bcstg. Co.
 Address Statesville Box 1189
 Phone Number 9079
 Transmitter Location Radio Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 Membership NAB
 President. Dr. James W. Davis
 General Manager L. G. Churchill
 Station Manager Earl L. Boyles
 Commercial Manager Charles D. Melton
 Program Director Margaret K. Nesbit
 Publicity Director Mildred C. Benfield
 Chief Announcer Del Carty
 News Director. Hadley Williamson
 Musical Director Margaret K. Nesbit
 Chief Engineer T. K. Abernethy
 Farm Editor Bill Brown
 Consulting Engr. Kear and Kennedy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address. Edgecombe Bank Bldg.
 Phone Number 2191-2
 Transmitter—Hwy. 64 Bet. Rocky Mt. & Tarboro
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BAB
 President. V. E. Fountain
 Gen. Sta. Mgr. J. T. Snowden, Jr.
 Comm. Sales Prom. Mgr. J. Porter MacNair
 Pgm. Dir., Chief Anncr. Eccles Wall
 News Director Harry Alleva
 Production Dir. Margaret Johnston
 Publicity Director Ethel Pitt
 Chief Engineer Charles Neer
 Farm Editor John H. Price
 Consulting Engr. George Davis, Wm. Malone

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By. The Thomasville Bcstg. Co.
 Phone Number 902
 Studio-Transmitter Location. Salem St., Ext.
 Air Time Daytime
 News Service AP
 Transcription Service World
 President George W. Lyles, Sr.
 Gen., Comm. Mgr. Harold Harrison
 Chief Announcer John Manti
 News Director Fletcher Smith
 Chief Engineer. L. M. Sagg

Musical Director Frank Thomas
 Farm Editor Nell Fontz
 Consulting Engr. Phil Hedrick

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. Morren Rd.
 Air Time Daytime
 News Service UP
 President. R. P. Lyon
 Station Manager. Jack P. Hanks
 Program Director Walter Mitchell
 Chief Engineer. Cecil Sills

WHED

WASHINGTON—1948

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.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental
 President Lee B. Wynne
 Gen. Sta. Manager. R. B. Armstrong
 Commercial Mgr. C. B. Armstrong
 Sales Prom. Mgr., News Dir. H. A. Eckhoff
 Program Director John Morgan
 Chief Announcer. Bill Kirby
 Publicity Director. Link Harner
 Chief Engineer. John Wilroy
 Farm Editor John I. Morgan

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
 Membership NAB, BAB
 President W. R. Roberson, Jr.
 Gen. Sta. Manager. T. H. Patterson
 Sales Prom. Mgr. Merrill Daniels
 Program Director Don Pierce
 News Director. Bill Abeyounis
 Musical Director. Charlie Yates
 Chief Engineer. I. G. Murphrey
 Farm Editor. Bill Abeyounis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHCC, Inc.
 Business-Studio Address Main St.
 Phone Number 680
 Transmitter Location Howell Mill Rd.
 Air Time 6 a.m.-11 p.m.
 Membership NAB
 Gen.-Sta. Manager James B. Childress
 Comm. Mgr., Prog. Dir., Chf. Ann. Claude
 F. White
 Chief Engineer Frank Wilbur
 Farm Editor Wayne Corpening

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Whiteville Ecstg. Co., Inc.
 Business-Studio Address Whiteville
 Phone Number 120
 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
 President Josiah Maulshy
 General Manager Ward A. Coleman
 Prog. Dir., Prod. Mgr. Jerry Honeycutt
 Chief Engineer Ovie Boutwell

WIAM

WILLIAMSTON—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By S. S. Adcock
 Address 110 S. Smithwick St.
 Phone Number 2478
 News Service UP
 President S. S. Adcock
 Gen. Mgr., News Dir. Marshall Pack
 Publ. Reins., Prom. Mgr. Robert Best
 Program Director Ruby Pack
 Chief Engineer Allen Breazeale

WGNI

**WILMINGTON—1946—MBS
 TOBACCO**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Hanover Ecstg. Corp.
 Business Address P. O. Box 869
 Phone Number 2-2493
 Studio-Transmitter Location Eagle Island
 Air Time 6:30 a.m.-12 M.
 News Service UP
 President J. S. Brody
 Station Manager Allen B. Jones
 Commercial Mgr. Tommy Thompson
 Program Director Paul Parker
 Chief Engineer Charles L. Arneson

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By R. A. Dunlea
 Business Address P. O. Box 696
 Phone Number 4840
 Transmitter Location Brunswick County
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr. R. A. Dunlea
 Comm.-Sales Prom. Mgr. C. O'Shields
 Program Director Bruce Buchanan
 Prod.-Pub. Director R. A. Dunlea, Jr.
 Chf. Ann., News Dir. Bill Guerin
 Chief Engineer E. I. Herring

WGTM

WILSON—1937—CBS

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 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 President Penn Thomas Watson
 Gen.-Sta.-Prom. Mgr. Allen Wannamaker
 Commercial Mgr. Howard J. Forbes
 Prog., News Dir. W. E. Jackson, Jr.
 Production Director Clint Farris
 Chief Announcer Bill Neal
 Chief Engineer W. H. Malone
 Farm Editor Charlie Slate

WVOT

WILSON—1948—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilson Radio Co.
 Address Hwy. 301 N.
 Phone Number 5157-8
 News Service AP
 Representative Pearson
 President H. W. Anderson
 Gen.-Sta. Manager Harry Severance
 Commercial Mgr. P. O. Barnes
 Sales Prom. Mgr. Lynda Thomas
 Program Director Joel Lawhon
 Production Director Wistar Moore
 Chief Announcer Callbie Wood
 News Director Clint Long
 Chief Engineer Dan Williams
 Farm Editor Ted Leeper

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Community Ecstg.
 Service, Inc.

NORTH CAROLINA—NORTH DAKOTA

Address Atlantic Bldg.
 Phone Number 2-4121
 President Roger Page, Jr.
 Vice-President, Gen. Mgr. Clarence E. Leeper
 Commercial Manager Eugene Sink, Jr.
 Program Director W. T. Williams
 Chief Engineer N. V. Pieler

W A I R

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WAIR Bcstg. 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, BAB
 Partner, Gen., Sta. Mgr. George D. Walker
 Commercial Mgr. C. G. Hill
 Sales Prom. Mgr., Pub. Dir. Lawrence Patrick
 Program Director Johnny Miller
 Chief Announcer Gilbert Stampler
 Musical Director Frances Denny
 Chief Engineer Lee King
 Consulting Engr. George Davis

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
 President Gordon Gray
 V.P., Managing Dir. Harold Essex
 Sales Manager Harry B. Shaw
 Program Manager Robert Estes
 Production Director John Comas
 Publicity Director Jack Burney
 Dir. of Engineering Phil Hedrick

W T O B

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc. Power: 1000 Watts
 1000 Watts n.
 Owned-Op. By .. Winston-Salem Bcstg. Co., Inc.
 Address P.O. Box 739
 Phone Number 34353
 Transmitter Location Polo View Rd.
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative The Taylor Co.
 President James W. Coan
 Gen.-Comm. Manager John G. Johnson
 Sales Prom. Manager Charles Brunt
 Program Director Bill Billingsley
 Production, News Dir. Robert St. Lawrence
 Chief Announcer Owen Spann
 Musical Director Mary Elizabeth White
 Chief Engineer Russell Spikula

NORTH DAKOTA

*Population 619,636—Decrease —3.5% ('40-'50)—Radio Homes 786,210
 Families 902,650—Stations in State 13*

K F Y R

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
 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

K D L R

DEVILS LAKE—1925 MBS-GREAT NORTHERN—KBS

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
 Representative Lawson
 President, General Manager Bert Wick
 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 119 2d Ave. W.
 Phone Number 348
 Transmitter Location 1 Mi. N. of Dickinson
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, SESAC
 Representative Orville F. Lawson
 Membership NARTB
 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.-News Dir. George L. Brooks
 Chief Announcer Wm. Mason
 Chief Engineer Clark Franklin
 Farm Editor Dale Olson

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
 News Service AP
 Transcription Service Standard
 Representative Bolling
 President W. R. Haggart
 Gen., Sta., Comm. Mgr. Charles G. Burke
 Pgm., Prod. Dir. David B. Henley
 Chief Engineer Olaf Gabrielson
 Farm Editor Bob Moses

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By WDAY, Inc.
 Business-Studio Address Black Bldg.
 Phone Number 5357
 Air Time Unlimited
 News Service AP, UP
 Transcription Service RCA, Thesaurus
 Representative Free & Peters
 Membership NARTB
 President, Gen. Mgr. E. C. Reineke
 Station Manager Jack Dunn
 Sales Manager Tom Barnes
 Sales Promotion Manager Roy Pedersen
 Program Director Ken Kennedy
 News Director Glenn Flint
 Chief Engineer Juline Savold
 Technical Director Julius Hetland

KILO

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 4-5321
 Transmitter Location Univ. of N. Dak. Campus
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Representative Avery-Knodel, Lawson
 Membership NARTB, BAB
 President M. M. Oppegard
 General Manager Wallace E. Stone
 Sales Promotion Mgr. David L. Norton
 Program Director M. C. Gorham
 Publicity Director D. L. Norton
 News Director Don Kelly
 Chief Engineer Arnold Patrick
 Program Dir. Jeff Gorham

KNOX

GRAND FORKS—1947 KBS—GREAT NORTHERN

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Community Radio Corp.
 Address Grand Forks
 Phone Number 4-4611
 Transmitter Location State Mill Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Natl. Time Sales
 President Carroll E. Day
 Gen.-Sta.-Comm. Mgr. Elmer Hanson
 Sales Prom. Mgr. Robert C. Lukkason
 Prog. Dir., Chf. Ann. James Cowan
 Prod.-News Director Jack French
 Publicity Director Donald Dekrey
 Chief Engineer Clifford Thomeford
 Consulting Engr. Chambers & Garrison

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Jamestown Bcstg. Co. Inc.
 Address 429 S.W. 2d St., Jamestown, N. D.,
 215½ Bway, Fargo, N. D.
 Phone Number 1600
 Transmitter Location Hwy 281, 6 Mil. So.
 of City
 News Service UP
 Representative George P. Hollingsbery
 Pres., Gen. Manager John W. Boler
 Station Manager Donn A. Clayton
 Sales Prom. Manager Jud Milton
 Program Director Don Kingsley
 Publicity Director Bette Kyle
 News Director Hal Kennedy
 Chief Engineer Robert E. Ridgway
 Farm Editor Chester Graham

KGCU

MANDAN—1925

MBS-GREAT NORTHERN

Frequency: 1270 Kc. Power: 1000 d.; 250n.
 Owned-Oper. By Mandan Radio Assn., Inc.

THE DOMINATING STATION

IN NORTHWESTERN NORTH DAKOTA

K C J B

Minot, N. D.

910 KC — Unlimited — 1000 W.

Coverage determined by actual field measurement.

	0.5 MV/M	0.1 MV/M
Radio Families — Daytime - - - - -	60,903	154,528
Radio Families — Nitetime - - - - -	40,200	114,420

Affiliated with CBS — and with KSJB Jamestown, N. Dak.

Studios also in Fargo and Bismarck

Hooper Survey — October 1950

TIME—	SETS IN USE	K C J B	STATION B	STATION C
6:00 to 8:00 P. M.....	35.4	45.8	26.9	23.5
8:00 to 10:00 P. M.....	38.5	39.7	30.1	23.6
6:00 to 10:00 P. M.....	36.9	42.6	28.6	23.6

Special Survey — February 1951

TIME—	K C J B	STATION B	STATION C
10:00 to 10:15 P. M.....	38.0	24.6	32.6
10:15 to 10:30 P. M.....	50.2	13.1	33.9
10:00 to 10:30 P. M.....	43.1	19.9	33.1

COVERAGE + RATINGS = SALES IMPACT

If used in combination with KSJB, Jamestown-Fargo, a discount of 20% is allowed on both stations —

For complete details on special features available call —

W E E D & C O M P A N Y

NORTH DAKOTA—OHIO

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 NARTB, 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 C J B

MINOT—1950—CBS

Frequency: 910 Kc. **Power:** 1000 Watts
Owned-Oper. By No. Dakota Bcstg. Co.
Address 104 A. So. Main
Phone Number 51-161
Representative Weed
News Service UP
Pres., Gen. Mgr. John W. Boler
Commercial Manager G. H. McKinnon
Program Director Jerry Uppman
Prod., News Dir. Armid Johnson
Chief Engineer Reidar Gabrielson

(See Page 573)

K L P M

MINOT—1929

MBS-GREAT NORTHERN

Frequency: 1390 Kc. **Power:** 5000 d.; 1000 n.
Owned-Operated By Minot Bcstg. Co.
 (Partnership)
Business-Studio Address Fair Block
Phone Number 41-146
Transmitter 2 Mi. E. of Minot on Hwy. 52
Air Time 6 a.m.-12 M.

News Service AP, UP
Transcription Service World
Representative Walker
President, Gen. Mgr. John B. Cooley
Sta. Mgr., Chief Engineer C. W. Baker
Comm.-Prom. Mgr., Farm Edit. E. H. Cooley
Publicity Director Lyle Swigert
Prog.-Prod. Dir. James J. Hautman
Chief Announcer Bill Lewis
News Director Ken Knutson
Musical Director Dean Thurow
Consulting Engr. Commercial

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By KOVC, Inc.
Business-Studio Address 135 Central 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.-Sta.-Comm. Mgr. Robert E. Ingstad
Program Director Russ Kaber
News Director Bob Junkert
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

*Population 7,946,627—Increase +15.0% ('40-'50)—Radio Homes 2,150,010
 Families 2,207,400—Stations in State 67*

W A D C

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 5:30 a.m.-1:05 a.m.
News Service Transradio, UP
Transcription Service Lang-Worth, Standard,
 World
Representative George P. Hollingbery

Owner-Operator Allen T. Simmons
Asst. Mgr., Comm. Dir. Robert B. Wilson
Sales Prom. Mgr., Pub. Dir. Secrest Williams
News, Program Dir. Harold H. Hageman
Production Director Doc Williams
Musical Director William E. Beers
Chief Engineer John L. Wildermuth
Consulting Engr. Glen Gillett

W A K R

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
 Representative.....Weed
 Membership.....NARTE
 President, Gen. Mgr.....S. Bernard Berk
 Asst. Prom. Mgr.....Viola G. Berk
 General Manager.....Roger G. Berk
 Comm.-Sales Prom. Mgr.....Kenneth M. Keegan
 Pgm., Prod., Pub. Dir.....A. R. Cooper
 News Director.....S. H. Absolom
 Musical Director.....Mildred Fazzin
 Chief Engineer.....Irwin L. Knopp

WCUE
 AKRON—1949

Frequency: 1150 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Akron Bcstg. Corp.
 Address.....Palace Theatre Arcade
 Phone Number.....Fr. 7114
 Representative.....Forjoe
 News Service.....UP
 Pres., Bus. Mgr.....George K. Stroupe
 V.P., Oper. Mgr.....Tim Elliot
 Merchandise Manager.....Thomas P. Egan

WHKK

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....51 W. State St.
 Phone Number.....Bl. 7101
 Transmitter Location.....Akron Peninsula Rd.
 Air Time.....6 a.m.-sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Meeker Assoc.
 President.....S. E. Graham
 General-Station Mgr.....R. W. Richmond
 Comm.-Sales Manager.....Cecil Green
 Program-Production Dir.....B. R. Blake
 Publicity Director.....Don O'Neil
 News Director.....Max Plaughter
 Musical Director.....Marilyn Harper
 Chief Engineer.....B. V. Berg
 Consulting Engr.....Carl E. Smith

WATG

ASHLAND—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Beer & Koehl
 Phone Number.....1575-1
 Representative.....Standard
 Transcription Service.....Lang-Worth, Thesaurus
 News Service.....AP
 Co-Owners.....Robert Beer, Edgar Koehl
 General Manager.....Robert Beer
 Commercial Manager.....Richard Topper
 Asst. Mgr., Prod. Dir.....Richard Leidy
 Production Director.....Wayne Byers
 Chief Engineer.....Richard Matthes
 News Director.....Walter Hauck

WICA

ASHTABULA—1937—STANDARD
 BUCKEYE—BFN

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.....7 a.m.-11:15 p.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
 News Director.....J. C. Strasen
 Musical Director.....Jean Stoltz
 Chief Engineer.....F. N. Bernato
 Farm Editor.....John Strasen
 Consulting Engr.....Gautney & Ray

WATH

ATHENS—1950

Frequency: 1540 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Andrew Korlan & James
 Sinyard
 Address.....P. O. Box 227

AP SELLS

For Stations and Sponsors —

For instance WFMJ

“WFMJ is now carrying 71
 sponsored AP news programs
 weekly, totaling 690 min-
 utes.”

WILLIAM F. MAAG, JR.,
 President,
 WFMJ, Youngstown, Ohio

News ServiceUP
 PartnersAndrew H. Kovlan,
 James D. Sinyard
 Gen. Mgr., Chief Engr.Andrew Kovlan
 Comm. Mgr., Pgm. Dir.Joe Klarke
 Asst. ManagerBob Clark

W T R F

**BELLAIRE—1947—MBS
 STANDARD, BUCKEYE—OHIO**

Frequency: 1290 Kc.Power: 1000 Watts d.
 Owned-Operated By. . . .The Tri-City Bcstg. Co.
 Bus.-Studio-Transmitter Address. . .The Skyline
 Phone Number1515
 Air Time5:45 a.m.-local sunset
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWalker
 MembershipNARTB, BAB
 President.Jesse A. Bloch
 V.P., Gen. Manager.Robert W. Ferguson
 Sales Prom. Mgr.Albert T. Fisher
 Program Director.Frank Curtis
 Publicity, News Dir.George Diab
 Musical Dir.Eddie Johnston
 Chief Engineer.George Cowen
 Farm EditorPaul Howard

W I L E

CAMBRIDGE—1948

Frequency: 1270 Kc.Power: 1000 Watts d.
 Owned-Oper. By. . . .Land O'Lakes Bcstg. Corp.
 Business-Studio Address.917 Beatty Ave.
 Phone Number3545
 Transmitter Location.R. D. No. 1, College
 Hill
 Air Time6:30 a.m.-local sunset
 News ServiceAP
 Transcription ServiceWorld
 President.H. D. McClelland
 V.P., Gen. Mgr.Howard A. Donahoe
 Comm. Mgr., Pub. Dir.Richard F. Rose
 Program Director.Robert C. Horn
 Chief Engineer.Wesley C. Randles
 Farm EditorA. G. Engel

W A N D

CANTON—1947

Frequency: 900 Kc.Power: 500 Watts d.
 Owned-Operated By.P. C. Wilson
 Address106 High Ave. N.W.
 Phone Number68396
 Transmitter Location.20th St. & Whipple
 Rd., N.W.
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription Service. . .Thesaurus, Lang-Worth
 RepresentativeMcGillvra
 Pres., Gen. Mgr.P. C. Wilson
 Station ManagerJames Wilson
 Commercial ManagerDave Brown

Program DirectorRussell Barnett
 Chief Announcer.Chas. Worthington
 News DirectorMilo Townes
 Technical DirectorGene Peterman
 Chief Engineer.John Hickey

W C M W

CANTON—1946—STANDARD

Frequency: 1060 Kc.Power: 1000 Watts d.
 Owned-Operated By.Stark Bcstg. Corp.
 Bus.-Studio Address.317 W. Tuscarawas St.
 Phone Number5-9475
 Transmitter Location.Hills & Dales Rd.
 Air TimeDaytime
 News ServiceAP
 Transcription Service.Standard, World
 RepresentativeSears & Ayer
 MembershipNARTB, FMA
 President.S. L. Huffman
 Sta., Comm. Mgr.Clark L. Dozer
 Program Director.Nick Barry
 Promotion Director.S. L. Huffman
 Chief Engineer.Robert Leedham
 News Dir., Farm Editor.Robert Valliquette

W H B C

CANTON—1925—ABC

Frequency: 1480 Kc.Power: 5000 Watts
 Owned-Operated By.Ohio Bcstg. Co.
 Business-Studio Address. .550 S. Market Ave.
 Phone Number6-7166
 Transmitter LocationRichville
 Air Time6:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeTaylor Co.
 MembershipNARTB, BAB
 President.Roy D. Moore
 General Manager.Joseph K. Vodrey
 Director of Radio.Eugene Carr
 Station Manager.Robert C. Fehlman
 Commercial Manager.Paul E. Gilmor
 Sales Prom. Mgr., Pub. Dir.Millard Souers
 Program DirectorJames Roberts
 News DirectorAl Frances
 Musical Director.Charles Pickens
 Chief Engineer.Kenneth L. Silker
 Farm Editor.John Baker
 Consulting Engr.Ring & Clark

W B E X

**CHILLICO THE—1947—ABC
 BUCKEYE**

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By.Shawnee Bcstg. Co.
 Business-Studio Address.27 E. Second St.
 Phone Number2244
 Transmitter Location.Carlisle Hill
 Air Time6 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeW. S. Grant

Pres., Gen. Mgr. R. Morris Pierce
 Asst. to Pres. Frederick C. Wolf
 Program Director Wayne Mock
 Chief Engineer William Pettepiece

W E R E

CLEVELAND—1948

Frequency: 1300 Kc. Power: 5000 Watts d.
 5000 Watts n.
 Owned-Operated By Cleveland Bcstg. Inc.
 Address 1501 Euclid Ave.
 Phone Number SUperior 1-9600
 Transmitter Location Ridge Rd., N. Royalton
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP, INS
 Transcription Service Lang-Worth, World
 Membership NARTB, BAB
 President Ray T. Miller
 General Manager Bob Neal
 Commercial Manager Keith Baldwin
 Sales Prom. Mgr., Pub. Dir. Ed Stevens
 Program Director John Kurtz
 Chief Announcer Gil Gibbons
 News Director Bob Wass
 Musical Director Doris Spoth
 Chief Engineer M. L. Snedeker
 Consulting Engineer George Adair

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Operated By WGAR Bcstg. Co.
 Address Hotel Statler
 Phone Number Prospect 1-0200
 Transmitter Location Broadview & Akins Rd.,
 Broadview Hts.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard
 Station Representative Pety
 Membership NARTB
 President John F. Patt
 General Manager Carl E. George
 Commercial Manager John Garfield
 Sales Promotion Manager Julius Glass
 Program Director Reg Merridew
 Production Director Stanley Gee
 Publicity Director Mannie Eisner
 Chief Announcer Charles Roberts
 News Director Charles Day
 Musical Director Henry Pildner
 Chief Engineer Bob Fox
 Consulting Engineer Ring and Clark

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 1-5800
 Transmitter Location Pleasant Valley Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service ASCAP, BMI, SESAC
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President Sterling Graham
 General Manager K. K. Hackathorn
 Commercial Manager J. B. Maurer
 Sales Prom. Manager Louis Oswald
 Program Director C. M. Hunter
 Production Director James Aubele
 Publicity Director Myron Craver
 News Director Robert Godley
 Musical Director Willard Pott
 Chief Engineer R. H. DeLany
 Consulting Engr. Carl E. Smith

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 1-4424
 Air Time Local sunrise-local sunset
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 President W. J. Marshall
 Sta.-Gen. Mgr. Dave Baylor
 Commercial Manager Robert Detchon
 Program Director Brooke Taylor
 Chief Announcer Paul Nakel
 News Director Bill Canady
 Chief Engineer Lawrence Shipley
 Consulting Engr. George Davis

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By WJW, Inc.
 Business-Studio Address 1375 Euclid Ave.
 Phone Number SUperior 1-0101
 Transmitter Location 9861 Ridge Rd.
 N. Royalton
 Air Time Unlimited
 News Service Transradio, UP
 Transcription Service Standard, Associated
 Representative H-R Representatives, Inc.
 President, Gen. Mgr. William M. O'Neill
 Asst. Gen. Mgr. Lawrence Webb
 National Sales Mgr. Harold W. Waddell
 Publicity & Sales
 Promotion Manager Roger L. Albright
 Program Director Charles V. Hunter
 Asst. Prog. Dir. Bruce MacDonald
 Chief Announcer Stanley Peyton
 News Director Marvin Cade
 Chief Engineer Gerold G. Roberts
 Consulting Engr. George C. Davis

WSRS
CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Bus.-Studio-Transmitter Address...2156 Lee Rd.
Phone Number.....ERview 1-2005
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....World, Lang-Worth
Representative.....Forjoe & Co.
Membership.....NARTB, BAB
Pres., Gen. Sta. Mgr., Prod. Dir.....S. R. Sague
Office Manager.....Herbert G. Pabst
Commercial Mgr.....Jack D. Kelly
Asst. Sales Mgr.....Will Dougherty
Chief Announcer.....Jim Doney
Musical Dir.....Lenabelle Guerin
News Director.....Bob Engel
Chief Engineer.....Ben Whittaker

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza,
N. Y.
Phone Number.....CHerry 1-0942
Transmitter Location.....Brecksville
Air Time.....5:30 a.m.-1 p.m.
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....NBC Spot Sales
Membership.....NARTB
President (NBC).....Joseph H. McConnell
General Manager.....John McCormick
Pgm., Prod. Dir.....Joseph Bova
Pub. & Prom. Director...Clement G. Soerback
Musical Director.....Walberg Brown
News Director.....Edward Wallace
Engineer-in-Charge.....S. E. Leonard
Farm Editor.....James Chapman
Consulting Engr.....NBC Engineers

WBNS

COLUMBUS—1924—CBS

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
Representative.....John Blair
Membership.....NARTB, BAB
President.....Richard S. Wolfe
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Promotion Director.....Ann Evans
Program Director.....Geer Parkinson

Chief Announcer.....Russell Canter
Musical Director.....Paul Neal
News Director.....Chet Long
Chief Engineer.....Lester H. Nafzger
Farm Editor.....Bill Zipf

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Pixley's, Inc.
Business-Studio Address...E. Broad & Young St.
Phone Number.....MAin 4581
Transmitter Location.....555 W. Goodale St.
News Service.....AP, UP
Transcription Service.....Lang-Worth.
Associated, World
Representative.....H-R Reps., Inc.
Membership.....NARTB, BAB
Pres., Gen. Mgr.....L. A. Pixley
Commercial Manager.....R. O. Runnerstrom
Program Director.....Phil S. Bradford
Chf. Ann., News, Prod. Dir..William L. Belaney
Publicity Director.....Margie J. Ruddock
Chief Engineer.....Leo DeConnick
Consulting Engr.....Robert M. Higgy

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.

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

W H O K

LANCASTER—1948

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By... Hocking Valley Bcstg. Corp.
 Address-Trans. Loc. Memorial Dr.
 Phone Number 4500
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 President Dr. Nelson Embrey
 General Manager G. E. Brown
 Prog. Dir., Chief Anncr. Forrest H. Respass
 News Director Donald W. White
 Chief Engineer Charles R. Houston
 Farm Editor David J. Collins

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.
 News Service INS
 Representative Weed
 Membership NARTB
 President G. E. Hamilton
 General Sta. Mgr. R. W. Mack
 Commercial Mgr. C. B. Heller
 News Director Don Sherwood
 Program Dir. Ester Straker
 Musical Director Red Kirk
 Chief Engineer A. J. F. Smith
 Consulting Engr. George Davis

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By The Fort Industry Co.
 Business Address Nat'l Bank Bldg.
 Phone Number 6-3411
 Transmitter Location 1424 Rice Ave.
 News Service UP
 Representative Avery-Knodel
 President George B. Storer
 General Manager Lee B. Wallis
 Prom., Sta. Mgr., Pub. Dir. J. Robert Kerns
 Commercial Mgr. Harry Jay
 Program Dir. Richard T. Roll
 News Director Lyle Lee
 Chief Engineer Darrel Hunter
 Farm Editor Perry Beaumont

W M A N

MANSFIELD—1939—ABC

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

Business-Studio Address... Ohio Theatre Bldg.
 Phone Number 4235-8
 Transmitter Location Longview Ave.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World
 Representative The Taylor Co.
 Membership NARTB
 Pres., Gen.-Sta.-Comm. Mgr. J. M. O'Hara
 Sales Prom. Manager Carl Kindt
 Mus.-Prog.-Pub. Dir. Robert James
 Chief Announcer John P. Roper
 News Director Frank J. Hudson
 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 6363-4
 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 NARTB
 President William G. Wells
 General Manager James L. Ulmer
 Chief Announcer Paul E. Kenney
 Chief Engineer Charles E. Clark

W M R N

MARION—1940—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address P. O. 518
 Phone Number 2-6666-7
 Transmitter Location ¼ Mi. N. of city limits
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace Stovin, Canada
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. Robert T. Mason
 Commercial Manager Robert M. Sprouse
 Prom. Mgr., Pub. Dir. R. T. Mason, Jr.
 News Director Gene Grove
 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
 Address-Trans. Loc. Lebanon-Coles Rd.
 Phone Number 2-4625

Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, Sesac
 Pres., Gen., Sta. Mgr. Paul F. Braden
 Commercial Manager Ranny Daly
 Prog., Prod. Dir. Jack Kistler
 Publicity, News Dir. Harold Calvin
 Chief Announcer Jim Harpring
 Musical Director George Garlinger
 Chief Engineer Larry Beckwith
 Farm Editor Louella Engle
 Continuity Director Jean Anne Young
 Consulting Engineer George Davis

WCLT

NEWARK—1949

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Advocate Printing Co.
 Address 25 W. Main St.
 Phone Number 4007
 Transmitter Location Jackson Rd., Route 13
 Air Time Daytime
 News Service AP
 Transcription Service Capitol, Thesaurus
 Representative Meeker Associates
 Membership NARTB
 President Frank W. Spencer
 General Manager Thomas A. Rogers
 Commercial Mgr. Robert Pricer
 Program Director Gene Ragle
 Chief Engineer Benjamin Windle
 Consulting Engr. Lynn C. Smeby

WPTW

PIQUA—1947—OSN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. Miami County Bcstg. Co., Inc.
 Address-Trans. 1625 W. Covington Ave.
 Phone Number 1420-1
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Representative W. S. Grant
 Pres., Gen., Sta. Mgr. Richard E. Hunt
 Prom., Comm. Mgr. James R. Flinn
 Program-Production Dir. Robert Bubp
 Publicity Director Allen Craig
 Chief Announcer Robert Bubp
 News Director Bill Fox
 Chief Engineer William Musson
 Farm Editor Bill Fox
 Consulting Engr. Odes E. Robinson

WPAY

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 3-2111
 Air Time 6 a.m.-12 M.
 News Service AP

Transcription Service Lang-Worth
 Representative The Taylor Co.
 Membership NARTB, BAB
 President Roy D. Moore
 Director of Radio Eugene Carr
 Station Comm. Mgr. Gerald F. Boyd
 Program Director Floyd M. Jackson
 News Editor E. G. Sheridan, Jr.
 Publicity Director Elaine D. Cobourn
 Musical Director Dorothy E. Page
 Chief Engineer Maurice L. Myers
 Farm Editor Roy E. Vastine
 Consulting Engr. Andrew Ring

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lake Erie Bcstg. Co.
 Address Cleveland & Huntington Aves.
 Phone Number 5170
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, Lang-Worth
 Membership NARTB, BAB
 Pres., General-Station Mgr. Albert E. Heiser
 Commercial Manager Ralph S. Silver, Jr.
 Chf. Ann., Program Director Jay Wagner
 News Director Irwin Hunt
 Chief Engineer Jay Leibach
 Consulting Engr. Robert Higgy

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Voice of Springfield
 Trans.-Address 117 W. High St.
 Phone Number 3-4955
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed
 President Charles Sawyer
 Exec. V.P. J. P. Williams
 General Manager Adna Karns
 Station Manager C. N. Evans
 Program Director Robert Christol
 Publicity Director John McEnaney
 Chief Engineer Victor L. Bushong
 Consulting Engr. George C. Davis

WJEL

SPRINGFIELD—1947—KBS

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By Champion City Bcstg. Co.
 Business Address 120 So. Limestone St.
 Phone Number 3-4678
 Transmitter Location 801 Bechtle Ave.
 Air Time Daytime
 News Service UP
 Representative Schepp Reiner Co.
 Membership BAB

OKLAHOMA

Population 2,233,351—Decrease —4.4% ('40-'50)—Radio Homes 526,010
Families 587,720—Stations in State 42

KADA

ADA—1934—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone Number.....12-3
Studio-Transmitter Address...No. Broadway
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Billy T. Hoover
Station Manager.....Brown Morria
Program Director.....Bruce Ligdon
Prod., Music Dir.....Zelma Dean Woods
Publicity Director.....Patricia Dutton
Chief Announcer.....Monte C. Bell
News Director.....Morie Teague
Chief Engineer.....George Miller

KWHW

ALTUS—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business Address.....Altus
Phone Number.....1405
Studio-Add. Trans. Loca.....215 E. Bradford
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Representative.....Hil F. Best
Membership.....NARTB
Pres., Ben. Mgr.....Frank E. Wimberly
Chief Announcer.....Jack Dole Schmanke
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—1935—ABC
OKLA. NET-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....John F. Easley
Bus.-Studio Address.....112 N. Washington
Phone Number.....3030
Transmitter Location...Chickasaw & N.W. Blvd.
News Service.....AP
Transcription Service....Associated, SESAC
Representative.....The Taylor Co.
Membership.....BAB
Sta. Gen. Mgr.....Albert Riesen
Prom., Comm. Mgr.....J. E. Riesen
Program Director.....Dolly Dutton
Chief Announcer.....Heywood Vaughn
Chief Engineer.....William E. Kolb
News Dir., Farm Editor...Welton Peden
Farm 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-KBS

Frequency: 1560 Kc. Power: 250 Watts
Owned-Oper. By...Washita Valley Bcstg. Corp.
Phone Number.....2899
Transmitter Location....So. of Chickasha
Air Time.....6 a.m.local sunset
News Service.....AP
President.....P. D. Jackson
Gen., Sta. Mgr.....Clarence E. Wilson
Commercial Manager.....Philip Jackson
Program Director.....Lorene Null
Chief Engineer.....Neal M. Allen

KWOE

CLINTON—1949—LBS

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By...Western Okla. Bcstg. Co.
Address.....Box 706
Phone Number.....617
Transmitter Location....Neptune Park
News Service.....UP
Transcription Service.....SESAC
Station Representative...Hil F. Best
General Manager.....V. M. Preston
Commercial Manager.....Grant Ladd
Program Director.....Lew Preston
Chief Announcer.....Marion Wagnon
News Director.....Bill Lauderdale
Musical Director.....Lew Preston
Chief Engineer.....D. W. Savage

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
Gen., Sta. Mgr.....J. P. Burnett

KSEO

DURANT—1947—OGB-KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By Democrat Printing Co.
 Address Box 511
 Phone Number 2200
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 Partners R. F. Story, Bennett Story
 General Manager Leroy Moses
 Commercial Mgr. Fred R. Blackburn
 Chief Engineer L. O. Wilcox

KCHE

EL RENO—1948

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned-Operated By KCHE, Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 2438
 Air Time Daytime
 General Manager Robert E. Davis
 Program Director Tom Gilmore

KASA

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address 1500 North Randall
 Phone Number 730
 Transmitter Location No. Randall
 Air Time Unlimited
 Representative Friedenberg
 Supervisor Lonnie J. Preston
 Manager V. M. Preston

KCRC

ENID—1930—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.
 Bus.-Studio Address Broadway Tower
 Phone Number 447
 Transmitter Location 318 E. Willowy
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative O. L. Taylor Co.
 Membership NARTB, BAB
 President Milton B. Garber
 General Manager George L. Tarter
 Commercial Mgr. H. P. Hale
 Prod., Program Dir. Roger H. Stoner
 Publicity Dir. Edith Barthel
 Chief Annr. Frank Powell
 News Director Richard A. Brown
 Chief Engineer Murray D. Coleman
 Consulting Engr. Commercial Radio Equip.

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Frederick Bcstg. Co.
 Address Hotel Frederick
 Phone Number 1010
 Transmitter Location 1 Mi. W. of City,
 Hwy 5
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 General Manager J. D. Jones, Jr.
 Program Director Mary Wheeler
 Prod. Dir., Chf. Ann. Don Hughes
 Publicity Director Evelyn Jones
 News Dir., Chf. Engr. Dan Jones
 Musical Director Frances Burkhardt
 Farm Editor Bill Gause
 Consulting Engr. Guy C. Hutcheson

KGYN

GUYMON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Trans.-Bus.-Studio Address 21st & Lelia Sts.
 Phone Number 888

AP SELLS

For Stations and Sponsors —

For instance . . . KOCY

"Our sponsors say news is the best buy on KOCY. 1950 is the tenth year for Mid-Continent Petroleum's sponsorship. Another news sponsor has been with us seven years. AP news provides steady income for KOCY. The Associated Press means the best possible service."

MATT BONEBRAKE,
 General Manager,
 KOCY, Oklahoma City

OKLAHOMA

Representative.....O. L. Taylor Co.
President.....O. L. Taylor
Station Manager.....Edgar T. Bell
Commercial Manager.....E. L. Colbourn
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
Transcription Service.....World
Representative.....ForJoe
Membership.....NARTB
President.....Ralph Ball
Gen., Sta. Mgr.....Cal Perley
Commercial Mgr.....B. M. Grotkop
Pgm., Prod., News, Pub. Dir.....Bill Bryan
Chief Engineer.....Elmo Black

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....P. O. Britton Brausch
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.....Robert E. Chapman
Promotion Manager.....Eugene B. Dodson
Program Director.....Paul Brawner
News Supvr.....Ewing Canaday
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.-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Oddfellows Bldg.
Phone Number.....3646
Transcription Location.....20th St.
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Representative.....L. O. Taylor
General Mgr.....Harold E. King
Comm. Mgr., Farm Editor.....Dan Kenan
Program Director.....Bill Davis

Publicity Dir.....Joyce Mann
Chief Announcer.....George Arnold
Chief Engineer.....William Thomson

K V L H

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
Phone Number.....1470-1
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service.....World, Keystone,
Bruce Eells
Membership.....NARTD
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-KBS

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. (12 M. on Sat.)
Transmitter Location.....615 W. Grand St.
News Service.....AP
Transcription Service.....Standard
Representative.....Ra-Tel
Membership.....NARTB, BAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....M. E. Sheid
Pgm., Prod. Dir.....Shelton E. Bonnewell
News Director.....Gareth Muchmore
Musical Director.....Ilwa Edelen
Chief Engineer.....Kenneth Ruppe
Farm Editor.....Bob Nelson
Consulting Engineer.....Royden Freeland

K O L S

PRYOR—1950—OKLAHOMA

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & Mill Sts.
Phone Number.....1263
Transcription Service.....Standard
News Service.....AP
General Manager.....L. L. Gaffney
Commercial Manager.....Fred Taylor
Program Director.....Dell Roy Guthrie
Chief Engineer.....Dave Hickman

K S M I

SEMINOLE—1948—MBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By.....KADA Bcstg. Inc.

Address Box 1351
 Phone Number 1260-1261
 Transmitter Location..... City Park, Seminole
 Air Time Sunrise to Sunset only
 News Service UP
 Transcription Service Standard
 Membership..... NARTB, BAB
 President..... Dr. C. C. Morris
 General Manager..... Bill Hoover
 Sta., Comm. Mgr..... Pat Murphy
 Sales Promotion Manager..... Bill Hoover
 Program Director..... Don Owen
 Prod., Pub. Dir..... Betty Hughes
 Chief Anncr., News Dir..... Don Owen
 Musical Director..... Betty Hughes
 Chief Engineer..... Warren W. Abbott
 Farm Editor..... Gene Tobaben

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
 Transmitter Location... Shawnee County Club
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB
 President..... Oscar S. Stauffer
 Comm., Gen. Mgr..... E. D. Harvey
 Promotion Manager..... William Beck
 Prod., Prog. Director... William C. Mauquans
 News Director..... Glen Pool
 Musical Director..... C. Jack Childs
 Chief Engineer Robert Martin
 Farm Editor..... Richard Moore

K S P I
STILLWATER—1947
MBS-OKLA. GP-LBS

Frequency: 780 Kc..... Power: 250 Watts d.
 Owned-Oper. By... Stillwater Publishing Co.
 Business Address..... P. O. Box 231
 Phone Number 311
 Studio-Transmitter Location.. 1½ Mi. S. of Stillwater on Hwy. 40
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Representative Ra-Tel
 Membership NARTB
 President..... C. R. Bellatti
 General Manager..... L. F. Bellatti
 Program Director..... Braxton 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-Treas..... S. E. Avey
 V.P., General Manager..... James L. Neal
 Commercial Manager..... Glen Harmon
 Sales Promotion Mgr..... Lee Abbott
 Program Director..... John B. Wheeler
 Production Director..... Bill Webb
 Publicity Director..... Ramon King
 Mus. Dir., Chief Anncr..... Jack Moore
 News Director..... Ken Reed
 Chief Engineer..... M. M. Donley
 Consulting Engr..... John Crenz

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..... 23rd & Yale
 Air Time Daytime
 News Service UP
 Transcription Service..... Standard
 Representative..... Independent Net Sales
 Membership..... NARTB, BAB
 President..... Fred Jones
 Sta., Gen. Manager..... Lawson Taylor
 Commercial Manager..... Leon (Jack) Betz
 Program Director..... M. M. McGuigan
 Chief Announcer..... E. B. (Bob) Parker
 Chief Engineer..... Nate Wilcox

K O M E
TULSA—1938—MBS-OKLA. NET

Frequency: 1300 Kc... Power: 5000 d., 1000 n.
 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 Pearson
 Membership NARTB
 President..... Harry Schwartz
 Sta., General Director..... Dick Campbell
 News, Program Director..... Claude Evans
 Production Director..... Larry Robertson
 Publicity Director..... Ann Fountain
 Chief Announcer..... John Holmes
 Musical Director..... Jack Davidson
 Chief Engineer..... Roy Brown
 Farm Editor..... Jack Newman
 Consulting Engr..... Earl Cullum

KWIN

ASHLAND—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Rogue Valley Bcstg. Co.
 Address 1160 Helman Rd.
 Phone Number 2-1351
 Air Time Unlimited
 News Service AP
 Transcription Service World, Standard
 Representative Gene Grant
 Membership NARTB
 President M. S. Hamaker
 General Manager Edward P. Barnett
 Comm., Prom. Mgr. Burton Lane Bardeen
 Program Director Doyle Seely
 Chief Engineer Philip R. George

KBND

BEND—1938—MBS-KBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Central Oregon Bcstg. Co.
 Bus.-Studio Address 1101 Wall St.
 Phone Number 848
 Air Time 6 a.m.-11 p.m.
 Transmitter Address Butler Market Rd.
 News Service UP
 Transcription Service Standard
 Representative W. S. Grant
 Membership NARTB, BMB
 Gen., Sta. Mgr. Frank H. Loggan
 Comm. Mgr. W. H. Barton
 Pgm. Dir., Farm Editor Kessler Cannon
 Chief Engineer Robert Dickinson

KAST

ASTORIA—1935—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Astoria Bcstg. Co.
 Bus.-Studio Address P. O. Box 445
 Phone Number 95-6
 News Service AP
 Transcription Service Standard
 Representative McHugh
 Membership NARTB
 Station Mgr. R. D. Holmes

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KOOS, Inc.
 Bus.-Studio-Trans. Address 505 Hall Bldg.
 Phone Number 4321-4331
 Air Time Unlimited
 News Service AP, UP
 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

KVAS

ASTORIA—1950

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Clatsop Video Bcstrs.
 Address 612 Commercial St.
 Phone Number 41
 Representative Keating
 Transcription Service World, Associated
 News Service UP
 Partners L. E. Parsons,
 E. W. Littlehales, J. W. Spencer
 Gen. Mgr., Chief Engr. L. E. Parsons
 Promotional Manager J. W. Spencer
 Pgm., News, Farm Dir. E. W. Littlehales

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KWRO Bcstrs.
 Address P. O. Box 396
 Phone Numbers 3961-3971
 News Service AP
 Transcription Service Associated, Cole
 Representative Gene Grant
 Pres., Gen. Mgr. Walter L. Read
 Secretary-Treasurer William E. Walsh
 Commercial Manager William Cook
 Chief Engineer Phillip Linn
 Chief Anncr., Farm Editor Curt Raynes
 Program Director David L. Riggs

KBKR

BAKER—1939—KBS—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Inland Radio, Inc.
 Bus.-Studio Address Second & Auburn Sts.
 Transmitter Location H. Street
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President Lee W. Jacobs
 Gen., Station Mgr. Kenneth B. Lockwood
 Commercial Mgr. Milton L. Levy
 Program Dir. Kenneth Holden
 Production Director Mal Waltman
 Chief Engineer Walt Bobisud

KRUL

CORVALLIS—1946

KBS-VIKING-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific States Radio Co.
 Address Trans. Lot 1221 So. 15th St.
 Phone Number 1504
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Keating

KYJC

MEDFORD—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Operated By Medford Printing Co.
Trans. Address Barnett Rd.
Phone Number 2-5277
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Grant McHugh
President Robert W. Ruhl
Gen. Sta. Mgr. Jimmy Dunlevy
Comm., Prom. Mgr. Douglas Gaines
Pgm., Prod., News Dir. John Ahern
Publicity Director Betty Brugman
Chief Announcer Tom MacLeod
Chief Engineer Rodney Richards
Consulting Engineer Grant S. Feikert

KNPT

NEWPORT—1948

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By Yaquina Radio, Inc.
Business Address Box 276
Phone Number 560
Studio-Transmitter Address Newport
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Pres., Gen.-Station Mgr. Tom R. Becker
Commercial Mgr. Joe Kortman
Program Director Silvia Becker
Chief Engineer Hal Bigger
Consulting Engr. Harold Singleton

KSRV

ONTARIO—1946—LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Inland Radio, Inc.
Address Old Oregon Trail
Phone Number 212
Transmitter Location Hiway 30
Air Time 6 a.m.-M.
News Service UP
Representative Oregon Trail
Transcription Service World
Membership NARTB, BAB
President Lee W. Jacobs
V.P., Gen. Mgr. Gordon L. Capps
Commercial Manager John W. Powell
Program Director Hal Corwin
News Director Robert E. Davis
Chief Engineer Charles E. Harland
Consulting Engr. Harold Singleton

KGN

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 24 hrs.
News Service AP
Transcription Service World
Representative W. C. Radio Sales
President Dr. John H. Fitzgibbon
Comm. Sta., Gen. Mgr. Irwin S. Adams
Assistant Manager H. I. Jackson
Prod., Pgm. Director Delmar Lundbom
Musical Director Monte Ballon
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
Commercial Manager Jack Webb
Program Director Pete S. Hansen
Chief Engineer Robert E. Fay

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
Representative Forjoe
News Service UP
Pres., Gen., Comm. Mgr., Pgm. Dir.
Gordon Bambrick
V.P., Chief Engr. Harold Kieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By Westinghouse Radio
Stations, Inc.
Address 1230 SW Main St.
Phone Number CApiTal 1881
Transmitter Location Clackamas
Air Time 6:00 a.m.-1:00 a.m.
News Service AP, INS
Transcription Service Associated
Station Representative Free & Peters Inc.
President Walter Evans
Vice-Pres. Walter E. Benoit
Station Manager J. B. Conley
Commercial Manager Robert H. Prigmore
Sales Promotion Manager Charles L. Burrow
Program & Pub. Director Mel Bailey
Production Director Ken Finley
News Director Robert L. Thomas
Chief Engineer Thomas T. Ely
Consulting Engineer Westinghouse Radio
Stations Inc.

K G W

**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. NARTB, BAB
President. E. B. MacNaughton
General Manager. M. J. Frey
Station Manager. H. Quenton Cox
Commercial Manager. J. N. Wassan
Asst. Manager. Frank H. Coffin
Program Manager. Homer Welch
Chief Announcer. Bob Tomlinson
News Directors. Don Kneass, Chuck Foster
Musical Director. Abe Bercovitz
Chief Engineer. Harold C. Singleton
Farm Editor. Don Kneass

K O I N

PORTLAND—1926—CBS

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

K P D Q

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By. John W. Davis
Bus.-Studio-Trans. Address. 214 Panama Bldg.
Phone Number. ATwater 2035
Transmitter Location. Oaks Park
News Service. AP
Transcription Service. Associated
Representative. William G. Rambeau
Owner. John W. Davis
Gen., Sta. Mgr. William E. Richardson
Program Director. Donovan Zundel
Chief Engineer. R. F. Johnson

K P O J

PORTLAND—1932—MBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By. KPOJ, Inc., Journal Pub. Co.
Phone Number. Broadway 3484
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. NARTB, BAB
President. P. L. Jackson
General-Station Manager. R. M. Brown
Commercial Manager. Thomas J. Swafford
Program Director. Hugh Smith
Publicity Prom. Director. Isabell Hoyt
Chief Announcer. Jack Moys
News Director. Vernon E. Mueller
Music Director. Ted Hollock
Chief Engineer. Henry Sturtevant
Farm Service Dir. Alvin D. Bauer

K W J J

PORTLAND—1927

Frequency: 1080 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
Prog., Prod. Dir., Comm. Mgr. Jerry Speerstra
Prom. Mgr., Pub. Dir. Ben Crosby
News Dir., Chief Anncr. Frank Cooley
Musical Director. John Emmel
Consulting Chief Engineer. Dwight Loomis
Farm Editor. Bill Hanson

K X L

PORTLAND

Frequency: 750 Kc. Power: 10,000 Watts
Owned-Operated By. KXL Bcstrs.
Business-Studio Address. Orpheum Bldg.
Phone Number. BR. 6451
Transmitter Location. Harmony Twp.
News Service. UP
Transcription Service. Standard
Representative. Walker
Pres., Gen.-Sta.-Comm. Mgr. H. S. Jacobson
Sales Prom. Mgr. James Mount
Program Manager. Jackson Fleming
Chief Announcer. Bill Mason
News Director. Fred Eichorn
Musical Director. Ted Yaw
Chief Engineer. Ralph Mifflin
Farm Editor. Ben Buisman

