

AM RADIO STATIONS

U. S. Station Index

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Frequency — Power

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*Stations Alphabetically
Listed by States—Cities*

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Key Personnel



**WOR sells
everything***

for more people

to more people

at less cost more often

than any other station

in the United States!

*depending that the product or service is ethical, in good taste and in the interest and welfare of WOR's millions of listeners.

Index of Standard Stations of U. S.



Station	City—State	Page
CKLW	— Detroit, Mich.	478
KAAA	— Red Wing, Minn.	491
KABC	— San Antonio, Tex.	663
KADA	— Ada, Okla.	585
KAFP	— Petaluma, Calif.	353
KAFY	— Bakersfield, Calif.	341
KAGH	— Crossett, Ark.	335
KAHU	— Honolulu, Hawaii	706
KAKC	— Tulsa, Okla.	589
KAKE	— Wichita, Kans.	442
KALA	— Sitka, Alaska	706
KALB	— Alexandria, La.	450
KALE	— Richland, Wash.	685
KALG	— Alamogordo, N. M.	524
KALI	— Pasadena, Calif.	352
KALL	— Salt Lake City, Utah	669
KALT	— Atlanta, Tex.	642
KAMD	— Camden, Ark.	334
KAMQ	— Amarillo, Tex.	641
KANA	— Anaconda, Mont.	509
KAND	— Corsicana, Tex.	647
KANE	— New Iberia, La.	453
KANS	— Wichita, Kans.	443
KAPA	— Raymond, Wash.	685
KARE	— Atchison, Kans.	438
KARK	— Little Rock, Ark.	337
KARM	— Fresno, Calif.	344
KASA	— Elk City, Okla.	586
KASH	— Eugene, Ore.	592
KASI	— Ames, Iowa	432
KASM	— Albany, Minn.	487
KAST	— Astoria, Ore.	591
KATE	— Albert Lea, Minn.	487
KATL	— Houston, Tex.	654
KATO	— Reno, Nev.	516
KATY	— San Luis Obispo, Calif.	359
KAUS	— Austin, Minn.	487
KAVE	— Carlsbad, N. M.	524
KAVL	— Lancaster, Calif.	347
KAWT	— Douglas, Ariz.	330
KAYL	— Storm Lake, Iowa	438
KAYS	— Hays, Kans.	440
KBIG	— Avalon, Calif.	341
KBIO	— Burley, Idaho	406
KBIS	— Bakersfield, Calif.	341
KBIX	— Muskogee, Okla.	587
KBIZ	— Ottumwa, Iowa	437
KBKH	— Pullman, Wash.	685
KBKI	— Alice, Tex.	641
KBKO	— Portland, Ore.	595
KBKR	— Baker, Ore.	591
KBKW	— Aberdeen, Wash.	682
KBLF	— Red Bluff, Calif.	353
KBLI	— Blackfoot, Idaho	405
KBMN	— Bozeman, Mont.	510
KBMW	— Wahpeton, N. D.	571
KBMX	— Coalinga, Calif.	342
KBMY	— Billings, Mont.	509
KBND	— Bend, Ore.	591
KBNZ	— La Junta, Colo.	368
KBOA	— Kennett, Mo.	504
KBOE	— Oskaloosa, Iowa	436
KBOK	— Waterloo, Iowa	438
KBOL	— Boulder, Colo.	364

Station	City—State	Page
KBON	— Omaha, Neb.	514
KBOP	— Pleasanton, Tex.	662
KBOR	— Brownsville, Tex.	645
KBOW	— Butte, Mont.	510
KBOX	— Modesto, Calif.	350
KBRC	— Mount Vernon, Wash.	684
KBRL	— McCook, Neb.	514
KBRO	— Bremerton, Wash.	682
KERS	— Springdale, Ark.	340
KBST	— Big Spring, Tex.	644
KBTA	— Batesville, Ark.	334
KBTM	— Jonesboro, Ark.	333
KBUC	— Corona, Calif.	343
KBUD	— Athens, Tex.	642
KBUH	— Brigham City, Utah	668
KEUN	— Bemidji, Minn.	487
KBUR	— Burlington, Iowa	432
KEWD	— Brownwood, Tex.	645
KBYE	— Oklahoma City, Okla.	587
KBYR	— Anchorage, Alaska	705
KBZY	— Grand Rapids, Minn.	489
KCAP	— Helena, Mont.	511
KCBC	— Des Moines, Iowa	434
KCBD	— Lubbock, Tex.	657
KCBQ	— San Diego, Calif.	355
KCBS	— San Francisco, Calif.	356
KCFH	— Cuero, Tex.	647
KCHA	— Charles City, Iowa	433
KCHI	— Chillicothe, Mo.	501
KCHJ	— Delano, Calif.	343
KCHS	— Truth Or Consequences, N. M.	527
KCID	— Caldwell, Idaho	406
KCIJ	— Shreveport, La.	456
KCIL	— Houma, La.	451
KCIJ	— Carroll, Iowa	432
KCJB	— Minot, N. D.	571
KCKN	— Kansas City, Kans.	440
KCKN	— Kansas City, Mo.	503
KCKY	— Coolidge, Ariz.	330
KCLA	— Pine Bluff, Ark.	339
KCLE	— Cleburne, Tex.	646
KCLF	— Clifton, Ariz.	329
KCLO	— Leavenworth, Kans.	441
KCLS	— Flagstaff, Ariz.	330
KCLX	— Colfax, Wash.	683
KCLW	— Hamilton, Tex.	653
KCMC	— Texarkana, Tex.	666
KCMJ	— Palm Springs, Calif.	352
KCMO	— Kansas City, Mo.	503
KCNA	— Tucson, Ariz.	333
KCNC	— Fort Worth, Tex.	650
KCNI	— Broken Bow, Neb.	513
KCNO	— Alturas, Calif.	341
KCNY	— San Marcos, Tex.	664
KCOG	— Centerville, Iowa	433
KCOH	— Houston, Tex.	654
KCOK	— Tulare, Calif.	362
KCOL	— Ft. Collins, Colo.	366
KCOM	— Sioux City, Iowa	437
KCON	— Conway, Ark.	335
KCOR	— San Antonio, Tex.	663
KCOW	— Alliance, Neb.	512
KCOY	— Santa Maria, Calif.	361
KCRA	— Sacramento, Calif.	353

KCRC — Enid, Okla.	586	KEYS — Corpus Christi, Tex.	646
KCRE — Crescent City, Calif.	343	KEYY — Pocatello, Idaho	407
KCRG — Cedar Rapids, Iowa.	432	KFAB — Omaha, Neb.	514
KCRS — Midland, Tex.	658	KFAC — Los Angeles, Calif.	349
KCRT — Trinidad, Colo.	369	KFAL — Fulton, Mo.	502
KCRV — Caruthersville, Mo.	501	KFAM — St. Cloud, Minn.	493
KCSB — San Bernardino, Calif.	354	KFAR — Fairbanks, Alaska	705
KCSJ — Pueblo, Colo.	368	KFBB — Great Falls, Mont.	510
KCSU — Provo, Utah	669	KFBC — Cheyenne, Wyo.	703
KCTI — Gonzales, Tex.	653	KFBI — Wichita, Kans.	443
KCTX — Childress, Tex.	646	KFBK — Sacramento, Calif.	354
KCUL — Fort Worth, Tex.	650	KFCF — Festus, Mo.	502
KCVR — Lodi, Calif.	347	KFDA — Amarillo, Tex.	642
KDAC — Fort Bragg, Calif.	344	KFDM — Beaumont, Tex.	643
KDAL — Duluth, Minn.	488	KFDR — Grand Coulee, Wash.	683
KDAS — Malvern, Ark.	339	KFDX — Wichita Falls, Tex.	667
KDB — Santa Barbara, Calif.	360	KFEL — Denver, Colo.	366
KDDD — Dumas, Tex.	649	KFEQ — St. Joseph, Mo.	505
KDEC — Decorah, Iowa	434	KFFA — Helena, Ark.	336
KDET — Center, Tex.	646	KFGO — Fargo, N. D.	569
KDHL — Faribault, Minn.	489	KFCR — Forest Grove, Ore.	593
KDIA — Auburn, Calif.	341	KFGT — Fremont, Neb.	513
KDIX — Dickinson, N. D.	569	KFH — Wichita, Kans.	443
KDKA — Pittsburgh, Pa.	615	KFI — Los Angeles, Calif.	349
KDKD — Clinton, Mo.	501	KFIR — North Bend, Ore.	594
KDLA — DeRidder, La.	451	KFIZ — Fond du Lac, Wis.	696
KDLK — Del Rio, Tex.	648	KFJB — Marshalltown, Iowa	436
KDLM — Detroit Lakes, Minn.	488	KFII — Klamath Falls, Ore.	593
KDLR — Devils Lake, N. D.	569	KFJZ — Fort Worth, Tex.	650
KDMA — Montevideo, Minn.	491	KFKA — Greeley, Colo.	367
KDMO — Carthage, Mo.	501	KFLD — Floydada, Tex.	650
KDMS — El Dorado, Ark.	335	KFLW — Klamath Falls, Ore.	593
KDNT — Denton, Tex.	649	KFMB — San Diego, Calif.	355
KDON — Santa Cruz, Calif.	360	KFMJ — Tulsa, Okla.	589
KDRO — Sedalia, Mo.	508	KFMO — Flat Rock, Mo.	502
KDRS — Paragould, Ark.	339	KFNF — Shenandoah, Iowa	437
KDSH — Boise, Idaho	405	KFOR — Lincoln, Neb.	513
KDSJ — Deadwood, S. D.	631	KFOX — Long Beach, Calif.	347
KDSX — Denison, Tex.	649	KFPW — Fort Smith, Ark.	335
KDTH — Dubuque, Iowa	435	KFQD — Anchorage, Alaska	705
KDWT — Stamford, Tex.	665	KFRB — Fairbanks, Alaska	705
KDYL — Salt Lake City, Utah	671	KFRC — San Francisco, Calif.	356
KDZA — Pueblo, Colo.	368	KFRD — Rosenberg, Tex.	662
KEAR — San Mateo, Calif.	359	KFRE — Fresno, Calif.	344
KEBE — Jacksonville, Tex.	656	KFRM — Kansas City, Mo.	503
KECA — Los Angeles, Calif.	349	KFRO — Longview, Tex.	657
KECC — Pittsburg, Calif.	353	KFRU — Columbia, Mo.	502
KECK — Odessa, Tex.	660	KFSA — Fort Smith, Ark.	336
KEEN — San Jose, Calif.	357	KFSB — Joplin, Mo.	502
KELA — Centralia, Wash.	683	KFSD — San Diego, Calif.	355
KELD — El Dorado, Ark.	335	KFTM — Fort Morgan, Colo.	367
KELK — Elko, Nev.	516	KFTV — Paris, Tex.	661
KELO — Sioux Falls, S. D.	631	KFUN — Las Vegas, N. M.	525
KELP — El Paso, Tex.	649	KFVD — Los Angeles, Calif.	349
KELS — Kelso, Wash.	683	KFVS — Cape Girardeau, Mo.	501
KELT — Electra, Tex.	649	KFWB — Hollywood, Calif.	347
KELY — Ely, Nev.	516	KFXD — Nampa, Idaho	407
KENA — Mena, Ark.	339	KFXJ — Grand Junction, Colo.	367
KENI — Anchorage, Alaska	705	KFXM — San Bernardino, Calif.	354
KENM — Portales, N. M.	526	KFYN — Bonham, Tex.	644
KENO — Las Vegas, Nev.	516	KFYO — Lubbock, Tex.	657
KENT — Shreveport, La.	456	KFYR — Bismarck, N. D.	569
KEPO — El Paso, Tex.	649	KGA — Spokane, Wash.	687
KERB — Kermit, Tex.	656	KGAE — Salem, Ore.	598
KERG — Eugene, Ore.	592	KGAF — Gainesville, Tex.	651
KERN — Bakersfield, Calif.	341	KGAK — Gallup, N. M.	525
KERO — Bakersfield, Calif.	341	KGAL — Lebanon, Ore.	593
KEVA — Shamrock, Tex.	654	KGAN — Kingman, Ariz.	330
KEVT — Kerrville, Tex.	656	KGAR — Garden City, Kans.	439
KEX — Portland, Ore.	595	KGB — San Diego, Calif.	355
KEXO — Grand Junction, Colo.	367	KGBC — Galveston, Tex.	651
KEYD — Minneapolis, Minn.	490	KGBS — Harlingen, Tex.	653
KEYE — Perrytown, Tex.	662	KGBX — Springfield, Mo.	508

KGCU — Mandan, N. D.	570	KIFW — Sitka, Alaska	706
KGCCX — Sidney, Mont.	512	KIHN — Hugo, Okla.	586
KGDE — Fergus Falls, Minn.	489	KIHO — Sioux Falls, S. D.	632
KGDM — Stockton, Calif.	361	KIHR — Hood River, Ore.	593
KGEK — Sterling Colo.	369	KIJV — Huron, S. D.	631
KGEM — Boise, Idaho	405	KIKI — Honolulu, Hawaii	707
KGER — Long Beach, Calif.	349	KILA — Hilo, Hawaii.	706
KGEZ — Kalispell, Mont.	511	KILO — Grand Forks, N. D.	569
KGFF — Shawnee, Okla.	589	KIMA — Yakima, Wash.	689
KGfJ — Hollywood, Calif.	347	KIMO — Independence, Mo.	502
KGFL — Roswell, N. M.	526	KIMP — Mount Pleasant, Tex.	659
KGFW — Kearney, Neb.	513	KIND — Independence, Kans.	440
KGFX — Pierre, S. D.	631	KINE — Kingsville, Tex.	656
KGGF — Coffeyville, Kans.	439	KING — Seattle, Wash.	685
KGGM — Albuquerque, N. M.	524	KINY — Juneau, Alaska	705
KGHF — Pueblo, Colo.	369	KIOA — Des Moines, Iowa	434
KGHI — Little Rock, Ark.	337	KIOX — Bay City, Tex.	643
KGHL — Billings, Mont.	509	KIPA — Hilo, Hawaii	706
KGIB — Bremerton, Wash.	683	KIRO — Seattle, Wash.	686
KGIL — San Fernando, Calif.	356	KIRX — Kirksville, Mo.	504
KGIW — Alamosa, Colo.	364	KISD — Sioux Falls, S. D.	632
KGKB — Tyler, Tex.	666	KIST — Santa Barbara, Calif.	360
KGKL — San Angelo, Tex.	662	KIT — Yakima, Wash.	689
KGLC — Miami, Okla.	587	KITE — San Antonio, Tex.	663
KGLN — Glenwood Springs, Colo.	367	KITO — San Bernardino, Calif.	354
KGLO — Mason City, Iowa	436	KIUL — Garden City, Kans.	439
KGLU — Safford, Ariz.	333	KIUN — Pecos, Tex.	661
KGMB — Honolulu, Hawaii	707	KIUP — Durango, Colo.	366
KGNB — New Braunfels, Tex.	659	KIVY — Crockett, Tex.	647
KGNC — Amarillo, Tex.	642	KIWW — San Antonio, Tex.	663
KGNO — Dodge City, Kans.	439	KIXL — Dallas, Tex.	648
KGO — San Francisco, Calif.	356	KIYI — Shelby, Mont.	512
KGON — Oregon City, Ore.	594	KJAM — Vernal, Utah	671
KGOS — Torrington, Wyo.	704	KJAN — Atlantic, Iowa	432
KGPH — Flagstaff, Ariz.	330	KJAY — Topeka, Kans.	442
KGRH — Fayetteville, Ark.	335	KJBC — Midland, Tex.	658
KGRI — Henderson, Tex.	654	KJBS — San Francisco, Calif.	356
KGST — Fresno, Calif.	344	KJCK — Junction City, Kans.	440
KGU — Honolulu, Hawaii	707	KJEF — Jennings, La.	451
KGVL — Greenville, Tex.	653	KJFJ — Webster City, Iowa	438
KGVO — Missoula, Mont.	512	KJR — Seattle, Wash.	686
KGW — Portland, Ore.	597	KJSK — Columbus, Neb.	513
KGWA — Enid, Okla.	586	KKIN — Visalia, Calif.	363
KGY — Olympia, Wash.	684	KLAC — Hollywood, Calif.	347
KGYN — Guymon, Okla.	586	KLAS — Las Vegas, Nev.	516
KGYW — Vallejo, Calif.	363	KLBM — La Grande, Ore.	593
KHAS — Hastings, Neb.	513	KLCB — Libby, Mont.	511
KHBC — Hilo, Hawaii	706	KLCN — Blytheville, Ark.	334
KHBG — Okmulgee, Okla.	588	KLEE — Houston, Tex.	654
KHBR — Hillsboro, Tex.	654	KLER — Rochester, Minn.	491
KHIT — Lampasas, Tex.	657	KLFY — Lafayette, La.	452
KHJ — Los Angeles, Calif.	349	KLIC — Monroe, La.	452
KHMO — Hannibal, Mo.	502	KLIF — Dallas, Tex.	648
KHON — Honolulu, Hawaii	707	KLIX — Twin Falls, Idaho	408
KHOZ — Harrison, Ark.	336	KLIZ — Brainerd, Minn.	488
KHQ — Spokane, Wash.	687	KLKC — Parsons, Kans.	441
KHSL — Chico, Calif.	342	KLMO — Longmont, Colo.	368
KHUB — Watsonville, Calif.	363	KLMR — Lamar, Colo.	368
KHUM — Eureka, Calif.	343	KLMS — Lincoln, Neb.	514
KHUZ — Borger, Tex.	644	KLMX — Clayton, N. M.	525
KIBE — Palo Alto, Calif.	352	KLO — Ogden, Utah	668
KIBH — Seward, Alaska	706	KLOK — San Jose, Calif.	359
KIBL — Beeville, Tex.	644	KLOU — Lake Charles, La.	452
KICA — Clovis, N. M.	525	KLPM — Minot, N. D.	571
KICD — Spencer, Iowa	437	KLPR — Oklahoma City, Okla.	587
KICK — Springfield, Mo.	508	KLRA — Little Rock, Ark.	337
KICO — Calexico, Calif.	342	KLTI — Longview, Tex.	657
KID — Idaho Falls, Idaho	406	KLTF — Little Falls, Minn.	489
KIDO — Boise, Idaho	406	KLUF — Galveston, Tex.	651
KIEM — Eureka, Calif.	343	KLVC — Leadville, Colo.	368
KIEV — Glendale, Calif.	344	KLVL — Pasadena, Tex.	661
KIFI — Idaho Falls, Idaho	406	KLVT — Leveland, Tex.	657
KIFN — Phoenix, Ariz.	332	KLWN — Lawrence, Kans.	440

KLWT — Lebanon, Mo.	504	KOH — Reno, Nev.	516
KLX — Oakland, Calif.	351	KOIL — Omaha, Neb.	515
KLYN — Amarillo, Tex.	642	KOIN — Portland, Ore.	595
KLZ — Denver, Colo.	365	KOJM — Havre, Mont.	511
KMA — Shenandoah, Iowa	437	KOKX — Keokuk, Iowa	435
KMAC — San Antonio, Tex.	663	KOL — Seattle, Wash.	686
KMAE — McKinney, Tex.	658	KOLE — Port Arthur, Tex.	662
KMAN — Manhattan, Kans.	441	KOLJ — Quanah, Tex.	662
KMBC — Kansas City, Mo.	503	KOLN — Lincoln, Neb.	514
KMEL — Junction, Tex.	656	KOLO — Reno, Nev.	517
KMBY — Monterey, Calif.	351	KOLS — Pryor, Okla.	589
KMCM — McMinnville, Ore.	594	KOLT — Scottsbluff, Neb.	515
KMCO — Conroe, Tex.	646	KOMA — Oklahoma City, Okla.	588
KMED — Medford, Ore.	594	KOME — Tulsa, Okla.	589
KMHL — Marshall, Minn.	490	KOMO — Seattle, Wash.	686
KMHT — Marshall, Tex.	658	KOMW — Omak, Wash.	684
KMJ — Fresno, Calif.	344	KONO — San Antonio, Tex.	663
KMLB — Monroe, La.	452	KONP — Port Angeles, Wash.	685
KMMJ — Grand Island, Neb.	513	KOOK — Billings, Mont.	509
KMMO — Marshall, Mo.	504	KOOL — Phoenix, Ariz.	330
KMO — Tacoma, Wash.	688	KOOS — Coos Bay, Ore.	591
KMOD — Modesto, Calif.	350	KOPO — Tucson, Ariz.	333
KMON — Great Falls, Mont.	510	KOPP — Ogden, Utah	669
KMOR — Oroville, Calif.	352	KOPR — Butte, Mont.	510
KMOX — St. Louis, Mo.	507	KORA — Bryan, Tex.	645
KMPC — Los Angeles, Calif.	350	KORC — Mineral Wells, Tex.	659
KMUR — Murray, Utah	668	KORE — Eugene, Ore.	592
KMUS — Muskogee, Okla.	587	KORK — Las Vegas, Nev.	516
KMVI — Wailuku-Maui, Hawaii	709	KORN — Mitchell, S. D.	631
KMYC — Marysville, Calif.	350	KOSA — Odessa, Tex.	660
KMYR — Denver, Colo.	365	KOSE — Osceola, Ark.	339
KNAF — Fredericksburg, Tex.	651	KOSF — Nacogdoches, Tex.	659
KNAK — Salt Lake City, Utah	671	KOSY — Texarkana, Ark.	340
KNAL — Victoria, Tex.	666	KOTA — Rapid City, S. D.	631
KNBC — San Francisco, Calif.	356	KOTN — Pine Bluff, Ark.	339
KNBY — Newport, Ark.	339	KOVC — Valley City, N. D.	571
KNCM — Moberly, Mo.	505	KOVE — Lander, Wyo.	703
KNEA — Jonesboro, Ark.	337	KOVO — Provo, Utah	669
KNEB — Scottsbluff, Neb.	515	KOWB — Laramie, Wyo.	704
KNED — McAlester, Okla.	587	KOWH — Omaha, Neb.	515
KNEL — Brady, Tex.	645	KOWL — Santa Monica, Calif.	361
KNEM — Nevada, Mo.	505	KOY — Phoenix, Ariz.	332
KNET — Palestine, Tex.	661	KPAC — Port Arthur, Tex.	662
KNEU — Provo, Utah	669	KPAM — Portland, Ore.	595
KNEW — Spokane, Wash.	687	KPAN — Hereford, Tex.	654
KNEX — McPherson, Kans.	441	KPAS — Banning, Calif.	342
KNGS — Hanford, Calif.	344	KPAT — Pampa, Tex.	661
KNOE — Monroe, La.	453	KPBM — Carlsbad, N. M.	525
KNOG — Nogales, Ariz.	330	KPBX — Beaumont, Tex.	644
KNOR — Norman, Okla.	587	KPDN — Pampa, Tex.	661
KNOW — Austin, Tex.	642	KPDQ — Portland, Ore.	597
KNOX — Grand Forks, N. D.	570	KPET — Lamesa, Tex.	656
KNPT — Newport, Ore.	594	KPHO — Phoenix, Ariz.	332
KNJU — New Ulm, Minn.	491	KPKW — Pasco, Wash.	685
KNUZ — Houston, Tex.	654	KPLC — Lake Charles, La.	452
KNX — Los Angeles, Calif.	350	KPLT — Paris, Tex.	661
KOA — Denver, Colo.	365	KPMC — Bakersfield, Calif.	341
KOAL — Price, Utah	669	KPMO — Pomona, Calif.	353
KOAM — Pittsburg, Kans.	441	KPOA — Honolulu, Hawaii	707
KOAT — Albuquerque, N. M.	524	KPOC — Pochontas, Ark.	339
KOB — Albuquerque, N. M.	524	KPOJ — Portland, Ore.	597
KOBE — Las Cruces, N. M.	525	KPOW — Powell, Wyo.	704
KOBK — Owatonna, Minn.	491	KPQ — Wenatchee, Wash.	689
KOCA — Kilgore, Tex.	656	KPRC — Houston, Tex.	655
KOCO — Salem, Ore.	598	KPRK — Livingston, Mont.	511
KOCS — Ontario, Calif.	352	KPRL — Paso Robles, Calif.	353
KOCY — Oklahoma City, Okla.	588	KPRO — Riverside, Calif.	353
KODI — Cody, Wyo.	703	KPRS — Olathe, Kans.	441
KODL — The Dallas, Ore.	592	KPST — Preston, Idaho	407
KODY — North Platte, Neb.	514	KPUG — Bellingham, Wash.	682
KOEL — Olewein, Iowa	436	KPUY — Puyallup, Wash.	685
KOFO — Ottawa, Kans.	441	KQV — Pittsburgh, Pa.	615
KOGT — Orange, Tex.	661	KRAI — Craig, Colo.	365

KRAL — Rawlins, Wyo.	704	KSET — El Paso, Tex.	650
KRAM — Las Vegas, Nev.	516	KSEY — Seymour, Tex.	664
KRBA — Lutkin, Tex.	658	KSFA — Nacogdoches, Tex.	659
KRBC — Abilene, Tex.	641	KSFO — San Francisco, Calif.	359
KRCO — Prineville, Ore.	597	KSGM — Ste. Genevieve, Mo.	508
KRCT — Baytown, Tex.	643	KEIB — Creston, Iowa	433
KRDO — Colorado Springs, Colo.	364	KSIG — Crowley, La.	451
KRDU — Dinuba, Calif.	343	KSII — Gladewater, Tex.	653
KRE — Berkeley, Calif.	342	KSIL — Silver City, N. M.	526
KREI — Farmington, Mo.	502	KSIM — Sikeston, Mo.	508
KREL — Baytown, Tex.	643	KSIIW — Woodward, Okla.	590
KREM — Spokane, Wash.	687	KSIX — Corpus Christi, Tex.	647
KREO — Indio, Calif.	347	KSJB — Jamestown, N. D.	570
KRES — St. Joseph, Mo.	505	KSJO — San Jose, Calif.	359
KREW — Sunnyside, Wash.	687	KSJV — Sanger, Calif.	357
KRGV — Weslaco, Tex.	667	KSJY — Dallas, Tex.	648
KRHD — Duncan, Okla.	585	KSL — Salt Lake City, Utah	671
KRIB — Mason City, Iowa	436	KSLM — Salem, Ore.	598
KRIC — Peaumont, Tex.	644	KSLO — Opelousas, La.	455
KRIG — Odessa, Tex.	660	KSMA — Santa Maria, Calif.	361
KRIO — McAllen, Tex.	658	KSMN — Mason City, Iowa	436
KRIS — Corpus Christi, Tex.	647	KSNY — Snyder, Tex.	665
KRIZ — Phoenix, Ariz.	332	KSO — Des Moines, Iowa	434
KRJJ — Miles City, Mont.	511	KSOK — Arkansas City, Kans.	438
KRKD — Los Angeles, Calif.	350	KSON — San Diego, Calif.	355
KRKL — Kirkland, Wash.	684	KSOO — Sioux Falls, S. D.	632
KRKO — Everett, Wash.	683	KSIX — Harlingen, Tex.	654
KRLC — Lewiston, Idaho	406	KSPA — Santa Paula, Calif.	361
KRLD — Dallas, Tex.	648	KSPI — Stillwater, Okla.	589
KRLN — Canon City, Colo.	364	KSPO — Spokane, Wash.	687
KRLW — Walnut Ridge, Ark.	340	KSPR — Caspar, Wyo.	703
KRMD — Shreveport, La.	456	KSPT — Sandpoint, Idaho	408
KRMO — Tulsa, Okla.	590	KSRO — Santa Rosa, Calif.	361
KRMO — Monett, Mo.	505	KSRV — Ontario, Ore.	594
KRNO — San Bernardino, Calif.	355	KSST — Sulphur Springs, Tex.	665
KRNR — Roseburg, Ore.	597	KSTA — Coleman, Tex.	646
KRNT — Des Moines, Iowa	434	KSTB — Breckenridge, Tex.	645
KROC — Rochester, Minn.	493	KSTL — St. Louis, Mo.	507
KROD — El Paso, Tex.	650	KSTN — Stockton, Calif.	361
KROF — Abbeville, La.	450	KSTP — St. Paul-Minneapolis, Minn.	493
KROG — Sonora, Calif.	361	KSTR — Trinidad, Colo.	369
KROP — Brawley, Calif.	342	KSTT — Davenport, Iowa	433
KROS — Clinton, Iowa	433	KSTV — Stephenville, Tex.	665
KROW — Oakland, Calif.	351	KSUB — Cedar City, Utah	668
KROX — Crookston, Minn.	488	KSUE — Susanville, Calif.	362
KROY — Sacramento, Calif.	354	KSUM — Fairmont, Minn.	489
KRPL — Moscow, Idaho	407	KSUN — Bisbee, Ariz.	329
KRRV — Sherman Dennison, Tex.	664	KSVC — Richfield, Utah	669
KRSC — Seattle, Wash.	686	KSVP — Artesia, N. M.	524
KRSN — Los Alamos, N. M.	526	KSWA — Graham, Tex.	653
KRTN — Raton, N. M.	526	KSWB — Yuma, Ariz.	333
KRUL — Corvallis, Ore.	592	KSWI — Council Bluffs, Iowa	433
KRUN — Ballinger, Tex.	643	KSWM — Joplin, Mo.	503
KRUS — Ruston, La.	455	KSWO — Lawton, Okla.	586
KRUX — Phoenix, Ariz.	332	KSWs — Roswell, N. M.	526
KRVN — Lexington, Neb.	513	KSVC — Yreka, Calif.	363
KRXX — Rexburg, Idaho	407	KSYL — Alexandria, La.	450
KRXL — Roseburg, Ore.	598	KTAE — Taylor, Tex.	665
KRAL — Salina, Kans.	442	KTAN — Sherman, Tex.	664
KSAM — Huntsville, Tex.	656	KTAR — Phoenix, Ariz.	332
KSAN — San Francisco, Calif.	356	KTAT — Frederick, Okla.	586
KSBB — Salinas, Calif.	354	KTBB — Tyler, Tex.	665
KSCB — Liberal, Kans.	441	KTBC — Austin, Tex.	642
KSCJ — Sioux City, Iowa	437	KTBI — Tacoma, Wash.	688
KSCO — Santa Cruz, Calif.	361	KTBS — Shreveport, La.	456
KSD — St. Louis, Mo.	507	KTEL — Walla Walla, Wash.	688
KSDN — Aberdeen, S. D.	630	KTEM — Temple, Texas	665
KSDO — San Diego, Calif.	355	KTER — Terrell, Tex.	665
KSEI — Pocatello, Idaho	407	KTFI — Twin Falls, Idaho	408
KSEK — Pittsburg, Kans.	442	KTFs — Texarkana, Tex.	666
KSEL — Lubbock, Tex.	657	KTFY — Brownfield, Tex.	645
KSEM — Moses Lake, Wash.	684	KTHS — Hot Springs, Ark.	338
KSEO — Durant, Okla.	586	KTHT — Houston, Tex.	655

KTIL — Tillamook, Ore.	598	KVMV — Twin Falls, Idaho.....	408
KTIM — San Rafael, Calif.	360	KVNI — Coeur D'Alene, Idaho.....	406
KTIP — Porterville, Calif.	353	KVNU — Logan, Utah.....	668
KTJS — Hobart, Okla.	586	KVOA — Tucson, Ariz.	333
KTKN — Ketchikan, Alaska.....	706	KVOB — Alexandria, La.	450
KTKR — Taft, Calif.	362	KVOC — Casper, Wyo.	703
KTKT — Tucson, Ariz.	333	KVOD — Denver, Colo.	365
KTLN — Denver, Colo.	365	KVOE — Santa Ana, Calif.	360
KTLW — Texas City, Tex.	666	KVOG — Ogden, Utah.....	669
KTMC — McAlester, Okla.	587	KVOL — Lafayette, La.	452
KTMS — Santa Barbara, Calif.	360	KVON — Napa, Calif.	351
KTNM — Tuchumcari, N. M.	527	KVOO — Tulsa, Okla.	590
KTOE — Mankato, Minn.	489	KVOP — Plainview, Tex.	662
KTOH — Lihue-Kaui, Hawaii.....	707	KVOR — Colorado Springs, Colo.	364
KTOK — Oklahoma City, Okla.	588	KVOS — Bellingham, Wash.	682
KTOP — Topeka, Kans.	442	KVOU — Uvalde, Tex.	666
KTOW — Oklahoma City, Okla.	588	KVOW — Littlefield, Tex.	657
KTRB — Modesto, Calif.	351	KVOX — Moorhead, Minn.	491
KTRC — Santa Fe, N. M.	526	KVRC — Arkadelphia, Ark.	334
KTRE — Lufkin, Tex.	658	KVRH — Salida, Colo.	363
KTRF — Thief River Falls, Minn.	495	KVRS — Rock Springs, Wyo.	704
KTRH — Houston, Tex.	655	KVSF — Santa Fe, N. M.	526
KTRI — Sioux City, Iowa.	437	KVSM — San Mateo, Calif.	360
KTRM — Bedumont, Tex.	644	KVSO — Ardmore, Okla.	585
KTRN — Wichita Falls, Tex.	668	KVVC — Ventura, Calif.	363
KTRY — Bastrop, La.	450	KVWC — Vernon, Tex.	666
KTSA — San Antonio, Tex.	664	KWAD — Wadena, Minn.	495
KTSM — El Paso, Tex.	650	KWAK — Stuttgart, Ark.	340
KTSW — Emporia, Kans.	439	KWAL — Wallace, Idaho.....	408
KTTR — Rolla, Mo.	505	KWAT — Watertown, S. D.	632
KTTS — Springfield, Mo.	508	KWBB — Wichita, Kans.	443
KTUC — Tucson, Ariz.	333	KWBC — Fort Worth, Tex.	651
KTUL — Tulsa, Okla.	590	KWBE — Beatrice, Neb.	512
KTUR — Turlock, Calif.	362	KWBG — Boone, Iowa.....	432
KTW — Seattle, Wash.	686	KWBM — Williston, N. D.	572
KTXC — Big Spring, Tex.	644	KWBR — Oakland, Calif.	351
KTXJ — Jasper, Tex.	656	KWBU — Corpus Christi, Tex.	647
KTXL — San Angelo, Tex.	663	KWBW — Hutchinson, Kans.	440
KTXN — Austin, Tex.	643	KWCB — Searcy, Ark.	340
KTYL — Mesa, Ariz.	330	KWCJ — Natchitoches, La.	453
KUBA — Yuba City, Calif.	364	KWCO — Chickasha, Okla.	585
KUBC — Montrose, Colo.	368	KWCR — Cedar Rapids, Iowa.....	432
KUGN — Eugene, Ore.	592	KWDM — Des Moines, Iowa.....	434
KUIN — Grants Pass, Ore.	593	KWED — Sequin, Tex.	664
KUJ — Walla Walla, Wash.	688	KWEI — Weiser, Idaho.....	409
KUKI — Ukiah, Calif.	362	KWEM — West Memphis, Ark.	340
KULA — Honolulu, Hawaii.....	707	KWEW — Hobbs, N. M.	525
KULE — Ephrata, Wash.	683	KWFC — Hot Springs, Ark.	336
KULP — El Campo, Tex.	649	KWFT — Wichita Falls, Tex.	668
KUNO — Corpus Christi, Tex.	647	KWG — Stockton, Calif.	362
KUOA — Siloam Springs, Ark.	340	KWGB — Goodland, Kans.	439
KURV — Edinburg, Tex.	649	KWHI — Brenham, Tex.	645
KUTA — Salt Lake City, Utah.....	671	KWHK — Hutchinson, Kans.	440
KVAL — Brownsville, Tex.	645	KWHN — Ft. Smith, Ark.	336
KVAN — Vancouver, Wash.	688	KWHW — Altus, Okla.	585
KVAS — Astoria, Ore.	591	KWIE — Kennewick, Wash.	684
KVBC — Farmington, N. M.	525	KWK — Pocatello, Idaho.....	407
KVCV — Redding, Calif.	353	KWIL — Albany, Ore.	591
KVEC — San Luis Obispo, Calif.	359	KWIN — Ashland, Ore.	591
KVEN — Ventura, Calif.	363	KWJB — Globe, Ariz.	330
KVER — Albuquerque, N. M.	524	KWJJ — Portland, Ore.	597
KVET — Austin, Tex.	643	KWKC — Abilene, Tex.	641
KVFD — Ft. Dodge, Iowa.....	435	KWK — St. Louis, Mo.	507
KVGB — Great Bend, Kans.	440	KWKH — Shreveport, La.	456
KVI — Seattle, Wash.	686	KWKW — Pasadena, Calif.	352
KVIC — Victoria, Tex.	667	KWLK — Longview, Wash.	684
KVIM — New Iberia, La.	453	KWLM — Willmar, Minn.	495
KVKM — Monahans, Tex.	659	KWNO — Winona, Minn.	495
KVIC — Little Rock, Ark.	337	KWNW — Wenatchee, Wash.	689
KVLF — Alpine, Tex.	641	KWOA — Worthington, Minn.	495
KVLH — Pauls Valley, Okla.	589	KWOC — Poplar Bluff, Mo.	505
KVMA — Magnolia, Ark.	339	KWOE — Clinton, Okla.	585
KVMC — Colorado City, Tex.	646	KWON — Bartlesville, Okla.	585

KWOR — Worland, Wyo.	704	WABJ — Adrian, Mich.	475
KWOS — Jefferson City, Mo.	502	WABM — Houlton, Me.	457
KWPC — Muscatine, Iowa	436	WABY — Albany, N. Y.	527
KWPM — West Plains, Mo.	509	WABZ — Albemarle, N. C.	555
KWRC — Pendleton, Ore.	594	WACA — Camden, S. C.	625
KWRE — Warrenton, Mo.	509	WACB — Kittanning, Pa.	606
KWRL — Riverton, Wyo.	704	WACE — Chicopee-Springfield, Mass.	468
KWRN — Reno, Nev.	517	WACL — Waycross, Ga.	405
KWRO — Coquille, Ore.	592	WACO — Waco, Tex.	667
KWSD — Mt. Shasta, Calif.	351	WACR — Columbus, Miss.	496
KWSH — Wewaka, Okla.	590	WADC — Akron, O.	572
KWSL — Lake Charles, La.	452	WADE — Wadesboro, N. C.	567
KWSO — Wasco, Calif.	363	WAEB — Allentown, Pa.	598
KWTC — Barstow, Calif.	342	WAEL — Mayaguez, P. R.	709
KWTO — Springfield, Mo.	509	WAFB — Baton Rouge, La.	450
KWTX — Waco, Tex.	667	WAGA — Atlanta, Ga.	393
KWWL — Waterloo, Iowa	438	WAGC — Chattanooga, Tenn.	633
KWYO — Sheridan, Wyo.	704	WAGE — Syracuse, N. Y.	552
KXA — Seattle, Wash.	687	WAGF — Dothan, Ala.	324
KXAR — Hope, Ark.	336	WAGM — Presque Isle, Me.	459
KXEL — Waterloo, Iowa	438	WAIM — Anderson, S. C.	624
KXEO — Mexico, Mo.	504	WAIN — Columbia, Ky.	444
KXGI — Ft. Madison, Iowa	435	WAIR — Winston-Salem, N. C.	568
KXGN — Glendive, Mont.	510	WAIT — Chicago, Ill.	411
KXIC — Iowa City, Iowa	435	WAJR — Morgantown, W. Va.	693
KXIT — Dalhart, Tex.	647	WAKE — Greenville, S. C.	627
KXJK — Forrest City, Ark.	335	WAKN — Aiken, S. C.	624
KXL — Portland, Ore.	597	WAKR — Akron, O.	572
KXLA — Pasadena, Calif.	352	WAKU — Latrobe, Pa.	607
KXLE — Ellensburg, Wash.	683	WALA — Mobile, Ala.	327
KXLF — Butte, Mont.	510	WALB — Albany, Ga.	391
KXLJ — Helena, Mont.	511	WALD — Walterboro, S. C.	630
KXLK — Great Falls, Mont.	511	WALE — Fall River, Mass.	468
KXLL — Missoula, Mont.	512	WALK — Patchogue, N. Y.	549
KXLO — Lewiston, Mont.	511	WALL — Middletown, N. Y.	537
KXLQ — Bozeman, Mont.	510	WALT — Tampa, Fla.	390
KXLR — Little Rock, Ark.	337	WAML — Laurel, Miss.	499
KXLW — St. Louis, Mo.	507	WAMS — Wilmington, Del.	376
KXLY — Spokane, Wash.	687	WAND — Canton, O.	574
KXO — El Centro, Calif.	343	WANE — Ft. Wayne, Ind.	426
KXOA — Sacramento, Calif.	354	WANN — Annapolis, Mo.	459
KXOB — Stockton, Calif.	362	WANS — Anderson, S. C.	624
KXOC — Chico, Calif.	342	WANT — Richmond, Va.	678
KXOK — St. Louis, Mo.	507	WAOV — Vincennes, Ind.	431
KXOL — Fort Worth, Tex.	651	WAPA — San Juan, P. R.	710
KXOX — Sweetwater, Tex.	665	WAPF — McComb, Miss.	499
KXRA — Alexander, Minn.	487	WAPI — Birmingham, Ala.	322
KXRJ — Russellville, Ark.	340	WAPQ — Chattanooga, Tenn.	633
KXRN — Renton, Wash.	685	WAPX — Montgomery, Ala.	327
KXRO — Aberdeen, Wash.	682	WARA — Attleboro, Mass.	465
KXRX — San Jose, Calif.	359	WARC — Rochester, N. Y.	551
KXXX — Colby, Kans.	439	WARD — Johnstown, Pa.	606
KXYZ — Houston, Tex.	655	WARE — Ware, Mass.	473
KYA — San Francisco, Calif.	357	WARK — Hagerstown, Md.	464
KYAK — Yakima, Wash.	689	WARL — Arlington, Va.	673
KYCA — Prescott, Ariz.	332	WARM — Scranton, Pa.	617
KYJC — Medford, Ore.	594	WASK — Lafayette, Ind.	428
KYMA — Yuma, Ariz.	334	WASA — Havre De Grace, Md.	464
KYNO — Fresno, Calif.	344	WASL — Annapolis, Md.	459
KYOR — Blythe, Calif.	342	WATA — Boone, N. C.	556
KYOS — Merced, Calif.	350	WATC — Gaylord, Mich.	481
KYOU — Greeley, Colo.	367	WATG — Ashland, O.	573
KYSM — Mankato, Minn.	489	WATH — Athens, O.	573
KYUM — Yuma, Ariz.	334	WATK — Antigo, Wis.	695
KYW — Philadelphia, Pa.	609	WATL — Atlanta, Ga.	393
WAAA — Winston-Salem, N. C.	568	WATM — Atmore, Ala.	321
WAAB — Worcester, Mass.	473	WATN — Watertown, N. Y.	553
WAAF — Chicago, Ill.	410	WATO — Oak Ridge, Tenn.	640
WAAT — Newark, N. J.	520	WATR — Waterbury, Conn.	375
WABA — Aquadilla, P. R.	709	WATS — Sayre, Pa.	617
WABB — Mobile, Ala.	326	WATT — Cadillac, Mich.	478
WABG — Greenwood, Miss.	497	WATW — Ashland, Wis.	695
WABI — Bangor, Me.	451	WATZ — Alpena, Mich.	475

WAUD — Auburn, Ala.	322	WBSR — Pensacola, Fla.	388
WAUG — Augusta, Ga.	395	WBT — Charlotte, N. C.	556
WAUX — Waukesha, Wis.	702	WBTA — Batavia, N. Y.	528
WAVA — Ava, Ill.	409	WBTH — Williamson, W. Va.	694
WAVE — Louisville, Ky.	446	WBTM — Danville, Va.	675
WAVL — Apollo, Pa.	600	WBUD — Trenton, N. J.	522
WAVU — Albertville, Ala.	321	WBUD — Morrisville, Pa.	609
WAVZ — New Haven, Conn.	373	WBUT — Butler, Pa.	601
WAYB — Waynesboro, Va.	681	WBUX — Doylestown, Pa.	602
WAYN — Rockingham, N. C.	565	WBUY — Lexington, N. C.	562
WAYS — Charlotte, N. C.	556	WBVP — Beaver Falls, Pa.	600
WAYX — Waycross, Ga.	405	WBYS — Canton, Ill.	410
WAZF — Yazoo City, Miss.	501	WBZ-WBZA — Boston-Springfield, Mass.	465
HAZL — Hazleton, Pa.	605	WEZA-WBZA — Springfield-Boston, Mass.	472
WBAC — Cleveland, Tenn.	634	WCAE — Pittsburgh, Pa.	615
WBAL — Baltimore, Md.	461	WCAM — Camden, N. J.	520
WBAP — Fort Worth, Tex.	651	WCAO — Baltimore, Md.	461
WBAT — Marion, Ind.	429	WCAP — Lowell, Mass.	471
WBAX — Wilkes-Barre, Pa.	619	WCAR — Pontiac, Mich.	485
WBAV — Green Bay, Wis.	696	WCAU — Philadelphia, Pa.	611
WBBB — Burlington, N. C.	556	WCAV — Norfolk, Va.	677
WBBC — Flint, Mich.	480	WCAW — Charleston, W. Va.	690
WBBM — Chicago, Ill.	411	WCAX — Burlington, Vt.	672
WBBO — Forest City, N. C.	559	WCAZ — Carthage, Ill.	410
WBBQ — Augusta, Ga.	395	WCBA — Corning, N. Y.	531
WBBW — Youngstown, O.	584	WCBC — Anderson, Ind.	424
WBBZ — Ponca City, Okla.	589	WCBD — Chicago, Ill.	413
WBCK — Battle Creek, Mich.	476	WCBI — Columbus, Miss.	497
WBGM — Bay City, Mich.	476	WCBM — Baltimore, Md.	461
WBEO — Bessemer-Birmingham, Ala.	322	WCBS — New York, N. Y.	537
WBCU — Union, S. C.	630	WCBT — Roanoke Rapids, N. C.	565
WBEC — Pittsfield, Mass.	471	WCCC — Hartford, Conn.	372
WBEJ — Elizabethton, Tenn.	634	WCCO — Minneapolis, Minn.	490
WBEL — Beloit, Wis.	695	WCCM — Lawrence, Mass.	470
WBEN — Buffalo, N. Y.	529	WCCP — Savannah, Ga.	402
WBET — Brockton, Mass.	468	WCCL — Carbondale, Pa.	601
WBEV — Beaver Dam, Wis.	695	WCCT — Winchester, Tenn.	641
WBEX — Chillicothe, O.	574	WCEC — Rocky Mount, N. C.	565
WBGE — Atlanta, Ga.	393	WCED — Dubois, Pa.	602
WBGR — Jessup, Ga.	400	WCEN — Cambridge, Md.	463
WBHB — Fitzgerald, Ga.	399	WCEN — Mt. Pleasant, Mich.	484
WBHF — Cartersville, Ga.	397	WCFL — Chicago, Ill.	411
WBHP — Huntsville, Ala.	326	WCFV — Clifton Forge, Va.	674
WBIG — Greensboro, N. C.	560	WCHA — Chambersburg, Pa.	601
WBIP — Booneville, Miss.	496	WCHS — Charleston, W. Va.	690
WBIR — Knoxville, Tenn.	636	WCHV — Charlottesville, Va.	674
WBIS — Bristol, Conn.	371	WCIL — Carbondale, Ill.	410
WBIW — Bedford, Ind.	424	WCJU — Columbia, Miss.	496
WBIZ — Eau Claire, Wis.	695	WCKB — Dunn, N. C.	557
WBKV — West Bend, Wis.	703	WCKY — Cincinnati, O.	574
WBLJ — Dalton, Ga.	399	WCCL — Flint, Mich.	480
WBLK — Clarksburg, W. Va.	691	WCCL — Corning, N. Y.	531
WBLT — Bedford, Va.	673	WCCL — Cleveland, Miss.	496
WBMD — Baltimore, Md.	461	WCLO — Janesville, Wis.	697
WBML — Macon, Ga.	401	WCMT — Newark, O.	581
WBNL — Boonville, Ind.	425	WCMA — Corinth, Miss.	497
WBNS — Columbus, O.	577	WCMB — Lemoyne, Pa.	607
WBNX — New York, N. Y.	537	WCMC — Wildwood, N. J.	523
WBNY — Buffalo, N. Y.	529	WCMI — Ashland, Ky.	443
WBOB — Galax, Va.	675	WCMN — Areoibo, P. R.	709
WBOC — Salisbury, Md.	465	WCMW — Canton, O.	574
WBOK — New Orleans, La.	454	WCNB — Connersville, Ind.	425
WBOV — Terre Haute, Ind.	430	WCNC — Elizabeth City, N. C.	558
WBPZ — Lock Haven, Pa.	608	WCNH — Quincy, Fla.	388
WBRC — Birmingham, Ala.	322	WCNR — Bloomsburg, Pa.	600
WBRD — Ft. Lauderdale, Fla.	380	WCNT — Centralia, Ill.	410
WBRE — Wilkes-Barre, Pa.	619	WCNU — Crestview, Fla.	379
WBRC — Pittsfield, Mass.	472	WCNX — Middletown, Conn.	373
WBRM — Marion, N. C.	563	WCOA — Pensacola, Fla.	388
WBRW — Welch, W. Va.	694	WCOC — Meridian, Miss.	499
WBRV — Waterbury, Conn.	375	WCOG — Greensboro, N. C.	559
WBSC — Bennettsville, S. C.	625	WCOH — Newman, Ga.	401
WBSM — New Bedford, Mass.	471	WCOJ — Coatesville, Pa.	602

WCOL — Columbus, O.	578	WDUN — Gainesville, Ga.	400
WCOM — Parkersburg, W. Va.	693	WDUZ — Green Bay, Wis.	696
WCOP — Boston, Mass.	465	WDVA — Danville, Va.	675
WCOR — Lebanon, Tenn.	637	WDWD — Dawson, Ga.	399
WCOS — Columbia, S. C.	626	WDWS — Champaign, Ill.	410
WCOU — Lewiston, Me.	457	WDXB — Chattanooga, Tenn.	634
WCOV — Montgomery, Ala.	327	WDXE — Lawrenceburg, Tenn.	637
WCOW — South St. Paul, Minn.	493	WDXI — Jackson, Tenn.	635
WCPA — Clearfield, Pa.	602	WDYK — Cumberland, Md.	463
WCPM — Cumberland, Ky.	445	WDZ — Decatur, Ill.	416
WCPO — Cincinnati, O.	574	WEAB — Greer, S. C.	628
WCPS — Tarboro, N. C.	566	WEAM — Arlington, Va.	673
WCRA — Effingham Ill.	416	WEAR — Pensacola, Fla.	388
WCRB — Waltham, Mass.	473	WEAN — Providence, R. I.	623
WCRI — Scottsboro, Ala.	328	WEAS — Atlanta-Decatur, Ga.	393
WCRK — Morristown, Tenn.	639	WEAT — Lake Worth, Fla.	383
WCRO — Johnstown, Pa.	606	WEAU — Eau Claire, Wis.	696
WCRS — Greenwood, S. C.	628	WEAV — Plattsburg, N. Y.	549
WCRW — Chicago, Ill.	413	WEBC — Duluth, Minn.	488
WCSC — Charleston, S. C.	625	WEBJ — Brewton, Ala.	323
WCEH — Portland, Me.	459	WEBK — Tampa, Fla.	390
WCSI — Columbus, Ind.	425	WEBQ — Harrisburg, Ill.	417
WCSS — Amsterdam, N. Y.	528	WEBR — Buffalo, N. Y.	529
WCTA — Andalusia, Ala.	321	WEDC — Chicago, Ill.	413
WCTC — New Brunswick, N. J.	522	WEDO — McKeesport, Pa.	608
WCTT — Corbin, Ky.	444	WEDR — Birmingham, Ala.	322
WCUE — Akron, O.	573	WEEB — Southern Pines, N. C.	566
WCUM — Cumberland, Md.	463	WEED — Rocky Mount, N. C.	565
WCVA — Culpeper, Va.	674	WEEL — Boston, Mass.	467
WCVI — Connellsville, Pa.	602	WEEK — Peoria, Ill.	420
WCVS — Springfield, Ill.	422	WEEU — Reading, Pa.	616
WCYB — Bristol, Va.	674	WEGO — Concord, N. C.	557
WDAD — Indiana, Pa.	606	WEIM — Fitchburg, Mass.	469
WDAE — Tampa, Fla.	390	WEIR — Weirton, W. Va.	694
WDAF — Kansas City, Mo.	504	WEKR — Fayetteville, Tenn.	635
WDAK — Columbus, Ga.	397	WEKZ — Monroe, Wis.	700
WDAN — Danville, Ill.	415	WELC — Welch, W. Va.	694
WDAR — Savannah, Ga.	402	WELI — New Haven, Conn.	374
WDAS — Philadelphia, Pa.	611	WELL — Battle Creek, Mich.	476
WDAY — Fargo, N. D.	569	WELM — Elmira, N. Y.	531
WDEC — Escanaba, Mich.	480	WELO — Tupelo, Miss.	500
WDBJ — Roanoke, Va.	680	WELP — Easley, S. C.	627
WDBL — Springfield, Tenn.	640	WELR — Roanoke, Ala.	328
WDBO — Orlando, Fla.	386	WELS — Kinston, N. C.	562
WDPQ — Dubuque, Iowa	435	WEMP — Milwaukee, Wis.	699
WDEC — Americus, Ga.	391	WENA — Bayamon, P. R.	709
WDEF — Chattanooga, Tenn.	633	WENC — Whiteville, N. C.	567
WDEL — Wilmington, Del.	376	WENE — Binghamton-Endicott, N. Y.	528
WDEM — Providence, R. I.	623	WFNK — Union City, Tenn.	640
WDEV — Waterbury, Vt.	673	WENR — Chicago, Ill.	413
WDGY — Minneapolis, Minn.	490	WENT — Johnstown-Gloversville, N. Y.	535
WDHL — Bradenton, Fla.	379	WENY — Elmira, N. Y.	533
WDIA — Memphis, Tenn.	638	WEOA — Evansville, Ind.	425
WDIG — Dothan, Ala.	324	WEOK — Poughkeepsie, N. Y.	549
WDKD — Kingstree, S. C.	628	WEOL — Elyria-Lorain, O.	579
WDLA — Walton, N. Y.	553	WEPM — Martinsburg, W. Va.	692
WDLB — Marshfield, Wis.	698	WERC — Erie, Pa.	602
WDLP — Panama City, Fla.	387	WERD — Atlanta, Ga.	393
WDMG — Douglas, Ga.	399	WERE — Cleveland, O.	575
WDMJ — Marquette, Mich.	484	WERH — Hamilton, Ala.	326
WDNC — Durham, N. C.	557	WERI — Westerly, R. I.	624
WDNE — Elkins, W. Va.	691	WESA — Charleroi, Pa.	601
WDOD — Chattanooga, Tenn.	633	WESB — Bradford, Pa.	600
WDOX — Cleveland, O.	575	WESC — Greenville, S. C.	627
WDOR — Sturgeon Bay, Wis.	701	WEST — Easton, Pa.	602
WDOS — Oneonta, N. Y.	547	WESX — Salem, Mass.	472
WDOV — Dover, Del.	376	WETB — Johnson City, Tenn.	636
WDRC — Hartford, Conn.	372	WETO — Gadsden, Ala.	325
WDSC — Dillon, S. C.	626	WEVD — New York, N. Y.	539
WDSG — Dyersburg, Tenn.	634	WEVE — Eveleth, Minn.	488
WDSM — Superior, Wis.	701	WEW — St. Louis, Mo.	507
WDSR — Lake City, Fla.	383	WEWO — Laurinburg, N. C.	562
WDSU — New Orleans, La.	454	WEXL — Royal Oak, Mich.	486

WFAA — Dallas, Tex.	648	WGBS — Miami, Fla.	384
WFAI — Fayetteville, N. C.	558	WGCB — Red Lion, Pa.	617
WFAS — White Plains, N. Y.	554	WGCD — Chester, S. C.	626
WFAU — Augusta, Me.	456	WGCM — Gulfport, Miss.	497
WFAX — Falls Church, Va.	675	WGEN — Quincy, Ill.	421
WFBC — Greenville, S. C.	627	WGES — Chicago, Ill.	413
WFBG — Altoona, Pa.	599	WGET — Gettysburg, Pa.	603
WFBL — Syracuse, N. Y.	552	WGEZ — Beloit, Wis.	695
WFBM — Indianapolis, Ind.	427	WFGF — Kalamazoo, Mich.	483
WFBR — Baltimore, Md.	461	WGGA — Gainesville, Ga.	400
WFCB — Dunkirk, N. Y.	531	WGGG — Gainesville, Fla.	381
WFDL — Flint, Mich.	481	WGGH — Marion, Ill.	418
WFEA — Manchester, N. H.	518	WGH — Newport News, Va.	677
WFEB — Sylacauga, Ala.	328	WGHN — Grand Haven, Mich.	481
WFEC — Miami, Fla.	384	WGIG — Brunswick, Ga.	396
WFGM — Fitchburg, Mass.	469	WGJL — Galesburg, Ill.	417
WFGN — Gaffney, S. C.	627	WGIV — Charlotte, N. C.	557
WFHG — Bristol, Va.	674	WGKV — Charleston, W. Va.	690
WFHR — Wisconsin Rapids, Wis.	703	WGL — Ft. Wayne, Ind.	426
WFIG — Sumter, S. C.	630	WGLS — Decatur, Ga.	399
WFIL — Philadelphia, Pa.	613	WGMS — Washington, D. C.	377
WFIN — Findlay, O.	579	WGN — Chicago, Ill.	413
WFKY — Frankfort, Ky.	445	WGNC — Gastonia, N. C.	559
WFLA — Tampa, Fla.	390	WGNI — Wilmington, N. C.	567
WFLB — Fayetteville, N. C.	558	WGNR — New Rochelle, N. Y.	537
WFLO — Farmville, Va.	675	WGNS — Murfreesboro, Tenn.	639
WFMC — Goldsboro, N. C.	559	WGNV — Newburgh, N. Y.	537
WFMD — Frederick, Md.	463	WGOV — Valdosta, Ga.	404
WFMH — Cullman, Ala.	323	WGPA — Bethlehem, Pa.	600
WFMJ — Youngstown, O.	584	WGPC — Albany, Ga.	391
WFMW — Madisonville, Ky.	447	WGR — Buffalo, N. Y.	529
WFNC — Fayetteville, N. C.	558	WGRA — Cairo, Ga.	396
WFNS — Burlington, N. C.	556	WGRC — Louisville, Ky.	446
WFOM — Marietta, Ga.	401	WGRD — Grand Rapids, Mich.	481
WFOR — Hattiesburg, Miss.	498	WGRM — Greenwood, Miss.	497
WFOX — Milwaukee, Wis.	699	WGRO — Bay City, Mich.	476
WFOY — St. Augustine, Fla.	388	WGRV — Greeneville, Tenn.	635
WFPA — Ft. Payne, Ala.	325	WGRY — Gary, Ind.	426
WFPG — Atlantic City, N. J.	520	WGSM — Huntington, N. Y.	534
WFPM — Fort Valley, Ga.	400	WGST — Atlanta, Ga.	392
WFRD — Reidsville, N. C.	564	WGSV — Guntersville, Ala.	325
WFRL — Freeport, Ill.	417	WGTA — Summerville, Ga.	403
WFRO — Fremont, O.	579	WGTC — Greenville, N. C.	560
WFRP — Savannah, Ga.	402	WGTL — Kannapolis, N. C.	562
WFRX — West Frankfort, Ill.	425	WGTM — Wilson, N. C.	568
WFTC — Kinston, N. C.	562	WGTN — Georgetown, S. C.	627
WFTL — Ft. Lauderdale, Fla.	380	WGUY — Bangor, Me.	457
WFTM — Maysville, Ky.	448	WGVA — Geneva, N. Y.	533
WFTR — Front Royal, Va.	675	WGVM — Greenville, Miss.	497
WFUL — Fulton, Ky.	445	WGWC — Selma, Ala.	328
WFUN — Huntsville, Ala.	326	WGWD — Gadsden, Ala.	325
WFUR — Grand Rapids, Mich.	481	WGWR — Asheboro, N. C.	555
WFVA — Fredericksburg, Va.	675	WGY — Schenectady, N. Y.	552
WFGV — Fuquay Springs, N. C.	559	WGYV — Greenville, Ala.	325
WFYC — Alam, Mich.	475	WHA — Madison, Wis.	697
WGAA — Cedartown, Ga.	397	WHAI — Greenfield, Mass.	470
WGAC — Augusta, Ga.	395	WHAK — Rogers City, Mich.	486
WGAD — Gadsden, Ala.	325	WHAL — Shelbyville, Tenn.	640
WGAF — Valdosta, Ga.	404	WHAM — Rochester, N. Y.	549
WGAI — Elizabeth City, N. C.	558	WHAN — Charleston, S. C.	625
WGAL — Lancaster, Pa.	606	WHAP — Hopewell, Va.	676
WGAN — Portland, Me.	458	WHAR — Clarksburg, W. Va.	691
WGAP — Maryville, Tenn.	637	WHAS — Louisville, Ky.	446
WGAR — Cleveland, O.	575	WHAT — Philadelphia, Pa.	611
WGAT — Utica, N. Y.	553	WHAV — Haverhill, Mass.	470
WGAU — Athens, Ga.	391	WHAW — Weston, W. Va.	694
WGAY — Silver Springs, Md.	465	WHAY — New Britain, Conn.	373
WGBA — Columbus, Ga.	397	WHB — Kansas City, Mo.	504
WGBB — Freeport, N. Y.	533	WHBB — Selma, Ala.	328
WGPF — Evansville, Ind.	425	WHBC — Canton, O.	574
WGBI — Scranton, Pa.	617	WHBF — Rock Island, Ill.	422
WGBG — Greensboro, N. C.	560	WHBI — Newark, N. J.	521
WGBR — Goldsboro, N. C.	559	WHBL — Sheboygan, Wis.	701

WHBO — Tampa, Fla.	390	WHYN — Holyoke, Mass.	470
WHBQ — Memphis, Tenn.	638	WHYU — Newport News, Va.	677
WHBS — Huntsville, Ala.	326	WIAC — San Juan, P. R.	711
WHBT — Harriman, Tenn.	635	WIAM — Williamston, N. C.	567
WHBU — Anderson, Ind.	424	WIBA — Madison, Wis.	697
WHBY — Appleton, Wis.	695	WIBB — Macon, Ga.	401
WHCC — Waynesville, N. C.	567	WIBC — Indianapolis, Ind.	427
WHCU — Ithaca, N. Y.	534	WIBG — Philadelphia, Pa.	613
WHDF — Houghton, Mich.	482	WIBK — Knoxville, Tenn.	636
WHDH — Boston, Mass.	468	WIBM — Jackson, Mich.	483
WHDL — Olean, N. Y.	547	WIBR — Baton Rouge, La.	450
WHEB — Portsmouth, N. H.	519	WIBU — Poynette, Wis.	700
WHEC — Rochester, N. Y.	551	WIBV — Belleville, Ill.	409
WHEH — Washington, N. C.	567	WIBW — Topeka, Kans.	442
WHEE — Boston, Mass.	467	WIBX — Utica, N. Y.	553
WHFB — Benton Harbor, Mich.	476	WICA — Ashtabula, O.	573
WHFC — Chicago, Ill.	413	WICC — Bridgeport, Conn.	371
WHGB — Harrisburg, Pa.	603	WICH — Norwich, Conn.	374
WHHH — Warren, O.	584	WICY — Malone, N. Y.	535
WHHM — Memphis, Tenn.	638	WIDE — Biddeford, Me.	457
WHIM — Providence, R. I.	623	WIEL — Elizabethtown, Ky.	445
WHIN — Gallatin, Tenn.	635	WIFM — Elkin, N. C.	558
WHIO — Dayton, O.	578	WIGM — Medford, Wis.	698
WHIP — Mooresville, N. C.	563	WIHL — Hammond, La.	451
WHIR — Danville, Ky.	445	WIKB — Iron River, Mich.	482
WHIS — Bluefield, W. Va.	690	WIKC — Bogalusa, La.	451
WHIT — New Bern, N. C.	563	WIKK — Erie, Pa.	603
WHIZ — Zanesville, O.	584	WIKY — Evansville, Ind.	425
WHJB — Greensburg, Pa.	603	WIL — St. Louis, Mo.	508
WHJC — Matewan, W. Va.	692	WILD — Birmingham, Ala.	322
WHK — Cleveland, O.	575	WILE — Cambridge, O.	573
WHKC — Columbus, O.	578	WILK — Wilkes-Barre, Pa.	619
WHKK — Akron, O.	573	WILM — Wilmington, Del.	376
WHKP — Hendersonville, N. C.	561	WILS — Lansing, Mich.	483
WHKY — Hickory, N. C.	561	WIMA — Lima, O.	580
WHLB — Virginia, Minn.	495	WIMS — Michigan City, Ind.	429
WHLD — Niagara Falls, N. Y.	547	WINA — Charlottesville, Va.	674
WHLF — South Boston, Va.	680	WINC — Winchester, Va.	681
WHLI — Hempstead, N. Y.	533	WIND — Chicago, Ill.	413
WHLL — Wheeling, W. Va.	694	WING — Dayton, O.	578
WHLM — Bloomsburg, Pa.	600	WINK — Ft. Myers, Fla.	381
WHLN — Harlan, Ky.	445	WINN — Louisville, Ky.	447
WHLS — Port Huron, Mich.	485	WINR — Binghamton, N. Y.	528
WHMA — Anniston, Ala.	321	WINS — New York, N. Y.	539
WHMP — Northampton, Mass.	471	WINX — Rockville, Md.	464
WHNC — Henderson, N. C.	561	WINZ — Miami Beach, Fla.	386
WHO — Des Moines, Iowa.	434	WIOD — Miami, Fla.	385
WHOB — Gardner, Mass.	470	WIOU — Kokomo, Ind.	428
WHOC — Philadelphia, Miss.	500	WIP — Philadelphia, Pa.	613
WHOD — Homestead, Pa.	606	WIPC — Lake Wales, Fla.	383
WHOK — Lancaster, O.	580	WIPR — San Juan, P. R.	710
WHOL — Allentown, Pa.	598	WIRA — Fort Pierce, Fla.	381
WHOM — New York, N. Y.	537	WIRB — Enterprise, Ala.	324
WHOO — Orlando, Fla.	387	WIRC — Hickory, N. C.	561
WHOP — Hopkinsville, Ky.	446	WIRE — Indianapolis, Ind.	427
WHOS — Decatur, Ala.	323	WIRJ — Humboldt, Tenn.	635
WHOT — South Bend, Ind.	430	WIRK — West Palm Beach, Fla.	391
WHOW — Clinton, Ill.	415	WIRL — Peoria, Ill.	420
WHP — Harrisburg, Pa.	605	WIRO — Ironton, O.	580
WHPE — High Point, N. C.	561	WIRY — Plattsburg, N. Y.	549
WHRV — Ann Arbor, Mich.	475	WIS — Columbia, S. C.	626
WHSC — Hartsville, S. C.	628	WISC — Madison, Wis.	698
WHSY — Hattiesburg, Miss.	498	WISE — Asheville, N. C.	555
WHTB — Talladega, Ala.	329	WISH — Indianapolis, Ind.	428
WHTC — Holland, Mich.	482	WISL — Shamokin, Pa.	618
WHTN — Huntington, W. Va.	692	WISN — Milwaukee, Wis.	699
WHUB — Cookeville, Tenn.	634	WISR — Butler, Pa.	601
WHUC — Hudson, N. Y.	534	WIST — Charlotte, N. C.	557
WHUM — Reading, Pa.	616	WITA — San Juan, P. R.	711
WHUN — Huntington, Pa.	606	WITB — Baltimore, Md.	463
WHVR — Hanover, Pa.	603	WITZ — Jasper, Ind.	428
WHWB — Rutland, Vt.	672	WIVY — Jacksonville, Fla.	381
WHWL — Nanticoke, Pa.	609	WIZE — Springfield, O.	582

WJAC — Johnstown, Pa.	606	WJWL — Georgetown, Del.	376
WJAG — Norfolk, Neb.	514	WJXN — Jackson, Miss.	498
WJAM — Marion, Ala.	326	WJZ — New York, N. Y.	539
WJAR — Providence, R. I.	624	WJZM — Clarksville, Tenn.	634
WJAS — Pittsburgh, Pa.	615	WKAB — Mobile, Ala.	327
WJAT — Swainsboro, Ga.	403	WKAI — Macomb, Ill.	418
WJAY — Mullins, S. C.	629	WKAL — Rome, N. Y.	551
WJAX — Jacksonville, Fla.	382	WKAM — Warsaw, Ind.	431
WJBB — Haleyville, Ala.	325	WKAN — Kankakee, Ill.	418
WJBC — Bloomington, Ill.	409	WKAP — Allentown, Pa.	599
WJBF — Augusta, Ga.	395	WKAQ — San Juan, P. R.	711
WJBK — Detroit, Mich.	478	WKAT — Miami Beach, Fla.	386
WJBO — Baton Rouge, La.	451	WKAY — Glasgow, Ky.	445
WJBS — Deland, Fla.	380	WKBC — North Wilkesboro, N. C.	564
WJBW — New Orleans, La.	454	WKBH — La Crosse, Wis.	697
WJBY — Gadsden, Ala.	325	WKBI — St. Marys, Pa.	617
WJCD — Seymour, Ind.	430	WKBN — Youngstown, O.	584
WJCM — Sebring, Fla.	389	WKBO — Harrisburg, Pa.	605
WJDA — Quincy, Mass.	472	WKBR — Manchester, N. H.	518
WJDX — Jackson, Miss.	498	WKBS — Oyster Bay, N. Y.	547
WJEF — Grand Rapids, Mich.	482	WKBV — Richmond, Ind.	429
WJEH — Gallipolis, O.	580	WKBW — Buffalo, N. Y.	531
WJEJ — Hagerstown, Md.	464	WKBZ — Muskegon, Mich.	485
WJEL — Springfield, O.	582	WKCT — Bowling Green, Ky.	444
WJER — Dover, O.	579	WKDA — Nashville, Tenn.	639
WJET — Erie, Pa.	603	WKDK — Newberry, S. C.	629
WJHL — Johnson City, Tenn.	636	WKDN — Camden, N. J.	520
WJHO — Opelika, Ala.	328	WKEU — Griffin, Ga.	400
WJHP — Jacksonville, Fla.	381	WKEY — Covington, Va.	674
WJIG — Tullahoma, Tenn.	640	WKGN — Knoxville, Tenn.	636
WJIM — Lansing, Mich.	484	WKHM — Jackson, Mich.	483
WJIV — Savannah, Ga.	402	WKIC — Hazard, Ky.	445
WJJD — Chicago, Ill.	415	WKID — Urbana, Ill.	423
WJJI — Montgomery, Ala.	327	WKIN — Kingsport, Tenn.	636
WJIL — Niagara Falls, N. Y.	547	WKIP — Poughkeepsie, N. Y.	549
WJIM — Lewisburg, Tenn.	637	WKJB — Mayaguez, P. R.	709
WJKO — Springfield, Mass.	472	WKJG — Ft. Wayne, Ind.	426
WJLB — Detroit, Mich.	478	WKLA — Ludington, Mich.	484
WJLD — Bessemer, Ala.	322	WKLF — Clanton, Ala.	323
WJLK — Asbury Park, N. J.	519	WKLJ — Sparta, Wis.	701
WJLS — Beckley, W. Va.	690	WKLK — Cloquet, Minn.	488
WJMA — Orange, Va.	678	WKLO — Louisville, Ky.	447
WJMB — Brookhaven, Miss.	496	WKLV — Blackstone, Va.	673
WJMC — Rice Lake, Wis.	701	WKLX — Lexington, Ky.	446
WJMJ — Philadelphia, Pa.	611	WKLY — Hartwell, Ga.	400
WJMO — Cleveland, O.	576	WKMH — Dearborn, Mich.	478
WJMR — New Orleans, La.	454	WKNA — Charleston, W. Va.	691
WJMS — Ironwood, Mich.	483	WKNB — New Britain, Conn.	373
WJMW — Athens, Ala.	321	WKNE — Keene, N. H.	518
WJMX — Florence, S. C.	627	WKNK — Muskegon, Mich.	485
WJNC — Jacksonville, N. C.	561	WKNX — Saginaw, Mich.	486
WJNO — West Palm Beach, Fla.	391	WKNY — Kingston, N. Y.	535
WJOB — Hammond, Ind.	426	WKOK — Sunbury, Pa.	618
WJOC — Jamestown, N. Y.	535	WKOP — Binghamton, N. Y.	528
WJOI — Florence, Ala.	324	WKOW — Madison, Wis.	698
WJOL — Joliet, Ill.	417	WKOX — Framingham, Mass.	469
WJON — St. Cloud, Minn.	493	WKOY — Bluefield, W. Va.	690
WJOY — Burlington, Vt.	672	WKOZ — Kosciusko, Miss.	499
WJPA — Washington, Pa.	619	WKPA — New Kensington, Pa.	609
WJPD — Ishpeming, Mich.	483	WKPT — Kingsport, Tenn.	636
WJPF — Herrin, Ill.	417	WKRC — Cincinnati, O.	574
WJPG — Green Bay, Wis.	696	WKRK — Mobile, Ala.	327
WJPR — Greenville, Miss.	497	WKRQ — Columbia, Tenn.	634
WJPS — Evansville, Ind.	426	WKRO — Cairo, Ill.	410
WJQS — Jackson, Miss.	498	WKRS — Waukegan, Ill.	424
WJR — Detroit, Mich.	480	WKRT — Cortland, N. Y.	531
WJRD — Tuscaloosa, Ala.	329	WKRZ — Oil City, Pa.	609
WJRI — Lenoir, N. C.	582	WKSR — Pulaski, Tenn.	640
WJSW — Altoona, Pa.	599	WKST — New Castle, Pa.	609
WJTN — Jamestown, N. Y.	535	WKTG — Thomasville, Ga.	403
WJVA — South Bend, Ind.	430	WKTM — Mayfield, Ky.	447
WJVB — Jacksonville Beach, Fla.	383	WKTY — La Crosse, Wis.	697
WJW — Cleveland, O.	576	WKUL — Cullman, Ala.	323

WKVA — Lewistown, Pa.	608	WLS — Chicago, Ill.	415
WKVM — San Juan, P. R.	710	WLSI — Pikeville, Ky.	449
WKWF — Key West, Fla.	383	WLTC — Gastonia, N. C.	559
WKWK — Wheeling, W. Va.	694	WLVA — Lynchburg, Va.	676
WKXL — Concord, N. H.	517	WLW — Cincinnati, O.	575
WKXY — Sarasota, Fla.	389	WLXW — Carlisle, Pa.	601
WKY — Oklahoma City, Okla.	588	WLYC — Williamsport, Pa.	620
WKYB — Paducah, Ky.	448	WLYN — Lynn, Mass.	471
WKYW — Louisville, Ky.	447	WMAJ — State College, Pa.	618
WKZO — Kalamazoo, Mich.	483	WMAK — Nashville, Tenn.	639
WLAC — Nashville, Tenn.	639	WMAL — Washington, D. C.	377
WLAD — Danbury, Conn.	371	WMAM — Marinette, Wis.	698
WLAG — La Grange, Ga.	400	WMAN — Mansfield, O.	580
WLAK — Lakeland, Fla.	383	WMAP — Monroe, N. C.	563
WLAM — Lewiston, Me.	458	WMAQ — Chicago, Ill.	415
WLAN — Lancaster, Pa.	607	WMAS — Springfield, Mass.	472
WLAP — Lexington, Ky.	446	WMAW — Milwaukee, Wis.	699
WLAQ — Rome, Ga.	402	WMAY — Springfield, Ill.	422
WLAR — Athens, Tenn.	633	WMAZ — Macon, Ga.	401
WLAT — Conway, S. C.	626	WMBC — Macon, Miss.	499
WLAU — Laurel, Miss.	499	WMBD — Peoria, Ill.	421
WLAV — Grand Rapids, Mich.	482	WMBG — Richmond, Va.	679
WLAW — Lawrence, Mass.	470	WMBH — Joplin, Mo.	503
WLAY — Muscle Shoals, Ala.	328	WMBL — Morehead City, N. C.	563
WLBB — Carrollton, Ga.	397	WMBM — Miami Beach, Fla.	386
WLBC — Muncie, Ind.	429	WMBN — Petoskey, Mich.	485
WLBE — Leesburg-Eustis, Fla.	384	WMBO — Auburn, N. Y.	528
WLBG — Laurens, S. C.	628	WMBR — Jacksonville, Fla.	382
WLBH — Mattoon, Ill.	418	WMBS — Uniontown, Pa.	619
WLBJ — Bowling Green, Ky.	444	WMC — Memphis, Tenn.	638
WLBK — De Kalb, Ill.	416	WMCA — New York, N. Y.	539
WLBR — Lebanon, Pa.	607	WMCK — McKeesport, Pa.	608
WLBS — Birmingham, Ala.	322	WMDD — Fajardo, P. R.	709
WLZ — Bangor, Me.	457	WMDN — Midland, Mich.	484
WLCK — Campbellsville, Ky.	444	WMEV — Marion, Va.	676
WLCM — Lancaster, S. C.	628	WBEX — Boston, Mass.	467
WLCR — Torrington, Conn.	375	WMFD — Wilmington, N. C.	568
WLCS — Baton Rouge, La.	451	WMFG — Hibbing, Minn.	489
WLCC — La Crosse, Wis.	697	WMFJ — Daytona Beach, Fla.	380
WLDS — Jacksonville, Ill.	417	WMFR — High Point, N. C.	561
WLDY — Ladysmith, Wis.	697	WMFS — Chattanooga, Tenn.	634
WLEA — Hornell, N. Y.	533	WMFT — Florence, Ala.	324
WLEC — Sandusky, O.	582	WMGA — Moultrie, Ga.	401
WLEE — Richmond, Va.	678	WMGM — New York, N. Y.	539
WLET — Toccoa, Ga.	404	WMGR — Bainbridge, Ga.	396
WLEU — Erie, Pa.	603	WMGW — Meadville, Pa.	608
WLEW — Bad Axe, Mich.	476	WMGY — Montgomery, Ala.	327
WLEX — Lexington, Ky.	446	WMID — Atlantic City, N. J.	519
WLIB — New York, N. Y.	541	WMIE — Miami, Fla.	385
WLIL — Lenoir City, Tenn.	637	WMIK — Middleboro, Ky.	448
WLIN — Merrill, Wis.	699	WMIL — Milwaukee, Wis.	699
WLIO — East Liverpool, O.	579	WMIN — St. Paul, Minn.	493
WLIP — Kenosha, Wis.	697	WMIQ — Iron Mountain, Mich.	482
WLIZ — Bridgeport, Conn.	371	WMIS — Natchez, Miss.	500
WLH — Lowell-Lawrence, Mass.	471	WMIX — Mt. Vernon, Ill.	420
WMO — Cleveland, O.	576	WMJM — Cordele, Ga.	397
WLNA — Peekskill, N. Y.	549	WMLS — Sylacauga, Ala.	329
WLNH — Laconia, N. H.	518	WMLT — Dublin, Ga.	399
WLOA — Braddock, Pa.	600	WMMB — Melbourne, Fla.	384
WLOE — Leaksville, N. C.	562	WMMN — Fairmont, W. Va.	691
WLOF — Orlando, Fla.	387	WMMT — McMinnville, Tenn.	637
WLOG — Logan, W. Va.	692	WMMW — Meriden, Conn.	373
WLOH — Princeton, W. Va.	693	WMNB — North Adams, Mass.	471
WLOI — La Forte, Ind.	428	WMNC — Morganton, N. C.	563
WLOK — Lima, O.	580	WMNE — Menomonee, Wis.	699
WLOL — Minneapolis, Minn.	490	WMOA — Marietta, O.	581
WLOS — Asheville, N. C.	555	WMOC — Covington, Ga.	399
WLQU — Louisville, Ky.	447	WMOD — Moundsville, W. Va.	693
WLOW — Norfolk, Va.	677	WMOG — Brunswick, Ga.	396
WLOX — Biloxi-Gulfport, Miss.	496	WMOH — Hamilton, O.	580
WLPM — Suffolk, Va.	681	WMOK — Metropolis, Ill.	419
WLPO — La Salle, Ill.	418	WMON — Montgomery, W. Va.	692
WLRP — New Albany, Ind.	429	WMOU — Berlin, N. H.	517

WMOX — Meridian, Miss.	499	WOKE — Nashville, Tenn.	639
WMPM — Smithfield, N. C.	566	WOKW — Sturgeon Bay, Wis.	701
WMPS — Memphis, Tenn.	638	WOKY — Milwaukee, Wis.	700
WMRA — Myrtle Beach, S. C.	629	WOKZ — Alton, Ill.	409
WMRC — Greenville, S. C.	628	WOL — Washington, D. C.	377
WMRF — Lewistown, Pa.	608	WOLF — Syracuse, N. Y.	552
WMRN — Marion, O.	581	WOLS — Florence, S. C.	627
WMRO — Aurora, Ill.	409	WOMI — Owensboro, Ky.	448
WMRP — Flint, Mich.	481	WOMT — Manitowoc, Wis.	698
WMRY — New Orleans, La.	455	WOND — Pleasantville, N. J.	522
WMSA — Massena, N. Y.	537	WONE — Dayton, O.	578
WMSC — Columbia, S. C.	626	WONN — Lakeland, Fla.	383
WMSL — Decatur, Ala.	324	WONS — Hartford, Conn.	372
WMT — Cedar Rapids, Iowa	432	WONW — Defiance, O.	579
WMTC — Vancelev, Ky.	449	WOOD — Grand Rapids, Mich.	482
WMTE — Manistee, Mich.	484	WOOF — Dothan, Ala.	324
WMTR — Morristown, N. J.	520	WOOK — Washington, D. C.	377
WMUR — Manchester, N. H.	519	WOPA — Oak Park, Ill.	420
WMUS — Muskegon, Mich.	485	WOPI — Bristol, Tenn.	633
WMUU — Greenville, S. C.	628	WOR — New York, N. Y.	543
WMVA — Martinsville, Va.	676	WORA — Mayaguez, P. R.	710
WMVG — Milledgeville, Ga.	401	WORC — Worcester, Mass.	473
WNAC — Boston, Mass.	468	WORD — Spartanburg, S. C.	630
WNAB — Bridgeport, Conn.	371	WORK — York, Pa.	621
WNAE — Warren, Pa.	619	WORL — Boston, Mass.	468
WNAG — Grenada, Miss.	497	WORZ — Orlando, Fla.	387
WNAH — Nashville, Tenn.	639	WOSC — Fulton, N. Y.	533
WNAM — Neenah-Menasha, Wis.	700	WOSH — Oshkosh, Wis.	700
WNAO — Raleigh, N. C.	564	WOTW — Nashua, N. H.	519
WNAR — Norristown, Pa.	609	WOW — New York, N. Y.	545
WNAT — Natchez, Miss.	500	WOW — Omaha, Neb.	515
WNAV — Annapolis, Md.	459	WOWO — Ft. Wayne, Ind.	426
WNAW — North Adams, Mass.	471	WOXF — Oxford, N. C.	564
WNAX — Yankton, S. D.	632	WPAB — Ponce, P. R.	710
WNBC — New York, N. Y.	541	WPAC — Patchogue, N. Y.	549
WNBK — Binghamton, N. Y.	528	WPAD — Paducah, Ky.	448
WNBH — New Bedford, Mass.	471	WPAG — Ann Arbor, Mich.	475
WNBS — Murray, Ky.	448	WPAL — Charleston, S. C.	625
WNBZ — Saranac Lake, N. Y.	551	WPAM — Pottsville, Pa.	616
WNCC — Barnsboro, Pa.	600	WPAQ — Mt. Airy, N. C.	563
WNDB — Daytona Beach, Fla.	380	WPAR — Parkersburg, W. Va.	693
WNDR — Syracuse, N. Y.	552	WPAT — Paterson, N. J.	522
WNEB — Worcester, Mass.	473	WPAW — Pawtucket, R. I.	623
WNEL — San Juan, P. R.	711	WPAX — Thomasville, Ga.	404
WNER — Live Oak, Fla.	384	WPAY — Portsmouth, O.	582
WNEW — New York, N. Y.	543	WPAZ — Pottstown, Pa.	616
WNEX — Macon, Ga.	401	WPEB — Jackson, Ala.	326
WNGO — Mayfield, Ky.	447	WPEC — Minneapolis, Minn.	493
WNHC — New Haven, Conn.	374	WPCF — Panama City, Fla.	388
WNJR — Newark, N. J.	521	WPDQ — Jacksonville, Fla.	382
WNLC — New London, Conn.	374	WPDY — Clarksburg, W. Va.	691
WNLK — Norwalk, Conn.	374	WPEN — Philadelphia, Pa.	611
WNMP — Evanston, Ill.	416	WPEO — Peoria, Ill.	421
WNNC — Newton, N. C.	564	WPFB — Middletown, O.	581
WNNT — Warsaw, Va.	681	WPEP — Taunton, Mass.	473
WNOE — New Orleans, La.	455	WPGH — Pittsburgh, Pa.	615
WNOK — Columbus, S. C.	626	WPGW — Portland, Ind.	429
WNOP — Newport, Ky.	448	WPIC — Sharon, Pa.	618
WNOR — Norfolk, Va.	677	WPIK — Alexandria, Va.	673
WNOW — York, Pa.	621	WPIN — Clearwater, Fla.	379
WNOX — Knoxville, Tenn.	637	WPIT — Pittsburgh, Pa.	616
WNVA — Norton, Va.	677	WPJB — Providence, R. I.	623
WNXT — Portsmouth, O.	582	WPKE — Pikesville, Ky.	449
WOAI — San Antonio, Tex.	654	WPKY — Princeton, Ky.	449
WOAP — Owosso, Mich.	485	WPLA — Plant City, Fla.	388
WOAY — Oak Hill, W. Va.	693	WPLH — Huntington, W. Va.	692
WOBS — Jacksonville, Fla.	382	WPLI — Jackson, Tenn.	635
WOBT — Rhinelander, Wis.	700	WPMP — Pascagoula, Miss.	500
WOC — Davenport, Iowa	433	WPNF — Brevard, N. C.	556
WOCB — West Yarmouth, Mass.	473	WPOR — Portland, Me.	458
WOHI — East Liverpool, O.	579	WPPA — Pottsville, Pa.	616
WOHS — Shelby, N. C.	566	WPPA — Mayaguez, P. R.	710
WOKO — Albany, N. Y.	527	WPRC — Lincoln, Ill.	418

WPRO — Providence, R. I.	623	WRYO — Rochester, Pa.	617
WPRP — Ponce, P. R.	710	WSAI — Cincinnati, O.	575
WPRS — Paris, Ill.	420	WSAL — Loganport, Ind.	429
WPTF — Raleigh, N. C.	564	WSAM — Saginaw, Mich.	486
WPTR — Albany, N. Y.	527	WSAN — Allentown, Pa.	599
WPTW — Piqua, O.	581	WSAP — Portsmouth, Va.	678
WPUV — Pulaski, Va.	678	WSAR — Fall River, Mass.	468
WPWA — Chester, Pa.	601	WSAT — Salisbury, N. C.	565
WQAM — Miami, Fla.	385	WSAU — Wausau, Wis.	702
WQAN — Scranton, Pa.	618	WSAV — Savannah, Ga.	403
WQBC — Vicksburg, Miss.	500	WSAY — Rochester, N. Y.	551
WQUA — Moline, Ill.	419	WSAZ — Huntington, W. Va.	692
WQXI — Atlanta, Ga.	395	WSB — Atlanta, Ga.	395
WQXR — New York, N. Y.	547	WSBA — York, Pa.	621
WRAC — Racine, Wis.	700	WSBB — New Smyrna Beach, Fla.	386
WRAD — Radford, Va.	678	WSBC — Chicago, Ill.	415
WRAG — Carrollton, Ala.	323	WSBT — South Bend, Ind.	430
WRAK — Williamsport, Pa.	620	WSCR — Scranton, Pa.	618
WRAL — Raleigh, N. C.	564	WSDC — Marine City, Mich.	484
WRAW — Reading, Pa.	617	WSDR — Sterling, Ill.	423
WRAY — Princeton, Ind.	429	WSFA — Montgomery, Ala.	327
WRBC — Jackson, Miss.	498	WSFC — Somerset, Ky.	449
WRBL — Columbus, Ga.	397	WSFT — Thomaston, Ga.	403
WRC — Washington, D. C.	377	WSGC — Elberton, Ga.	399
WRCO — Richland Center, Wis.	701	WSGN — Birmingham, Ala.	323
WRCS — Ahoskie, N. C.	555	WSGW — Saginaw, Mich.	486
WRDO — Augusta, Me.	457	WSHB — Stillwater, Minn.	493
WRDW — Augusta, Ga.	396	WSIC — Statesville, N. C.	566
WREB — Holyoke, Mass.	470	WSID — Baltimore, Md.	461
WREC — Memphis, Tenn.	638	WSIP — Paintsville, Ky.	449
WREL — Lexington, Va.	676	WSIR — Winter Haven, Fla.	391
WREN — Topeka, Kans.	442	WSIV — Pekin, Ill.	420
WREV — Reidsville, N. C.	565	WSIX — Nashville, Tenn.	639
WREX — Duluth, Minn.	488	WSJS — Winston-Salem, N. C.	568
WRFC — Athens, Ga.	392	WSKB — McComb, Miss.	499
WRFD — Worthington, O.	584	WSKI — Montpelier-Barre, Vt.	672
WRFS — Alexander City, Ala.	321	WSKY — Asheville, N. C.	555
WRFW — Eau Claire, Wis.	696	WSLB — Ogdensburg, N. Y.	547
WRGA — Rome, Ga.	402	WSLI — Jackson, Miss.	498
WRHC — Jacksonville, Fla.	383	WSLS — Roanoke, Va.	680
WRHI — Rock Hill, S. C.	629	WSM — Nashville, Tenn.	640
WRIA — Caguas, P. R.	709	WSMB — New Orleans, La.	455
WRIB — Providence, R. I.	624	WSMI — Litchfield, Ill.	418
WRIC — Richlands, Va.	678	WSNJ — Bridgeton, N. J.	520
WRIO — Rio Piedras, P. R.	710	WENW — Seneca, S. C.	630
WRJM — Newport, R. I.	623	WSNY — Schenectady, N. Y.	552
WRJN — Racine, Wis.	700	WSOC — Charlotte, N. C.	557
WRJW — Picayune, Miss.	500	WSOK — Nashville, Tenn.	640
WRLD — Iannett, Ala.	323	WSON — Henderson, Ky.	445
WRMN — Elgin, Ill.	416	WSOO — Sault Ste. Marie, Mich.	486
WRNL — Richmond, Va.	679	WSOY — Decatur, Ill.	416
WRNO — Orangeburg, S. C.	629	WSPA — Spartanburg, S. C.	630
WRNY — Rochester, N. Y.	551	WSPB — Sarasota, Fla.	389
WROB — West Point, Miss.	501	WSPC — Anniston, Ala.	321
WROD — Daytona Beach, Fla.	380	WSPD — Toledo, O.	583
WROK — Rockford, Ill.	422	WSPR — Springfield, Mass.	472
WROL — Knoxville, Tenn.	637	WSPT — Stevens Point, Wis.	701
WROM — Rome, Ga.	402	WRSR — Cleveland, O.	576
WRON — Roncverte, W. Va.	693	WSSB — Durham, N. C.	558
WROW — Roanoke, Va.	680	WSSO — Starkville, Miss.	500
WROW — Albany, N. Y.	527	WSSV — Petersburg, Va.	678
WROX — Clarksdale, Miss.	496	WSTC — Stamford, Conn.	374
WROY — Carmi, Ill.	410	WSTP — Salisbury, N. C.	565
WRR — Dallas, Tex.	648	WSTR — Sturgis, Mich.	486
WRRF — Washington, N. C.	567	WSTV — Steubenville, O.	582
WRRZ — Clinton, N. C.	557	WSUN — St. Petersburg, Fla.	389
WRSW — Warsaw, Ind.	431	WSVA — Harrisonburg, Va.	676
WRTA — Altoona, Pa.	599	WSVS — Crewe, Va.	674
WRUF — Gainesville, Fla.	381	WSWN — Belle Glade, Fla.	379
WRUN — Utica, N. Y.	553	WSYB — Rutland, Vt.	672
WRVA — Richmond, Va.	679	WSYD — Mount Airy, N. C.	563
WRXO — Roxboro, N. C.	565	WSYR — Syracuse, N. Y.	553

WTAC — Flint, Mich.	481	WULA — Eufaula, Ala.	324
WTAD — Quincy, Ill.	421	WUSJ — Lockport, N. Y.	535
WTAG — Worcester, Mass.	475	WUSN — Charleston, S. C.	625
WTAL — Tallahassee, Fla.	390	WUST — Bethesda, Md.	463
WTAM — Cleveland, O.	577	WVAM — Altoona, Pa.	599
WTAN — Clearwater, Fla.	379	WVCG — Coral Gables, Fla.	379
WTAO — Cambridge, Mass.	468	WVCH — Chester, Pa.	602
WTAQ — La Grange, Ill.	418	WVEC — Hampton, Va.	675
WTAR — Norfolk, Va.	677	WVET — Rochester, N. Y.	551
WTAW — College Station, Tex.	646	WVIM — Vicksburg, Miss.	501
WTAX — Springfield, Ill.	423	WVJP — Caguas, P. R.	709
WTBC — Tuscaloosa, Ala.	329	WVJS — Owensboro, Ky.	448
WTBF — Troy, Ala.	329	WVKO — Columbus, O.	578
WTBO — Cumberland, Md.	463	WVLK — Versailles-Lexington, Ky.	449
WTCH — Shawano, Wis.	701	WVLN — Olney, Ill.	420
WTCJ — Tell City, Ind.	430	WVMC — Mount Carmel, Ill.	419
WTCM — Traverse City, Mich.	487	WVMI — Biloxi, Miss.	496
WTCN — Minneapolis, Minn.	491	WVNJ — Newark, N. J.	521
WTCO — Campbellsville, Ky.	444	WVOK — Birmingham, Ala.	323
WTEL — Philadelphia, Pa.	615	WVOM — Boston-Brookline, Mass.	468
WTHI — Terre Haute, Ind.	431	WVOP — Vidalia, Ga.	404
WTHT — Hartford, Conn.	372	WVOS — Liberty, N. Y.	535
WTIC — Hartford, Conn.	372	WVOT — Wilson, N. C.	568
WTIK — Durham, N. C.	558	WVPO — Stroudsburg, Pa.	618
WTIL — Mayaguez, P. R.	710	WVSC — Somerset, Pa.	618
WTIP — Charleston, W. Va.	691	WVVW — Fairmont, W. Va.	692
WTIX — New Orleans, La.	455	WWBZ — Vineland, N. J.	523
WTJH — East Point, Ga.	399	WWCA — Gary, Ind.	426
WTJS — Jackson, Tenn.	635	WWCO — Waterbury, Conn.	375
WTKM — Hartford, Wis.	696	WWDC — Washington, D. C.	378
WTMA — Charleston, S. C.	625	WWEZ — New Orleans, La.	455
WTMC — Ocala, Fla.	386	WWGP — Sanford, N. C.	566
WTMJ — Milwaukee, Wis.	700	WWGS — Tifton, Ga.	404
WTMV — East St. Louis, Ill.	416	WWHG — Hornell, N. Y.	534
WTNC — Thomasville, N. C.	566	WWIN — Baltimore, Md.	461
WTND — Orangeburg, S. C.	629	WWJ — Detroit, Mich.	480
WTNJ — Trenton, N. J.	523	WWL — New Orleans, La.	455
WTNS — Coshocton, O.	578	WWNC — Asheville, N. C.	555
WTNT — Tallahassee, Fla.	390	WWNH — Rochester, N. H.	519
WTOB — Winston-Salem, N. C.	568	WWNR — Beckley, W. Va.	690
WTOC — Savannah, Ga.	403	WWNS — Statesboro, Ga.	403
WTOD — Toledo, O.	583	WWNY — Watertown, N. Y.	554
WTOK — Meridian, Miss.	499	WWOD — Lynchburg, Va.	676
WTCL — Toledo, O.	583	WWOL — Buffalo, N. Y.	523
WTON — Staunton, Va.	680	WWON — Woonsocket, R. I.	624
WTOP — Washington, D. C.	378	WWPA — Williamsport, Pa.	620
WTOR — Torrington, Conn.	375	WWPB — Miami, Fla.	386
WTPR — Paris, Tenn.	640	WWPF — Palatka, Fla.	387
WTPS — New Orleans, La.	455	WWPG — Palm Beach, Fla.	387
WTRC — Elkhart, Ind.	425	WWRL — Woodside, N. Y.	554
WTRF — Bellaire, O.	573	WWSC — Glens Falls, N. Y.	533
WTRR — Sanford, Fla.	389	WWSO — Springfield, O.	582
WTRW — Two Rivers, Wis.	702	WWSR — St. Albans, Vt.	672
WTRY — Troy, N. Y.	553	WWST — Wooster, O.	584
WTSA — Brattleboro, Vt.	672	WWSW — Pittsburgh, Pa.	616
WTSB — Lumberton, N. C.	583	WWVA — Wheeling, W. Va.	694
WTSL — Hanover-Lebanon, N. H.	518	WWWB — Jasper, Ala.	326
WTSP — St. Petersburg, Fla.	399	WWWF — Fayette, Ala.	324
WTSV — Claremont, N. H.	517	WWWR — Russellville, Ala.	328
WTHH — Port Huron, Mich.	485	WWWW — Rio Piedras, P. R.	710
WTTM — Trenton, N. J.	523	WWXL — Peoria, Ill.	421
WTTN — Watertown, Wis.	702	WWYO — Peaville, W. Va.	693
WTTT — Bloomington, Ind.	424	WXAL — Demopolis, Ala.	324
WTTT — Coral Gables, Fla.	379	WXGI — Richmond, Va.	680
WTUX — Wilmington, Del.	376	WXXW — Albany, N. Y.	527
WTVB — Coldwater, Mich.	478	WXLW — Indianapolis, Ind.	428
WTVL — Waterville, Me.	459	WXRA — Buffalo-Kenmore, N. Y.	531
WTWA — Thomson, Ga.	404	WXRJ — Guyama, P. R.	709
WTWN — St. Johnsbury, Vt.	672	WXYZ — Detroit, Mich.	480
WTXL — Springfield, Mass.	473	WYVE — Wytheville, Va.	682
WTYC — Rock Hill, S. C.	629	WZIP — Covington, Ky.	444
WTYS — Marianna, Fla.	384	WZOB — Ft. Payne, Ala.	325

ALABAMA

Pop. April 1, 1952 (Est.) 3,204,000 — Total Housing Units 846,842
Families April 1, 1952 (Est.) 773,000 — Stations in State 72

WAVU

ALBERTVILLE—1948—LBS

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 149
Phone Number 639
News Service AP
Transcription Service World
Pres., Gen. Mgr. Pat M. Courington
Commercial Manager Bob H. Riseling
Program Director Mary Gore
Chief Engineer R. W. Hoffman

WRFS

ALEXANDER CITY—1947—
KEYSTONE

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By . . . Piedmont Service Corp.
Business-Studio Address Main St.
Phone Number 1050
Transmitter Location West End
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
President James L. Coley
Gen.-Station-Com. Mgr. Jim Whatley
Dir. of Operations Lem Coley
Pg. Dir.-Prom. Mgr. Bob McKinnon
Chief Engineer James W. Whatley
Consulting Engineer Claude Grey

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . . . Andalusia Bcstg. Co., Inc.
Address P. O. Box 29
Phone Number 1100
Air Time 5:30 a.m.-10:30 p.m.
Transmitter Sanford Rd.
News Service AP
Transcription Service World
Membership NAB
Executive V.P., Gen. Sta. Mgr. J. Dige Bishop
Sales Prom. Mgr. Robert Statham
Prog. Prom. Dir. Christine Hardage
Chief Engineer Howell Pebworth
Consulting Engineer Claude Gray

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone Number 2380-368
Air Time 5:45 a.m.-11:05 p.m.
Transmitter 15th at Boynton
Transcription Service World
Representative Sears & Ayer

Membership NARTB
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Mgr. Lurline M. Smollon
Program Director Rose Ponder
News Director Dewitt Carmichael
Chief Engineer James A. Hudson
Consulting Engineer Claude M. Gray

WSPC

ANNISTON—1949—MBS

Frequency: 1390 Kc. Power: 5000 Watts d;
1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address Jefferson Davis Hotel
Phone 1850-51
Air Time Unlimited
Transmitter Location Gadsden Hgwy.
News Service AP
Transcription Service Standard
Representative Walker
President Stanton B. Ingram
Gen., Sta. Mgr. W. S. Weatherly
Commerical Manager John Orrison
Sales Prom. Mgr. Rosebud Waldrop
Prog., Prod. Dir. Robert W. Bandy
Publicity Director Sara F. Jackson
Chief Announcer Robert W. Bandy
News Director Earl Carter
Musical Director Bettie Russell
Chief Engineer Thomas B. Atkins
Consulting Engineer Claude M. Gray

WJMW

ATHENS—1948—LBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By . . . Athens Bcstg. Co., Inc.
Business-Studio Address P. O. Box 386
Phone Number 565
News Service AP
Transcription Service Capitol
Pres.-Gen.-Comm. Mgr. Homer F. Dunnivant
Pgm., Prom., News Dir. Robert V. Dunnivant
Chief Engineer William G. Mitchell

WATM

ATMORE—1949

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By . . . Southland Bcstg. Co.
Address Box 205
Phone Atmore 50
Transmitter Location Wilson St.
Air Time Sunrise-Sunset
News Service UP
President John B. McCrary
Vice-Pres. & Chief Engr. Cyril W. Redbach
General Manager Everett M. McCrary
Program Director Lillian Miller
Chief Announcer Wayne Butts

ALABAMA

WAUD

AUBURN—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Auburn Bcstg. Co.
 Business Address Auburn Box 350
 Phone Number 1240-1
 Studio Transmitter Montgomery Hwy.
 Air Time 6 a.m.-Midnight
 News Service AP
 Transcription Service World
 Pres., Gen.-Station Mgr. Elmer G. Salter
 Pgm., Prod., Pub. Dir. Earl Andrews
 Chief Announcer Bob Donaldson
 Chief Engineer Ted Bellon
 Consulting Engineer C. I. Shelkotsky

WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Bessemer Bcstg.
 Co., Inc.
 Business Address 1720 3rd Ave., N. Bessemer
 Phone Bessemer 5-5241
 Birmingham 51-5241
 Transmitter Location B'ham-Bessemer Super
 Hwy.
 Air Time 6 a.m.-11 p.m.
 News Service INS
 Transcription Service Langworth
 Pres., Gen. Mgr. J. E. Lanier
 Sta., Comm., Sls. Prom. Mgr.
 Publ. Dir. K. L. Wood
 Prog., Prod., News, Music, Dir.
 Ch. Ancr. W. B. Faush
 Chief Engineer Jack Warden
 Consulting Engineer Claude Gray

WJLD

BESSEMER—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcstg. Co.
 Business Address Box 147
 Phone No. Bessemer 2300
 Transmitter Birmingham Bessemer Super H'way
 News Service INS
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station, Comm. Mgr. James E. Connolly
 Sales Prom. Mgr. Otis Dodge
 Program Director Jane Marlindale
 Prod., Mus. Dir. Sally Gordon
 Publicity Director Mary Patterson
 Chief Announcer Bob Umbach
 News Director Ganus Scarborough
 Chief Engineer Maurice McKinney
 Consulting Engineer Lohres & Culver

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Ala., Inc.
 Address 701 Protective Life Bldg.

Phone Number 3-8116
 Transmitter Sandusky, Ala.
 News Service UP
 Transcription Service World
 Representative Radio Sales (CBS)
 Membership NARTB, BAB
 Chairman of the Board Edward L. Norton
 President-Treasurer Thad Holt
 Gen., Sta., Comm. Mgr., Pgm.
 New Director Lionel F. Baxter
 Chief Engineer James L. Evans
 Asst. Chief Engr. N. S. Hurley
 Consulting Engineer A. D. Ring & Co.

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcstg. Co., Inc.
 Address 1727½ 2nd Ave., N.
 Phone Number 4-7741
 News Service INS, AP
 Transcription Service Standard, Lang Worth
 Representative Paul H. Raymer Co.
 President Eloise S. Hanna
 Gen. Manager G. P. Hamann
 News, Pgm. Dir. W. H. McCain
 Prom. Mgr. John T. Orr
 Chief Engineer G. P. Hamann
 Farm Editor Don Norman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Magic City Bcstg. Co.
 Business Address 1417 Fourth Ave. N.
 Phone Number 44523
 Partner J. L. Doss
 Partner Leah L. Doss
 Partner, Gen. Mgr. John A. Thompson
 Program Director Carolyn Mardis
 Chief Engineer John F. Cram

WILD

BIRMINGHAM—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pilot Bcstg. Corp.
 Address 3427 27th Ave. N.
 Phone Number 4-4511
 President Roy M. Hofheintz
 General Manager Don D. Campbell
 Program Director Charles White McGehee
 Chief Engineer Ray Lowery

WLBS

BIRMINGHAM—1946—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By WLBS, Inc.
 Address 216½ 21st St., N.
 Phone Number 54-2541
 General Manager Mary Gorman
 Program Director Ed Rayfield
 Chief Engineer Ralph Dennis

ALABAMA

W S G N

BIRMINGHAM—1926—ABS

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated. Birmingham News Co.
 Business Address. P. O. Box 2553
 Phone Number. 4-3434
 Studio Address. YWCA Bldg.
 Transmitter Location. Fair Grounds
 Newspaper Affiliation. Birmingham News
 News Service. AP
 Air Time. 5 a.m.-Midnight
 Representative. Headley-Reed
 Membership. NARTB
 Exec. V.P., Gen. Mgr. Henry P. Johnston
 Gen. Sales Mgr. J. Harry Calloway
 Dir., Sis. Prom. & Publ. Robert D. Williams
 News Director. Gene Procter
 Chief Engineer. J. V. Sanderson
 Farm Editor. Boyd Evans
 Consulting Engineer. Gautney & Ray

W V O K

BIRMINGHAM—1947

Frequency: 690 Kc. Power: 50,000 Watts d.
 Owned-Operated By. Voice of Dixie Inc.
 Business Address. P. O. Box 2468,
 Phone Number. 6-2924
 Transmitter. Bessemer Super Highway
 Air Time. Sunrise-Sunset
 News Service. UP
 Transcription Service. Capitol
 Representative. Radio Reps., Inc.
 Pres., Gen. Sta. Mgr. Iralee W. Bennis
 Com. Sales Prom. Mgr. William J. Brennan
 Chief Announcer. Dan Brennan
 Program Director. Ira Leslie
 Chief Engineer. William J. Brennan
 Consulting Engineer. W. E. Berns, Jr.

W E B J

BREWTON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Brewton Bcstg. Co.
 Address. Brewton, Ala.
 Air Time. 6 a.m.-11 p.m.
 Phone Number. 1000
 News Service. AP
 Transcription Service. SESAC, Capitol
 Pres., Gen. Mgr. W. Emmett Brooks
 Commercial Manager. C. E. Land
 Program Director. Bolling Brooks
 Chief Engineer. R. D. Craig
 Consulting Engineer. Claude Gray

W R A G

CARROLLTON—1951

Frequency: 590 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Pickens County Bcstg. Co.
 Address. Box 128
 Phone Number. 2364
 News Service. UP

Transcription Service. World
 Co-Owners. Roth E. Hook, W. E. Farrar
 General Manager. Charles W. Stratton
 Commercial Manager. Peggy Jones
 Prom. Mgr., Pgm. Dir. Noel Pass
 Chief Engineer. Herb Guthrie

W K L F

CLANTON—1947—KBS

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By. Southeastern Bcstg. Co.
 Bus.-Studio Address. P. O. Box 110
 Phone Number. 448
 Transmitter Location. Selma Highway
 News Service. AP
 Transcription Service. World, Keystone
 Representative. Thomas F. Clarke
 Membership. NARTB
 President. Dr. J. Kelley Robinson
 Gen.-Station-Comm. Mgr. Robert B. Taber
 Chief Announcer. Curley Huntley
 Chief Engineer. Lester Carter
 Consulting Engineer. Claude Gray

W F M H

CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.
 The Voice of Cullman

W K U L

CULLMAN—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Cullman Bcstg. Co.
 Business, Studio, Trans. Address. Cullman
 Phone Number. 864
 News Service. UP
 Transcription Service. World
 Pres., Gen. Mgr. Hudson C. Millar, Jr.
 Program Director. Evelyn Buettner
 Chief Announcer. Leon Murphree
 Chief Engineer. Arthur Bachmann
 Consulting Engineer. Claude Gray

W H O S

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By. No. Alabama Bcstg. Co.
 Business-Studio Address. 212 Jackson St.
 Newspaper Affiliation. Decatur Daily
 Transmitter Location. Flynn Street
 Phone Number. 991-992
 Air Time. Sunrise-Sunset
 News Service. UP
 Transcription Service. RCA, Thesaurus &
 Associated
 Partners. Barrett C. Shelton, John J. Jones
 Gen. Comm. Mgr. Louis C. Blizzard
 Pgm. Dir., Chf. Ancr., Farm Ed. Jim Fouts
 Pgm. Farm Dir. Jim Fust
 Chief Engr. Melvin Cryer
 Consulting Engineer. Claude Gray

ALABAMA

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Tennessee Valley Bcstg. Co.
Address: P. O. Box 411
Phone Number: 802-803
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Frank Whisenant
Comm., Prom., Pgm. Dir.: Cletus Quick (Natl.)
Chief Engineer: Garland Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Demopolis Bcstg. Co.
Business Address: P. O. Box 261
Phone Number: 400
News Service: AP
Transcription Service: World
Pres., General Manager: W. M. Jordan
Commercial Manager: Henry J. Bley
Pgm. Dir.: Leo Hart
Chief Engineer: Austin Caldwell

WAGF

DOTHAN—1932—MBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Dothan Bcstg. Co.
Address: 204 1/2 E. Main Street
Phone Number: 2-9100
Transmitter Location: Headland Highway
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGillvra
Membership: NARTB
General Manager: Julian C. Smith
Comm. Mgr.: Fred C. Moseley
Program Director: J. Arthur Creamer
Chief Engineer: John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Houston Bcstg. Co.
Business-Studio Address: 107 E. Adams St.
Phone Number: 3-4100
News Service: UP
Representative: Cummings, Reiner
Pres., Gen. Mgr.: Jess Swicegood
Prom. Mgr., News Dir.: Wayne Mosely
Chief Engineer: Charles Lawshe

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc. Power: 5000 Watts d.
Owned-Operated By: Dowlander Bcstg. Co.
Business-Studio Address: 110 So. Foster
Phone Number: 2-5600

Transmitter Location: Radio Road
News Service: UP
Transcription Service: Keystone
Representative: Sears & Ayer
Membership: BAB
President: R. A. Dowling, Jr.
General Manager: Agatha Barnes
Chief Engineer: Sam Campbell

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Wiregrass Bcstg. Co.
Business Address: Enterprise
Phone Number: 30
News Service: UP
Transcription Service: Lang-Worth
Partners: R. E. James, R. M. Stanford
General Manager: J. Wesley Gardner
Chief Engineer: E. L. Hein

WULA

EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address: Radio Bldg.
Phone Number: 745
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: Dora Clayton
Membership: NARTB, BAB
Owner: Edward P. Fussell
Gen. Comm.-Pgm. Dir.: Lee S. Bullis
Chief Engineer: Hugh G. Chastain

WWW F

FAYETTE—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Bankhead Bcstg. Co., Inc.
Address: Jasper
Phone Number: 100
News Service: UP
President: W. W. Bankhead
General Manager: James Reese
Chief Engineer: Don Moore

WJOI

FLORENCE—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Florence Bcstg. Co., Inc.
Address: 850 S. Court St.
Phone Number: 2608
Pres., Gen.-Sta. Mgr.: Joe T. Van Sandt
Commercial Manager: Harry Hearst
Sales Prom. Mgr., Pgm. Dir.: Pat Slotton
Chief Engineer: Paul Shannon

WMFT

FLORENCE—1946—KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tri-Cities Bcst. Co.

ALABAMA

Bus. Add. 800 Cypress Mill Rd.
 Phone Number 42 & 1934
 Studio-Transmitter 800 Cypress Mill Rd.
 News Service AP
 Air Time 5:30 a.m.-Midnight
 President Milton S. Killen
 General-Sta. Manager James L. Garrett
 Commercial Manager Len Hensel
 Sales Prom. Mgr. Virginia Y. Gray
 Program Director Tom York
 Musical Director Virginia Baker
 Chief Engr. Lawrence W. Rohling
 Consulting Engineer Claude Gray

W F P A

FT. PAYNE—1950

Frequency: 1400 Kc. Power: 250 watts
 Owned-Operated By Killian Bcstg. Co.
 Address Stallworth Building
 Phone Number 850
 News Service AP
 Pres., Gen. Mgr. J. Louis Killian
 Commercial Manager Jim Bell

W Z O B

FT. PAYNE—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Glenn M. Cravitt
 Address P. O. Box 255
 Phone Number 1096
 News Service UP
 Transcription Service Thesaurus
 General Manager Glenn M. Cravitt
 Program Director Lester Haston
 Farm Editor, Chief Engr. Jess R. Moore

W E T O

GADSDEN—1950

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Gadsden Radio Co.
 Address 722 S. 12th St.
 Phone Number 69201
 News Service AP
 Transcription Service Capitol
 Representative McGillvra
 Partner, Gen. Mgr. Edwin H. Estes
 Partner Cary L. Graham
 Commercial Manager Mac M. Thomas
 Program Director Weston Britt
 Chief Engineer Calvin C. Williamson

W G A D

**GADSDEN—1947—ABC—ABS
 ALA. BROADCASTING SYSTEM**

Frequency: 1350 Kc.
 Power: 5000 Watts d., 1000 n.
 Owned-Oper. By Coosa Bcstg. Co., Inc.
 Address 520 Chestnut St.
 Phone Number 5641, 5642
 Transmitter Location Attalla, Ala.
 News Service UP
 Transcription Service Capitol

Membership NARTB, BAB
 Pres., Gen.-Comm. Mgr. Curtis DeLamar
 Sales Prom. Mgr. Jack Kirby
 Program Director Frances Seal
 News Dir., Chief Anncr. Jim Young
 Chief Engineer Halley D. Williams
 Consulting Engineer Claude M. Gray

W G W D

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Business Address P. O. Box 128
 Phone Number 6-6301-2
 Air Time 4 a.m.-Sunset
 Transcription Service Associated
 General Manager Leon Loyd

W J B Y

GADSDEN—1928—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Gadsden Bcstg. Co., Inc.
 Address 108 Broad Street
 Phone Number 6-3381
 Transmitter Location 108 Broad St.
 News Service INS
 Representative Sears & Ayer
 President Bascom H. Hopson
 Gen. Mgr., Pgm. Dir. Beatrice Tate Benton
 Comm. Mgr. Sam A. Benton
 Chief Engineer Glen Nichols

W G Y V

GREENVILLE—1948—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Greenville Bcstg. Corp.
 Business Address P. O. Box 227
 Air Time 6 a.m.-10 p.m.
 Phone Number 585
 Transmitter Location Luverne Highway
 News Service AP
 Transcription Service World
 Representative Continental
 Gen., Sta., Comm. Mgr. W. H. Miller, Jr.
 Chief Engineer Winton Beaver
 Consulting Engineer Claude Gray

W G S V

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Gunterville Bcstg. Co.
 Address P. O. Box 32
 Phone Number 4131
 News Service UP
 Transcription Service NBC, Thesaurus
 President Trent Moore
 Gen., Comm. Mgr. Edward Z. Carrell
 Program Dir., News Dir. Ray McClendon
 Chief Engineer LaVelle Jackson

W J B B

HALEYVILLE—1949—MBS

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

ALABAMA

Address.....P. O. Box 191
 Phone Number.....389
 Air Time.....6 a.m.-11 p.m.
 Transmitter Location.....Bear Creek Road
 News Service.....UP
 Transcription Service.....Capitol
 General Manager.....William G. Harris
 Commercial Mgr.....Ruth Harris
 Program Director.....Larry Brent
 Chief Engineer.....William G. Harris

W E R H

HAMILTON—1950—LBS

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Marion County Bcstg. Co.
 Phone Number.....120
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Langworth
 Station Representative.....McGillvra
 Membership.....NARTB
 Pres., Gen., Prom. Mgr.....Hugh J. Fite
 Commercial Manager.....Charles B. Tucker
 Chief Anncr., News Dir.....Johnnie R. Lott
 Chief Engineer.....Charles B. Tucker

W B H P

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton H. Pollard
 Bus.-Studio Address.....318 W. Clinton
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 President, Gen. Mgr.....Wilton H. Pollard
 Prog., Pub., News Dir.....Grady Reeves
 Chief Engineer.....James Potter

W F U N

HUNTSVILLE—1946—LBS

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

W H B S

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Huntsville Times Co.
 Phone Number.....2345
 Transmitter.....N. Church St.
 News Service.....AP
 Representative.....Headley-Reed
 General Manager.....John F. Neal
 Commercial Manager.....Joe Sims
 Pgm., News Director.....Jay Shepherd
 Chief Engineer.....Dave Williams

W P B B

JACKSON—1950—KBS-LBS

Frequency: 1290.....Power: 1000 Watts d.
 Owned-Operated By.....Jackson Bcstg. Co.
 News Service.....AP
 Pres., Gen., Comm. Mgr.....T. H. Gaillard, Jr.
 Program Director.....Charles Ballas
 Chief Engineer.....E. A. Allen

W W W B

JASPER—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Bankhead Bcstg. Co., Inc.
 Business Studio Address.....Bankhead-Long
 Building
 Phone Number.....100
 Transmitter Location.....W. 20th St.
 News Service.....AP
 Executive Director.....James E. Reese
 Manager.....Wm. C. Edgemon

W R L D

LANETT—1944—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg., Inc.
 Address.....602 Cherry St.
 Phone Number.....2-2771
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 President.....J. C. Henderson
 General Manager.....Paul Reid
 Program Director.....Aileen Love
 Chief Engineer.....R. R. Magill

W J A M

MARION—1951

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Neely Bcstg. Co.
 Address.....Marion
 Phone Number.....2981
 Transcription Service.....Capitol
 News Service.....AP
 Partners.....L. M. Neely, Sr., Kathleen Neely
 General Manager.....L. M. Neely, Jr.
 Station Manager.....Erle Hanna

W A B B

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Mobile Press Register, Inc.
 Business Address.....304 Government St.
 Phone Number.....3-1551
 Transmitter.....Eight Mile, Ala.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham Co.
 President.....R. B. Chandler
 Executive V.P.....W. J. Hearin, Jr.
 Sta., Comm. Mgr.....Dewey H. Long
 Chief Engineer.....William H. Murphree

ALABAMA

WALA

MOBILE—1930—NBC

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

WKAB

MOBILE—1947—LIBERTY

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Operated By... Pursley Bcstg. Service
 Business-Studio Address... Box 1306
 Phone Number... 7-6345
 Transmitter... Donald St.
 Air Time... Local sunrise-local sunset
 Transcription Service... SESAC, Langworth
 Representative... Forjoe, Dora Clayton
 Membership... NARTB
 General Manager... Louise P. Pursley
 Commercial Mgr... R. H. Moore
 Program Director... J. T. Jackson
 Sales Prom. Mgr... J. H. Johnson
 Publicity Director... R. H. Moore
 Production Director... Mary L. Lemon
 Chief Announcer... Larry Keith
 Chief Engineer... Gene Miller

WKR G

MOBILE—1946—CBS

Frequency: 710 Kc. Power 1000 W. d.: 500 W. n.
 Owned-Operated By... Giddens & Rester
 Bus.-Studio-Trans. Address... Telegraph Rd.
 Phone Number... 2-6789
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Lang-Worth, Standard
 Representative... Adam J. Young, Jr.
 Gen., Station Mgr... F. E. Busby
 Commercial Manager... John E. Waller
 Publicity Director... Shirley Raster
 Chief Engineer... Richard M. Cole
 Consulting Engineer... Comm. Radio Equipment Co.

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By... United Bcstg. Co.
 Business Studio Address... 116 Catoma St.
 Phone Number... 3-7589
 Transmitter Location... End of Blackburn St.
 News Service... UP

Transcription Service... Lang-Worth
 Representative... Walker Co.
 Pres., Gen. Mgr... Thomas E. Martin
 Comm.-Sales Prom. Mgr... Hoke Williford
 Program Director... Louise Martin
 Chief Engineer... Owen Lehr

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts
 Owned-Oper. By... Estate of G. W. Covington, Jr.
 Business-Studio Address... Exchange Hotel
 Phone Number... 5781
 Transmitter... Narrow Lane Rd.
 News Service... UP
 Transcription Service... Capitol
 Representative... O. L. Taylor Co.
 Membership... NARTB, BAB
 General Manager... Hugh M. Smith
 Commercial Manager... Joe Petrauka
 Sales Prom. Mgr... O. M. Teate
 Program Director... Walter Spiro
 News Director... Ray Hardin
 Chief Announcer... Frank Tucker
 Chief Engineer... W. D. Weatherly
 Consulting Engineer... W. J. Haley

WJ J J

MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,
 1000 n.
 Owned-Oper. By... Southern Bcstg. Co., Inc.
 Business-Studio Address... 115½ Commerce St.
 Transcription Service... Thesaurus
 Representative... Weed
 President... Joseph G. Mathews
 General Manager... John C. Hughes
 Commercial Manager... Herbert A. McLendon
 Program Director... E. Caldwell Stewart
 Promotion Manager... E. J. Duke
 Chief Engineer... A. Fred Wright

WMGY

MONTGOMERY—1946—LIBERTY

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By... Dixie Bcstg. Co.
 Business-Studio Address... 4 S. Perry St.
 Phone... 5245
 Transmitter Location... E. of Greenwood Cem.
 Representative... Robert Meeker
 Membership... NARTB
 President... Dr. S. D. Suggs
 Gen.-Comm. Manager... Thomas W. Sewell
 Sales Prom. Mgr... Hugh Webb
 Program Production Director... Roberta Frost
 News Director... Felix Robinson
 Chief Engineer... John D. Lamar

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By... Montgomery Bcstg. Co., Inc.

ALABAMA

Business Address..... P. O. Box 1031
 Phone 8360
 News Service..... AP
 Transcription Service World
 Representative Headley-Reed
 Membership BAB
 Pres., Gen. Mgr..... Howard E. Pill
 Asst. to Pres..... David E. Dunn
 Local Sales Mgr..... William W. Hunt
 National Sales Dir..... Julia Looney
 Program Director..... Lee Gooch
 Publicity Director..... Alice Mayfield
 Chief Announcer..... Bill Smith
 News Director..... Marguerite Daniel
 Chief Engineer..... Cliff Shelkofsky
 Farm Editor..... Wilson Carnes

W L A Y

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned Oper. By... Muscle Shoals Bcstg. Corp.
 Business Address.... P. O. Box 230, Sheffield
 Transmitter Location... E. 2nd St., Sheffield, Ala.
 News Service..... UP
 Representative..... Devney & Co.
 President..... Frank M. Farris, Jr.
 General Mgr..... W. A. Reeves, Jr.
 Comm. Manager..... Eulus Whitehead
 Program Director..... George Manush
 Chief Engineer..... Melvin G. Hunt

W J H O

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned Oper. By... Opelika-Auburn Bcstg. Co.
 Bus.-Studio-Trans. Address... 1400 Auburn Rd.
 Phone Number..... 712, 713
 News Service..... UP
 Transcription Service... Thesaurus, Keystone,
 SESAC
 Membership NARTB, BAB
 Gen., Sta. Mgr..... John C. Cooper, Jr.
 Comm., Sls., Prom. Mgr..... E. J. Turk
 Program Director..... G. E. Snyder
 Chief Announcer, News Dir..... Bill Kennedy
 Chief Engineer..... John E. Smollen
 Consulting Engineer..... Claude Gray

W E L R

ROANOKE—1949—KBS

Frequency: 1360 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Roanoke Bcstg. Co.
 Address..... 801 N. Main St.
 Station Representative Clayton
 Manager..... J. W. Buttram
 Program Director..... John Hodges

W W W R

RUSSELLVILLE—1949

Frequency: 920 Kc..... Power: 1000 Watts d.
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.
 Address.... Bankhead-Long Bldg., Jasper, Ala.
 Phone Number 100

Transmitter Location..... Underwood Rd.
 News Service..... UP
 President..... Walter W. Bankhead
 General Manager..... James E. Reese
 Sta., Comm. Mgr..... Hal Kirby
 Program Director..... James W. Elliott
 Chief Engineer..... Charles G. McLellan

W C R I

SCOTTSBORO—1950

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Pat M. Courington
 Address Box 394
 News Service AP
 Transcription Service World
 President..... Pat M. Courington
 Gen., Comm. Mgr..... Eaton P. Govan, Jr.
 Program Director..... Lila Jean Keller
 Chief Engineer..... James G. Wallace

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Estate of G. W. Covington
 Address..... Birmingham Highway
 Phone Number 2746
 Air Time..... 6 a.m.-11:05 p.m.
 Transcription Service Capitol
 Station Representative..... Hal Holman
 Membership NARTB
 Gen. Mgr. & Chief Engr.. John F. Townshend
 Sales Prom. Mgr..... John Frazier
 Program Director..... Mrs. Marie Luker
 Chief Announcer..... Virgil Moore
 Consulting Engineer..... T. J. Holey

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... Selma Bcstg., Inc.
 Business Address..... 209 Washington St.
 Phone Number 1233
 Transmitter Location..... Edgewood
 President..... B. H. Hopson
 Gen. Comm. Mgr..... Julien Smith, Jr.
 Program Director..... Bill Hoops
 Promotion Manager..... Erin Reynolds
 Chief Engineer..... T. F. Kelly, Jr.

W F E B

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Alabama Bcstg. Co.
 Business-Studio Address..... P. O. Box 358
 Phone Number 2-3281
 News Service..... UP
 Transmitter Location... 527 North Broadway
 Air Time..... 6 a.m.-11 p.m.
 President..... E. E. Forbes, Sr.
 Comm., Sta. Mgr..... George W. Carr
 Chief Announcer..... Conrad Pickren
 Chief Engineer..... Maurice Estes
 Consulting Engr..... James Stowers

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By Marble City Bcstg. Co., Inc.
 Business Address 11½ W. Second St.
 Phone Number 2-4354
 Transmitter Address Highway 291 N.
 Air Time 5:45 a.m.—Sunset
 News Service AP
 General Manager Curtis O. Liles, Jr.
 Commercial Mgr. Howard M. Peters
 Prom. Mgr., Pgm. Dir. Robert M. Duck
 Chief Announcer Pete McEwen
 Chief Engineer John F. Norris
 Consulting Engr. Claude M. Gray

WHTB

TALLADEGA—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Voice of Talladega, Inc.
 Address Bemiston Highway
 Phone Number 2205
 Air Time 6 a.m.—10:20 p.m.
 News Service AP
 Transcription Service Capitol
 Pres., Gen. Sta. Mgr. R. A. Davidson
 Comm., Sls. Prom. Mgr. Myron T. Snoddy
 Program Director Alama M. Haynes
 Mus. & Production Dir. Lee Whitehurst
 Publicity Director Johnny Mack Driskill
 Chief Announcer Frank Haynes, Jr.
 Chief Engineer John Lester Fisher
 Consulting Engineer Claude Gray

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Troy Bcstg. Corp.
 Address College Drive
 Phone Number 980-1

News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President J. Roy Crow
 Gen. Mgr. Jess Jordan
 Commercial Mgr. Robert Tolbert
 Chief Announcer Ace Dudley
 Chief Engineer Joe W. Gilchrist
 Consulting Engineer Claude Gray

WJRD

TUSCALOOSA—1936—LBS

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Mrs. Wilhelmina Doss
 Bus. Studio Address First Natl. Bank Bldg.
 Phone Number 4484
 Transmitter Fayette Hway., Northport
 Air Time 5:30 a.m.—M.
 News Service UP
 Transcription Service World
 Representative Walker
 Owner Wilhelmina Q. Doss
 Asst. Mgr., Sales Prom. Mgr. Dick Biddle
 Comm. Mgr. Lehman Mayer
 Pgm., Prod. Dir. Charles Welsh
 Chief Engineer J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Tuscaloosa Bcstg. Co.
 Business-Studio Address City Hall Bldg.
 Phone Number 5523
 Transmitter Location 15th St., across from
 Forest Lake
 News Service AP
 Transcription Service Thesaurus
 Representative Sears & Ayer
 General Manager Bert Bank
 Commercial Manager Bob Chisholm
 Prom. Mgr., Pgm. Dir. Neil Lovett
 Chief Engineer T. H. Todd

ARIZONA

Pop. April 1, 1952 (Est.) 777,000 — Total Housing Units 241,125
 Families April 1, 1952 (Est.) 209,000 — Stations in State 27

KSUN

BISBEE—1933—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Carlton W. Morris
 Address P. O. Drawer C, Lowell Station
 Phone Number 9
 Studio-Transmitter Warren Rd.
 Transcription Service World
 Representative Blair & Co., Arizona Network
 President Carleton W. Morris
 General Manager Arlo Woolery
 Chief Engineer John Harris

KCLF

CLIFTON—1950—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Dwight Harkins
 Enterprises Inc.
 Address Box 548
 Phone Number 320
 News Service UP
 President Dwight Harkins
 Gen., Comm. Manager Chet Darwin
 Chief Engineer Frank Toomey

• • •

ARIZONA

• • •

KCKY

COOLIDGE—1948—CBS

Frequency: 1150 Kc. Power: 1,000 Watts
 Owned-Oper. By Gila Bcstg. Co., Inc.
 Address Roosevelt & Main Streets
 Phone Number 4451
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service SESAC
 Representative Forjoe & Co.
 President Louis F. Long
 Station Manager Bill Parady
 Commercial Manager Ken Hooker
 Publicity Dir. Daphne Millwee
 Chief Engineer Wayne Fernyhaugh

KAWT

DOUGLAS—1946—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Carl Morris
 Phone Number 173
 Transmitter Location W. of Douglas
 Transcription Service Capitol
 Station Representative Paul Raymer
 Membership NAB
 President Carleton W. Morris
 General Manager Glenn B. Webber
 Commercial Manager Jack Murphy
 Program Director Jack French

KCLS

FLAGSTAFF—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Saunders Bcstg. Co.
 Address Box 1677
 Phone Number 946
 News Service AP
 Transcription Service Langworth
 Owner, Gen. Mgr. Charles J. Saunders
 Prog., Prod. Dir. Dorothy B. Saunders
 Chief Engineer Charles McNeall

KGPH

FLAGSTAFF—1950—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Frontier Bcstg. Co.
 Address Weatherford Hotel
 Phone Number 51
 News Service AP
 Transcription Service Capitol
 Representative Forjoe
 President E. C. Phillippi
 General Manager A. S. Holm
 Program Director Mary Phillippi
 News Director Jack Willis
 Chief Engineer Alan J. Gardiner

KWJB

GLOBE—1938—NBC

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

Phone Number 41
 News Service AP, INS
 Transcription Service Standard
 Representative Paul H. Raymer
 President Louis F. Long
 Sales Prom. Mgr. Willard Shoecraft
 Commercial Manager Eric Manola
 Prog., Prod. Dir.-Chf. Anncr. Robert Hawkins
 Chief Engineer Matthew M. Burak
 Consulting Engr. Western Engr. Assn., Inc.

KGAN

KINGMAN—1949—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. James Glancy
 Business Address P. O. Box 1208
 Phone Number Blue 462
 News Service UP
 President J. J. Glancy
 Commercial Manager Kathlene Covarrubias
 Chief Engineer Donald Cummings

KTYL

MESA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Sun Valley Bcstg.
 Address P. O. Box 885
 Phone Number 5737
 Transmitter Location Mesa-Tempe Highway
 News Service UP
 Transcription Service Standard
 Pres., Gen., Sta. Mgr. Dwight Harkins
 Commercial Manager Lorenzo K. Lisonbee
 Program Director Jack Harris
 Publicity Director Dick Gilbert
 Chief Announcer Ben Smith
 Chief Engineer William Harrison

KNOG

NOGALES—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Border Bcstg. Co., Inc.
 Address Nogales
 Phone Number 770
 News Service UP
 Transcription Service World
 Representative O'Connell
 President Robert Marcus
 General Manager Samuel Marcus
 Chief Engineer Benny Greenhaw

KOOL

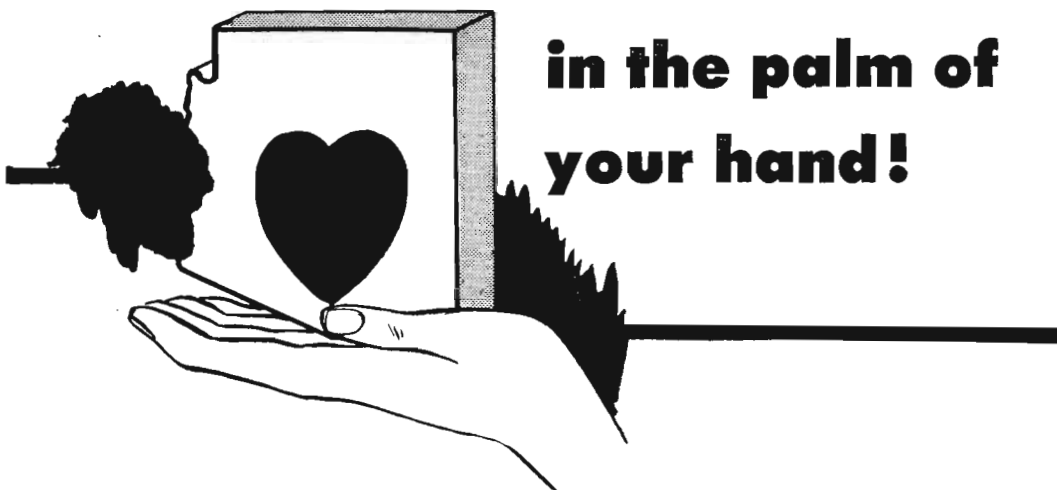
PHOENIX—1947

CBS—RNA

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By Maricopa Bcsters., Inc.
 Business-Studio Address Adams Hotel
 Phone Number 8-6421
 Transmitter Chicago & McDowell Rd.
 Air Time 6 a.m.-M.

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and
▶ **OVER A MILLION TOURISTS**
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ADAMS HOTEL, PHOENIX



IT'S KOOL
The *Gene Autry* Station in PHOENIX

Key Station of the
Radio Network of Arizona.

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's
richest area, comprising 75%
of the State's population.



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NATIONAL REPRESENTATIVES

George P. Hollingbery Co.

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

ARIZONA

News ServiceUP
 Transcription ServiceStandard
 Representative.....George P. Hollingbery
 MembershipNARTB
 PresidentGene Autry
 Gen.-Station Mgr.....Charles H. Garland
 Commercial Manager.....George E. Agnew
 Sales Prom. & Asst. Mgr.....Thos. Kelland
 Program Director.....Lew Lowry
 Prod. Dir.....Warren Chandler
 Publicity Director.....Thomas Kelland
 News Director.....Frank James
 Chief Engineer.....Miles L. Sheperd

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Western Bcstg. Co.
 Address.....P. O. Box 430
 Phone Number3-6155
 Transmitter Location.....1975 S. Central
 News ServiceUP
 Transcription ServiceSESAC
 Station Representative.....Harlan Oakes
 Pres., Gen. Mgr.....Frank P. Redfield
 Sta. Mgr., Prog. Dir.....Pedro Moraga
 Commercial Manager.....John K. Redfield
 Chief Engineer.....Edgar B. Pool

KOY

PHOENIX—1921—MBS, Don Lee

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Oper. By.....KOY Bcstg. Co.
 Address.....840 N. Central Ave., P. O. Box
 2671
 Phone Number4-4144
 Transmitter.....12th St. & Camelback Rd.
 Air Time.....24 hrs. wk. d.; 17 hrs. Sun.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John Blair
 MembershipNARTB, BAB
 Pres., Comm. Mgr.....John L. Hogg
 Gen.-Station Mgr.....Albert D. Johnson
 Program Director.....John R. Williams
 Prod. Dir., Chief Anncr.....W. J. Lester, Jr.
 Musical Director.....Alfred Becker
 News Director.....Paul Gribben
 Chief Engineer.....Clifford R. Miller
 Consulting Engineer.....Jansky & Bailey

KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Phoenix Bcstg., Inc.
 Business-Studio Address.....631 N. First Ave.
 Phone Number4-7367
 Transmitter Location.....2400 W. Buckeye Rd.
 News ServiceAP
 Pres., Gen. Mgr.....John C. Mullins
 Commercial Manager.....Chas. F. Montana
 Program Director.....Francis Murphy
 Chief Engineer.....George L. McClanathan

KRIZ

PHOENIX—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Howard M. Loeb
 Address-Trans. Loc.....2345 Buckeye Rd.
 Phone Number4-8436
 Air Time.....6:00 a.m.-12 M.
 News ServiceUP
 Station Representative.....Burn-Smith
 Gen., Sta. Manager.....Howard M. Loeb
 Comm., Prom. Mgr.....Sheldon Engel
 Program Director.....Ray Odom
 Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Arizona Inc.
 Bus.-Studio Address.....1441 N. First St.
 Phone Number.....2-2371
 Transmitter.....Glendale
 News Service.....UP
 Transcription Service.....Associated
 Owner, Gen. Mgr.....Allerton Cushman
 Station Manager.....Jack C. Goodsell
 Sales Manager.....Charles E. Schleuter
 Program Director.....Herman Ackerman
 News Director.....Larry Geraghty
 Chief Engineer.....Marvin Edwards

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Bcstg. Co.
 Business Studio Address.....711 Heard Building
 Phone Number4-4161
 Transmitter Location.....36th St. & E. Thomas Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Trans. Ser.....Thesaurus, Standard, Capitol
 Representative.....Paul H. Raymer
 MembershipNARTB, BAB
 Ch. of Bd.....John I. Louis
 Pres., Gen. Sta. Mgr.....Richard O. Lewis
 Commercial Manager.....E. W. Harvey
 Sales Promotion Manager.....John Edwin Miller
 Program Director.....Rol Laughner
 Publicity Directors.....Myron Drake, Bob Pollard
 News Director.....John Snow
 Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Co.
 Business-Studio Address.....P. O. Box 1631
 Phone Number244
 Transmitter.....E. Gurley St.
 News ServiceAP
 Representative.....Paul H. Raymer

ARIZONA

Pres., Gen. Mgr. Harold Ritter
 Program Director. Roberta M. Pfister
 Chief Engineer. John E. Negley

KGLU

SAFFORD—1938—NBC

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By. Gila Bcstg. Co.
 Business-Studio Address. 520 Main St.
 Phone Number 15
 Transmitter. E. Lone Star, Highway 70
 Air Time Unlimited
 News Service. AP, UP
 Transcription Service. World & Thesaurus
 Representative. Paul H. Raymer
 President. Louis F. Long
 General Manager. Paul Merrill
 Pgm., Prod. Dir. Lester McBride
 Sales Prom. Mgr. Harl Barnett
 Commercial Manager. Edward E. Furman
 Chief Anncr. L. M. Whittaker
 Chief Engineer. Mark H. Webb
 Consulting Engineer. Comm. Radio Eqipt. Co.

KCNA

TUCSON—1947—ABC

Frequency: 1340 Kc. Power: 5000 W. d.:
 500 W. n.
 Owned-Operated By. Catalina Bcstg. Co.
 Business-Studio Address. Box 2348
 Phone Number 2-4664
 Transmitter Swan Road
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Representative Hollingbery
 President Erskine Caldwell
 General Station Manager. Wayne Sanders
 Sales Manager. Harry Chambers
 Program Director. William K. Rider
 Chief Engineer. Tom Epperson

KOPQ

TUCSON—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Old Pueblo Bcstg. Co.
 Business-Studio Add. 115 W. Drachman St.
 Phone Number 4-0431
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Representative Forioe & Co.
 Membership NARTB, BAB
 Chief Owner. Gene Autry
 General-Station Manager. E. S. Mittendorf
 Comm., Sales Prom. Mgr. S. J. Kossack, Jr.
 Pgm. Dir., Chief Anncr. Gerry O'Brien
 Sales Prom. Mgr. Paul Plunkett
 Prod. Dir. Cliff Stillinger
 Publicity Director. Jane Abbott
 News Director. John McShane
 Chief Engineer. Vernard Cimmylott

KTKT

TUCSON—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By. Thomas J. Wallace
 Business-Studio Transmitter Add. 500 W. Elm
 Phone Number 3-7549
 Air Time 18 hours daily
 Transcription Service Lang-Worth
 Representative Best
 Membership BAB
 President. Thomas J. Wallace
 Gen., Sta. Mgr. Art Sidelinger
 Commercial Manager. Manny Ornilas
 Program Director. Charles Blower, Jr.
 News Director. Ken Stodder
 Musical Director. Evelyn Gipson
 Chief Engineer. Thomas J. Wallace, Jr.

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Tucson Bcstg. Co.
 Business-Studio Address. 900 E. Broadway
 Phone Number. 2-3344
 Transmitter. 900 E. Broadway
 Air Time. 6 a.m.-M.
 News Service UP
 Transcription Service. World, SESAC
 Representative John Blair
 Membership NARTB, BAB
 Pres. & General Manager. Lee Little
 Business Manager. Mae C. Matheson
 Prog. Dir. & Chief Announcer. Stan Norman
 News Director. Lou Eaton
 Music Director. Peter Tufts
 Chief Engineer. Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By. Arizona Bcstg. Co., Inc.
 Business-Studio Address. 48 E. Broadway,
 P. O. Box 2911
 Phone Number. 3-2555
 Transmitter Location. 10th Ave. & Lee Street
 Air Time 4:55 a.m.-M.
 News Service AP
 Transcription Service. Thesaurus, Capitol
 Representative. Paul H. Raymer
 Membership NARTB, BAB
 General Manager. R. B. Williams
 Business Mgr. Harper M. Phillips
 Commercial Mgr. John C. Underwood, Jr.
 Sales Promotion Mgr. Fred J. Gerletti
 Program Director. Ben L. Slack, Jr.
 Production Director. Lowell D. Cable
 Chief Announcer. George T. Callison
 Chief Engineer. Ray H. Holsclaw
 Consulting Engineer Gillette

KSWB

YUMA—1951—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Southwestern Bcstg. Co.
 Address Yuma
 Phone Number 3-6222

ARIZONA — ARKANSAS

News Service UP
 Pres., Gen. Mgr. Chet Darwin
 Commercial Manager..... Louis Roberts
 Program Director..... Russ Wannacott
 Chief Engineer..... Frank Hancock

K Y M A

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.... KOY Bcstg. Co., Inc.
 Address..... P. O. Box 671
 Phone 37841
 Transmitter Location..... 699 Ave. B
 Air Time..... 6 a.m.-11 p.m. (7-11 Sun.)
 News Service UP
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President John Hogg
 Gen., Sta. Mgr..... William B. Lindsey
 Program Director..... Bob Vache
 Chief Engineer..... Richard J. Smith
 Consulting Engineer..... Cliff Miller

K Y U M

YUMA—1940—NBC

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By..... Yuma Bcstg. Co.
 Business Address..... 1901 E. 1st St.
 Phone Number 3-3305
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service.... Capitol & Thesaurus
 Representative..... Paul H. Raymer
 Membership NARTB
 President..... R. N. Campbell
 General Manager..... Ray C. Smucker
 Commercial Manager..... Roy L. Jorgensen
 Sales Prom. Mgr..... John P. Carrick
 Program Director..... Bob L. Jones
 Production Director..... Grant Lee
 Publicity Dir..... Ernie Allen
 Chief Anncr..... Glenn Edwards
 News Director..... Paul King
 Musical Director..... Henry Alcott
 Chief Engineer..... Leavenworth Wheeler

AR K A N S A S

*Pop. April 1, 1952 (Est.) 1,907,000 — Total Housing Units 575,698
 Families April 1, 1952 (Est.) 519,000 — Stations in State 42*

K V R C

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.... Arkadelphia Bcstg. Co.
 Business-Studio Address..... 506 Main St.
 Phone Number 789
 Transmitter Location..... Old Gordon Hiway
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative..... Hil F. Best
 President..... Cecil W. Cupp
 Gen., Sta., Comm. Mgr..... J. M. Moore
 Pgm., Prod. Pub. Dir..... Bill Deaton
 News Dir., Chief Anncr..... John Riggle
 Chief Engineer..... S. J. Woodworth
 Consulting Engineer..... Earl Cullum

K B T A

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... White River Valley
 Broadcasters, Inc.
 Bus., Studio, Transmitter Address... Glenn St.
 & Lock & Dam Road. P. O. Box 255
 Phone 1112-1113
 Air Time... 5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
 Newspaper Affiliation Batesville News Review
 News Service AP
 Transcription Service..... Thesaurus, ASCAP,
 BMI, SESAC

President..... Jared E. Trevathan
 General Manager..... Braxton L. Combs
 Commercial Manager..... Larry Blair
 Program Director..... J. Andrew Wright
 Chief Engineer..... William A. Smith

K L C N

BLYTHEVILLE—1921—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By.... Harold L. Sudbury
 Phone Number 2093
 Transmitter Location..... E. Highway 18
 News Service AP
 Transcription Service Langworth
 Station Representative..... John E. Pearson
 Pres., Gen., Comm. Mgr..... Harold L. Sudbury
 Sales Promotion Manager..... J. T. Sudbury
 Program Director..... Ernest Simmons
 Farm Editor..... Don Whitney
 Chief Engineer..... Marion Skinner

K A M D

**CAMDEN—1946—MBS-KBS
 RAZORBACK**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.... Camden Radio Inc.
 Address..... P. O. Box 5859
 Phone Number 6791-2
 Transmitter Location..... S. California St.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Associated

ARKANSAS

President.....Walter E. Hussman
 General Manager.....Frank O. Myers
 Station Mgr.....David Crockett
 Commercial Mgr.....Donald Cathey
 Program Director.....W. M. H. Smith
 Prog. Dir., Chief Anncr.....Callis Carter
 Chief Engineer.....Dorris C. Hunter

KCON

CONWAY—1950—LBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Conway Bcstg. Co.
 Address.....Ark. State Teachers Campus
 Phone Number.....189
 Air Time.....6 a.m.-11 p.m.
 Transcription Service.....Thesaurus, SESAC
 News Service.....UP
 Pres., Gen., Sta. Mgr.....James E. Clayton
 Sales Promotion Mgr.....Ed McClendon
 Program Director.....Muriel Cobb
 Chief Engineer.....Herman G. Stermer
 Consulting Engineer.....Weldon & Carr

KAGH

CROSSETT—1951

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Ashley County Bcstg. Co.
 Address.....900 Main St.
 Phone Number.....750
 News Service.....AP
 Co-Owner.....T. C. Fleet
 Co-Owner, Gen. Mgr.....J. H. Fleet
 Commercial Manager.....Clifton O. Wilson
 Program Director.....Harry G. Howard
 News Director.....William McKelver

KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....David M. Segal
 Address.....Randolph Hotel
 Phone Number.....3-9190
 News Service.....UP
 Transcription Service.....World
 Representative.....Devney
 Pres., Gen. Mgr.....David M. Segal
 Sta., Comm. Mgr.....C. E. Siddon
 Program Director.....Tom Sansing
 Promotion Manager.....M. F. Kissko
 Chief Engineer.....Thomas A. Sebaugh

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Enterprises, Inc.
 Business-Studio Address.....Home Finance Bldg.
 Phone Number.....3-6126
 Transmitter Location.....Country Club Colony
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Continental Radio Sales
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....W. N. McKinney

Comm., Sls. Prom. Mgr.....J. R. Duerson
 Program Director.....Mrs. D. Pondrom
 Prod., Mus. Dir.....Sarah McLarty
 Chief Anncr., News Dir.....E. R. Hall
 Chief Engineer.....John Long
 Farm Editor.....Bill Darland
 Consulting Engineer.....Earl Cullum

KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstg. Co., Inc.
 Business-Studio Address.....922 Leverett St.
 Phone Number.....862
 Transmitter Location.....922 Leverett St.
 Air Time.....5:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Hayden McIlroy
 Gen.-Sta.-Sls. Prom. Mgr.....Fred J. Stevenson
 Commercial Mgr.....Ed. Gideon
 Program Director.....Wallie Ingalls
 Chief Announcer.....Pat Perrin
 News Director.....Dick Evans
 Musical Director.....Steve Starwyck
 Chief Engineer.....Harold Lindsey
 Consulting Engineer.....A. Earl Cullum

KXJK

FORREST CITY—1949—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Forrest City Bcstg. Co., Inc.
 Address.....Natl. Bank of East. Arkansas Bldg.
 Phone Number.....950
 Transmitter Location.....4 miles W. of City
 News Service.....AP
 Transcription Service.....Lang-Worth
 Station Representative.....Continental Radio Sales
 Pres., Gen. Mgr.....William Fogg
 Program Director.....Lloyd Denny
 Prom. Mgr., News Dir.....Charlie Simms
 Chief Engineer.....Walter Smith

KFPW

FORT SMITH—1930—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tulsa Bcstg. Co.
 Business Address.....232 N. Albert Pike Rd.
 Phone Number.....4105
 Transmitter Location.....Albert Pike & Kelley Highway
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB
 Vice-Pres., Gen. Mgr.....John Esau
 Station Manager.....James P. Walker
 Commercial Manager.....L. A. Blust
 Program Director.....Larry Nolan
 Promotion Manager.....George Ketcham
 Chief Engineer.....Willard Kunkel

ARKANSAS

K F S A

FORT SMITH—1947—ABC

Frequency: 950 Kc. Power: 1000 Watts d.
500 Watts n.

Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number.....3126
Transmitter Location.....3600 Wheeler Ave.
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
Representative.....John E. Pearson
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Program Director.....Jerry Winner
Chief Announcer.....Pat Porta
News Director.....Roy T. Bowman
Chief Engineer.....Robert W. Platt
Consulting Engineer.....Tam Craven

K W H N

FT. SMITH—1947—MBS-WESTERN

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By.....KWHN Bcstg. Co., Inc.
Business-Studio Add. 421-423 Garrison Ave.
Phone Number.....8967
Transmitter Location.....5626 Plum St.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Rambeau
Secretary-Treasurer.....H. S. Nakdimen
Sta. Dir., Comm. Mgr.....Parkman R. Feezor
Pgm., News Dir.....John R. Trotter
Chief Engineer.....Bruce Dennis
Farm Editor.....Dave Bateman
Consulting Engineer.....Weldon & Carr

K H O Z

HARRISON—1946—KBS

MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Harrison Bcstg. Corp.
Bus.-Studio Address.....Radio City Addition
Phone Number.....1240
Transmitter Location.....Radio City Addition
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
President.....Roy Milum
Gen., Sta. Mgr.....R. S. Wheeler, Jr.
Comm., Sls. Prom. Mgr.....Mel Lynn
Prog., Prod., Pub. Dir.....Bruce C. Washburn
Chief Anncr., News Dir.....Leon Shaddox
Chief Engineer.....Fred E. Ward

K F F A

HELENA—1941—KBS—MBS

Frequency: 1360 Kc. Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....S. 7th St. Rd.
News Service.....AP

Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Sam W. Anderson
Comm., Prom. Mgr.....Bill Bigley
Program Director.....Hugh Smith
Chief Announcer.....Bob Wallace
Musical Director.....Katie Phipps
Chief Engineer.....A. P. Decker
Consulting Engineer.....Silliman & Barclay

K X A R

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....Hope
Phone Number.....7-3601
News Service.....AP
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....Haskell Jones

K T H S

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc. Power: 10,000 d., 1000 n.
Owned By.....Times Pub. Co., Ltd., Shreveport, La.

Operated By.....Radio Broadcasting, Inc.
Business-Studio Address.....135 Benton Street
Phone Number.....1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Branham
Membership.....NARTB, BAB
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Chief Announcer.....William S. Bailey
Musical Director.....Wilson Hurst
Chief Engineer.....Cecil L. Suitt

K W F C

**HOT SPRINGS—1940—MBS
RAZORBACK**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address.....819½ Central Ave.
Phone Number.....412-3
Transmitter Location.....Malco Bldg.
News Service.....AP
Representative.....Young
President.....Dr. N. B. Burch
General Manager.....Marvin L. Hull
Commercial Manager.....C. J. Dickson
Program Director.....Vivian Merriott
News Director.....Harvey Stegman
Chief Engineer.....Everett T. Kennedy

K B T M

JONESBORO—1930—MBS-KBS

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

ARKANSAS

Address.....KBTM Building, Jonesboro
 Phone Number.....5597-5598
 Transmitter Location E. of the City of Jonesboro
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World-Sesac
 Pres., Sta. Mgr.....Jay P. Beard

K N E A

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Jonesboro, Inc.
 Address.....Hotel Noble
 Phone Number.....8381
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Sears & Ayer
 President.....R. H. Halbert
 General Manager.....Dick Crane
 Commercial Manager.....Paul Hoffman
 Program Director.....Neal Bunn
 Promotion Manager.....Charles Quinton
 Chief Engineer.....Wesley Bell

K A R K

LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Arkansas Radio & Equip. Co.
 Address.....Radio Ctr., 114 E. Capitol Ave.
 Phone Number.....LD 99
 Transmitter Location.....Hiway 67, N. Little Rock
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 Chmn. of Bd.....T. H. Barton
 Gen., Sta. Manager.....T. K. Barton
 Comm. Sls. Prom. Mgr.....Julian F. Haas
 Pgm., Prod. Dir.....Douglas J. Romine
 Publicity Dir.....A. C. Dowden
 Chief Engineer.....Dan L. Winn
 News Director.....Robert L. Kemp
 Farm Editor.....Robert L. Bulce
 Consulting Engineer.....Earl Cullum

K G H I

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1.000 Watts d.,
 500 Watts n.
 Owned-Operated By.....KGHI Bcstg. Service
 Address.....306 W. 3rd St.
 Phone Number.....27-9166
 Transmitter Location.....Cantrell Rd. and I St.
 Air Time.....Unlimited
 Station Representative.....George P. Hollingsbery
 General Manager.....S. C. Vinsonhaler
 Commercial Mgr.....Kermit L. Richardson
 Program Director.....Virginia Ewing
 Chief Announcer.....Al Pickworth
 Chief Engineer.....V. O. Vandusen
 Consulting Engineer.....George Davis

K L R A

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc.....Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By.....Arkansas Bcstg. Co.
 Business-Studio Address.....P. O. Box 550
 Phone Number.....2-5427-8; 2-1492
 Transmitter Location.....Memphis Highway
 Air Time.....5 a.m.-M.
 Newspaper Affiliation.....Arkansas Gazette
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....O. L. Taylor Co.
 Membership.....NARTB, BAB
 President.....J. N. Heiskell
 Gen., Sta. Mgr.....W. V. Hull
 Commercial Manager.....R. J. Myers
 Sls. Prom. Mgr., Pub. Dir.....Oscar Alagood
 Prog., Prod. Dir.....Harris Owen
 News Director.....Mark Weaver
 Musical Director.....Robert Parker
 Chief Engineer.....Kermit F. Tracy
 Consulting Engineer.....George C. Davis

K V L C

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southwestern Bcstg. Co.
 Business-Studio Address.....Box 2659
 Phone Number.....5-5321
 Studio Address.....Southern Nat'l Insur. Bldg.
 Transmitter Location.....Faulkner Lake Rd.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Radio Reps.
 President.....R. M. Saxon
 General Manager.....Leonard Coe
 Station Manager.....Glen H. Robertson
 Sales Prom. Mgr.....James A. Gatens
 Prog., Prod. Mgr.....Frederick H. Schnutz
 News Director.....Bill Crews
 Chief Engineer.....Dale Mahurin
 Consulting Engr.....Commercial Radio Equip'l.

K X L R

LITTLE ROCK—1946
MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ark. Airwaves Co.
 Business Address.....217 E. Third St.
 Phone Number.....2-2155
 Transmitter Address.....Cotton Belt Bldg.
 News Service.....UP
 Transcription Service.....RCA, Thesaurus
 Representative.....Pearson
 Membership.....NARTB, BAB
 President.....John F. Wells
 Gen., Sta. Manager.....Emil J. Pouzar
 Commercial Manager.....Melton Lancaster
 Program Director.....Roy Nichols
 News Director.....Bobbie Forster
 Chief Engineer.....Earl H. Buttle

AP SELLS

For Stations and Sponsors—

For instance . . . KLRA

“Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power—once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests.”

W. V. HUTT,
General Manager,
KLRA, Little Rock, Arkansas

A R K A N S A S

K V M A

MAGNOLIA—1948—KBS

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Magnolia Bcstg. Co.
 Business-Studio Address 212 N. Jefferson St.
 Phone Number 630
 Transmitter Location 2.2 Mi. N. Magnolia
 News Service AP
 Transcription Service World
 President Joe F. Rushton
 General Manager Richard Tuck
 Comm. Mgr., Pgm. Dir. Lowelle Langley
 Chief Engineer Ray Wells

K D A S

MALVERN—1951—LBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Operated By Malvern Bcstg. Co.
 Address Young Insurance Bldg.
 Phone Number 1584
 Transcription Service World
 Representative Devney
 President David M. Segal
 Sta., Comm. Mgr. Robert Choate
 Program Director Jack Ridgeway
 Chief Engineer Fred Parks

K E N A

MENA—1950—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By R. B. Bell
 Address S. Reene St.
 Phone 878
 Transcription Service Standard
 News Service UP
 Representative Continental
 Owner Manager R. B. Bell
 Chief Engineer O. D. Frederick

K N B Y

NEWPORT—1949

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

K O S E

OSCEOLA—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Osceola Bcstg. Corp.
 Business Address Hiway 61 S.
 Phone Number 860
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 President H. F. Ohlendorf

General Station Mgr. Ted Woods
 Commercial Manager Betty G. Woods
 Pgm. Dir., Chief Anncr. Murray Schroger
 Chief Engineer H. M. Jones
 Consulting Engineer Silliman & Barclay

K D R S

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Progressive Bcstg. Co.
 Business Address Box 491
 Phone Number 627
 Transmitter Tower Drive
 Air Time 6 a.m.-10 p.m.
 News Service AP
 President Ted Rand
 Station Manager Ray Dexter
 Business Manager T. M. Self
 Sales Promotion Mgr. Doyne Bateman
 Program Director Ray Dexter
 News Director Russell Schwamb
 Chief Engineer Joe Nearns
 Consulting Engineer Holey

K C L A

PINE BLUFF—1947—LIBERTY

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

K O T N

PINE BLUFF—1934—MBS-KBS

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

K P O C

POCAHONTAS—1950

Frequency: 1420 Kc. Power: 1,000 Watts d.
 Owned-Operated By Pocahontas Radio, Inc.
 Address P. O. Box 250
 Phone 500
 Transcription Service Thesaurus
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 President A. J. Baltz
 Gen., Sta., Comm. Mgr. Adrian L. White

ARKANSAS

Sales Promotion Manager.....Jim Risner
 Prog., Prod., News Dir.....Walt Lawson
 Musical Director.....Jack Wilson
 Chief Engineer.....Roy Forrester

K X R J

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

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By....Valley Broadcasting, Inc.
 Address.....Russellville
 Phone Number.....299
 Transmitter Location.....Russellville
 News Service.....AP
 Owner, Gen. Mgr.....C. R. Horne
 Commercial Manager.....L. L. Bryan
 News Director.....Morris Leming
 Pgm. Dir., Chf. Engr.....W. C. McKenney

K W C B SEARCY—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....White County Bcstg.
 Co., Inc.
 Address.....P. O. Box 95
 Phone Number.....1281
 News Service.....AP
 Transcription Service.....SESAC, Thesaurus
 Pres., Gen. Mgr.....Carl N. Dodd
 Program Director.....John Baker
 Sales Manager.....Don P. Jones
 Chief Engineer.....Homer Harris

K U O A

**SILOAM SPRINGS—1923—MBS
 RAZORBACK**

Frequency: 1290 Kc.....Power: 5,000 Watts d.
 Owned-Operated By.....KUOA, Inc.
 Business-Studio Address.....Siloam Springs
 Phone Number.....77
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....John E. Brown, Sr.
 Exec. Vice-Pres.....Storm Whaley
 Manager.....Dick McCartney
 Program Director.....Ralph Kennedy
 Chief Engineer.....Cecil E. Smith
 Consulting Engineer.....A. Earl Cullum

K B R S

**SPRINGDALE—1949—ABC
 RAZORBACK**

Frequency: 1340 Kc...Power: 250 Watts d., n.
 Owned-Operated By.....Southwest Pub. Co.
 Address.....Box 29
 Phone Number.....675
 Transmitter Location.....Hwy. 71 North
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Representative.....Pearson
 President.....Donald W. Reynolds

Gen., Sta. Mgr.....Randall L. McCarrell
 Prog. Dir., Chf. Anncr.....Jerry Bidle
 Production Director.....Rex Parnell
 Publicity Director.....Sally Phillips
 News Director.....Bill Dickson
 Chief Engineer.....Dalton Sanders

K W A K

**STUTTART—1948
 MBS—KBS—RAZORBACK**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Stuttgart Bcstg. Corp.
 Business Address.....Box 271
 Phone Number.....842
 Transmitter Address.....1818 S. Buerkle
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 President.....Beloit Taylor
 Gen.-Station Manager.....Melvin P. Spann
 Commercial Mgr.....Bill Wells
 Program Dir.....June Spann
 Chief Engineer.....Frank Newberry
 Consulting Engineer.....John Mullaney

K O S Y

TEXARKANA—1951—MBS

Frequency: 790 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Gateway Bcstg. Co.
 Address.....Wadley Bldg.
 News Service.....AP
 Transcription Service.....Thesaurus
 Partners.....Dr. W. Decker Smith, Joe Davis
 General Manager.....Tom E. Dillahunt
 Commercial Manager.....Herman Cecil
 Program Director.....Ray Whitworth
 Chief Engineer.....Chas. Mathis

K R L W

WALNUT RIDGE—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Southern Baptist College
 Address.....P. O. Box 67
 Phone Number.....980
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Best
 President.....Dr. H. E. Williams
 Gen. Mgr., Chf. Engr.....Earl Hodges
 Program Director.....Bill Nicholson

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KWEM Inc.
 Business-Studio Address.....229 Broadway
 Phone Number.....463
 Transmitter Location.....Highway 70
 News Service.....UP
 President.....E. D. Rivers, Jr.
 Vice-Pres.....William H. Keller

CALIFORNIA

Pop. April 1, 1952 (Est.) 11,170,000 — Total Housing Units 3,608,644
Families April 1, 1952 (Est.) 3,507,000 — Stations in State 137

KCNO

ALTURAS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By.....CONR Inc.
Address.....P. O. Box 1247
Phone Number.....2531
News Service.....UP
Transcription Service.....Standard, Capitol,
SESAC
Pres., Gen. Mgr.....Chester J. Stuart
Comm., Prom. Mgr.....Philip N. Good
Program Director.....Ruth Hudson
News, Farm Director.....Chas. Reinhart
Chief Engineer.....Ralph S. Click

KDIA

AUBURN—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Charles E. Halstead
Business Address.....Diamond H Ranch
Phone.....1178
Pres., Gen. Mgr.,
Chief Engr.....Charles E. Halstead, Jr.

KBIG

AVALON—1952

Frequency: 740 Kc. Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd.
Phone Number.....HE 3205
News Service.....UP
Pres., Gen., Sta. Mgr., Chf. Engr.....John Poole
Comm., Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Consulting Engineer.....George P. Adair
(See Page 348)

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By.....Bakersfield Bcstg. Co.
Business-Studio Address.....2013 Chester Ave.
Phone Number.....464-21
Transmitter.....Cor. Niles Rd. & Morning Dr.
News Service.....UP
Transcription Service.....Capitol
Representative.....W. S. Grant
Membership.....NARTB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Station Manager.....Glenn Rinker
Commercial Mgr.....Clint Johnson
Production Dir.....Bob Blake
Prog., Pub. Dir., Sls. Prom. Mgr.....Naum Healy
Chief Announcer.....Harl Mannes
Musical Director.....Bill Elliott
Chief Engineer.....Ted Froming
Farm Editor.....Jimmy Thomason
Consulting Engineer.....Ron Oakley

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc. Power: 1000 d.
Owned-Oper. By.....Marmat Radio Co.
Studio Address.....957 Oak St.
Phone.....21465
Transcription Service.....Capitol, Associated,
SESAC
News Service.....UP
General Manager.....James L. McDowell
Commercial Manager.....Paul La Riviere

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address.....Elk's Club Building
Phone Number.....8-8431
Transmitter Location.....Oak and Ming Streets
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....Eleanor McClatchy
Station Manager.....Walter Baziuk
News Editor.....Gerald Smothers
Technician.....Luverne Shatto
Farm Editor.....D. L. Flickenger
Consulting Engr.....George C. Davis

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Paul R. Bartlett
& Albert De Young
Business-Studio Address.....1420 Truxton Ave.
Phone Number.....44548
Transmitter Location.....17th & Eye Sts.
News Service.....UP
Transcription Service.....Standard, World
Representative.....Avery Knodel
Membership.....NARTB, BAB
President.....Paul R. Bartlett
Vice-President.....Gene DeYoung
Commercial Manager.....Ed Umer
Program Director.....Kenneth Croes
Publicity Director.....Rudy Von Toble
Chief Announcer.....George Day
News Director.....Eob Elias
Chief Engineer.....Bob Richardson
Consulting Engineer.....Craven, Lchnes & Culver

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number.....8-8157

CALIFORNIA

Transmitter Location..... 307 E. 21st St.
News Service..... UP
Transcription Service..... Thesaurus
Station Representative..... George P. Hollingsbery
President..... F. G. R. Schamblin
General Manager..... L. A. Schamblin
Pgm., Dir. Comm. Mgr..... C. C. Sturm
Prom. Mgr., News Director..... P. R. Biermann
Chief Engineer..... L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Pass Bcstg. Co.
Address..... 4425 Ramsey St.
Phone Number..... 515
Transcription Service..... World
Representative..... Gene Grant, Donald Cook
Pres., Gen., Sta., Comm. Mgr.

C. A. Bill Humbert
Chief Announcer..... Lou Gillespie
Chief Engineer..... Montran Babcock

KWTC

BARSTOW—1947—LIBERTY

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Mojave Valley Bcstg. Co.
Business Address..... Box 697
Phone Number..... 4001
Air Time..... 7 a.m.-10 p.m.
News Service..... UP
Transcription Service..... World
Representative..... Donald Cooke
President..... W. T. Brown
Station Manager..... Harry S. White
Program Director..... Jim Harvey
Musical Director..... Tom Parke
Chief Engineer..... Bill Biggs

KRE

BERKELEY—1923

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Central Calif. Bcstrs., Inc
Address-Trans..... 601 Ashby Avenue
Phone Number..... Ashberry 3-7715
Air Time..... 6 a.m.-12M.
News Service..... AP
Membership..... NARTB, BAB
Transcription Service..... Standard
Pres., Gen. Sta. Mgr..... Arthur Westlund
Comm., Prom. Mgr..... Don Hambly
Program Director..... Les Avery
Consulting Engineer..... Commercial Radio

KYOR

BLTYHE—1947—LBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated..... Bcstg. Corp. of America
Business-Studio Address..... Riverside
Phone Number..... 2231
Transmitter..... 2 Mi. W. of Blythe, Hiway 60
President..... W. L. Gleeson

Gen., Comm., Prom. Mgr..... George Flansburg
Pgm., News, Farm Dir..... Joe Kinser
Chief Engineer..... Lewis E. Smith

KROP

BRAWLEY—1946—LIBERTY

Frequency: 1300 Kc..... 1000 Watts d., 500 n.
Owned-Oper. By..... Bcstg. Corp. of America
Address..... Box 238
Representative..... Scott, Young
President..... W. L. Gleeson
General Manager..... John Chandler
Program Director..... Trudy Ruane
Chief Engineer..... Drew Walker

KICO

CALEXICO—1947

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Charles R. Love
Business Address..... P. O. Box 786
Phone Number..... 918
President..... Charles R. Love
General Mgr..... W. A. Geddes
Comm. Mgr..... Don Gillette
Chief Engineer..... James Coin

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc..... Power: 5000 Watts
Owned-Operated..... Golden Empire Bcstg. Co.
Address..... 336 Broadway
Phone Number..... 2378
Transmitter..... Hooker Oak & Madrone Aves.
News Service..... UP
Transcription Service..... Standard
Representative..... Gene Grant
President, Gen. Mgr..... Mrs. Hugh McClung
General Manager..... M. F. Woodling
Commercial Manager..... J. A. Pero
Program Director..... Jack Mitchell
Chief Engineer..... Russell B. Pope

KXOC

CHICO—1948—CBS

Frequency: 1150 Kc..... Power: 5000 Watts
Owned-Oper. By..... KXOC, Inc.
Address-Trans..... Radio Lane
Phone Number..... 3200
Air Time..... 6 a.m.-12 M.
News Service..... UP
Transcription Service..... Standard, Associatd
Representative..... Pearson, Western
Membership..... BAB
President..... Lincoln Dellar
Gen., Sta., Comm. Mgr..... Donald J. Quinn
Prog., Prod. Pub. Dir..... Neil McIntyre
Chief Engineer..... E. W. Berger

KBMX

COALINGA—1950

Frequency: 1470 Kc..... Power: 500 d.
Owned-Oper. By..... Pleasant Valley Radio Co.

CALIFORNIA

Address Box 715
 Phone 136
 Transcription Service..... Lang-Worth, SESAC
 News Service UP
 Partner, Pres..... Benjamin M. Bowman
 General Manager..... Rea B. Bowman
 Program Director..... Faye M. Bowman
 Chief Engineer..... Don Daniels

K B U C CORONA—1948

Frequency: 1370 Kc..... Power: 500 Watts d.
 Owned..... American Pacific Bcstg. Co.
 Business Address..... Box 111
 Phone Number 1370-1-2
 News Service UP
 Transcription Service.. MacGregor, Lang-Worth
 Membership NARTB, BAB
 Representative McGillvra
 Pres., Gen. Mgr..... Elmer J. Buckrum
 Sta., Comm. Mgr..... Mary Buckrum
 Sls. Promotion Mgr..... Chuck Ferguson
 Program Director..... Cliff Miller
 Chief Announcer..... Bob White
 Musical Director..... Mary Hercer
 Chief Engineer..... Don Kerr
 Farm Editor..... Hal Corwin
 Consulting Engineer..... Ron Oakley

K C R E

CRESCENT CITY—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Del Norte Bcstg. Co.
 Address Box 577
 Phone Number 3061
 News Service AP
 Co-Owner..... John K. Perry
 Co-Owner, Gen. Mgr., Pgm. Dir., Robert E. Grey
 Chief Engineer..... Howard E. Plaschka

K C H J

DELANO—1951

Frequency: 1010 Kc..... Power: 1000 Watts
 d.
 Owned-Oper. By..... Charles Herman Johnes
 Address..... P. O. Box 262
 Phone 8676
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr., Chief Eng. Charle H. Johnes
 Promotion Manager..... Marshall Colo
 Program Director..... Jean J. Johnes
 Farm Director..... Bob Colo

K R D U

DINUBA—1946—LIBERTY

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Radio Dinuba Co.
 Business-Studio Address..... 110 N. L. St.
 Phone Number 500
 Transmitter Location. Bet. W. Dinuba & Reedley
 News Service AP

Pres., Gen., Sta. Mgr..... Egon A. Hafer
 Program Director..... Harold Sparks
 Chief Announcer..... Jim Bailey
 Chief Engineer..... Russ Friend

K X O

EL CENTRO—1927—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Valradio Inc.
 Business Address..... Box 140
 Phone Number 1100
 Transmitter-Studio Location... South 4th St.
 Air Time Unlimited
 News Service UP
 Newspaper Affiliation. Imperial Valley Pub.
 Co., Brawley News Pub. Co., Indio Date
 Palm
 Transcription Service Capitol
 Representative..... Paul H. Raymer
 Membership NARTB, BAB
 President..... Paul A. Jenkins
 Gen., Sta. Mgr., Pub. Dir. Richard T. Sampson
 Commercial Manager..... Belle Hovey
 Prom. Mgr., Farm Editor..... Douglas Fishel
 Program Director..... Mary Francisco
 Chief Announcer..... Norman Germani
 Chief Engineer..... Stanley Tetley

K H U M

EUREKA—1947—LBS-ABC

Frequency: 1240 Kc.. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By..... Carroll R. Hauser
 Address Vance Hotel
 Phone Number 3900
 Transmitter Location. Murray St. at Railroad
 Air Time..... 6 a.m.-12M.
 News Service AP
 Transcription Service Capitol
 Representative..... Pearson, Western Radio,
 Tracy Moore
 Gen., Sta., Comm. Mgr..... Carol R. Hauser
 Prog., Prod., Publ. Dir..... Bill Steis
 Mus. Dir., Chief. Eng..... Dean Elliott
 Farm Editor..... Frank Smith
 Consulting Engineer..... Everett Dillard

K I E M

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc..... Power: 5000 Watts
 Owned Opr. By... Redwood Bcstg. Co., Inc.
 Address..... Radio Center, E. Sixth St.
 Transmitter..... Eureka Inlet, Humboldt Bay
 Phone Number 4000
 News Service UP
 Transcription Service..... World, Associated
 Representative John Blair
 Membership NARTB, BAB
 President, Manager..... Wm. B. Smullin
 Commercial Manager..... Don Telford
 Sales Promotion Manager..... Robert Stach
 Program Director..... Paul Corbin
 Chief Engineer..... King Larry

CALIFORNIA

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mendocino Bcstg. Co.
 Address.....2100 East Oak St.
 Phone Number.....5671
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Forjoe
 President.....Edward Mertle
 Gen. Mgr., Chief Eng.....Craig N. Smith
 Consulting Engineer.....Commercial Radio

K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...KARM, The George
 Harm Station
 Business-Studio Address...1333 Van Ness Ave.
 Phone Number.....4-2966
 Transmitter.....Van Ness & Alluvial Aves.
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Hattie Harm
 General-Station Manager...Clyde F. Coombs
 Exec. Sec., Promotion Manager...Eldora Roth
 Program Director.....Ed Ropolo
 News Director.....Bob Weakley
 Chief Engineer.....Eibert Dean
 Consulting Engineer.....A. D. Ring

K F R E

FRESNO—1946—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Calif. Inland Bcstg. Co.
 Business-Studio Address...T. W. Patterson Bldg.
 Phone Number.....4-5001
 Transmitter Location.....Monson
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB
 Pres., Gen. Mgr.....Paul R. Bartlett
 Assistant Manager.....Keith L. Mealey
 Director of Sls. Svce.....Harry H. Burnum
 Program Director.....Ed J. Frech
 Chief Announcer.....Robert Harris
 News Director.....Noyes Alexander
 Chief Engineer.....K. L. Mealey
 Farm Editor.....Wally Erickson
 Consulting Engineer...Craven, Lohnes & Culver

K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By...Delle Broadcasting Co.
 Address.....Farmer's Market
 Phone Number.....6-6526 and 4-5459

Transmitter Location...Church & Hughes Sts.
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Station Representative.....Forjoe & Co.
 Commercial Manager.....Morris Mindel
 Chief Engineer.....Milton Gerloff

K M J

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Business-Studio Address...1515 Van Ness Ave.
 Phone Number.....3-6277
 Transmitter Location.....Kerman, Calif.
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Station Manager.....Hal Brown
 Sales Manager.....Coyle Chambers
 Program Manager.....Joe Tomes
 News Editor.....Joe Drilling
 Chief Engineer.....William N. Wallace
 Farm Editor.....Ed Sturgeon

K Y N O

FRESNO—1947—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By...Radio KYNO, The Voice
 of Fresno
 Address.....Hotel Fresno
 Phone Number.....2-4163
 Transmitter Location.....Barton Ave.
 Air Time.....5 a.m.-12M.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....BAB
 President.....Robert Schuler
 General. Sta. Manager.....L. E. Chenault
 Commercial Manager.....Leslie Daggett
 Program Director.....Leo Goldman
 Publicity Director.....Jack Grady
 News Director.....Hap Haggard
 Musical Director.....Bob Clare
 Chief Engineer.....Bert Williamson

K I E V

GLENDALE—1932

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Operated By...Cannon System, Ltd.
 Address.....102 N. Glendale Ave.
 Phone Number.....Citrus 1-1133
 News Service.....UP
 Transcription Service.....Standard
 President.....David H. Cannon
 General Mgr.....Cal Cannon
 Chief Engineer.....Vern Schumann

K N G S

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By...Hanford Sentinel &
 Journal



**DON LEE GIVES COMPLETE,
CONSISTENT LOCAL COVERAGE OF THE
PACIFIC COAST AT LOWEST COST
PER SALES IMPRESSION OF ANY
OTHER SALES MEDIA**

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy - DON LEE.

Represented Nationally by John Blair & Company

*The Nation's Greatest
Regional Network*



*1313 North Vine Street
Hollywood 28, California*

Thousands

OF SOUTHERN CALIFORNIANS

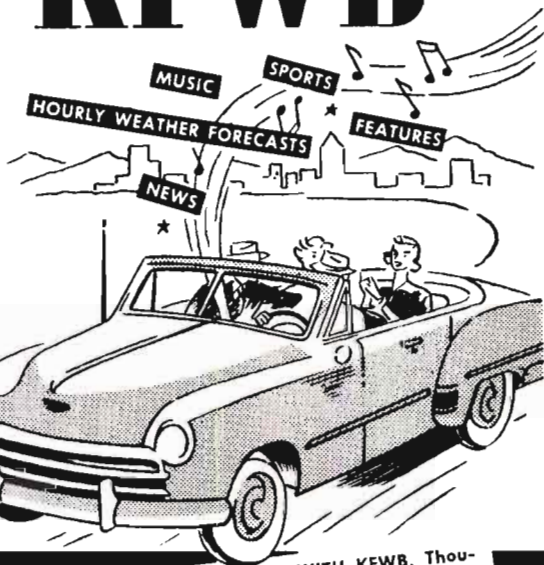
TURN TO
KFWB
KFWB gives you
Everything...
while you're
doing everything
you want to do!



at your
fingertips
980

Drive Safely...
Drive with Pleasure...
while Tuned to the Easy Listening Station

KFWB



Represented
Nationally by

**BRANHAM
COMPANY**

For Easy
Listening...it's

KFWB



980 on the dial

— THE HEART OF HOLLYWOOD

YOU GET A BIG BONUS WITH KFWB. Thousands of *Southern California motorists set their radio dial to 980 for enjoyable easy listening which has made KFWB a leader in the second Largest Market in the nation.

*There are more automobiles than homes in Southern California.

CALIFORNIA

Business Address P. O. Box 620
 Phone Number 620
 Air Time 5 a.m.-M.
 Studio & Trans 4 Mi. E. Hanford Hgway, 198
 Newspaper Affiliation Hanford Sentinel,
 Hanford Journal
 News Service INS, UP
 Transcription Service Standard, World,
 Representative O'Connell
 Gen. Mgr., Chief Engr. Don C. Reeves
 Program Dir. E. C. Balthis

K F W B

HOLLYWOOD—1926

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By KFVB Broadcasting Corp.
 Business-Studio Add. 6419 Hollywood Blvd.
 Phone Number HE 5151
 Transmitter 5775 W. Jefferson, Los Angeles
 Air Time Unlimited
 News Service AP, UP
 Station Representative Rambeau
 Representative William G. Rambeau Co.
 Pres., Gen., Sta. Mgr. Harry Maizlish
 Commercial Manager Sydney Gaynor
 Prog., Prod. Dir. Dan Russell
 Publicity Director Sydney Yallen
 Chief Announcer Joseph Yocam
 News Director Albert Gordon
 Chief Engineer Harry Myers

K G F J

HOLLYWOOD—1926

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

K L A C

HOLLYWOOD—1946

Frequency: 570 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By KMTR Radio Corp.
 Address 1000 Cahuenga Blvd.
 Phone Number HUDSON 2-7311
 Transmitter Location Suto & Indiana Sts.
 News Service INS, UP
 Representative Adam J. Young, Jr.
 Membership NARTB
 President Mrs. Dorothy Schiff
 Exec. V.P. & Sta., Gen. Mgr. Don Fedderson
 Commercial Manager Dave Lundy
 Program Director C. G. Renier
 Publicity Director Mickey Freeman

News Director Ed Lyon
 Musical Director Roc Hillman
 Dir. of Engr. R. W. Conner
 Consulting Engr. Craven, Lohnes, Culver

K R E O

INDIO—1946—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Bcstg. Corp. of America
 Address Riverside
 Phone Number 6290
 Air Time 17 hrs.
 Representative Scott, Young
 Membership NARTB
 Pres., Gen., Mgr. William L. Gleeson
 Station Manager Raymond F. Goodwin
 Chief Announcer Clifford Lantz
 Chief Engineer James Tracewell

K A V L

LANCASTER—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Antelope Bcstg. Co.
 Address P. O. Box 192
 Phone 1000
 Transcription Service World, SESAC
 News Service UP
 Pres., Gen. Mgr. W. B. Carler
 Commercial Manager H. L. Comstock
 Program Manager James Turner
 Chief Engineer James French
 News, Farm Editor Ray Cloud

K C V R

LODI—1946—KBS

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Central Valley Radio
 Business Address P. O. Box 600
 Phone Number Lodi 8-0628
 Transmitter Studio 1.8 Mi. N.W. of Lodi
 News Service UP
 General Manager Herbert W. Brown
 Station Mgr. David A. Brown
 Commercial Manager Dedah M. Corlett
 Prog., Music Dir. Marlene Faszer
 Production Director Harry Eden
 Chief Announcer Jack DeVault
 Chief Engineer Howard Martineau
 Consulting Engineer George Sampson

K F O X

LONG BEACH—1924

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Nichols & Warinner, Inc.
 Address 220 E. Anaheim Street
 Phone Number Long Beach 672-81
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Burns-Smith
 Pres., Gen. Mgr., Pgm. Dir. Hal G. Nichols
 Promotion Manager Robert Lamb
 Comm. Mgr., Chief Engr. L. W. McDowell

The BIG NEWS in Southern California radio is NEW

K B I G

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice . . . salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts . . . WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG or your Robert Meeker office for full details.

General Offices:

**6540 Sunset Blvd.,
Hollywood 28, Calif.**

Studios in Avalon and Hollywood

* Source on request

CALIFORNIA

K G E R

LONG BEACH—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By... John Brown Schools of Calif., Inc.
 Business-Studio Address... 3745 Atlantic
 Phone Number... 467-907
 Transmitter... Atlantic & Olive, Hynes
 News Service... AP
 Transcription Service... SESAC, Cole
 Membership... NARTB, BAB
 President... Dr. John E. Cole
 General Manager... Storm Whatley
 Sta., Comm. Mgr... Clinton H. Fowler
 Sales Promotion Mgr... Dick Walsh
 Program Director... Irene Cook
 News Director... Finis Bell
 Musical Director... Peter S'ack
 Chief Engineer... Luther Crumbaugh

K E C A

LOS ANGELES—1929

Frequency: 790 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By... American Bcstg. Co., Inc.
 Address... 1539 N. Vine St., Hollywood 28, Cal.
 Phone Number... HUDson 2-3141
 Transmitter Location... 2951 Fairfax Ave., L. A.
 Air Time... Unlimited
 News Service... AP, INS, UP
 Transcription Service... Lang-Worth
 Representative... ABC Spot Sales
 Membership... BAB
 President... Robert E. Kintner
 General Manager... Frank Samuels
 Station Manager... Francis H. Conrad
 Commercial Manager... Amos Baron
 Promotion Manager... John Hansen
 Program Director... Bud Edwards
 Production Director... Dresser Dahlstead
 Publicity Director... Virginia West
 Chief Announcer... Dresser Dahlstead
 News Director... Frank La Tourette
 Chief Engineer... Philip G. Caldwell

K F A C

LOS ANGELES—1931

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

K F I

LOS ANGELES—1922—NBC

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By... Earle C. Anthony, Inc.
 Business-Studio Address... 141 N. Vermont Ave.
 Phone Number... Dunkirk 2-2121
 Transmitter Location... Buena Pk.
 News Service... AP, UP
 Transcription Service... Capitol, World
 Representative Service... Edw. Petry
 Membership... NARTB, BAB
 Pres., Gen. Mgr... Earle G. Anthony
 Gel. Sls. Mgr... Haan J. Taylor
 Sales Prom. Mgr... Ronnie Manders
 Dir. Public Services... Charles E. Hamilton
 Program Director... Pat Kelly
 Chief Announcer... George Dvorak
 News Director... Pat Bishop
 Co-Chief Engineers... H. L. Blatterman,
 Curtis W. Mason

K F V D

LOS ANGELES—1925

Frequency: 1020 Kc. Power: 5,000 Watts
 Owned-Operated By... Standard Bcstg. Co.
 Business-Studio Add... 338 S. Western Ave.
 Phone Number... Dunkirk 8-2345
 Transmitter Location... Lynwood, Calif.
 Air Time... 6 a.m.-2-a.m.
 News Service... AP, UP
 Transcription Service... Lang-Worth
 Representative... McGillvra
 Membership... NARTB
 Pres., Gen. Mgr... Frank Burke, Jr.
 Comm., Sta. Manager... Vern Lindblade
 Program Director... Carl Brewster
 News Director... Gene Thornock
 Chief Engineer... Leonard Reeves

K H J

LOS ANGELES—1922

MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By... Thos. S. Lee Enterprises,
 Inc.
 Address... 1313 N. Vine St., Hollywood
 Phone Number... HUDson 2-2133
 Transmitter Location... Venice Blvd.
 Air Time... 6 a.m.-M.
 News Service... AP, INS
 Transcription... World
 Representative... John Blair
 Membership... NARTB, BAB
 President... Willet H. Brown
 Exec. Vice-Pres... Ward D. Ingram
 Vice-Pres. Sales... Norman Boggs
 Sales Prom. Mgr... H. H. Sonnenburg
 Program Director... A. J. LaFrano
 Publicity Director... Bud Coulson
 News Dir., Farm Editor... Les Mawhinney
 Musical Dir... Harry Zimmerman
 Chief Engineer... Robert Arne

CALIFORNIA

K M P C

LOS ANGELES—1927—LIBERTY

Frequency: 710 Kc. Power: 50,000 Watts d.; 10,000 Watts n.

Owned-Oper. By...The Goodwill Stations, Inc.
 Address.....59 9 Sunset Boulevard
 Phone Number.....HOLLYWOOD 9-5341
 Transmitter Location.....North Hollywood
 Air Time.....5:00 a.m.-M.
 News Service.....INS, UP
 Representative.....H.R. Representatives
 President.....John Patt
 Gen. Mgr. & V.P.....Robert O. Reynolds
 V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon
 Sales Mgr.....Tom Frandsen; National Sales
 Mgr., Charles Cowling
 V.P. in Chg. of Bcsts.....Mark Haas
 Dir. of Pub. Rela.....John Baird
 Sales Prom. Mgr., Pub. Dir. John R. Gillingham
 Chief Announcer.....Howard Flynn
 News Director.....Jim McCulla
 Musical Director.....Jerome Sybilrud

K N X

**LOS ANGELES—1924—CBS (RADIO)
 COLUMBIA PACIFIC**

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned By.....Columbia Bcstg. System, Inc.
 Operated By.....CBS Radio Division
 Business-Studio Address.....6121 Sunset Blvd.
 Phone Number.....HOLLYWOOD 9-1212
 Transmitter Location.....Torrance, Calif.
 Air Time.....5:25 a.m.-1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Radio Spot Sales, CBS
 General Manager.....William D. Shaw
 Sales Manager.....Edwin W. Bucka'ew
 Sales Prom. Mgr.....Sherril W. Taylor
 Program Director.....George W. Allen
 Production Director.....Allen Botzer
 Publicity Director.....Lloyd Brownfield
 News Director.....Jack Beck
 Musical Director.....Lud Gluskin
 Chief Engineer.....Les Bowman
 Farm Editor.....Robert Wilson

K R K D

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By.....Radio Bctrs., Inc.
 Business-Studio Address.....541 So. Spring St.
 Phone Number.....TRUCKER 7111
 Transmitter Location.....1050 Montecito Drv.
 News Service.....INS
 Transcription Service.....World, SESAC
 Membership.....NAB
 President.....Frank P. Doherty
 General-Station-Comm. Mgr.....Ned Connor
 Publicity Director.....Doug Douglas
 Pam. Dir.-Chief Announcer.....Charles Clifton
 Chief Engineer.....Willis O. Freitag

K M Y C

MARYSVILLE—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
 Business Address.....519 E. Elm
 Phone Number.....2-2396
 Transmitter Location..Laurellan Rd., District 10
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NARTB, BAB
 President.....H. E. Thomas
 Gen.-Station Manager.....Joe D. Carroll
 Commercial Mgr.....C. Greenman
 Program Director.....Lois Carroll
 Chief Announcer.....Lloyd Hogue
 News Director.....Phil Smith
 Chief Engineer.....Lloyd McQueary

K Y O S

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By.....Merced Bcstg. Co.
 Business Address.....P. O. Box 717
 Phone Number.....1430, 1804
 Transmitter Location...Lake Rd., Merced Cty.
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....W. S. Grant
 Membership.....NARTB
 Pres., Gen. Mgr.....Mrs. Hugh McClung
 Station Manager.....Charles H. Kinsley, Jr.
 Commercial Mgr.....A. J. Krisik
 Sales Prom. Mgr.....Rod O'Hara
 Publicity Director.....Vicki Da'ly
 Chief Announcer.....M. R. Beavers
 Musical Director.....Hugh Murray
 Chief Engineer.....Russell Pope
 Consulting Engineer.....Kear & Kennedy

K B O X

MODESTO—1951

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By.....Stanislaus County
 Bcstrs. Inc.
 Address.....1507 10th St.
 Phone Number.....6624
 News Service.....AP
 Transcription Service.....Lang-Worth
 General Manager.....Cecil Lynch
 Commercial Manager.....John Boyer
 News Director.....John Witherspoon
 Chief Engineer.....Carl W. Pendergraft

K M O D

MODESTO—1950—ABC

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By.....Radio Modesto, Inc.
 Address.....P. O. Box 941

CALIFORNIA

Phone 3838
 Transmitter Location..... Orangeburg Ave.,
 Old Oak Road
 Air Time..... 5:30 a.m.-M.
 News Service AP
 Transcription Service World
 Representative..... Meeker (N. Y.), Moore
 (L. A.), Western Radio (San Fran.)
 Pres., Gen., Sta. Mgr..... John H. Schacht
 Comm., Sls. Prom. Mgr..... Judd Sturtevant
 Prog., Prod., Publ.,
 News Dir..... Gene D'Accardo
 Chief Announcer..... Charley Packard
 Musical Director..... Mrs. Mary di Fant
 Chief Engineer..... Pete Onnigian
 Consulting Engineer..... McIntosh & Inglis

K T R B

MODESTO—1933

Frequency: 860 Kc..... Power: 5000 d.: 1000 n.
 Owned-Operated By..... KTRB Bcstg. Co., Inc.
 Address Norwegian Ave.
 Phone Number 774-5
 Studio-Transmitter..... Norwegian Ave.
 Air Time..... 4:45 a.m.-2 a.m.
 News Service INS, UP
 Transcription Service..... Lang-Worth, Cole,
 Standard
 Representative..... W. S. Grant
 Membership NAB
 Pres.-Gen.-Station Mgr... William H. Bates, Jr.
 Comm., Sls. Prom. Mgr..... Lee Roddy
 Prog., Prod., Pub. Dir..... Milt Hibdon
 Chief Announcer..... Don Lapan
 News Director..... Charlie McEwen
 Musical Director..... Gene Stephens
 Chief Engineer..... William H. Bates, Jr.
 Farm Editor..... Leonard Anderson
 Consulting Engineer..... Gautney & Ray

K M B Y

MONTEREY—1949

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Monterey Bcstg Co.
 Business Address..... Hotel San Carlos
 Phone Number 2-4541
 President Kenyon Brown
 General Manager..... S. M. Aston
 National Sales Manager..... Sam H. Bennett

K W S D

MT. SHASTA—1947

Frequency: 1340 Kc..... Power: 250 Watts d.
 Owned-Oper. By.. Shasta Cascade Bcstg. Corp.
 Address..... E. Alma Street
 Phone Number 2124
 Air Time..... 7 a.m.-10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Station Representative.. Western, Continental,
 (E. Coast), Tracy Moore (L. A.)
 Membership NARTB
 President Vernita Adler

General Manager..... Arthur Adler
 Station Manager..... David H. Rees
 Program Director..... Iola Huntingdon
 Chief Engineer..... Donald F. Keys

K V O N

NAPA—1947—LIBERTY

Frequency: 1440 Kc..... Power: 500 Watts
 Owned-Operated By..... Napa Bcstg. Co.
 Address..... P. O. Box 427
 Phone Number 6-2023
 Air Time..... 6:45 a.m.-10:45 p.m.
 News Service UP
 Transcription Services..... World, Associated
 Representative..... Forjoe, West Coast Radio
 Pres., Gen. Mgr..... Luther E. Gibson
 Station Manager..... Elmer L. Gibson
 Program Director..... Martha Walker
 Chief Engineer..... Dave Wortman

K L X

OAKLAND—1922

Frequency: 910 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tribune Building Co.
 Business Studio Address..... Tribune Tower
 Phone Number..... GLencourt 1-0660
 Transmitter Location..... Tribune Tower
 Air Time 6 a.m.-M.
 Newspaper Affiliation..... Oakland Tribune
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President..... J. R. Knowland, Jr.
 Gen. Station Manager..... Glenn Shaw
 Sales Promotion Mgr..... Jerome De Saxe
 Program Director..... Jerry Morton
 Commercial Manager..... J. Milton Seropan
 Musical Director..... Kinney Ralph
 Prod. Dir., Chief Anncr..... Mark Gerstle
 Publicity Director..... Georgia Crampton
 News Director..... John K. Chapel
 Chief Engineer..... Roswell S. Smith

K R O W

OAKLAND—1925

Frequency: 960 Kc..... Power: 1000 Watts
 Owned-Operated By..... KROW, Inc.
 Address..... 464 19th St.
 Phone Number..... TWinoaks 3-9600
 Transmitter Location..... 1520 8th Ave.
 News Service UP
 Transcription Service Standard
 Representative..... Ra-Tel Repre., Inc.
 President..... Sheldon F. Sackett
 Gen., Sta. Mgr..... Alan L. Torbet
 Commercial Manager..... Jack Grant
 Program Director..... Russ Coglin
 News Director..... William Winter
 Chief Engineer..... Paul Leake

K W B R

OAKLAND—1920

Frequency: 1310 Kc..... Power: 1000 Watts
 Owned-Operated By.. Warner Bros. Radio, Inc.

CALIFORNIA

Business-Studio Address 327 22nd St.
 Phone Number Higate 4-1212
 Transmitter Location 327 22nd St.
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 Membership NARTB
 President, Gen. Mgr. S. W. Warner
 Station Manager F. Wellington Morse
 Program Director Jeane K. Fisher
 Musical Director Sam Watts
 Chief Engineer Paul Gregg

K O C S

ONTARIO—1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By The Daily Report Co.
 Business-Studio Address 222 East "B" St.
 Phone Number 627-54
 Transmitter Location 4th and San Antonio
 Air Time Local sunrise—Local sunset
 News Service UP
 Transcription Service Associated
 Representative O'Connell, Western
 President Mrs. Jerene Appleby Harnish
 General Manager Herb Olson
 Commercial Manager J. Neale Burns
 Program Director Hal Morelli
 Publicity Director Marjorie Rogers
 News Director Tom McGlowry
 Musical Director Art Viall
 Chief Engineer Floyd Hall

K M O R

OROVILLE—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Oroville Bcstrs.
 Address P. O. Box 1032
 Phone Number 1340
 News Service UP
 Transcription Service Thesaurus
 President J. Steventon
 Gen. Mgr., Pgm., News Dir. Roy D. Swanson
 Prom., Comm. Mgr. William Talbitzer
 Chief Engineer William Cronan

K C M J

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Palm Springs Bcstg. Co.
 Business Address Box KK
 Phone Number 2253
 Studio, Transmitter Location Radioasis
 Air Time 6:45 a.m.-M.
 News Service AP
 Representative John E. Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. Joseph E. Gamble
 Commercial Manager Ort J. Lofthus
 Program Director Dorothy Fanning
 Chief Announcer Paul Grannis
 News Director Phil Stone
 Musical Director Pat Barbera

Chief Engineer Robert Harbison
 Consulting Engineer N. Vincent Parsons

K I B E

PALO ALTO—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By James Blaine Rhodes
 Address 498 University Ave.
 Phone Number Davenport 3-1341
 Transmitter E. Palo Alto
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 Gen., Sta. Mgr. Jay B. Rhodes
 Prog., Prod. Dir., Chief Anncr. Robert Seaman
 Chief Engineer Paul S. Farelle
 Consulting Engineer Paul Leake

K A L I

PASADENA—1950

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Consolidated Bcstg. Co.
 Business-Studio Address 758 E. Colorado
 Phone Number RY 1-7149
 Transcription Service Associated
 Representative Schepp-Reiner
 President Henry Fritzen
 Vice-President Jack Reeder
 Secy.-Treas. Charles T. Hughes

K W K W

PASADENA—1942

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Southern Calif. Bcstg. Corp.
 Address 800 Sierra Madre Villa
 Phone Number Ryan 1-6744
 Air Time Unlimited
 News Service UP
 Representative Forjoe
 Membership NARTB, BAB
 President Marshall S. Neal
 Gen.-Station-Comm. Mgr. William J. Beaton
 Pgm. Dir., Chief Anncr. Bill Garr
 Publicity Director Clair Hughes
 News Director Bill Garr
 Chief Engineer Paul W. Spargo

K X L A

PASADENA—1942

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

. . . **CALIFORNIA** . . .

K P R L

PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Leslie Hen y Hacker
 Business Studio Address . . . Radio Station KPRL
 Phone Number 204
 Transmitter Location 32nd & Oak Sts.
 Transcription Service Standard
 Representative W. S. Grant
 President Leslie Henry Hacker
 Commercial Mgr. Jack B. Wasson
 Gen. Mgr., Chief Engineer . . . Dale Schwartz

K A F P

PETALUMA—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Petaluma Bcstrs., Inc.
 Address Box 480
 Phone 2-7255
 Transcription Service Thesaurus
 News Service UP
 Pres., Gen. Manage: V. A. L. Linder
 Commercial Manager M. E. Linder
 Prog., Prod., Prom. Dir. Wm. A. Exline
 Chief Anncr., News Dir. Ted Kenessey
 Musical Director Bob Bishop
 Consulting Engineer Forrest Hughes

K E C C

PITTSBURG—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By KECC, Inc.
 Business Address 235 Railroad Ave.
 Phone Number 2-2964
 Transmitter Address Collinsville
 Air Time Unlimited
 News Service UP
 Transcription Service World, Lang-Worth
 Representative W. S. Grant
 General Mgr. Mel D. Marshall
 Commercial Mgr. John C. McFarland
 Program Manager Ted Mermod
 News Director LaSelle Gilman
 Chief Engineer Wm. P. Grether
 Consulting Engineer McIntosh & Englis

K P M O

POMONA—1947

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By Dean H. Wickstrom
 Business-Studio Address 1240 E. Holt St.
 Phone Number Lycoming 2-1293
 News Service UP
 President Dean H. Wickstrom
 Station Manager Wally Seidler
 Chief Engineer Donald Kerr

K T I P

PORTERVILLE—1946—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By J. F. Tighe
 Business-Studio Address Newcomb & Grand
 Ave., P. O. Box 1312

Phone Number 1450
 Transmitter Location Newcomb Ave.
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Cook, Grant
 Membership NARTB
 Gen., Sta. Mgr. Frank Robinson Brown
 Chief Engineer Allan Weaver
 News Editor Kenneth Clifford, Jr.

K B L F

RED BLUFF—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tehama Bcstg. Co.
 Studio-Business Address 346 Oak St.
 Phone Number 354
 Transmitter Location E. Red Bluff
 Representative Tracy Moore
 Pres., Chf. Engr., Gen. Mgr. Arvo Haapanen

K V C V

REDDING—1938—MBS

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Oper. By Golden Empire Bcstg. Co.,
 Inc.
 Address Box 717, Merced
 Phone Number 1646
 Transmitter Location 2 miles NE City
 Air Time 6 a.m.-12M.
 News Service UP
 Transcription Service World
 Representative W. S. Grant Co.
 President Mrs. Hugh McClung
 Station Manager Fred M. Stuelpnagel
 Commercial Manager H. E. McCarty
 Promotion Manager Robert Hoskins
 Pgm., Prod. Dir. Lyle Mathys
 Publicity Director Frances Bruce
 Chief Announcer Vincent Lambert
 News Director Charles Castor
 Musical Director Ted Dooley
 Chief Engineer Russ Pope

K P R O

RIVERSIDE—1941—KBS-LBS

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Oper. By Broadcasting Corp. of
 America
 Business Address P.O. Box 987
 Phone Number Riverside 6290
 Studio-Transmitter 3401 Russell St.
 News Service AP, INS
 Transcription Service World, Capitol
 Representative Scott, Young
 President-General Mgr. W. L. Gleeson

K C R A

SACRAMENTO—1945—NBC

Frequency: 1320 Kc. Power: 5000 W. d.;
 1030 W. n.
 Owned-Oper. By KCRA, Inc.
 Business Studio Address 1010 11th St.
 Phone Number Gilbert 2-0758

CALIFORNIA

Transmitter Location...Route 3, Box 1213 A
 Air Time.....6 a.m.-12M.
 News Service.....UP, AP
 Transcription Service.....World
 Representative.....Robert Meeker
 President-General Mgr.....Ewing C. Kelly
 Commercial Manager.....John Dupell
 Sales Prom. Manager.....Frank McMinn
 Program Director.....Earl Russell
 Production Director.....Jean Hanley
 Publicity Director.....Irma Davis
 Chief Announcer.....John Kuhlman
 News Director.....Hal LaFoon
 Chief Engineer.....Herbert Hartman
 Consulting Engineer.....Jansky & Bailey

K F B K

SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Business Studio Address.....708 Eye St.
 Phone Number.....Gilbert 3-1745
 Transmitter Location.....Pleasant Grove
 News Service.....UP, AP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Eleanor McClatchy
 Station Manager.....Keith B. Collins
 Commercial Mgr.....Perry Nelson
 Publicity & Promotion.....Louise Schultz
 Program Manager.....Richard S. Burdick
 News Editor.....Victor Blanks
 Music Librarian.....Herbert Harrison
 Chief Engineer.....Stam Sronce
 Consulting Engineer.....George C. Davis

K R O Y

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harmco, Inc.
 Business-Studio Address...Hotel Sacramento
 Phone Number.....Gilbert 2-0758
 Transmitter Location.....3402 65th St.
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Avery-Knodel
 General Manager.....Clyde F. Coombs
 Prom. Mgr., Pgm. Dir....William H. Blackburn
 News Director.....Henry Thornley
 Chief Engineer.....William Karpisek

K X O A

SACRAMENTO—1945—MBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sacramento Bcstrs., Inc.
 Phone Number.....Hickory 9-3576
 Transmitter Location...N. Sacramento Freeway
 News Service.....UP
 Represent....J. E. Pearson, West. Radio Adv.
 President.....Lincoln Dellar
 General Manager.....Robert W. Dumim
 Program Director.....Dean Seaton
 Chief Engineer.....Ewald Berger

K S B W

SALINAS—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Salinas Bcstg. Corp.
 Business Address.....P.O. Box 1651
 Phone Number.....8071
 Studio-Transmitter.....Laurel Dr.
 News Service.....AP
 Transcription Service.....Capitol
 Representatives.....Burn-Smith, Western
 Membership.....NARTB
 Gen. Sta. Manager.....John C. Cohon
 Commercial Manager.....W. M. Oates
 Sales Prom. Manager.....Neal Edmondson
 Program Director.....Ross Taylor
 Production Director.....Gary Ferlisi
 Chief Engineer.....Herbert J. Hanes

K C S B

SAN BERNARDINO—1948

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By...San Benardino Valley
 Bcstrs.
 Studio-Bus. Transmitter Address...770 Mill St.
 Phone Number.....8-2245
 News Service.....AP
 President.....Mrs. Essie Binkley West
 Pgm. Dir., Prom. Mgr.....Charles Bennett
 Chief Engineer.....Dean Kiner

K F X M

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By...Lee Bros. Bcstg. Corp.
 Business-Studio Address.....512 Fifth St.
 Phone Number.....4761
 Transmitter Location.....S. "E" St.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President.....J. Clifford Lee
 General Manager.....Gene W. Lee
 Commercial Manager.....Don S. Cummings
 Sales Prom. Mgr.-Pub. Dir....Lowell Smith
 Program Director.....Evelyn Fagin
 Procd., News Direc.....John Harder
 Chief Announcer.....Jim O'Leary
 Chief Engineer.....George Ewing
 Consulting Engineer...Comm. Rad. Equip. Co.

K I T O

SAN BERNARDINO—1947—ABC

PACIFIC REG.

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....KITO, Inc.
 Address.....569 Fourth St.
 Phone Number.....7807
 Transmitter Location.....1416 E. Baseline
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hollingbery

CALIFORNIA

Pres., Gen., Sta. Mgr. J. J. Flanigan
 Commercial Manager Charles Foll
 Pgm., Prod. Dir. Arnold Benum
 Chief Anncr., News Dir. Bob Van Roy
 Musical Director Betty Jean Doop
 Chief Engineer Richard Klitzing
 Farm Editor Fred Reinhardt
 Consulting Engineer Owen Ford

K R N O

SAN BERNARDINO—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Western Empire Bcstrs., Inc.
 Address 990 Colton Ave
 Phone Number 8-2771
 Air Time 6 a.m.-M.
 News Service AP
 Representatives Tracy Moore, Cooke
 President, Comm. Mgr. James W. Gerrard
 General Manager Norman H. Rogers
 Program Director Robert Stone
 Special Events Cy Smith
 Chief Announcer John Staples
 News Director Charles Palmer
 Chief Engineer George W. Brock

K C B Q

SAN DIEGO—1946—CBS

Frequency: 1170 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By. Charles E. Salik
 Business-Studio Address Hotel Manor
 Phone Number Jackson 4103
 Transmitter Location 62nd & El Cajon Blvd.
 Air Time Unlimited
 News Service UP
 Transcription Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles E. Salik
 Commercial Manager Graham H. Moore
 Sales Prom., Publ. Mgr. Regina Bess
 Program Director Grady Edney
 Prod. Dir., Chief Anncr. Robert Regan
 News Director Richard Boynton
 Musical Director Wanda Pierce
 Chief Engineer Charles J. Sherburne
 Consulting Engineer Silliman & Barclay

K F M B

SAN DIEGO—1941—ABC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By. Jack Gross Bcstg. Co.
 Bus.-Studio Address 1375 Pacific Blvd.
 Phone Number Main 2114
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, SESAC
 Representative The Branham Co.
 Membership NARTB
 Chairman of the Board John A. Kennedy
 General Manager Howard L. Chernoff

General Sales Manager W. O. Edholm
 Commercial Manager Hobby Myers
 Executive Editor Paul W. White
 Sales Prom., Pub. Rel. Lisle F. Shoemaker
 Chief Engineer Thornton Chew

K F S D

SAN DIEGO—1926—NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By. Airtan Radio Corp. Ltd.
 Business-Studio Address U. S. Grant Hotel
 Phone Number Franklin 6353
 Transmitter Location Emerald Hills Golf Course
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service World
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President Thomas E. Sharp
 Manager John C. Merino
 Chief Engineer Leroy Bellwood

K G B

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By. Don Lee Bcstg. Syst.
 Address 1017 First Ave.
 Phone Number Franklin 6151
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John Blair
 President Willet H. Brown
 Gen., Comm. Mgr. Wilt Gunzendorfer
 Program Director Matt Long
 Chief Engineer Joe Kline

K S D O

SAN DIEGO—1947—LBS

Frequency: 1130 Kc. Power: 5000 Watts d. ;
 1000 Watts n.
 Owned-Operated By. San Diego Bcstg. Co.
 Business Studio Address 1029 Second Ave.
 Phone Number Main 2041
 Transmitter Location 5240 Ward Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 V.P.-General Manager Jack Heintz
 Pgm. Dir. Wilson Edwards
 Publicity Dir. B. J. Knox
 Chief Engineer Vern Milton

K S O N

SAN DIEGO—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Studebaker Bcstg. Co.
 Business Studio Address 630 F St.
 Phone Number Franklin 5175
 Transmitter Location Rigel & Dalbergia Sts.
 News Service AP
 Transcription Service Associated
 Representative For Joe
 President, General Manager Fred Rabell

CALIFORNIA

V.P., Comm. Mgr. Gordon Studebaker
 Prom. Mgr., Pgm. Dir. Dorothy Johnson
 Chief Engineer Norman Burwell

K G I L

SAN FERNANDO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . San Fernando Va. Bcstg. Co.
 Business Address 4919 Van Nuys Blvd.
 Phone Number State 4-6291
 Transmitter Location 14808 Lassen St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Pres., General Mgr. F. J. Smalley, Jr.
 Commercial Manager Howard P. Gray
 Program Director Allan W. McKee
 Chief Engineer Jay Rice

K C B S

SAN FRANCISCO—1912—CBS-Radio

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By . . . CBS Radio Division Inc.
 Address Palace Hotel
 Phone Number YUkon 2-7000
 Transmitter Location Alviso
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 President (CBS) Frank Stanton
 Vice-Pres. & Gen. Mgr. Arthur Hull Hayes
 Sales Director Jules Dundes
 Promotion Manager Howard Luck Gossage
 Program Director Fred Ruegg
 Publicity Director William Cullenward
 News Director William Niefeld
 Chief Engineer Alan Cormack
 Farm Editor Gordon Roth

K F R C

SAN FRANCISCO—1924

MBS-DON LEE

Frequency: 610 Kc. Power: 5030 Watts
 Owned-Operated By . . . Don Lee Bcstg. System
 Business-Studio Address . . 1000 Van Ness Ave.
 Phone Number Prospect 6-0500
 Transmitter Location 1000 Van Ness Ave.
 Air Time Unlimited
 News Service AP, INS
 Transcription Service World
 Representative John Blair
 V.P.-Gen. Sta. Mgr. William D. Pabst
 Commercial Manager Merwyn L. McCabe
 Sales Prom. Mgr.-Pub. Dir. . . Dink Templeton
 Program Dir.-Prod. Mgr. . . . Mel Venter
 Chief Announcer Lewis Pfeifer
 Musical Director Lyle Bardo
 News Director Al Berglund
 Chief Engineer E. G. Underwood

K G O

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts

Owned-Operated By American Bcstg. Co.
 Business Address 155 Montgomery St.
 Phone Number Exbrook 2-6544; Greystone
 4-6565

Transmitter Location Near Newark, Calif.
 Air Time 6 a.m.-M.
 News Service AP, INS
 Transcription Service Standard, Capitol
 Representative ABC Spot Sales
 Membership NARTB
 President (ABC) Robert E. Kintner
 General-Station Manager Gayle V. Grubb
 Commercial Manager Alan Johnstone
 Sales Prom.-Pub. Dir. Gordon Grannis
 Program Director Keith Kerby
 Chief Announcer Tony Morse
 News Director Vic Reed
 Musical Director Phil Bovero
 Chief Engineer A. E. Evans

K J B S

SAN FRANCISCO—1924

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

K N B C

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Operated By National Bcstg. Co.
 Address 420 Taylor St.
 Phone Number GRaystone 4-8700
 Transmitter Location Belmont
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus, Standard
 Representative NBC Spot Sales
 Membership NAB, BAB
 President (NBC) Joseph H. McConnell
 Gen., Sta. Mgr. Lloyd E. Yoder
 Asst. Gen. Mgr. George Greaves
 Commercial Manager Alfred W. Cropsey
 Sales Promotion Manager Dean Mowlby
 Program Director Paul Speegle
 News, Pub. Dir. John Thompson
 Chief Announcer Hal Wolf
 Chief Engineer Curtis Peck

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Golden Gate Bcstg. Corp.

CALIFORNIA

Trans. Studio Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Air Time.....6 a.m.-M.
 News Service.....UP
 Membership.....NARTB
 President.....S. H. Patterson
 Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
 Pgm. Prod. Dir.....Clint Sherwood
 Chief Announcer.....Bill Frost
 News Director.....Frank Arthur
 Chief Engineer.....Norwood Patterson

K Y A

SAN FRANCISCO—1926—LBS

Frequency: 1260 Kc....Power: 5000 Watts d.,
 1000 Watts n.

Owned-Operated By...Palo Alto Radio Station,
 Inc.

Business Studio Address.....Fairmont Hotel
 Phone Number.....DOuglas 2-2536
 Transmitter Location.....Candlestick Pt.
 News Service.....UP
 President.....Elroy McCaw
 General Manager.....Jock Fearnhead
 News Director.....Arthur Primm
 Chief Engineer.....Paul Beck

K S J V

SANGER—1947—LBS

Frequency: 900 Kc....Power: 1000 Watts d.

Owned-Operated By.....Radio Sanger Co.
 Business-Studio Address.....P. O. Box 247
 Phone Number.....Sanger 2501
 Transmitter.....4½ Mi. NE of Sanger
 News Service.....UP
 Transcription Service.....World
 Representative.....Lee O'Connell
 President.....Earl J. Fenston
 General Manager.....Julian J. Nielson
 Asst. Mgr., Prog. Dir.,

Farm Editor.....David Camp
 News Director.....Walter J. Novell
 Chief Engineer.....Russell Friend

K E E N

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts

Owned-Operated By.....United Bcstg. Co.
 Business Studio Address.....Hotel De Anza
 Phone Number.....Cypress 4-0344
 Transmitter.....Wayne Ave. & Oakland Hgy.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....W. S. Grant
 President.....George M. Mardikian
 Genl. Mgr.....Floyd Farr
 Commercial Mgr.....Bob Blum
 Program Dir.....George Snell
 Chief Engineer.....Bill Green
 Farm Editor.....Glenn Dunham
 Consulting Engineer.....George Adair

AP SELLS

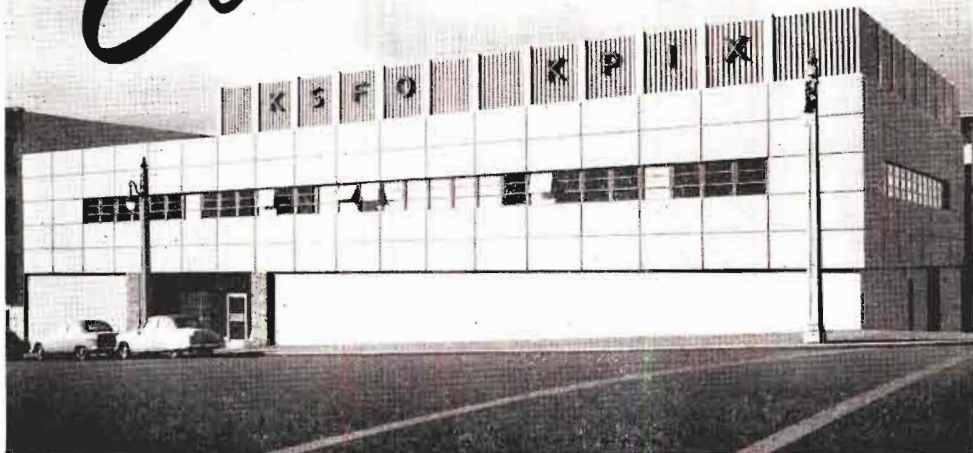
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For instance . . . **KLX**

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GLENN S. SHAW,
 Manager,
 KLX, Oakland, California

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Here is the finest building of its kind in America.

It is the brand new home of Northern California's oldest radio station . . . and the area's leading independent . . . KSFO, and of San Francisco's pioneer television station . . . KPIX.

But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future . . . faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.



KPIX

CHANNEL 5

KSFO

560 KILOCYCLES

REPRESENTED BY THE KATZ AGENCY
affiliated with CBS and DuMont Television Networks

REPRESENTED BY HEADLEY-REED COMPANY

Van Ness Avenue at Greenwich • San Francisco

CALIFORNIA

K S F O

SAN FRANCISCO—1925

Frequency: 560 Kc. Power: 5000 Watts d.,
1000 Watts n.

Owned-Oper. By... The Associated Bcstrs., Inc.
Bus. Studio Address... Van Ness at Greenwich
Phone Number... Prospect 6-6200
Transmitter Location... Islais Creek, Pier 92
Air Time... 6:15 a.m.-12:15 a.m.
News Service... INS, UP
Transcription Service... Standard; World
Representative... Headley-Reed
Membership... NAR-TB, BAB
President... Wesley I. Dumm
V.P.-Gen. Mgr... Philip G. Lasky
Commercial Mgr... John G. Campbell
Sales Promotion Mgr... Kay Mulvihill
Program Dir... Robert Hansen
Dir. of Engineering... A. E. Towne
Farm Editor... Herb Kennedy
Consulting Engineer... Universal Research Labs

K L O K

SAN JOSE—1946

Frequency: 1170 Kc. Power: 5000 Watts d.
Owned-Operated By... Valley Bcstg Co.
Business Address... P. O. Box 967
Phone Number... Cypress 3-3445
Transmitter Location... King Rd. at Aborn
News Service... AP
Representative... Pearson
President-Gen. Mgr... E. L. Barker
Commercial Mgr... Richard E. Ryan
Program Director... Ruth Poindexter
Chief Engineer... Bill Cunningham

K S J O

SAN JOSE—1946—LBS

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Operated By... Santa Clara Bcstg. Co.
Business Address... P. O. Box 995
Phone Number... Cypress 3-8030
Transmitter-Studio Loc... Story and Lucretia
Air Time... Unlimited
Newspaper Affiliation... Les Gates Times,
Gilroy Dispatch
News Service... UP
Transcription Service... World
National Sales Mgr... Harold H. Hoffman
President... Patrick H. Peabody
Gen., Sta. Mgr... Charles F. Mallory
Commercial Manager... Richard W. O'Donnell
Pgm.-Prod. Dir... Norman Paul
Publicity Director... Jan Jervis
Chief Engineer... Robert Webb
Consulting Engineer... E. C. Page

K X R X

SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By... San Jose Bcstg. Co.
Address... Box 167

Phone Number... Cypress 2-5080
Studio-Transmitter... Bayshore Hiway
Air Time... 24 hrs.
News Service... UP
Representative... Western Radio Sales.

Tracy Moore
Membership... NAB
President-Gen. Mgr... Joe E. Levitt
Sta., Commercial Mgr... Gordon Graham
Program Director... Frank G. Kilpatrick
Chief Announcer... Jack Lund
Musical Director... Eileen Hamilton
Chief Engineer... Frank Glass

K A T Y

SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... San Luis Bcstg. Co.
Address... Carpenter Bldg.
Phone Number... 3171
News Service... UP
Representative... Western
Partner... Morden R. Buck
Partner, Gen. Mgr... John R. Rider
Commercial Manager... D. D. MacLeod
Pgm., Farm Dir... Chap Rollins
News Director... Joe Doran
Chief Engineer... James H. Eaken

K V E C

SAN LUIS OBISPO—1937

MBS-DON LEE

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

Owned-Oper. By... Christina M. Jacobson
Business Address... 851 Higuera St.
Phone Number... 1100-1
Transmitter Location... Highway One
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... Standard
Representative... W. S. Grant
Membership... NARTB
Pres.-Owner... Christina M. Jacobson
Gen., Sta. Mgr... Les Hacker
Commercial Manager... Joe Shuttleworth
Publ., Music. Dir... Hugh Harling
Prog., Prod. Dir., Chf. Anncr... Arthur Hapgood
News Director... Les Hacker
Chief Engineer... Dale Schwartz
Consulting Engineer... Craven, Lohnes & Culver

K E A R

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By... Bay Radio, Inc.
Business-Studio Address... 811 "B" St.
Phone Number... Dl. 4-2594
Transmitter Location... Bayshore Highway
News Service... UP
President... Stephen A. Cisler
V.P. & Gen. Mgr... Howard J. Smiley
Chief Engineer... Douglas F. Mariska

CALIFORNIA

K V S M

SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By: Hugh H. Smith
 Business Studio Address: 279 Baldwin Ave.
 Phone Number: Diamond 4-2541
 Transmitter Location: Third Ave. at Seal Creek
 Air Time: Local sunrise-local sunset
 News Service: INS, UP
 Transcription Service: Cole
 Representative: Walker
 President: Hugh H. Smith
 Gen. Sta. Mgr.: Gilbert L. Bond
 Chief Engineer: Merwyn F. Planting

K T I M

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By: Marin Bestg. Co., Inc.
 Business Address: 1117 Fifth St.
 Phone Number: San Rafael 1510
 Transmitter Location: College Ave., Kentfield
 News Service: UP
 President: Roy A. Brown
 Vice-President: Hugh E. Turner
 Commercial Manager: Clifford A. Trotter
 Program Director: Pete Miller

K V O E

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: The Voice of the Orange
 Empire, Inc., Ltd.
 Business Address: 105 E. 5th St.
 Phone Number: Kimbely 3-8321
 Studio Transmitter: 12531 E. Willowwick Dr.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Capitol, MacGregor
 Representative: Pearson
 Pres., Gen. Mgr.: Ernest P. Spencer
 Station Manager: Deane S. Long
 Commercial Manager: Donner P. Spence
 Sales Prom. Mgr.: Carol Jean Young
 Program Director: George M. Dewey
 Chief Announcer: George Swift
 Pub., News Dir.: Art Sipherd, Jr.
 Chief Engineer: Stanley G. Guenther
 Consulting Engineer: Jay Tapp

K D B

SANTA BARBARA—1921—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Lincoln Dellar
 Business-Studio-Transmitter: Radio Square
 Phone Number: 4131
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Various
 Representative: Western, Blair
 President: Lincoln Dellar
 General Manager: Colin M. Selph

Program Director: Fred Hall
 Publicity Director: Peggy Walker
 News Director: Bob Byrne
 Musical Director: Lou Stumpo
 Sports Editor: John McCormick
 Chief Engineer: Robert Carter

K I S T

SANTA BARBARA—1947—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Radio KIST, Inc.
 Business-Studio Address: Balboa Bldg.
 Phone Number: 3981
 Transmitter Location: 725 State St.
 Air Time: 5:45 a.m.-12:15 a.m.
 News Service: UP
 Representative: George P. Hollingbery
 Membership: BAB
 Pres., Gen. Mgr.: Harry C. Butcher
 Sales Promotion Mgr.: Michael J. McKeogh
 Chief Announcer: Gordon Stafford
 Prog.-Pub. Director: Mary Ann Casey
 Musical Director: Jose Medina
 Prod. Dir.: Al Staas
 Chief Engineer: Ray Kubly
 Consulting Engineer: Ring & Ring

K T M S

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: New-Press Publishing Co.
 Business-Studio Address: de la Guerra Plaza
 Phone Number: 3911
 Transmitter Location: Goleta
 Air Time: 6:30 a.m.-11:30 p.m.
 Newspaper Affil.: Santa Barbara News-Press
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Paul H. Rayment
 President: Thomas M. Storke
 Vice-President: Charles A. Storke
 Station-Comm. Manager: Al Albinger
 Sales Promotion Mgr.: Emerson Kimball
 Prog., Prod., Music. Dir.: Ed Sprague
 Publicity Director: Cliff Badger
 News Director: Al Sanders
 Chief Engineer: Ed Sheed
 Farm Editor: Tommy Kleveland
 Consulting Engineer: T&T Measurements

K D O N

SANTA CRUZ—1935—LBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By: Salinas Newspapers, Inc.
 Business Address: 137 W. Alisal St.
 Phone Number: 6451
 Transmitter Location: Palm Beach
 Air Time: 6 a.m.-Mid.
 Newspaper Affiliation: Salinas Californian
 News Service: UP
 Transcriptions Service: World, Cole
 Representative: Forjoe
 Membership: NARTB, BAB

CALIFORNIA

President..... Merrit C. Speidel
 General, Sta. Mgr..... Gilbert Baymiller
 Pgm.-Prod.-Publ. Dir..... Orel Phillips
 Commercial Mgr..... Lawrence B. Butler
 Chief Engineer..... Omer Wright

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc.... Power: 1000 d.; 500 n.
 Owned-Operated By..... Radio Santa Cruz
 Business Address..... P. O. Box 1080
 Phone Number..... 1080
 Transmitter Address..... Portola Drive &
 Corcoran Lagoon
 News Service..... AP
 Transcription Service..... Standard, Thesaurus
 Mng. Part.-Gen. Mgr.-Chief Engr.

Charles Vernon Berlin

KCOY

SANTA MARIA—1947—ABC

Frequency: 1400 Kc.... Power: 250 Watts
 Owned-Oper. By..... News-Press Publishing Co.
 Business-Studio Address..... 114 W. Cook St.
 Phone Number..... 5-2644
 Transmitter Location..... N. Blosser Rd.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Paul H. Raymer
 Partners..... Thomas M. Storke,
 Charles A. Storke
 General Mgr..... J. W. Benes
 Program Director..... Bobbie Lee Davis
 News Director..... Bryant Smith

KSMA

SANTA MARIA—1947—KBS

Frequency: 1240 Kc.... Power: 250 Watts
 Owned-Oper. By..... James M. Hagerman,
 John I. Groom
 Address..... P. O. Box 736
 Phone..... 5-2582
 Transmitter Location..... 510 W. Morrison St.
 Air Time..... 6:45 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Partners..... James M. Hagerman, John I. Groom
 Consulting Engineers..... Gale Brady &
 T. & T. Measurement Service

KOWL

SANTA MONICA—1947

Frequency: 1580 Kc.... Power: 5000 Watts d.
 Owned-Operated By..... KOWL, Inc.
 Address..... Pico at Ocean
 Phone Number..... Exbrook 4-6761
 Transmitter Location..... 11637 Chanoack Rd.,
 Los Angeles
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Transcription Service..... Associated
 Membership..... BAB
 Pres., Gen. Mgr..... Arthur H. Croghan

Pgm. Dir., Chief Anncr..... Paul Snyder
 Chief Engineer..... John Morecroft

KSPA

SANTA PAULA—1948

Frequency: 1400 Kc.... Power: 250 Watts
 Owned-Operated By..... Santa Paula Bcstrs. Inc.
 Business-Studio Address..... Santa Paula
 Phone Number..... 940
 Transmitter..... 112 N. Middle Rd.
 President, Gen. Mgr..... C. Harvey Haas
 Prom., Comm. Mgr..... Ace Martin
 Chief Engineer..... Bob Funnell

KSRO

SANTA ROSA—1937—LBS

Frequency: 1350 Kc.... Power: 1000 Watts
 Owned-Oper. By..... Finley Bcstg. Co.
 Bus.-Studio Address..... Corner Fresno & Finley
 Phone Number..... 110
 Transmitter Location..... Finley St. & Fresno
 Air Time..... 6:30 a.m.-11 p.m.
 News Service..... UP
 Representative..... W. S. Grant
 Membership..... NARTB
 President..... Mrs. Ruth Finley
 General-Station Manager..... Charles P. Scott
 Sls. Prom. Mgr., Prog., News Dir..... Al Pearson
 Chief Engineer..... Verne Hassett

KROG

SONORA—1949

Frequency: 1450 Kc.... Power: 250 Watts
 Owned-Operated By..... Mother Lode Bcstg. Co.
 Business Address..... P. O. Box 996
 Phone Number..... 426
 Air Time..... 7 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... Standard, SESAC
 General Manager..... Ken Randolph
 Chief Engineer..... Clayton Coldwell

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc.... Power: 5000 Watts
 Owned-Operated By..... E. F. Peffer
 Business-Studio Address..... 519 E. Market St.
 Phone Number..... 4-4551
 Transmitter Location..... Highway 99
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... John Blair
 President-Gen. Mgr..... E. F. Peffer
 Station-Commercial Mgr..... E. Smith
 Program Director..... M. Humphreys
 Publicity Director..... E. Flower
 Chief Engineer..... J. T. Kelley

KSTN

STOCKTON—1949

Frequency: 1420 Kc.... Power: 1000 Watts
 Owned-Operated By..... San Joaquin Bcstg. Co.

CALIFORNIA

Business Address.....Hotel Clark
 Phone Number.....4-7338
 Air Time.....Unlimited
 Transmitter Address.....Ralph Ave.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 President.....Knox LaRue
 General Manager.....D. M. Greene
 Program Director.....Elis Lind
 Program Director.....Ray Golden
 Chief Engineer.....Carl McGee

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Bus. Studio Address.....612 E. Market St.
 Phone Number.....5-5728
 Transmitter Location.....Weber and E Sts.
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Station Manager.....Howard L. Bailey
 Program Manager.....James E. Longe
 Chief Engineer.....Frank Nesmith

K X O B

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address.....Hotel Stockton
 Phone Number.....4-7313
 Transmitter Location.....Beyer Lane
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....John E. Pearson, Western
 Membership.....BAB
 President.....Lincoln Dellar
 Gen., Sta., Comm. Mgr.....Grant Pollock
 Sales Promotion Manager.....Daren McGavern
 Prog., News Dir.....Homer Van Derwerker
 Prod., Publ. Dir.....Shirley Stabler
 Chief Engineer.....Ewald Berge

K S U E

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hollowell,
 James E. McKahan
 Business Address.....P. O. Box 610
 Trans. Address Chestnut & Weatherlow Sts.
 Phone Number.....2020
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Capitol, World
 Representative.....Tracy Moore
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Nolan Hollowell
 Comm., Sls. Prom. Mgr.....Leslie E. McLarrin
 Program Director.....Wm. E. Cruse
 Prod., Music. Dir.....Dale Dwelley

Chief Anncr., Engr.....Harold C. Houston
 Traffic Manager.....Gwen W. Waltz
 Consulting Engineer.....Howard Martineau

K T K R

TAFT—1948—LBS

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Phone Number.....5-3101
 Studio-Transmitter Address.....1 mi. W. of Taft
 Air Time.....7 a.m.—local Sunset
 News Service.....UP
 Pres., Gen., Sta., Comm. Mgr.....Kenneth Aitken
 Comm. Sls. Prom. Mgr.....Earl Greer
 Chief Anncr., News Dir.....Jack Smith
 Musical Director.....George Tschumy
 Chief Engineer.....Kenneth Aitken

K C O K

TULARE—1945—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Herman Anderson
 Business Address.....P. O. Box 119
 Phone Number.....6-2866-7
 Studio-Transmitter Location.....Mooney Blvd.
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....W. S. Grant Co.
 Membership.....NARTB, BAB
 President.....Herman Anderson
 General Manager.....Sheldon Anderson
 Commercial Manager.....Stan Simpson
 Sales Prom. Mgr. (National).....Homer Griffith
 Sales Prom. Mgr. (Local).....J. Alan Rinehart
 Prog. Dir., Farm Editor.....Jean Hixson
 Prod., News Dir., Chf. Anncr.....Art Brock
 Musical Director.....J. Alan Rinehart
 Chief Engineer.....Don Ferguson
 Consulting Engineer.....Sheldon Anderson

K T U R

TURLOCK—1949—LBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Address.....P. O. Box 526
 Phone Number.....Turlock 43430, 45827
 Transmitter Location.....Quincy Road
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....O'Connell
 President.....Wallace Lindskoog
 General Manager.....H. Ansell McMillen
 Program Director.....David Wisner
 News Director.....Don Burns
 Chief Engineer.....Maxon Sayre

K U K I

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bartley T. Sims

CALIFORNIA

Address.....P. O. Box 638
 Phone1400
 Air TimeUnlimited
 Representative.....Western; Tracy Moore
 Transcription Service.....Standard
 News Service.....AP
 Pres., Gen. Mgr.....Bartley Sims
 Commercial Manager.....Louis DuMoulin
 Program Director.....John Olivera
 Publicity Director.....Margurite Sims
 Chief Anncr., Farm Editor.....John Franklin
 News Director.....Grover Gent, Jr.
 Chief Engineer.....Stanley Ryno
 Consulting Engineer.....Paul E. Leake

Phone Number4-5811
 Studio Address.....Hotel Johnson
 Transmitter Location.....McWilliams Lane
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....Forjoe
 Pres., Gen. Mgr.....Lyman Treaster
 Comm-Sales Prom. Mgr.....Albert Blain
 News Director.....Don Warren
 Chief Engineer.....Lyman Treaster

KWSO WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Maple Leaf Bcstg. Co.
 Address.....P. O. Box 366
 Phone2145
 Transcription Service.....Lang-Worth
 News Service.....UP
 President.....E. J. Peters
 General Manager.....Theodore G. Heinrichs
 Sales Prom. Mgr.....Ed. Eldsen
 News Director.....Don Rodewald
 Chief Engineer.....Edward Robertson
 Program Dir.....Bob Bann
 Consulting Engineer.....Bernard Associates

KGYW VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Calif. Nev. Bcstg. Co.
 Business-Studio Address.....3267 Sonoma Blvd.
 Phone Number.....3-5667
 News Service.....UP
 Representative.....Western, Tracy Moore
 General Manager.....David McKay
 Station-Commercial Mgr.....Ralph Stillings
 Chief Announcer.....Hal Engebretson
 Chief Engineer.....William Roberts

KHUB WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Patrick H. Peabody
 Business Address.....Atkinson Lane
 Phone Number4-5641
 Studio-Transmitter Location.....Atkinson Lane
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Hoffman
 President.....Patrick H. Peabody
 General Manager.....Hal E. Chase
 Program, Farm Director.....Don Smith
 News Director.....Ford Warner
 Chief Engineer.....James Howard

KVEN VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....P. O. Box 1611
 Phone Number.....Miller 3-8675
 Transmitter.....San Pedro & Al'esandro Sts.
 News Service.....UP
 Program Director.....Dana Marble
 General Manager.....Harry Engel
 Sales Prom. Mgr.....Jack Powell
 Chief Engineer.....Donald Brown
 Farm Editor.....Ed Walden

KVVC

VENTURA—1947—LBS

Frequency: 1590 Kc.....Power 1000 Watts
 Owned-Oper. By.....Voice of Ventura County
 Business Address.....P.O. Box 1411
 Phone Number.....Miller 3-6185
 Transmitter Location.....Mills Rd.
 Air Time.....6 a.m.-M.
 Representative.....W. S. Grant
 Membership.....BAB
 President.....Wm. H. Haupt
 Station Manager.....Roland B. Vaile
 Chief Engineer.....Charles Farmer

KSYC YREKA—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Siskiyou Cty. Bcstg. Co., Inc.
 Address.....Lawrence Lane & S. Oregon St.
 Phone Number624
 Air Time.....6:45 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Tracy Moore
 Membership.....NARTB
 President.....E. G. Millbourn
 General Manager.....Holt C. Wardrip
 Station Manager.....Jack A. Mitchell
 Commercial Manager.....Thomas G. Moran
 Chief Engineer.....Bill Maginnis
 Chief Announcer.....D. M. Comstock
 Consulting Engineer.....Grant Fickert

KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KKIN, Inc.
 Business Address.....P. O. Box 1589

CALIFORNIA—COLORADO

KUBA

YUBA CITY—1947—LIBERTY

Frequency: 1600 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By... Peachbowl Bcstrs., Inc.
Business Address... Hotel Marysville
Phone Number... 3-7309
Transmitter Location... Sanborn Rd., Sutter Co.
News Service... AP

Transcription Service... Thesaurus
Representative... W. Coast Radio Sales,
Western
President... Chester V. Ullom
Gen., Station Manager... Roger R. Hunt
Commercial Manager... Clyde L. Goodnight
Sales Promotion Mgr... Lloyd Klemp
Program Director... Bill Noethens
News Director... Dan Brown
Chief Engineer... John J. Rolih

COLORADO

*Pop. April 1, 1952 (Est.) 1,381,000 — Total Housing Units 438,297
Families April 1, 1952 (Est.) 401,000 — Stations in State 32*

KGIW

ALAMOSA—1929—KBS-LBS

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

Program Director... G. C. Underhill
Chief Announcer... Art Brink
Chief Engineer... W. D. Wells

KRDO

**COLORADO SPRINGS—1947
COLUMBINE**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Pikes Peak Bcstg. Co.
Business-Studio Address... Alta Vista Hotel
Phone Number... Main 1125
Transmitter Location... Alta Vista Hotel
Air Time... 6:00 a.m.-M.
News Service... AP
Transcription Service... Standard, Lang-Worth,
Thesaurus

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Boulder Radio KBOL, Inc.
Address... 1617 Pearl St.
Transmitter Location... E. Pearl St.
Air Time... 7 a.m.-11:05 p.m.
News Service... AP
Transcription Service... Standard
Representative... Headley-Reed
Membership... NARTB, BAB
President... Herb Hollister
General Manager... Russel Shaffer
Commercial Manager... Gene Palm
News Dir... Bob Butz
Program Director... C. O. Allen
Chief Engineer... Blair Dobbins

Representative... Rambeau
Membership... NARTB
Pres., Gen. Mgr... Joseph H. Rohrer
Station Manager... Paul Crozier
Commercial Manager... Harry Hoth
Production Director... Robert Fitzmorris
Prog., Musical Dir... Jean Gitz
Chief Anncr., News Dir... Wes Bradley
Prod. Dir., Chief Engr... Robert Fitzmorris
Consulting Engineer... McNary-Wrathall

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Voice of the Rockies, Inc.
Address... 800 Exchange Natl. Bank Bldg.
Phone Number... Main 278
Transmitter Location... 2803 E. Platte Ave.
Air Time... Unlimited
News Service... UP
Transcription Service... Associated & World
Representative... Raymer Co.
Membership... NARTB, BAB
Pres., Gen., Sta., Comm. Mgr... J. D. Russell
Sls. Prom., Prod. Mgr... Cecil Seavey
Program Director... Isabell McClung
Publicity Director... Meredith Williams
News Director... Hal Bumpus

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Royal Gorge Bcstrs., Inc.
Business-Studio Address... 1615 Central Ave.
Phone Number... 1100
Transmitter Location... 1615 Central Avenue
Air Time... 7 a.m.-7 p.m.
News Service... UP
Transcription Service... Keystone, Cole
Pres.-Gen. Sta. Mgr... Ray M. Beckner

COLORADO

Musical Director.....Pat Henry
 Chief Engineer.....H. C. Strang
 Consulting Engineer.....E. C. Page

KRAI

CRAIG—1949—COLUMBINE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By No. Western Colo. Bcstg. Co.
 Business Address.....So. of Craig
 Phone Number.....707-8
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Membership.....BAB
 President.....G. N. Winder
 General Manager.....George Cory
 Station Manager.....Dale G. Moore
 Commercial Manager.....George Norvell
 Program. News Dir.....Dick Fuss
 Chief Engineer.....Charles S. Price

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By Aladdin Radio & TV, Inc.
 Business-Studio Address. Shirley-Savoy Hotel
 Phone Number.....MAin 4271
 Transmitter Location.....Engelwood, Colo.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS.
 Transcription Service.....Standard, Capitol
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....Harry E. Huffman
 General Manager.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr., Pub. Dir.....John Connors
 Program Director.....Charles C. Roberts
 Production Director.....Clayton Bragg
 News Director.....Sheldon Peterson
 Musical Director.....Arthur Gow
 Chief Engineer.....Harvey E. Wehrman

KMYR

**DENVER—1941—LIBERTY
 COLUMBINE**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Address.....Security Life Bldg.
 Phone Number.....MAin 4161
 Transmitter Location.....Ruby Hill,
 1601 W. Jewell
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Keenan & Eichelberg
 Membership.....NARTB, BAB
 President.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Commercial Manager.....Ed Koepke
 Pgm., Prod. Dir.....Lowell Switzer
 News Director.....Dick Leonard

Chief Announcer.....Gene Amole
 Chief Engineer.....Glen James

KTLN

DENVER—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Station KTLN
 Address.....Park Lane Hotel
 Phone Number.....RAce 4636
 Transmitter Location. 3200 S. Platte Riv. Dr.
 Air Time.....4:30 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Radio Reps., Inc.
 Owner.....Leonard Coe
 General Manager.....John L. Buchanan
 Commercial Manager.....Dean Jarvis
 Sales Promotion Mgr.....Jim Buchanan
 Program Director.....Jack Helling
 Production Director.....Con Schader
 Chief Anncr., News Dir.....Rich Fromke
 Chief Engineer.....O. E. Kelley

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Colorado Radio Corp.
 Business-Studio Add..Midland Savings Bldg.
 Phone Number.....TAbor 2291
 Transmitter Location.....No. of Denver
 Air Time.....5:30 a.m.-12M.
 News Service.....UP
 Transcription Service..Lang-Worth, Associated
 Representative.....Free & Peters
 Membership.....NARTB
 President-Gen. Mgr.....William D. Pyle
 Station Manager.....T. C. Ekrem
 Sales Prom. Mgr.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....Ben H. Stanton
 Chief Engineers.....W. D. Pyle, T. C. Ekrem

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By..National Bcstg. Co., Inc.
 Business-Studio Address..1625 California St.
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colo.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service..Thesaurus & Associated
 Representative.....NBC Spot Sales
 Membership.....NARTB, BAB
 President (NBC).....Joseph H. McConnell
 Gen.-Sta. Mgr.....Charles C. Bevis, Jr.
 Commercial Manager.....Duncan A. McCall
 Sales Promotion Manager.....C. M. Penley
 Program Manager.....Earle C. Ferguson
 Publicity Director.....William R. Day
 Production Supervisor.....Wm. G. Walker
 Musical Director.....Eddy Rogers
 Asst. Mgr. Chg. Engineering..Robert H. Owen

COLORADO

General Manager.....Ellis Atteberry
 Commercial Manager.....Bob McClary
 Program Director.....Gregg Chancellor
 Chief Engineer.....Cecil Whitchurch
 Consulting Engineer.....Commercial Radio

KFTM

FORT MORGAN—1949—KBS

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Oper. By...Morgan County Bcstg. Co.
 Address.....Ft. Morgan
 Phone Number.....1000
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Pres., Gen. Mgr.....Robe t H. Dolph
 Station Manager.....John W. Emery
 Comm., Sls. Prom. Mgr.....Donnell K. Smith
 Chief Announcer.....Bob Breault
 News Director.....Helen Cudworth
 Chief Engineer.....Richard Oldfield

KGLN

**GLENWOOD SPRINGS—1950—MBS
 WESTERN SLOPE**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Western Slope Bcstg. Co.
 Address.....Silver Spruce Lodge
 Phone Number.....777
 Representative.....Holman
 News Service.....UP
 Pres., Gen. Mgr.....Rex Howell
 Sta., Comm., Prom. Mgr.....Jerry Fitch
 Prog. Dir., Chief Annr.....Hal Reid
 Chief Engineer.....Carl Anderson

KEXO

**GRAND JUNCTION—1948
 COLUMBINE**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By..Voice of Western Colorado,
 Inc.
 Trans. Address...2508 North Ave., P. O. Box
 629
 Phone Number.....1230
 Air Time.....6 a.m.-12M.
 News Service.....INS
 Transcription Service...Capitol, Thesaurus,
 World
 Representative.....Harlan Oakes
 Membership.....NARTB, BAB
 President.....D. Spencer Grow
 Gen., Sta., Comm. Mgr....H. Abbott Tessman
 Sales Promotion Mgr.....Robert Falks
 Prog., Prod. Dir.....Robert Collins
 Publicity Director.....Mildred Fuller
 Chief Annr., Farm Editor.....Jim Eicher
 News Director.....Gene Wilburn
 Chief Engineer.....Lloyd Wilson
 Musical Director.....Bill Orr

KFXJ

**GRAND JUNCTION—1926—MBS
 WESTERN SLOPE**

Frequency: 920 Kc.....Power: 1000 Watts d;
 500 Watts n.
 Owned-Oper. By...Western Slope Bcstg. Co.
 Business-Studio Address.....Hillcrest Manor
 Phone Number.....1300
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hal Holman
 Membership.....NARTB, BAB
 President.....Rex Howell
 Gen., Sta. Mgr.....E. Anson Thomas
 Sales Prom. Mgr.....Rosa Lee Samuels
 Commercial Manager.....Jack Goetz
 Chief Announcer.....Ed Lewis
 News Director.....Lyle Marine
 Program, Music Dir.....Jack Puter
 Chief Engineer.....Bob Lebsock
 Farm Editor.....Bill Warner

KFKA

GREELEY—1921

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By...Mid-Western Radio Corp.
 Business-Studio Address.....620—8th Ave.
 Phone Number.....450-1
 Transmitter Location.....Radio Ranch, Evans
 Air Time.....5 a.m.-11 p.m.
 Representative.....Hal Holman
 News Service.....UP
 Transcription Serv...Lang-Worth, Cole, SESAC
 Pres., Gen. Mgr.....Francis Price
 Commercial Manager.....Eve-it Shupe
 Sales Prom. Mgr.....William G. Stewart
 Program Director.....Jack Redus
 Musical Director.....Delbert Wood
 Chief Announcer.....Cooper Welch
 News Director.....Keith Gorden
 Chief Engineer.....Harry Brewer
 Farm Editor.....Carl Jordan
 Consulting Engineer.....Kenneth Cooper

KYOU

**GREELEY—1948—COLUMBINE
 LIBERTY**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Mrocco Bcstg. Co.
 Address.....2424 6th Avenue
 Phone Number.....3275
 Air Time.....Unlimited
 News Service.....AP
 Representative.....McGillvra, Inc.
 Transcription Service.....World
 Membership.....BAB
 President, Gen. Mgr.....E.wood H. Meyer
 Commercial Manager.....Joe W. Hongold
 Program Director.....Glenn E. Stutzman
 Chief Engineer.....John T. Roscoe

COLORADO

KBNZ

**LA JUNTA—1937—KBS
INTERMOUNTAIN-COLUMBINE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... R. Dennis Gerkin
 Address..... Radio Building
 Phone..... 42
 Air Time..... 6:25 a.m.-11:35 p.m.
 News Service..... UP
 Representative..... Clark
 Membership..... BAB
 Pres., Gen. Mgr..... William W. Shepherd
 Station Manager..... Robert McGregor
 Commercial Manager..... Philip Roewe
 Prog. Dir., Chief Anncr..... Dale Allison
 Chief Engineer..... Robert Houston
 Consulting Engineer..... Willis Shanks

KLMR

LAMAR—1948—LBS

Owned-Oper. By..... SE Colorado Bcstg. Co.
 Trans. Address..... Lamar, Colorado
 Phone Number..... 804
 News Service..... AP
 Transcription Service..... World
 President..... Ralph Eaton
 Gen., Sta., Comm. Mgr..... John M. Bass
 Pgm., Prod., Publ. Dir..... E. E. Meazell
 Chief Engineer..... Larry Roser

KLVC

LEADVILLE—1951—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Leadville's Top of the
 Nation Station, Inc.
 Address..... 520 W. 6th St.
 Phone Number..... 70
 Representative..... Columbine
 President..... Vir N. James
 Manager..... Donald F. Stephens
 Program Director..... Flora Stephens
 Chief Engineer..... Donald G. Youmans

KLMO

LONGMONT—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By..... Longmont Bcstg. Co.
 Phone Number..... 1050
 News Service..... UP
 Transcription Service..... Lang-Worth
 Pres.-Gen. Mgr..... J. P. Dubberley
 Comm. Mgr..... R. Walker
 Program Director..... Willis Evans
 Promotion Manager..... Dick Lee
 Chief Engineer..... Walter Robinson

KUBC

**MONTROSE—1947—KBS
COLUMBINE**

Frequency: 1260 Kc. 1000 Watts d.;
 500 Watts n.

Owned-Operated By..... Uncompaghre Bcstg. Co.
 Business-Studio Address..... P. O. Box 279
 Phone Number.....
 Air Time..... 6 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Hil F. Best
 Membership..... NARTB, BAB
 President..... F. J. Hartman
 Gen.-Sta. Mgr..... Geo. Cory
 Comm., Sales Prom. Mgr..... Bob Hale
 Chief Engineer, Prog. Dir..... Bob Sidwell
 News Director..... Tom Olsen
 Consulting Engineer..... J. B. Heffelfinger

KCSJ

**PUEBLO—1947—MBS-COLUMBINE
INTERMOUNTAIN**

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By..... Star Bcstg. Co., Inc.
 Address..... 211 W. 5th St.
 Phone Number..... 8522
 Transmitter Location..... North Hudson
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Pearson Co., Keenan &
 Eickelberg (West Coast Only)
 Membership..... NARTB, BAB
 President..... F. W. Meyer
 Gen., Sta. Mgr..... Douglas D. Kahle
 Comm., Sls. Prom. Mgr..... Bob Clinton
 Prog., Publ. Dir..... Larry Gordon
 Prod., Music. Dir..... Gene Bollinger
 Chief Announcer..... Cliff Hendrix
 News Director..... Bill Doty
 Chief Engineer..... Dale Redlingshafer
 Consulting Engineer..... Frank McIntosh

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Pueblo Radio Co.
 Business-Studio Address..... 3011 Elizabeth
 Phone Number..... 1255
 Transmitter Location..... 3011 Elizabeth
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Donald Cooke
 President-Gen. Mgr..... Dee B. Crouch
 Commercial Manager..... Barry Tucker
 News Dir..... Charles Lerch
 Chief Engineer..... Jack Lundquist

KVRH

**SALIDA—1948—KBS-LBS
COLUMBINE**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Vir N. James
 Address..... P. O. Box 229
 Phone Number..... 30
 Air Time..... 7 am. to 10 p.m.

COLORADO

Transcription ServiceKBS
 News ServiceUP
 RepresentativeClark
 MembershipNARTB, BAB
 Pres., Gen., Prom. Mgr.....Vir N. James
 Assistant.....Clo B. James
 Commercial Manager.....Lu Parmelee
 Chief Anncr., News Dir.....Jack Diehl
 Chief Engineer.....Philip Parmelee
 Consulting Engineer.....Guy C. Hutcheson

Owned-Operated By.....James E. Blair
 Bus.-Studio Address.....P. O. Box 787
 Phone Number414
 News ServiceUP
 Owner, Gen. Mgr.....James E. Blair
 Station Manager.....Kenneth Stabaugh

K G H F

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Colorado Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 293
 Phone Number3877
 Transmitter Location.....N.W. of Pueblo
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription Service.....World, SESAC
 Representative.....Gill-Keefe & Perna, Inc.
 MembershipNARTB, BMB
 PresidentGifford Phillips
 Gen., Station Manager.....Robert D. Ellis
 Commercial Manager.....Bill Mahoney
 Prog., Publ. Dir.....Hal Moon
 Prod. Dir., Chief Anncr.....Norm Teska
 News Director.....Bob Thompson
 Musical Director.....Bob Burch
 Chief Engineer.....Willis C. Shanks
 Farm Editor.....Irwin Cunningham
 Consulting Engineer.....T. A. M. Creven

K G E K

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Elmer G. Beehler
 AddressFleming Rd.
 Phone Number679
 News ServiceUP
 Owner, Gen. Mgr.....Elmer G. Beehler

K C R T

TRINIDAD—1946—LBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Mel-Bert Bcstg. Co.
 Business-Studio Add.....P. O. Box 772
 Phone Number338
 Transmitter Location.South Country Club Drive
 News ServiceUP
 Transcription ServiceLang-Worth
 Ptnr., Gen. Mgr.....Mel Cooper
 Comm. Mgr., Ptnr.....Bert Coyle
 Program Director.....Millye J. Coyle
 Program Director.....George Barron
 Chief Engineer.....Mel Cooper

K S T R

TRINIDAD—1946—MBS

Frequency: 1280 Kc...Power: 1000 Watts d.,
 500 Watts n.

The Dominant Station Covering the
 Rich Industrial and Agricultural Area
 of SOUTHERN COLORADO

K G H F

PUEBLO, COLORADO

5000 w A B C

announces

the appointment

of

GILL-KEEFE & PERNA, INC.

NEW YORK CHICAGO

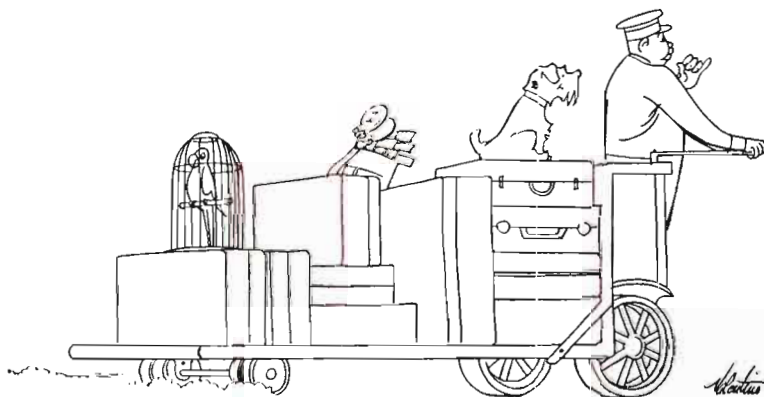
Helen Gill Howard Keefe

WEST COAST
 REPRESENTATION:

Tracy Moore & Associates



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

CONNECTICUT

Pop. April 1, 1952 (Est.) 2,090,000 — Total Housing Units 614,075
 Families April 1, 1952 (Est.) 575,000 — Stations in State 26

W I C C

BRIDGEPORT—1926—MBS-YANKEE

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

Owned-Oper. By.....Thomas E. Lee Ent.
 Address.....144 Golden Hill
 Phone Number.....8-1121
 Transmitter Location.....Pleasure Beach Pk.
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Edward Petry
 Exec. Vice-Pres.....Thomas F. O'Neil
 General, Sta. Manager.....Robert L. Kennett
 Comm.-Sales Prom. Mgr.....Charles W. Parker
 Pgm.-Prod. Dir.....Ralph Klein
 News Director.....Robert Maguire
 Chief Engineer.....Rogers B. Holt

W L I Z

BRIDGEPORT—1947

Frequency: 1300 Kc....Power: 1000 Watts d.
 Owned-Operated By...The Bridgeport Bcstg Co.
 Business-Studio Address.....114 State St.
 Phone Number.....5-4144
 Transmitter.....Seaview Avenue
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Adam J. Young
 Pres., Gen., Sta. Mgr.....Philip Merryman
 Commercial Manager.....Manning Slater
 Program Director.....Wallace B. Dunlap

W N A B

BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By.....WNAB, Inc.
 Business-Studio Address.....991 Broad St.
 Phone Number.....3-3112
 Transmitter.....Locomobile Pt.
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Rambeau, Borgatti
 President-Chief Engineer.....Harold Thomas
 General, Sta. Manager.....Levon Thomas
 Prog. Dir., Chief Anncr.....Jack Dahlby
 Traffic Manager.....Grace Kaltenbach
 Commercial Manager.....Ray Colonari

W B I S

BRISTOL—1948

Frequency: 1440 Kc....Power: 500 Watts d.
 Owned-Oper. By.....The Bristol Bcstg. Corp.
 Business-Studio Address.....183 Main St.
 Phone Number.....9265

Transmitter Location.....Greystone Ave.
 Air Time.....Daytime
 News Service.....UP
 Representative.....McGillvra
 President.....Frederick W. Beach
 Gen., Sta., Comm. Mgr.....Cal Colby
 Program Director.....Sally Easton
 Publicity Director.....Amletto Ciccarelli
 Chief Announcer.....Bob Leonard
 Chief Engineer.....Richard A. Ricci

W L A D

DANBURY—1947

Frequency: 800 Kc....Power: 250 Watts d.
 Owned-Operated By...Berkshire Bcstg. Corp.
 Business-Studio Address.....207 Main St.
 Phone Number.....8-3565
 Transmitter.....Brushy Hill Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Rambeau
 President.....John P. Previdi
 Sta., Comm. Mgr., Pub. Dir.....Sol Robinson
 Program Director.....Eleanor Kemble
 Chief Announcer.....Paul Baker
 News Director.....Frank Comer
 Chief Engineer.....Walter Hollis
 Consulting Engineer.....Garo Ray

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

AP

CONNECTICUT

W C C C

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By. Greater Hartford Bcstg Corp.
 Business-Studio Address. Bond Hotel
 Phone Number 5-6648
 Transmitter Location. South Quaker Lane.
 Air Time. Local sunrise-local sunset
 News Service UP
 President. William M. Savitt
 Sta., Comm. Mgr. Paul Martin
 Musical Director. Ivor Hugh
 Chief Engineer. John Ramelka
 Consulting Engineer. McNary & Wrathall

W D R C

HARTFORD—1922—CBS NEW ENG. MAJ. MKT.

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By. The Connecticut Bcstg. Co.
 Business-Studio Address. 750 Main St.
 Phone Number 7-1188
 Transmitter Location. 869 Blue Hills Ave.,
 Bloomfield, Conn.
 Air Time Unlimited
 News Service UP
 Representative. Paul H. Raymer
 Membership NARTB, BAB

We
Cover
Central
Connecticut

Hartford's
only station
 offering
 music and
 news all
 day,
 every
 day.

"There's T. N. T. on W C C C"
 (Time, News, Temperature, includ-
 ing weather every fifteen minutes,
 every weekday.)

1290 K. C.

President. Franklin M. Doolittle
 Station Manager. Walter B. Haase
 Comm.-Sales Prom. Mgr. William F. Malo, Sr.
 Program, News Dir. Harvey H. Olson
 Chief Announcer. Russ Naughton
 Chief Engineer. Italo A. Martino
 Consulting Engineer. Prof. Norman Adams, Jr.

W O N S

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned-Oper. By. Yankee Network Div. of
 Thomas S. Lee Enterprises, Inc.
 Business-Studio Address. 54 Pratt St. (WONS)
 Phone Number 7-9131
 Transmitter Location. Newington, Conn.
 Air Time. 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative. H-R Reps, Inc.
 President William O'Neil
 Station Manager. Ed. Palen
 Sales Promotion Mgr. Al Henry
 Musical Director. Jack Downey
 Chief Engineer. Rogerts Holt

W T H T

HARTFORD—1936 ABC-CONN. STATE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. The Hartford Times, Inc.
 Business Address. 555 Asylum St.
 Phone Number 2-0237
 Air Time 6:45 a.m.-M.
 News Service AP
 Representative. J. P. McKinney
 Membership NARTB, BAB
 Gen.-Sta. Manager. C. Glover DeLaney
 Asst. Gen. Mgr. L. R. Schoenfeld
 Commercial Manager. Leonard R. Schoenfeld
 Prog.-Prod. Director. Mitchell Betters
 Publicity Director. Margaret A. Duffy
 Chief Announcer. Joseph Girard
 News Director. Sereno Gammell
 Chief Engineer. Charles S. Masini
 Consulting Engineer. George Davis

W T I C

HARTFORD—1925 NBC-NERN

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By. Travelers Bcstg. Service
 Corp.
 Business-Studio Address. 26 Grove St.
 Phone Number 5-0801
 Transmitter Location. Talcott Mt., Avon
 Air Time Unlimited
 News Service AP, INS
 Transcription Service. Lang-Worth SESAC
 Representative Weed
 Membership NARTB, BAB
 President. Jesse W. Randall

CONNECTICUT

Vice Pres.-Gen. Mgr. Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales Walter Johnson
 Asst. Sales Mgr. Irwin Cowper
 Program Director Leonard J. Patricelli
 Asst. Program Director Paul Lucas
 Production Dir. George Bowe
 Director Public Relations Bernard Mullins
 News Director Tom Eaton
 Plant Manager Herman Taylor
 Consulting Engineer Ring & Clark

(See Page 370)

W M M W MERIDEN—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Silver City Crystal Co.
 Business-Studio Address 8½ W. Main St.
 Phone Number 5-5747
 Transmitter Lewis Ave.
 Air Time Daytime
 News Service UP
 Transcription Service World, Lang-Worth
 President (inactive) C. A. Schultz
 General Manager Alex Buchan
 Commercial Manager G. A. Kruttschnitt
 Program Director Joey Trantino
 Chief Announcer Les Fox
 Chief Engineer Gabriel Langfelder

W C N X MIDDLETOWN—1948

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Oper. By Middlesex Bcstg. Co.
 Business-Studio Address 460 Main St.
 Phone Number 5821
 Managing Dirs. R. J. O'Brien, W. J. O'Brien
 Chief Operator Kenneth A. F. Bishop

W H A Y NEW BRITAIN—1949

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By Central Conn. Bcstg. Co.
 Business Address 22 Grove Hill
 Phone Number 3-2721
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative Adam Young, Bannan
 (Boston)
 President Patrick Goode
 General Manager Aldo DeDominicis
 Sta. Mgr., Prog. Dir. Leo Borin
 Sales Mgr. Thomas Meade
 Office Manager William F. Turner
 Chief Announcer Carter Clements
 News Director Charles Gilson
 Chief Engineer Hillis W. Holt
 Women's Prog. Dir. Elizabeth Kimball

W K N B NEW BRITAIN—1946

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Oper. By New Britain Bcstg. Co.

Address 213 Main St.
 Phone Number 3-6303-4
 Transmitter Location Newington
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 President, General Manager Julian Gross
 Station-Commercial Mgr. Peter B. Kenney
 Pgm., Prod. Dir. J. J. Mariani
 Publicity Director Philip B. Hale
 Chief Announcer Ray Neilan
 Chief Engineer Sam Edsall
 Consulting Engineer George C. Davis

W A V Z

NEW HAVEN—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By WAVZ Bcstg. Corp.
 Business-Studio Address 152 Temple St.
 Phone Number 7-0171
 Transmitter Location Thill St., W. Haven
 Air Time Local sunrise-local sunset
 News Service UP, AP
 Representative Keller
 Transcription Service Thesaurus
 President Victor W. Knauth
 V.P., Gen., Sta. Mgr. Daniel W. Kops
 Commercial Manager Richard J. Monahan
 Prog., Prod. Director Richard E. Barrett

Buy

NEW HAVEN

Buy

RESULTS

Buy

WAVZ

The Lively Local
 Operation with Music
 And News the People Want

CONNECTICUT

Publicity Director.....George Duffy
 Chief Announcer.....Richard Petty
 News Dir., Farm Editor...Thomas W. Bentley
 Musical Director.....Joanne Robbins
 Chief Engineer.....George Hugo
 Consulting Engineer.....Lynne C. Smeby

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By...Conn. Radio Founda-
 tion, Inc.
 Business-Studio Address.....221 Orange St.
 Phone Number.....8-1133
 Transmitter Location...Benham St., Hamden
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 President.....H. C. Wilder
 General Manager.....Richard W. Davis
 Commercial Manager...Edwin H. Schweitzer
 Publicity Director.....Rudy Frank
 News Director.....Robert McKernan
 Program Director.....Charles H. Wright
 Chief Engineer.....Fred King
 Consulting Engr....Craven, Lonnes & Culver

WNHC

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Elm City Bcstg. Corp.
 Business-Studio Address.....1110 Chapel St.
 Phone Number.....6-9826
 Transmitter Location...Front Ave., W. Haven
 Air Time.....18 hrs.
 News Service.....AP, INS
 Transcription Service.....World
 Representative.....Katz Agency
 Membership.....NARTB, BAB
 President.....Patrick J. Good
 Secretary-Treasurer.....Aldo DeDominicis
 Commercial Manager.....J. Vincent Callanan
 Program Director.....Walter Neilsen
 Publicity Director.....William Dukeshire
 News Director.....W. Rockwell Clark
 Musical Director.....John Drake
 Chief Engineer.....Vinnie DeLaurentis
 Consulting Engineer.....Goro W. Ray

WNLC

NEW LONDON—1936 — MBS YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...The Thames Bcstg. Corp.
 Business-Studio Address.....281 State St.
 Phone Number.....2-4365
 Transmitter.....Winthrop Pt., E. New London
 Air Time.....Unlimited
 News Service.....UP
 President-Gen. Sta. Mgr.....Gerald J. Morey
 Comm.-Sales Prom. Mgr.....Leo B. Keegan

Publicity Director.....Mary Jane Koebbe
 Chief Announcer.....Nelson Brown
 Chief Engineer.....Gerald J. Morey
 News Director.....David Conners
 Farm Editor.....Patricia Killeen
 Consulting Engineer.....Craven, Lohnes &
 Culver

WNLK

NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By...Norwalk Bcstg. Co., Inc.
 Business-Studio Address...Main & Wall Sts.
 Phone Number.....8-5566
 Transmitter.....West Norwalk
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...World, SESAC, RCA
 Representative.....Rambeau
 Pres., Gen., Sta. Mgr..
 Chief Engineer.....David W. Jeffries
 Comm. Sls. Prom. Mgr...Michael J. Cuneen
 Prog., Publ. Dir.....Joseph V. Lentini
 Production Director.....Milton Warren
 Chief Announcer.....Richard W. Buonerba
 News Director.....Adrian Conway
 Musical Director.....Edna C. Somers
 Consulting Engineer.....W. E. McDowell

WICH

NORWICH—1946—LBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Eastern Conn Bcstg. Co.
 Business-Studio Address.....91 Main St.
 Phone Number.....7-1613
 Transmitter Location...Lucas Pk. Rd.
 Air Time.....6:45 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President-General Mgr.....John Deme
 Chief Announcer.....Jack Purrington
 Chief Engineer.....Alexander Dubenetsky

WSTC

STAMFORD—1941 ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Wtn. Conn. Bcstg. Co.
 Business-Studio Address.....270 Atlantic St.
 Phone Number.....4-7575
 Transmitter Location...320 Strawberry Hill Ave.
 Air Time.....6:30 a.m.-M.
 Newspaper Affiliation...Stanford Advocate
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Everett-McKinney
 President.....Kingsley Gillespie
 Gen.-Sta. Manager.....Julian Schwartz
 Commercial Manager.....Wharton Ford
 Program Director.....Frank J. Delfino
 Chief Engineer.....Paul Kamensky
 Consulting Engineer.....George C. Davis

CONNECTICUT

W L C R

TORRINGTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Litchfield Cty. Radio Corp.
 Business-Studio Address. 23 Main St.
 Phone Number. 4174
 Transmitter Location. Highland Ave.
 Air Time. Local sunrise-local sunset
 News Service. UP
 Transcription Service. World
 Representative. Sears & Ayer
 Pres., Gen. Mgr. Charles O. Scott
 Sales Prom. Mgr. Allan Brown
 Pgm., Prod. Dir. George Phillips
 Publicity Director. Joseph Storm
 Chief Anncr., News Dir. Pete Stoner
 Chief Engineer. Alfred Pallokat

W T O R

**TORRINGTON—1948
 CONN. STATE—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Torrington Bcstg. Co., Inc.
 Business-Studio Address. 93 Perkins St.
 Phone Number. 4181
 Transmitter Location. 93 Perkins St.
 Air Time. 17 hrs.
 News Service. AP
 Representative. Rambeau
 Station Manager. Edmund Waller
 Commercial Manager. John J. Morris
 Program Director. Richard C. Kilbourn
 Chief Engineer. Arthur Marcus

W A T R

**WATERBURY—1934
 ABC-CONN. STATE**

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By. The WATR Co., Inc.
 Business-Studio Address. 440 Medow St.
 Phone Number. 5-1121
 Transmitter Location. Baldwin Ave.
 Air Time. 7 a.m.-M.
 News Service. AP
 Representative. William G. Rambeau
 Membership. NARTB
 President-Gen. Mgr. Harold Thomas
 Sta.-Comm. Mgr. Sam Elman

Sales Prom. Mgr. Wallace Gordon
 Production Director. Roy Murray
 Program Director. Wally King
 Pub., News Dir. Joseph C. Callan
 Chief Announcer. Charles Bengtson
 Chief Engineer. Russell Jensen

W B R Y

**WATERBURY—1934—CBS
 NUTMEG**

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By. American-Republican, Inc.
 Business-Studio Address. 136 Grand St.
 Phone Number. 3-1125
 Transmitter Location. Boyden St.
 Air Time. 6:55 a.m.-12:05 a.m.
 News Service. AP
 Transcription Service. World
 Representative. Avery-Knodel.
 Kettel-Carter (Boston)
 Membership. NARTB, BAB
 President. William J. Pape
 General Manager. James D. Darcy
 Commercial Manager. Harry A. DeVorken
 Station Manager. J. Maxim Ryder
 Prog.-Prod. Dir. Walter O. Howard
 Publicity Director. Robert S. Holezer
 Chief Announcer. Robert Stewart
 News Director. E. Christy Erk
 Musical Director. Louis Boisvert
 Chief Engineer. Frank B. Hales

W W C O

**WATERBURY—1946
 MBS-YANKEE**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Mattatuck Bcstg. Co., Inc.
 Business-Studio Address. 119 W. Main St.
 Phone Number. 4-5141
 Transmitter Location. Thomaston Ave.
 Air Time. Unlimited
 News Service. AP
 Membership. NARTB
 Pres., Gen. Manager. Milton H. Meyers
 Commercial Manager. Gustave Nathan
 Program Director. Robert C. Crager
 Chief Announcer. Gene Valentino
 News Director. Roy Roman
 Chief Engineer. John Carragan

HELP THE RED CROSS

DELAWARE

Pop. April 1, 1952 (Est.) 324,000 — Total Housing Units 97,002
Families April 1, 1952 (Est.) 88,000 — Stations in State 6

W D O V DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By...Del. State Capital
Bcstg. Corp.
Business Address...Bradford & Loockerman Sts.
Phone Number 5816
Air Time 6:30 a.m.-Sunset
News Service AP
Representative Rambeau
President Dr. C. F. Freed
Gen., Sta. Mgr., Pgm. Dir. Mildred Carroll
Commercial Manager William S. Freed
Chief Engineer Russell F. Lee
Consulting Engineer. Herbert L. Wilson Asso.

W J W L

GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By...Rollins Bcstg., Inc.
Address DuPont Highway
Phone Number 2567
News Service AP
Transcription Service Thesaurus
Representative Rollings
President John W. Rollins
Vice-President O. Wayne Rollins
General Manager Frank R. Knutti
Commercial Manager Norman M. Glenn
Program Director Bill Jaeger
Chief Engineer Edward Marzoca

W A M S

WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst.
Co., Inc.
Bus.-Studio Address 321 Delaware Ave.
Phone Number 4-8882
Transmitter Mt. Cuba Rd. & Owl's Nest
Air Time 6:30 a.m.-12:30 a.m.
News Service Transradio
Transcription Service Transradio, Standard
Representative Hollingberry
President Frank S. Carrow
General Manager L. Byron Jenkins
Comm. Mgr. William S. Ewing
Publicity Director Don Mathewson
Program Director Bill Smith
Music Director Alan Barclay
Chief Engineer Herbert Eckstein

W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By...WDEL, Inc.

Business-Studio Address...10th & King Sts.
Phone Number 7268
Transmitter New Castle Co.
Air Time 6:00 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Executive Clair R. McCollough
Station Manager J. Gorman Walsh
National Sales Manager...J. Robert Gulick
Program Director Harvey C. Smith
Technical Dir. J. E. Mathiot
Consulting Engineer James C. McNary

W I L M

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
Owned-Operated By...Delaware Bcstg. Co.
Business-Studio Address 920 King St.
Phone Number 4-7771
Air Time 24 hrs.
News Service UP
Transcription Service World
Representative Bolling Co.
Membership NARTB, BAB
President-Gen.-Comm. Mgr. Ewing B. Hawkins
Sta. Mgr., Pgm. Dir. Robert J. McFann
Sls. Prom., Pub. Dir. Robert P. Niemeyer
Musical Director Warren Keyser
News Director Harry Thernal
Chief Engineer H. Edwin Kennedy
Farm Editor Richard L. Bair
Consulting Engineer Jansky & Bailey

W T U X

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By...Port Frere Bcstg. Co., Inc.
Business-Studio Address 1326 Market St.
Phone Number Wilmington 5-8821
Transmitter Location Port Frere
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Thesaurus
Representative Forjoe
Membership NARTB, BAB
Pres.-Sta. Mgr. Gordon K. MacIntosh
General Mgr. Howard R. Robinson
Comm., Sls. Prom. Mgr. Julian A. Todd
Program Director Waneda L. Clark
Pub., Prod. Dir.
Chf. Annrcr. William H. Gehlert
News Director Roland Twigg
Chief Engineer Wayne Neuhaus
Musical Director Justina Spagnolo
Consulting Engineer Dixie McKay
Farm Editor Lee Ellsworth

DISTRICT OF COLUMBIA

Pop. April 1, 1952 (Est.) 832,000 — Total Housing Units 234,734
 Families April 1, 1952 (Est.) 218,000 — Stations in State 7

W G M S

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Good Music Station, Inc.
 Address 1125 Vermont Ave., N.W.
 Phone Number Executive 8676
 Transcription Service Associated
 News Service AP
 Air Time Sunrise to Sunset
 President Morris Rodman
 General Manager M. Robert Rogers
 Commercial Manager Patrick Hayes
 Program Director Pierson Underwood
 Chief Engineer Nick Chaconas

W M A L

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By The Evening Star
 Bcstg. Co., Inc.
 Business-Studio Address 724 14th St., N.W.
 Phone Number National 5400
 Transmitter Location Green Tree Rd.,
 Bethesda, Md.
 Air Time 6 a.m.-1:05 a.m.
 News Service AP, UP
 Transcription Service World, Standard
 Representative The Katz Agency
 Membership NAB
 President S. H. Kauffmann
 V.P., General Manager K. H. Berkeley
 Commercial Manager Ben B. Baylor, Jr.
 Pgm. Dir. Charles Kelly
 Pub. Dir. Mary P. Perry
 Chief Anncr. Harold Stepler
 News Director William Neel
 Chief Engineer Frank Harvey

W O O K

WASHINGTON, D. C.—1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By United Bcstg. Co.
 Business-Studio 8th & Eye Sts., N.W.
 Phone Number Republic 8000
 Transmitter Location Florida St. & Lee Hwy.
 News Service UP
 Pres., Gen., Comm. Mgr., News, Farm Dir.
 Richard Eaton
 Station Manager Arnold B. Fort
 Program Director Clifton D. Holland
 Asst. to Pres. Harvey Glascock
 Editor Arthur A. Snowberger

W O L

WASHINGTON, D. C.—1924—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Peoples Bcstg. Corp.

Address 1000 Connecticut Ave.
 Phone Metropolitan 0100
 Transmitter Location 61 Pierce St., N.E.
 Air Time 6 a.m.-1 a.m.
 Transcription Service SESAC
 News Service AP, UP
 Representative O. L. Taylor
 Membership NARTB
 President Murray Lincoln
 General Manager Herbert E. Evans
 Station Manager Ben E. Wilbur
 Commercial Manager Sid Slappey
 Program Director George Campbell
 Publicity Director Robert M. Adams
 Chief Engineer Harold Reed

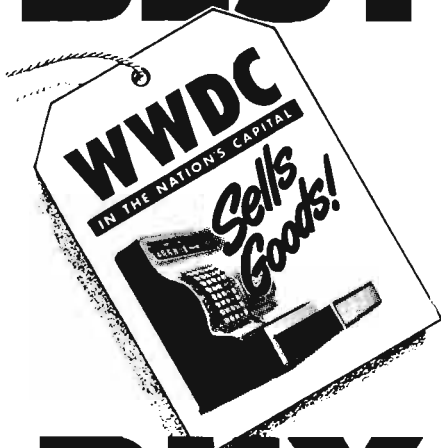
W R C

WASHINGTON, D. C.—1923—NBC

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

Washington's

BEST



BUY

Ask your John Blair man for the WWDC story!

LOOK AT THE RECORD! . . .

In Washington
everything is up
Population
Income
Retail Sales

*RADIO LISTENING

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

WRC

(Check your nearest
NBC Spot Sales Office)

* American Research
Bureau Radio Diary
Study

FIRST in WASHINGTON

WRC



5,000 Watts • 980 KC

... District of Columbia ...

News Service..... AP, INS, UP
Transcription Service..... Thesaurus, Standard
Representative..... NBC Spot Sales
Membership..... NARTB, BAB
President..... (NBC) Joseph McConnell
Vice-Pres. (Wash.)..... Francis Russell
General Manager..... Eugene Juster
Business Manager..... George Sandefer
Program Director..... Kenneth French
Sales Prom. Mgr., Pub. Dir..... John Ghilain
News Director..... Cassius Keller (Local),
Arthur Barriault (Network)
Musical Director..... Fritz Balzer
Chief Engineer..... Charles College
Farm Editor..... W. R. Beattie

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc..... Power: 50,000 Watts
Owned/Operated By..... WTOP, Inc.
Business-Studio Address..... Warner Bldg.
Phone Number..... Metropolitan 3200
Transmitter Location..... Wheaton, Md.
Air Time..... 5:30 a.m.-2 a.m.
News Service..... AP, UP, INS
Representative..... CBS Radio Spot Sales
President, Gen. Mgr..... John S. Hayes
Commercial Manager..... George Hartford
Sales Promotion Mgr..... Gloria Markoff
Program Director..... Lloyd Dennis
Publicity Director..... Cody Pfanstiehl
News Director..... Ted Koop
Chief Engineer..... Clyde Hunt
Farm Editor..... Claude Mahoney

W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc..... Power: 5000 Watts
Owned/Operated By..... Capital Bstg. Co.
Business-Studio Address..... 1627 K St., N.W.
Phone Number..... Sterling 3800
Transmitter..... Silver Spring, Md.
Air Time..... 24 hrs.
News Service..... AP, UP
Transcription Service..... Standard, Lang-Worth
Representative..... Blair
Membership..... NARTB, BAB
President..... Joseph Katz
General, Sta. Manager..... Ben Strouse
Comm. Manager..... Herman Paris
Prog., Prod. Director..... Norman Reed
News Director..... Denis Sartin
Sls. Prom., Pub. Dir..... Irving Lichtenstein
Chief Announcer..... Ray Morgan
Musical Director..... Lowell Hannock
Chief Engineer..... Ross H. Beville
Consulting Engineer..... Weldon & Carr

(See Page 377)

FLORIDA

Pop. April 1, 1952 (Est.) 2,870,000 — Total Housing Units 961,084
 Families April 1, 1952 (Est.) 816,000 — Stations in State 76

WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By... Seminole Bcstg. Co.
 Business Address... P. O. Box 8
 Phone Number... 2063
 Studio Address... Scarborough Bldg.
 Transmitter Location... Chosen
 Air Time... Daytime
 News Service... UP
 Transcription Service... Thesaurus, SESAC
 Representative... Hil F. Best
 Membership... NARTB, BAB
 V.P., Gen., Sta. Mgr... Mrs. Mary Foy
 Sales Manager... Phil Haire
 Chief Engineer... C. S. Clemans
 Chief Anncr., Farm Ed... Don Cole

WDHL

BRADENTON—1946—KBS-LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Manatee Bcstg. Co.
 Business Address... Memorial Pier
 Phone Number... 37-531, 37-561
 Studio-Transmitter Location... Memorial Pier
 Air Time... 6:45 a.m.-11:45 p.m.
 News Service... AP
 Representative... Hil Bcst.
 Transcription Service... Associated
 Pres., Gen., Sta. Mgr... L. E. Jakobson
 Sales Dept... Arthur Alvarez
 Prog., Prod., Mus. Dir... Albert T. Moreau
 Publicity Director... Billie Lee Moreau
 News Director... Carl Van Sittart
 Chief Engineer... Charles Castle
 Farm Editor... Ed Ayres

WPIN

CLEARWATER—1947

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Oper. By... Fla. W. Coast Bcstrs., Inc
 Address... Royal Palm Hotel
 Phone Number... Petersburg 7-0511:
 Transmitter Location... Largo
 Air Time... Sunrise-Sunset
 News Service... AP
 Station Representative... Indie Sales, Holman
 Membership... BAB
 President... Dr. Charles Fannington
 Gen., Comm. Mgr... Arthur Mundorff
 Promotion Manager... Dick Marsh
 Chief Engineer... Manley St. Jean
 Consulting Engr... Walter Haley

WTAN

CLEARWATER—1947—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Clearwater Ra. Bcstrs., Inc.
 Business Address... P. O. Box 1109
 Phone Number... 33084
 Transmitter Location... Municipal Auditorium
 Air Time... 6:30 a.m.-12 M.
 News Service... UP
 Transcription Service... Capitol, World
 Representative... McGillvra
 President... Otis E. Pruitt
 Gen., Sta. Mgr., Pub. Dir... H. D. Parker
 Comm., Sales Prom. Mgr... F. L. Parker
 Prog., Prod., Dir... L. H. Falconnier
 Chief Engineer... John D. Callan

WTTT

CORAL GABLES—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Atlantic Shores Bcstg.
 Business-Studio Address... 350 Aragon Ave.
 Phone Number... 83-4663
 Transmitter Location... Miami
 Transcription Service... Associated
 Representative... Joseph Hershey McGillvra
 General Manager... David H. Freedman
 Sales, Commercial Manager... Lee Phillips
 Promotion Manager... Milt Mitke

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Operated By... Peninsular Bcstg. Corp.
 Business Address... 223 Aragon Ave.
 Phone Number... 48-7411-2
 Transmitter... Bird & Ludlum Rds., Miami
 Air Time... Sunrise to sunset
 News Service... AP
 Transcription Service... Associated
 Representative... Hil F. Best
 President-General Mgr... George W. Thorpe
 Program Director... Robert S. Stevens
 Chief Engineer... Lawrence Mennitt

WCNU

CRESTVIEW—1948—KBS-LIBERTY

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By... Gulf Shores Bcstg. Co.
 Business-Studio Address... Box 518
 Phone Number... 3511
 Transmitter Location... Highway 85, Crestview
 News Service... AP
 Transcription Service... Lang-Worth
 Pres. & Co-owner... D. Grady O'Neal
 Secretary & Treasurer... H. French Brown
 General Manager... Sam F. Townsend

FLORIDA

W M F J

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: W. Wright Esch
 Business-Studio Address: 444 N. Beach St.
 Phone Number: 6491
 Transmitter Location: 126 Magnolia Ave.
 Air Time: 6:30 a.m.-12 M.
 News Service: UP
 Transcription Service: SESAC
 Representative: Joseph Hershey McGillvra
 Membership: NARTB, BAB
 Owner: W. Wright Esch
 Station Manager: Ray Clancy
 Commercial Manager: John S. Pitts
 Program Director: Jo Bledsoe
 Chief Engineer: Webster K. Ellenwood

W N D B

DAYTONA BEACH—1948—LBS

Frequency: 1150 Kc. Power: 1,000 Watts
 Owned-Operated By: News-Journal Corp.
 Business-Studio Address: 128 Orange Ave.
 Phone Number: 2-0531
 Transmitter Location: Holly Hill
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, World
 Representative: John H. Perry
 Membership: NARTB, BAB
 Gen.-Sta.Mgr.: Jerry Stone
 Commercial Manager: R. Y. Huffman
 Prog., Prod. Dir.: William R. Steadman
 Chief Announcer: Ken Lueck
 News Director: Ed Fulke
 Chief Engineer: F. A. Scott
 Consulting Engineer: George C. Davis

W R O D

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Daytona Beach Bcstg. Corp.
 Business Address: Box 991
 Phone Number: 4626
 Studio-Transmitter Address: Wilder Blvd. & S. Beach St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Associated
 Representative: Hil F. Best
 Pres.-Gen. Mgr.: E. J. Sperry
 Pgm. Dir.: R. C. Fellows
 Chief Engineer: L. M. Menard

W J B S

DELAND—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: John B. Stetson Univ.
 Address: 220 East Hubbard Ave.
 Phone Number: 1490

Transmitter Location: 220 E. Hubbard Ave.
 News Service: AP
 Transcription Service: Thesaurus
 General Manager: C. L. Menser
 Commercial Manager: Robert Walton
 Program Director: Mark Barker
 Sports Director: Sam Mansfield
 Chief Engineer: Lauren Mickle

W B R D

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By: Broward Bcstg. Co.
 Address: Riverlane Rd.
 Phone Number: 2-2563
 News Service: UP
 President: L. C. Judd
 Gen., Sta. Mgr.: Robert Standart III
 Prog., Prod., Publ. Dir.: Frank W. Hailey
 Chief Engineer: Bill Latham
 News Director: Pete Brady

W F T L

FORT LAUDERDALE—1948—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Gore Pub. Co.
 Bus. Studio Address: 7185 S.E. 15th St.
 Phone Number: 3-2511
 Transmitter Location: 1785 S.E. 15th St.

You buy

EXPERIENCE

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WMFJ

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DAYTONA BEACH, FLA.

FOUNDED 1935

by the present owner

W. WRIGHT ESCH

National Sales: McGillvra
 Sales Promotion: Keller

FLORIDA

Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Sears & Ayer
 Membership..... NARTB, BAB
 Gen., Sta., Comm. Mgr..... R. L. Bowles
 Program Director..... Jack W. Swart
 News Director..... Orville Revelle
 Chief Engineer..... Merle Sanford
 Consulting Engineer..... Weldon & Carr

WINK

FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ft. Myers Bcstg. Co., Inc.
 Business-Studio Address..... 54 E. First St.
 Phone Number..... 4-1341
 Transmitter Location..... 54 E. First St.
 News Service..... AP
 Representative..... Donald Cooke
 Co-Owner..... Arthur B. McBride
 Co-o. & V.P..... Daniel Sherby
 Gen., Comm Mgr..... A. J. Bauer
 Sales Promotion Manager..... Dan Harlacher
 Chief Engineer..... James Lacy

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Indian River Bcstg Co.
 Business Address..... Melody Lane
 Phone Number..... 1400
 Air Time..... 6:30 a.m.-11:15 p.m.
 News Service..... UP
 Transcription Service..... Standard
 Membership..... NARTB
 Pres., Gen.-Sta. Mgr..... Douglas Silver
 Program Director..... Marjorie B. Silver
 Commercial Manager..... J. Kingsley Bull
 Chief Announcer..... William Strickland
 Musical Director..... John Glynn
 Chief Engineer..... James Sowinski
 Farm Editor..... Anne Wilder
 Consulting Engineer..... Andrew Ring

WGGG

GAINESVILLE—1948—KBS-LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Alachua County
 Broadcasting Co., Inc.
 Business-Studio..... P. O. Box 501
 Phone Number..... 5791
 News Service..... AP
 Transcription Service..... Associated. World
 Representative..... Best
 Pres., Gen. Mgr..... R. M. Chamberlin
 Commercial Manager..... Leon E. Mims
 Program Director..... Pierre A. Bejano
 Chief Engineer..... R. M. Chamberlin
 Promotion Manager..... Lee Shannon

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc..... Power 5000 Watts
 Owned-Operated By..... Univ. of Fla.
 Business-Studio Address..... Campus, Univ. of Fla.
 Phone Number..... 3261, Ext. 466-7-8
 Transmitter Location..... Newberry Rd.
 Air Time..... 5:30 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NARTB, BAB
 General Manager..... Garland Powell
 Commercial Manager..... John Dunnivant
 Program Director..... Ray Dantzler
 Chief Announcer..... Otis Boggs
 Chief Engineer..... Garvin Combs
 Farm Editor..... Clyde Beale
 Consulting Engineer..... Geo. C. Davis

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... WIVY, Inc.
 Business-Studio Address..... 135 Riverside Ave.
 Phone Number..... 4-7722
 Transmitter Location..... Springrove Ave. &
 A. C. L. RR. Tracks
 News Service..... INS
 Representative..... Thomas F. Clark
 Membership..... NARTB
 Pres., Gen. Mgr..... Edward J. Oberle
 Sta. Mgr., News Dir..... Alexande- Kiersey
 Comm., Sales Prom. Mgr..... Randy Jones
 Prog., Prod. Dir., Chief Anncr... Claude Taylor
 Musical Director..... Betty Pace
 Chief Engineer..... James Stephens
 Farm Editor..... R. L. Williams
 Consulting Engineer..... Frank Denton

WJHP

JACKSONVILLE—1940—MBS-LBS

Frequency: 1320 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Metropolis Co.
 Business-Studio Address..... 500 Laura St.
 Phone Number..... 4-7711
 Transmitter Location..... Lane Ave. Annex
 Air Time..... 6 a.m.-1 a.m.
 Newspaper Affiliate..... Jacksonville Journal
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John H. Perry Associates
 President..... John H. Perry
 Gen., Sta. Mgr..... Milford A. Reynolds
 Prog. Dir., Chief Anncr..... Jim Underwood
 Publicity Director..... Chaz Harris
 Sports Director..... Fred Schilling
 Chief Engineer..... Beecher Hayford
 Consulting Engineer..... McIntosh & Inglis

FLORIDA

W J A X

JACKSONVILLE—1926—NBC

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By. City of Jacksonville, Fla.
 Business-Studio Address. 1 Broadcast Pl.
 Phone Number 4-1681
 Transmitter Location. Hyde Park
 Air Time. 6 a.m.-M.
 News Service. AP
 Transcription Service. Thesaurus, Muzak
 Representative. John Blair; Harry E. Cummings
 Gen., Sta. Mgr.

Chief Engr. John T. Hopkins, III
 Sls. Prom. Mgr., Prog. Dir. Marion D. Trowell
 Commercial Manager. J. W. Douglass
 Chief Announcer. Starling Coleman
 Musical Director. Frank Morris
 Consulting Engineer. Paul Godley

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By. Florida Bcstg. Co.
 Business-Studio Address. 605 Main St. S.,
 P.O. Box 5187
 Phone Number 9-4475
 Transmitter Location. Lane & Stewart Aves.
 Air Time. 6 a.m.-12:30 a.m.

News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Frank King
 Comm. Mgr. Charles M. Stone
 Program Director. Jack Newsom
 News Director. Larry Scarborough
 Musical Director. Tommy Wood
 Chief Engineer. Ernest B. Vordermark
 Consulting Engineer. A. D. Ring

W O B S

JACKSONVILLE—1948

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By. So. Radio and Equipt. Co.
 Business-Studio Address. 10 East Forsyth St.
 Phone Number. 6-4231
 Transmitter Location. Gilmore Road
 Air Time. Sunrise to sunset
 Station Representative. For Joe
 President. Jack Sharpe
 General Manager. Jim Macri
 Commercial Manager. R. L. McQuage
 Program Director. Jack Harrell
 Chief Engineer. W. F. Askew

W P D Q

**JACKSONVILLE—1942
 ABC-FLA.-AMER. GROUP**

**FIRST
 IN LISTENER PREFERENCE
 IN
 FABULOUS FLORIDA'S
 FIRST
 CITY OF YEAR-ROUND SALES, AND
 FIRST
 IN COVERAGE IN NORTH FLORIDA AND
 SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **NBC** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

FLORIDA

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By . . . Jacksonville Bcstg. Corp.
 Phone Number 4-4421
 Studio Address P. O. Box 1468
 Transmitter Location Lenox Ave.
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Station Representative Katz
 President James R. Stockton
 General-Station Manager Robert R. Feagin
 Commercial Manager Jack Carter
 Sales Prom. Mgr. Tom Underwood
 Program Director John McLean
 News Director Hugh Batey
 Chief Engineer James R. Donovan
 Consulting Engineer George B. Davis

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRHC, Inc.
 Address 247 Margaret St., P. O. Box 2467
 Phone 6-0461
 Transmitter Location 247 Margaret St.
 Air Time 6 a.m.-M.
 Transcription Service Lang-Worth,
 Associated, SESAC
 Membership NARTB, BAB
 Pres., Comm. Mgr. Harold S. Cohn
 Gen. Mgr., News Dir. William Fraker
 Sales Promotion Mgr. Deen Harrold
 Program Director Marjorie Phillips
 Chief Engineer Harold B. Russey

WJVB

JACKSONVILLE BEACH—1947—KBS

LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Jacksonville Beach Bcstg. Co.
 Phone Number 5-3674
 Representative Hil F. Best
 Air Time Sunrise to sunset
 Pres., Gen., Sta. Mgr. J. Lyle Williams, Jr.
 Prog., Pub. Dir. Janeen Kee
 Chief Engineer Daniel M. Long

WKWF

KEY WEST—1945—MBS

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By . . . John M. Spottswood
 Trans. Address Stock Island
 Phone Number 510
 Representative John H. Perry
 Pres., Gen. Comm., Mgr. John M. Spottswood
 Program Director Mary S. Spottswood
 Chief Engineer Charles Lowe

WDSR

LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Deep South Radioways
 Business-Studio Address . . . 126 No. Marion St.

Phone Number 525
 Transmitter . . . South of Lake City on U.S. No. 41
 News Service UP
 Transcription Service Associated
 Gen. Mgr. & Owner Alfred H. Temple
 Program Director Owen W. Parnacott
 Chief Engineer Richard Dyer

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By . . . Lakeland Bcstg. Corp.
 Business Address P. O. Box 1211
 Phone Number 2127
 Transmitter Location 1430 E. Lime St.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Station Representative John E. Pearson
 Membership NARTB, BAB
 Pres.-Gen.-Station Mgr. S. O. Ward
 Prod. Dir., Chief Anncr., Engr. William P. Lee
 Comm., Sales Prom. Mgr. Powell Adams
 Program Director Mary Whistle
 Consulting Engineer Everett Dillard

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Coastal Bcstg. Co.
 Business Address Lake Hunter Drive
 Phone Number 5117
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative Donald Cooke, Inc.
 Pres., Gen., Sta. Mgr. Robert S. Taylor
 Commercial Mgr. Tom Barber
 Program Dir. Ted Covington
 Chief Engineer Duane McConnell
 Consulting Engineer Gautney, Ray & Price

WIPC

LAKE WALES—1951—LBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Imperial Polk Bcstg.
 Corp.
 Address P. O. Box 389
 Phone Number 29831
 News Service AP
 Transcription Service World
 President Sarkes Tarzian
 Vice-President S. W. Keen
 Gen. Mgr., Chf. Engr. G. Max Kimbrel
 Commercial Manager Ted Linton
 Program Director Joan Galloway

WEAT

**LAKE WORTH-W. PALM BEACH
 1948—NBC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . James R. Meachem

FLORIDA

Business Address..... P. O. Box 791
 Phone Number..... W. Palm Beach 7545
 Transmitter Location..... Nineteenth St. No.
 Air Time..... 6:30 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Pearson
 General Manager..... James R. Meachem
 Commercial Manager..... Clifford H. Glick
 Program Director..... Don James
 News Director..... C. Van Dresser
 Chief Engineer..... Andrew Keicher
 Consulting Engineer..... M. M. Garrison

W L B E

LEESBURG-EUSTIS—1948—LBS

Frequency: 790 Kc..... Power: 1,000 Watts
 Owned-Operated By..... WLBE, Inc.
 Business-Studio Address..... Box 297
 Phone Number..... Leesburg 552
 Transmitter Location..... Silver Lake, Fla.
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... SESAC
 Membership..... NARTB
 Pres., Comm. Mgr..... Paul A. Husebo
 Gen., Sta., Prom. Mgr..... Wendel F. Husebo
 Pgm., Prod. Dir., Chf. Ann.

Richard R. Coleman

Publ., Farm, News Dir..... C. L. Starnes
 Musical Director..... Bob Whitely
 Chief Engineer..... J. Allen Brimmer

W N E R

LIVE OAK—1949—LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... John A. Boling
 Business Address..... P. O. Box 655
 Phone Number..... 1450
 Transmitter..... 1 Mi. E. city Rte. 90
 News Service..... UP
 Transcription Service..... SESAC
 President..... John A. Boling
 General Manager..... Norman Protsman
 Program Director..... Faith Protsman
 Chief Engineer..... C. S. Parker
 Farm Editor..... John Alford
 Consulting Engineer..... Claude Gray

W T Y S

MARIANNA—1948—LBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... John H. Phipps Radio Stas.
 Business Address..... P. O. Box 565
 Phone Number..... 650
 Studio-Transmitter Address..... U. S. Hwy. 90, E.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Harry Cummings
 President..... John H. Phipps

General Manager..... L. H. Graves
 Station Manager..... H. C. Harris

W M M B

MELBOURNE—1947—LBS

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Melbourne Bcstg. Corp.
 Business-Studio Address..... Front St.
 Phone Numbers..... 574-5
 Transmitter Location..... Front St.
 Air Time..... 6 a.m.-11:15 p.m.
 Representative..... Hil Best
 News Service..... UP
 Transcription Service..... Capitol
 Membership..... NAB
 President..... Henry G. Dravneek
 General Manager..... Austin V. Catterton
 Commercial Manager..... Beverly Flemming
 Advertising Manager..... Victoria C. Martin
 Program Director..... Barbera W. Bancroft
 Chief Engineer..... Kenneth R. Waltz
 Consulting Engineer..... George P. Adair

W F E C

MIAMI—1949

Frequency: 1220 Kc..... Power: 250 Watts
 Owned-Operated By..... Howard D. Steere DBA
 Florida E. Coast Bcstg. Co.
 Trans-Address..... 350 N.E. 71st St.
 Phone Number..... 89-7534
 Air Time..... Sunrise to Sunset
 News Service..... UP
 Station Representative..... Hil F. Best
 Gen., Comm. Mgr..... Howard D. Steere
 Sta. Mgr., Prog. Dir..... Robert Lyons
 Sales Prom. Mgr..... Norman Stuart
 Chief Engineer..... George Henke
 Consulting Engineer..... Gautney & Ray

W G B S

MIAMI—1939—CBS

Frequency: 710 Kc..... Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Operated By..... The Fort Industry Co.
 Address..... 1605 Biscayne Blvd.
 Phone Number..... 9-2401
 Transmitter Location..... 6½ miles NW of
 Hialeah
 Air Time..... 5:55 a.m.-2:00 a.m.
 News Service..... INS, UP
 Transcription Service..... Langworth
 Station Representative..... The Katz Agency Inc.
 Membership..... NARTB, BAB
 President..... George B. Storer
 Managing Director..... Stanton P. Kettle-
 Commercial Manager..... M. N. Babcock
 Program Director..... Ewald Kockritz
 News Director..... Robert Bingham
 Chief Engineer..... A. W. Shropshire
 Farm Editor..... George Chamberlain
 Consulting Engineer..... A. Earl Cullum

FLORIDA

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Oper. By...Isle of Dreams Bcstg. Corp.
 Business-Studio Address...600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location Cameo Island
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service RCA, Thesaurus
 Representative Bolling
 President Daniel J. Mahoney
 General Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Program Director Scott Bishop
 News Director Eugene Strul
 Prom. Pub. Dir. Martha Henriquez
 Musical Director Earl Barr Hanson
 Chief Engineer M. C. Scott
 Farm Editor Bill Bischoff
 Consulting Engineer Millard Garrison

Owned-Operated By...Sun Coast Bcstg. Corp.
 Business Address Everglades Hotel
 Phone Number 3-5556
 Transmitter Location Sunset Rd. & Snapper
 Creek, So. Miami
 Air Time 5 a.m.-2 a.m.
 News Service INS, UP
 Transcription Service Associated
 Representative Adam Young
 Membership NARTB, BAB
 President Gov. E. D. Rivers
 Gen. Sta., Comm. Mgr. Robert G. Venn
 Sls. Prom. Mgr. Roland Jones
 Prog., Prod. Manager Wm. Rega
 Publicity Director Matty Mathews
 Chief Announcer Lee Taylor
 News Director John Price
 Music Librarian Ruth Lee Jones
 Chief Engineer Russell Bennett

WMIE

MIAMI—1948—LBS

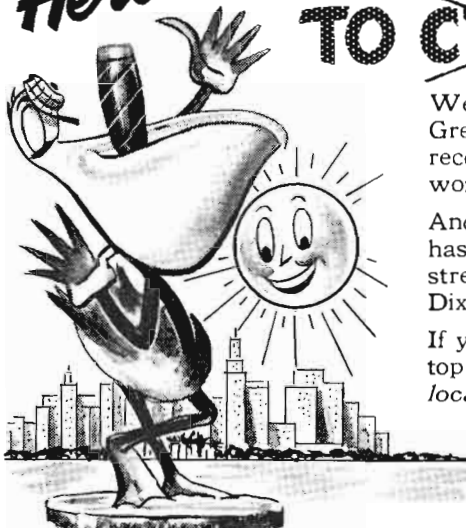
Frequency: 1140 Kc. Power: 10,000 Watts, d.
 5,000 Watts, n.

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc. Power: 5,000 Watts, d.
 1,000 Watts, n.
 Owned-Operated By Miami Bcstg. Co.
 Business-Studio Address duPont Bldg.
 Phone Number 2-6121

Here's Something **PELICAN**
TO CROW ABOUT!



We've been serving and selling in Greater Miami for over 26 years! That's a record...in a community of *this* size that won't be 56 years old until July!

And, with each of our 26 years, WIOD has grown in weight and breadth...in strength and prestige with Greater Miami - Dixie's newest, great Key Market.

If you want *your* sales to go over the top...buy the station that's AAA with the *local* boys - WIOD, Miami, Florida.



James M. LeGate, General Manager

5,000 WATTS • 610 KC • NBC

FLORIDA

Transmitter Location... 1425 N.E. Bayshore Ct.
 Newspaper Affiliation... Miami Herald
 News Service... AP
 Transcription Service... World
 Representative... John Blair, Cummings
 Membership... NARTB, BMB
 President... John S. Knight
 General-Station Mgr... Owen F. Uridge
 Comm. Sales, Prom. Mgr... E. Harry Camp
 Program Director... Don Fischer
 Publicity Director... Dick Wright
 Musical Dir... Walt Svelha
 Chief Announcer... P. A. Kelleher
 News Director... Gordon Shaw
 Chief Engineer... Gene Rlder
 Consulting Engineer... A. D. Ring & Co.

W W P B MIAMI—1947

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Operated By... Paul Brake
 Business-Studio Address... 414 S.W. 2nd Ave.
 Phone Number... 3-7405
 Air Time... 24 hrs.
 News Service... AP
 Representative... Donald Cooke
 Owner-Manager... Paul Brake
 Asst. Mgr., Prog., Prod. Dir... M. L. Carter
 Comm., Sls. Prom. Mgr... Bernard Neary
 Chief Announcer... Edward Davenport
 News Director... Noah Tyler
 Musical Director... Cecll Bate
 Chief Engineer... Harold Santini
 Farm Editor... Calvert Carter

WINZ MIAMI BEACH—1946—LBS

Frequency: 940 Kc... Power: 1000 Watts
 Owned-Operated By... Hollywood Bcstg. System
 Business Address... 304 Lincoln Rd.
 Phone Number... 58-7311
 Representative... Forjoe
 News Service... AP, INS
 Comm., Gen. Mgr... Rex Rand
 Program Director... Dennis Kirwan
 Chief Engineer... John Reynolds
 Traffic Manager... Margaret Ann York

WKAT MIAMI BEACH—1937—MBS

Frequency: 1360 Kc... Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By... WKAT, Inc.
 Trans-Address... 1759 No. Bay Road
 Phone Number... 5-5711
 News Service... UP
 Transcription Service... Standard
 Representative... Wood
 President... A. Frank Katzentine

General Manager... John I. Prosser
 Commercial Manager... Walter A. Callahan
 Chief Engineer... Arthur Smith

W B M B MIAMI BEACH—1947

Frequency: 800 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Biscayne Bcstg. Co., Inc.
 Business-Transmitter Address... Causeway Ter.
 Phone Number... 5-5586
 Air Time... Daytime
 News Service... UP
 Transcription Service... Standard
 President... Kenneth S. Keyes, Sr.
 Gen., Comm. Mgr... Buddy E. Starcher
 Program Prod. Dir... Arnold Kaufman
 Farm Editor... Frank Kurtz
 Chief Engineer... Charles A. Hartwick, Jr.

W S B B NEW SMYRNA BEACH—1951

Frequency: 1230 Kc... Power: 100 Watts
 Owned-Operated By... Beach Bcstg. Co.
 Address... 760
 News Service... UP
 Transcription Service... Thesaurus
 Ptnr., Comm. Mgr... Walter T. Slattery
 Ptnr., Pgm. Dir... James D. King Jr.
 Ptnr., Chief Engr... Roland W. Jordan Jr.

W T M C OCALA—1938—MBS

Frequency: 1290 Kc... Power: 1000 Watts
 Owned-Operated By... Ocala Bcstg. Co. Inc
 Address... 14 S. Magnolia
 Phone Number... 128
 Transmitter Location... Highway 500, RFD
 Ocala
 Air Time... Unlimited
 Newspaper Affiliation... John H. Perry
 Newspapers
 News Service... UP
 Transcription Service... Lang-Worth, Capitol
 Representative... John H. Perry Associates
 President... John H. Perry, Jr.
 Gen. Mgr., Pub. Dir... Thomas S. Gilchrist, Jr.
 Comm., Sls. Prom. Mgr... John F. Nicholson
 Prog., Prod., News Dir... James B. Smith
 Chief Engineer... eecher Hayford
 Consulting Engineer... McIntosh & Inglis

W D B O ORLANDO—1925—CBS

Frequency: 580 Kc... Power: 5000 Watts
 Owned-Operated By... Orlando Bcstg. Co., Inc.
 Business-Studio Address... P. O. Box 3707,
 30 S. Ivnhoe Blvd.
 Phone Number... 6181
 Transmitter Location... 222 Hazard St.
 Air Time... 5 a.m.-1 a.m.

FLORIDA

News Service AP, UP
 Transcription Service World, Theasaurus,
 Associated
 Representative John Blair, Harry Cummings
 Membership NARTB, BAB, FAB
 Pres., Gen. Mgr. Harold P. Danforth
 Sales Dir. W. G. McBride
 Program Director Rosalind Boggs
 Musical Director Edward J. Lord
 Chief Engineer J. E. Yarbrough
 News Dir., Chief Anncr. Carter Scofield
 Consulting Engineer W. J. Holej

W H O O

ORLANDO—1947—ABC-LBS

Frequency: 990 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By. . . . Orlando Daily Newspapers,
 Inc.
 Address Fort Gatlin Hotel
 Phone Number 9900
 Transmitter Location Old Fairvilla Rd.
 Air Time 5 a.m.-1:00 a.m.
 News Service AP
 Transcription Service Standard, World
 Representative Pearson
 President Martin Andersen
 Gen., Sta. Mgr. Clarence Bracey
 Commercial Manager Carl Hallberg
 Pgm. Dir., Chief Anncr. Dan Daniel
 Sales Prom. Mgr. Nancy Boyle
 Publicity Director Joan Fluker
 Chief Engineer Don Compton
 Farm Editor Bob Kilgore

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Hazelwood, Inc.
 Business-Studio Address Angebilt Hotel
 Phone Number 8163
 Transmitter Location Near Orlo Vista
 Air Time 4:55 a.m.-1:00 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President William Joe Sears
 V.P., Gen. Mgr. J. Allen Brown
 Comm. Mgr. Don R. Colee
 Prom. Mgr., Pub. Dir. Jackie Loughe
 Program Director R. Donahue
 Chief Announce: Rocky Smith
 News Director Forrest Clark
 Chief Engineer Dodd Daniel
 Farm Editor Bob Keith

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc. Power: 1000 Watts
 Owned-Oper. By. . . . Central Florida Bcstg. Co.
 Business-Studio Address WORZ Bldg.
 Phone Number 2-2451

Studio Address 740 N. Orange
 Transmitter Location Winter Garden Rd.
 Air Time 5:30 a.m.-1:05 a.m.
 News Service AP
 Transcription Service RCA, Columbia
 Representative Weed
 Membership NARTB, BAB
 President Naomi Murrell
 Gen., Sta., Comm. Mgr. Eugene D. Hill
 Sales Prom. Mgr. Sammy Roen
 Program. Prod. Dir. Walter Sickles
 News Director Rob Deihl
 Publicity Director Shirley Boyd
 Chief Anncr. Charles Hunt
 Musical Director Orien Osborn
 Chief Engineer W. R. Miller
 Consulting Engineer Everett H. Dillard

W W P F

PALATKA—1947—LBS

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By Palatka Bcstg. Co.
 Address 900 River St.
 Phone Number 354
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Partners L. C. McCall, J. E. Massey
 Gen.-Station Manager L. C. McCall
 Commercial Manager Herb Young
 Program Director Johnny Gillis
 Music Director Evelyn Longworth
 News Director Chris Hernandos
 Chief Announcer George Duck

W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Palm Beach Bcstg. Co.
 Business Address South Ocean Blvd.
 Phone Number 2-1515
 Transmitter Location South Ocean Blvd.
 News Service UP
 Transcription Service Lang-Worth, World
 Representative Perry
 President, Gen. Mgr. Charles E. Davis
 Commercial Manager Donald S. Greenleaf
 Chief Engineer Clyde E. Walkden

W D L P

PANAMA CITY—1940—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By. . . . Panama City Bcstg. Co., Inc.
 Business-Studio Address West Beach Dr.
 Phone Number 3-1777
 Transmitter Location North Springfield
 News Service UP
 Transcription Service Lang-Worth
 Representative Perry Associates
 President John H. Perry
 General Manager C. B. Kelley
 Program Director John Thomas

FLORIDA

W P C F

PANAMA CITY—1949—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts d.
250 Watts n.

Owned-Operated By . . . Bay County Bcstg. Co.
Trans-Address 300 E. 15th St.
Phone Number 6176-6177
Air Time 5:30 a.m.-11:05 p.m.
News Service AP
Transcription Service Thesaurus
Representative Ed Devney
Membership NARTB, BAB
Pres., Gen. Mgr., Prog. Dir. E. L. DuKate
Sta., Comm. Mgr. G. C. Blackwell
Prod., Music. Dir., Chief Anncr. Jack Howell
Publicity Director Ouida K. Lee
News Director Col. W. F. Richardson
Chief Engineer Roy Donegon
Sports Editor Bill Doyle
Consulting Engineer Ed Holmes

W B S R

PENSACOLA—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By WBSR, Inc.
Business Address WBSR Bldg.
Phone Number 6173
Studio-Transmitter N. O & Moreno Sts.
News Service AP
Transcription Service World
President Patt McDonald
V.P., Gen. Mgr. Don J. Lynch
Program Director Boris Mitchell
News Director James Miller
Chief Engineer Bert Mead

W C O A

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By WCOA, Inc.
Business-Studio Address 118 E.
Intendencia St.
Phone Number 4111
Transmitter Location Cary's Lane
Air Time 18 hrs.
Newspaper Affiliation News-Journal
News Service UP
Transcription Service Langworth, RCA
Representative John H. Perry Associates
President John H. Perry
Gen.-Station Mgr. J. Holliday Veal
Commercial Manager Irving Welch
Program Director Russell Hirsch
Chief Engineer Harold Heath
Consulting Engineer MacIntosh

W E A R

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper By Gulfport Bcstg. Co.
Address 2nd & Hyer St.
Phone 8-4449

Air Time 5:30 a.m.-M.
News Service AP
Representative Pearson
President Charles W. Smith
General Manager Mel Wheeler
Prog., Prod. Dir., Chief Anncr. Dick Darby
News Director Dick Nickelson
Musical Director Kathy McGavley
Chief Engineer Ray Carter
Consulting Engineer Commercial Radio

W P L A

PLANT CITY—1949—KBS

Frequency: 1570 Power: 250 Watts d.
Owned-Operated By W. A. Smith
Address W. Alsbrook St.
Phone Number 8353
Transmitter Location Hopewell Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service Cole
Station Representative Best
President W. A. Smith
Gen., Sta., Comm. Mgr. George Friend
Program Director Frankie Blackwelder
Chief Announcer Jim Shumway
News Director Joseph J. Wilson
Musical Director Nick Nichols
Chief Engineer James L. Derrick
Consulting Engineer Everett L. Dillard

W C N H

QUINCY—1948—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Quincy Bcstg. Corp.
Business Address Box 190, Quincy
Phone Number 300
Studio-Transmitter Location Shelter Heights
News Service UP
Transcription Service Lang-Worth
President Richard J. Gardner
General Manager A. B. Letson
Comm. Manager Jerry Melvin
Pgm., News Director Dewey C. Newton
Chief Engineer A. B. Letson

W F O Y

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc. Power: 250 Watts d.
250 Watts n.
Owned-Operated By Fountain of Youth
Broadcasting Co.
Address Magnolia Ave.
Phone Number 1622
Transmitter Location Magnolia Ave.
Air Time 6 a.m.-12:05 a.m.
News Service UP
Station Representative Avery-Knodel
President Mrs. John C. Bell
Gen., Sta. Mgr. John E. Bernhard, Jr.
Prog., Pub. Dir. Frankie C. Walker
News Director Bob Herrington
Chief Announcer Bob Sheppe
Chief Eng., Farm Editor Ernest Raistrick

FLORIDA

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By City of St. Petersburg
 Business Address P. O. Box 240
 Phone Number 7-4747-8
 Transmitter Location Gandy Blvd.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NARTB
 Gen., Sta. Mgr. George D. Robinson
 Commercial Manager Vera New
 Pgm. Dir., Chief Engr. Louis J. Link
 Chief Announcer Burl McCarty
 Consulting Engineer McNary & Wrathall

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Pinellas Bcstg. Co.
 Business-Studio Address Times Bldg.
 Phone Number 7-8108
 Transmitter Location Gandy Blvd.
 News Service INS, UP
 Transcription Service World, Capitol
 Representative H-R
 Membership NARTB, BAB
 President Nelson Poynter
 V.P., Gen. Mgr. F. J. Kelly
 Comm. Mgr. L. L. Wildman
 Chief Announcer Walt Swihart
 Prom., Prog. Dir. Jack Faulkner
 Chief Engineer William D. Mangold

WTRR

SANFORD—1947—KBS

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

WKXY

SARASOTA—1949—LBS-KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Sarasota Bcstg. Co.
 Business Address P. O. Box 2431
 Phone Number 3666
 Representative Hil Best
 News Service AP
 Transcription Service Standard
 Gen. Mgr., Chief Engr. A. G. Fernandez
 Station Manager Robert W. Hanesworth

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WSPB, Inc.
 Business Address City Island
 Phone Ringling 6-8811
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Membership BAB
 President Robert C. Jones, Jr.
 General Station Manager John B. Browning
 Comm. Mgr. J. McC. Miller
 Pgm., Prod. Dir. David Hale
 Publicity Director Ruth E. Hearn
 Music Director Margaret Fleischman
 Chief Engineer James E. Grant
 Consulting Engineer O. K. Garland

WJCM

SEBRING—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Highlands Bcstg. Co.
 Business Address P. O. Box 233
 Phone Number 81811
 Representative Best
 Transcription Service Standard

SARASOTA'S Sales Equal to City More Than Twice Its Size With WSPB, Market Is Even LARGER . . . Adds Up to Rich Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume — 106% above the national average!
 Sarasota reaches a two-county area with more than \$73,000,000 retail sales.

SARASOTA'S OUTSTANDING SALES PERFORMANCE

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales. . . . IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales. . . .

WSPB — CBS RADIO
SARASOTA, FLORIDA

Represented by JOHN E. PEARSON COMPANY
 New York • Chicago • Kansas City

FLORIDA

News ServiceUP
 President.....Henry L. Jollay
 Gen., Comm., Mgr., Chf. Eng., J. R. H. Wilson

W T A L

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....John H. Phipps Radio
 Stations
 Business Address.....P. O. Box 989
 Phone Number.....2-1270
 Studio Address.....Cherokee Hotel
 Transmitter Location.....Lake Bradford
 News Service.....AP
 Transcription Service.....World
 Representatives.....Blair, Cummings
 President.....John H. Phipps
 General Manager.....L. Herschel Graves
 Program Director.....Joe Hosford
 News Director.....Bob Delaney
 Chief Engineer.....W. A. Snowden, Jr.

W T N T

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tallahassee Appli. Corp.
 Business-Studio Address.....Duval Hotel
 Phone Number.....2-1450
 Transmitter Location.....East Park Ave.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Thomas F. Clark
 President.....Frank W. Pepper
 Comm., Gen. Mgr.....Frank W. Hazelton
 Chief Engineer.....Charles Clifton

W A L T

TAMPA—1946—LBS

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....W. Walter Tison tr/as
 Tampa Broadcasting Company
 Address.....401 W. Tyler St.
 Phone.....2-7921
 News Service.....AP
 Transcription Service.....Langworth
 Station Representative.....Pearson
 Pres., Gen., Sta., Comm. Mgr. W. Walter Tison
 Program Dir.....C. W. Geer
 Publicity Director.....Coburn Gum
 Chief Announcer.....Gene Garcia
 News Director.....Bill Mackechnie
 Chief Engineer.....J. B. Tison
 Consulting Engineer.....Kear & Kennedy

W D A E

TAMPA—1922—CBS (RADIO)

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tampa Times Co.
 Business Address.....P. O. Box 2409,
 114 N. Franklin St.
 Phone Number.....2-2911
 Studio Address.....Tampa Times Bldg.

Transmitter Location.....Forrest Hills Country
 Club Area
 Air Time.....Unlimited
 Newspaper Affiliation.....Tampa Daily Times
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB
 President.....David E. Smiley
 Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
 Prog.-Prod.-Publicity Dir.....Kenneth W. Skelton
 Chief Announcer.....S. J. Fleischman
 Chief Engineer.....William Pharr Moore
 Consulting Engineer.....Paul Godley

W E B K

TAMPA—1950

Frequency: 1590 Kc...Power: 1000 Watts d.
 Owned-Operated By.....Hillsboro Bcstg. Co.
 Address.....1521 E. Broadway
 Phone Number.....4-3982
 News Service.....INS
 Co-Owners.....E. P. Martin,
 Mrs. Alpha Martin, Elmo B. Kitts
 President.....E. P. Martin
 Vice-President.....Mrs. Alpha Martin
 Gen. Mgr., Chf. Engr.....Elmo B. Kitts
 Program Director.....Bob Martin

W F L A

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tribune Co.
 Business Address.....P. O. Box 1410
 Phone Number.....2-7788
 Transmitter Location.....East Entrance Camp-
 bell Causeway, Columbus Dr.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....John Blair, Harry E. Cummings
 Membership.....NARTB
 Sta-Gen. Mgr.....Charles G. Baskerville
 President.....John C. Council
 General Manager.....George W. Harvey
 Sales Prom. Mgr., Pub. Dir.....Tom Matthews
 Prog.-Prod. Director.....Paul M. Jones
 Chief Announcer, Farm Editor.....Mardi Liles
 News Director.....Fred Reiter
 Chief Engineer.....Joseph Mitchell
 Consulting Engineer.....Garrison & Associates

W H B O

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Harold A. Dunlap
 Business Address.....8122 Nebraska Ave.
 Phone Number.....33-2251
 Transmitter Location.....10001 Florida Ave.
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Representative.....Hil F. Best
 General Manager.....Harold A. Dunlap

FLORIDA — GEORGIA

Program Director.....Ellen Sauls
 Chief Engineer.....Lawrence Castro
 Consulting Engineer.....E. C. Page

WIRK

**WEST PALM BEACH—1947—MBS
 FBS**

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....715 S. Flagler Drive
 Phone Number.....2-1744
 Transmitter Location.....S. Military Trail
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Cooke
 Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.
 Pgm. Prod. Dir.....James C. Steele, Jr.
 Chief Engineer.....William P. Heitsman
 News, Farm Editor.....Jack MacCormack
 Consulting Engineer.....James C. McNary

WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.

Business-Studio Address...1500 N. Flagler Dr.
 Phone Number.....2-3838
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Robert Meeker
 Membership.....NARTB
 President.....Marshall Heminway
 Gen.-Sta. Mgr.....J. Stanley O'Neill
 Chief Engineer.....Warren Spencer

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
 Business Address.....P. O. Box 633
 Phone Number.....32-561
 Transmitter Location.....Lake Howard Dr.
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Representative.....Devney & Co.
 President.....Frederick L. Allman
 Gen., Sta. Manager.....Larry Rollins
 Commercial Manager.....Earl Sturgeon
 Program Director.....Richard Eyrich
 Chief Engineer.....L. Orden Tridg
 Consulting Engineer.....Dixie McKey

GEORGIA

*Pop. April 1, 1952 (Est.) 3,586,000 — Total Housing Units 966,896
 Families April 1, 1952 (Est.) 891,000 — Stations in State 76*

WALB

ALBANY—1941—ABC

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Herald Publishing Co.
 Transmitter Location.....Leesburg Road
 Phone Number.....1590
 News Service.....AP
 Transcription Service.....World
 Representative.....Burn-Smith
 President.....James H. Gray
 Commercial Manager... Mrs. Mildred N. Huie
 Station Manager.....Tommy Stillwagon
 News Editor.....Don Ferrandou
 Chief Engineer.....Ben R. Willis
 Farm Editor.....J. D. Davis

WGPC

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Albany Bdcstg. Co.
 Business-Studio Address...New Albany Hotel
 Phone Number.....1370
 Transmitter Location.....Gillionville Road
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery

Membership.....NARTB, BAB
 President.....J. W. Woodruff
 Executive Manager.....J. W. Woodruff, Jr.
 Sta.-Comm.-Sales Prom. Mgr.....L. M. George
 Program, News Director.....Walter H. Flint
 Chief Engineer.....Redus A. Carlton
 Farm Editor.....Bill Fowler

WDEC

AMERICUS—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...The Americus Bdcstg. Co.
 Business-Studio Address...109½ Windsor Ave.
 Phone Number.....3881-3882
 Transmitter Location.....McGarrah St.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Continental
 Pres., Gen. Mgr.....James R. Blair
 Sta., Comm. Mgr.....Charles C. Smith
 Chief Engineer.....John Rivard

WGAU

ATHENS—1938—CBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...J. K. Patrick & Company

GEORGIA

Business-Studio Address..... Bobbin Mill Road
Phone Number 1741-2
Transmitter Location..... Bobbin Mill Road
Air Time..... 6:35 a.m.-12:05 a.m.
News Service..... **AP**
Gen., Sta., Comm. Mgr...... R. Lewis Doster
Sales Promotion Mgr...... Burl Womack
Program Dir...... Mary L Betts
Publicity Director..... George Pettitt
Chief Announcer..... Chuck Martin
News Director..... E. A. Thilenius
Chief Engineer..... Bill Evans

Program Director..... Mary Anne Martin
Prod., Music. Dir...... Franklin Butler
Publicity Director..... Bill Simpson
Chief Announcer..... Frank Harmon
News Director..... H. Randolph Holder
Chief Engineer..... L. D. Drewry
Farm Editor..... R. D. Stephens
Consulting Engineer..... W. J. Holey

WRFC ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts d.:
 500 Watts n.
Owned-Operated By..... Radio Athens, Inc.
Business-Studio Add...... 279½ N. Lumpkin St.
Phone Number..... 446-7
Studio-Transmitter Location..... Lake Road
Air Time..... 5:30 a.m.-12:30 a.m.
News Service..... UP
Transcription Service..... Associated
Membership..... NARTB, BAB
Representative... Clayton Agency (Southeast)
Pres., Gen., Sta. Mgr...... L. H. Christian
Comm., Sales Prom. Mgr.... Charles A. McClure

WGST

ATLANTA—1923—MBS-ABC

Frequency: 520 Kc. Power: 5000 Watts d.:
 1000 n.
Owned-Operated By.... Board of Regents, Uni-
 versity System of Ga., behalf Ga. Institute of
 Technology
Business-Studio Address..... Forsyth Bldg.
Phone Number..... Walnut 8441
Transmitter Location..... Cheshire Bridge Rd.
Air Time..... 5:30 a.m.-12:30 a.m.
News Service..... **AP**
Representative... Blair; Coleman (Southeast)
Chairman Bd. of Regents..... F. M. Spratlin
General Manager..... John Fulton
Asst. Mgr., Chief Engr...... Ben Ackerman
Sales Promotion Manager..... Paul Sanford
Pgm., Prod. Dir...... Jack Kelly
Publicity Director..... Judson Moses

... Let's Compare **WGST's**...

COVERAGE · AUDIENCE · RATES
COST PER THOUSAND

With the other established media in Atlanta

36 COUNTY TRADING ZONE



WGST		.54 cents per 1,000 listeners
NEWS P		\$1.43 per 1,000 readers
TV		\$2.42 cents per 1,000 viewers.

1 165,000 RAD. HOMES
 1 165,000 CIRCUL.
 1 104,000 TV SETS

* BMB 1949
 † ABC 1949
 ‡ Estimated by TV stations April, 1951



NATIONAL REP.
 JOHN BLAIR
 IN SOUTH EAST
 CHAS. C. COLEMAN

G E O R G I A

W A G A

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Fort Industry Co.
 Bus.-Studio Address 1018 W. Peachtree St.
 Phone Number Emerson 2541
 Transmitter Location North Druid Hill Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NARTB, BMB
 President George B. Storer, Sr.
 V.P. & Gen. Mgr. James E. Bailey
 Natl. Adv. Mgr. Claude H. Frazier
 Sales Prom. Mgr., Pub. Dir. Para Lee Brock
 Prog., Prod. Dir. Don Naylor
 Musical Director Mary Burtzloff
 Chief Engineer George R. Smith
 Farm Editor Dale Clark

W A T L

ATLANTA—1931—LIBERTY

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Atlanta Bcstg. Co.
 Business Address Henry Grady Bldg.,
 Phone Number Walnut 4377
 Transmitter Location Log Haven Drive
 Air Time 6 a.m.-M.
 News Service UP, INS
 Representative Hollingsberry
 President J. W. Woodruff, Sr.
 General Manager J. W. Woodruff, Jr.
 Sta. Mgr., Sls. Prom.,
 Prog. Dir. J. O. Hardin, Jr.
 Commercial Manager James A. Davenport
 News Director Lee Nance
 Chief Engineer G. C. Livingston, Jr.

W B G E

ATLANTA—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Mike Benton
 Bus.-Studio Address Georgian Terrace Hotel
 Phone Number VERNON 1194
 Transmitter 467-469 W. Peachtree St., N.E.
 News Service AP
 Representative Burn-Smith
 President Mike Benton
 Commercial Manager Stan Raymond
 Manager H. S. Langham
 Pgm., News Dir. Bob McGarrity
 Chief Engineer Howard J. Parrish
 Traffic Director Jewell Camp

W E A S

ATLANTA-DECATUR—1947

Frequency: 1010 Kc. Power: 10,000 Watts d.
 Owned-Oper. By WEAS, Inc.
 Address 217 W. Ponce de Leon Ave.
 Phone Number Dearborn 2521

Transmitter Location Lawrenceville Hiway
 News Service INS
 Representative Forjoe
 President E. D. Rivers, Jr.
 Vice-President W. H. Keller, Jr.
 Sta. Mgr., Prog. Dir. Warren Roberts
 Comm. Mgr., Pub. Dir. Nedom L. Angier
 Sales Promotion Mgr. Imogene Jones
 Prod. Dir., Chief Anncr. Ned Lukens
 News Director Kurt Alexander
 Musical Director Betty Moore
 Chief Engineer Les Gradick
 Farm Editor Channing Cope
 Consulting Engineer Kear & Kennedy

W E R D

ATLANTA—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Atlanta, Inc.
 Business-Studio Add. 274½ Auburn Ave., NE
 Phone Number Lamar 0666-7-8
 Transmitter Location Fairmount Street, NW
 Representative Interstate
 Membership NARTB, BAB
 President J. B. Blayton, Sr.
 Gen. & Sta. Mgr. J. B. Blayton, Jr.
 Program Dir. A. Kenneth Knight
 Chief Anncr., News Dir. R. Brisendine
 Chief Engineer William F. Kennedy

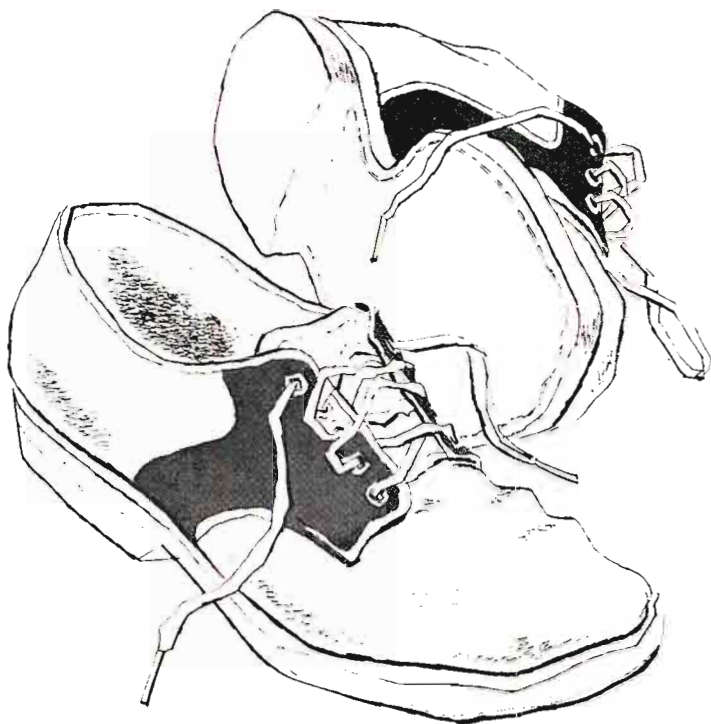
AP SELLS

For Stations and Sponsors —

For instance . . . WDEC

“AP is as necessary to us as our transmitter. Sponsors want prestige and listener appeal. Associated Press news gives them both—plus a mass of listeners who are conscious of the product advertised. Also, AP news gives our ‘casts high ratings.’”

CHARLES C. SMITH,
 General Manager,
 WDEC, Americus, Georgia



Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb

The Voice of the South

wsb-tv

World's tallest TV tower

GEORGIA

W Q X I

ATLANTA—1948—MBS

Frequency: 790 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Peachtree at
Mathieson
Phone Number.....CHerokee 2196
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....World, Capitol
Station Representative.....Pearson
Owner, Gen. Mgr.....R. W. Rounsaville
Station, Comm. Mgr.....Don Mitchell
Program Dir.....Bob Corley
Chief Anncr., News Dir.....Herb Harris
Chief Engineer.....Paul Cram
Consulting Engineer.....John H. Mullaney

W S B

ATLANTA—1922—NBC

Frequency: 750 Kc. Power: 50000 Watts
Owned-Oper. By.....Atlanta Newspapers, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number.....ELgin 6711
Transmitter Location.....Tucker
Air Time.....5:15 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....Edward Petry
Membership.....NARTB, BAB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Sales Promotion Manager.....Vincent C. Piano
Program Director.....Marcus Bartlett
Publicity Director.....Wayne L. Anderson
News Director.....Walter Paschall
Chief Engineer.....C. F. Daugherty
Farm Editor.....Lee Morris
Consulting Engineer.....Frank McIntosh

W A U G

AUGUSTA—1951—LBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By.....Garden City Bcstg. Co.
Address.....Bon Air Hotel
Phone Number.....6-1053
News Service.....AP
Representative.....Augusta Sales
Partners.....Melvin Purvis, Geo.
Nicholson, Chester Jones
General Manager.....George Fisher
Prom., News Dir.....Fred J. Runde Jr.
Chief Engineer.....Ted R. Woodard

W B B Q

AUGUSTA—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owner.....Savannah Valley Bdcstg. Co.
Business-Studio-Transmitter
Location.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Representative.....Walker
President.....George G. Weiss
Gen., Sta., Comm. Mgr.....John W. Watkins
Sales Prom. Mgr., Prod. Dir.....John G. Lyon
Chief Anncr., Prog. Dir.....Edward H. Dunbar
Chief Engineer.....Marvin Tarpley
News Director.....Fred Runde

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....The Twin States Bcstg. Co.
Business-Studio Address.....664 Broad St.
Phone Number.....2-2692
Transmitter Location.....Martinez
News Service.....UP
Transcription Service.....RCA
Representative.....Avery-Knode
Membership.....NARTB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Comm. Mgr. (Local).....Martin E. White
Program Dir.....Warren Hites
Prod. Dir., Chief Anncr.....John Francis
News Director.....John Barnes
Chief Engineer.....John Jopling
Farm Editor.....J. W. Chambers

W J B F

AUGUSTA—1945—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Georgia-Carolina Bcstg. Co.
Address.....WJBF Bldg.
Phone Number.....4-2421
Transmitter Location.....Sunset Ave.
Air Time.....6:00 a.m.-M.
News Service.....UP
Representative.....Hollingberry
Membership.....NARTB, BAB
Pres., Gen. Mgr.....J. B. Fuqua
Station Mgr.....D. M. Kelly, Jr.
Commercial Manager.....Steve Manderson
Production Director.....John Vance
Chief Announcer.....Hugh Allison
Chief Engineer.....Ernest Swint

GEORGIA

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Radio Augusta, Inc.
Business-Studio Address 8th & Broad Streets
Phone Number 2-8805
Transmitter Location Berckmans Rd.
News Service UP
Transcription Service World
Representative Headley-Reed
President Ernest D. Black
General Manager W. R. Ringson
Commercial Manager M. C. Gregory
Pgm., News Dir. Frank F. Hubbs
Farm Director Raymond Culpepper
Chief Engineer Rabun F. Bobo

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Decatur Bcstg. Co.
Address P. O. Box 348
Phone Number 777
General Manager Thomas R. Hanssen
Commercial Manager Charles W. Dowdy
Pgm., News Dir. Joe Hill
Promotion Manager John A. Dowdy
Chief Engineer Harry Hutto

WGIG

BRUNSWICK—1949—ABC

Frequency: 1440 Kc. Power: 1,000 Watts
Owned-Operated By . . . Brunswick Bcstg. Corp.
Business-Studio Address 1514 Union St.
Phone Number 2714
Transmitter Location Blythe Island
News Service AP
General Manager Hugh K. Tollison
Commercial Manager John Lane
Pgm. Dir., Prom. Mgr. W. Eddie Wade
Chief Engineer Herman Lange
Farm Director Marvin Massey

WMOG

BRUNSWICK—1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Coastal Bcstg. Co., Inc.
Address P. O. Box 572
Phone Number 1500
News Service UP
Transcription Service Lang-Worth
President Alma W. King
Gen.-Comm. Mgr. Kenneth E. White
Chief Engineer Cecil Tankersley

WGRA

CAIRO—1950—LBS

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . Grady Mitchell Bcstg. Co.

WHAT COUNTS?

MARKET? Georgia's third market . . . and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice . . . five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST



REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.

GEORGIA

Address Bainbridge Rd.
 Phone Number 439
 Transcription Service Standard
 News Service UP
 President Geise Dozier Jr.
 General Manager Jim Honey
 Commercial Manager William C. Woodall Jr.
 Program Director Kenneth E. Flynt
 Promotion Manager Byron Hurst
 Chief Engineer Gregg Strang

W L B B

CARROLLTON—1947—LBS-KBS

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By Carroll Bcstg. Co., Inc.
 Business-Studio Address Peoples Bank Bldg.
 Phone Number 980
 Transmitter Location Cedar St.
 Membership NAB
 General Manager W. Ryan Frier

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. R. Frier
 Transmitter Location Cartersville
 Phone Number 1200
 News Service UP
 Transcription Service Lang-Worth
 President, General Manager W. Ryan Frier
 Commercial Manager Minor C. Shadburn
 Program Director Martha Sullins
 Chf. Engr., Farm Editor J. T. Norton
 News Director James Hale

W G A A

CEDARTOWN—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Timm Inc.
 Business-Studio Address West Ave.
 Phone Number Cedartown 777
 Transmitter Location Rome Highway
 News Service AP
 Transcription Service World
 President B. F. J. Timm
 Gen., Comm. Mgr. Dale Smith
 Program Director Fred Webb
 News Director Eddie Lynch
 Farm Director Bob McGonagle
 Chief Engineer Ray Relihan

W D A K

COLUMBUS—1943—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbus, Inc.
 Business-Studio Address Martin Bldg.
 Phone Number 5447
 Transmitter Location Brickyard Road
 Air Time 5:30 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Station Representative Headley Reed
 Membership NARTB, BAB

President-General Manager Allen M. Woodall
 Sta., Sales Prom. Mgr. Miles H. Ferguson
 Commercial Manager William Massie
 Pgm., Prod., Pub. Dir. Joe Byars
 Chief Anncr., News Dir. William Henry
 Musical Director Loretta Exum
 Chief Engineer Max F. Harper

W G B A

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Ga.-Ala. Bdcstg. Corp.
 Business-Studio Address 1213½ Broadway
 Phone Number 3-3603
 Transmitter Location Morris Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, RCA
 Representative Branham
 Membership NARTB, BAB
 President A. H. Chapman
 General Manager Walter M. Windsor
 Commercial Manager A. H. Haack, Jr.
 Program Director W. L. Gramer
 Chief Announcer Ralph Burgess
 News Director Philip Kriegler
 Musical Director Merle Garrett
 Chief Engineer William R. Atkinson
 Consulting Engineer A. D. Ring

W R B L

COLUMBUS—1928—CBS

GEORGIA SPORTS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By Columbus Bdcstg. Co.
 Business-Studio Address 1350 - 13th Ave.
 Phone Number 2-0601
 Transmitter Location Phenix City, Ala.
 News Service INS, UP
 Transcription Service Associated
 Representative George P. Hollingbery
 Membership NARTB, BAB
 Executive Manager J. W. Woodruff, Jr.
 Station Manager G. A. Gingell
 Commercial Manager B. Ed Johnson
 Pgm., Prod. Dir. George Gingell
 News Director George Theeringer
 Chief Announcer Bill Mitchell
 Chief Engineer J. A. Gamble

(See next page)

W M J M

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. System
 Business-Studio Address 20th Ave. & B St.
 Phone Number 666
 News Service UP
 President James S. Rivers
 General Mgr. William E. Blizzard, Jr.
 Sales Manager O. Grady Cooper
 Program Dir. Bryant Lane
 Chief Engineer George Jim Martin

WRBL **1st** STATION

WEEKDAY MORNINGS	32.7
WEEKDAY AFTERNOONS	48.1
SUNDAY AFTERNOONS	37.4
EVENINGS	45.1
TOTAL RATED TIME PERIODS	43.0

COLUMBUS **2nd** MARKET

METROPOLITAN AREA

POPULATION	180,900
RETAIL SALES	\$132,332,000
EFFECTIVE BUYING INCOME	\$187,314,000

5 KW IN COLUMBUS, GA.



1st STATION IN
2nd MARKET OF
GA.
COLUMBUS
ALA.



WRBL

CALL HOLLINGBERY AND WRBL-FM 46.2 KW

GEORGIA

W M O C

COVINGTON—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Covington News Inc.
 Business Address: Covington
 Phone Number: 2275
 Studio-Transmitter Location: Monticello St
 News Service: UP
 Transcription Service: World, Capitol, SESAC
 President: Belmont Dennis
 Commercial Manager: W. Thomas Hay
 General Manager: Rich Richards
 Sports Director: S. G. Turner
 Program Director: W. I. Allgood
 Chief Engineer: Jim Rodgers
 Farm Editor: Leo Mallard

W B L J

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Dalton Bdcstg. Corp.
 Business-Studio Address: 111 South Fentz St.
 Phone Number: 1180
 Transmitter Location: River Bend Rd.
 Air Time: 6 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NARTB, BMB
 President: H. C. Kenemer
 Gen. Sta. Mgr.: William B. Davies
 Program Director: Bernice Ewton
 News Director: James L. Clark
 Chief Engineer: John S. Andrews
 Consulting Engineer: Claude Gray

W D W D

DAWSON—1948—LBS

Frequency: 990 Kc. Power: 1000 Watts D.
 Owned-Operated By: Dawson Bdcstg. Co.
 Trans.-Bus.-Studio Address: Parrott Road
 Phone Number: 416
 News Service: UP
 Transcription Service: Standard
 President: Ed Stevens
 General Manager: W. C. Woodall, Jr.
 Pgm., Prod., News Dir.: Bill McGuirt
 Comm., Prom. Mgr.: George Burton, Jr.
 Chief Engineer: Joe Stephens

W G L S

DECATUR—1949

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By: DeKalb Bcstg. Co.
 Business-Studio Add.: 546 N. McDonough St.
 Phone Number: Crescent 6471
 Transmitter Location: Northern Ave.
 News Service: UP
 Transcription Service: Standard
 President: Guy W. Rutland, Sr.
 Gen., Sta. Mgr.: Sam W. Kane
 Comm. Sales Prom. Mgr.: Al Ciraldo
 News Dir., Chief Anncr.: Tom Nolan

Chief Engineer: Sam Dillard
 Musical Director: Frank Stiteler

W D M G

DOUGLAS—1947

Frequency: 860 Kc. Power 1000 Watts D.
 Owned-Operated By: WDMG, Inc.
 Business-Studio Address: 620 E. Ward St
 Phone Number: 564
 Transmitter Location: Alma Highway
 Air Time: Sunrise-sunset
 News Service: UP
 Transcription Service: World, SESAC
 Representative: Dora C. Dodson
 Membership: NARTB, BAB
 President: Downing Musgrove
 General Manager: B. F. J. Timm
 Musical Director: George Dunaway
 Chief Engineer: Stanley H. Strickland
 Consulting Engineer: Claude M. Gray

W M L T

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Dublin Bdcstg. Co.
 Business Address: Dublin
 Phone Number: 871
 Studio-Transmitter Location: Franklin St.
 News Service: AP
 Transcription Service: World
 Representative: Continental Radio Sales
 President: George T. Morris
 Vice-President: W. Newton Morris
 Program Director: W. C. Courson
 General Manager: Roy M. Hubbard
 Chief Engineer: Lawrence L. Henry

W T J H

EAST POINT—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By: James S., Doris R. Rivers
 Address: P. O. Box 72
 Phone Number: Fairfax 4343
 Transmitter Location: Dolson Drive
 News Service: UP
 President: James S. Rivers
 Gen., Comm. Mgr.: Willard Belote
 Chief Engineer: Wm. J. Hill, 3rd

W S G C

ELBERTON—1946—MBS-KBS

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

W B H B

FITZGERALD—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Ben Hill Bdcstg. Corp.

GEORGIA

Address 600 Roanoke Dr.
Phone Number 2077-8
Air Time 6 a.m.-10:30 p.m.
News Service AP
Transcription Service Capitol
President Otto Criner
Gen., Sta., Comm. Mgr. Al H. Evans
Prog., Prod., Pub. Dir. Armine H. Wood
Chief Anncr., Engr. Charles E. Player
News Director Jack Wilkerson
Musical Director Elva Snowden
Consulting Engineer Claude Gray

W F P M

FORT VALLEY—1951—LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By Peach Belt Bcstg. Co.
Address Roberta Rd.
Phone Number 84
News Service UP
President Ed Stevens
General Manager W. C. Woodall Jr.
Comm. Mgr., Farm Dir. Olyn L. Gee
Sales Manager Cecil Grider
Program Director Orson Swindle
Chief Engineer Charlie Parish

W D U N

GAINESVILLE—1949—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Northeast Ga. Bcstg. Co.
Business-Studio Address 217½ S. Main St.
Phone Number 2341
Transmitter Location Tower Heights
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Metropolitan
Membership NARTB, BAB
President Paul C. Plagnos
General Manager John W. Jacobs, Jr.
Commercial Manager Joe Franklin
Station Manager Julius Still
Program Director Dean Stobbe
Chief Engineer Lesley P. Brooks
Consulting Engineer Chambers & Harrison

W G G A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Blue Ridge Bcstg. Co.
Business Address P. O. Box 654
Phone Number 1600
Studio-Transmitter Location 2400 Athens Rd.
Air Time 6 a.m.-M.
News Service UP
Representative Dora Dodson Agency
Pres., Gen. Mgr. Charles A. Smithgall
Commercial Manager E. F. MacLeod
Program Director Robert Schwab
Musical Dir. James A. Hartley
Chief Engineer F. Keith Brown

W K E U

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WKEU, Inc.
Address P. O. Box 155
Phone Number 5507
Transmitter Location Griffin
News Service AP
President, General Mgr. A. W. Marshall, Jr.
Comm. Mgr., Pgm. Dir., Chief Engr.
G. H. Whitley, Jr.

W K L Y

HARTWELL—1947

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Louie L. Morris
Business Address Box 189, Hartwell
Phone Number 71
Studio-Trans. Location Bowerville Hiway
News Service UP
Transcription Service Capitol
President Louie L. Morris
Exec. Vice-Pres. Max G. Pfander
Asst. Mgr., Prom. Mgr., Pgm. Dir. Joe Wilder
Chief Engineer Broadus McLane

W B G R

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By Altamaha Bcstg. Co.
Address P. O. Box 147
Phone Number 2444, 2232
Transmitter Location Waycross Highway
Air Time Sunrise-Sunset
News Service UP
Transcription Service Capitol
Representative Dora C. Dodson
General Manager W. G. Thomas
Sta., Comm. Mgr. George Thompson
Chief Engineer Arthur L. Manning
Consulting Engineer Claude Gray

W L A G

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By LaGrange Bcstg. Co.
Business-Studio Address 305-307 Broome St.
Phone Number 3505
Transmitter Location LaGrange
Air Time 6 am.-M.
News Service UP
Transcription Service World
Membership NARTB, BAB
President Roy C. Swank
General-Station-Commercial
Manager Edwin Mullinax
Program Director John Boggett
Publicity Director Fayzelle Scarborough
Musical Director William Hyde, Jr.
Chief Engineer James McKay
Farm Editor Joe Hawkins
Consulting Engineer Walter Holey

GEORGIA

W B M L

MACON—1940—NBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Middle Georgia Bdcstg. Co.
Business-Studio Address... 230 Second St.
Phone Number 3-5454
Transmitter Location..... 8th & Cherry St.
Air Time 5:30 a.m.-12:30 a.m.
News Service AP
Transcription Service..... World
Representative Headley-Reed
Membership NARTB, BAB
President..... E. D. Black
General Manager..... Charles W. Pitman
Station Manager..... John Bartlett
Commercial Manager..... Walter Graham
Prog., Pub., News Dir..... Richard Johnson
Chief Announcer..... Tommy Snellgrove
Musical Director..... Mary H. Richardson
Chief Engineer..... H. S. Goodrich
Consulting Engineer..... George Davis

W I B B

MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By... Peach State Bcstg. Co., Inc.
Business-Studio Address... Professional Bldg.
Phone Number 2-2505
Transmitter Location..... Millirons Road
News Service UP
Pres., Gen. Mgr..... Thomas H. Maxwell
Assistant Manager..... George W. Patton

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
Owned-Oper. By..... Southeastern Bcstg. Co.
Business-Studio Address... Bankers Insurance Bldg.
Phone Number 2-7373
Transmitter Location..... Forsyth Rd.
Air Time 5:30 a.m.-12:30 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Katz
Membership BAB
Pres., Chief Engineer..... George P. Rankin
Gen., Sta. Mgr..... Wilton E. Cobb
Sales Prom., Comm. Mgr..... Frank Crowther
Publicity Director..... Ed Pendleton
News Director..... Ben Chatfield
Chief Announcer..... Lloyd Harris
Farm Editor..... D. F. Bruce
Consulting Engineer..... George C. Davis

W N E X

MACON—1945—MBS-ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Macon Bcstg. Co.
Business-Studio Address..... Bibb Bldg.
Phone Number 5-3301

Transmitter Location..... Rogers Ave.
Air Time..... 5:45 a.m.-12:35 a.m.
News Service AP
Transcription Service Thesaurus
Representative Branham
President Ed Lowe
General-Station Manager..... Alired Lowe
Comm., Sales Prom. Mgr..... Marion Weaver
Program Director..... Virginia Flint
Chief Announcer..... Ed Sharpe
Chief Engineer..... Charles A. Walker
Consulting Engineer..... George Davis

W F O M

MARIETTA—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Chattahoochee Bcstrs.
Business Address... So. Cobb Dr., P. O. Box 131
Phone Number 1746
Studio-Transmitter Location..... So. Cobb Dr.
News Service AP
President..... Fred B. Wilson
General Manager..... Albert L. Jones
Program Director..... John Bacheller
News Dir..... Bill Scott
Chief Engineer..... Chuck Strauss

W M V G

MILLEDGEVILLE—1946—MBS-KBS GALS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Jere N. Moore
Business-Studio Address..... P. O. Box 307
Phone Number 250
Transmitter Location..... Fishing Creek
Air Time..... 7:00 a.m.-11:15 p.m.
News Service UP
Transcription Service Capitol
Representative Irene Griffith
Membership NARTB
President (Owner)..... Jere N. Moore
Gen., Sta., Comm. Mgr..... Michael T. Landy
Program Director Josephine Ragsdale
Chief Engineer..... Robbie O. Hattaway

W M G A

MOULTRIE—1939—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... John F. Pidcock
Business-Studio Address..... Moultrie
Phone Number 999
Transmitter Location..... Tifton Hiway
News Service UP
Representative Thomas Clarke
Owner..... John F. Pidcock
Station, Comm. Mgr..... Roy F. Zess
Chief Engineer..... Lamar Beaty

W C O H

NEWMAN—1947—MBS

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

G E O R G I A

Business-Studio Address.....11 Court Sq.
 Phone Number.....1400
 Transmitter Location.....Line St.
 News Service.....AP
 Transcription Service.....World
 President.....D. T. Mamget
 Gen., Comm. Mgr.....J. H. Beard
 Chief Engineer.....Walter O. Welch

W L A Q

ROME—1947—KBS-ABC

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....News Publishing Co.
 Phone Number.....7767
 Transmitter Location.....Hanks St.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 V.P., Gen. Mgr.....James F. Mann
 Station, Sls. Prom. Mgr.....Lee Mowry, Jr.
 Commercial Manager.....Martha Daniel
 Prog., News Dir.....Clarence Salmon
 Chief Engineer.....Dan Scott
 Consulting Engineer.....Weldon & Carr

W R G A

ROME—1930—MBS-GSN

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rome Bcstg. Corp.
 Bus.-Studio Address.....501 Broad St.
 Phone Number.....2-2411
 Transmitter Location.....Off Summerville Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Mrs. John W. Quarles
 General Manager.....Mather Payne
 Commercial Manager.....Pinkie Talley
 Prom. Mgr.....Cap Hicks
 Prod., Pgm. Dir.....Jim Roberts
 Publicity Director.....Bill Hart
 Chief Announcer.....Ben Lucas
 News Director.....Cap Hicks
 Musical Director.....Kitty Allford
 Chief Engineer.....Sox Starr
 Consulting Engineer.....W. J. Holey

W R O M

ROME—1946—LIBERTY

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coosa Valley Radio Co.
 Business-Studio Address.....121 Broad St.
 Phone Number.....2-0833
 Transmitter Location.....Cooper Dr.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Representative.....Dora Clayton
 President.....Dean Covington
 Gen., Prom. Mgr.....Edward N. McKay
 Program Director.....Charlie Doss
 Chief Engineer.....Thomas Robertson

W C C P SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated by.....Dixie Bcstg. Co.
 Business-Studio Address.....P. O. Box 943
 Phone Number.....2-4182
 Transmitter Location.....West Gwinnett St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Carter C. Peterson
 Sta., Comm. Mgr.....Weldon Herrin
 Sales Prom. Mgr.....Charles Lipton
 Program Director.....Charles Beresford
 Publicity Director.....Al Jennings
 Production Director.....Larry Picus
 Chief Engineer.....William Moats
 Consulting Engineer.....Kear & Kennedy

W D A R

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone Number.....3-8807
 Transmitter Location.....E. Perry Lane
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB-BAB
 Pres., Gen. Mgr.....H. Blair Minick
 Commercial Manager.....Robert Finch
 Program Director.....Milton Bellah
 Chief Engineer.....Joseph Testo

W F R P

SAVANNAH—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Bcstg. Co.
 Business-Studio Address.....219 E. Charlton St.
 Phone Number.....3-9642
 Transmitter Location.....E. Perry Lane
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Thomas F. Clark
 Pres., Gen. Sta. Mgr., Pgm. Dir. John F. Pidcock
 Comm., Sales Prom. Mgr.....John Williams
 Chief Engineer, News Dir.....James M. Wilder
 Consulting Engineer.....George C. Davis

W J I V

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WJIV, Inc.
 Bus. Address.....128 W. Taylor St.
 Phone.....4-7264
 Transmitter Location.....Hutchinson Island
 Air Time.....Daytime
 News Service.....AP
 Representative.....ForJoe

GEORGIA

President.....E. D. Rivers, Jr.
 Vice-President.....W. H. Keller, Jr.
 Comm., Sales Prom. Mgr.....Abe Eisenman
 Sta. Mgr., Prog. Dir., Chf. Ancr.....J. L. Woods
 Production Director.....Lew Banks
 Publicity Director.....Frank Freeman
 News Director.....Dennis Brown
 Musical Director.....Shirley Collins
 Chief Engineer.....Robert Rivers
 Farm Editor.....Channing Cope
 Consulting Engineer.....Kear & Kennedy

WSAV

SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSAV, Inc.
 Bus.-Studio Address.....Liberty Natl. Bank Bldg.
 Phone Number.....3-0234
 Transmitter Location.....Oatland Island
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Blair
 Pres., Gen.-Sta. Mgr.....Harben Daniel
 Comm. Mgr.....Don Jones
 Sales Mgr.....Robert W. Ward
 Pgm., News Dir.....Robert Shipley
 Pub. Director.....Mary Keating
 Chief Announcer.....Norman Strand
 Musical Director.....Jewell Casey
 Chief Engineer.....M. E. Thompson
 Farm Editor.....Bob Noble
 Consulting Engineer.....A. Earl Cullum

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Savannah Bcstg. Co.
 Business-Studio Address.....516 Abercorn St.
 Phone Number.....2-0127
 Transmitter Location.....Anderson Rd.
 Air Time.....5 a.m.-12:10 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....William T. Knight, Jr.
 Commercial Manager.....Ben Williams
 Sales Promotion Mgr.....Courtney Knight
 Pgm., Pub. Dir.....Dwight J. Bruce
 Production Director.....Ben H. Quick
 Musical Director.....Harriett Tuttle
 News Director.....Wm. D. Randall
 Chief Announcer.....W. O. King
 Chief Engineer.....Kyle E. Goodman
 Consulting Engineer.....George C. Davis

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Statesboro Bcstg. System
 Phone Number.....502
 Studio-Transmitter Location.....E. Olliff St.

Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 General Manager.....R. H. Thompson
 Sta. Mgr., Chief Engr.....Jack LoPresti
 Program Director.....J. H. Watson
 Consulting Engineer.....Claude M. Gray

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....Box 213
 Phone Number.....295
 News Service.....UP
 President.....E. C. Pesterfield
 General Manager.....William B. Farrar
 Program Director.....Laurence Keown
 Chief Announcer.....Curley Kinsey
 Chief Engineer.....James S. Stowers, Jr.
 Consulting Engineer.....Kear & Kennedy

WJAT

SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Jack & Nancy M. Thompson
 Address.....Covena Road
 Phone Number.....2011
 Transcription Service.....Lang-Worth, Capitol
 News Service.....UP
 Partner, Gen. Mgr.....Jack A. Thompson
 Program Director.....Sally Evans
 Chief Announcer.....Joe Beaumont
 Chief Engineer.....John H. Wisely
 Farm Editor.....Bill Polk
 Consulting Engineer.....Claude M. Gray

WSFT

THOMASTON—1947—MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Thomaston Bcstg. Co.
 Business-Studio Address.....P. O. Box 689
 Phone Number.....1300
 Transmitter Location.....Hightower Rd.
 Air Time.....Daytime
 Transcription Service.....World
 News Service.....AP
 President.....R. E. Hightower
 Staff General Manager.....S. J. Carswell
 Commercial Manager.....C. T. Thames
 Program Director.....Bill Heule
 Chief Engineer.....R. D. Wharton

WKTG

THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Southern Bcstg. System, Inc.
 Business-Studio Address.....Bank of Thomas
 County Bldg.
 Phone Number.....1501
 Transmitter Location.....Pavo Hwy.
 Air Time.....Daytime
 News Service.....UP

G E O R G I A

Transcription Service..... World. Thesaurus
 Representative..... Thomas F. Clark
 Dora Clayton
 Pres., Gen. Mgr..... W. F. Scott, Jr.
 Commercial Manager..... L. T. Porter
 Chief Engineer..... Bruce E. Singleton
 Chief Announcer..... A. R. Wass

W P A X

THOMASVILLE—1922

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

W T W A

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Hickory Hill Bcstg. Co., Inc.
 Business-Studio-Transmitter
 Address 215 Lumpkin St.
 Phone Number 777
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President..... Edgar H. Kobak
 Chief Engineer..... Edward Williams, Jr.

W W G S

TIFTON—1946—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Tifton Bcstg. Corp.
 Phone Number 921
 Bus.-Transmitter Location..... 800 S. Main St.
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 President..... W. A. Graham
 Gen., Comm. Mgr..... James E. Graham
 Program Director..... Carl Wandell
 Chief Announcer..... Oscar Newsom
 Chief Engineer..... W. C. Roberts

W L E T

TOCCOA—1941—MBS-KBS-GALS-
GSN

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By..... R. G. Letourneau
 Bus.-Studio-Transmitter Address... 423 Prather
 Bridge Rd.
 Phone Number 544
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Thesaurus
 Representative..... Thomas F. Clark

President..... R. G. Letourneau
 Gen., Sta. Mgr..... Virgle E. Craig
 Commercial Manager..... Sam A. Gaines
 Publicity Director..... Etheldra Davis
 Prod., News, Music Pgm. Dir..... Roy E. Gaines
 Chief Announcer..... Bill Storr
 Chief Engineer..... J. Carl Meeks
 Consulting Engineer..... W. J. Holey

W G A F

VALDOSTA—1951—ABC

Frequency: 910 Kc..... Power: 5000 Watts
 Owned-Operated By..... Valdosta Bcstg. Co.
 Address..... 116 W. Hill Ave.
 Phone Number 910
 News Service AP
 Transcription Service Thesaurus
 Representative..... McKenny
 Pres., Gen. Mgr..... George B. Cook
 Farm Director..... Bob Rogers
 Chief Engineer..... N. V. Pieler

W G O V

VALDOSTA—1941—MBS

Frequency: 950 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... WGOV, Inc.
 Address..... Daniel Ashby Hotel
 Phone Number 1420
 Transmitter Location Kinderlou
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative..... John E. Pearson,
 Dora Clayton
 President..... E. D. Rivers, Jr.
 General Mgr..... A. B. Smith
 Program Director..... Jack Jackson
 Prod., News..... Vince Randolph
 Publicity Director..... Betty Frwis
 Chief Announcer..... Wes Hendricks
 Chief Engineer..... William Keller

W V O P

VIDALIA—1946—LBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Vidalia Bcstg. Co.
 Address..... Box 391, Mt. Vernon Rd.
 Phone Numbers..... 327, 693, 698
 Transmitter Location Vidalia
 Air Time 6:28 a.m.-10:15 p.m.
 News Service UP
 Transcription Service..... World, Cole
 Membership NARTB
 Business Manager..... Howard C. Gilreath
 Gen., Sta., Comm. Mgr..... H. C. Gilreath, Jr.
 Sales Promotion Mgr..... R. S. Bryant
 Prog., Prod. Dir..... Nell Windham
 Publicity Director..... R. E. Ledford
 News Director..... Charles Rollinson
 Chief Announcer..... Loren Dorough
 Musical Director..... Lulu Mae Leverette
 Chief Engineer..... H. L. Dorough
 Consulting Engineer..... George C. Davis

GEORGIA—IDAHO

WACL

WAYCROSS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Teletronics Inc.
 Address: Carswell Ave.
 Phone Number: 3068
 News Service: AP
 Transcription Service: Lang-Worth
 President: James S. Rivers
 Comm., Prom. Mgr.: E. K. Avriett Jr.
 Program Director: Bob Lay
 News Director: Paul T. Hayes
 Chief Engineer: Loyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Jack Williams
 Business-Studio Address: 1600 Carswell Ave.
 Phone Number: 965
 Transmitter: Waycross
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: World, Capitol
 Representative: Hal Holman
 Membership: NARTB, BAB
 President: Jack Williams

Gen., Sta., Comm. Mgr.: John J. Tobola
 Sales Prom., Mgr.: Tommy Edwards
 Production Director: Curt Frazier
 Publicity Dir.: Dorothy Smith
 Chief Anncr., Pgm. Dir.: Ray Williamson
 News Director: Charles R. Witt
 Chief Engineer: Curtis Frazier
 Farm Editor: Malcolm Thomas
 Consulting Engineer: Nathan Williams

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Valley Bcstg. Co., Inc.
 Business Address: P. O. Box 312
 Phone Number: 2-2771
 Studio-Transmitter Location: Lanett, Ala.
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Joseph H. McGillvra
 President: J. C. Henderson
 General Manager: Paul E. Reid
 Publicity Director: Jay H. Lamb
 Sales Promotion Mgr.: Jim Murphy
 Program Director: Aileen Love
 Chief Engineer: R. R. Magill
 Consulting Engineer: Claude Gray

IDAHO

*Pop. April 1, 1952 (Est.) 608,000 — Total Housing Units 189,601
 Families April 1, 1952 (Est.) 173,000 — Stations in State 23*

KBLI

BLACKFOOT—1951—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Blackfoot Bcstg. Co.
 Address: Blackfoot
 Phone Number: 780
 Owner: William I. Palmer
 General Manager: Arlond T. Christensen
 Commercial Manager: Carl Winther
 Chief Engineer: Gerald W. Peterson

KDSH

BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Boise Valley Bcstrs., Inc.
 Business-Studio Address: 311 N. 10th St.
 Phone Number: 6820
 Transmitter Location: Meridian, 8 Mi. S.W. of Boise
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Free & Peters
 Membership: NARTB, BAB
 President: Saul Haas

General Manager: Westernman Whillock
 Sta., Comm. Mgr.: Earl Glade, Jr.
 Local Sales Mgr.: George Ganz
 Musical Director: Bob Salter
 Chief Announcer: Ross Woodward
 News Director: Charles Platt
 Farm Editor: Darwin Dodds
 Chief Engineer: James A. Johtz

KGEM

BOISE—1946—ABC

Frequency: 1140 Kc. Power: 10,000 Watts
 Owned-Oper. By: Idaho Bcstg. & Telev. Co.
 Business-Studio Address: 5601 Cassia
 Phone Number: 533
 Transmitter Location: 5601 Cassia
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: World
 Representative: George P. Hollingbery
 Membership: NARTB
 President: Frank C. Carman
 General Manager: Milo J. Petersen
 Production Director: Don Bish
 Chief Engineer: Manson McClure
 Farm Editor: LeRoy O'Loughlin
 Consulting Engineer: Grant Wrathall

IDAHO

KIDO

BOISE—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By KIDO, Inc.
 Business-Studio Add. . . Chamber of Comm. Bldg.
 Phone Number 680
 Transmitter Location . . . 10½ Mi. S.W. Boise
 Air Time 6 a.m.-12M.
 News Service UP
 Transcription Service . . . Standard, Thesaurus
 Representative John Blair
 Membership NARTB, BAB
 President Georgia M. Davidson
 General Mgr. Walter E. Wagstaff
 Commercial Mgr. Hugh Shelley
 Program Dir. Jack Link
 Chief Announcer Gene Perkins
 Chief Engineer Harold W. Toedemeier
 News Director Rulon Bradley
 Consulting Engineer Commercial Radio

KBIO

BURLEY—1947

ABC-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KBIO, Inc.
 Business-Studio Address P. O. Box 461
 Phone Number 10
 Transmitter Location . . . 1½ Mi. W. of Burley
 News Service UP
 Transcription Service World
 Representative Donald S. Cooke
 President Jessica L. Longston
 Gen. Mgr., News Dir. K. Clark
 Program Director Barbara Anderson
 Chief Engineer Edwin C. Miller

KCID

CALDWELL—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Caldwell Bcstg. Co.
 Business-Studio Address . . 520 So. Kimball Ave.
 Phone Number 9-7444
 Transmitter Franklin Lane
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Representative Walter Biddick
 President J. T. La Fond
 Sta., Gen., Comm. Mgr. . . . H. R. McCosh
 Pgm., Farm Editor Andrew Grant
 Chief Anncr., News Dir. . . . Bab Callendar
 Chief Engineer Henry Paul
 Consulting Engineer James A. Johtz, Jr.

KVNI

COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By . . . The Coeur d'Alene Bcstg.
 Business-Studio Address . . Blackwell Island
 Phone Number 900
 Transmitter Location Blackwell Island
 Air Time 7 a.m.-11 p.m.

Transcription Service Capitol
 Representative George P. Hollingbery
 Pres., Gen. Mgr. Burl C. Hagadone
 Sta., Comm., Prom. Mgr. . . . Wayne E. Olsen
 Pgm. Prod., Pub. Dir., Asst. Mgr. . . Bernard V.
 Merriman

KID

IDAHO FALLS—1928

MBS-INTERMOUNTAIN NET

Frequency: 590 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Idaho Radio Corp.
 Business-Studio Address Park & C St.
 Phone Number 4
 Transmitter Location Ririe Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Membership NARTB
 President A. W. Schweider
 General-Station Manager C. N. Layne
 Commercial Manager Leonard Wasden
 Program Director Roy Southwick
 Chief Engineer Carrol Sechrist
 Consulting Engineer Weldon & Carr

KIFI

**IDAHO FALLS—1946—ABC-MBS
 INTERMOUNTAIN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address 339 Broadway
 Phone Number 1054
 Transmitter Location . . . N. Yellowstone Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Avery-Knodel
 Pres., Gen. Mgr. J. M. Brady
 Prod., Prom. Mgr. Jim Butler
 Program Director Hal Simmons
 Chief Engineer George Stone
 Farm Editor David Lewis
 Consulting Engineer Grant C. Wrathall

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By H. E. Studebaker
 Business-Studio Address . . Lewis-Clark Hotel
 Phone Number 1950
 Transmitter Location Lewiston Orchards
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service RCA, Thesaurus
 Representative W. S. Grant
 Membership NARTB, BAB
 General Manager H. E. Studebaker
 Station Manager Donald Thomas
 Commercial Manager Thomas Decker
 Program Director Bill Dodel

I D A H O

Sales Prom. Mgr. Al Nelson
 Chief Announcer..... Hugh McIntosh
 News Director..... Jack Clifford
 Chief Engineer..... Gene Wilson
 Farm Editor..... Irv Faling
 Consulting Engineer..... Al Sparling

K R P L

MOSCOW—1947—KBS-LBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By.... Interstate Radio, Inc.
 Business Address..... P. O. Box 396
 Phone Number..... Moscow 2283
 Studio-Transmitter Location..... Route 3
 News Service..... AP
 Transcription Service..... SESAC
 Representative.. Walter Biddick (Pacific Coast)
 Membership..... NARTB, BAB
 President..... Ted R. Farrier
 Gen., Sta. Mgr., Pgm. Dir. Bert McAllister
 Comm., Sales Prom. Mgr..... W. L. Hopkins
 Chief Engineer..... Herbert D. Young

K F X D

NAMPA—1930—MBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Frank E. Hurt & Son
 Business Address..... Box 891
 Phone Number..... 6-4611
 Transmitter Location..... Near Meridan
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Avery-Knodel
 Membership..... BAB
 President..... E. E. Coleman
 General Manager..... Edward P. Hurt
 Sta., Comm. Mgr..... D. A. Cain
 Prog., Prod. Dir..... Shirl Black
 Chief Engineer..... G. M. Rose

K E Y Y

**POCATELLO—1946
 MBS-INTERMOUNTAIN**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By.. Radio & Telev. Bcstg. Co. of
 Idaho
 Address..... 1140 Yellowstone Ave.
 Phone Number..... 1240
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NAB
 President..... F. M. Bistline
 Gen., Comm. Mgr..... Louls F. Haller
 Pgm. Dir., Prom. Mgr..... Doris MacBride
 Chief Engineer..... Julian Dennis

K S E I

POCATELLO—1926—NBC

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Operated By..... Radio Service Corp.

Business-Studio Address..... Hotel Whitman
 Phone Number..... 4000
 Transmitter Location..... Pocatello
 Air Time..... 6 a.m.-12M.
 News Service..... UP
 Transcription Standard, Lang-Worth, Thesaurus
 Representative..... Walker
 Membership..... NARTB, BAB
 President..... O. P. Soule
 Gen., Comm. Mgr..... Henry H. Fletcher
 Publicity Dir..... Olive M. Leeney
 Program Director..... Ruthe A. Fletcher
 Chief Engineer..... Ellis W. Call
 Consulting Engineer.. Comm. Radio Eqpt. Co.

K W I K

**POCATELLO—1946—ABC-MBS
 INTERMOUNTAIN**

Frequency: 1440 Kc..... Power: 1000 Watts
 Owned By..... Eastern Idaho Bcstg. & TV Co.
 Business-Studio Address..... Hotel Bannock
 Phone Number..... 3400
 Transmitter Location..... Pole Line Rd.
 News Service..... AP
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NARTB
 President..... James M. Brady
 General Mgr..... Charles Crabtree
 Commercial Manager..... Don W. Burden
 Prom. Mgr., Pgm. Dir..... Dick Wright
 News Director..... John Sucky
 Chief Engineer..... Delbert Williams
 Consulting Engineer..... Grant C. Wrathall

K P S T

PRESTON—1948—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Voice of The Rockies, Inc.
 Business-Studio Address..... 17 North St.
 Phone Number..... 600
 Transcription Service.. Lang-Worth, Associated
 President..... Leon Smith
 Gen., Sta. Mgr..... Rulon Dunn
 Commercial Mgr..... N. Pratt Smith
 Program Dir..... Bob Gregg
 Chief Engineer..... Kenneth F. Smith

K R X K

REXBURG—1951

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By.... Snake River Radio &
 TV Co., Inc.
 Address..... Box 301
 Phone Number..... 700
 News Service..... AP
 Transcription Service..... Capitol, Thesaurus
 President..... Dr. M. F. Rigby
 Gen. Mgr., Chf. Engr..... Howard R. Chapman
 Commercial Manager..... Merrill L. Skinner
 Program Director..... Bruce Hymas

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bauer Bcstg. Co.
 Business Address Dover Rd.
 Phone Number 555
 News Service UP
 Transcription Service Standard
 Pres., News Dir., Gen. Mgr. Norman Bauer
 Sta., Comm. Mgr. Jack Hatch
 Program Director Lone Bauer
 Chief Engineer William Frey

KLIX

TWIN FALLS—1946—MBS-ABC
 INTERMOUNTAIN—DON LEE

Frequency: 1310 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Southern Idaho Bcstg.
 & Television Co.
 Business-Studio Transmitter Elizabeth Blvd.
 Phone Number 2820
 Air Time 5 a.m.-1:30 a.m.
 News Service AP
 Transcription Service Capitol, MacGregor,
 Thesaurus
 Representative Avery-Knodel
 Membership NARTB, BAB
 V.P., Gen. Sta., Mgr., Pub. Dir.
 Frank C. McIntyre
 Commercial Mgr. Juneau H. Shinn
 Program Director Don Allen
 Production Director Eddie Gish
 Chief Announcer Don Flinders
 News Director Bob Brashear
 Musical Director J. Hill
 Chief Engineer Lloyd James
 Farm Editor Hoily Houlberg
 Consulting Engineer Wrathall

KTFI

TWIN FALLS—1928
 NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Radio Bcstg. Corp.
 Business-Studio Address 241 Main Ave. W.
 Phone Number 2400
 Transmitter Location Curry
 Air Time 6 a.m.-12M.
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Weed
 Membership NARTB, BAB
 President O. P. Soule
 Gen.-Station-Comm. Manager F. M. Gardner
 Pgm., Pub., Prod. Dir. Richard Bingham
 Musical Director Lenore Parker
 Chief Announcer Jack Farrar
 News Director Bonnie Baird
 Chief Engineer Marvin Hartley
 Consulting Engineer McIntosh & Inglis

KVMV

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Sales Corp.
 Business Address P. O. Box 511
 Phone Number 2002
 Studio-Transmitter Blue Lakes Blvd. N
 Air Time 6 a.m.-12M.
 News Service UP
 Transcription Service World
 President D. Spencer Bros.
 Exec. Vice-Pres. Arch L. Madsen
 Sta., Comm. Mgr. Dewain Sylvester
 News Director Jack Hughes
 Pgm. Dir., Chief Engineer Al Lee
 Publ., Music Director Clair Halverson

KWAL

WALLACE—1939—MBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Silver Bcstg. Co.
 Business Address Osburn
 Phone Number 8-2111

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ILLINOIS

News Service UP
Transcription Service Thesaurus
Representative John E. Pearson
Membership NARTB, BAB
President Loring C. Merwin
General Sta., Manager Warner C. Tidemann
Commercial Manager Harry Swift
Program Director Fred Muxfeld
News Director Keith Bright
Chief Engineer Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Oscar C. Hirsch
Business Address Box 311
Phone Number 1490
Studio-Transmitter Location Patierdale
Air Time 6 a.m.-11 p.m.
News Service UP
Representative John E. Pearson
Membership NAB, BAB
Owner Oscar C. Hirsch
Gen.-Station-Comm. Mgr. Merrill C. Currier
Program Director Charles Housewright
Chief Engineer Oscar C. Hirsch

WBYS

CANTON—1947

Frequency: 1560 Kc. **Power:** 250 Watts, d.
Owned-Operated By Fulton Co. Bcstg. Co.
Business-Studio-Transmitter East Lynn Limits
Phone Number 1877
Air Time Sunrise-Sunset
News Service AP
Transcription Service Lang-Worth, World
President H. R. Winsor
General Sta., Manager Bill Richardson
Commercial Manager Robert L. Burns
Sales Promotion Mgr. Eugene Mayall
Prog., Pub. Dir., Farm Editor Don Ruyle
Chief Announcer Randall C. Furnace
News Director Al Horrigan
Chief Engineer Clovis Sadler

WCIL

CARBONDALE—1946—LBS

Frequency: 1020 Kc. **Power:** 1000 Watts, d.
Owned-Operated By Southern Illinois Bcstg.
Business-Studio Address 219 W. Main St.
Phone Number 167
Transmitter Location 1 Mi. W. of Carbondale
News Service AP
Transcription Service Thesaurus
Pres., Gen. Mgr., Chf. Engr. Paul F. McRoy
Commercial Manager Walter Schafer
News Director Ralph Wain

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. **Power:** 1000 Watts
Owned-Oper. By Carmi Bdcstg Co.
Address 101 South Walnut Street
Phone Number 4161

Trans. Loca. U. S. Hgy 460, 1 M. W. of Carmi
News Service UP
Transcription Service Lang-Worth, SESAC
Representative Sears & Ayer, Inc.
Membership NARTB, BAB
President Roy Clippinger
General Manager Thomas S. Land
Commercial Manager Fred Wilkerson
Program Director Garnet Williams
News Director John W. Berry
Chief Engineer Gene McLin
Consulting Engineer Lynn C. Smeby

WCAZ

CARTHAGE—1921

Frequency: 990 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Superior Bcstg. Service, Inc.
Business-Studio Address 502 Wabash Ave.
Phone Number 520
Air Time Daytime
Representative Holman
President Bob Compton
Manager John Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc. **Power:** 1000 Watts, d.
Owned-Operated By WCNT, Inc.
Business-Studio-Transmitter Hwy. 51 N.
Phone Number 5151
News Service UP
Transcription Service Standard
President, Gen. Mgr. George F. Isaac
Comm., Sta. Mgr. Merle G. Rogers
Program Director Bill Lytle
Publicity Director Pete Brown
Chief Engineer Dwight North

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc. **Power:** 250 Watts
Owner The Champaign News Gazette, Inc.
Business Address 48 Main St.
Phone Number 6-1855
Studio-Transmitter 1.3 mile S. of city
Air Time 7 a.m.-10.45 p.m.
News Service UP
Transcription Service World
Representative Robert Meeker & Associates
Membership NARTB
General Manager J. A. McDermott
Station Manager Marc Howard
Chief Engineer Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc. **Power:** 1000 Watts, d.
Owned-Operated By Corn Belt Pub., Inc.
Business Address 221 N. LaSalle St.
Phone Number Randolph 6-1932
Studio Address LaSalle-Wacker Bldg.
Transmitter Location Exchange Bldg., Union
Stock Yards

ILLINOIS

News Service UP
 Transcription Service Standard
 Representative John E. Pearson Co.
 President Ward A. Neff
 General Manager W. E. Hutchinson
 Commercial Manager John E. Halleman Jr.
 Promotion Manager Fred Bauman
 Program Director Bill Bayer
 Chief Engineer Carl W. Ulrich
 News Director Dick Winters

**WAIT
 CHICAGO—1941**

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WAIT
 Bus.-Studio Address 75 E. Wacker Dr.
 Phone Number Franklin 2-0660
 Transmitter Location Elmhurst
 News Service UP
 Transcription Service Standard
 Representative Young
 President Gene T. Dyer
 Gen., Comm. Mgr. Thomas L. Davis
 Program Director Del Hester
 Chief Engineer Edward W. Jacker

**W B B M
 CHICAGO—1923—CBS RADIO**

Frequency: 780 Kc. Power: 50,000 Watts
 Owned By CBS, Inc.
 Operated By CBS Radio Division
 Address 410 N. Michigan Ave.
 Phone Number Whitehall 4-6000
 Transmitter Location Itasca
 Air Time Sunrise-Unlimited
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 President Frank Stanton
 Vice-Pres., Gen. Mgr. H. Leslie Atlass
 Asst. Gen. Mgr. E. H. Shomo
 Sales Promotion Manager Dave Kimble
 Program Director Al Bland
 News Director Julian Bentley
 Chief Engineer George Sherman
 Farm Editor Harry Campbell

**WCFL
 CHICAGO—1926—ABC-LBS**

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Operated By .. Chicago Federation of
 Labor
 Business-Studio Address . 666 Lake Shore Dr.
 Phone Number MOhawk 4-2400
 Transmitter Location Downers Grove
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Bolling
 President William A. Lee
 Gen., Sta., Comm. Mgr. Arthur F. Harre
 Prog., Prod. Dir. Robert A. Platt
 Publicity Director Louise Sasso



WCFL

FOR 1952

LOWEST COST

of any 50,000 Watt
 Chicago station per 1,000
 tuned-in homes!

*Contact Radio Representatives, Inc.
 480 Lexington Avenue, New York, N. Y.
 or Station WCFL for full information.*

WCFL

666 Lake Shore Drive, Chicago, Ill.

50,000 Watts
Day and Night
1000 on the Dial

Affiliated with LBS

In Chicago, **5** *to* **1!** *it's WGN...*

In October, 1951, an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."



WGN... Your Basic Buy . . . *reaching more homes per week than any other Chicago station*

*A Clear Channel Station . . .
Serving the Middle West*

MBS

WGN

**Chicago 11
Illinois
50,000 Watts
720**

On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

ILLINOIS

Chief Announcer.....Norman Pierce
 News Director.....Vic Barnes
 Musical Director.....Lee Petrillo
 Chief Engineer.....Charles E. Willett
 Consulting Engineer.....Walter Kean

W C B D

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Michael J. Mintern
 Business Address.....2714 Enoch Ave., Zion
 Phone Number.....521
 Studio Address.....c-o Station WAIT
 Transmitter Location.....Elmhurst
 Managing Director.....Michael J. Mintern
 Commercial Manager.....Carl Q. Lee

W C R W

CHICAGO—1926

Frequency: 1240 Kc...Power: 100 Watts, d.
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....EAsgate 7-6860
 Pres.-Owner-Chief Engr...Clinton R. White
 General Manager.....J. A. White

W E D C

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denemark, Inc.
 Address.....3860 W. Ogden Ave.
 Phone Number.....CRawford 7-4100
 Air Time.....Unlimited
 News Service.....UP
 President.....Emil Denemark
 Gen.-Station-Comm. Mgr....Frank J. Kotnour
 Prom., Pgm., Prod., Pub. Dir. Chief Anncr.,
 News Dir.....Bill Mack
 Musical Director.....William P. Brady
 Chief Engineer.....Ansel Wayne Smith

W E N R

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Operated By.....American Bcstg. Co.
 Business-Studio Address...20 N. Wacker Dr.
 Phone Number.....ANDover 3-0800
 Transmitter Location.....Tinley Park
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....ABC Spot Sales
 President (ABC).....Mark Woods
 Vice Pres. Cen. Div. ABC. John H. Norton, Jr.
 Station-Comm. Mgr.....Edward Lynch
 Sales Promotion Manager...Dean D. Linger
 Program Director.....Richard Woollen
 Production Director.....Burr E. Lee
 Publicity Director.....Ell W. Henry
 News & Sports Events.....Con O'Dea
 Musical Director.....Rex Maupin
 Chief Engineer.....Ed Horstman
 Farm Editor.....Keith Beecher

W G E S

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WGES
 Business-Studio Address...2708 Wash. Blvd.
 Phone Number.....SAcramento 2-1700
 Transmitter Location.....8601 South Kedzie
 News Service.....UP
 Transcription Service.....Associated
 General Manager.....John A. Dyer
 Commercial Mgr.....Elizabeth M. Hinzner
 Sales Promotion Manager...K. P. Freda
 Program Director.....Herbert Rudolph
 Chief Engineer.....William Shunk

W G N

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WGN, Inc.
 Bus.-Studio Address...441 N. Michigan Ave.
 Phone Number.....SU 7-0100
 Transmitter Location.....Roselle
 Newspaper Affiliation...The Chicago Tribune
 Air Time.....24 hrs.
 News Service.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....Hollingberry
 Membership.....NARTB, BAB
 President.....Col. Robert R. McCormick
 General Sta. Manager.....Frank P. Schreiber
 Commercial Manager.....William A. McGuineas
 Sales Promotion Manager..Charles A. Wilson
 Program Director.....Bruce Dennis
 Production Director.....Glenn Ransom
 Publicity Director.....James Hanlon
 Supervisor of Anncrs.....Win Jolly
 News Director.....Robert F. Hurleigh
 Musical Director.....Henry Weber
 Dir. of Engineering.....Carl J. Meyers
 Farm Editor.....Norman Kraeft

W H F C

CHICAGO—1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.
 Address...3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone Numbers.....Cliffside 4-7411.
 Townhall 3-6305
 Trans. Loca.3350 S. Kedzie Ave., Chicago
 Air Time.....7 a.m.-12 m.
 News Service.....UP
 Pres.-Gen. Mgr.....Richard W. Hoffman
 Station Manager.....Marie E. Clifford
 Program Director.....F. Matthews
 Musical Director.....Frank Linhart
 Chief Engineer.....Elmer P. Hayes
 Consulting Engineer.....G. Gillett

W I N D

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Johnson Kennedy Radio
 Corp.



IF IT'S DISTRIBUTION...

A manufacturer selling through grocery outlets established distribution of his product in various important Chicago chain groups through use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

IF IT'S "IN-STORE" CO-OPERATION...

The successful WLS Summer Food Promotion Plan (OPERATION GROCER) through co-operation with eight leading Food Groups offers food advertisers extensive merchandising in 2,300 Chicago area grocery stores. The Plan brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

IF IT'S DIRECT, TRACEABLE SALES...

An insecticide company with a product selling at \$2.98 got impressive sales at a cost-per-order of only 38¢ . . . 13% of the sales price! Another company sold \$19,974.45 worth of its product directly through use of a series of WLS early morning programs! Here is proof of a responsive audience . . . the power to produce tangible results!

What we did in the cases above cited—no different from what we did for countless others in 1951, and in the many years preceding—we can do for you in 1952. Ask us—or your John Blair man—for details.



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

ILLINOIS

Bus.-Studio Address... 400 N. Michigan Ave.
Phone Number..... WHITEhall 4-2170
Transmitter Location..... Black Oak, Ind.
Air Time..... Unlimited
News Service..... AP, UP
Representative..... AM Radio Sales
President..... John S. Knight
General-Station Mgr...... Ralph L. Atlass
Commercial Manager..... John T. Carey
Prom. Mgr., Pgm. Dir...... H. Leslie Atlass, Jr.
Production Director..... Walter Rubens, Jr.
Publicity Director..... Greta Morgan
News Director..... Jim Dale
Chief Engineer..... Kenneth C. Shirk
Consulting Engineer..... E. C. Page

W J J D

CHICAGO—1934

Frequency: 1160 Kc..... **Power**: 50,000 Watts
Owned-Operated By... Field Enterprises, Inc.
Bus.-Studio Address... 230 N. Michigan Ave.
Phone Number..... State 2-5486
Transmitter Location..... Desplaines
Air Time..... 4 a.m.-sundown
News Service..... UP
Transcription Service..... Standard, Capitol,
 RCA, World

Representative..... Avery-Knodel
Membership..... NARTB, FMA
President..... Marshall Field
Gen.-Sta. Mgr., Pgm. Dir.... Frederick G. Harm
Commercial Manager..... Robert W. Ward
Sales Prom. Mgr...... Tex Frenkel
Production Director..... Carl Warner
Publicity Director..... Dick McNeeley
Chief Announcer..... Carl Warner
News Director..... Al Parker
Musical Director..... Don Lavery
Chief Engineer..... Walter F. Myers
Farm Editor..... Chuck Bill
Consulting Engineer..... George Davis

W L S

CHICAGO—1924—ABC

Frequency: 890 Kc..... **Power**: 50,000 Watts
Owned-Operated By... Agricultural Bcstg. Co.
Business Address... 1230 Washington Blvd.
Phone Number..... MO 6-9700
Air Time... Mon. thru Fri: 10 hrs., Sat., 19 hrs.
Transmitter Location... Tinley Park
News Service..... AP, UP, Overseas N.
Transcription Service..... Standard
Representative..... John Blair
Membership..... NARTB
President..... James E. Edwards
Gen., Sta. Mgr...... Glenn Snyder
Commercial Manager... Charles M. Freeman
Sales, Prom. Mgr.... Warren W. Middleton
Program Director... Harold Safford
Publicity Director... John Drake
Musical Director... Osgood Wesley
Chief Engineer... Thomas Rowe
Farm Editor... Arthur Page
Consulting Engineer... Jansky & Bailey

W M A Q

CHICAGO—1922—NBC

Frequency: 670 Kc..... **Power**: 50,000 Watts
Owned-Operated By... National Bcstg. Co., Inc.
Business-Studio Address... Merchandise Mart
Phone Number..... SUperior 7-8300
Transmitter Location..... Elmhurst
Air Time..... Unlimited
News Service..... AP, INS, UP
Transcription Service..... Thesaurus
Representative..... NBC
Membership..... NARTB
President..... Joseph McConnell
V.P.-General Manager..... Harry Kopf
Commercial Manager..... Howard Meyers
Sales Promotion Manager..... John Keys
Program Manager..... Homer Heck
Publicity Director..... Jack Ryan
News Director..... William Ray
Music Supervisor..... Don Marcotte
Chief Engineer..... Howard Lutgens
Farm Editor..... Paul Visser

W S B C

CHICAGO—1925

Frequency: 1240 Kc..... **Power**: 250 Watts
Owned-Operated By... Radio Station WSBC
Business-Studio Address... 2400 W. Madison St.
Phone Number..... MOncroe 6-9080
Transmitter Location... 2400 W. Madison St.
News Service..... UP
Transcription Service..... SESAC
Representative..... Forjoe
Gen. Mgr., Pgm. Dir...... Robert O. Miller
Commercial Manager..... Julius Miller

W H O W

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc..... **Power**: 1000 Watts d.
Owned-Operated By... Cornbelt Bcstg. Co.
Business Address..... 401½ S. Side Sq.
Phone Number..... 305
Transmitter Location... Rt. 51, 4 Mi. S. City
News Service..... UP
Representative..... Holman
President..... J. R. Livesay
Gen., Sta. Mgr...... Rolland O. Looper
Comm. Mgr...... James Williams
Program Director..... Frank C. Jennings
News Director..... Bill Ward
Musical Director..... John Barton
Chief Engineer..... R. O. Looper

W D A N

DANVILLE—1938—CBS

Frequency: 1490 Kc..... **Power**: 250 Watts
Owned-Operated By... Northwestern Pub. Co.
Address..... 1500 N. Washington Ave.
Phone Number..... 1700-1
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Standard

ILLINOIS

Representative Everett-McKinney, Inc.
 Membership NARTB, BAB
 Gen., Sta.-Comm. Mgr. Robert J. Burow
 Program Director Honore E. Ronan
 Chief Announcer Max Shaffer
 Chief Engineer T. G. Magin

W D Z DECATUR—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By W D Z Bcstg. Co.
 Business-Studio Address 265 S. Park St
 Transmitter . . . 4 Mi. SW of Decatur, RR No. 4
 Phone Number 3-9744
 News Service UP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President Charles C. Caley
 Gen., Sta. Mgr. Frank C. Schroeder, Jr.
 Commercial Manager Howard G. Bill
 Program Director William F. Miller
 Chief Anncr. Hugh Gray
 News Director Wick Evans
 Chief Engineer A. James Ebel
 Farm Editor Marty Roberts
 Consulting Engineer. . Craven, Lohnes & Culver

W S O Y DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Illinois Bcstg. Co.
 Phone Number 5371
 Studio-Transmitter. . Route 58 at N. Jasper St.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Weed
 Membership NARTB, BAB
 President Frederick W. Schaub
 General Manager Merill Lindsay
 Prom., Comm. Mgr. Charles F. Bruce
 Program Director Jay Giles
 Station Supervisor Milburn H. Stuckwish
 Chief Engineer Allan Doyle
 Consulting Engineer Kear & Kennedy

W L B K DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By. . DeKalb Radio Studios, Inc.
 Business-Studio Address 153 N. Third St.
 Phone Number 2677
 Transmitter Location N. First St. Rd.
 News Service AP
 Transcription Service Lang-Worth
 President George Spitz
 Gen., Farm Dir. R. C. Brown
 News Director Don Ulery
 Chief Engineer Zenophon Beake

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By On the Air, Inc.
 Business-Studio Address 5th & Broadway
 Phone Number Bridge 4625
 News Service UP
 Transcription Service World
 Representative Sears & Ayer
 President Alvin O. Eades
 General Manager Frank J. Prendergast
 Asst. Manager Elmer Willrich
 Program Director Betty Prescott
 News Director Gene Clayton
 Chief Engineer Erle E. White

W C R A

EFFINGHAM—1947

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By Effingham Bcstg. Co.
 Business-Studio Address 110 N. Banker St.
 Phone Number 1090 1
 Transmitter Location. . . 1 m. S. of Effingham
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Cole, Capitol
 Membership NARTB
 President Joseph E. McNaughton
 Gen., Sta., Comm. Mgr. Joseph M. Sutter
 Program Dir., Farm Ed. James W. Claar
 Chief Announcer Curt Marshall
 News Director Zona B. Davis
 Chief Engineer G. S. Kregotis
 Consulting Engineer. . . S. J. Franklin

W R M N

ELGIN—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By The Elgin Bdcstg Co.
 Address 156 Division Street
 Phone Number 6930
 Transmitter Location Route 58
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey MvGillvra
 Co-Owner F. F. McNaughton, Julia T. Mc-
 Naughton, William D. McNaughton, Joseph
 E. McNaughton.
 Program Director Helen Blackman
 News Director Mary Geertz

W N M P

EVANSTON—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Evanston Bcstg. Co.
 Business-Studio-Transmitter. . 2201 Oakton St.
 Phone Number Greenleaf 5-1590
 Transmitter Location Rear 2201 Oakton St.
 Air Time Sunrise-sunset
 News Service INS
 Transcription Service Capitol
 Membership NARTB, BAB

ILLINOIS

President.....Fred S. Newton
 Gen., Comm. Mgr.....Angus D. Pfaff
 Production Director.....Lee P. Mehlig
 Chief Announcer.....Mel Conner
 Musical Director.....Julia Norris
 Chief Engineer.....Ivan Bukovsky
 Consulting Engineer.....A. J. Cruentz

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Freeport Bcstg. Co., Inc.
 Business-Studio Address...9 N. Chicago Ave.
 Phone Number.....State 436
 Transmitter Location 1¼ Mi. NE of Freeport
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 Pres., Gen. Mgr., Chief Engr.

Vincent S. Barker

Comm. Mgr., News Dir.....Dave Taylor
 Program Director.....Ralph Reynolds

WGIL

GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Galesburg Bcstg. Co., Inc.
 Transmitter Address.....312 Hill Arcade
 Phone Number.....4626
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Wm. G. Rambeau
 President.....Mrs. O. N. Custer
 Sta., Gen. Mgr.....Robert W. Frudeger
 Commercial Mgr.....Roger L. Hoffman
 Prog., Prod., Mus. Dir.....Cy Nelson
 Publicity Director.....Howard Frederick
 Chief Annr., News Dir.....Ken Schleiler
 Chief Engineer.....Douglas H. Horner
 Farm Editor.....A. R. Kemp
 Dir. of Advt.....George F. Thoma
 Consulting Engineer.....James Ebel

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Business-Studio-Transmitter...100 E. Poplar St.
 Phone Number.....28
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Representative.....George O. Sutton
 Membership.....NARTE, BAB
 President.....J. M. Pruet
 Gen.-Station-Comm. Mgr.....Inglis M. Taylor
 Sales Prom. Mgr., Farm Editor...Ken Hamilton
 Program Dir.....Norma Alexander
 Production, Music Director.....Dorice Turner
 Chief Announcer.....Ed Wise
 News Director.....Bill Baker
 Chief Engineer.....Elmer L. Gladson
 Consulting Engineer.....John B. Caraway

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business-Studio Address.....P. O. Box 179
 Phone Number.....382
 Transmitter Location.....2.2 Mi. N. of Herrin
 Air Time.....5:30 a.m.-10:45 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President.....Orville W. Lyerla
 Gen.-Station-Comm. Mgr.....Charles R. Cook
 Local Sales Manager.....Fred Simmons
 News Director.....Chet Townsend
 Musical Director.....Frank E. Elders
 Chief Engineer.....Ryburn Yandell

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Jacksonville Radio &
 TV B'csting Corp.
 Business-Studio.....Illinois Theater Bldg.
 Phone Number.....1180
 Transmitter Location.....Old State Rd.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Hal Holman
 Membership.....NARTB
 President.....Robert A. Fay
 V.-P., Gen. Sta. Mgr.....R. Karl Baker
 Prog., Prod. News Dir.....T. J. Fairburn
 Chief Announcer.....Ken Lambert
 Musical Director.....Virginia Colwell
 Chief Engineer.....G. J. Cossens
 Farm Editor.....E. H. Garlich
 Consulting Engineer.....F. O. Grimwood Co.

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Bcstg. Co.
 Business-Studio-Transmitter...601 Walnut St.
 Phone Number.....4761
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Holman
 Membership.....BAB
 President.....Calvin Wilson
 Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
 Publicity Dir.....Marion Warner
 Prog., Prod. Dir.....Eileen Caron
 Chief Announcer.....Scott Dilworth
 News Director.....Glenn Logan
 Musical Director.....Gladys Farrington
 Chief Engineer.....Lester DeCosta
 Consulting Engineer.....Andrew & Co.

ILLINOIS

W K A N

KANKAKEE—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Kankakee Daily Journal Co.
 Business-Studio Address...183 N. Schuyler Ave.
 Phone Number3-6833
 Transmitter LocationR. R. 1
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription Service.....World, Standard
 RepresentativeHal Holman
 MembershipNARTB
 General ManagerBurrel Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Robert Hawkins
 Program Director.....Orren Allain
 News Director.....Ted Parker
 Chief EngineerRichard Eckels

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned-Oper. By...The La Grange Bcstg. Co.
 AddressRoute 1
 Gen. Mgr., Chief Engr.....Russ Salter
 PartnerCharles Sebastain
 Commercial Manager.....Marvin Gray
 Program Director.....Edward Jaeger
 Chief Anncr., News Dir.....Stanley Noyes

W L P O

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By...La Salle County Bcstg. Co.
 Bus. Ad.....P. O. Box 215
 Phone Number3100
 Transmitter Location.....Near Oglesby
 Air Time.....Sunrise-sunset
 News ServiceAP
 Transcription Service.....RCA, Thesaurus
 MembershipNARTB, BAB
 PresidentPeter Miller
 General-Commercial Mgr.....William Holm
 Prod., Pgm. Dir.....William Kostellic
 Pub., News Director.....Laverne Waltman
 Chief Engineer.....Lawrence McCann
 Consulting Engineer.....Fred O. Grimwood

W P R C

LINCOLN—1947

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By...Prairie Radio Corp.
 Address.....P. O. Box 37
 Phone Number209
 Trans. Location.....Stringer Ave. & Route 66
 Air Time.....Sunrise-Sunset only
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative Membership...Rambeau, BAB
 Pres., Gen. Sta. Mgr.....Ray F. Knochel
 Commercial Manager.....Saunders Devine
 Sales Prom. Mgr.....J. Evans Crowell

Prog., News Dir.....William H. Brady
 Publicity Director.....John H. Deal
 Chief Announcer.....Earle Layman
 News Director.....Lawrence Schroyer
 Chief Engineer.....Donald Thompson
 Farm Editor.....Tom Campbell
 Consulting Engineer.....Harold Rothrock

W S M I

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.
 Phone Number100
 News ServiceAP
 President.....Hayward L. Talley
 Vice-President.....Thomas F. Payton, Jr.

W K A I

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By...The Macomb Bcstg. Co.
 Business-Studio Address...113 E. Carroll St.
 Phone Number1350
 Transmitter.....McDonough Co. Fair Grounds
 Air Time.....Sunrise-sunset
 News ServiceUP
 Transcription Service.....Langworth, Capitol
 MembershipNARTB
 President.....Wm. E. Schons
 Gen., Sta., Comm. Mgr.....Lyle B. Landis
 Sales Prom. Mgr.....Gene Larsen
 Prog., Pub. Dir., Farm Ed.....Gene Spry
 News Director.....Caryl Carstens
 Musical Director.....Darlene Shields
 Chief Engineer.....Earl E. Tipton
 Consulting Engineer.....Fred O. Grimwood

W G G H

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Operated By...Marion Bcstg. Co.
 Business Address.....P. O. Box 228
 Phone Number824
 News ServiceAP
 Transcription Service.....Associated
 Representative.....Sears & Ayer
 Station Manager.....George W. Dodds
 Commercial Manager.....Bill Dill
 Sales Prom. Mgr.....Warren J. Thompson
 Chief Announcer.....Merle Emery
 News Dir., Farm Editor.....Don Wesley
 Chief Engineer.....Orval J. Jackson
 Consulting Engineer.....Fred O. Grimwood

W L B H

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By...Mattoon Bcstg. Co.
 Bus-Studio Address...17th & Broadway Ave.
 Phone Number6464
 Transmitter Location.....Hway. 45
 Air Time.....Local sunrise-local sunset
 News ServiceAP

ILLINOIS

Transcription Service Standard
 Representative Holman
 Membership NARTB, BAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager..... Ken Wooddell
 Sales Promotion Manager..... Dwain Bower
 Program, News Director..... Robert Gwess
 Women's Director..... Phyllis Knight
 Musical Director..... Ken Jakle
 Chief Engineer..... Ray Livesay
 Farm Editor..... Alvin Pigg

W M O K

METROPOLIS—1951—LBS

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Fort Massac Bcstg. Co.
 Address..... Natl. State Bank Bldg.
 Phone Numbers 775-6
 Transcription Service Thesaurus
 New Service UP
 Gen., Sta., Comm. Mgr. James H. Firmin
 Prog., Prod. Dir. J. R. Wetherington
 Chief Announcer..... James Hankins
 News Director..... Edwin E. Hill
 Musical Director..... Donald Haverkamp
 Chief Engineer..... Stephen C. Wolf
 Farm Editor..... Gilbert Webb
 Consulting Engineer..... Fred O. Grimwood

W Q U A

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Quad-City Bcstg. Corporation
 Address 1319 5th Avenue
 Phone Number 7000
 Transmitter Location 7th Street Ext.
 Air Time 5 a.m.-12 M
 News Service AP
 Transcription Service Capitol
 Representative..... Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 Exec. V. P., Gen. Mgr. ... G. LaVerne Flambo
 Commercial Manager..... W. John Grandy
 Program Director..... Carter Reynolds
 Publicity Director..... Louise Murphy
 News Director..... Glen Broughman
 Chief Engineer..... Harold Higby

W V M C

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By
 J. R. Brewer & S. B. Bellinger
 Phone Number 937
 Air Time Daytime
 News Service UP
 President..... James R. Brewer

AP SELLS

For Stations and Sponsors —

For instance . . . **WIND**

“I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there's a waiting list to purchase our 5-minute AP newscasts.”

JOHN T. CAREY,
 Sales Manager,
 WIND, Chicago, Illinois

ILLINOIS

Gen., Sta. Mgr. Stephen P. Bellinger
 Asst. Manager Vernon Nunn
 Program Director Eugene Garrett
 Chief Announcer Harold Richardson
 News Director Elba Talley
 Chief Engineer Raymond G. Luth

Address 2 Mi. W. Paris on State Rd. 133
 News Service AP
 Transcription Service Capitol
 Pres., Gen. Mgr. Adlai C. Ferguson Jr.
 Pgm., News Dir. Bud Sunkel
 Chief Engineer William Hunt

WMIX

MT. VERNON—1946—LBS

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.
 Address 121 N. 9th St.
 Phone Number 3500
 Trans. Location Salem Road
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 President John Russell Mitchell
 Gen., Sta., Comm. Mgr. James E. Muse
 Pgm. Dir., Chief Anncr. Jim Purser
 Production Director Jim McKinney
 News Director Don Michael
 Musical Director Mildred McGill
 Chief Engineer Gera'd L. Stout
 Consulting Engineer A. A. Ring

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 Phone Numbers 3400-01
 Transmitter Midway bet. Pekin & Peoria
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Representative Hal Holman
 Membership NARTB
 Pres., Gen.-Sta. Mgr. W. Kenneth Patterson
 Commercial Manager Margaret M. Horner
 Sales Prom. Mgr., Pub. Dir. George Udry
 Program Director Robert R. Snow
 Production Director Phillip Strand
 News Director Phillip Strand
 Musical Director Charles Timm
 Chief Announcer Stuart Armstrong
 Chief Engineer W. K. Patterson
 Consulting Engineer Fred O. Grimwood

WOPA

OAK PARK—1950—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 President William L. Klein
 General Manager Egmont Sonderling
 Program Director Martin Bouhan
 Chief Engineer Bryan Wright

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Bcstg. Co.
 Phone Number 3-3688
 Transmitter Location Bartonville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President Sen. Robert S. Kerr
 General Manager Dean McGee
 Sta., Comm. Mgr. Fred C. Mueller
 Program Director Robert Burton
 Publicity Director Dorothy Klaus
 News Director Larry Finley
 Chief Engineer Wayne Lovely
 Consulting Engineer McIntosh & Inglis

WVLN

OLNEY—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Business-Studio Address 302½ E. Main St.
 Phone Number 935
 Transmitter Location 1 Mi. S. of Olney
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Membership NARTB, BAB
 Pres., Gen. Mgr. Marshall H. Poole
 Prog., Prod., News Dir. Bert DeBarr
 Chief Announcer Fred Perry
 Chief Engineer Paul Hartsey
 Musical Director Joe Kosak

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Illinois Valley Bcstg. Co.
 Business-Studio Address 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location Groveland Township
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 President Timothy W. Swain
 General Manager Tom Gavin
 Commercial Manager Joe Faulkner

WPRS

PARIS—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.

ILLINOIS

Pgm., Prod. Dir. Paul Boles
 Publicity Director Lloyd Harvey
 Chief Announcer Robyn Weaver
 News Directors Ralph Smith (day),
 Tom Connor (night)
 Chief Engineer Rudolph Luukinen
 Farm Editor Dick Herm

W M B D PEORIA—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By Peoria Brcstg Co.
 Address 212 South Jefferson Street
 Phone Number 6-0711
 Transmitter Location 1 Mi. S. of Groveland
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, BAB
 Vice Pres., Gen. Mgr. Charles C. Caley
 Commercial Manager Don D. Kynaston
 Prom. Mgr., Pub. Div. Marvin H. Hult
 Program Director Charles Barnhart
 Production Director Charles Miller
 News Director Brooks Watson
 Musical Director Ozzie Osborne
 Chief, Consulting Engr. A. James Ebel
 Farm Editor Emil Bill

W P E O PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By WPEO, Inc.
 Address P. O. Box 1229
 News Service UP
 Transcription Service Lang-Worth
 Representative Pearson
 Membership BAB
 Pres., Gen. Mgr., Chief Engr. T. E. Brewer
 Sta. Mgr., Prod. Dir. Glenn Elliott
 Sales Prom. Mgr. Mlae Podgoiski
 Program Director Bob Lee
 Pub., Music Dir. Jack Lazebnik
 Chief Anncr., News Dir. Dave Ushana

W W X L

PEORIA—1947—LBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By Central Illinois Radio Corp.
 Business-Studio Address Hotel Jefferson
 Phone Number 9106
 Transmitter Location Creve Coeur
 Air Time 6 a.m.-M.
 News Service INS, UP
 Representative Robert Meeker
 President Joseph Giddan
 General Manager Michael Henry
 Sta. Mgr., Prod. Dir. Paul Enright
 Comm., Sls. Prom. Mgr. Dodd Boyer
 Program Director Ed Klein
 Publicity Director Lorraine Unes
 Chief Announcer Lee Rothman
 News Director Justin Clark

Musical Director Marjorie Grant
 Chief Engineer Robert Swadener
 Farm Editor Doyle Yager

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Quincy Bcstg. Co.
 Business-Studio Address Hotel Quincy
 Phone Number 6840
 Transmitter Location Ellington Township
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President T. C. Oakley
 Sta., Gen. Mgr. Joseph S. Bonansinga
 Program Dir. Paul McClelland
 Musical Director Mary Harvey
 Chief Engineer Edmund Derhake
 News Director Gene Terry

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Lee Bcstg., Inc.
 Business-Studio Address W.C.U. Bldg.
 Phone Number 6200

AP SELLS

For Stations and Sponsors —

For instance . . . WQUA

“AP newscasts are a sell-out on this station! They place us head and shoulders above our competition.”

G. LaVERNE FLAMBO,
 Executive Vice President,
 WQUA, Moline, Illinois

ILLINOIS

Transmitter Location.....Melrose Township
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....NARTB, BAB
 President.....Lee P. Loomis
 General Manager.....Walter Rothschild
 Nat. Sales Mgr. (Lee Stas.)...Walter Rothschild
 Commercial Manager.....Lloyd Loers
 Sales Prom. Mgr.....John Phillips
 Program Dir.....Merritt Milligan
 Chief Announcer.....Ralph Lewis
 News Editor.....Robert Eickmeyer
 Chief Engineer.....Urlin Whitman
 Consulting Engineer.....E. C. Page

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rock Island Bcstg. Co.
 Business-Studio Address.....321 18th St.
 Phone Number.....6-5441
 Transmitter.....53rd St., 23rd Ave., Moline
 Air Time.....6 a.m.-12 M
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....Ben H. Potter

Gen. Sta. Mgr.....Leslie C. Johnson
 Commercial Manager.....Maurice Coken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnett
 Prod., News Dir.....C. F. Harrison, Jr.
 Consulting Engineer.....E. C. Page

W R O K

ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By.....Rockford Bcstrs., Inc.
 Bus.-Studio Address.....Rockford Newstower
 Phone Number.....2-6621
 Transmitter Location.....Guilford Road
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 President.....Albert G. Simms
 Gen., Sta. Mgr.....Walter M. Koessler
 Commercial Manager.....John J. Dixon
 Publicity Dir.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Farm Editor.....Don Bowton
 Chief Engineer.....Morey Nelson
 News Director.....Bob Edell

W C V S

SPRINGFIELD—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address.....523 E. Capitol Ave.
 Phone Number.....9855
 Transmitter Location.....3000 So. 4th St.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....BAB
 President.....H. L. Dewing
 Comm., Prom., Gen., Sta. Mgr....C. W. Neeld
 Program, Music Dir.....John Geil
 Prod., Pub. Dir.....Mary Bruemmer
 News Director.....James H. Mitchell
 Chief Engineer.....R. Ashenfelter
 Farm Editor.....Ken Spengler

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Co., Inc.
 Address.....526 Reisch Bldg.
 Phone Number.....6963
 Transmitter Location.....Riverton
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....RCA, Thesaurus
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Gordon Sherman
 Program Director.....Syl Binkin

IN ROCKFORD, ILLINOIS

A \$675 Million (NON-TV) Market

**More advertisers
 reach more listeners
 per advertising dollar
 THAN EVER BEFORE**

WROK **AND** **WROK-FM**
 ABC . . . H-R, Nat'l. Reps.

ILLINOIS

Chief Announcer.....Robert Irving
 News Director.....Pat Fredericks
 Chief Engineer.....Melvin Feldman
 Consulting Engineer.....Weldon and Carr

WTAX SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....Route 66 & E. Cook St.
 Phone Number.....2-4441
 Trans. Location ..U. S. Rt. 66 & E. Cook St.
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed
 Membership.....NARTB, BAB
 President, General Manager...Oliver J. Keller
 Sales Prom. Manager....Shelby T. Harbison
 Program Director.....John W. Midgely
 Musical Director.....John Beque
 Publicity Director.....Doris Skrljack
 News Dir., Chief Anncr.Glen Farrington
 Chief Engineer.....E. C. Swaringen
 Farm Editor.....Spizz Singer

WSDR STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.

Address.....Lawrence Bldg.
 Phone Number.....Main 3400
 News Service.....UP
 Transcription Service.....Standard, Capital,
 Lang-Worth
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Sam Bartlett
 Comm., Sales Prom. Mgr.....Lillian Bartlett
 Pgm., Prod. Dir.....John Rohwer
 News Director.....Bob Ferguson
 Chief Engineer.....Ed Fisher
 Consulting Engineer.....Edward Jacker

WKID URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By.....Sterling Bcstg. Co.
 Address.....P. O. Box 192
 Phone Number.....75431
 Transmitter Location.....¼ Mi. S. E. Urbana
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Representative ..Joseph Hershey Malgylvra
 Partner, Comm. Mgr.....R. E. J. Snyder
 Partner, Pgm., Prod. Dir.....G. W. Phillippe
 Publicity Director.....Charles Fink
 Chief Announcer.....Stewart Chohran
 News Director.....Harold Nettleship
 Chief Engineer.....John Walfeldt
 Consulting Engineer.....A. James Ebel



You'll Buy This **WHBF** Market
 easier — if you know these facts:



FACT 1—The Quad-Cities are tied together by proximity, by business and by social bonds into one large metropolitan unit.

FACT 2—The 234,000 people in this metropolitan area reside in the 4 cities similarly to residents in the boroughs of New York.

FACT 3—The Quad-Cities is 82nd in Population and 14th in Effective Buying Income per Capita among Sales Management's 162 metropolitan areas.

FACT 4—The Quad-Cities is 69th in Buying Power

and 76th in Retail Sales among the 162 metropolitan areas.

FACT 5—WHBF with over 25 years of service to the Quad-City Community has won the respect and good will of Quad-Citians. A potent outlet for your sales message to this major market.

Les Johnson — V.P. and Manager

Quad-Cities' favorite

WHBF AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

ILLINOIS-INDIANA

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By News-Sun Bcstg. Co.
 Business Address P. O. Box 500
 Phone Number Ontario 9000
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative McGillvra
 President Frank W. Just
 Gen., Comm. Mgr. Joseph B. Kirby
 Program Dir. Fritz Sorenson
 Chief Engineer M. D. Hunnicutt, Jr.

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pyramid Radio Bcstg. &
 TV Co.
 Address S. Logan St.
 Phone Number 1390
 News Service UP
 Transcription Service Capitol
 Co-Managers Gerald L. Staten,
 Felix Adams Jr.
 Chief Engineer Jim Young

INDIANA

Pop. April 1, 1952 (Est.) 3,990,000—Total Housing Units 1,233,441
 Families April 1, 1952 (Est.) 1,159,000—Stations in State 46

WCBC

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Civic Bcstg Corp.
 Address Tower Building
 Phone Number 3-5321
 Transmitter Location State Roads 9 and 67
 News Service AP
 Transcription Service World, SESAC
 Representative Hal Holman
 President L. B. Gallimore
 Gen., Comm. Mgr. William Travis
 Sales Promotion Manager Harry Neff
 Program Director Lorraine Travis
 News Director Bill Shannon
 Farm Editor Ted Stamm
 Chief Engineer Robert Crandall

Owned-Operated By Radio Bedford, Inc.
 Address Radio Farm, P. O. Box 169
 Phone Number 4421-4422
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Pres., Gen., Sta. Mgr. William C. Smith, Jr.
 Commercial Manager Louis E. Gaines
 Sales Promotion Manager Larry Incollingo
 Pgm., Prod. Dir. Mary Crites
 Chief Announcer David Johnson
 News Director Noah Miller
 Musical Director Michael Sargant
 Chief Engineer Carl J. Finger
 Consulting Engineer Harold B. Rothrock

WHBU

ANDERSON—1923—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Anderson Bcstg. Corp.
 Business-Studio 640 Citizens Bank Bldg.
 Phone Number 7791
 Transmitter Location 1110 Meridian St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Bolling Co.
 Membership NARTB
 President C. Bruce McConnell
 General Manager John R. Atkinson
 Program Director Sam Roberts
 Chief Engineer L. M. Shroyer
 Consulting Engineer A. D. Ring & Co.

WTTS

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc. Power 5000 Watts d.;
 500 Watts n.
 Owned-Oper. By Sarkes Tarzian
 Business-Studio Address 535 S. Walnut St.
 Phone Number 2-3366
 Transmitter Location 2½ Mi. SE of City
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, World
 Representative Robert Meeker Assoc., Inc.
 Membership NARTB, BAB
 President Sarkes Tarzian
 General Mgr. Glenn Van Horn
 Commercial Manager Robert Lemon
 Sales Prom. Mgr. Ray Bartlett
 Chief Announcer Geo. Fleetwood
 News Director Joe Trimboli
 Chief Engineer Morton Weigel
 Farm Editor Maurice Latimer
 Consulting Engineer Kear & Kennedy

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts

INDIANA

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Boonville Bcstg. Co.
 Address.....Lynville Rd.
 Phone Number.....980
 News Service.....UP
 Transcription Service.....Cole
 Co.-O., Gen., Comm. Mgr., Chi. Engr.

H. C. Sanders
 Co.-O., Asst. Mgr., Pgm., News Dir. Norman Hall
 Promotion Manager.....Bill Stevens

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Syndicate Theatres, Inc.
 Address.....WCSI Bldg.
 Phone Number.....3397
 Transcription Service.....Associated, World
 News Service.....UP
 President.....Joseph P. Finneran
 General Manager.....Dick Jewell
 Commercial Manager.....Johnnie Dewart
 Program Director.....Ernie Kerns
 Chief Announcer.....Mike May
 Musical Director.....Bob Turek
 Chief Engineer.....Paul Kelley
 News Dir., Farm Editor.....Charles Powell
 Consulting Engineer.....Martin Williams

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By.....News Examiner Co.
 Business-Studio Address.....405 Central Ave.
 Phone Number.....1950
 Transmitter Location.....Summit Ave.
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Burn-Smith Co., Inc.
 Secretary.....G. S. Tatman
 General Manager.....E. M. Jackson
 Program Director.....Ralph T. Underwood
 Chief Engineer.....James C. Wulliman

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owner-Oper. By...The Truth Publishing Corp.
 Business-Studio Address.....116 S. Second St.
 Phone Number.....3-1960
 Transmitter Location.....Oakland Ave.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NARTB
 General Mgr.....Richard W. Holloway
 Commercial Mgr.....Donald McFall
 Chief Engineer.....Lester Zellmer
 News Director.....Phillip Haines

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Business-Studio Address.....24 N.W. 3rd St.
 Phone Number.....4-9215
 Transmitter Location.....5th & Vine Sts.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 President.....Harry M. Bitner, Jr.
 General-Station-Commercial Mgr.....Don Menke
 Program Director.....Alex Monahan
 Prod., Mus. Dir., Chief Anncr.....Michael Finn
 Publicity Director.....Ray Lasher
 News Director.....Courtney Smith
 Chief Engineer.....William Schultz
 Farm Editor.....Kenneth Snapp

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....On The Air, Inc.
 Business-Studio Ad.1001 Diamond Ave.
 Phone Number.....21171
 Transmitter Location.....Burkhardt Rd.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....Alvin Q. Eades
 Gen., Sta., Comm. Mgr.....Martin L. Leich
 Local Sales.....Guy R. Crecelius
 Prom., Pub. Mgr.....Del Greenwood
 Pgm., Prod. Dir.....Mrs. Pat Roper
 Chief Engineer.....Erwin P. Schoeny
 Chief Anncr., News Dir.....Fred Rollison
 Consulting Engineer.....John B. Caraway, Jr.

WIKY

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By...South Central Bcstg. Corp.
 Address.....Mt. Auburn Rd. P. O. Box 148
 Phone Number.....4-8284
 Trans. Loca.Mt. Auburn Rd. & Bismark St.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Indie Shows
 Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
 Commercial Mgr.....John Barrett
 News Director.....John Munger
 Musical Director.....Ken McCutchan
 Chief Engineer.....George F. Stoltz
 Consulting Engineer.....Harold B. Rothrock

INDIANA

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.:
1000 Watts n.

Owned-Operated By WJPS, Inc.
Business-Studio Address 206 Main St.
Phone Number 5-2221
Transmitter Location Mohr Rd. Bet. 1st &
St. Joseph Ave.

Air Time Unlimited
News Service AP
Transcription Service Standard, World
Representative Walker Co.
President Robert S. Davis
Gen., Sta. Mgr. Robert J. McIntosh
Commercial Manager Jack D. Frew
Publicity Director Betty Sparkman
News, Pgm. Dir. Jack McLean
Chief Announcer Vern Paule
Chief Engineer James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Fort Wayne, Inc.
Trans. Add. 1205 Ft. Wayne Bank Bldg.
Phone Number Anthony 6212
Air Time 6 a.m.-M.

News Service AP
Transcription Service Standard
Representative Boiling
President C. Bruce McConnell
General Manager Robert McConnell
Sta. Comm. Mgr. Charles E. Kennedy
Program Director Paul Price
Chief Engineer William Wallace Warren
Consulting Engineer Stokes Gresham

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By News-Sentinel Bcstg. Co., Inc.
Business-Studio Address 201 W. Jefferson St.
Phone Number E-3366
Transmitter Location Lower Huntington Rd.
Air Time 6 a.m.-M. (Sunday, 7 a.m.-M.)

News Service UP
Transcription Service Thesaurus
Representative Headley-Reed
President Helene R. Foellinger
Gen., Sta. Mgr. Pierre Boucheron
Commercial Mgr. Merrill C. Johnson
Prom. Mgr., Pub. Dir. Richard M. Katt
Pgm., Prod. Dir. Norman Widenhofer
Chief Engineer Don Holzapfel
Consulting Engineer A. D. Ring

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. Power: 5000 Watts
Owner Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. 220 E. Jefferson St.
Phone Number Anthony 2295

Transmitter Location Decatur & Maple Rds.
News Service UP
Representative Raymer
President Clarence L. Schus.
General Manager Edward G. Thoms
Asst. to Mgr. Hilliard Gates
Commercial Manager Carl B. Evans
Program Dir. Calo O. Mahlock
Chief Engineer Eugene A. Chase

WOWO

FT. WAYNE—1925—NBC

Frequency: 1190 Kc. Power: 10,000 Watts
Owner Westinghouse Radio Stations, Inc.
Business-Studio Address 925 S. Harrison St.
Phone Number Anthony 2136
Transmitter Location Routes 30 & 33
Air Time Unlimited

News Service UP
Transcription Service RCA Thesaurus
Representative Free & Peters
Station Manager Franklin A. Tooke
Commercial Manager Paul E. Mills
Sales Prom. Mgr. Jess L. Hadsell
Sales Service Director Hilda C. Woehrmeyer
Program Director Carl Vandagriff
Production Director Guy Harris
Chief Engineer Bruce H. Ratts
Farm Editor Jay Gould

WGRY

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By WGRY, Inc.
Address Lake Hotel
Pres., Gen., Comm. Mgr. George Whitney
Promotion Manager Erick Ericksen
Program Director William Miller
Chief Engineer H. F. Grounds

WWCA

GARY—1949—LBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By Lake Bdcstg Co., Inc.
Address 578 Broadway
Phone Number 9171
Transmitter Location 50th and Chase Streets
Air Time Unlimited

News Service AP
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Dee O. Coe
Comm., Sls., Prom. Mgr. Boyd Lawlor
Pgm., Prod. Dir. Todd Branson
Publicity Director Betty Turak
Chief Announcer Pete Tanis
News Director Morrison Schwartz
Musical Director Minerva Tessine
Chief Engineer Victor Voss
Farm Editor Ev Huddleston
Consulting Engineer Commercial Radio

WJOB

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts

INDIANA

Owned-Oper. By.... South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
Transmitter Location...6435 Indianapolis Blvd.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
President.....O. G. Gibbs
Station Manager.....L. B. Weller
Chief Engineer.....Jess Peters

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address...1330 N. Meridian St.
Phone Number.....Lincoln 8506
Transmitter Location.....Millersville Rd.
News Service.....AP, INS
Transcription Service.....Associated
Representative.....Katz
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Prom. Mgr., Pub. Dir.David F. Milligan
Program Dir.....Frank O. Sharp
Chief Announcer.....Lyonel Ludwig
News Director.....E. Gilbert Forbes
Chief Engineer.....Harold Holland
Farm Editor.....Harry Martin

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.;
10,000 n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address 30 W. Washington St.
Phone Number.....Lincoln 2305
Transmitter Location....E. 86th St., Zionsville
Air Time.....24 Hrs.
News Service.....AP, UP
Representative.....John Blair
Membership.....NARTB, BAB
President, Gen. Mgr....Richard M. Fairbanks
Asst. Gen. Mgr.....R. J. Myers
Commercial Manager.....Gilbert I. Berry
Program Director.....William L. Dean
Chief Announcer.....James Shelton
News Director.....Gordon Graham
Chief Engineer.....Robert W. Minton
Farm Editor.....Dixon L. Harper
Consulting Engineer.....A. Earl Cullum, Jr.

W I R E

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.

AP SELLS

For Stations and Sponsors—

For instance . . . WWCA

“At the end of our first year, we received 100% renewals from all our sponsors of AP news!

“We keep a cost analysis of each station department. This analysis shows that our news is our best investment. It produced more revenue than any other program source.”

DEE O. COE,
General Manager,
WWCA, Gary, Indiana

INDIANA

Phone Number..... Plaza 1541
 Transmitter Location... 44th St. & Knollton Rd.
 News Service..... **AP, UP**
 Transcription Service World
 Representative..... John E. Pearson
 President..... Eugene C. Pulliam
 V.P., Gen.-Station Mgr.. Willard C. Worcester
 Commercial Manager..... Daniel C. Park
 Prom. Mgr., Pub. Dir..... Ward C. Glenn
 Pgm., Prod. Dir..... M. Wayland Fullington
 Chief Announcer..... Robin Bright
 News Director..... Allan Jeffries (n.).
 Donald Bruce (d.)
 Music Librarian..... Ray Potts
 Chief Engineer..... Eugene E. Alden
 Consulting Engineer. Craven, Lohnes & Culver

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc.... Power: 5000 Watts d;
 1000 n.

Owned-Oper. By.... Universal Bcstg. Co., Inc.
 Business-Studio Address.. 1440 N. Meridian St.
 Phone Number..... Plaza 4595
 Transmitter Location .. Post Rd. & Rawls Ave.
 Air Time..... 6 a.m.-M.
 News Service..... **AP**
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB, BAB
 President..... C. Bruce McConnell
 General Manager..... Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir.... Reid Chapman
 Station Manager..... William H. Spencer
 Prod., Pgm. Dir..... William E. Frosch
 Chief Engineer..... Stokes Gresham, Jr.
 Farm Editor..... Howdy Carlson

W X L W

INDIANAPOLIS—1948

Frequency: 1590 Kc.... Power: 1000 Watts d.
 Owned-Oper. By.... Radio Indianapolis, Inc.
 Transmitter Address 3003 Kessler Blvd.
 Phone Number..... Hickory 6494
 News Service..... **UP**
 Transcription Service Capitol
 Representative Indie Sales
 President..... Lyman S. Ayres
 General Manager..... Robert D. Enoch
 Program Director..... Greg Smith
 Chief Engineer..... Edward C. Lockwood

W I T Z

JASPER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By .. Jasper on the Air Inc.
 Address..... P. O. Box 167
 Phone Number..... Jasper 678
 Transmitter Address Highway 45
 Air Time Sunrise-Sunset
 News Service..... **UP**
 Transcription Service World

President Dr. Gilbert E. Metzger
 General. Sta. Manager..... F. A. Higgins
 Commercial Manager..... George Foulkes
 Publicity Director Patricia Frezon
 Prog., News Dir., Farm Ed... Charles O. Presky
 Chief Announcer..... David Tobak
 Musical Director Frank Martin
 Chief Engineer..... Nick Yalowey
 Consulting Engineer..... Harvey Kees

W I O U

KOKOMO—1948—CBS

Frequency: 1350 Kc.... Power: 1000 Watts
 Owner..... North Central Indiana Bcstg. Corp.
 Business-Studio Address..... Radio Center
 Phone Number 6194
 Transmitter..... Rd. 26. E. of State Rd. 31
 Air Time Unlimited
 News Service..... **AP**
 Transcription Service Standard
 Representative Weed
 Membership NARTB
 President..... Richard Blackledge
 V.P., Gen., Sta. Mgr..... John Carl Jeffrey
 Program Director..... William R. Cox
 News Director Robert Bruner
 Chief Engineer..... Chester Rector
 Farm Editor..... Bob Nance
 Consulting Engineer Gillette

W A S K

LAFAYETTE—1941

MBS—MIDWEST

Frequency: 1450 Kc.... Power: 250 watts
 Owned-Operated By WFAM, Inc.
 Business-Studio Address McCarty Lane
 Phone Number 4300
 Transmitter Location McCarty Lane
 Air Time 6 a.m.-12:30 a.m.
 News Service **UP**
 Representative Ra-Tel
 Transcription Service World
 Membership NARTB, BAB
 Pres., Gen., Comm. Mgr. O. E. Richardson
 Station Manager..... E. R. Herkner
 Pgm. Dir., Chief Announcer. . Richard Fraser
 Chief Engineer Harry Garba
 Consulting Engineer..... Frank McIntosh

W L O I

LA PORTE—1948

Frequency: 1540 Kc.... Power: 250 Watts d.
 Owned-Operated By..... La Porte County
 Bcstg. Co., Inc.
 Business-Studio Address..... Rumely Hotel
 Phone Number 3734
 Transmitter Location..... Holton Rd.
 News Service..... **AP**
 Transcription Service Capitol
 President, Sta. Mgr..... Hoyt H. Scott
 Treasurer, Gen. Mgr..... Dr. Edward Young

INDIANA

WSAL

LOGANSPORT—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Transmitter Location Main at Hamilton
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 President John C. Cotner
 Gen., Sta., Comm. Mgr. Joseph W. Jordan
 Prog., Prod., Pub. Dir. Howard Bright
 Chief Anncr., Farm Editor Ira McCormack
 News Director Ted Burklund
 Chief Engineer Earl Nelson
 Consulting Engineer Kear & Kennedy

WBAT

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts d.
 Owned-Operated By Marlon Radio Corp.
 Business-Studio Address 303½ S. Adams St.
 Phone Number 5500
 Air Time 6 a.m.-12:05 p.m.
 News Service AP
 Transcription Service World
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen-Sta. Mgr. J. H. Bone
 Comm.-Sales Prom. Mgr. Kermit A. Botkin
 Pgm., Prod. Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall
 Chief Announcer, News Dir. William Fowler
 Farm Editor Guy Harris
 Consulting Engineer Commercial Radio

WIMS

MICHIGAN CITY—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 (CP 500 n.)
 Owned-Oper. By . . . Northern Indiana Bcsters.,
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 5-5245
 Transmitter Location Keiffer Rd.
 News Service UP
 Pres., Gen., Sta. Mgr. William N. Udell
 Commercial Managers Al Halus, Robert Beel
 Sales Prom. Mgr. Howard Murdock
 Prog., Prod. Dir. Richard Olsen
 Publicity Director Jean LaGrange
 Chief Announcer Jim Harbart
 News Director John Gleason
 Musical Director Dean Shaw
 Chief Engineer Robert J. Schilling
 Farm Editor Stewart C. McDonnell
 Consulting Engineer Walter Kean

W L B C

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts

Owned-Operated By . . . Tri City Radio Corp.
 Business Address P. O. Box 271
 Phone Number 4403
 Studio-Trans. Location Hwy. 35 SE City
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Walker, Hal Holman
 Pres., Gen. Sta. Mgr. D. A. Burton
 Comm., Prom. Mgr. W. F. Craig
 Program Director Lee Allerton
 News Director Fred M. Hinshaw
 Musical Director Bill Summers
 Chief Engineer Maury Crain
 Consulting Engineer Geo. Davis

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Ohio Valley Bcstg., Inc.
 Address Box 285
 Phone Number 4-2235
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr. Roy L. Hickox
 Commercial Manager Oliver Pedigo
 Pgm. Dir., Chief Anncr. Keith Reising
 Publicity Director Joe Gillman
 News Director Joe Piggott
 Chief Engineer Eugene A. Fischer
 Musical Director Rita Loesch

WPGW

PORTLAND—1951—LBS

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Oper. By Glenn West
 Address R.R. No. 2
 Phone Number 1094
 Transcription Service SESAC
 Membership NARTB, BAB
 Owner, Gen. Mgr. Glenn West
 Pgm. Dir., Chief Anncr. Robert E. Leach
 Consulting Engineer Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By M. R. Lankford
 Address Outer West Broadway
 Phone Number 1250
 News Service AP
 Transcription Service Standard
 President M. R. Lankford
 Gen., Comm. Mgr., Chf. Engr. B. van Davidson
 Program Director Jerry Hirsch
 News, Farm Director Lloyd Ray Harry

WKBV

RICHMOND—1926—MBS

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address 25 S. Ninth St.

INDIANA

Phone Number 2-1156
 Air Time 5:45 a.m.-M.
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative Robert Meeker
 Membership NARTB, BAB
 President Allen McCrea
 Gen., Sta. Mgr. Lester G. Spencer
 Comm., Sls. Prom. Mgr. Roland L. Nusbaum
 Program Director Charles L. Mitchell
 News Director Spencer Danes
 Musical Director Geneta Kern
 Chief Engineer L. J. Duning
 Farm Editors Cedric Miller, Mary Liz Miller
 Consulting Engineer Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Operated By Dr. Azra C. Baker
 Phone Number 1212
 Transmitter 1 Mi. No. of Seymour
 News Service AP
 Air Time Daytime
 Transcription Service Lang-Worth, SESAC
 General Manager Dr. Azra C. Baker
 Commercial Manager Robert E. Shippee
 Sales Prom. Mgr. Herb Arms
 Pgm. Dir., Chief Anncr. Bill Clark
 News Director Harry Bradway
 Chief Engineer Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By South Bend Bcastg. Corp.
 Bus.-Studio-Transmitter Address ... St. Joseph &
 Monroe Sts.
 Phone Number 7-1566
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Bolling
 Membership NARTB, BAB
 President C. Bruce McConnell
 General Manager Robert B. McConnell
 Station Manager Frank Crosiar
 Commercial Manager C. J. Pajakowski
 Sales Prom. Mgr. Robert Nowicki
 Prog., News Dir., Chief Anncr. Jack Melloy
 Chief Engineer Ira D. Kealy
 Farm Editor Bruce Chamberlin
 Consulting Engineer Stokes Gresham, Jr.

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By St. Joseph Valley Bdsg. Corp.
 Address ... 206 So. Main St., Misawaka, Ind.
 Phone Number 5-8620
 Transmitter Location N. Hickory Rd.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World

Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr. F. R. Householder
 Commercial Manager Charlie Sharpless
 Program Director Vince Doyle
 Chief Announcer Johnny Jarvis
 Chief Engineer Francis J. Bock
 Consulting Engineer George C. Davis

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Business-Studio Address ... 223 W. Colfax Ave.
 Phone Number 3-6161
 Transmitter Location 7 mi. S.E. of city
 News Service UP
 Transcrip. Serv. ... RCA Thesaurus, Standard
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President F. A. Miller
 Station Manager Robert H. Swintz
 Commercial Manager Neal B. Welch
 Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
 Program Director Robert J. Drain
 Production Director Oliver Parcher
 Chief Anncr., News Dir. Morton Linder
 Chief Engineer Herbert G. Cole
 Consulting Engineer Millard Garrison

WTCJ

TELL CITY—1948—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By James R. Brewer
 Business-Studio Address Tell City
 Phone Number 740
 Transmitter Address Highway 66-E
 News Service AP
 Owner, Manager James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Banks of the Wabash, Inc.
 Business-Studio Address 303 S. Sixth St.
 Phone Number Crawford 5034
 Transmitter Location First & Peyton Sts.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Alvin Eades
 Comm., Gen., Sta. Mgr. William F. Rippetoe
 Sales Prom. Manager Sigel A. Roush
 Program Director Harry Frey
 Production Director Ralph McHargue
 Publicity Director Madeline K. Barry
 News Director Howard Stevens
 Chief Announcer Jim Kohl
 Musical Director Leo Baxter
 Chief Engineer Howard Stewart
 Consulting Engineer John Carroway

INDIANA

W T H I

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 120 South 7th Street
 Phone Number Crawford 9481
 Trans. Loca. . . 13th St. & Hasselburger Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service . . . Lang-Worth Library
 Representation Bolling and Co., Inc.
 Membership NARTB, BAB
 President Anton Hulman, Jr.
 Gen., Sta. Mgr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Lou Froeb
 Program Director Ben Falber, Jr.
 Prod. Dir., Chief Anncr. Robert Kimbro
 Chief Engineer Don Petit

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address Grand Hotel
 Phone Number 787
 Studio Address 320 Busseron St.
 Transmitter Location . . . Hgwy., N. of Vincennes

Representative John E. Pearson
 President Eugene C. Pulliam
 General Manager Tom Peden
 Program Director Dick Shaughnessy
 Chief Technician Ralph Baldwin

W K A M

WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Kosciusko Bcstg. Corp.
 Address RFD No. 1
 Phone Number 65
 News Service AP
 Transcription Service Cole
 Representative Hal Holman Co.
 Pres., Gen. Mgr. J. W. Autenrieth, Jr.

W R S W

WARSAW—1951

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Operated By Warsaw Times Union
 Address Times Building
 Phone Number 155
 News Service UP
 Transcription Service Capitol, Lang-Worth
 Representative Hoosier
 President Raymond B. Williams
 General Manager C. Reuben Williams
 Comm., Prom. Mgr. William Mollenhour

WHY IS **AP**
 THE BEST?

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

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

Terre Haute's strongest and only Home-Owned station Represented Nationally by The Bolling Co.

W T H I
"CBS Radio"

IOWA

Pop. April 1, 1952 (Est.) 2,692,000—Total Housing Units 814,622
Families April 1, 1952 (Est.) 773,000—Stations in State 47

KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Ames Bcstg. Co.
Business-Studio Address 328½ Main St.
Phone Number 3460
Transmitter Location Ontario
Air Time Daytime
News Service UP
Transcription Service Capitol
President W. S. Rupe
Gen., Comm. Mgr. Arthur A. Skinner
Program Director Dwaine Moore
Chief Engineer Doyle D. Kelso

KJAN

ATLANTIC—1950

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By George Basil Anderson
Phone Number 1694
Representative Biddick
News Service AP
Pres., Gen. Mgr. George Basil Anderson
Commercial Manager Leslie Wally
Chief Engineer Bob Falk
News Director Bill Sander

KWBG

BOONE—1949—LBS

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Boone Bcstg. Co.
Address 609 Boone Natl. Bldg.
Phone Number 1590
Transcription Service Standard
News Service UP, INS
Membership NARTB
President Harold L. Fisher
Gen., Sta. Mgr. Stuart Sanders
Asst. Mgr., Pgm. Prod. Dir. G. J. Merker
Chief Engineer Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
Owned-Operated By Burlington Bcstg. Co.
Business-Studio Address National Bank Bldg.
Phone Number 680
Transmitter Location West Burlington
Air Time 6:00 a.m.-M
News Service UP
Transcription Service Standard
Representative Taylor
Membership NARTB
Pres., Gen. Mgr. Gerard B. McDermott
Prom., Comm. Mgr. David H. Steidle
Program Director Richard Mosena
Chief Engineer John Gallino

KCIM

CARROLL—1950—LBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Carroll Broadcasting Co.
Address 520 N. Adams St.
Phone Number 1380
Transcription Service Lang-Worth
News Service UP, INS
Representative Pearson
Membership NARTB, BAB
President C. Everett Bliss
Program Director Bill Parker
Chief Announcer Art Stanley
News Director Bill Mason
Chief Engineer Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Operated By The Gazette Co.
Business-Studio Address 104 First St., SW
Phone Number 4-4194
Transmitter Location Cedar Rapids
News Service AP, INS
Transcription Service Standard
Representative Burn-Smith
Membership NARTB, BAB
Secretary, Vice-President Joseph F. Hladky
General Manager J. F. Hladky, Jr.
Sta., Comm. Mgr. Fred W. Wagenvoord
Sales Prom., Pub. Dir. Edna A. Herbst
Program Director Forest Broders
News Director Dick Yoakam
Chief Engineer Kenneth M. Caldwell
Consulting Engineer George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN
LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cedar Rapids Bcstg. Corp.
Business Address 211 First St., SW
Transmitter 2616 Robbins Road
Phone Number 3-8265
News Service UP
Representative Pearson
President William J. Barron
General Manager John F. Hanssen
Program Director Ralph Willey
Chief Engineer James A. Dickens
News Director Truman Walrod

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By American Bcstg.
Stations, Inc.

Business-Studio Address...Para. Theatre Bldg.
 Phone Number6127
 Transmitter Location.....Marion
 Air Time5 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....RCA, Lang-Worth
 RepresentativeKatz
 MembershipNARTB, BAB
 Exec. Vice-Pres.....William B. Dolph
 General ManagerWilliam B. Quarton
 Commercial Manager.....Lew Van Nostrand
 Promotion Mgr.....Leo F. Cole
 Production Director.....Douglas B. Grant
 Publicity Dir.....Dorothy Cummins
 Chief Announcer.....Bob Leefer
 News Director.....Dick Cheverton
 Musical DirectorEsther Rausch
 Chief Engineer.....George Hixenbaugh
 Farm Editor.....Charles A. Worcester

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By ..Centerville Bdcstg Co.
 Address1910 South Main St.
 Phone Number131, 407
 Transmitter Location1910 South Main St.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeMcGillvra
 MembershipNARTB
 PresidentR. K. Beck
 Gen., Sta., Comm., Mgr.....A. M. Farber
 Chief Engin., Anncr.....Robert K. Reimers
 Farm EditorWarren Langflitt

K C H A

CHARLES CITY—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owns1-Operated By.....Inland Bcstg. Corp.
 Business Address.....Charles City
 Phone Number787
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillvra
 President.....Dean Hollingsworth
 General Manager.....C. E. Wright
 Chief Engineer.....Loring Koesling

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By ..Clinton Bdcstg Corp.
 Address246 Fifth Avenue South
 Phone Number448
 Trans. Location ..13th Ave., No. & Elvira Rd.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativePearson
 MembershipNARTB, BAB
 PresidentW. S. Jacobsen

Gen., Sta. Mgr.....B. M. Jacobson
 Commercial Manager.....Darline Gordan
 Sales Promotion Mgr.....Emmett Hassett, Jr.
 Program Dir., Farm Ed.....Jack Thomsen
 Production Director.....Lucille Scoggins
 News DirectorLee White
 Chief EngineerGerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc.....Power: 500 Watts d.
 Owned-Operated By ..Nonpareil Bdcig. Co.
 AddressP. O. Box 509
 Phone Number.....Co. Bluffs 4041
 Transmitter LocationSouth Omaha Rd.
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription Service.....Lang-Worth,
 Associated. RCA
 MembershipNARTB, BAB
 PresidentRobert R. O'Brien
 Gen., Sta. Mgr.....Robert H. Davis
 Program DirectorHarold Hughes

K S I B

CRESTON—1946

Frequency: 1520 Kc...Power: 1000 Watts d.
 Owned-Oper. By...Southwest Iowa Bcstg. Co.
 AddressCreston
 Phone Number.....55
 TransmitterHighway 34
 News Service.....AP
 Transcription ServiceAssociated
 RepresentativePearson
 President.....Arthur Horning
 Gen., Comm. Mgr.....E. M. Horning
 Program Director.....Dorothy Lindley
 News Director.....Bob Parker
 Chief Engineer.....Floyd George

K S T T

DAVENPORT—1946

LBS-MBS-IOWA TALL CORN

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By ..Davenport Bcstg. Co. Inc.
 Business-Studio Address.....324 Main St.
 Phone Number6-2541
 Transmitter Location.....Milan, Ill.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 President, Gen. Manager.....Hugh R. Norman
 Commercial Mgr.....Neil Conklin
 Production Director.....Warren Anderson

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By ..Tri-City Bdcstg. Co.
 Address805 Brady Street
 Phone Number3-3661
 Transmitter LocationBennendorf
 Air Time6 a.m.-M.
 News ServiceUP

I O W A

Transcription Service Thesaurus
 Representatives Free & Peters, Inc.
 Membership NARTB, BAB
 President Col. B. J. Palmer
 V.P. & Treasurer D. D. Palmer
 Exec. Vice-Pres. Ralph Evans
 Secretary Wm. D. Wagner
 Manager Ernest C. Sanders
 Sales Manager Mark Wodlinger
 Program Director Charles Freburg
 Sales Promotion Dir. Fred A. Reed
 News Editor Bob Frank
 Publicity Director Paul Ives
 Chief Engineer Paul Arvidson
 Consulting Engineer A. D. Ring

K D E C

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Scenic Bcstg. Co.
 Business-Studio Address State Road
 Phone Number 1240
 Transmitter Location 600 Leiv Eiriksson Dr.
 News Service AP
 Transcription Service Associated
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Co-Mgr. Verne Koenig
 Gen. Co-Mgr., Comm. Mgr. Kenneth Bjerke
 Sales Prom. Mgr. John Hansen
 News Director Ray Marshall
 Chief Engineer Curtis Eittreim

K C B C

DES MOINES—1946

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Majestic Bcstg. Co.
 Business-Studio Address 2323 Grand Ave.
 Phone Number 4-3151
 Transmitter Location E. 42nd & Dean Ave.
 News Service AP
 Representative Forjoe
 President Karl Peters
 General Manager Rollo H. Bergeson
 News Director John Goslin
 Chief Engineer Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Independent Bdcstg. Co.
 Address 10th & Mulberry
 Phone Number 2-9191
 Transmitter Location Hartford
 Air Time 6 a.m.-12 M.
 News Service INS, UP
 Transcription Service World
 Representative A. M. Radio Sales Co.
 President Ralph L. Atlas
 Gen., Sta. Mgr. Marvin L. Rosene
 Commercial Manager James L. Kelehan
 Program Director Lee L. Harris
 Publicity Director Janice R. Hull

News Director R. J. Nash
 Chief Engineer Lloyd R. Amoo

K R N T

DES MOINES—1935—ABC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Business-Studio Address 715 Locust St.
 Phone Number 3-2111
 Transmitter Location S.W. 22nd & Park Ave.
 Air Time 6 a.m.-M
 News Service AP, INS, UP
 Transcription Service Standard, Associated
 Station Representative The Katz Agency
 Membership NARTB, BAB
 President Gardner Cowles
 General-Station Managr Bob Dillon
 Commercial Manager Paul Elliott
 Sales Prom. Mgr., Pub. Dir. Joe Hudgens
 Program Director Dick Covey
 Musical Director Wayne Ackley
 Chief Engineer Charles Quentin

K S O

DES MOINES—1945—ABS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By Murphy Bcstg. Co.
 Business-Studio Address 800 Farm Bldg.
 Phone Number 3-0571
 Transmitter Location E. 38th & Broadway
 News Service AP
 Transcription Service Capitol
 Representative Peltry & Co.
 Membership NARTB, BAB
 President Kingsley H. Murphy
 Gen., Comm. Mgr. S. H. McGovern
 Pub., Pgm. Dir. B. C. Baldwin
 News Director Donald McGibney
 Chief Engineer F. E. Bartlett
 Consulting Engineer Jansky & Bailey

K W D M

DES MOINES—1948—LBS

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Des Moines Bcstg. Corp.
 Business-Studio Address 407 Fifth Ave.
 Phone Number 2-8363
 Transmitter Location Levey
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Cole, SESAC, Associated
 Pres., Comm. Mgr. George W. Webber
 General Manager Robert L. Webber
 Program Director Edith D. Webber
 Chief Announcer Ford Roberts
 News Director F. N. Booten
 Musical Director Bill Dutcher
 Chief Engineer Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By Central Bcstg. Co.

I O W A

Business-Studio Address.....914 Walnut St.
 Air Time.....3-7147
 Transmitter Location.....Mitchellville
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC
 Station Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Assistant Manager.....W. W. Woods
 Sales Manager.....Harold Fulton
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Kenneth Gfeller
 News Bureau Manager.....Jack D. Shelley
 Chief Engineer.....Reed E. Snyder
 Farm Editor.....Herb Plambeck
 Consulting Engineer.....A. D. Ring

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address...Eighth Ave. & Bluff Sta.
 Phone Number.....3-7351
 Transmitter Location.....East Dubuque
 News Service.....AP
 Transcription Service.....Associated, World
 Station Representative.....Pearson
 Membership.....NARTB, BAB
 General-Station Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh
 Program Director.....Arnie Slierman
 News Director.....George Freund
 Chief Engineer.....Robert I. Hancock
 Farm Editor.....Gerald McAleece

W D B Q

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone Number.....3-8241
 Transmitter Location.....R. R. No. 2
 Air Time.....6:15 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Robert Meeker
 Exec. V.P., Gen. Sta. Mgr.....James D. Carpenter
 Commercial Mgr.....Harry Hatzembuehler
 Program-Production Dir.....Gleason Kistler
 Publicity Director.....R. E. Carpenter
 Chief Anncr., News Dir.....L. Vaughn Gayman
 Musical Director.....Ethel M. Carpenter
 Chief Engineer.....Barkey-Heim

K V F D

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address.....912 1st Ave. S.

Phone Number.....Walnut 3761
 Air Time.....6 a.m.-12 M.
 News Service.....UP, INS
 Transcription Service.....Lang-Worth
 Representative.....Pearson
 Membership.....NARTB, BAB
 President, General Manager...Edward Breen
 Office Manager.....Lester Person
 Commercial Mgr.....Max Landes
 Sales Prom. Mgr.....Gordon DeKoster
 Farm Edit., Pgm. Dir.....Drexel Peterson
 News Director.....Kenneth Peterson
 Chief Announcer.....Johnny Green
 Chief Engineer.....David G. Sinclair
 Consulting Engineer.....Dillard

K X G I

FT. MADISON—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Operated By.....KXGI
 Business-Studio Address.....Marquette Bldg.
 Phone Number.....1360
 Transmitter Location.....Ft. Madison
 Air Time.....Sunrise to sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Holman
 President.....W. E. Walker
 Gen., Sta. Mgr.....Greg Rouleau
 Commercial Manager.....W. R. Walker
 Sls. Prom. Mgr., Pub. Dir.....Jack Stephen
 Program Director.....Keith Pettack
 News Director.....Chet Szymczak
 Chief Engineer.....Bob Breeding

K X I C

IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Johnson County Bcstg. Corp.
 Bus.-Studio Address...108½ E. Washington St.
 Phone Number.....8-1181
 Transmitter Location...1 Mi. N. of Iowa City
 News Service.....UP
 Representative.....Wm. G. Rambeau
 Transcription Service.....Lang-Worth
 Gen. Mgr., News Dir.....Gene Clavssen
 Program Director.....Herbert D. Olson
 Chief Engineer.....Elliott Full

K O K X

KEOKUK—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By.....Keokuk Bdcstg. Co.
 Address.....500½ Main Street
 Phone Number.....235
 Transmitter Location.....Hamilton, Ill.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....H. W. Stadler
 V.P., Gen., Sta Mgr.....H. O. Totten

I O W A

Prog., Mus. Dir. C. C. Andrews
 Production Director Gerri Rochow
 Chief Announcer Steve Alan
 News Director Bob Rathe
 Chief Engineer James L. Mott
 Farm Editor Don Frost
 Consulting Engineer John H. Mullaney

K F J B

MARSHALLTOWN—1923—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Times Republican Ptg. Co.
 Operated By Marshall Electric Co.
 Business-Studio Address 133 E. Main St.
 Phone Number 3361
 Air Time 6:30 a.m.-M.
News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President John W. Norris
 General Manager Paul G. Norris
 Station, Comm. Manager William P. White
 Pgm., Prod., Pub. Dir. Allan N. Schrock
 Musical Dir. Maurice Roseborough
 News Director Robert W. Billman
 Chief Engineer Herbert G. Anderson

K G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Lee Radio, Inc.
 Business-Studio Address 12½ 2nd St., N.E.
 Phone Number 2800
 Transmitter Location Hgwy. 18
 Air Time 5:30 a.m.-12 M.
News Service AP, UP
 Transcription Service Standard
 Representative Weed
 Membership NARTB, BAB
 President Lee P. Loomis
 Exec. V.P. Herbert R. Ohrl
 Sta., Comm. Mgr. Henry B. Hook
 Sales Promotion Manager Donald Harrer
 Program Director William G. Suter
 Prod. Dir., Chief Anncr. Robert Clausen
 Publicity Director Jane Hertig
 Chief Engineer Roger E. Sawyer
 News Director Charles Hilton
 Farm Editor Dick Arnold
 Consulting Engineer Esterly Page

K R I B

MASON CITY—1948—MBS

TALL CORN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mason City Bcstg. Co.
 Address 5 Second St., S.W.
 Phone Number 5400
 Representative Pearson
 Transcription Service World
 News Service AP
 Partners Louis Abbott, George &
 William Wolf

Gen., Comm. Manager Paul E. Millen
 News Director Bob Cavanaugh
 Chief Engineer Richard J. Kelley

K S M N

MASON CITY—1947

Frequency: 1010 Kc. Power: 500 Watts d.
 Owned-Operated By Mohawk Bcstg. Co.
 Business-Studio Address Weir Bldg.
 Phone Number 5420
 Transmitter Location Hiway 18
 Air Time Sunrise-Sunset
News Service UP
 Membership NARTB, BAB
 Transcription Service Associated
Pres., General-Station Mgr. Robert M. Carson
 Commercial Manager Norman W. Rice
 Program Director J. Boyd Harvey
 News Director Howard Campbell
 Chief Engineer Hubert J. Marshall
 Consulting Engineer Weldon & Carr

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Muscatine Bcstg. Co.
 Transmitter Address Mulberry at Houser
 Phone Number 860
 Air Time Sunrise-sunset
News Service UP
 Transcription Service Thesaurus, Associated
 Representative Pearson
 Membership NARTB, BAB
 Comm., Gen., Sta. Mgr. George J. Volger
 Program Director Donald Woolen
 Musical Director Thelma Volger
 News Director James Ryan
 Chief Engineer Tom Winn
 Consulting Engineer Chambers & Garrison

K O E L

OELWEIN—1950—TALL CORN

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120-1
 Air Time 6 a.m.-M.
 Representative Pearson
 Transcription Service Thesaurus
News Service UP
 Membership BAB
 President A. E. Schneider
 Gen., Sta., Comm. Mgr. W. J. Teich
 Sales Prom. Mgr. Donald McKee
 Prog., Prod., Mus. Dir. Robert Morrow
 Pub., News Dir. Don Ballinger
 Chief Announcer Dave Melton
 Chief Engineer Ralph Giese

K B O E

OSKALOOSA—1950

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Oskaloosa Bcstg. Co.
 Address P. O. Box 273

I O W A

Phone Number 301
 Transcription Service Standard
 News Service AP
 Representative McGillvra
 Membership NARTB, BAB
 President E. W. Wenrick
 General, Sta. Manager Ken Kilmer
 Chief Engineer Robert W. Moore
 News Director Lew Hudson

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KBIZ, Inc.
 Address Seven Acres
 Phone Number 5600
 Transmitter Location Community Gardens
 News Service AP
 Transcription Service World
 President, General Mgr. James J. Conroy
 Station Manager Eleanor M. Haling
 Commercial Mgr. Alice E. Fisher
 Program Director Larry Shepard
 Chief Engineer Lloyd Hanson
 Consulting Engineer Commercial Radio

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Capital Bcstg. Co.
 Address Shenandoah
 Phone Number 1302
 News Service AP
 Transcription Service World, SESAC
 Representative Pearson
 President C. J. Abbott
 Gen., Comm. Manager C. Earl Williams
 Chief Engineer Franz Cherny
 Program Director Earl Blakesley
 Prom. Mgr., News Dir. Clair Gross

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By May Bcstg. Co.
 Phone Number 192
 Transmitter Location 1 ml. NE of
 Shenadoah on Hgwy. 48
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Capitol
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 President Edward W. May
 General Manager Owen Saddler
 Station Manager Anthony Koelker
 Comm. Mgr. H. O. Peterson
 Sales Prom. Mgr., Pub. Dir. H. B. Arkoff
 Program Director Wayne Beavers
 Chief Announcer Warren Nielson
 News Director Ralph Childs
 Musical Director Virginia White
 Chief Engineer R. J. Schroeder

Farm Editor Merrill Langfitt
 Consulting Engineer Wm. L. Foss

K C O M

SIoux CITY—1949—LBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By KCOM Bcstg. Co.
 Address 620 Insurance Exchange Bldg.
 Phone Number 8-0628
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Pearson
 President & Manager Dietrich Dirks
 Commercial Manager Sheldon Singer
 Sales Prom Mgr. L. G. Roley
 Pgm. Dir., Ch. Anncr. E. P. Bouchier
 News Director Millord Miller
 Chief Engineer Al Smith
 Farm Editor M. D. Burgess
 Consulting Engineer McIntosh & Inglis

K S C J

SIoux CITY—1927—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Perkins Bros. Co.
 Business-Studio Address 415 Douglas St.
 Phone Number 5-7993
 News Service AP
 Transcription Service Lang-Worth, World
 SESAC
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President W. R. Perkins
 Station-Commercial Mgr. E. T. Flaherty
 Program Director Elizabeth Sammons
 Sls. Prom. Mgr., Pub. Dir. Jean Harraday
 Chief Engineer S. C. Dier

K T R I

SIoux CITY—1938—MBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By Sioux City Bcstg. Co.
 Business-Studio Address Commerce Bldg.
 Phone Number 8-0165
 Transmitter Location Dakota City, Neb.
 News Service UP
 Transcription Service Thesaurus
 Representative O. L. Taylor Co.
 Membership NARTB, BAB
 President John C. Kelly
 Gen., Sta., Comm. Mgr. E. J. Huber
 Sales Prom. Mgr., Pub. Dir. Lennon Kelly
 Pgm., Prod. Dir. Bob Hansen
 Chief Engineer Willard Easterly
 Consulting Engineer Commercial Radio

K I C D

SPENCER—1942—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Iowa Great Lakes Bcstg. Co.
 Address Box 631
 Phone Number 1240
 News Service AP

IOWA — KANSAS

Transcription Service . . . Standard, Associated
 Representative . . . Pearson
 Membership . . . NARTB
 Pres., General Mgr. . . Ben B. Sanders
 Commercial Director . . . Lynn Bickett
 Program Director . . . Mason Dixon
 Production Director . . . Tom Shumate
 News Director . . . Harvey Sanford
 Chief Engineer . . . Elson Kanago

KAYL

STORM LAKE—1948

Frequency: 990 Kc. . . . Power: 250 Watts d.
 Owned-Operated By . . . Cornbelt Bcstg. Co.
 Phone Number 1490
 Transmitter Location Hgwy. 71
 News Service AP
 Transcription Service World, Capitol
 Membership NARTB, BAB
 President O. J. Grau
 Gen., Comm. Manager James J. McCord
 Program Director P. R. Benson
 News Director Budd Duvall
 Chief Engineer Howard L. Carlson
 Farm Editor Bob Graham

KBOK

WATERLOO—1946

Frequency: 1090 Kc. . . . Power: 1000 Watts d.
 Owned-Oper. By Waterloo Bcstg. Co.
 Address 620½ Lafayette St.
 Phone Number 6851
 Representative McGillvra
 News Service UP
 Gen. Mgr. & Secty. John M. Printup

KWVL

WATERLOO—1947—MBS

Frequency: 1330 Kc. . . . Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By . . . Black Hawk Bdcstg Co.
 Address Hotel Russell Lamson
 Transmitter Location Lafayette Rd.
 News Service AP

Transcription Service Capitol
 Representative Headley-Reed
 Pres., Gen., Sta. Mgr. Ralph J. McElroy
 Commercial Manager Donald E. Inman
 Sales Prom. Mgr. Virgil D. Clark
 Pgm., Prod. Mgr. Warren Mead
 Pub., Mus. Dir., Chief Anncr. Raymond Starr
 News Dir., Farm Editor Edwin L. Falk
 Chief Engineer Walton W. Wilson
 Consulting Engineer McIntosh & Inglis

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. . . . Power: 50,000 Watts
 Owned-Oper. By Josh Higgins Bcstg. Co.
 Business-Studio Address Insurance Bldg.
 Transmitter Location Dysart
 News Service INS
 Transcription Service SESAC
 Representative Avery-Knodel
 President, Gen., Station Manager Joe DuMond
 Sales Promotion Mgr. A. J. DuMond
 Program Dir. Emlyn Owen
 Publicity Director Pearl Kimball
 Production Director W. E. Morse
 News Director Grant Price
 Chief Engineer Don Kassner
 Consulting Engineer A. James Ebel

KJFJ

WEBSTER CITY—1950—KBS

Frequency: 1570 Kc. . . . Power: 250 Watts d.
 Owned-Operated By . . . Land O'Com Brdctrs.
 News Service AP
 Transcription Service Thesaurus, Capitol
 Membership NARTB, BAB
 President Charles V. Warren
 Gen., Comm. Mgr. Wayne J. Hatchett
 Pgm., News Dir., Farm Editor G. D. Warland
 Production Director Russ Bauer
 Publicity Director Betty Trowbridge
 Chief Announcer Wayne Oleson
 Chief Engineer Ronald Alsin
 Consulting Engineer Commercial Radio

KANSAS

*Pop. April 1, 1952 (Est.) 1,980,000—Total Housing Units 626,087
 Families April 1, 1952 (Est.) 577,000—Stations in State 36*

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . The KSOK Bdcstg. Co.
 Phone Number 2666
 Trans. Loca. 1 Mi. No. of Arkansas City
 News Service AP
 Transcription Service Lang-Worth
 President Oscar S. Stauffer
 General Manager S. C. Thompson

Program Director George Carroll
 News Director Arlan Young
 Chief Engineer Edward H. Hewe

KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. . . . Power: 1000 Watts
 Owned-Oper. By . . . Griffith-Buening Bdcstg. Co.
 Address Fifth & Kansas Ave., Atchison
 Phone Number 2447 Atchison
 Transmitter Location Halls, Missouri

KANSAS

Air Time..... 5:45 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard Radio
 Partners..... J. M. Griffith & P. H. Buening
 Program, News Director..... Jack Lloyd
 Publicity Director..... Edna Shelly
 Chief Engineer..... Claude Kramer
 Farm Editor..... J. M. Griffith
 Consulting Engineer..... John Heffelfinger

K G G F

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By..... The Midwest Bcstg. Co., Inc.
 Business-Studio Address..... 8th & Elm
 Phone Number..... 1843-4
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World
 Representative..... Weed
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Richard M. Seaton
 Prom., Sta. Mgr..... Robert L. Pratt
 Commercial Manager..... E. B. Spoonamore
 Pgm., Prod. Dir..... Richard S. Embody
 Chief Announcer..... Vic Lindsey
 News Director..... Kieth Upson
 Chief Engineer..... J. S. Jaminet
 Mus. Dir., Farm Editor..... Joe Cook
 Consulting Engineer..... A. Earl Cullum

K X X X

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned-Oper. By..... Western Plains Bcstg. Co.
 Phone Number..... 790
 Transmitter Location..... Colby
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... SESAC, Thesaurus
 Representative..... Headley-Reed
 President..... Don Searle
 Gen., Sta. Mgr..... George A. Nickson
 Program Dir..... Ed Mason
 Publicity Dir..... Quint McCredie
 News Director..... Frank Frost
 Chief Engineer..... U. L. Lynch

K G N O

DODGE CITY—1930—KBS-LBS

Frequency: 1370 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Oper. By..... Dodge City Bcstg. Co.
 Business Address..... Globe Bldg.
 Phone Number..... 1370
 Transmitter Location..... W. Park St.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Art Hagg
 Membership..... NARTB, BAB
 President..... J. C. Denious
 Program Director..... Herschel Holland

General Manager..... W. Elliott
 Chief Engineer..... Duane Hoisington
 Farm Editor..... Gail Hamilton

K T S W

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Emporia Bcstg. Co., Inc.
 Business-Studio Address..... Soden's Grove
 Phone Number..... 153-4
 Transmitter Location..... Soden Grove
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service..... World, Thesaurus
 Membership..... NARTB, BAB
 President..... Robert Reed
 V.P., Gen. Mgr..... Max B. Bicknell
 Secretary..... Vic Hielt
 Commercial Manager..... Lyle Ticknor
 Sales Prom. Mgr..... Chuck Wilson
 Pgm., News Dir..... Bruce Wimer
 Treasurer..... G. F. Reed
 Sports Director..... Sid Rose
 Chief Announcer..... Kay Melia
 Chief Engineer..... Everett Thompkins

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Ark Valley Bcstg. Co., Inc.
 Business-Studio Address..... Box 878
 Phone Number..... 3041
 Transmitter Location..... 1½ Mi. N.W. City
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Hal Holman Co.
 General Manager..... Dale E. Kern
 Program Director..... Margaret S. Kern
 Chief Engineer..... E. D. Casey

K I U L

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Telegram Publishing Co., Inc.
 Business-Studio Address..... 509½ N. Main St.
 Phone Number..... 4581
 Transmitter Location..... Warner Terrace
 News Service..... AP
 Transcription Service..... World
 President..... Robert B. Reed
 General Manager..... Robert Wells
 Commercial Manager..... Doug Hough
 Program Director..... Tony Jewell
 Chief Engineer..... Gene Conjurske

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Goodland Bcstg. Co.
 Business-Studio Address..... Hotel Howard
 Phone Number..... 331
 News Service..... UP
 President, General Mgr..... James E. Blair
 Chief Engineer..... Lyle Fick

KANSAS

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By KVGB, Inc.
Business-Studio Address Cork Bldg.
Phone Number 4317
Transmitter Location 4 Mi. SW of Great Bend
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Thesaurus
Representative John E. Pearson
Membership NARTB, BAB
President Helen T. Coogan
V.P., Gen., Sta. Mgr. Grover C. Cobb
Asst. Mgr. Sherwood R. Parks
Commercial Manager Bill J. Jarvis
Mus., Pgm. Dir. Ray H. Beals
Chief. Anncr., News Dir. James F. Heaton
Chief Engineer Chester A. Wallack
Consulting Engineer John B. Heffelfinger

KAYS

HAYS—1948—KBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By KAYS, Inc.
Phone Number 1700
Studio-Transmitter Address 2450 Hall St.
Air Time 6:30 a.m.-10:30 p.m.
News Service AP
Transcription Service Thesaurus, Capitol
Membership NARTB, BAB
President Frank Motz
Gen., Sta. Mgr. Bob Schmidt
Program Director Jim Ayers
Promotion Manager Bud Ryan
Chief Engineer Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Nation's Center Bcstg. Co.
Business-Studio Address 427 N. Main
Phone Number 5202
Transmitter Location 17th & Harding Sts.
Air Time 18 Hrs.
News Service AP
Representative Walker
Membership NARTB, BAB
Pres., Gen. Mgr. Bess Marsh Wyse
Commercial Manager Gerald Toland
Production Director Mel Haines
Chief Engineer James Riley

KWHK

HUTCHINSON—1946—KBS

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By KWHK Bcstg. Co., Inc.
Business-Studio Address 18 W. 5th St.
Phone Number 3-100
Transmitter Location Hutchinson
Air Time Sunrise-Sunset
News Service AP

Transcription Service Standard
Representative Irene Griffith, Everett-McKinney
President James E. Murray
Sec.-Treas., Gen. Mgr. Vern Minor
Prom., Comm. Mgr. Gren Darling
Program Director Malcolm West
Publicity Director Don Salmon
Musical Director J. Bruce Murray
Chief Engineer Millary Clary
Consulting Engineer Earl Cullum

KIND

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Central Bcstg., Inc.
Bus.-Studio-Transmitter Professional Bldg.
Phone Number 1010
Transmitter Location 16th & Maple
News Service AP
President J. Nelson Rupard
Program Director Les Brecht
Chief Engineer James Teats

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Junction City Bcstg. Co.
Address 724½ No. Washington St.
Phone Number Junction City 1477
Trans. Loca. 3 Mi. S. of city, on U. S. 77
Air Time Sunrise-Sunset
News Service UP
Transcription Service Microgroove
Membership NARTB, BAB
Sta., Gen. Mgr. R. L. Weir, Jr.
Comm., Sls. Prom. Mgr. James Platt
Program Director Arthur E. Cowan
News Director Bernard Hawley
Chief Engineer John Stone

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By KCKN Bcstg. Co., Inc.
Business Address 823 Walnut
Phone Number Victor 3864
Transmitter Location 901 N. 8th St.
Air Time 6 a.m.-11 p.m.
News Service AP, UP
Transcription Service Lang-Worth, Standard
Representative Capper Publications
President W. A. Bailey
General Manager Ben Ludy
Sta., Comm. Manager Joe Story
Pgm., Prod. Dir. George Stump
Chief Engineer Max Williams
Consulting Engineer Chambers & Garrison

KLWN

LAWRENCE—1951

Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Operated By Lawrence Bcstrs. Inc.
Address Lawrence
News Service UP

KANSAS

Transcription Service Lang-Worth
 Gen., Comm. Mgr. Arden Booth
 Program Director..... Ed Hundle
 Chief Engineer..... Gerald Gray

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By ..Leavenworth Bdcstg. Co.
 Address418½ Cherokee
 Phone Number 3620—3621
 Transmitter Location..... R.R. No. 2
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 President Alf M. Landon
 Gen., Sta., Comm. Mgr. M. L. Gleason
 Sales Prom. Mgr..... Bob Buis
 Program, Prod. Director..... Frank Smith
 Chief Announcer..... Chet Kozak
 Chief Engineer..... David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Oper. By Seward County Bcstg. Co.
 Business-Studio Address..... E. 8th St.
 P. O. Box 311
 Phone Number 3891
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Membership NARTB, BAB
 President Alf M. Landon
 General Manager..... Leon S. Salathiel
 Commercial Manager..... Roy Pearce
 Program Director..... Larry Filkins
 Chief Engineer..... Wayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Manhattan Bcstg. Co.
 Address..... 114 No. 4th St.
 Phone Number 4451
 Transcription Library..... RCA, SESAC
 News Service AP
 President..... Fred A. Seaton
 General Manager..... Ray L. Kozak
 Commercial Manager..... Bill Friday
 Program Director..... Marvin Houtz
 Chief Annr., News Dir..... Brandon Chase
 Chief Engineer..... Herbert P. Lavin

KNEX

McPHERSON—1949—LBS

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Operated By.... McPherson Bcstg. Co.
 Address..... P. O. Box 186
 Phone Number 1540
 Transmitter Location ... 2 Mi. So. of McPherson
 News Service AP
 Transcription Service SESAC

President Evart Mills
 General Manager Henry Dais
 Commercial Mgr..... Vance Archer
 Chief Engineer..... Claude Hughes
 Consulting Engineer..... Ted Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
 Address 131 E. Park Street
 Phone Number 1200
 Trans. Loca. 1 Mi. So. of Olathe
 Transcription Service Capitol
 Representative Continental
 Commercial Manager John M. Henry
 General Manager..... Wm. T. Sutherland, Jr.
 Program Director..... James M. Wear

KOFQ

OTTAWA—1949

Frequency: 1220 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Ottawa Bcstg. Co.
 Transmitter Address..... 2000 So. Main Street
 Phone Number 1045
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. J. N. Jobes
 Sta. Mgr., Farm Edit. Herbert M. Jobes
 Prom., Comm. Mgr..... Thomas F. Ruble
 Chief Engineer..... Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Business-Studio Address..... 1904 Broadway
 Phone Number 4050
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Thesaurus, Associated
 President Clyde M. Reed, Jr.
 General Manager..... Raeburn D. Drenner
 Chief Engineer..... Larry Freisner

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc..... Power: 10,000 Watts d.,
 5,000 n.
 Owned-Oper. By .. The Pittsburg Bcstg. Co., Inc.
 Business Address..... P. O. Box 603
 Phone Number 2165
 Transmitter Location ... 3½ Mi. E. of Pittsburg
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service World
 Representative..... John E. Pearson
 Membership NARTB
 President..... E. V. Baxter
 Gen., Sta., Comm. Mgr. R. E. Wade
 Chief Announcer..... Lou Martin
 Chief Engineer..... Leo Stafford

KANSAS

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By KSEK Bcstg. Co., Inc.
 Business-Studio Address Box 610
 Phone Number 742
 Trans. Loca. E. Quincy St. (extended)
 Air Time 6:29 a.m.-10.30 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Cooke
 President O. S. Stauffer
 General Manager Thad M. Sandstrom
 News Director John Hendry
 Chief Engineer Ray Brasch

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By KSAL, Inc.
 Bus.-Studio Address 201 W. Iron Ave.
 Phone Number 3701
 Transmitter Location Hiway 40
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President R. J. Laubengayer
 Station Mgr. R. V. Jensen
 Sales Promotion Manager C. R. Lamer
 Program Director Al Thompson
 Publicity Director L. E. Fullen
 News Director A. E. Horner
 Chief Engineer Donald Engelhardt
 Farm Editor U. D. Slater
 Consulting Engineer A. Earl Cullum

KJAY

TOPEKA—1947—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Transmitter Location Lake Linge
 Air Time 6 a.m.-M.
 News Service INS
 Representative Forjoe
 General Manager Norwood J. Patterson
 Station Manager David G. Roberts
 Pgm., News Dir. Allen Franklin
 Chief Engineer Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles B. Axton
 Address 214 W. 6th St.
 Phone Number 4-3444
 Transmitter Location North Buchanan

Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Owner, Gen., Sta. Mgr. C. B. Axton
 Commercial Manager Allan Curnutt
 Asst. Manager Marie M. McKinney
 Pgm., Prod. Dir. Jack Warren Ostrode
 Musical Director Charles Christian
 Chief Engineer Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address 1035 Topeka Blvd.
 Phone Number 3-2377
 Transmitter Location 7 Mi. W. of Topeka
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 President H. S. Blake
 General-Station Manager Ben Ludy
 Commercial Manager Hilton Hodges
 Prog., Prod. Dir. Maude Carlson
 Publicity Director Allan Young
 Chief Engineer Lewis Dickensheets
 Farm Editor Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WREN. Bdcstg. Co., Inc.
 Business-Studio Address 411 W. 10th St.
 Phone Number 2-0505
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President R. C. Jackman
 Business Manager Fred L. Conger
 Sales Promotion Manager Gerald K. Barker
 Program Director Max Falkenstein
 Chief Anncr., Music Dir. Robert Richmond
 News Dir., Farm Editor Frank Jones
 Chief Engineer Carl B. Blesner

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Business-Studio Address 418 W. Douglas Ave.
 Phone Number 4-9369
 Transmitter Location 19th & Hydraulic Sts.
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 General Manager Jack Todd
 Commercial Manager Martin Bass
 Pgm., News Dir. Graeme Fletcher
 Chief Engineer Harold Newby

KANSAS—KENTUCKY

K A N S

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....Taylor Radio & TV
Business-Studio Address.....1015 N. Broadway
Phone Number.....4-2387
Transmitter Location.....5560 W. 13th St.
Air Time.....5 a.m.-2 a.m.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....O. L. Taylor Co.
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Commercial Manager.....Dudley Tichenor
Sales Promotion Manager.....Russell L. Lowe
Program Director.....Vernon E. Reed
Production Director.....Justin Bradshaw
Chief Announcer.....Stan Hagan
News Director.....George Gow
Chief Engineer.....Ted Heithecker
Consulting Engineer.....Earl Cullum

K F B I

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.;
1000 Watts n.

Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number.....2-1447
Trans. Location.....42nd & B'way
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....D. W. McCoy, Sr.
Sales Promotion Manager.....C. Sewell
Program Dir.....George Wells
Production Director.....B. J. Price
Publicity Director.....Marie MacDonald
News Director.....Bob Gadberry

Musical Dir.....James Carpenter
Chief Engineer.....K. W. Pyle

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By.....Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number.....2-4491
Transmitter Location.....RR 3
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Edward Petry
Membership.....NARTB
President.....John Rigby
General Manager.....Frank V. Webb
Comm. Mgr.....Robert Hlx
Sales Promotion Manager.....Bob Payne
Program Director.....Thomas Bashaw
Publicity Director.....Marjory Bassett
Chief Announcer.....Don Anderson
Chief Engineer.....Virgil Hinshaw
Consulting Engineer.....Kear & Kennedy

K W B B

WICHITA—1951—LBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By.....Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number.....7-1265
Air Time.....6 a.m.-M.
Transcription Service.....Capitol, Thesaurus
News Service.....AP
Representative.....Pearson
Membership.....NARTB, BAB
President.....Louis Levand
Gen., Sta. Mgr.....J. Milton Hall
Sales Manager.....Robert M. Kent
Program Director.....Donald Wells
Prod. Dir., Chief Anncr.....Chick Martin
Publicity Director.....Gordon Hittenmark
News Director.....Kerm Trimble
Chief Engineer.....Ralph McClellan
Consulting Engineer.....A. D. Ring

KENTUCKY

*Pop. April 1, 1952 (Est.) 3,071,000—Total Housing Units 821,271
Families April 1, 1952 (Est.) 761,000—Stations in State 46*

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Ashland Bdcstg. Co., Inc.
Address.....120 20th Street
Phone Number.....3010
Trans. Location.....48th & Clay Streets
Air Time.....6 a.m.-12:30 a.m.

News Service.....UP
Trans. Service.....World, Thesaurus
Representative.....John E. Pearson
Membership.....NARTB, BAB
President.....Gilmore N. Nunn
Comm., Gen., Sta. Mgr.....Charles C. Warren
Sales Prom. Mgr.....Whitney R. Martin
Pgm., Prod., News Dir.....George Marshall
Musical Director.....Frank Lawson
Chief Engineer.....Clarence W. Weaver

KENTUCKY

WKCT

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Daily News Bdcstg. Co.
Address Park Row
Phone Number 4325
Trans. Location Richardsville Road
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative J. H. McGillvra Inc.
President J. Ray Gaines
Sta., Gen. Mgr. Al Temple
Commercial Manager Houston Griffin
Prod., Pgm. Dir. Dee Huddleston
Publicity Director Audrey Jackson
Chief Announcer James Topmiller Jr.
News Director Al Temple
Chief Engineer Jack Hendricks

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1410 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Bowling Green Bcstg. Co.
Address 901 Fairview Ave.
Phone Number 3212
News Service AP
Transcription Service Capitol
Representative Burn Smith
Pres., Gen. Mgr. Ken D. Given
Commercial Manager Robert Proctor
Promotion Manager William Kuznitsof
Program Director Bill Stamps
Chief Engineer Rondal L. Miller

WLCK

CAMPBELLSVILLE—1951

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Taylor County Bcstg Co.
Address P. O. Box 248
Phone Number 380
News Service UP
Transcription Service Capitol. Lang-Worth.
Cole
President R. P. Thompson
General Manager Russell F. Honeyman Jr.
Commercial Manager Custer Ruley
Program, News Director Tom Carlisle
Promotion Manager Reynolds Large
Chief Engineer James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By South Central Kentucky
Bcstg. Co., Inc.
Business-Studio Address 203 E. Main St.
Phone Number 250

Transmitter Location On State Hwy 55, 3/4
Mi. N. of Campbellsville

Air Time Daytime
News Service UP
Transcription Service World, SESAC
President H. T. Parrott
Gen.-Station Mgr. James Shacklette
Sales Promotion Mgr. Frank Hayden
Chief Announcer Ken Knight
News Director Dan Holt
Chief Engineer Harvey Kingsbury
F a m Editor C. V. Bryan
Consulting Engineer Arnold Henderson

WAIN

COLUMBIA—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-County Bcstg. Corp.
Address Columbia
Phone Number 232
News Service UP
Trans. Ser. MacGregor, Thesaurus
President, General Manager S. C. Bybee
Commercial Manager Lanier Burchett
Prom. Mgr., Pgm. Dir. Rex Osborne
Chief Engineer Edwin P. Healy
News Director Oris Gowen

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By Corbin Times-Tribune, Inc.
Business Address Kentucky Ave. & Monroe St.
Phone Number 123-4, 1071
Trans. Location Woodbine Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World, Keystone
President J. Springer Robinson
General Manager John L. Crawford
Station Manager Kenneth Turner
Commercial Manager S. G. Hembree
Chief Engineer Russell Henson
Consulting Engineer A. D. Ring

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By WZIP, Inc.
Bus.-Studio Address Sixth & Madison Aves.
Phone Number Juniper 5300
Transmitter Location Eighth & Horton Sts.
Air Time Daytime
News Service AP
Trans. Serv. World, Lang-Worth
Membership NARTB, BAB
Pres., Gen.-Comm. Mgr. Arthur L. Eilerman
Pgm., Prod., Dir. E. C. Toleman
Chief Announcer Stephen Crane
Publicity Director Arthur L. Eilerman
News Director Walter Rehbaum
Musical Director Earl Jenkins
Chief Engineers H. DeArmond E. C. Toleman

KENTUCKY

W C P M

CUMBERLAND—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Blanford Radio Co.
 Address... WHLN, Harlan, Ky.
 President... R. B. Helms

W H I R

DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Commonwealth Bcstg. Corp.
 Address... P. O. Box 234
 Phone Number... Danville 1230
 Transmitter Location... Burgin Road
 Air Time... 5:55 a.m.-11 p.m.
 News Service... UP
 Transcription Service... World
 Representative... Hal Holman Co.
 Membership... NARTB, BAB
 Pres., Comm. Mgr... W. T. Isaac
 V.P., Pgm., News Dir... David B. Highbaugh
 Chief Engineer... Henry C. Lovell
 Consulting Engineer... J. C. McNary

W I E L

ELIZABETHTOWN—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Elizabethtown Bcstg. Co.
 Address... P. O. Box 347
 Phone Number... 5151
 Air Time... 5 a.m.-11 p.m.
 Transcription Service... Associated, World
 News Service... UP
 Membership... NARTB, BAB
 President... J. W. Hodges
 Gen., Sta. Mgr... Walter T. Gaines
 Chief Engineer... Thomas Moore Baldwin

W F K Y

FRANKFORT—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Frankfort Bcstg. Co., Inc.
 Transmitter Address... Ky. Ave. Extended
 Phone Number... 48281
 News Service... AP
 Transcription Service... Capitol
 Representative... Burn-Smith
 Pres., Gen. Mgr... James F. Cox
 Program Director... Alma LaFontaine
 Chief Engineer... Donald Peltz

W F U L

FULTON—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By... Ken-Tenn Bcstg. Corp.
 Address... P. O. Box 482
 Phone Number... 1270
 News Service... UP
 President of Board... Dr. R. W. Bushart
 Sta. Mgr., Pgm. Dir... Jack A. Dill
 Commercial Manager... Tommy Lovelace
 Chief Engineer... John Garrett Jr.

W K A Y

GLASGOW—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Glasgow Bcstg. Co., Inc.
 Transmitter Address... Happy Valley Rd.
 Phone Number... 598, 632
 News Service... UP
 Transcription Service... World
 President... Gordon E. Brown
 General Manager... Jack Eversole
 Commercial Manager... J. M. Barrick
 Program Director... Freeman Cherry
 Chief Announcer... Lou Ellis
 Chief Engineer... C. H. Hulase

W H L N

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Blanford Radio Co., Inc.
 Address... S. Main St.
 Phone Number... 625-6
 Air Time... 6 a.m.-11:15 p.m.
 News Service... AP
 Transcription Service... RCA, Thesaurus
 Representative... Burn-Smith
 Membership... NARTB
 President, Gen. Mgr... R. B. Helms
 Comm., Sta. Mgr., Pgm. Dir... J. T. Morgan
 News Director... Cawood Ledford
 Chief Engineer... J. Francke Fox, Jr.
 Consulting Engineer... Lewis King

W K I C

HAZARD—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... BMG Bcstg. Corp.
 Address... Peoples Bank Building
 Phone Number... Main 720
 Transmitter Location... Walkertown Sta.
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 Transcription Service... World
 Representative... Thomas F. Clark Co.
 President... Fred B. Bullard
 Gen., Sta. Manager... Richard H. Goodlette
 Chief Engineer... James C. French
 Program Director... Charles W. Metcalf
 Commercial Manager... Leslie H. Lamb

W S O N

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Oper. By... Henderson Bcstg. Co., Inc.
 Bus-Studio-Transmitter Address... Zion Rd.
 Phone Number... 3923
 News Service... UP
 Transcription Service... World
 Representative... Meeker
 Membership... NARTB, BAB
 Pres., Gen., Sta. Mgr... Hecht S. Lackey
 Sales Prom. Mgr... Ewing Graham
 Program Director... Martin E. Schaeffer
 Chief Engineer... Bob Cleveland

KENTUCKY

W H O P

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. ByHopkinsville Bcstg. Co., Inc.
 Phone Number1025
 Studio-Transmitter LocationCadiz Rd.
 Air Time5 a.m.-11:05 p.m.
 News ServiceUP
 Transcription ServiceRCA
 RepresentativeMeeker
 MembershipNARTB
 Pres., Gen., Sta. Mgr.F. E. Lackey
 Commercial ManagerKatherine Peden
 Sales Prom. Mgr.Mary Henry Duncan
 Production DirectorJack W. Jones
 Chief AnnouncerWalter Wilson
 Musical DirectorOtto Bash
 News Dir., Farm EditorJim Pasteur
 Chief EngineerR. E. Wortham

W K L X

LEXINGTON—1946

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. ByFayette Bcstg. Co.
 AddressCampbell House
 Phone Number3-0433
 Transmitter LocationGreendale Rd.
 News ServiceAP
 Transcription ServiceLang-Worth, Standard
 RepresentativeWalker
 PresidentE. F. Prichard, Sr.
 Gen., Comm. Mgr.Ted Grizzard
 Program DirectorClaude Sullivan
 Chief EngineerBill Yount

W L A P

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Operated ByAmerican Bcstg. Corp.
 (Not ABC)
 Business-Studio AddressRadio Bldg.
 Phone Number3-2727
 Transmitter LocationRussell Cave Rd.
 Air Time5:30 a.m.-12 M.
 RepresentativeJohn E. Pearson
 PresidentGilmore N. Nunn
 V.P.-General ManagerJ. E. Willis
 Assistant ManagerMiller Welch
 Sales Prom. Mgr.Joe DeLong
 Program DirectorHenry Allin
 Technical SupervisorHenry C. Lockler
 News DirectorSue Fenimore
 Musical DirectorDave Parry

W L E X

LEXINGTON—1946—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. ByCentral Ky. Bcstg. Co.
 Business AddressFirst National Bank Bldg.
 Phone Number3-1975
 Studio-Transmitter LocationRussell Cave Road
 Air TimeUnlimited

News ServiceAP
 PresidentJ. D. Gay, Jr.
 General ManagerGuthrie Bell
 Chief EngineerWallace Roach
 Consulting EngineerC. D. Summerford

W A V E

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated ByWAVE, Inc.
 Business Address334 E. Broadway
 Phone NumberWabash 2201
 Transmitter LocationHamburg Pike
 Air TimeUnlimited
 News ServiceAP, INS
 Transcription ServiceThesaurus, Lang-Worth
 RepresentativeFree & Peters
 MembershipNARTB
 PresidentGeorge W. Norton, Jr.
 General-Station ManagerNathan Lord
 Commercial ManagerLa Velle Waltman
 Sales Prom. Mgr., Pub. Dir.Robert Elderman
 Program DirectorJames Caldwell
 Production DirectorBen Ewing
 Chief EngineerWilbur Hudson
 News DirectorHugh Sutton

W G R C

LOUISVILLE—1937—MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated ByNorthside Bcstg. Corp.
 Bus.-Studio AddressKy. Home Life Bcstg.
 Phone NumberWabash 8871
 Transmitter LocationJeffersontown
 News ServiceUP
 Transcription ServiceLang-Worth, Standard
 RepresentativeWalker
 MembershipNARTB
 Pres., Comm. Mgr.J. Porter Smith
 Sta., Gen. Mgr.Charles L. Harris
 Pgm., Prod. Dir.Ward Hatcher
 Prom., Pub. Dir.L. Doc Cassidy
 Chief EngineerW. J. Morrison
 Chief AnnouncersJack Donnell,
 Gerald Fordyce
 News DirectorGerald Brown
 Consulting EngineerJohn Cruetz

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. ByWHAS, Inc.
 Address6th & Broadway
 Phone NumberWABash 2211
 Trans. LocationEastwood, Ky.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeEdward Petry & Co.
 PresidentBarry Bingham
 DirectorVictor A. Sholis
 Sales DirectorNeil D. Cline
 Publicity DirectorR. W. Hughes
 News DirectorRichard Oberlin
 Chief EngineerOrrin W. Towner
 Farm EditorDon Davis

KENTUCKY

WINN

LOUISVILLE—1940—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Kentucky Bcstg. Corp., Inc.
 Bus.-Studio-Transmitter Address... Earle Hotel
 Phone Number... WABash 5148
 Air Time... 7 a.m.-M.
 News Service... UP
 Trans. Service... World, SESAC
 Representative... The Taylor Co.
 Membership... NARTB
 Pres., Gen., Sta. Mgr. ... Harry McTigue
 Commercial Manager... Chas. A. Schacht, Jr.
 Program Director... M. Katherine McCarten
 Production Director... George Partridge
 Publicity Director... Helen E. Roberts
 Chief Announcer... Jim McIntyre
 Chief Engineer... Melvin Scarsdale

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By... Mid-America Bcstg. Corp.
 Business-Studio Address... Henry Clay Hotel
 Phone Number... Clay 4441
 Transmitter... Daisy Lane, New Albany, Ind.
 Air Time... 5 a.m.-M.
 News Service... UP
 Transcription Service... Associated
 President... James F. Brownlee
 Sta., Gen. Mgr. ... Joe Eaton
 Commercial Manager... Russell J. Pirkey
 Production Director... Mary Louise Moore
 Chief Announcer... Ed Farron
 Prom., News Director... Jean Clos
 Chief Engineer... D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Kentucky, Inc.
 Bus.-Studio Address... 431 W. Jefferson St.
 Phone Number... CLay 4811
 Transmitter Address... River Rd., nr. Louisville
 Air Time... Daytime
 News Service... AP
 Transcription Service... Standard
 Representative... Burn-Smith
 President... F. Eugene Sandford
 V.P.-Station Manager... Edwin E. S. Weldon
 Vice-President... S. A. Cisler
 Commercial Manager... H. Parker Smith
 Program Director... Harry Lockhart
 News Director... George Stratton
 Chief Engineer... Stanley Siegwald

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By... Robert W. Rounsaville
 Trans. Bus.-Studio Add. ... 2549 S. Third St.

Phone Number... Calhoun 3680
 Air Time... Daytime
 News Service... UP
 Representative... Pearson
 Owner, Gen. Mgr. ... R. W. Rounsaville
 Sta., Comm. Mgr. ... Lee Smith
 Prog., Prod. Dir. ... Johnny Martin
 Chief Engineer... Steve Dawson

WFMW

MADISONVILLE—1948—LBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Messenger Bdstg. Co., Inc.
 Address... Box 387
 Phone Number... 1885
 Trans. Location... Hgwy. 147
 Air Time... Sunrise-Sunset
 News Service... AP, UP
 Trans. Service... Capitol, World, Standard
 President... Edgar Arnold, Sr.
 Sta., Gen. Mgr. ... H. W. Wells
 Prom., Comm. Mgr. ... Elmer L. Kelley, Jr.
 Program Director... Richard T. Harris
 News Director... Edgar Arnold, Jr.
 Chief Engineer... Evers Mick

WKTM

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Mayfield Bcstg. Co.
 Phone Number... 46
 Studio Address... Mayfield Hotel
 Transmitter Location... Fancy Farm Hwy.
 Air Time... Sunrise-sunset
 News Service... UP
 Transcription Service... Lang-Work
 Representative... Sears & Ayer
 Membership... NARTB
 President... Frank O. Evens
 Gen., Sta., Comm. Mgr. ... Wayne Morgan
 Sales Promotion Manager... Frances Finks
 Program Director... Margaret Dowdy
 Prod., News Dir. ... Charles Scholes
 Publicity Director... Hallie Vandergriff
 Chief Engineer... Joseph M. Hargrove
 Chief Announcer... Robert Horton

WNGO

MAYFIELD—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By... West Ky. Bcstg. Co., Inc.
 Business-Studio Address... Box 26
 Phone Number... 1204
 Transmitter Location... Hway. No. 45.
 Paducah Rd.
 Air Time... 5:30 a.m.-local sunset
 News Service... AP
 Transcription Service... Capitol
 Membership... NARTB, BAB
 President... Rev. H. M. Suthard
 General Mgr. ... H. Y. Jones
 Sales Prom. Mgr. ... Carl Leigh
 Program Director... O. L. Davis
 Chief Engineer... Eural Wadlington

KENTUCKY

WFTM

MAYSVILLE—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Standard Tobacco Co., Inc.
 Bus. Address..... Tobacco Sq.
 Phone Number..... 1400
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World, Standard
 Membership..... NARTB, BAB
 President..... Charles P. Clarke
 Gen., Sta. Mgr..... J. W. Betts
 Commercial Mgr..... Horace Simpson
 Program Director..... Gene Waters
 Chief Announcer..... Wayne Bell
 Chief Engineer..... Harvey Cross
 Consulting Engineer..... Fred O. Grimwood

WMIK

MIDDLEBORO—1948—LBS-KBS

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Cumberland Gap Bcstg.
 Co., Inc.
 Phone Number..... 980
 Representative..... Holman
 Transcription Service..... World
 News Service..... AP
 President..... Dr. U. G. Brummet
 General Manager..... H. Webster Taylor
 Comm., Prom. Mgr..... Maurice K. Henry
 Chief Engineer..... Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Murray Bcstg. Co.
 Address..... P. O. Box 548
 Phone Number..... 1340
 Transcription Service..... World
 Manager..... Edward Griffin

WNOP

NEWPORT—1948—LBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Tri-City Bcstg. Co.
 Business-Studio Address... 606 Monmouth St.
 Phone Number..... Juniper 7100-1
 Transmitter Location..... Cold Springs
 Air Time..... Sunrise-sunset
 News Service..... UP
 Representative..... ForJoe
 President..... James G. Lang
 Station Manager..... Anna Mae Rolfe
 News, Pgm. Dir., Chief Anncr. Doug Nunn
 Commercial Manager..... Robt. N. Weis
 Chief Engineer..... Joshua Burtz
 Consulting Engineer..... E. C. Page

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.

Business Address..... Owensboro
 Phone Number..... 3-1558
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NARTB, BAB
 President..... Lawrence W. Hager
 Gen.-Sta. Mgr..... Hugh O. Potter
 Program Director..... Mrs. Cliffordean Potter
 Chief Engineer..... Harold I. Peters

WVJS

OWENSBORO—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By... Owensboro On The Air, Inc.
 Business-Studio Address..... 324 Allen St.
 Phone Number..... 3-3521
 Transmitter Location..... Hwy. 60 W.
 News Service..... UP
 Transcription Service..... World
 Representative..... William G. Rambeau
 President..... V. J. Steele
 General Manager..... Malcolm Greep
 Commercial Manager..... John T. Rutledge
 Sales Prom. Mgr..... Leola C. Hayden
 Program Director..... Larry Adams
 Chief Engineer..... Robert Earl Jaqoe

WKYB

PADUCAH—1946—NBC

Frequency: 570 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By..... WKYB, Inc.
 Business-Studio Address... 504 Kentucky Ave.
 Phone Number..... 800
 Trans. Loca..... 4 Mi. SE of City
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Pearson
 Membership..... NARTB, BAB
 Pres., Gen., Sta. Mgr..... E. J. Paxton, Jr.
 Commercial Manager..... S. Livingston
 Sales Prom. Mgr..... J. W. Polk, Jr.
 Program Dir..... Joe P. Knight
 Publicity Director..... Joe Mitchell
 Chief Engineer..... E. J. Pell
 Consulting Engineer..... C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Paducah Bcstg. Co., Inc.
 Address..... 4th & Bway—Taylor Bldg.
 Phone Number..... 4100
 Transmitter Location..... 1600 North 8th
 Air Time..... 5 a.m.-12 M.
 News Service..... UP
 Trans. Serv..... Lang-Worth
 Representative..... Meeker
 Membership..... NARTB, BAB
 President..... Pierce E. Lackey
 General. Sta. Manager..... Prewitt Lackey

KENTUCKY

Prog., Prod., News Dir. Ray Mofield
 Comm., Sales Prom. Mgr. Linn Wolff
 Publicity Director Evelyn Stahl
 Musical Director Jim Youngblood
 Chief Engineer U. C. Morris
 Farm Editor Phil Bimson

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By W. Howes Meade
 Address Meade Bldg.
 Phone Number 1196
 News Service UP
 President W. Howes Meade
 General Manager Ted Arnold Silvert
 Program Director John C. Paras
 Chief Engineer James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Phone Number 161
 News Service UP
 Transcription Service Lang-Worth
 President W. J. Ward
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander
 Chief Engineer Guy N. Ferrell

WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Address Peach Orchard Rd.
 Phone Number 1280
 News Service AP
 Transcription Service Standard, SESAC
 President Clyde Childers Jr.
 Program Director Mary Jane Petry
 Comm., Gen. Mgr. Edward Damron
 Chief Engineer William J. Hart, Jr.

WPKY

PRINCETON—1950

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker
 Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 Chief Engineer Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Phone Number 1240-41
 News Service UP
 Transcription Service World
 Representative Colton
 Membership NARTB, BAB
 President W. Howes Meade
 Gen., Sta. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director Joe McNeilly
 Chief Engineer Ralph F. Denton

WMTG

VANCELEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus. Studio-Transmitter Address Vanceleve
 Phone Number 3
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Director Violet Person
 Production Dir., Chief Announcer Louis Bouck
 Musical Director Rachel Picazo
 Chief Engineer M. E. Picazo

WVLK

VERSAILLES-LEXINGTON—1947
 MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Bluegrass Bcstg. Co.
 Bus. Studio Address Phoenix Hotel
 Phone No. Versailles 654; Lexington 2-7177
 Transmitter Location Leestown & Yarnalton-
 Ironworks Rds., Fayette Co.
 News Service AP
 Transcription Service SESAC
 Representative Burn-Smith, Inc.
 President Garvice Kincaid
 Gen., Sta. Mgr. Donald J. Horton
 Commercial Manager Lynn E. Knox
 Sls. Prom. Mgr., Prod. Dir. Charles Drew
 Pgm., News Dir. O. C. Halyard Jr.
 Publicity Director Mrs. Kenneth Hart
 Chief Announcer John Parrish
 Musical Director Bud McClain
 Chief Engineer Paul Dunbar
 Farm Editor Mrs. Sarah Hensley
 Consulting Engineer Sanford Helt

LOUISIANA

Pop. April 1, 1952 (Est.) 2,777,000—Total Housing Units 779,851
Families April 1, 1952 (Est.) 711,000—Stations in State 44

KROF

ABBEVILLE—1948—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address..... P. O. Box 620
Phone Number..... 90
Studio-Transmitter Location... U. S. H'way 161
Air Time..... Sunrise-sunset
News Service..... AP
Transcription Service..... World
Membership..... NARTB
Secy.-Treas. Gen. Mgr..... George P. Martin
Program-Publicity Dir..... Ebba Lou Martin
Chief Engineer..... George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. ... Power: 5,000 Watts d.,
1,000 Watts n.
Owned-Oper. By... Alexandria Bdcstg. Co., Inc.
Address..... 6th and Johnston
Phone Number..... 3-2543
Trans. Location..... 9/10 Mi. SE Pineville
News Service..... AP, UP
Trans. Serv..... World, McGregor
Representative..... Weed & Co.
Membership..... NARTB, BAB
President..... Walter H. Allen
Sec.-Treas..... T. B. Lanford
General, Sta. Manager..... Willard L. Cobb
Commercial Manager..... Walter D. Melson
Sales Promotion Manager..... Vivian Close
News Director..... Tom Journey
Chief Announcer, Pgm. Dir..... Alex Marchand
Chief Engineer..... Jesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By..... KSYL, Inc.
Trans. Loca., Address... Bolton Ave., Nr. Hwy.
71 (P. O. Box 1489)
Phone Number..... 6611-12
Air Time..... 6 a.m.-11:05 p.m.
News Service..... AP
Transcription Service..... Lang-Worth
Membership..... NARTB, BAB
Pres., Comm. Mgr..... Milton Fox
Gen., Sta. Mgr..... Virgil G. Evans
Pgm., Prod. Dir..... Bruce Rainey
Publicity, News Director..... Jack McCall
Chief Engineer..... Thomas Marheika
Consulting Engineer..... George Davis

KVOB

ALEXANDRIA—1948—MBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By... Central La. Bcstg. Corp.
Address..... 1710 Jackson St.
Phone Number..... 20481
Transmitter Location..... Old Boyce Road
News Service..... AP
Transcription Service..... Associated
Representative..... J. H. McGilvra Inc.
General Manager..... Ernest Watson

KTRY

BASTROP—1948—KBS-LBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By... Morehouse Bcstg. Co., Inc.
Bus.-Studio Address..... Box 193
Phone Number..... 1400
Transmitter Location..... Shelton Road
News Service..... UP
Transcription Service... Standard, Associated
President..... Nathan Bolton
General Manager..... Bill Davis
Commercial Manager..... G. I. Johnson
Program Director..... Carl Livingston
Chief Engineer..... S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By... Modern Bcstg. Co. of Baton
Rouge, Inc.
Address..... Guaranty Income Life Bldg.
Phone Number..... 4-8571
Transmitter Location..... College Drive
Air Time..... 6 a.m.-1 a.m.
News Service..... AP
Transcription Service..... NBC Thesaurus
Representative..... Adam Young
Membership..... NARTB, BAB
President..... Charles C. Barnard
Gen., Sta. Mgr..... T. E. Gibbens
Commercial Manager..... Richard Gregory
Pgm., Pub., Prod. Dir..... John Ferguson
Chief Announcer..... Bob Peters
Musical, News Director..... Roland Day
Chief Engineer..... Donald K. Allan
Consulting Engineer..... Guatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By..... Community Bcstg. Co.
Address..... P. O. Box 1226
Phone Number..... 49493
Transmitter Location..... 600 Neosha St.

LOUISIANA

News Service UP
 Trans. Serv. Lang-Worth & Standard
 Representative Donald Cooke
 Partners G. T. Owen, Owen W. Ware
 Gen., Comm. Mgr. Robert Earle
 Promotion Manager Robert S. Davison
 Program Director Scott Erwin
 News Director Bernard Zuccaro
 Chief Engineer E. E. Case

W J B O BATON ROUGE—1934 NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By .. Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address 444 Florida St.
 Phone Number 2-5271
 Transmitter Location Roosevelt Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Douglas L. Manship
 V.P., General Mgr. J. Roy Dabadle
 Sales Manager Charles C. Garvey
 Pgm., Pub. Director Ralph H. Sims
 Production Dir. Robert H. Searce
 Chief Engineer Vernon E. Dudley

W L C S BATON ROUGE—1946—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Air Waves, Inc.
 Business Address 204 North St.
 Phone Number 24411
 Transmitter Location 3399 Broussard St.
 News Service AP, INS
 Transcription Service Associated
 Representative Wm. G. Rambeau
 President R. F. Cangelosi
 General Manager Earl Smith
 Commercial Manager A. Lamar Simmons
 Chief Engineer Edward Van Valkenburg

W I K C BOGALUSA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By .. Enterprise Publishing Co.
 Business Address 635 N. Rio Grande St.
 Phone Number 1490
 Studio-Trans. Add. 605 N. Rio Grande St.
 News Service AP
 Transcription Service World
 General Manager Curt Siegelin
 Commercial Manager John H. Knight

K S I G CROWLEY—1947—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Acadia Bcstg. Co.
 Bus.-Studio Address 101 N. Parkerson Ave.
 Phone Number 1450-1

Transmitter Location Odd Fellow Rd. &
 U. S. 90

News Service AP
 Representative Joseph Hershey McGillvra
 Membership NARTB
 General Manager B. Hillman Bailey, Jr.
 Commercial Manager Edmond M. Klein
 Program Directors Louis Basso Jr.,
 Daniel E. Rogers
 News Director Alden Sonnier
 Chief Engineer G. L. Newman, Jr.

K D L A

DeRIDDER—1950

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Sabine Bcstg. Co.
 Address Box 46
 Phone Number 7600
 News Service UP
 Transcription Service MacGregor
 Co-Owners Cyril W. Reddoch,
 John B. McCrary
 Commercial Manager Ralph L. Hooks
 Program Director Ted Thompson
 Chief Engineer Klien Evans
 News Director Bill Lynch

W I H L HAMMOND—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By WIHL Bcstg. Co.
 Bus.-Studio Add. 205 E. Thomas St.
 Phone Number 960
 Transmitter Location Hammond
 News Service AP
 Partner, Gen. Engr. F. E. Curnutt
 Comm. Mgr. J. K. Ferris
 Program Director Mrs. F. E. Curnutt

K C I L HOUMA—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Business Address P. O. Box 1031
 Phone Number 6828
 Transmitter Location Bayou Black Dr.
 Studio Address Box 1031
 News Service AP
 Transcription Service World
 Owner Charles W. Lamar Jr.
 General Manager Frank Conwell

K J E F JENNINGS—1950

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Jennings Bcstg. Co., Inc.
 Address P. O. Box 935
 Phone Number 1155
 News Service UP
 General Manager Clovis Bailey
 Station Manager (Miss) Jackie Todd
 Comm., Sales Prom. Mgr. M'dred Rhodriguez
 Chief Engineer Edgar E. Barton, Jr.

LOUISIANA

KLFY

LAFAYETTE—1950—MBS

Frequency: 1390 Kc. Power: 1000 W. d.,
500 W. n.
Owned-Oper. By Camellia Bcstg. Co.
Address P. O. Box 367
Phone Number 8-9494-5
Transcription Service Standard, Capitol
News Service UP
Membership NARTB, BAE
President Paul H. De Clonet
General Manager Stanley G. Young
Commercial Manager J. W. Corcoran
Pgm., News Dir. John H. Selleck
Publicity Director Bill Patton
Promotion Manager Mildred R. Bland
Musical Director Roy Hebert
Chief Engineer William H. Bland, Jr.
Consulting Engineer Guy Hutchinson

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By Evangeline Bcstg. Co., Inc.
Business-Studio Address P. O. Box 1070
Phone Number 5-6426-7
Transmitter Location Scott Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Meeke
Membership NARTB, BAE
General Manager George H. Thomas
Sta., Prom. Mgr., Pub. Dir. Evan H. Hughes
Commercial Manager Thomas G. Pears
Chief Announcer Don Metz
Musical Director Josephine Rowan
Chief Engineer Louis Pilcher
Consulting Engineer Andrew Ring

KLOU

**LAKE CHARLES—1947—CBS
LOUISIANA**

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Oper. By The Pelican Bcstg. Co., Inc.
Business-Studio Address 134 Clarence St.
Phone Number 6-7277
Transmitter Location North Lake Charles
Air Time 6 a.m.-M.
News Service AP
Representative Pearson
President H. Vernon Anders
Station Manager John L. Veth
Sales Prom. Mgr. W. L. Swanson
Publicity Dir. Lucille Storer
Program Director Sid Morse
Production Director Josephine Moss
Publicity Director Jeb Swanson
Chief Engineer Andrew Vargo

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Calcasieu Bcstg. Co.
Business Address P. O. Box 1521
Phone Number 2713
Transmitter Location W. of Lake Charles
Air Time 5:30 a.m.-M.
News Service AP, UP
Transcription Service World
Representative Weed
President T. B. Lanford
Gen., Sta. Mgr. David Wilson
Commercial Manager P. E. Mills, Jr.
Sales Promotion Manager R. M. White
Program Director A. B. Craft, Jr.
Publicity Director Margaret Petty
Production Director Ralph James
Chief Anncr., News Dir. Bob Thompson
Chief Engineer A. B. Craft
Consulting Engineer Commercial Radio

KWSL

LAKE CHARLES—1947—MBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By KWSL, Inc.
Address 1 Mill St.
Phone Number 6-1401
News Service UP
Representative Forjoe
President Jules J. Paglin
Gen., Comm. Mgr. Thomas A. Gresham
Sta. Mgr., Pgm. Dir. Roy K. Rhodes
Chief Engineer LaVance Carson

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dr. Frank Cerniglia
Address 311 Bernhardt Bldg.
Phone Number 3-4616
Transcription Service Capitol
News Service UP
Pres., Gen., Comm. Mgr. Dr. Frank Cerniglia
Pgm., News Dir., Chf. Engr. Lonnie Licata
Promotion Manager John Lacy

KMLB

MONROE—1930

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By Liner's Bcstg. Station, Inc.
Business Address Hotel Frances
Phone Number 25
Studio Address Frances Hotel
Transmitter Location Millhaven Rd.
News Service UP
Transcription Service World
Owner J. C. Liner, Sr.
Gen., Comm. Mgr. Charles Price
Sales Prom. Mgr. Lawrence Gibbs
Program Director Marjorie Watson
Chief Engineer O. L. Morgan

LOUISIANA

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By James A. Noe
Business-Studio Address Bernhardt Bldg.
Phone Number 8155
Transmitter Location Good Hope Rd.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
President James A. Noe
V.P.- Gen., Sta. Mgr. Paul H. Goldman
Commercial Manager Lloyd Leonard
Pgm., Prod., News Director Irving Zeidman
Chief Engineer Jack Raliff
Consulting Engineer F. H. McIntosh

KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By New Iberia Bcstg. Co.
Address D. H. Castille Bldg.
Phone Number 965
Transmitter Location 1102 W. Main St.
News Service AP
Transcription Service Capitol
Pres., General Manager George H. Thomas
Station Manager Dierrell Hamm
Prom. Comm. Mgr. A. Hall Allen
Pgm. Dir., Chief Anncr. Donald Bonin
News Director Mark Douglas
Musical Director Mrs. John Trotter
Chief Engineer Merle Case

KWCJ

NATCHITOCHE—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Natchitoches Bcstg. Co.
Business-Studio Address Box 232
Phone Number 2353
News Service AP
President Dr. William H. Pierson
Gen. Mgr. Charles L. Planchard

KVIM

NEW IBERIA—1950—LBS

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Queen City Bcstg. Co.
Address P. O. Box 50
Phone Number 2121
Transcription Service Associated
President P. M. Cochran
General Manager Gene Cury
Program Director Hank Bonin
Chief Engineer William H. Bland

AP SELLS

For Stations and Sponsors—

For instance . . . KWKH

“The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly.”

HENRY B. CLAY,
General Manager,
KWKH, Shreveport, Louisiana



LOUISIANA

W B O K

NEW ORLEANS—1951

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: WBOK, Inc.
 Address: 505 Baronne St.
 Phone Number: Tulane 5363
 News Service: UP
 Representative: Forjoe
 President: Jules J. Paglin
 Gen. Comm. Mgr.: Stanley W. Ray Jr.
 Program Director: Edward J. Prendergast
 Promotion Manager: Jack Murray
 Chief Engineer: Bob Sanders

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: WDSU Bcstg. Corp.
 Business-Studio Address: 520 Royal St.
 Phone Number: Tulane 4371
 Transmitter Location: Whitney Ave.
 Air Time: 6 a.m.-12:30 a.m.
 News Service: AP, UP
 Transcription Service: Capitol, World
 Representative: John Blair
 Membership: NARTB, BAB
 President: Edgar B. Stern, Jr.
 V.P. & Gen. Mgr.: Robert Swezey
 Secy.-Treas.: Lester E. Kabacoff
 V.P. & Comm. Mgr.: Louis Read
 Program Dir.: William Elwell
 Prom. Mgr., Pub. Dir.: Marion Annenberg
 Musical Director: Pete Landemann
 Chief Announcer: Gay Batson
 Chief Engineer: Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Louis C. Carlson
 Business-Studio Address: Cigali Bldg.
 Phone Number: Ma. 3488
 Transmitter Location: 2740 Abundance St.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Representative: W. G. Rambeau
 Membership: NARTB
 Gen. Mgr.: Louise C. Carlson
 Station Manager: Ed. Carlson
 Program Dir.: Bob Smith
 Chief Engineer: Frank J. Recely

W J M R

NEW ORLEANS—1946

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By: Supreme Bcstg Co., Inc.
 Address: Jung Hotel, 1500 Canal Street
 Phone Number: Canal 0356-0357
 Transmitter Location: 1500 Canal St.
 Air Time: Sunrise-Sunset
 Transcription Service: Lang-Worth
 Representative: Indie Sales

LOUISIANA

Membership NARTB, BAB
President Chester Owens
Gen., Sta. Mgr. Ricky Adams
Program Director Henry J. Thiele
Chief Announcer James Price
News Director Thomas Kelly
Musical Director Clarence Hamman
Chief Engineer Max Mipro
Consulting Engineer L. J. N. du Triel

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc. **Power:** 500 Watts d.
Owned-Oper. By Southland Bcstg. Co.
Address 2107 Dryades St.
Phone Number Tulane 4841
Representative Pearson
News Service UP
President Lester Kamin
General Manager Mort Silverman
Chief Engineer Samuel Perkins
Asst. Mgr., Prom. Mgr. Russel E. Olfhaus

W N O E

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. **Power:** 50,000 d.; 5000 n.
Owned-Operated By James A. Noe
Business-Studio Address St. Charles Hotel
Phone Number Raymond 0423
Transmitter Location Belle Chasse
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative H-R
Membership NARTB, BAB
Owner James A. Noe
Vice-Pres., Gen. Mgr. Patt McDonald
Sales Prom. Mgr. Don Scott
Prog., Prod. Dir. Beverly Brown
Chief Engineer Ray Boyd

W S M B

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc. **Power:** 5000 Watts
Owned-Operated By WSMB, Inc.
Business-Studio Address Maison Blanche Bldg.
Phone Number Magnolia 5921
Representative Edward Pety
President N. L. Carter
General Manager H. Wheelahan

W T I X

NEW ORLEANS—1951

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Royal Bcstg. Corp.
Address Nat'l Bank of Commerce Bldg.

W T P S

NEW ORLEANS—1948—LBS

Frequency: 940 Kc. **Power:** 1000 d.; 500 n.
Owned-Oper. By The Times Picayune Pub. Co.

Business Address 615 North St.
Phone Number Tulane 2411
Transmitter Location Hamilton Ave., Gretna
News Service AP
Transcription Service Associated
Representative Branham
President L. K. Nicholson
General Mgr. H. F. Wehrmann
Commercial Mgr. J. R. O'Meallie

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc. **Power:** 5000 Watts
Owned-Operated By WWEZ Radio Inc.
Bus-Studio Address Hotel New Orleans
Phone Number Canal 3421
President A. L. Chilton
General Manager Joe A. Oswald
Program Dir. Ken Elliott
Chief Engineer Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. **Power:** 50,000 Watts
Owned-Operated By Loyola University
Address Roosevelt Hotel
Phone Number Raymond 2194
News Service UP, AP
Transcription Service Standard, Thesaurus
Representative Katz
President Rev. Thomas J. Shields
General Manager W. H. Summerville
Comm. Manager Larry Baird
Promotion Manager Ray Liuzza
Program Director E. M. Hoerner
Chief Engineer J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947—MBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By KSLO Bcstg. Co.
Studio Address KSLO Bldg.
Phone Number 2833
Transmitter Location 1½ Mi. SW. of City
Air Time Unlimited
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
Gen., Sta. Mgr. W. Eugene Jones
Commercial Manager A. B. Reed, Jr.
Sales Prom. Mgr. M. F. Faircloth
Program Director Glen Hunt
Chief Annr., News Dir. Floyd Cormier
Chief Engineer Freddie Hebert

K R U S

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Ruston Bcstg. Co.

LOUISIANA-MAINE

Bus.-Studio Address...105 N. Railroad Ave.
 Phone Number1490
 Transmitter Location.....Hwy. 80, 2 Mi. W.
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 PresidentC. E. Faulk, Jr.
 Station Manager.....Kenneth L. Whitaker
 Chief Engineer.....Chester Gillespie

KCIJ

SHREVEPORT—1950—LBS

Frequency: 980 Kc....Power: 5000 Watts d.
 Owned-Oper. By.....Southland Bcstg. Co.
 Address.....710 Milam St.
 Phone Number4-6681
 News ServiceUP
 Station Manager.....Martin Kirsch, Jr.
 Station Director.....Ven Marshall

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Frank H. Ford
 Business-Studio Address.....311 Milam Bldg.
 Phone Number3-3681
 Transmitter Location.....Blanchard Rd.
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB, BAB
 General Sta. Manager.....Frank H. Ford
 Commercial Manager.....Frank H. Ford, Jr.
 Prom. Mgr., Pub. Dir.....Bill Monroe
 Program Director.....Joe Monroe
 Chief Engineer.....L. J. Carlson
 Consulting Engineer.....Commercial Radio

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD
 Bus.-Studio Address.....New Jefferson Hotel
 Phone Number6171

RepresentativeWeed
 Manager.....G. V. Wilson
 Station Director.....W. L. Switzer

KTBS

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc.Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. ByRadio Station KTBS, Inc.
 Address312 East Kings Hwy
 Phone Number7-3644
 Transmitter LocationDixie
 Air Time5 a.m.-12 M.
 News ServiceAP, UP
 RepresentativePetty
 Transcription ServiceAssociated
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....E. Newton Wray
 National Sales ManagerDean R. Upson
 Local Sales Manager Chas. F. Whitesides, Jr.
 Pub. Dir., Sales Prom. Mgr.Marie B. Gifford
 Program Director.....Deane R. Flett
 Production Director.....P. J. White
 News Director.....N. L. Gearhart
 Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc....Power: 50,000 Watts
 Owned-Operated ByInternational Bcstg. Corp.
 Business-Studio Address.....Commercial Bldg.
 Phone Number2-8711
 Transmitter LocationDixie
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription ServiceLang-Worth
 RepresentativeBranham
 MembershipNARTB, BAB
 President.....John D. Ewing
 General ManagerHenry B. Clay
 Commercial ManagerB. G. Robertson
 Prom. Mgr., Pub. Dir.....James T. Briggs
 Program Director.....Horace Logan
 Chief Announcer.....Frank Page
 News Director.....James Van Sickle
 Chief Engineer.....W. E. Antony
 Consulting Engineer.....A. Earl Cullum

MAINE

*Pop. April 1, 1952 (Est.) 949,000—Total Housing Units 311,692
 Families April 1, 1952 (Est.) 284,000—Stations in State 14*

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By...Twin City Bcstg. Co., Inc.
 Transmitter Address160 Bangor St.
 Phone Number2540-1
 Air Time6 a.m.-12 M.

News ServiceAP
 Transcription ServiceStandard
 RepresentativeForjoe
 PresidentFaust Couture
 General Manager.....Norman G. Gallant
 Sales Prom. Mgr.....Floyd Smiley
 Program DirectorWillard H. Blaisdell
 News Director.....Robert Golderman
 Chief Engineer.....Robert H. Parker

MAINE

WRDO

**AUGUSTA—1932—NBC-MAINE
NERN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WRDO, Inc.
 Address 175 Water Street
 Phone Number 2285
 Transmitter Location Chelsea, Me.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 Sta., Gen. Mgr. Jack S. Atwood
 Commercial Manager Donald K. Powers
 Prod., Pgm. Dir. Leslie R. Hubley
 Publicity Director Danny I. Kelly
 Chief Announcer Will Whitten
 News Director Floyd Nute
 Chief Engineer Harold I. Dinsmore

WABI

BANGOR—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Community Bcstg. Service
 Business-Studio Address 57 State St.
 Phone Number 6446
 Transmitter Location Wilson St., Brewer
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Representative Young
 President Horace E. Hildreth
 Gen., Sta. Mgr. Murray Carpenter
 Comm., Sales Prom. Mgr. Leon P. Gorman, Jr.
 Pub. Pgm., Prod. Dir. Richard Bronson
 News Director Robert Patten
 Chief Engineer Walter Dickson
 Consulting Engineer George Davis

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc Power: 250 Watts
 Owned-Oper. By Guy Gannett Bcstg. System
 Phone Number 7354
 Studio-Transmitter Location Mt. Hope Ave.
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Representative Avery-Knodel
 President Guy P. Gannett
 General Manager Lawrence W. Stubbs
 Station Manager Samuel G. Henderson, Jr.
 Program Director Clifton E. Reynolds
 Chief Engineer Lauris P. MacGown
 Consulting Engineer Lohnes & Culver

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Maine Bcstg. Co.

Business-Studio Address 100 Main St.
 Phone Number Bangor 6023
 Transmitter Location Broadway
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 Station Manager Edward E. Guernsey
 Program Director Irving S. Hunter
 News Director William Mincher
 Publicity Director George Chapman
 Musical Director Norman Lambert
 Chief Engineer John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Biddeford Bcstg. Corp.
 Address 234 Main St.
 Transmitter Location Garfield St., Saco
 Phone Number 4-4566
 Air Time 7 a.m.-11:10 p.m.
 News Service UP
 Representative Devney & Co.
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Arthur Deters
 Comm., Sales Prom. Mgr. Carl Swanson
 Pgm., Prod. Dir. Don Dyer
 News Director Hal Swaney
 Chief Engineer Arthur Deters

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Aroostook Bcstg. Corp.
 Phone Number 2257
 Trans. Loc. Address 1340 North Rd.
 Air Time 5:55 a.m.-M.
 News Service AP
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Station Manager Ted Coffin
 Commercial Manager Dewey Dewitt
 Chief Engineer Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Co., Inc.
 Business-Studio Address 223 Lisbon St.
 Phone Number 4-6921
 Transmitter Location Webber Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard, SESAC
 Representative Forjoe
 President Faust Couture
 General-Station Mgr. John C. Libby
 Pgm., Prod., Pub. Dir. Herb Fontaine
 News Editor Jack Karmen

MAINE

Chief Engineer..... Donald Mason
 Farm Editor.....Harold Alberghini

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Lewiston-Auburn Bcstg.
 Corp.

Business-Studio Address..... 129 Lisbon St.
 Phone Number..... 4-5401
 Transmitter Location..... Auburn
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Everett-McKinney,
 Kettell-Carter

President, Station Mgr..... Elden H. Shute, Jr.
 General Mgr.-Treas..... Frank S. Hoy
 Comm., Sales Prom. Mgr. ... Gerald T. Higgins
 Production Director..... Norman McKirstry
 Chief Engineer..... Leslie R. Hall

W G A N

PORTLAND—1938—CBS-NERN

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.. Guy Gannett Bcstg. Services

Business-Studio Address..... 390 Congress St.,
 Phone Number..... 2-7423
 Transmitter Location..... Riverton
 Air Time..... 6 a.m.-12:05 a.m.
 News Service..... UP
 Representative..... Avery-Knode
 President..... Guy P. Gannett
 General Manager..... Creighton E. Gatchell
 Commercial Manager..... Richard E. Bates
 Pgm., Pub. Dir. Francis H. Farnum, Jr.
 Chief Engineer..... Roger W. Hodgkins
 Consulting Engineer. Craven, Lohnes & Culver

W P O R

PORTLAND—1946—ABC-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Oliver Bcstg. Corp.
 Business-Studio Address..... 477 Congress St.
 Phone Number..... 3-8111
 Transmitter Location..... 57 Baxter Blvd.
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Everett-McKinney
 Louis J. Borgatti

Pres., Sta., Gen. Mgr. Harold H. Meyer
 Commercial Manager..... William J. Mullen
 Sales Prom. Mgr..... Marguerite E. Phillips



AMERICAN BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

*Portland's
 favorite
 station—*

ASK ANYONE!

REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT

MAINE-MARYLAND

Pgm., Prod. Dir. Raymond Mercier
 Chief Anncr., News Dir. S. Blake Ellis
 Chief Engineer Roger L. Pery
 Consulting Engineer E. C. Page

W C S H PORTLAND—1925 NBC-NERN-ME.

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Congress Square Hotel Co.
 Business-Studio Address 157 High St.
 Phone Number 2-0181
 Transmitter Location Scarboro
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 General Manager William H. Rines
 Asst. Station Manager Linwood T. Pitman
 Commercial Manager Albert W. Smith
 Program Director Arthur Owens
 Production Director P. N. Johnson
 Chief Engineer Daniel B. Smith
 News Director C. Thomas Wade

W A G M PRESQUE ISLE—1931—MBS YANKEE—ME.B.S.

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Aroostook Bcstg. Corp.
 Business-Studio Address 180 W. State St.
 Phone Number 8821
 Transmitter Location U. S. Route 1
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Commercial Manager Forrest Craig
 Prod. Pgm. Dir. Richard B. Marshall
 Chief Engineer Lester E. Hughes

W T V L WATERVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kennebec Bcstg. Co.
 Business-Studio Address 36 Silver St.
 Phone Number 2700-1
 Transmitter Location Winslow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney, Kettell-Carter
 Membership NARTB, BAB
 Pres., Gen. Station Mgr. Carleton D. Brown
 Commercial Manager Harold I. Vigue
 Sales Prom. Mgr., Pub., New Dir. Al Martin
 Pgm., Music Dir. Paul Huber
 Chief Engineer Don Sutherland
 Consulting Engineer Gordon Keyworth

MARYLAND

*Pop. April 1, 1952 (Est.) 2,430,000—Total Housing Units 691,322
 Families April 1, 1952 (Est.) 636,000—Stations in State 23*

W A N N ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Annapolis Bcstg. Corp.
 Business-Studio Address 25 School St.,
 P. O. Box 749
 Phone Number Annapolis 2500
 Transmitter Location Bay Ridge Rd.
 Air Time Local sunrise-local sunset
 News Service UP
 President, General Mgr. Morris H. Blum
 Chief Engineer Arthur P. Dietz

W A S L ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Chesapeake Radio Corp.
 Business Address P. O. Box 508
 Phone Number 9211

Transmitter-Studio Location Truxton Hgts.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Robert L. Blalock
 Commercial Manager Patrick W. Larkin
 Program Director M. E. Blalock
 Chief Engineer Stanley C. Leck

W N A V ANNAPOLIS—1949—LIBERTY

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By . . . The Capital Bdcstg. Co.
 Trans. Loca. Add. P. O. Box 829, Admiral Hgts.
 Phone Number 2639
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative McGillvra, Inc.
 President Albert H. MacCarthy
 Sta., Gen. Mgr. H. Philip Nesbitt
 Commercial Manager Robert C. Bicker

38,000 Square Miles! 496,810 Radio Families!

You Get MORE

COVERAGE

When You Buy

**Radio
Baltimore**

WBAL

**50,000 Watts
NBC in Maryland**

Nationally Represented by EDWARD PETRY & CO., Inc.

MARYLAND

Sales Promotion Manager....Herb Robinson
Pgm., Prod. Director.....Mary Lane
Chief Engineer.....H. P. Nesbitt
Consulting Engineer.....Glenn Gilett

W B A L

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....2610 North Charles St.
Phone Number.....Hopkins 3000
Trans. Loca.....Winans Rd., Randallstown
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Associated
Representative.....Edward Petry & Co., Inc.
President.....Charles B. McCabe
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering).....John Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ.....Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....William N. Rock
Local Sales Manager.....J. M. Kennedy
News, Pub. Mgr.....Thomas J. White, Jr.
Chief Announcer.....Walter Linthicum
Dir. Women's Pgms.....Mollie Martin
Chief Engineer.....William C. Bareham
Consulting Engineer.....A. Earl Cullum

W B M D

BALTIMORE—1947—LBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone Number.....Mulberry 7095
Transmitter Location.....2901 Moravia Rd.
News Service.....AP
Representative.....Joseph Hershey McGillvra
President.....George E. Hull
Gen., Comm. Mgr.....H. Shelton Earp, Jr.
Program Director.....Tom O'Connor
Chief Engineer.....Russell H. Morgan

W C A O

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address.....1102 N. Charles St.
Phone Number.....Mulberry 0600-1-2-3-4
Transmitter Location.....Park Hqts. Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Chge. Nat'l. Sales.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones
Consulting Engineer.....George C. Dimes

W C B M

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address...Harford & North Aves.
Phone Number.....Belmont 8400
Transmitter Location.....Painters Mill Rd.,
Owings Mills
News Service.....AP, INS
Representative.....Taylor
President, Comm. Manager.....John Elmer
Gen. Mgr., Pgm., News Dir.....G. H. Roeder
Chief Engineer.....G. Porter Houston

W F B R

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address.....10 E. No. Ave.
Phone Number.....Mulberry 1300
Transmitter Location.....701 Waterview Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World
Representative.....John Blair & Co.
President.....Robert S. Maslin
V.P., Gen. Mgr.....John E. Surrick
V.P., & Treasurer.....J. H. L. Trautfelter
V.P. Charge of Adv.....Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr.....Wm. S. Pirie, Jr.
Sales Promotion Manager...William B. Roche
Special Events Dir.....Bert Hamauer
Chief Engineer.....William Q. Ranft

W S I D

BALTIMORE—1948

Frequency 1010. Kc.....Power: 1000 Watts.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address...109 W. Baltimore St.
Phone Number.....Saratoga 8250
Transmitter Location.....Essex
Air Time.....Sunrise-sunset
President.....Richard Eaton
General Manager.....Albert R. Lanphear
Promotion Mgr.....Helen Wherley
Chief Engineer.....Leroy Reckling

W W I N

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....5740 Reistertown Rd.
Phone Number.....Mohawk 4400
Transmitter Location.....300 President St.
Air Time.....24 Hrs.
News Service.....AP
Transcription Service.....Associated
Representative.....Indie Sales
Pres., Gen. Mgr.....Thomas F. McNulty
Sales Prom. Mgr.....Bentley Stecher

... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH



ask your Forjoe man to prove it!

MARYLAND

Program Director.....Lenore Feldman
 Chief Announcer.....Chester Kiser
 Chief Engineer.....Harold A. Kemp
 Consulting Engineer...Craven, Lohnes & Culver

WITH BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Bcstg. Corp.
 Business-Studio Address...7 E. Lexington St.
 Phone Number.....Lexington 7808
 Transmitter Location.....1230 Curtain Ave.
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Dir.....Nedra Jeanne Berryman
 Publicity Director.....Mae Hughes
 Musical Director.....Anna Ray Suter
 Chief Engineer.....James S. Duff
 Consulting Engineer.....Jansky & Bailey

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Broadcast Management, Inc.
 Business-Studio Address.....1348 You St.,
 Wash., D. C.
 Phone Number.....Hobart 1233
 Transmitter Location.....Bethesda
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 Membership.....NARTB
 Pres., Gen. Mgr.....Harold F. Sheffers
 Sta. Mgr., Pgm. Dir.....Carl Robinson
 Chief Engineer.....Richard Reagan

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....The Shore Bcstg Co.
 Bus.-Studio Address.....P. O. Box 333
 Transmitter Location.....N. E. Corner Bay
 St. & Queen Ann Ave.
 News Service.....AP
 Transcription Service.....World
 President.....John W. Downing
 Gen., Comm., Prom. Mgr.....Norman V. Bergholm
 Chief Ann., Pgm. Dir.....Edward H. Brigham
 Chief Engineer.....Jerrold P. Merrit

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Tower Realty Co.
 Address.....P. O. Box 360
 Phone Number.....5400-1

Transmitter Loc.....Williams Rd., E. City Line
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Meekcr
 President.....Karl F. Steinmann
 Station Manager.....M. Campbell, Jr.
 Commercial Manager.....Roy S. Knotts
 Sales Prom. Mgr.....Eldred Steinman
 News Director.....William Criswell
 Chief Engineer...William Paul Clendenning

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Radio Corp.
 Business-Studio Address.....Commercial Bank
 Bldg.
 Phone Number.....299
 Transmitter Location.....Cumberland
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham
 Pres., Gen., Sta. Mgr.....Charles E. Smith
 Comm., Sales, Prom. Mgr.....Henry J. Guzik
 Pgm., Prod. Dir.....Michael Hurst
 Pub., News Dir.....Robert Rosamond
 Chief Anncr., Music Dir.....Jack Gale
 Chief Engineer.....John Ridgway

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Md. Bcstng.
 Trans. Loca. Add.....450 Byrd Avenue
 Phone Number.....5001
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative...Radio Representatives, Inc.
 President.....Richard A. Raese
 V.P.-Gen., Sta. Mgr.....Dan Hydrick, Jr.
 Commercial Manager.....Floyd V. Cozad
 Sales Prom. Mgr.....Curry M. Bartlett
 Program, News Dir.....Robert Calvert
 Publicity Director.....Ed Meyer
 Production Mgr.....James M. Martinson
 Chief Engineer.....George Sokol, Jr.

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...Monocacy Bcstg. Co.
 Business-Studio Address.....Winchester Hall
 Phone Number.....1626
 Air Time.....5 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 President.....Laurence Leonard
 General Manager.....Alan W. Long
 Program Director.....Evelyn Leonard

MARYLAND

W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By United Bcstg. Co., Inc.
Business-Studio Address 128 S. Prospect St.
Phone Number 4500
Transmitter Location Commonwealth Rd.
Air Time 6 a.m.-M.
News Service AP
Membership NARTB
President Richard Eaton
Managing Director Albert R. Lanphear
General Manager Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor Hunter Reams
Publicity Director Lynn Keller
Chief Engineer G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS-ABC

Frequency: 1249 Kc. Power: 250 Watts
Owned-Oper. By Hagerstown Bcstg. Co., Inc.
Business-Studio Address Franklin Court
Phone Number 2323
Transmitter Location Carroll Heights
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Walker
Membership NARTB, BAB

Pres., Gen. Mgr. Grover C. Crilley
Sta., Prom., Mgr. William H. Paulsgrove
Commercial Mgr. Clarence Myers
Pgm., Prod. Dir. Robert Leshar
Publicity Director Marle Whitecraft
Musical Director Patsy Miller
Chief Anncr., News Dir. D. Glenn Thomas
Chief Engineer George McIntire
Consulting Engineer Kear & Kennedy

W A S A

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By Chesapeake Bcstg. Corp.
Address P. O. Box 97
Transmitter Address Bel Air Rd.
Phone Number 800
Air Time Local sunrise-local sunset
News Service UP
Transcription Service World
Representative Schepp-Reiner
President, General-Station Mgr. Jason T. Pate
Comm.-Sales Prom. Mgr. Charles W. Irwin
Mus., Pgm., Prod., Pub. Dir. W. E. Baekey, Jr.
Chief Engineer Charles E. Veazie

W I N X

ROCKVILLE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By United Bcstg. Co.

AP SELLS

For Stations and Sponsors

For instance . . . WITH

"We have 160 AP newscasts sponsored weekly. Since WITH was established 10 years ago, we have used Associated Press news continuously, most of the time exclusively. Our AP membership has been a great satisfaction to us. Our AP service has produced two important results . . . satisfied sponsors . . . and a great deal of station revenue."

THOMAS TINSLEY,
President,
WITH, Baltimore, Maryland

MARYLAND-MASS.

Address.....Route 240, Rockville
 Phone Number.....Rockville 4359
 Transmitter Location.....Rockville
 Air Time.....Sunrise-Sunset
 News Service.....UP
 President.....Richard Eaton
 General Manager.....Richard C. Scheele
 Promotion Manager.....Phyllis Johnson
 Chief Engineer.....Arthur A. Snowberger

W B O C

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By...The Peninsula Bcstg. Co.
 Bus.-Studio-Transmitter Address...Radio Park
 Phone Number.....6131
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service...World, Lang-Worth
 Representative.....Burn-Smith
 President.....John W. Downing
 Gen., Sta., Comm. Mgr.....Charles J. T-uitt

Program Director.....John W. Downing, Jr.
 Chief Engineer.....Jack W. Ward
 Consulting Engineer.....A. D. Ring

W G A Y

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Oper. By...Tri-Suburban Bcstg. Corp.
 Business Address.....11306 Kemp Mill Rd.
 Phone Number.....Shep. 1050
 Studio-Transmitter Location...Kemp Mill Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....McGillvra
 Membership.....NARTB, BAB
 President.....John W. Kluge
 Gen.-Sta. Mgr.....Joseph L. Brachuer
 Comm., Sis., Prom. Mgr.....James E. Crismond
 Prod., Pub., Pgm. Dir.....Ernest Tannen
 Musical Director.....J. Robert Herr
 Chief Engineer.....Arthur McDougall

MASSACHUSETTS

Pop. April 1, 1952 (Est.) 4,850,000—Total Housing Units 1,408,797

Families April 1, 1952 (Est.) 1,308,000—Stations in State 50

W A R A

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Attleboro Radio Assn.
 Address.....Bronson Bldg.
 Phone Number.....1320
 Representative.....Bannan
 Transcription Service.....Thesaurus
 News Service.....UP
 Membership.....NARTB, BAB
 General Manager.....J. Ottmar
 President.....Howard H. Sweet
 Station Manager.....Keith S. Field
 Commercial Mgr.....William A. Dawson, Jr.
 Program Director.....David P. Mohr
 Chief Engineer.....Kenneth J. Dolan
 News Director.....William J. Torpey
 Consulting Engineer.....Gillett

Phone Number.....ALgonquin 4-5670
 Transmitter Location.....WBZ, Hull, Mass.;
 WBZA, East Springfield, Mass.
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Free & Peters
 President.....Walter Evans
 Station Manager.....W. C. Swartley
 Sales Manager.....C. M. Meehan
 Promotion Manager.....John Stilli
 Program Manager.....Avner Rakov
 Chief Engineer.....WBZ, W. H. Hauser;
 WBZA, Harold Randol

W C O P

BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By.....T. B. Balser, Jr., A. G.
 Beeman, Roy V. Whisnand (partners)
 Business-Studio Address.....485 Boylston St.
 Phone Number.....COpley 7-0123
 Transmitter Location.....Lexington
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, INS
 General Manager.....Roy V. Whisnand
 Commercial Manager.....A. N. Armstrong
 Program Director.....Irvin E. Dierdorff, Jr.
 News Director.....Jack Chase
 Chief Engineer.....Roland C. Hale

W B Z - W B Z A

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000
 Watts; WBZA, 1000 Watts
 Owned-Oper. By...Westinghouse Radio Sta-
 tions, Inc. (Synchronous Operation)
 Business-Studio Add...1170 Soldiers Field Rd.

GO YANKEE!

GO HOME-TOWN!

IN NEW ENGLAND

YANKEE HOME TOWN FOOD SHOW

with

Ruth Mugglebee

Woman's Editor Boston Record American and Sunday Advertiser

Bill Hahn

Yankee Radio and TV Personality

Monday thru Friday 1:15-1:45 P.M.

The fastest comer in New England food shows. In a year's time it equalled any similar program in participations of national advertisers. Renewals prove how effective it is. With this program beamed through the home-town station you can reach all of the home-town audience all over New England.

YANKEE NETWORK NEWS SERVICE

8 A.M. — 9 A.M. — 1 P.M. — 6 P.M. — 11 P.M.

Participations in the news is another way to get your broadcast *inside* each local area — gain extra local impact by going directly from home-town station to home-town audience. National advertisers have used the Yankee Network News Service for many years to go home-town in New England.

**Ask the Man from
H-R Representatives, Inc.**

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

MASSACHUSETTS

W E E I

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone Number.....HUBbard 2-2323
Transmitter Location.....Mystic Valley Pkway.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....CBS Radio Spot Sales
General Manager.....Harvey J. Struthers
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Arthur C. King
Publicity Director.....Marie H. Houlahan
News Director.....Charles J. Ashley
Chief Engineer.....Harold A. Dorschug

W H E E

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....35 Court St.
Transmitter Location.....Medford
Air Time.....Sunrise-sunset
News Service.....UP
President.....Jack M. Berkman

Gen., Sta. Mgr.....Lambert B. Beeuwkes
Program Director.....William Stewart
Production Director.....Al Burns
Publicity Director.....Polly Haddad
News Director.....Steve James
Chief Engineer.....Donald Snider
Consulting Engineer.....George C. Davis

W M E X

BOSTON—1934—LBS

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address.....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St.,
Quincy
Air Time.....7:15 a.m.-M.
News Service.....INS
Transcription Service.....Lang-Worth
President, Prod., News Dir.....John E. Reilly
General, Station Manager.....William S. Pote
Consulting Engineer.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....Marie Mason
Publicity Director.....Mary Saunders
Program Director.....George Kaplan
Chief Announcer.....Joseph Grant
Musical Director.....John Kiley
Chief Engineer.....John Memishian
Farm Editors.....Stephen Follet, John Neville

The most popular show in Boston

COUNTRY STYLE WESTERN TUNES

(8:15 to 11:00 a.m. Monday thru Friday)

W M E X

Boston, Mass.

5,000 WATTS

MEMBER: LIBERTY BROADCASTING SYSTEM

MASSACHUSETTS

W N A C

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By Thomas S. Lee Enterprises
Bus-Studio Address 21 Brookline Ave.
Phone Number Commonwealth 6-0800
Transmitter Location N. Quincy
News Service Reuters
Transcription Service Associated
Representative H.R. Reps.
Exec. V.P., Chg. Sales Linus Travers

W H D H

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By Matheson Radio Co.
Bus-Studio Address 6 St. James Ave.
Phone Number Hancock 6-5500
Transmitter Location Needham
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative John Blair
Membership NARTB, BAB
President Robert B. Choate
Managing Director William B. McGrath
Commercial Manager Arthur T. Brush
Program Director George M. Perkins
Production Director George M. Watson, Jr.
Publicity Director William E. Shea
Chief Engineer Philip K. Baldwin
News Director John Day
Consulting Engineer A. Earl Cullum

W O R L

BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By Pilgrim Bcstg. Co.
Address 92 State St.
Phone Number Lafayette 3-4000
Air Time Sunrise-Sunset
News Service AP
Representative Bolling Co.
President Joseph A. Dum
Gen., Sta., Comm. Mgr. Arthur E. Hcley
Program Director Norm Prescott
Promotion Manager Robert Cabitt
Chief Engineer John Parker
News Director Richard D. Jordan

W V O M

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By The Boston Bcstg. Corp.
Address 1 Harvard Street
Phone Number Beacon 2-5640
Representative McGillvra
News Service UP
General Manager Benjamin Bartzoff
Commercial Manager Ken Strong

Chief Announcer William Harrington
Chief Engineer Jerome Bartzoff

W B E T

BROCKTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By Enterprise Publishing Co.
Business-Studio Address 60 Main St.
Phone Number Brockton 7062
Transmitter Location Cor. West & Belmont Sts.
News Service AP
Transcription Service Thesaurus, SESAC,
Representative Bannan, Colton
Membership NARTB, BAB
Station Mgr. Charles A. Fuller
Commercial Mgr. Earle G. Clement
Program Director Kenneth A. Wheeler

W T A O

CAMBRIDGE—1947

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Middlesex Bcstg. Corp.
Address 439 Concord Ave.
Phone Number Eliot 4-0500
News Service AP
Representative Indie Sales
President Frank J. Lyman, Jr.
General Manager F. C. Bailey
Program Dir. Edward Penney
Chief Engineer Arthur W. Richardson

W A C E

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Regional Bcstg. Co.
Business Address Bridgeway Hotel
Phone Number Springfield 6-1323
Air Time Sunrise-sunset
News Service AP
Representative Indie Sales
Membership NARTB, BAB
President David Hayes
Sta., Comm., Gen. Mgr. Ralph J. Robinson
Program Dir. Charles J. O'Malley
Chief Engineer Richard Glinka

W A L E

FALL RIVER—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Narragansett Bcstg. Co.
Address 374 Central St.
Phone Number 4-1400
News Service UP
Representative Walker
Managing Director George L. Sisson, Jr.

W S A R

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By Fall River Bcstg. Co., Inc.

MASSACHUSETTS

Business-Studio Address.....102 So. Main St.
 Phone Number7-9477-8
 Transmitter LocationSo. Somerset
 Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative..Headley-Reed, Bertha Bannan
 MembershipNARTB, BAB
 Treas., Gen. Mgr.Melvin Lahr
 Commercial ManagerNeil Sullivan
 Publicity DirectorJohn Crowley
 Program Dir.....Angus Bailey
 Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS

Frequency: 1340 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WEIM, Fitchburg, Inc.
 Business-Studio Address.....717 Main St.
 Phone Number3-3766
 Transmitter Location.....Alpine Hill Rd.
 Air TimeUnlimited
 News ServiceAP
 RepresentativeKettell-Carter, Walker
 MembershipNARTB, BAB
 President.....Henry G. Molina, Jr.
 General Manager.....Lew Sargent
 Commercial Mgr.....James W. Chalmers

Program Dir.....David Rodman
 News Director.....Leslie Levinson
 Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wachusett Bcstg. Co.
 Address.....455 Main St.
 Phone Number3-4897
 RepresentativeDevney
 News ServiceINS
 MembershipNARTB, BAB
 Pres., Gen. Comm. Mgr.....Ansel E. Gridley
 Program DirectorJohn Wisley
 Chief Engineer.....Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Suburban Bcstg. Co.
 Business-Studio Address....Smith Bldg., Irving
 Square
 Phone Number.....Framingham 7409
 Transmitter Location.....Mt. Wayte Ave.
 News ServiceUP
 RepresentativeKettell-Carter

AP SELLS

For Stations and Sponsors ---

For instance . . . WEIM

“AP is without question our Number One revenue getter! WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg’s five banks for us—a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, ‘As a merchandising vehicle, AP news is second to none.’”

HENRY G. MOLINA, JR.,
 President,
 WEIM, Fitchburg, Massachusetts

MASSACHUSETTS

Gen., Prom. Manager.....Richard E. Adams
Commercial Manager ..James H. Shoemaker
News Director ..James H. Robbins
Chief Engineer ..Francis Bartol

W H O B

GARDNER—1946—GRANITE STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Granite State
Business Number.....Green St., Gardner
Phone Number ..1490
Representative ..Bolling Co.
President.....W. J. Barkley
Commercial Manager.....Robert A. Brennan
Program Director.....Arthur E. Vaughn
Chief Engineer.....John LaBonte

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number ..4301-2
Transmitter Location.....Woodard Rd.
Air Time.....6 a.m.-11:30 p.m.
News Service ..AP
Transcription Service...Thesaurus, Associated.
World

Representative.....Bertha Bannan, Walker
Membership ..NARTB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Promotion Manager.....Thomas J. Kelly
Pgm. Dir., Chief Annr.....Ira I. Hewey
Pub., Music Dir.....C. D. Prentice, Jr.
News Director ..Graydon H. Spragg
Chief Engineer.....Leland F. Wheeler

W H A V

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number ..4-4733
Transmitter Location...110 Observatory Ave.
News Service ..AP
Representative ..Kettell-Carter
President.....John T. Russ
Gen., Comm. Mgr.....Robert I. Kimel
Program Director.....Kenneth Ash
Chief Engineer.....Paul A. Hurd

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By ..Hamden—Hamshire Corp.
Address ..180 High St.
Phone Number ..Holyoke 8238
Transmitter Location ..West Holyoke
News Service ..UP
Transcription Service ..Lang-Worth

Representative ..Walker Co. & Bertha Bannan
Membership ..NARTB, BAB
Sta., Gen. Mgr.....Charles N. DeRose
Commercial Manager ..Patrick J. Montague
Program Director ..John Vondell
Chief Operator.....Alexander Paley
Consulting Engineer.....Kear & Kennedy

W R E B

HOLYOKE—1950

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcastg. Corp.
Address ..323 High St.
Phone Number ..2-3296
Transcription Service ..Associated
News Service ..AP
Representative ..Lionel Colton
President.....Sigward Holmes
Gen., Sta., Comm. Mgr.....W. W. Robinson
Pgm. Dir., Chief Annr.....F. J. Hamel
News Director.....Francis Shea
Chief Engineer.....Ralph Benedict
Consulting Engineer.....A. D. Ring

W C C M

LAWRENCE—1947

Frequency: 800 Kc.Power: 1000 Watts d.
Owned-Oper. By ..Lawrence Bdcstg. Co.
Address ..54 Essex Street
Phone Number ..Lawrence 37171, Lowell 6359
Transmitter Location ..Andover
Air Time ..Sunrise-Sunset
News Service ..AP
Representative ..Bannan, Indie Sales
Membership ..NARTB, BAB
Pres., Gen. Mgr.....Geo. H. Jaspert
Production Director.....Nicholas P. Caruso
Chief Announcer ..Ernest H. Labranche
Prom. Mgr., Pub., News Dir.....W. F. Mitten
Chief Engineer ..Geo. H. Jaspert

W L A W

LAWRENCE—1937—ABC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business-Studio Address.....278 Essex St.
Phone Number.....Lawrence 2107
Transmitter Location ..Burlington
Air Time ..6 a.m.-12:05 a.m.
News Service ..UP
Transcription Service ..World
Representative ..Weed
Membership ..NARTB, BAB
President.....Irving E. Rogers
Gen., Sta. Mgr.....William A. Ripley
Commercial Manager.....Nona Kirby
Program Dir.....Richard T. Hickox
Production Director.....Hugh H. Sharpe III
Publicity Director.....Fred A. Sullivan
Chief Engineer.....George A. Hinckley
Consulting Engineer.....George C. Davis

MASSACHUSETTS

WCAP

LOWELL—1951

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Northeast Radio Inc.
Address 24 Central St.
Phone Number 4-0404
News Service UP
Pres., Gen. Mgr. Israel Cohen
Commercial Manager Gerald F. Cronin
Program Director Milton B. Kaye
News Director Joseph S. Davis
Chief Engineer Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Merrimac Bdcstg. Co.
Trans. Address 39 Kearney Square (Lowell)
Cregg Bldg. (Lawrence)
Phone Number 8715, Lawrence 2-2148
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Associated
Representative Haskell Bloomberg
President Gerald Harrison
V. P. Carl S. Wheeler
Sta. Mgr. Dana W. Fitzgerald
Commercial Manager Haskell Bloomberg
Chief Engineer Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By Puritan Bcst. Service, Inc.
Business-Studio Address 7 Willow St.
Phone Number LY. 5-8200
Transmitter Location Heath's Court
Air Time 6:45 a.m.-Sunset
News Service UP
Pres., Gen. Mgr. Theodore Feinstein
Station Manager Winslow Bettinson
Commercial Mgr. Leonard Meyers
Program Director Winslow Bettinson
Publicity Director Milt Jaffee
Chief Engineer John W. Parker

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By Bay State Bcstg. Co.
Address Pope's Island
Phone Number 3-1767
News Service UP
President Joseph P. Duchaine
General Manager Otto F. A. Arnold
Commercial Manager O. S. Perry
Pgm., Farm Dir. Emmett Hearn
Chief Engineer Harold H. Hoover, Jr.

WNBH

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By E. Anthony & Sons, Inc.
Business-Studio Address 432 County Sts.
Phone Number 8-5228
Transmitter Location Fairhaven
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service World
Representative Walker Co., Bertha Bannan
Vice-President Basil Brewer
Station Manager Paul Perreault
Comm., Sales Prom. Mgr. David Shurtleff
Program Director Edward Boghosian
Chief Engineer Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address 466 Curran
Phone Number 1230
News Service AP
Transcription Service World
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. J. Gordon Keyworth
Program Manager Benjamin A. Hubley
Chief Technician William B. Dalley

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By Courtlandt Nicoll
Address 20 State Street
Phone Number 860
Transmitter Location Curran Highway
News Service UP
Transcription Service Associated
Pres., Gen. Mgr. Courtlandt Nicoll
Commercial Manager Richard Woodies
Program Director Tom Varnum
Chief Engineer Gerald O'Grady

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Pioneer Valley Bcstg. Co.
Address 78 Main St.
Transcription Service Standard
President John H. Williams
Gen., Comm. Mgr. Alexander W. Milne

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Western Mass. Bcstg. Co.
Business-Studio Address 30 Eagle St.
Phone Number 8292-3

MASSACHUSETTS

Transmitter Location.....30 Eagle St.
 Air Time.....6:45 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Everett-McKinney, Kettell-Carter
 Membership.....NARTB, BAB
 President.....L. K. Miller
 Gen., Sta., Comm.....W. Wendell Budrow
 Pgm., Prod. Dir.....Harry Brown
 Chief Announcer.....Dana Jones
 Chief Engineer.....Wallon Ayer
 Pgm., Prod., Pub. Dir.....Robert Henabery
 Consulting Engineer.....Paul Godley

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Greylock Bcstg. Co.
 Business-Studio Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Air Time.....6:40 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Walker, Morgatti
 Membership.....NARTB, BAB
 President.....Leon Podolsky
 Sta., Gen. Mgr.....John T. Parsons
 Commercial Manager.....Walter Kearsley
 Sales Promotion Manager.....Larry Vaber
 Mus., Pub., Pgm. Dir.....Richard Bolender
 Production Director.....Ted Holmes
 Chief Engineer.....Leonard Lavendol
 Consulting Engineer.....I. C. McNary

W J D A

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....South Shore Bcstg. Co., Inc.
 Business-Studio Address.....29 Brackett St.
 Phone Number.....Mayflower 9-1300
 News Service.....AP
 Transcription Service.....World
 Pres., Sta. Mgr., Pgm. Dir.....Joseph H. Tobin
 Comm., Sales Prom. Mgr., Chief Engineer.....James D. Asher
 News Director.....Bill Edwards

W E S X

SALEM—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....North Shore Bcstg. Co.
 Business-Studio Address.....49 Washington St.
 Phone Number.....5670
 Transmitter.....Naugus Head, Marblehead
 President.....Joseph H. Tobin
 Gen., Prom., Comm. Mgr.....William C. Asher
 Program Director.....Henry Forbes

W B Z A - W B Z

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN

(See Boston Listing)

W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Business-Studio Address.....101 West St.
 Phone Number.....Springfield 7-1414
 Transmitter Location.....101 West St.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Gerald Harrison
 Sales Prom., Sta. Mgr.....Robert Donahue
 Commercial Manager.....Robert Feldman
 Program Director.....Turner Cooke
 Publicity Director.....Paul Peltier
 Chief Engineer.....John Michnovex

W J K O

SPRINGFIELD—1949

Frequency: 1600 Kc.....5 KW d.
 Owned-Oper. By.....Springfield Bdcstg. Co.
 Address.....137 State St.
 Phone Number.....2-7487
 Trans. Loca.No. Main St., E. Longmeadow
 Air Time.....Unlimited
 News Service.....UP
 Representative.....The Bolling Co.
 Gen. Mgr., Pgm. Dir.....C. M. Manitsas
 Comm. Mgr., Chief Engr.....E. G. Hewinson, Sr.
 Sales Prom. Mgr.....William Heron
 Publicity Director.....Paul Rogers
 Production Director.....Don Thomas
 Consulting Engineer.....Foss & Co.

W S P R

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSPR, Inc.
 Business.....63 Chestnut St.
 Phone Number.....6-2757
 Transmitter Location.....W. Springfield
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Alan C. Tindal
 Commercial Manager.....J. H. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir.....Howard S. Keefe
 Program Director.....Wayne H. Latham
 Chief Engineer.....George Townsend

MASSACHUSETTS

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Phone Number 9-4768
 Air Time 6:40 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Oper., Mgr., Chief Engr. J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 174 Broadway
 Phone Number 4-7528
 Transcription Service Lang-Worth
 News Service UP
 President J. Marshall McGregor
 General Manager James Milton Hammond
 Station Manager Joseph G. Quill
 Commercial Manager Edwin Stawniak
 Chief Engineer Owen Kelleher

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charles River Bcstg. Co.
 Business-Studio Address 4 Gordon St.
 Phone Number W 5-7080
 Transmitter Location South St.
 Air Time Daytime
 News Service UP
 Representative Bannan
 President Richard C. O'Hare
 General Manager Deuel Richardson
 Commercial Manager Theodore Jones
 Chief Engineer J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Donald W. Howe
 Business-Studio Address East St.
 Phone Number 1250
 Transmitter Location Coy's Hill, Warren
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Borgatti, Radio Reps.
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. Donald W. Howe
 Program Director Tom Colton
 News Director Loren C. Smith
 Chief Engineer Fred Joslin

WOCB

WEST YARMOUTH—1940

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Transmitter Address South Sea Ave.
 Phone Number Hyannis 502
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 Representative Walker, Bertha Bannan
 President Basil Brewer
 Gen., Sta. Mgr. Gerald L. Staten
 Sta., Prom. Mgr. Paul Stiles
 Program Director Joyce Johnson
 Chief Engineer Zigmund Grobowski

WAAB

WORCESTER—1931—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By The Olin Corp.
 Business-Studio Address 34 Mechanic St.
 Phone Number 2-5611
 Transmitter Location Holden
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. B. W. Olin, Jr.
 Comm., Sls. Prom. Mgr. George J. Kapel
 Pgm., Prod., Pub. Dir. Don Stevens
 Chief Engineer Felix Bonvouloir

WNEB

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Trans. Address Park Bldg., 507 Main St.
 Phone Number 6-4672
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Bolling
 President Paul C. Lytle
 Sta., Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 News Director Andrew F. Hickey
 Chief Engineer Vernon P. Wilson

WORC

WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Radio Worcester
 Business-Studio Address 65 Elm St.
 Phone Number 5-3101
 Transmitter Location Auburn
 Air Time 7 a.m.-M.
 News Service AP
 Representative Headley-Reed



**Multiply this
501,900 times**

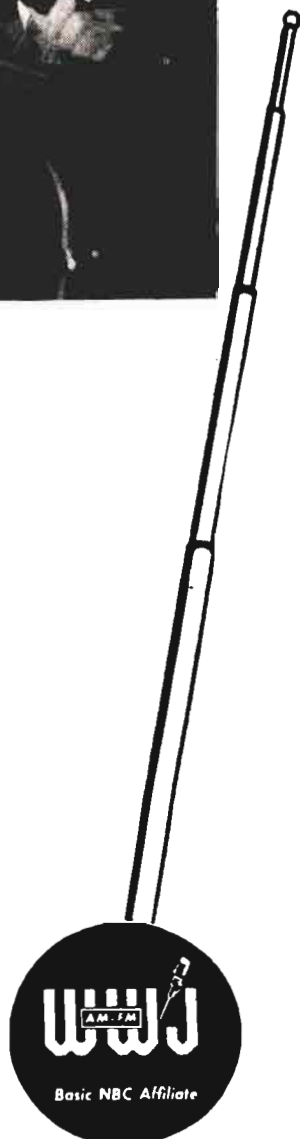
Detroiters are as accessible to advertisers in their cars as they are in their homes . . . through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio *ONLY* homes—and you'll realize why WWJ sells so effectively. And so economically, also . . . because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.

FIRST IN DETROIT *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY** 

Associate Television Station **WWJ-TV**



**AM—550 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—57.1 MEGACYCLES**

MASS. - MICH.

President..... C. George Taylor
 Gen., Sta. Mgr..... Kenneth B. Murray
 Pgm. Dir., Chief Annr..... W. W. Pierce, III
 Chief Engineer..... Carroll Philbrook

W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By..... WTAG, Inc.
 Business-Studio Address..... 18 Franklin St.
 Phone Number..... 5-4321
 Transmitter Location..... Shrewsbury St., Holden

Air Time..... 6 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service..... World, Associated
 Representative..... Paul H. Raymer
 Membership..... NARTB, BAB
 Vice-Pres., Gen. Mgr..... Robert W. Booth
 Station Manager..... Herbert L. Krueger
 Commercial Manager..... Robert J. Brown
 Sales Promotion Manager... Edwin W. Quinn
 Prod., Pgm. Dir..... A. J. Brissette
 Publicity Director..... A. C. Fuller
 Chief Engineer..... E. A. Browning

MICHIGAN

*Pop. April 1, 1952 (Est.) 6,590,000—Total Housing Units 1,979,994
 Families April 1, 1952 (Est.) 1,825,000—Stations in State 67*

W A B J

ADRIAN—1946

Frequency: 1500 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... James Gerity, Jr.
 Address..... Treat Rd.
 Phone Number..... 9000
 Transmitter Location..... Treat Rd.
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Hal Holman Co.
 Membership..... NARTB, BAB
 Owner..... James Gerity, Jr.
 General Manager..... O. Wm. Myers
 Commercial Manager..... Harley West, Jr.
 News, Pgm. Dir..... Larry Payne
 Chief Announcer..... Phil Sanford
 Chief Engineer..... Elwood Brown
 Consulting Engineer..... Earl Cullum

Business Address..... Alpena
 Phone Number..... 1049
 Studio-Transmitter Location..... M-32 West
 Air Time..... 7 a.m.-11 p.m.
 News Service..... AP
 Representative..... Hal Holman
 President..... Les Biederman
 General Manager..... Drew McClay
 Chief Engineer..... William Kiker

W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Huron Valley Bcstrs., Inc.
 Business Address..... Box 608
 Phone Number..... 2-4573
 Studio-Trans. Location..... 4230 Packard Rd.
 News Service..... AP
 Transcription Service..... World
 Representative..... Walker
 President..... J. F. Hopkins
 General Manager..... Steve Filipiak
 Program Dir..... Cecelia Ward
 Chief Engineer..... James Allen

W F Y C

ALMA—1948

Frequency: 1280 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... WFYC, Inc.
 Address..... 408½ Gratiot Ave.
 Phone Number..... 95
 Trans. Loca..... 1 Mi. E. of City on U.S. 27
 News Service..... UP
 Trans. Service..... Lang-Worth, World
 President..... L. R. Kamperman
 General Manager..... Robert W. Cessna
 Program Director..... Bob Clayton
 News Director..... David Sommerville
 Chief Engineer..... Harold Frisbee

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Washtenaw Bcstg. Co.
 Bus.-Studio Address..... 3rd Floor, Hutzel Bldg.
 Phone Number..... 2-5517
 Transmitter Location..... 1795 So. Maple Rd.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... McGillvra
 President..... Arthur E. Greene
 General Manager..... Edward F. Baughn
 Commercial Manager..... Kenneth McDonald
 Program Director..... Pat Quinn
 Chief Engineer..... George D. Stearns

W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Midwestern Bcstg. Co.

MICHIGAN

W L E W

BAD AXE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Saginaw Bcstg. Co.
 Phone Number 1010
 Representative Headley-Reed
 Transcription Service Standard
 News Service AP
 President Milton L. Greenebaum
 Vice-President Jack Parker
 Commercial Manager Cliff Thomas
 Chief Engineer Meredith Koerner

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Michigan Bcstg. Co.
 Business-Studio Address 402 Security Natl.
 Bank Bldg.
 Phone Number 3-5555
 Transmitter Location Golden Ave.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus, World
 Representative Burn-Smith
 Pres., General Manager Robert H. Holmes
 Commercial Manager F. K. Doyle
 Program Director E. F. Cahill
 News Director Robt. Merklein
 Chief Engineer Raymond Roof

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Federated Publications, Inc.
 Bus.-Studio-Transmitter Address Michigan
 National Bank Bldg.
 Phone Number 5655
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative Bolling
 Membership NARTB, BAB
 General Manager Dan E. Jayne
 Commercial Manager E. P. Mills, Jr.
 Program Director Forrest F. Owen
 Chief Engineer Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Bay Bcstg. Co., Inc.
 Business-Studio Address Wenonah Hotel
 Phone Number 7551-2
 Transmitter Address Tuscola Rd., Hampton
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Harley D. Peet
 Gen.-Station-Comm. Mgr. Hugh A. Giesel

Program Director Charles E. Anthony
 News Director Frank J. Walsh
 Musical Director Lionel H. DeRemer
 Chief Engineer Ralph H. Carpenter
 Consulting Engineer Jansty & Bailey

W G R O

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Griner-Dillon Bcstg. Co.
 Trans. Address 4451 Wheeler Rd.
 Phone Number 3-1260
 Air Time Daytime
 News Service AP
 Representative Sears & Ayer
 Pres., Gen. Mgr. Gail D. Griner
 Comm., Sales Prom. Mgr. Edward T. Dillon
 Chief Engineer Floyd Woody

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.
 Phone Number 5-2113
 Transmitter Location Fairplain Ave.
 Air Time Sunrise-Sunset

W E L L

BATTLE CREEK

*Battle Creek's top-rated
station*

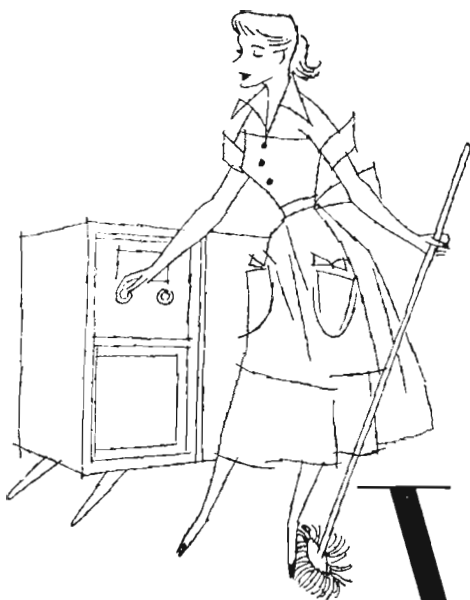
and the best buy
because . . .

- 26 years of making friends—
and sales
- Covers retail trading area of
198,299
- Affiliated with American Bcstg.
Company

Represented nationally by
THE BOLLING CO.

250W • 1400

WELL
WELL-FM



W

J

R

the
GREAT VOICE
of the
GREAT
LAKES



MICHIGAN

News Service AP
Transcription Service Lang-Worth, RCA, World
Representative Hal Holman
Membership NARTB, BAB
President Stanley R. Banyon
Gen., Sta. Mgr. J. P. Scherer
Commercial Manager Ted Vernasco
Sales Prom. Mgr. Dwight Edmunds
Program Director John Pershing Chase
Publicity Director Charles Hart
Production Director Cal Bollwinkel
Chief Engineer Munson Robinson
Consulting Engineer: Craven, Lohnes & Culver

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By ... Midwestern Bcstg. Co.
Business-Studio Address P.O. Box 219, Cadillac
Phone Number 1270
News Service AP
Transcription Service SESAC, KBS
Representative Hal Holman
Pres., Gen. Mgr. Les Biederman
Station Manager Art Nyhus
Commercial Manager M. L. Chandler
Chief Engineer Bill Kikel

WTVB

COLDWATER—1949—LBS

Frequency: 1590 Kc. **Power:** 1000 Watts
Owned-Oper. By ... Twin Valley Bcstrs, Inc.
Address Box 32
Phone Number 1230
Trans. Loca. 1½ Mi. So. on U.S. 27
Air Time 6 a.m.-9 p.m.
News Service AP
Trans. Service Associated, Cole
Representative McGillvra
President George Hosek
Gen., Station Manager E. Harold Munn, Jr.
Program Director Jack Douglas
Chief Engineer E. Harold Munn, Jr.

WKMH

DEARBORN—1946—LBS

Frequency: 1310 Kc. **Power** 5000 Watts d.
 1000 n.
Owned-Operated By WKMH, Inc.
Business-Studio Address WKMH Bldg.
Phone Number Logan 2-4000
Transmitter Willow Run Express Hway.
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
Pres., Sta., Gen. Mgr. Fred A. Knorr
Comm., Prom. Mgr. George M. Miller
Program Director Verna Borsadi
Production Director Clare Linn
Chief Engineer Jerrold Martin

News Director Dale Marr
Musical Director Albert Gross
Farm Editor Terry Washburn
Consulting Engineer Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc. **Power:** 50,000 Watts
Owned-Oper. By ... Western Ontario Bcstg. Co.,
 Ltd., Essex Bcstrs., Inc.
Business Address 3300 Guardian Bldg., Det.
Phone Number Woodward 1-7200
Studio Address Canada Trust Bldg., Windsor
Transmitter Location Harrow, Ont.
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Standard, World,
 Thesaurus
Representative All Canada Facilities,
 Adam J. Young, Jr.
Membership NARTB
President, General Mgr. J. E. Campeau
Sta. Mgr., Chief Engr. W. J. Carter
Commercial Manager E. Wilson Wardell
Sales Prom. Mgr. Art Gloster
Pgm., Prod. Dir. S. Campbell Ritchie
News Director Val Clare
Publicity Director Gene Saunders
Chief Announcer John Gordon
Musical Director Wally Townsend
Farm Editor Austin Grant

WJBK

DETROIT—1928

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Fort Industry Co.
Business-Studio Address 500 Temple Ave.
Phone Number TEmple 3-7900
Transmitter Location 15555 Woodrow Wilson
Air Time 24 Hours
News Service INS, UP
Representative Katz Agency
Membership NARTB
President George B. Storer
Exec. Vice-Pres. Richard E. Jones
Sales Manager Tom Harker
Program Director Richard Fischer
Publicity Director Patricia MacInnis
Chief Engineer Paul O. Frincke
Consulting Engineer Earl Cullum

WJLB

DETROIT—1926

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By ... Booth Radio & TV Stas.
Business Address David Broderick Tower
Phone Number Woodward 5-2000
Transmitter Location 375 Midland Ave.
News Service AP
Membership BAB
Representative Forjoe
Pres., Gen. Mgr. John L. Booth

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., Nat'l Rep. •

J. E. Campeau, President

• MUTUAL •

MICHIGAN

Commercial Manager.....Eric V. Hay
 Sales Prom. Mgr.....Edwin E. Nyy
 Program Director.....George Kendall
 Chief Announcer.....Richard Pavey
 Chief Engineer.....Edward H. Clark

W J R

DETROIT—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.
 AddressFisher Bldg.
 Phone NumberTrinity 5-4440
 Transmitter LocationTrenton
 Air Time24 Hours
 News ServiceAP, INS, UP
 Trans. ServiceThesaurus, World
 RepresentativePetry & Co.
 MembershipNARTB, BAB
 PresidentJohn F. Patt
 V.P., & Gen. Mgr.Worth Kramer
 Sales Service ManagerF. A. McPhillips
 Advt. & Pub. Rel. Dir.....James Quello
 Sales Manager.....Elmer O. Wayne
 Program DirectorFranklin Mitchell
 Production DirectorNorman White
 V.P. in charge of News.....George Cushing
 Chief Announcer.....Charles Park
 News EditorJack White
 Musical DirectorPaul LaVoie
 V.P. in chge of Engr.George Leydori
 Farm EditorMarshall Wells

(See Pages 276, 477)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. ByThe Evening News Assn.
 Address615 W. Lafayette
 Phone NumberWoodward 2-2000
 Trans. Loca.8 Mi. & Myers Rd.
 Air Time24 Hours
 News ServiceAP, UP
 Trans. Serv.Lang-Worth & Thesaurus
 Representative ...George P. Hollingberry Co.
 MembershipNARTB
 Director of RadioW. J. Scripps
 General Manager.....Edward Wheeler
 Station ManagerDon DeGroot
 General Program Mgr.M. C. Wissman
 General Engr. Mgr.E. J. Love
 Public Affairs ManagerJames Eberle
 Pgm. & Prod. Mgr.Charles Penman
 Publicity Manager.....Fran Harris
 Chief Engineer.....Carl Wesser
 Promotion Manager.....Jack Albert
 Program ManagerJohn Hill
 News EditorTom MacMahon
 Musical Director.....Mischa Kettler
 Farm EditorJohn Merrifield
 Sales ManagerWendell Parmelee
 Consulting Engineer.....William L. Foss

(See Page 474)

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....WVYZ, Inc.
 Business Address.....1700 Mutual Bldg.
 Phone NumberWoodward 3-8321
 Transmitter Location...Joy Rd. & Greenfield
 Air Time6:30 a.m.-1 a.m.
 News ServiceAP
 RepresentativeABC Spot Sales
 President.....James G. Riddell
 Commercial Manager.....Harold Christian
 Pub. Dir., Sales Prom. Mgr....William Morgan
 Program Director.....Jack McCarthy
 Chief EngineerCharles Kocher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delta Bcstg. Co.
 Business-Studio Address.....P. O. Box 419
 Phone Number3190-1
 Transmitter Location.....Ski Hill Rd.
 Air Time6:30 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWalker
 Gen., Comm. Mgr.....George D. Lindenthal
 Sta., Mgr., Pgm. Dir.....Robert Wagner
 Production Director.....John Hagerman
 Chief Engineer.....Jack W. Foster
 Consulting Engineer.....McNary, Wrathall

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Oper. By. Booth Radio & TV Stations,
 Business-Studio Address...112 W. Water St.
 Phone Number.....Detroit, Woodward 2-0220;
 Flint, 9-8686
 Transmitter Location.....3076 Bristol Rd.
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipBAB
 President.....John Lord Booth
 General ManagerW. Eldon Garner
 Program Dir.....Jerry Schroeder
 Chief Engineer.....G. Elwood Ryan

W C L C

FLINT—1952—LBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Adelaide L. Carrell
 Address.....1623 Utica Ave.
 Phone Number43381
 News ServiceAP
 Transcription ServiceSESAC

MICHIGAN

Man. Dir., Comm. Mgr. Adelaide L. Carrell
 Prom., Publ. Dir. Charles R. Carrell
 Program Director Richard Hallwood
 Chief Engineer James Robertson
 Consulting Engineer Russell P. May

W F D F

FLINT—1922—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By The Trebit Corp.
 Bus.-Studio Address Mott Foundation Bldg.
 Phone Number 2-7158
 Transmitter Location Briston Road
 Air Time 5:45 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Standard, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 President Harry M. Bitner, Sr.
 General Mgr. Lester W. Lindow
 Sales Prom. Mgr. Marvin Levey
 Farm Edit., Pgm. Dir. Elmer A. Knopf
 Chief Announcer Irving Haggart
 News Director Jack Lewin
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain
 Consulting Engineer Gillett & Assoc.

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3417 Lapeer Rd.
 Air Time Daytime
 Transcription Service UP
 Transcription Service Standard
 Representative Best
 President Victor Longfield
 General Manager William H. Merford
 Chief Engineer Homer Blumerich
 Commercial Manager Richard Carter

W T A C

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address 740 S. Saginaw St.
 Phone Number Flint 2-1136
 Transmitter Location 6171 Center Rd.,
 Grand Blanc
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 President George W. Trendle
 General Mgr. H. Allen Campbell
 Sta., Comm. Mgr. J. R. McKinley

Program Dir. Laurence Arnold
 Chief Engineer Frank Folsom

W A T C

GAYLORD—1950—BUNYAN

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Midwestern Bcstg. Co.
 Address Paul Bunyan Bldg., Traverse City
 Phone Number Traverse City 2700
 Representative Holman
 Transcription Service Standard
 News Service AP
 President Les Biederman
 General Manager Mitch Gordon
 Commercial Manager Gerald Crittenden
 Program Director Ken Haven
 Chief Engineer William Kiker

W G H N

GRAND HAVEN—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Grand Haven Bcstg. Co.
 Address Grand Haven

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Furniture City Bcstg. Corp.
 Business-Studio Address 430 Federal Square
 Bldg.
 Phone Number Gl. 6-9541
 Trans. Loca. 501 Garfield Ave., N.W.
 Air Time Sunrise-sunset
 News Service AP
 Trans. Serv. Associated, RCA, Thesaurus
 Representative Hil F. Best
 Pres., Gen., Sta. Mgr. William Kuiper
 Commercial Manager H. J. Swierenga
 Program Director Henry Bosch
 Chief Engineer Jack Timmer
 Sales Prom., Prod. Dir. Roy W. Marsh
 News Director Gordon Kibby
 Musical Director Bob Beukema

W G R D

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Add. 35 Lafayette Ave., N.E.
 Phone Number 9-4111
 Transmitter Location 1300 Plymouth Rd., N.E.
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Pres., Gen., Sta. Mgr. Paul F. Eichhorn
 Program Director F. T. Mabie
 Chief Engineer Richard Groenevelt
 Consulting Engineer Commercial Radio

MICHIGAN

W J E F

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Fetzer Bdcstg. Co.
 Address 124 W. Mich. Ave., Kalamazoo
 Phone Number Glendale 6-8512
 Transmitter Location Pantlind Hotel
 Air Time 6:30 a.m.-12:05 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. John E. Fetzer
 Pub. Dir., Sta. Mgr. Martin Giaimo
 Commercial Manager John W. O'Harrow
 Sales Promotion Manager Martin Giaimo
 Production Supervisor Donald Richardson
 Dir. of Public Affairs Dr. Willis F. Dunbar
 Chief Engineer Carl E. Lee
 Consulting Engineer Paul F. Godley

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Versluis Radio &
 Television, Inc.
 Trans. Loca. Add. 6 Fountain St. N.E.
 Phone Number Glendale 6-5461
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BAB
 President Leonard A. Versluis
 Vice-Pres. & Gen. Mgr. Hy M. Steed
 Sales Promotion Manager L. A. Versluis, Jr.
 Program Director Bob Kirby
 Production Director Don Mullen
 Chief Engineer Lee Stevens
 Consulting Engineer George Davis

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address 1408 Grand Rapids Natl. Bank Bldg.
 Phone Number 9-4211
 Transmitter Location 60th St.
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Trans. Serv. Lang-Worth, World
 Representative Katz Agency
 President H. M. Bitner, Sr.
 Gen., Sta., Comm. Mgr. William Schroeder
 Program Director Frank Sisson
 Publicity Director Howard Silbar
 News Director Bob Runyon
 Chief Engineer Robert Wilson

W H T C

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business-Studio Address 5 E. Eighth St.
 Phone Number 9482
 Transmitter Location 4th & Central Avenue
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Grant
 President W. A. Butler
 Chief Engineer John Klungle
 Comm., Gen., Sta. Mgr. Sandy Meek
 Pgm., Prod. Director Robert Nelson
 Publicity Director George Jackson
 Consulting Engineer Andrews Co.

W H D F

HOUGHTON—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Bcstg. Co.
 Address Douglas House
 Phone Number Houghton 1
 Air Time 7 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Chief Owner G. L. Burgan
 General Manager Albert W. Payne
 Prog. Dir., Chief Announcer Earl Norden
 Technical Supervisor George L. Burgan

W M I Q

IRON MOUNTAIN—1947

ABC-NORTHERN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address 211 E. Ludington St.
 Phone Number 2031
 Transmitter Location Pewabic Hill
 News Service UP
 Transcription Service Thesaurus
 President Frank J. Russell
 General Manager Russell J. Staffeld
 Commercial Manager William C. Johnson
 Chief Engineer Paul F. Anick

W I K B

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Operated By Upper Mich.-Wisc. Bcstg. Co.
 Phone Number 102-3
 Transmitter Location Caspian
 Air Time 6:55 a.m.-1:55 p.m.
 News Service UP
 Transcription Service World
 Representative Walker
 President H. H. Frailing

MICHIGAN

General Manager.....Donald R. Hoover
Sta., Prom. Mgr.....James F. Kauper
Comme cial Manager.....K. P. Finstahl
Prod., Pgm. Dir.....Bob Serenson
Publicity Director.....Ann Cascioli
Chief Engineer.....Eugene Kaari
Consulting Engineer.....Andrew Engless

W J M S

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By...Upper Michigan-Wisconsin
Bcstg. Co., Inc.
Business-Studio Address...124 E. McLeod Ave.
Phone Number.....20
Transmitter Location.....Cary, Wis.
Air Time.....7 a.m.-M.
News Service.....UP
Transcription Service.....Walker
Representative.....Walker
President.....William L. Johnson
Station Manager.....Donald R. Hoover
Music, Pgm. Dir.....Laura Johnson
Sports, News Director.....Bob Olson
Prod. Dir., Chief Anncr.....Tom Kelly
Chief Engineer.....Arne Dahlbacka
Consulting Engineer.....Andrew F. Inglis

W J P D

**ISHPEMING—1947—PBN-GOEBEL
KBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number.....1892
Transmitter Location.....Hway. 41
Air Time.....7 a.m.-11:00 p.m.
News Service.....AP
Transcription Service.....Standard
Pres., Gen., Sta. Mgr.....J. P. Deegan
Prod., Pub. Dir.....Carl B. Tupala
Program Director.....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney
Consulting Engineer.....C. H. Meyer

W I B M

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Transmitter Address.....2511 Kibby Rd.
Phone Number.....6121
Air Time.....6:30 a.m.-M.
News Service.....AP
Representative.....Hal Holman, Forjoe
President.....Roy Radner
Vice-President.....Herman Radner
Station-Commercial Manager...William Cizek
Prog. Dir., Chief Announcer...Jack Underwood
Chief Engineer.....Charles Wirtanen
Consulting Engineer.....Geo. C. Davis

W K H M

JACKSON—1951—MBS-KBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By...Jackson Bcstg. & Tele.
Corp.
Address.....441 Wildwood
Phone.....4-7181
Air Time.....6 a.m.-1 a.m.
News Service.....INS
Transcription Service.....World
Representative.....Headley-Reed
Membership.....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Walter Patterson
Program Director.....Milton Maltz
Chief Engineer.....Roland Grambau
Consulting Engineer.....Kear & Kennedy

W G F G

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Southwestern Michigan
Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number.....4-0111
Transmitter Location.....4154 Jennings Dr.
News Service.....UP
Representative.....H-R Reps., Inc.
President.....Harold F. Gross
General Manager.....L. Joe Bolles
News Director.....Warren Anderson

W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Transmitter Location...Route 2, Richards Dr.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Comm.-Sales Prom. Mgr....John W. O'Harrow
Pgm., Prod., Dir.....Harry E. Travis
Director Public Affairs...Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

W I L S

LANSING—1946

Frequency: 1320 Kc...Power: 5000 Watts d.-
1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number.....2-1655

MICHIGAN

Transmitter Location.....Lowcroft Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Rambeau
 Membership.....BAB
 Pres., Gen. Mgr.....W. A. Pomeroy
 Sta., Comm. Mgr., Chief Eng...John C. Pomeroy
 Sales Prom. Mgr., Publ. Dir.....Adrian Swets
 Pgm., Prod. Dir.....Alex Dillingham

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WJIM, Inc.
 Bus.-Studio Address...Bank of Lansing Bldg.
 Phone Number.....2-1333
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Standard
 Representative.....H-R Reps., Inc.
 Membership.....NARTB
 President.....Harold F. Gross
 General Manager.....Howard K. Finch
 Commercial Manager.....Roger S. Underhill
 Program, Pub. Dir.....Richard E. Nason
 Prod., Mus. Dir.....Derwood Carn
 Chief Engineer.....Donald T. Silbert
 Consulting Engineer.....Kear & Kennedy

W K L A

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Raymond A. Plank
 Address.....204 East Ludington Ave.
 Phone Number.....842
 Trans. Loca.....E. Ludington Ave.
 Air Time.....Unlimited
 Transcription Service.....UP
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Raymond A. Plank
 Sales Promotion Manager.....Jerry Breen
 Chief Anncr., News Dir.....Tom Mathews
 Chief Engineer.....Chas. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Manistee Radio Corp.
 Address.....Radio Road
 Phone Number.....1340
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Best
 President.....Dr. Tom A. Maxwell
 General Manager.....E. J. Powell
 Commercial Manager.....Edward Owens

Sta. Mgr., Pgm. Dir.....Al LaGuire
 News Director.....John Sullivan
 Chief Engineer.....John Porterfield

W S D C

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio St. Clair, Inc.
 Address.....5300 Marine City Hwy.
 Phone Number.....3471
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Best
 Pres., Gen. Mgr.....Jerry Coughlin
 Commercial Manager.....Robert J. Campbell
 Program, News Director.....John S. Bell
 Promotion Manager.....Harry Coughlin
 Chief Engineer.....George Carroll

W D M J

**MARQUETTE—1931—MBS
 NORTHERN**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By...Lake Superior Bcstg. Co., Inc.
 Business-Studio Address...4th & Wash. St.
 Phone Number.....616
 Transmitter Location.....Garfield & Bluff Sts.
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Frank J. Russell, Jr.
 General Manager.....Leo G. Brott
 Station Manager.....R. G. Ulbrich
 Commercial Manager.....Robert Luke
 Program Director.....Eldon Wallace
 Promotion Manager.....John Dahl
 Chief Engineer.....Gordon Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rich Publ. House, Inc.
 Transmitter Address.....298 S. Swede Rd.
 Phone Number.....4000
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service...Lang-Worth, Thesaurus
 President.....Phillip T. Rich
 Gen., Sta., Comm. Mgr.....J. A. Sturgeon
 Pgm., Prod. Dir.....Spencer Dennison
 Chief Engr., Farm Editor.....Peter A. Wolfe
 Consulting Engineer.....Nathan Williams

W C E N

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By.....Paul A. Brandt
 Address.....112½ E. Bway
 Phone Number.....33-171, 21-501
 Air Time.....6 a.m.-M.

MICHIGAN

News Service AP
 Trans. Serv. World, Standard
 Owner Paul A. Brandt
 Gen., Sta. Mgr. Robert Meskill
 Sales Promotion Manager Jim Brownell
 Program Director Jim Bailey
 Publicity Director Chet Rogoza
 Chief Engineer Steve Cole

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location Norton Township
 Air Time 6 a.m.-M.
 News Service AP, UP
 Trans. Serv. Lang-Worth, Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Grant F. Ashbacker
 Comm., Prom. Mgr. Arch Shawd
 Prod., Pgm. Dir. Robert Johnson
 Publicity Director B. L. Bennett
 Chief Engineer George Krivitsky
 Consulting Engineer E. C. Page

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By NK Bcstng.
 Address Federal Square
 Phone Number 32126
 News Service UP
 Transcription Service World
 Representative Best
 Owner, Gen. Mgr. Nickolas W. Kuris
 Sales Prom., Pgm. Dir. Don Seaman
 Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address 1769 Peck St.
 Phone Number 2-7608
 Transmitter 517 Giles Rd.
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President Dr. S. E. Duplissis
 Gen., Sta. Mgr. John L. Roach
 Comm., Sales Prom. Mgr. Dalton Hille
 Pgm., Prod., Pub. Dir. Miles M. Olsen
 Chief Engineer Sam Lombardi
 Consulting Engineer Nathan Williams

W O A P

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Operated By Cwosso Bcstg. Co.
 Transmitter Address 2301 N. Shiawassee
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President J. E. Campbell
 Gen., Comm. Mgr. M. H. Wirth
 News, Pgm. Dir. Merrill Walker
 Chief Engineer M. Carson

W M B N

**PETOSKEY—1946
 MBS-KBS-BUNYAN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 President Les Biederman
 General Manager Ralph Pierson

W C A R

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
 Owned-Operated By WCAR, Inc.
 Address 2146 S. Telegraph Rd.
 Phone Number Federal 3-7141
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Representative John E. Pearson
 General Manager H. Y. Levinson

W H L S

**PORT HURON—1938
 MBS-KBS-LBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Transmitter Location 540 - 32nd St.
 Air Time 6 a.m.-1 a.m.
 Transcription Service UP
 Trans. Serv. World, Lang-Worth
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. John F. Wismer
 Prod., Pgm. Dir. R. A. Whitford
 Chief Announcer Ernest O. Ferriby
 News Director Stanley G. Smith
 Chief Engineer Russel S. Thrun

W T T H

PORT HURON—1947—ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Times Herald Co.
 Address 903 Sixth St.
 Phone Number 5171
 Transmitter Location 3800 Dove Rd.

MICHIGAN

Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. World, Standard, Thesaurus
 Representative Weed & Company
 Membership NARTB, BAB
 President Louis A. Weil
 General Manager Harold E. King
 Commercial Manager William Weil
 Program Director Alice Anderson
 Chief Announcer Dick Sommerville
 News Director Bob Thaw
 Chief Engineer Marion Stoner
 Consulting Engineer E. C. Page

W H A K

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Rogers City Bcstg. Co.
 Address Moltke Dr.
 Phone Number 175
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
 Prom., Comm. Mgr. Albert Klann
 Program Director H. E. Brege
 News Director Ward Mayrand

W E X L

ROYAL OAK—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Royal Oak Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone Number Lincoln 4-2200
 Transmitter Location ... 2201 Woodward Hts.
 Blvd., Ferndale
 Air Time 6 a.m.-2 a.m.
 News Service AP, INS
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Gordon A. Sparks
 Sales Prom. Mgr. Ernest Holder
 Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 Transmitter Location Bridgeport
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Hal Holman Co.
 Membership NARTB, BAB
 Pres., Gen. Mgr. William J. Edwards
 Vice-President Donald Williams
 Secy.-Treas., Sta. Mgr. Howard H. Wolfe
 Program Director Henry Scott
 News Director Britt Temby

Publicity Director Henry Scott
 Chief Announcer Bob Dyer
 Chief Engineer Max W. Thomas
 Consulting Engineer John Creutz

W S A M

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Saginaw Bdcstg. Co.
 Address Radio Building
 Phone Number 2-8161
 Transmitter Location 2000 Whittier
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.
 Membership NARTB, BAB
 President Milton L. Greenebaum
 V.P., Gen., Sta. Mgr. Jack D. Parker
 Pgm., Prod. Dir. Howard Finger
 Publicity Director Jean Wright
 News Director Oscar Huff
 Chief Engineer Harold McCullen
 Consulting Engineer Kear & Kennedy

W S G W

SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By ... Booth Radio & TV Stations
 Address Mason Bldg.
 Phone Number 3-4456
 Representative Pearson
 Transcription Service ... World, NBC Thesaurus
 News Service AP
 Pres., Mngng. Dir. John L. Booth
 Vice-Pres. & Gen. Mgr. Robert W. Phillips
 Program Director Robert Elliot
 Publicity Director Mary Kay
 Chief Engineer John T. Travers
 News Director Frank Wells

W S O O

SAULT STE. MARIE—1940 ABC-NORTHERN

Frequency: 1230 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By ... Hiawathaland Bcstg. Co.
 Business-Studio Address ... 107 W. Portage Ave.
 Phone Number 3000
 Trans. Loca. ... Hwy. No. 2, 2 Mi. S. of City
 President, General Manager, Stanley R. Pratt
 Sta., Comm. Mgr. Richard Y. Burnett
 Pgm. Dir., Farm Editor Ed Krieger
 Promotion Manager Charles Pratt
 News Director Homer Foster
 Chief Engineer William F. Morris

W S T R

STURGIS—1951—KBS-LBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Operated By ... Southern Michigan Bcstrs.

MICHIGAN - MINNESOTA

Address.....P. O. Box 67
Phone Number1199
News ServiceAP
Transcription ServiceThesaurus
RepresentativeMcGillvra
General Manager.....E. Harold Munn Jr.
Station Manager.....Charles R. Palmquist Jr.
Program. News Director.....James Harden

W T C M

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. ByMidwestern Bdcstg. Co.
AddressPaul Bunyan Bldg.
Phone Number2700-1
Transmitter LocationElmwood Township
RepresentativeHal Holman Co.
General Manager.....Les Biederman

MINNESOTA

*Pop. April 1, 1952 (Est.) 3,101,000—Total Housing Units 921,270
Families April 1, 1952 (Est.) 832,000—Stations in State 47*

K A S M ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone Number1150
Transcription ServiceLang-Worth
News ServiceUP
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Comm., Prom. Mgr.....Ray Schnelly
Pub., News Dir.....John J. Nugent
Program Director.....Sally Hanauska
Chief Engineer.....Clyde A. Weivoda

RepresentativeLawson
General Manager.....R. C. Brown
Commercial Manager.....Everette Q. Walters
Program Director.....Kenneth Bechtel
News Director.....Wayne Moody
Chief Engineer.....Gerald Lentz

K A U S AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address....405A N. Main St.
Phone Number8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time6 a.m.-M.
News ServiceAP
Transcription ServiceWorld
RepresentativePearson
MembershipNARTB
PresidentHarry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Pgm., Pub., News Dir.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Production Dir.....Ken Bryant
Chief Engineer.....Glen Klein

K A T E ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner...Albert Lea-Austin Bdcstg. Co., Inc.
Address332 South Broadway
Phone Number2338
News ServiceUP
Transcription Service.....Associated, World,
SESAC
Representatives..Rambeau, Bulmer & Johnson
MembershipNARTB
PresidentBennett O. Knudson
General Manager.....Anson Van Alstyne
Commercial Manager.....Kenneth Peterson
Program DirectorJack Hoetger
News Director.....Dave Pickard
Chief EngineerRobert Holt

K B U N BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone Number1900
Transmitter LocationMidway Dr.
Air Time7 a.m.-11:30 p.m.
News ServiceUP
Transcription ServiceSESAC
RepresentativeLawson
Pres., Gen., Sta. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief EngineerArt Vanderluis
Consulting EngineerNat Williams

K X R A ALEXANDER—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Alexandria Bcstg. Co.
AddressAlexandria
Phone Number1000
News ServiceUP
Transcription ServiceLang-Worth

MINNESOTA

KLIZ

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Brainerd Bcstg. Co.
 Business Address: 2700 E. Oak St.
 Phone Number: 2853
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Representative: Walker
 Membership: NARTB, BAB
 President, General Manager: E. T. O'Brien
 Program Director: Lucille Grosse
 Sta., Comm., Prom. Mgr.: Earl R. Johnsen
 Chief Engineer: James Peterson

WKLK

CLOQUET—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Cloquet Bcstg. Co.
 Address: 124½ Ave. C.
 Phone Number: 1450
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Continental
 General Manager: James A. McDougall
 Commercial Manager: Dale R. Peterson
 Program Director: Ralph Hanssen
 Chief Engineer: Darrel Gander

KROX

CROOKSTON—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By: Crookston Bcstg. Co.
 Business-Studio Address: Eagles Bldg.
 Phone Number: 1050
 Transmitter Location: 1.5 Mi. N. of Crookston
 News Service: UP
 Transcription Service: Thesaurus
 Representatives: Donald Cook, Gene Grant,
 Lawson & Assoc.
 President: D. A. McKenzie
 Gen. Mgr., News, Farm Dir.:
 Garfield A. Dahlberg
 Program Director: Jerome A. Dahlberg
 Chief Engineer: William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By: Detroit Lakes Bcstg. Corp.
 Address: 1360 Richwood Rd.
 Phone Number: 1100
 News Service: AP
 Transcription Service: World
 Representative: Lawson
 President: R. C. Brown
 General Manager: Gordon Hutton
 Commercial Manager: Phil Solberg
 Program Director: Roger Awsumb
 Chief Engineer: Sumner Rasmussen

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By: Red River Bcstg. Co., Inc.
 Business-Studio Address: 218 Bradley Bldg.
 Phone Number: Melrose 2-2628
 Trans. Loca.: 901 So. 63rd Ave. W.
 Air Time: 24 Hours
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Avery-Knodel
 Membe ship: NARTB, BAB
 Pres., Gen. Mgr.: Dalton Le Masurier
 Commercial Manager: Odin S. Ramsland
 Sales Prom. Mgr.: Dale Cowle
 Program Director: Jack Gordon
 Chief Engineer: Robert A. Deltman

WEBC

**DULUTH—1924
 NBC-ARROWHEAD**

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By: Head of the Lakes Bcstg. Co.
 Business-Studio Address: WEBC Bldg.
 Phone Number: Melrose 2-2873
 Transmitter Location: 3925 Tower Ave.,
 Superior, Wis.
 News Service: UP
 Transcription Service: SESAC, World
 Representative: Hollingbery
 President: Morgan Murphy
 General Manager: W. C. Bridges
 Commercial Manager: Clifford J. Lue
 Program Director: Earl Henton
 Chief Engineer: Norman Gill
 Consulting Engineer: C. B. Persons

WREX

DULUTH—1948—MBS

Frequency: 1080 Kc. Power: 10,000 Watts d.:
 5000 Watts n.
 Owned-Oper. By: Lake Superior Bcstg. Co.
 Business-Studio Address: 213 E. Superior St.
 Phone Number: 7-2911
 Transmitter Location: McCuen St.
 News Service: UP
 Representative: Weed
 President: Thomas McCabe
 Commercial Manager: Robert J. Rich
 Gen. Mgr., Chief Engr.: William Lounsberry
 News Director: Loren Paynter

WEVE

EVELETH—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Carl Bloomquist
 Address: Park Hotel
 Phone Number: 991
 Transmitter Location: Eveleth
 Air Time: Unlimited

MINNESOTA

Transcription Service Standard
 Representative Orville Lawson
 Membership BAB
 President Carl Bloomquist
 General Manager Arthur F. Nelson
 Program Director Robert Daniels
 Chief Engineer Joe Cerar

KDHL

FARIBAULT—1948—LBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By KDHL Bdcstg. Co.
 Business-Studio Address 213 Central Ave.
 Phone Number 2312
 Transmitter Location Hwy. 65
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Capitol
 Representative Pearson, Lawson
 General Mgr. Herbert H. Lee
 Commercial Mgr. Palmer Dragsten
 Musical Director Mera Ballis Frydenlund
 Sta. Mgr., Chief Engineer John E. Hyde, Jr.

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fairmont Bdcstg. Co.
 Address 306 North Park St.
 Phone Number 1370
 Transmitter Location W. Lair Road
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Representative Walker Co., Lawson
 Trans. Serv. Thesaurus
 Membership NARTB, BAB
 President Leo J. Seifert
 General Manager Frank Endersbe
 Program Director Everett Ohrt
 News Director Ray Stougaard
 Chief Engineer Lawrence Lawson
 Consulting Engineer Chambers & Garrison

KGDE

FERGUS FALLS—1926 MBS-GREAT NORTHERN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fergus Radio Corp.
 Business-Studio Address Fergus Falls
 Phone Number 3986
 Transmitter Location Hwy. 3
 Air Time 6 a.m.-M.
 News Service AP
 Representative Walker
 Membership NARTB
 Secy-Treas., Exec. Dir. Harold L. Dell
 Station Manager Don L. Albertson
 Asst. Mgr. Frederic T. Dell
 Chief Engineer Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Itasca Bcstg. Co.
 Phone Number 198
 Transmitter Location Grand Rapids
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Pres., General Manager Robert D. Kennedy
 Program Director Bul Germ
 Chief Engineer Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address 5th & Howard
 Phone Number 3-7531
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Morgan Murphy
 General Manager W. C. Bridges
 Sta., Commercial Mgr. Oscar H. Peterson
 Pgm., Prod., Pub. Dir. Ruth E. Coe
 Chief Engineer Norman Gill

KLTF

LITTLE FALLS—1950

Frequency: 960 Kc. Power: 500 Watts d.
 Owned-Oper. By Capital City Bcstg. Co., Inc.
 Address 105½ Broadway E.
 Phone Number 367
 President Thornton G. Simpson
 General Manager Wayne L. King
 Comm. Mgr., News Dir. Albert L. Beck, Jr.
 Program Director Robert J. Hasselman
 Promotion Manager Gordon O. Lommen
 Chief Engineer Donald J. Powers

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By Minnesota Valley Bcstg. Co.
 Phone Number 4537
 News Service UP
 President H. W. Linder
 Station Manager D. O. Linder
 Commercial Manager Willard Smith
 Program Director Wayne Grant
 Chief Engineer Don Ranniger

KYSM

MANKATO—1938 NBC-NORTHWEST

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By F. B. Clements & Co.
 Business-Studio Address 101 N. Second St.

MINNESOTA

Phone Number4673
 Transmitter.....Belgrade Hill, N. Mankalo
 Air Time6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service...Standard, Thesaurus
 RepresentativeMeeker
 MembershipNARTB, BAB
 Gen.-Station-Comm. Mgr.....John F. Meagher
 Sales Promotion Manager.....George Brooks
 Prom. Pgm. Dir.....Bob Gardner
 Musical Director.....Chuck Pasek
 Publicity Director.....Marilyn Mason
 News Director.....Bob Amick
 Chief Engineer.....James Houts
 Consulting EngineerGeorge C. Davis

Transcription ServiceLang-Worth
 Representative.....CBS Radio Spot Sales
 Sta., Gen. Mgr.....Eugene Wilkey
 Commercial Manager.....Roy W. Hall
 Sales Prom., Mgr.....C. H. Smith
 Program DirectorRobert P. Sutton
 Publicity Director.....Fred Heywood
 News Director.....Jim Bormann
 Chief Engineer.....J. J. Beloungy

W D G Y

MINNEAPOLIS—1923—LBS

Frequency: 1130 Kc.. Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By....Twin Cities Bcstg. Corp.
 Business-Studio Address.....Hotel Nicollet
 Phone Number.....Bridgeport 2271
 Transmitter Location...103rd & Lyndale Ave. S.
 Air Time.....5:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 PresidentJames Stuart
 Station Mgr.....S. Hegeman
 Commercial Manager.....Sydney Rich
 Sales Promotion Manager.....Gerry Cohen
 Pgm., Prod. Dir., Asst. Mgr.....John Leslie
 News Director.....James McGovern
 Chief Engineer.....Charles Winkler
 Consulting Engineer.....John Creutz

K M H L

MARSHALL—1946—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry W. Linder
 Business-Studio Address.....KMHL Bldg.
 Phone Number2282
 Transmitter Location.....½ Mi. E. of City
 Air Time.....6 a.m.-M.
 News ServiceUP
 Representative.....John E. Pearson
 Owner.....Harry W. Linder
 General Manager.....Gilmore F. Frayseth
 News Director.....Bill Farrell
 Chief Engineer.....Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.... Power: 5000 Watts d.
 Owned-Operated By....Family Bcstg. Corp.
 Business-Studio Address.....15 N. Ninth St.
 Phone Number.....Lincoln 8451
 Transmitter Location.....Golden Valley
 Air Time.....6 a.m.-Sundown
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeRambeau
 MembershipNARTB, BAB
 PresidentHenry Klages
 Sta., Gen. Mgr.....Lee L. Whiting
 Commercial Manager.....Ray Tenpenny
 Prod., Pgm. Dir.....Harry Zimmerman
 Chief Engineer.....Harvey V. Headen
 Consulting Engineer.....Frank H. McIntosh

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...Independent Bcstg. Co.
 Business-Studio Address...1730 Hennepin Ave.
 Phone Number...Atlantic 0406, Midway 4043
 Transmitter Location...1370 Davern, St. Paul
 Air Time.....Unlimited
 News ServiceUP
 Representative.....A. M. Radio Sales
 President.....Ralph L. Atlas
 Gen., Sta. Mgr.....C. T. Hagman
 Commercial Manager.....Samuel N. Nemer
 Prom., Pgm., Prod., Pub. Dir.....Jack Swenson
 Studio Engineer.....Gene Brautlgam
 Transmitter Engineer.....Merle Bjork
 Consulting Engineer.....E. C. Page

W C C O

MINNEAPOLIS—1924

CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned By.....Columbia Bcstg. System, Inc.
 Operated By.....CBS Radio Division
 Business-Studio Address...625 Second Ave. S.
 Phone Number.....Main 1202
 Transmitter Location.....Anoka
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP, INS

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. ...Power: 500 Watts d.
 Owned-Oper. By.....People's Bcstg. Co.
 Address.....1133 Stinson Blvd
 Phone Number...Granville 4356, Prior 3181
 Trans. Loca.....1133 Stinson Blvd.
 Air Time.....Daytime

MINNESOTA

News ServiceUP
Transcription ServiceLang-Worth
RepresentativeSears & Ayer, Inc.
Pres., Gen., Sta. Mgr.W. V. Stewart
Sales Prom. Mgr.L. Sherman, II
Commercial ManagerMerle Forland
Pgm., Prod., Pub. Dir.Becky Ann Stewart
Chief EngineerLeroy Myri
Consulting Engineer ..Gautney, Ray & Price

W T C N

MINNEAPOLIS-ST. PAUL—1925 ABC-DAIRYLAND

Frequency: 1280 Kc.Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. ByMid Continent Radio-
Television, Inc.
Business-Studio Address50 S. Ninth St.
Phone NumberLincoln 0552
Transmitter Location2235 N. Snelling
News ServiceAP, UP
Transcription ServiceAssociated
RepresentativeFree & Peters
PresidentWilliam J. McNally
Vice-Pres., Gen. Mgr.F. Van Konynenberg
Commercial ManagerRobert N. Ekstrum
Program DirectorJudy Bryson
Director of RadioC. D. Miller
Promotion ManagerBob Wold
Chief EngineerJohn Sherman

K D M A

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.Power: 100 Watts
Owned-Operated ByMidwest Bcstg. Corp.
AddressWest Hwy. 212
Phone125
Air TimeUnlimited
RepresentativePearson
Pres., Gen. Mgr.H. Willard Linder

K V O X

MOORHEAD—1937 MBS-GREAT NORTHERN

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated ByKVOX Bcstg. Co.
Business-Studio Address ..Fred. Martin Hotel
Phone Number3-1522
Transmitter Location ..14th St. & 12th Ave. So.
Air Time6:30 a.m.-M.
News ServiceUP
Transcription ServiceWorld
RepresentativeWalker, Lawson
MembershipNARTB, BAB
PresidentE. J. McKellar
General-Station ManagerM. M. Marget
Comm., Sls. Prom. Mgr.Robert L. Owens
Program DirectorAl Bergquist
Chief EngineerDon Geiken

K N U J

NEW ULM—1949

Frequency: 860 Kc.Power: 1000 Watts d.
Owned-Oper. ByKNUJ, Inc.
Address308½ N. Minn. St.
Phone Number905
Air TimeDaytime
Transmitter LocationSo. Bridge St.
News ServiceAP
Transcription ServiceLang-Worth, World,
Associated
MembershipNARTB, BAB
PresidentW. K. Mickelson
Gen. Mgr., Chief Engr.Jack H. Duncan
Program ManagerWip Robinson, III
News DirectorRobert Arnott

K O B K

OWATONNA—1950

Frequency: 1390 Kc.Power: 500 Watts d.
Owned-Operated ByOwatonna Bcstg. Co.
Address307 Vesterby
Phone Number2359
News ServiceUP
Transcription ServiceLang-Worth
Pres., Gen., Comm. Mgr.William F. Johns, Jr.
Program, News DirectorHarry Rand
Chief EngineerCarl Wilford

K A A A

RED WING—1949

Frequency: 1250 Kc.Power: 1000 Watts d.
Owned-Oper. ByRed Wing Bdcstg. Co.
AddressRed Wing
Phone Number3512
Trans. Loca.Hwy. 58 So. Red Wing
Air Time6 a.m.-Local Sunset
News ServiceAP
Transcription ServiceWorld, Capitol
MembershipBAB
PresidentFred C. Clarke
Comm., Sta., Gen. Mgr.Maxine Jacobs
Prod., Pgm. Dir.Peter Lyman
Publicity DirectorD. Nelson
News DirectorMarvin Schultz

K L E R

ROCHESTER—1948—ABC

Frequency: 970 Kc.Power: 500 Watts d.;
1000 Watts n.
Owned-Operated ByRochester Bcstg. Co.
Business Address229 First Ave. S.W.
Phone Number2-2757
Transmitter LocationOrchard Acres
Air Time6 a.m.-1 a.m.
News ServiceUP
RepresentativePearson
MembershipNARTB
PresidentAlyce P. Mayo
General ManagerWalter T. Bruzek

ita, Kan.; KSTP-TV, Minneapolis, Minn. Each won a first place this year, with KSTP-TV a first both in AM and TV. The list of "repeaters" follows:

Citation

Outstanding Sales Promotion

KSTP, Minneapolis

KSTP sales promotion in the year was unabashed, brisk, lively, and dignified at the same time—a neat trick if you can do it this one did. Not ashamed of showing a bit of corn in the presence of station grew some tall stands as profits as a result. Direct mail followed the same line in solicitations (including pop-up folders), but was smart enough to be conservative on the other side of the ledger. Program scheduled bi-weekly, were front-loaded with restrained institutional advertising. Dignified approach backed up by factual info, was present in the station's present folders to agencies and clients. KSTP termed its method of merchandising and promoting a "planalyzed" promotion and VARIETY deems it well worth the client first is in selling the listeners may be obvious. Only KSTP kept the idea with more effort and imagination than most.

For countless sponsors and Oil, Camel cigarettes, cup cakes, Arrid, Darkee's Foods (shortening) Kellogg KSTP got behind its promoters and pushed... audiences, more profits will for all concerned traffic points in the downtown window display arranged for both local and national advertisers. Fan magazines were not neglected either. Trade press ads plugging the station's personalities; film trailers; shopping bags for studios visitors (an idea this observer thinks too long over looked by both ad mediums and advertisers alike); talks like "W Makes a Radio Network Time" added up to 53 presentations before civic, club and social groups courtesy spot announcements nearly 3,000. Reaction from the lighted and generally surprised sponsors was hefty.

KSTP television promotion led the same all-out plan being in March of... cabs, buttons, Telecard... card... 00... ar... bat... in... sp... ear... Te... co... coc... P...



KSTP Top o' Heap With Two Firsts

NEW YORK, March 24.—For the second successive year KSTP, Minneapolis, garnered top laurels for audience-sales promotion for the 50,000-watt station.

KSTP Is Tops In Aud. Sales Of Net Clears

NEW YORK, Feb. 18.—KSTP-TV, Minneapolis, St. Paul, Minn., won the top laurels in the 50,000-watt category for audience-sales promotion for the 50,000-watt station.

"PLANALYZED PROMOTION" is the GREATEST

KSTP's own, thorough-going method of merchandising and promoting your KSTP radio and TV campaign. First comes the analysis of your particular sales problems in the great KSTP Market—one of America's "Big Ten." Then—and only then—comes the promotion plan. Thus—KSTP's exclusive Planalyzed Promotion!

AUDIENCE SALES PROMOTION

50,000-Watt Stations
1ST KSTP, Minneapolis
 Stanley Hubbard, Gen. Mgr.
 Joseph C. Cook, Prom. Mgr.

Television Stations
1ST KSTP-TV, Minneapolis
 Stanley Hubbard, Gen. Mgr.
 Joseph C. Cook, Prom. Mgr.

NEW YORK, Feb. 18.—KSTP-TV, Minneapolis, walked off with the laurels in the audience-sales category for clear channel network affiliates, in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second place went to KSTP-TV, Minneapolis, St. Paul, Minn.

14 REPEATERS COP AWARDS FOR SECOND YEAR IN ROW
 NEW YORK, March 24.—Fourteen stations in this year's promotion competition...

Outstanding Sales Promotion

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



or variety, consistency and quality. leaf from one sponsor's a cooked-up that "this looks like a P.S. 'tha' job." VARIETY posts a P.S. 'tha' Joe and KSTP ate cooking with eas.

WEST COAST AUDIENCE
KSTP-TV First
 NEW YORK, March 24.—KSTP-TV, Minneapolis, St. Paul, Minn., won the top laurels in the audience-sales category for the 50,000-watt station.

First place went to KSTP-TV, Minneapolis, St. Paul, Minn., in the 50,000-watt category for audience-sales promotion. Cincinnati came in third. They didn't win, votes cast for KGO-TV, San Francisco; WFTL-TV, Philadelphia; and WLAK-TV, Lake City, and W...

All three entries were recognized by outstanding material, both artwork and copy. KSTP-TV led the trio in utilizing the "Planalyzed" system, which is a unique system of analysis of each particular sales problem. This info was used in a special promotion plan every gimmick employed to match the actual sales needs. The station used a department to develop a variety of promotion materials, including display posters; tie-up gifts; this, the plan suggested a giant tie-up... Ampliance Promotion Competition

MINNESOTA

Commercial Manager..... Robert A. Fick
 Program Director..... Vera Keefe
 Prod., News Dir., Chief Anncr..... Bill Erin
 Chief Engineer..... Ruben Rieck

K R O C ROCHESTER—1935 NBC-NORTHWEST

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Southern Minnesota
 Bcstg. Co.
 Business-Studio Address.... 100 1st Ave. Bldg.
 Phone Number..... 3924
 Transmitter Location..... Cascade Township
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Thesaurus
 Representatives..... Bulmer & Johnson
 Membership..... NARTB, BAB
 President..... Mrs. G. P. Gentling
 General Manager..... G. David Gentling
 Sta. Mgr., Pgm. Dir..... Cal Smith
 Commercial Manager..... Jerry Brataas
 Sales Prom. Mgr., Pub. Dir..... Warren Miller
 Chief Announcer..... Gene Thompson
 News Director..... Ray Thompson
 Chief Engineer..... Bob Cross

K F A M ST. CLOUD—1937—NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Times Publ. Co.
 Address..... Weber Bldg.
 Phone Number..... 3330, 3331
 Trans. Loca..... Hway. 152, 2 Mi. So. of city
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Pearson
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Frederick C. Schilplin
 Commercial Manager..... John F. Green
 Program Director..... Laurel H. Westrom
 Chief Engineer..... Robert Witschen

W J O N ST. CLOUD—1950—ABC INDEPENDENT

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Granite City Bcstg. Co.
 Address..... St. Cloud Hotel
 Phone Number..... 1240
 Representative..... Rambeau
 Transcription Service..... World
 News Service..... UP
 President..... Max H. Lavine
 General Manager..... W. C. Porson
 Commercial Manager..... Paul T. Zaborik
 Program Director..... Wallace MacBriar
 Publicity Director..... Herm Schneider
 Chief Engineer..... Robert Muchow
 Consulting Engineer..... Charles Persons

W M I N ST. PAUL—1936

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WMIN Bcstg. Co.
 Business-Studio Address.... 538 Hamm Bldg.
 Phone Number..... Garfield 1361
 Transmitter Location..... St. Anthony at Frontenac
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Associated
 Representative..... For Joe
 V.P., Gen. Sta. Mgr..... Frank M. Devaney
 Commercial Manager..... N. L. Bentson
 Program Director..... Norman Page
 Publicity Director..... Stuart Lindman
 Chief Engineer..... Warren B. Fritze

K S T P ST. PAUL-MINNEAPOLIS—1928-NBC NORTHWEST

Frequency: 1500 Kc..... Power: 50,000 Watts
 Owned By..... KSTP, Inc.
 Bus-Studio Address..... 3415 University Ave.
 Phone Number..... Prior 2717
 Trans..... County Rd. C. & Hway. 61, St. Paul
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP, UP
 Transcription Service..... Thesaurus, World,
 Lang-Worth, Cole
 Representative..... Edward Petry
 Membership..... NARTB
 President, Gen. Mgr..... Stanley E. Hubbard
 V.P. chg. Sales..... Miller C. Robertson
 Exec. V.P., Treas..... K. M. Hance
 Program Director..... C. Brooks Henderson
 News Director..... Walter C. Miller
 Promotion-Publicity Director..... Joe Cook
 Chief Engineer..... John McMahon

W C O W SOUTH ST. PAUL—1951

Frequency: 1590 Kc..... Power: 5000 Watts d.
 Owned-Oper. By..... South St. Paul Bcstg. Co.
 Address..... 208 3rd Ave. N.
 Phone Number..... LaSalle 1371
 News Service..... UP
 Transcription Service..... SESAC
 Exec. Director..... Albert Tedesco
 General Manager..... Reinhard Steinley
 Commercial Manager..... Victor Tedesco
 Program Director..... Donald S. Doty
 Promotion Manager..... Paul DeNault
 Chief Engineer..... Robert Muchlo

W S H B STILLWATER—1949—KBS

Frequency: 1220 Kc..... Power: 250 Watts
 Owned-Operated By..... St. Croix Bcstg. Co.
 Address..... 1st Natl. Bank Bldg.
 Phone Number..... Cedar 6819

AP SELLS

For Stations and Sponsors—

For instance . . . KWNO

“KWNO advertisers are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant’s National Bank, 4 years. Winona Motors, 10 years.

“Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 A.M., before our AP news, KWNO listenership jumps 20%. The same at noon.

“Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

“When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list.”

H. ROD HURD
Sales Manager,
KWNO, Winona, Minnesota

MINNESOTA

Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cook, Inc.
 Pres., Gen. Sta. Mgr. Richard Power
 Sales Prom. Mgr. James McLaughlin
 Pgm., Prod., Music Dir. Roger Erickson
 Publicity Director Don Hastings
 Chief Engineer Elmer Christianson
 Consulting Engineer Fred O. Grimwood

KTRF

THIEF RIVER FALLS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Henry K. Arneson
 Address 1313 North Main Ave.
 Phone Number 13, 14
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson, Inc.
 Membership NARTB, BAB
 General Manager Henry K. Arneson
 Program Director Alverda Noel
 Pub., News Dir. Katherine Barzen
 Chief Engineer Henry J. Bothman
 Consulting Engineer May & Bond

WHLB

**VIRGINIA—1936—NBC
 ARROWHEAD, NORTHWEST**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg.
 Address 17th St., N.
 Phone Number Virginia 2000
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery, Bulmer & Johnson
 President J. Morgan Murphy
 General Manager Walter Bridges
 Sta., Comm., Sls. Prom. Mgr. H. J. Parise
 Pgm., Prod. Dir. Harry Willis
 Publicity Director Alys Mae McBride
 Chief Engineer Norman Gill
 Consulting Engineer C. Persons

KWAD

WADENA—1948—MBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Associated Bcstrs., Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 920-1
 Transmitter Location 4 Mi. S. City
 Air Time 6 a.m.-12 M.
 News Service UP

Transcription Thesaurus
 Representatives Bulmer & Johnson
 President C. V. Phillips
 General Manager Carl E. Holt
 Chief Engineer Milton La Due

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 307 W. 6th St.
 Phone Number 1340
 Transmitter Location Foot Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. H. W. Linder
 Commercial Manager Jack Lynch
 Program Director Joe Marlinson
 Chief Engineer Wendell Tallakson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business-Studio Address 216 Center St.
 Phone Number 3314
 Transmitter Location Garvin Hts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President M. H. White
 General Manager Ken Marsh
 Commercial Manager H. Rod Hurd
 Sales Prom. Mgr. Dave Moffitt
 Chief Engineer Stanley Johnson

KWQA

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 Phone Number 2-7301
 Transmitter Location 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NARTB
 President R. W. Olson
 General Manager R. E. Shepard
 Commercial Mgr. Arne Karhu
 Program Director Ty Mack
 Chief Engineer Clinton W. Knapp

MISSISSIPPI

Pop. April 1, 1952 (Est.) 2,177,000—Total Housing Units 610,249
Families April 1, 1952 (Est.) 576,000—Stations in State 43

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address: Opp. Buena Vista Hotel
Phone Number: 5581-2
Air Time: 24 hrs.
News Service: UP
Representative: William G. Rambeau
Membership: NARTB
President: James S. Love, Jr.
Gen.-Station Mgr.: Ray Butterfield
Commercial Manager: Thomas B. Majure
Program Director: Toni McCorkle
Chief Engineer: T. B. Majure
Consulting Engineer: L. J. du Triel

WVMI

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone Number: 6961
Representatives: Natl. Time Sales, Dora Clayton
Transcription Service: Thesaurus, Lang-Worth
Air Service: UP
Pres., Gen. Mgr.: Odes E. Robinson
Station Manager: Gene Tibbett
Comm. Sales Prom. Mgr.: Jerry Thompson
Pgm., Prod. Dir., Chief Anncr.: Robert Campbell
Chief Engineer: Geo. Tillotson

WBIP

BOONEVILLE—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Booneville Bcstg. Co.
Address: Highway No. 45-S
Phone Number: 678
News Service: UP
President, Gen. Mgr.: E. O. Roden
Commercial Manager: D. E. Vowell
Chief Engineer: L. A. Bryan
Consulting Engineer: Claude Gray

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Brookhaven Bcstg. Co.
Address: W. Chicksaw St.
Phone Number: 1298
Transmitter Location: Highway 51
News Service: AP
Air Time: 6 a.m.-11 p.m.
Transcription Service: Lang-Worth
Membership: NARTB, BAB

Pres., Sta., Gen. Mgr.: Tullius Brady
Chief Engineer: Robert Bedford

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Birney Ines, Jr.
Address: Delta Ave.
Phone Number: 1566-2467
Transmitter Location: City Limits
Air Time: 5:30 a.m.-10:30 p.m.
News Service: AP
Commercial Manager: Helen Sugg
Pgm. Dir., Chief Anncr.: Jack Cristil
Station Manager: P. B. Hinman
Chief Engineer: C. D. Graves

WCLD

CLEVELAND—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Cleveland Bcstg. Co., Inc.
Address Trans.: Highway 61, S.
Phone Number: 990
News Service: AP
Transcription Service: World
Station Representative: McGillvra
President: Lowry Tims
General Manager: Claude D. Raney
Office Manager: Gay Rowse

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Lester Williams, WCJU, Inc.
Address: So. Main St.
Phone Number: 735
Transmitter Location: Hiway 24 South
Air Time: 6 a.m.-10:15 p.m.
News Service: AP
Transcription Service: World, Keystone
Pres., Gen., Comm. Mgr.: Lester Williams
Asst. Sta. Mgr.: Charles E. Newman, Jr.
Prod. Dir., Chief Anncr.: Bill Barrett
News, Musical Dir.: Paul Dantin
Chief Engineer: Ray Tolar

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By: Miss. Bcstg. Co.
Address: WACR Bldg.
Phone Number: 768
Transmitter Location: 1800 14th Ave. N.
Air Time: Sunrise-Sunset
Transcription Service: Standard
News Service: UP
Pres., Gen. Mgr.: Withers Gavin

MISSISSIPPI

W C B I

**COLUMBUS—1940
MBS—KBS-MID SOUTH**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....Columbus
Phone Number.....1430
Transmitter Location.....River Bridge
News Service.....AP
Representative.....McGillvra
President.....Birney Imes, Jr.
Gen., Sales Prom. Mgr.....Bob McRaney
Commercial Manager.....James Eatherton
Program Director.....Florence Thrower
Chief Engineer.....Thomas McFerrin

W C M A

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number.....5575
Transmitter Location.....Hway. No. 72 E.
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith
Membership.....NARTB
President.....Dr. Frank M. Davis
General Manager.....Aaron B. Robinson
Sta., Sales Prom. Mgr.....John E. Bell
Program Director.....Tom Weaver
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson
Consulting Engineer.....Kear & Kennedy

W G V M

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By.....Cotton Belt Bcsting Co.
Bus.-Studio Address.....1000 So. B'way
Phone Number.....4559
Transmitter Location.....Pickett St.
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....Standard
Representative.....Devney, Melville
Pres., General Manager.....David M. Segal
Comm. Sta. Mgr.....Edward M. Guss
Pgm., Prom., News Director.....Wallace D. Hoy
Prod., Pub. Dir., Chief Annrcr.....Jack Baruth
Chief Engineer.....Welton H. Jetton
Consulting Engr.....Lee E. Baker

W J P R

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By.....Radio Services Co.
Business-Studio Address.....107 So. Poplar St.
Phone Number.....9040-9049
Transmitter Location.....Beauchamp Rd.

News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Barbee Ashley
Sales Prom. Mgr.....Jack R. Stull
Publicity Director.....Margo Stephens
Chief Announcer.....Bill McHan
News Director.....Tommy Tiller
Chief Engineer.....Percy L. Kuhn
Consulting Engr.....Harold B. Rothrock

W A B G

GREENWOOD—1950—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By.....Greenwood Bcstg. Co.
Address.....222 Howard St.
Phone.....3010
Transmitter Location.....Money Rd.
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....World
Owner, Gen. Mgr.....Cy Bahakel
Program Director.....Tom Reardon
Chief Engineer.....Henry Frye
Consulting Engineer.....John Creutz

W G R M

GREENWOOD—1937

NBC-KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Phone Number.....1900-1
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Capitol
President.....P. K. Ewing
General Manager.....F. C. Ewing
Commercial Manager.....Van Power

W N A G

GRENADA—1949—MBS-KBS

MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Trans. Address.....Barwin Hotel
Phone Number.....1400
Air Time.....6 a.m.-11 p.m.
Representative.....Mid-South Network
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr.....Monroe Looney
Chief Announcer, Eng.....Barney Loebe
Consulting Engr.....Dixie Engineering

W G C M

GULFPORT—1929—ABC

LBS AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.

MISSISSIPPI

Address Hewes-Martin Bldg.
 Phone Number 1110
 Transmitter Location Arlington Heights
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative Sears & Ayer, Inc.
 Owner & Gen. Mgr. Hugh O. Jones
 Station Manager C. Edwin Vann
 Commercial Manager Mrs. O. I. Owens
 Publicity Director Thomas Davis Berry
 Chief Engineer Charles T. Hook
 Consulting Engineer A. D. Ring

W F O R

HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Forrest Bcstg. Co.
 Address 302 Hemphill St.
 Phone Number 1866
 Transmitter Location West 7th St. & 25th Ave.
 Air Time 5:30 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World
 Station Rep. George P. Hollingbery Co.
 Pres., Gen., Sta. Mgr. C. J. Wright, Jr.
 Program Director Carl Anderson
 Publicity Director Bud Norval
 Chief Engineer B. B. McLemore
 Consulting Eng. Broadcast Engineering Service

W H S Y

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Hub City Bcstg. Co. Inc.
 Address Highway 11 North
 Phone Number 3180
 Transmitter Location Highway 11 North
 News Service AP
 Transcription Service Lang-Worth
 Station Rep. Joseph Hershey McGillvra Inc.
 Membership NARTB, BAB
 President, Gen., Comm. Mgr. Charles W. Holt
 Sales Promotion Manager Bob Robinson
 Station Manager Connie Holt
 Program Director Bill Tracey
 Chief Engineer Charles Sharpling
 Consulting Engineer C. Shelkotsky

W J D X

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Lamar Life Ins. Co.
 Business Address P. O. Box 2171
 Phone Number 2-1183
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative George P. Hollingbery

Membership NARTB
 General Manager Wiley P. Harris
 Commercial Manager Frank Gentry
 Program Director Howard Langflitt
 Chief Engineer Percy G. Root

W J Q S

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Business-Studio Address Edwards Hotel
 Phone Number 3-9681
 Transmitter Location Pleasant Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 President, General Manager Withers Gavin

W J X N

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Jackson Bcstg. Co.
 Address Deposit Guaranty Bank Bldg.
 Phone Number 2-6673
 News Service AP
 Transmitter Location Fair Grounds
 Air Time 6 a.m.-12 M.
 Representative Indie Sales
 Pres., Gen. Mgr. James T. Ownby
 Sales Prom. Mgr. Hy Davis
 Chief Engineer Thomas Patterson

W R B C

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Rebel Bcstg. Co., Inc.
 Business-Studio Address 125 So. Lamar
 Phone Number 5-1562
 Transmitter Location 3 Mi. NE City
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Branham
 Membership NARTB
 Gen., Comm. Mgr. J. W. Carlier
 Prog. Dir., Farm Editor Forrest Cox
 Production Director W. V. Dubard
 Chief Engineer G. G. Benson
 Consulting Engineer McIntosh & Inglis

W S L I

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By Standard Life Bcstg. Co., Inc.
 Business Address P. O. Box 1847
 Phone Number 3-2788
 Transmitter Location Hwy. 80 N.
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed

MISSISSIPPI

Membership NARTB, BAB
 President..... W. R. Newman
 General-Station Manager..... L. M. Sepaugh
 Commercial Manager..... F. E. Wilkerson, Jr.
 Program Director..... B. K. Smith
 Production Director..... M. B. Wray
 Chief Engineer..... C. A. Perkins
 Consulting Engr..... A. D. Ring

W K O Z KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Kosciusko Bcstg. Co.
 Business Address..... P. O. Box 392
 Phone Number 782
 Transmitter Location..... Golf Course Rd.
 Air Time..... 5 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Owner, General Manager..... Cy N. Bahakel
 Program Director..... Erlene Leach
 Chief Engineer..... Wayne A. Oliver

W A M L LAUREL—1932—NBC-KBS-LBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... New Laurel Radio Station
 Business-Studio Address..... 442 Sixth Ave.
 Phone Number 5601
 Transmitter Location..... Washington Rd.
 News Service AP
 Transcription Service World
 Representative..... George P. Hollingsbery
 President Harold Mattison
 Gen., Prom. Manager..... Granville Walters
 Commercial Manager..... M. M. Caver
 Program Director..... Stanley Walters
 Chief Engineer..... Clyne Graves

W L A U LAUREL—1946—ABC-MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Southland Bcstg. Co.
 Bus.-Studio Address..... 437 N. Magnolia St.
 Phone Number 7227-8
 Transmitter Location..... Meridian Ave.
 Air Time..... 5:30 a.m.-11 p.m.
 News Service UP
 Representative McGillvra
 Membership BAB
 President..... C. T. McCallum
 Gen., Sta. Mgr..... Norma H. Leggett
 Commercial Manager..... Teck Jones
 Sales Prom. Mgr..... J. L. Collins
 Pgm. Dir., Chief Anncr..... David Kane
 Chief Engineer..... Jimmie Hilbun

W M B C MACON—1947—MISS.

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Mississippi Bcstg. Co., Inc.
 Address WMBC Bldg.

Phone Number 310
 Transmitter Location..... Old Starkville Rd.
 Air Time..... 6 a.m.-M.
 News Service UP
 President, General Manager... Withers Gavin

W A P F McCOMB—1948—KBS-LBS

Frequency: 1010 Kc..... Power: 250 Watts d.
 Owned-Operated By..... S. W. Bcstg. Co. of Miss.
 Address..... Pike Hotel, Box 604
 Phone Number 1884
 Transmitter Location..... Hiway 24 West
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr..... Louis Alford
 Commercial Manager..... Bill Tyler
 Sales Promotion Manager..... Mack Smith
 Program Director..... Carl Austin
 Publicity Director..... Bonnie Sanders
 Chief Engineer, Sta. Mgr..... Phillip Brady

W S K B McCOMB—1939

Frequency: 1250 Kc..... Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By..... McComb Bcstg. Corp.
 Address..... P. O. Box 111
 Phone Number 37

W C O C MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... Mississippi Bcstg. Co., Inc.
 Business-Studio Address..... Threefoot Bldg.
 Phone Number 7714
 Transmitter Location..... Hway. 45 North
 Air Time..... 6 a.m.-12:10 a.m.
 News Service UP
 Transcription Service Standard
 President, General Manager... Withers Gavin

W M O X MERIDIAN—1946 MBS-KBS-MIDSOUTH

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Birney Imes, Jr.
 Address..... 9th St. & 23rd Ave.
 News Service AP
 Representative Mid-South Network
 President..... Birney Imes, Jr.
 General Manager..... Bob McRaney
 Station Manager..... Joseph W. Carson
 Commercial Mgr..... Eddie Holladay
 Chief Engineer..... Al Betmarik

W T O K
 MERIDIAN—1946—ABC

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

MISSISSIPPI

Bus.-Studio Add... Citizens Natl. Bank Bldg.
 Phone Number 3-1441
 Transmitter Location 3rd Ave. & 20th St.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service INS
 Representative Headley-Reed
 Pres., General-Station Mgr... Robert F. Wright
 Comm.-Sales Prom. Mgr.... William B. Crooks
 Pub., Pgm. Dir. Cecil Germany
 Chief Engineer Joe H. Saxon
 Consulting Engineer Gautney & Ray

WMIS

NATCHEZ—1941—NBC-KBS-LA.
 MISS.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Natchez Bcstg. Co.
 Business-Studio Address Box 330
 Phone Number 8211
 Transmitter Location Hwy. 61 N.
 News Service UP
 President P. K. Ewing
 Gen., Comm. Mgr. P. K. Ewing, Jr.
 Program Director Ervin Parks
 Chief Engineer George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old South Bcstg. Co.
 Business Address Box 54
 News Service UP
 Transcription Service Standard
 President Mrs. Laurie G. Ratcliffe
 Gen., Comm. Manager Paul Schilling
 Chief Engineer S. J. Parks, Jr.

WPMP

PASCAGOULA—1951—LBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Crest Bcstg. Co., Inc.
 Address P. O. Box 348
 Phone Number 83
 News Service INS
 Transcription Service Capitol
 Pres., Comm. Mgr. William R. Guest, Jr.
 Sta. Mgr., News Dir. Donovan Murphy
 Program Director Lee Smith
 Chief Engineer Fred Strothers

WHOC

PHILADELPHIA—1948—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By William Howard Cole
 Address P. O. Box 26
 Phone Number 740
 News Service UP
 Transcription Service Capitol
 Owner, Gen., Comm. Mgr.
 William Howard Cole
 News, Prom., Prog. Dir. Jim Sparks
 Chief Engineer Edgar C. Goforth

WRJW

PICAYUNE—1949—LBS-KBS

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By Moseley Bros.
 Business Address Picayune
 Phone Number 474
 Transmitter Location. State Rd. 2 Mi. E. of City
 News Service UP
 Transcription Service SESAC, Lang-Worth
 General Manager W. L. Moseley
 Program Director Archie Rushing, Jr.
 Chief Engineer Floyd Colee

WSSO

STARKVILLE—1948—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Starkville Bcstg. Co.
 Business-Studio Address WSSO Bldg.
 Phone Number 1230
 News Service AP
 Transcription Service Capitol
 President Grady Imes
 Gen., Comm. Mgr. Joe Phillips
 Program Director Mrs. Belle McPherson
 Chief Engineer Travis Palmer

WELO

TUPELO—1944
MBS-KBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tupelo Bcstg. Co.
 Business-Studio Address Welo Bldg.
 Phone Number 1400
 Transmitter Location Hwy. 45 So.
 News Service AP
 Station Representative Mid-South Net
 Owner Birney Imes, Jr.
 General Manager Bob Evans
 Commercial Manager Reeves Whirley
 Program Director Chuck Givens
 Chief Engineer LeRoy Green

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Delta Bcstg. Co., Inc.
 Business-Studio Address Post-Herald Bldg.
 Phone Number 312
 Transmitter Location 2½ Mi. E. of City
 News Service AP
 Transcription Service Capitol
 Representative Sears & Ayer
 Membership NARTB, BAB
 President L. P. Cashman
 General-Station Mgr. Mary-Van Cashman
 Commercial Manager L. L. Miller
 Program Director Charlotte Kahn
 Chief Engineer Waverley Conway

MISSISSIPPI-MISSOURI

WVIM

VICKSBURG—1948—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Radio Miss., Inc.
 Business-Studio Address Box 76
 Phone Number 1920
 Transmitter Location Thompson & Floyd Sts.
 President James T. Ownby
 Sta., Comm. Mgr. Frank Holifield

WROB

**WEST POINT—1947
 MBS-MID SOUTH-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Bob McRaney, Sr.
 Studio Address WROB Bldg.
 Transmitter Address Forrest St.
 Phone Number 807

Air Time 6 a.m.-11 p.m.
 Representative Mid South Network
 President, General Mgr. Bob McRaney, Sr.
 Sta., Comm. Mgr. Hugh Shankle
 Chf. Ann., Eng. George Corken

WAZF

YAZOO CITY—1946—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WAZF, Inc.
 Phone Number 1300-1
 Transmitter Location I Mi. No. of City
 Air Time 5:55 a.m.-10:15 p.m.
 News Service AP
 Transcription Service World
 Pres., Gen. Sta. Mgr. Guy Corley
 Prom., Comm. Mgr. Phil Streit
 Prod. Program Director Fred Rand
 Chief Engineer D. A. Flinspach

MISSOURI

*Pop. April 1, 1952 (Est.) 4,122,000—Total Housing Units 1,269,772
 Families April 1, 1952 (Est.) 1,103,000—Stations in State 51*

KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Hirsch Bcstg. Co.
 Business-Studio Address 324 Broadway
 Phone Number 2104
 News Service UP
 Representative John E. Pearson
 President Oscar C. Hirsch
 Gen., Comm. Manager Ralph L. Hirsch

KDMO

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Carthage Bcstg. Co.
 Trans. Address 1201 E. Chestnut
 Phone Number 2648, 2623
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol, Keystone
 Representative Continental
 Membership NARTB, BAB
 Station Manager L. C. McKenney
 Commercial Manager J. I. Dalv
 Sales Promotion Manager Phil Hannum
 Program Director Lee Crocker
 News, Publicity Director Les Kennon
 Chief Engineer George Province

KCRV

CARUTHERSVILLE—1950

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pemiscot Bcstg. Co.
 Address 106 W. 3rd St.

Phone Number 965
 Transcription Service Thesaurus, World
 News Service UP
 President J. E. Taylor
 Gen., Sta. Mgr. Robert L. Harrison
 Commercial Manager Raymond Miller
 Pgm., Prod. Dir. Denis McGovern
 Pub. Dir., Farm Editor Harry A. Moreland
 News Director Norman Shainberg

KCHI

CHILLICOTHE—1950—KBS-LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By Cecil W. Roberts
 Address Box 719
 Phone Number 1920
 News Service UP
 Representative Conwell
 General, Station Manager Howard G. Rion
 Commercial Mgr., Pgm. Dir. R. Wayne Cox
 Chief Engineer James L. Preston

KDKD

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Clinton Bcstg. Co., Inc.
 Address P. O. Box 113
 Phone Number 233
 News Service UP
 Transcription Service World
 Representative Devney
 Pres., Gen. Mgr. David M. Segal
 Commercial Manager Bill E. Brown
 Program Director Virgil Eugene Stone
 Chief Engineer Marvin Landon

MISSOURI

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....KFRU, Inc.
 Trans. Business Address..U. S. 40 at U. S. 63
 Phone Number.....4141
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 Membership.....NARTB, BAB
 President.....H. J. Waters, Jr.
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.
 Comm., Sales Prom. Mgr.....F. I. LeGrand
 Program Director.....Harold Douglas
 News Director.....Edward Lambert
 Musical Director.....Paul Robinson
 Chief Engineer.....Robert Haigh
 Consulting Engr.....John B. Heffelfinger

KREI

FARMINGTON—1947—LBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Cecil W. Roberts
 Phone Number.....710
 Studio-Transmitter...Burks Rd. & Webster St.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Pres., Gen. Mgr.....Cecil W. Roberts
 Station Manager.....F. P. (Ted) Graves
 Chief Engineer.....Bill Westbrook

KFCF

FESTUS—1951

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By...Jefferson County Radio
 & TV Co.
 News Service.....UP
 General Manager.....C. M. Poindexter
 Commercial Manager.....Donald M. Donze

KFMO

**FLAT RIVER—1947—MBS
 GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Lead Belt Bcstg. Corp.
 Business-Studio Address.....Flat River
 Phone Number.....1000
 Transmitter Location...U. S. Hway. 61
 Air Time.....Unlimited
 News Service.....UP
 Representative.....John E. Pearson
 President, General Manager...Oscar C. Hirsch
 Station-Comm. Mgr.....James F. Collins
 Program, Publicity Director...Virginia Collins
 Production Director.....Earl Whitener
 Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950—LBS

Frequency: 900 Watts. Power: 250 Watts d.
 Owned-Oper. By.....Mo. Central Bcstrs.
 Address.....5th and Market

Phone Number.....1400
 Transcription Service.....Capitol
 News Service.....UP
 Membership.....NARTB, BAB
 Gen. Mgr., Chief Engr.....Robert W. Nickles
 Sta. Mgr., Pgm. Dir.....Roger P. Fox

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By...Courier-Post Publishing Co.
 Business-Studio Address...102½ S. Main St.
 Phone Number.....3450
 Transmitter Address...6 Mi. S. of Hannibal
 Air Time.....5:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....RCA Thesaurus
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Gen.-Sta.-Sales Prom. Mgr...Wayne W. Cribb
 Commercial Manager.....P. H. Cunningham
 Pgm., Prod., Pub. Dir.....Gene Hoenes
 News Director.....George Allen, Jr.
 Chief Engineer.....Ben Parrish
 Consulting Engr.....Commercial Radio

KIMO

INDEPENDENCE—1947—LBS

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....The Blue Valley Co.
 Business-Studio Address.....310 N. Osage
 Phone Number.....CL. 9815
 Transmitter Location...28th & Northern Blvd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Membership.....NARTB
 General, Comm. Manager...Craig Siegfried
 Pgm., Prod., Pub. Dir.....Harry L. Becker
 Chief Announcer.....Mark Foster
 News Director.....Robert Hoyt
 Chief Engineer.....Eldon Ryan

KWOS

**JEFFERSON CITY—1937
 MBS-GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address...210-212 Monroe St.
 Phone Number.....6-3137
 Transmitter Location...St. Mary's Blvd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth RCA
 Thesaurus
 Representative.....Sears & Ayer
 President.....R. C. Goshorn
 Gen., Sta. Comm. Mgr.....Catherine Roer
 Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 Watts n.

MISSOURI

Owned-Oper. By.....Four States Bcsters, Inc.
 Business-Studio Address.....1027 Main
 Phone Number.....1310
 Transmitter Location.....N.W. of Joplin
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....Harry Easley
 Exec. V.-P., Comm., Gen. Mgr.....W. H. Clark
 Program Director.....Ed Johnson
 Chief Engineer.....Ralph Meador
 Consulting Engr.....Robert Silliman

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Trans. Address.....1928 W. 13 St.
 Phone Number.....7260
 News Service.....UP
 Transcription Service.....World
 Representative.....William G. Rambeau
 Pres., Gen. Mgr., Chf. Engr.....

Austin A. Harrison

Commercial Manager.....John D. Whitt
 Pgm., Prom. Dir.....Ronald W. Robson

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone Number.....330
 Transmitter Location.....13th & Munroe
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....NARTB
 Pres., Gen.-Station-Comm. Mgr.....D. J. Poyner
 Sales Prom. Mgr.....David Gregg
 Program Director.....Golda Shauince
 Chief Engineer.....Jack Langford

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg., Inc.
 Business-Studio Address.....300 Walloway Bldg.
 Phone Number.....Victor 3864
 Transmitter Location...901 N. 8th St., Kansas
 City, Kan.
 News Service.....AP, UP
 Transcription Service...Langworth, Standard
 Representative.....Capper Publications, Inc.
 General Manager.....Ben Ludy
 Sales Prom. Mgr.....Joe Story
 Program Director.....George Stump

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....125 E. 31st St.
 Phone Number.....Jefferson 6789
 Transmitter Location.....Nashua
 Air Time.....Unlimited
 News Service.....5 a.m.-1 a.m.
 Transcription Service...Thesaurus, Associated
 Representative.....Katz
 Membership.....NARTB
 President.....Tom L. Evans
 General Manager.....E. K. Hartenbower
 Asst. Manager.....C. E. Breazal
 Commercial Manager.....R. W. Evans
 Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
 Program Director.....S. B. Tremble
 Production Director.....Kenneth Heady
 News Director.....Jim Monroe
 Chief Engineer.....Karl Troeglen
 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.....222 W. 11th St.
 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.....NARTB, BAB
 President.....Arthur B. Church
 V.P., Managing Dir.....George J. Higgins
 Sales Promotion Manager...Harold W. Storm
 Program Director.....Rod E. Cupp
 Production Director.....Fran Heyser
 News Director.....John Farmer
 Chief Announcer.....Lee Stewart
 Musical Director.....P. Hans Flath
 Chief Engineer.....Ray Moler
 Consulting Engr.....Jansky & Bailey

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Midland Bcstg. Co.
 Address.....222 W. 11th St.
 Phone Number.....Harrison 2650
 Transmitter Location...50th & Bellinder
 Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service...World
 Representative.....Free & Peters
 Membership.....NARTB, BAB

MISSOURI

President..... Arthur B. Church
 V.P., Managing Director..... George J. Higgins
 Sales Promotion Mgr..... Harold W. Storm
 Program Director..... Rod Cupp
 Production Director..... Fran Heysler
 Chief Announcer..... Lee Stewart
 News Director..... John Farmer
 Musical Director..... P. Hans Flath
 Chief Engineer..... Ray Moler
 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, Thesaurus
 Representative..... H. I. Christial
 President..... Roy A. Roberts
 General Manager..... Dean Fitzer
 Station Manager..... V. S. Batton
 Commercial Mgr..... E. Manne Russo
 Program Director..... Harry J. Kaufmann
 Publicity Director..... Harold Glazer
 News Director..... Walt Bodine
 Chief Engineer..... J. A. Flaherty
 Consulting Engineer..... G. E. Gauntney

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
 News Service..... AP
 Transcription Service..... Associated
 Representative..... John Blair & Co.
 Pres., Comm. Mgr..... Donald Dwight Davis
 Gen., Sta. Mgr..... John T. Schilling
 Sales Prom. Mgr..... Charles Rosenfeldt
 News, Program Director..... Richard Smith
 Chief Engineer..... Henry Goldenberg

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..... 8-4616
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... Standard, Capitol
 Membership..... BAB
 President, General Manager..... Paul C. Jones
 Station Manager..... C. H. Harrison
 Commercial Manager..... 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..... 5-3781
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Standard
 General, Station Manager..... Samuel A. Burk
 Commercial Manager..... R. M. Harpster
 Program Director..... Lee Jones
 News Director..... Robert S. Herrin
 Chief Engineer..... Charles Porter

K L W T

LEBANON—1948—MBS

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

K M M O

MARSHALL—1949—KBS-LBS

Frequency: 1300 Kc..... Power: 500 Watts d.
 Owned-Operated By..... KMMO, Inc.
 Address..... P. O. Box 513
 Phone Number..... 40
 Transmitter Location..... 1 Mi. N.W. of City
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Lang-Worth
 Station Manager..... Harold Gordon
 Commercial Manager..... Roger Gordon
 Program Director..... Bettie S. Baldwin
 Chief Engineer..... Bill Williams

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Audrain Bcstg. Corp.
 Phone Number..... 2340-1
 Studio, Trans. Loc..... 1725 E. Liberty
 Air Time..... 6:00 a.m.-12 M.
 News Service..... AP
 Representative..... John E. Pearson
 Membership..... NARTB, BAB
 President..... John Badaracco
 Gen., Sta. Mgr..... W. Earl Dougherty
 Sales Promotion Manager..... Monty Moncrieff
 News Director..... Jim Buffington
 Chief Engineer..... Bob Bruner

MISSOURI

K N C M

MOBERLY—1950

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

K R M O

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
 Gen. Mgr., (Partner) L. C. McKenney
 Sales Manager (Partner) J. J. Daly
 Commercial Manager Marion Pilant
 Station Manager Jim Allwood
 Publicity, News Dir. Victor Cox
 Chief Engineer George Province

K N E M

NEVADA—1941—KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Missouri Bcstng. Co.
 Address P. O. Box 15
 Phone Number 13
 Transmitter Location 3rd & Smecter
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service SESAC
 Representative Conwell Co.
 President Cecil W. Roberts
 General Manager Jerrell Henry
 Commercial Manager Al Meschi
 Program Director Dorothy Henry
 Chief Engineer Paul Gregg

K W O C

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.
 News Service UP
 Transcription Service SESAC
 Representative John E. Pearson
 President, General Manager A. L. McCarthy
 Station Manager Byron Kearbey, Jr.
 Prog., Prod. Dir. Jerry J. Higley
 News Director John A. Thies
 Chief Engineer Donald M. Lidenton
 Consulting Engineer F. O. Grimwood

K T T R

ROLLA—1947—KBS-LBS

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 5:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Pres., Gen.-Sta.-Comm. Mgr. Luther W. Martin
 Pgm., Prdo., Pub. Dir. Wilson C. Burkhead
 Musical Director Mel Lee
 Chief, Consulting Engr. Martin W. Mitchum

K F E Q

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 5:30 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
 Program Director E. C. Schirmer
 Production Director Walter Johnson
 Chief Engineer J. Wesley Koch
 Consulting Engr. George C. Davis

K R E S

ST. JOSEPH—1946—LBS

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By Missouri Valley Bcstg. Corp.
 Business-Studio Address 113 S. 7th St.
 Phone Number 4-6348
 Transmitter Location Hwya. 169
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 President Basil L. Kaufmann
 Exec. V.-P., Gen. Mgr. William C. Whitlock
 Gen., Sta. Mgr. John L. Bilyeu
 Commercial Manager C. Warren Stout
 Program Director Allen Menefee
 Local Sales Manager Warren Stout
 Publicity Director Gene Miller
 Chief Engineer Harry L. Teegarden
 Consulting Engr. Commercial Radio

*You get **MORE** for your money
when you buy the*



Buy **KSD**

*... with the **LARGEST** daytime
half-millivolt coverage area of
any radio station in **ST. LOUIS***

*... 5000 watts on 550 kc
day and night!*

KSD •

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: **FREE & PETERS, Inc.**

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

MISSOURI

K M O X

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc. Power: 50,000 Watts
Owned By: Columbia Bcstg. System, Inc.
Operated By: CBS Radio Division
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: CBS Radio Spot Sales
Membership: BAB
General Manager: John Ackerman
Commercial Manager: P. S. Anderson
Sales Prom. Mgr.: C. W. Doebler
Program Director: Mark Russell
Production Director: George M. Clare
Chief Engineer: Harry Harvey

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: NARTB
President: Joseph Pulitzer
General Manager: George M. Burbach
Sales Manager: Arthur J. Casey
Program Director: Harold Grams
Commercial Manager: Edward W. Hamlin
Promotion Manager: David Pasternak
Chief Engineer: J. E. Risk

K S T L

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio St. Louis, Inc.
Address: St. Louis 1
Phone Number: Main 0600
Transmitter Location: East St. Louis, Ill.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Capitol
Representative: Forjoe
Membership: NARTB, BAB
Pres., Gen. Mgr.: William A. Ware
Asst. Manager: Dick J. Kasten
Commercial Manager: William A. Knight
Program Director: Bob Terry
Traffic Manager: Rose DiCarlo
Publicity Director: Dolores J. Ryan
News Director: Bob Sheehan
Chief Engineer: Edward B. Bench, Jr.

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
Air Time: 5:30 a.m.-M.
News Service: AP
Representative: Krtz
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
Chief Engineer: N. J. Zehr
Consulting Engineer: McIntosh & Inglis

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 Blvd.
Phone Number: Delmar 1320
Transmitter Location: Brentwood
News Service: UP
Transcription Service: Lang-Worth
Representative: Bolling
Membership: NARTB, BAB
Pres., Gen. Mgr.: S. E. Sloan
Station Manager: Les Ware
Chief Engineer: Wallace E. St. Vrain

K X O K

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By: KXOX, Inc.
Business-Studio Address: 12th & Delmar
Phone Number: Chestnut 6000
Transmitter Location: Madison, Ill.
News Service: AP, UP
Transcription Service: Associated, Standard
Representative: John Blair
Membership: NARTB, 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
Production Director: Elmer Muschany
Publicity Director: Mary Williamson
Chief Engineer: Arthur F. Rekart
Consulting Engineer: Jansky & Bailey

W E W

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Oper. By: The St. Louis University

MISSOURI

Address 3642 Lindell Blvd.
 Phone Number FRanklin 5665
 News Service INS, UP
 Transcription Service. Lang-Worth, Associated
 President (St. Louis U.)
 Very Rev. Paul C. Reinert, S.J.
 Sta. Gen. Manager Geo. A. Volz
 Promotion Manager John G. Walsh
 Chief Engineer Joseph A. Volk

Phone Number 1
 News Service AP
 Transcription Service Standard
 President Lyman R. Bowman, Jr.
 Sta., Comm., Prom. Mgr. Richard L. Watkins, Jr.
 Pgm. Dir., Chief Annr. James Palmer
 Chief Engineer Ralph L. Hirsch

W I L

ST. LOUIS—1922—LBS

Frequency: 1430 Kc. Power: 500 Watts
 Owned-Operated By Missouri Bcstg. Corp.
 Business-Studio Address Hotel Chase
 Phone Number Rosedale 6200
 Transmitter Location North Dupo, ll.
 Air Time 5:30 a.m.-1:30 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Pres., Gen. Mgr. L. A. Benson
 Commercial Manager R. M. Hetherington
 Promotion Manager Nick Pagliara
 Program Director Edward M. Galloway
 Publicity Director Marilyn Rohan
 Chief Announcer Bob Grossman
 News Director John Carr
 Chief Engineer Wells Chapin

K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By Donze Enterprises, nc.
 Bus.-Studio Address 245 Merchant St.
 Phone Number 580
 Transmitter Location Maxwell Hill
 Air Time 6 a.m.-10 p.m.
 News Service UP
 President, General Manager Elmer L. Donze
 Chief Announcer Harry Stonum
 Chief Engineer Murel L. Rose
 Consulting Engineer Grimwood

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
 News Service UP
 Representative Forjoe
 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

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper. Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address Hwy. 60 W.

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 NARTB, BAB
 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.
 Address 610 College St.
 Phone Number 4-1561
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative McGillvra
 Membership NARTB, BAB
 President Floyd W. Jones
 General Manager Miles N. Walker
 Commercial Manager Richard Bradley
 Program Director Welcome Stanton
 Publicity Director Richard Hainline
 Chief Engineer Charley Grayston

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 NARTB, 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 James C. McNary

MISSOURI-MONTANA

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts
 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 NARTB, BAB
 Pres., Gen. Mgr..... Ralph D. Foster
 Asst. Gen. Mgr..... Leslie L. Kennon
 Program, Prod. Director..... Lou Black
 Chief Announcer..... Joe Slattery
 Promotion Director..... Bill Bailey
 News Director..... Floyd M. Sullivan
 Chief Engineer..... Fritz Bauer
 Consulting Engineer..... A. D. Ring

K W R E

WARRENTON—1949

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Operated By..... W. T. Zimmerman

Address Warrenton
 Phone Number 398
 Transmitter Location Hwyay 47
 News Service UP
 Transcription Service RCA
 Representative Continental Radio
 Pres., Gen. Mgr..... W. T. Zimmerman
 Station Manager Don Clem
 Commercial Manager Leo Waters
 Sales Prom. Mgr..... Geo. Eddons
 Chief Engineer Cal Morris

K W P M

WEST PLAINS—1947—KBS

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
 General Manager..... Robert F. Neathery
 Commercial Manager..... Fritze Williams Dixon
 Program Director..... John Billingsley
 Consulting Engineer..... Fred Grimwood

MONTANA

*Pop. April 1, 1952 (Est.) 621,000—Total Housing Units 195,184
 Families April 1, 1952 (Est.) 179,000—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 7668
 Studio-Transmitter Location..... 1 Mi. E. of City
 News Service UP
 Transcription Service Lang-Worth
 President..... A. J. Mosby
 Station Manager..... Helen M. Ryan
 Commercial Manager..... F. Gilbert Lieser
 Sales Promotion Mgr..... John B. Hogan
 Chief Engineer..... W. J. Derzay

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, Associated
 Representative Avery-Knodel

Membership NARTB, BAB
 President Don C. Foote
 General 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..... 5th & N. B'way
 Phone Number 2-2222
 News Service UP
 Representative Katz
 President..... C. O. Campbell
 Gen., Comm. Mgr..... Edward Yocum
 Program Director..... V. Braunberger
 Chief Engineer..... Jeff A. Kiichli

K O O K

BILLINGS—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By..... The Montana Network
 Address..... P. O. Box 1712
 Phone Number 9-5970
 News Service AP
 Transcription Service Thesaurus

MONTANA

Representative Hollingbery
President C. L. Crist
Station Manager V. V. "Bud" Clark
Comm., Sales Prom. Mgr. Jerry Moen
Pgm., Prod. Dir. Ed Peiss
Chief Engineer Grant French
Consulting Engineer Wrathall & McNary

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
Membership NARTB
Pres., Gen. Sta. Mgr. G. Norman Penwell
Comm., Sls., Prom. Mgr. C. J. Chucovich
Pgm., Prod. Dir. Dan Snyder
Pub., News Dir. Ralph Evans
Chief Engineer Ed Kolman
Consulting Engineer Archer Taylor

K X L Q

BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KRBM Besters, Inc.
Business Address Bozeman
Phone Number 1420
Transmitter Location 2½ Mi. E. of City
Representative Walker
Pres., General Mgr. Ernest A. Neath
Commercial Manager J. Ray Bridges
Program Director Wally Reid
Publicity Director Chuck Dawson
Chief Engineer Larry Friesner

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
President Frank Reardon

K O P R

**BUTTE—1948—ABC-MBS
INTERMOUNTAIN**

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Copper Bcstg. Co.
Business-Studio Address Hotel Finlen
Phone Number 6546
Transmitter Location Little Basin Creek
Air Time 6 a.m.-11:30 p.m.
News Service UP
Transcription Service World
Representative Avery-Knodell
President Frank C. Carman
General Manager Ed Cooney
Commercial Manager G. W. Chance

Program Director Jim Harrold
Publicity Director H. F. Burgman
Chief Engineer Jim Foster

K X L F

BUTTE—1929—NBC

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
Publicity Director Vern Totten
Chief Engineer W. J. Provis

K X G N

GLENDIVÉ—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Lewis Wiles Moore
Address 314 McDougal
Phone Number 5375
Transmitter Location S. Pearson Ave.
News Service AP
Transcription Service Capitol
Owner Lewis Wiles Moore
General Manager Daniel C. Palen
Commercial Manager M. M. Schlasner
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 Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President Fred Birch
General Manager J. P. Wilkins
Chief Engineer Wilbur L. Myhre

K M O N

**GREAT FALLS—1948—MBS
ABC-INTERMOUNTAIN**

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Montana Farmer Bcstg. Co.
Business Address Tribune Bldg.
Phone Number 4382
Transmitter Location 5 Mi. S. of City
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Avery-Knodell
President Lester Cole
General Manager Robert H. Warner
Commercial Manager Frank W. Kaull

MONTANA

KXLK

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 Location Park Hotel
Representative Walker
Manager Paul Hatton
Eastern Sales Manager..... Wythe Walker
Western Sales Manager..... Tracy Moore

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc. Power: 1000 Watts d.
Owned-Operated By... No. Montana Bcstg. Co.
Business-Studio Address... Box 70, Liberty Hotel
Bldg.
Phone Number1096-7
Transmitter Location 3.5 Mi. N.E. of Havre
Air Time..... 6 a.m.-M.
News Service UP
Transcription Service Capitol
Representative..... Donald Cooke, Inc.
President..... O. R. Rubie
General. Sta. Mgr. Charlotte H. Brader
Prog. Dir., Chf. Ann. James R. Saenger
Production Director Stanley G. Stephens
Chief Engineer..... George H. Bauer

KCAP

HELENA—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Lewis & Clark Bcstg. Corp.
Address..... 1705 Jerome Pl.
Phone Number4030
News Service UP
Transcription Service Associated
President James Flinn
Gen., Comm. Mgr..... Robert Fleming
Program Director..... D. M. Lewing
Promotion Manager..... H. J. Rueggs
Co-Chief Engr., Farm Dir..... Dean Mack
Co-Chief Engineer..... Lee Dobler
News Director..... Allen Nowatny

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Peoples Forum of the Air
Address..... P. O. Box 797
Phone Number1240
Transmitter Location Helena
News Service UP
President..... A. T. Hibbard
General Manager..... Barclay Craighead
Commercial Manager..... Carl Argabrite
Program Director..... Gene Hogan
Chief Engineer..... Ralph Gassler

KGEZ

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 NARTB, BAB
Pres., Gen. Sta. Mgr..... Donald C. Treloar
Sales Prom. Mgr..... Robert Bennett
Prog., Prod. Dir..... Norm Fisher
Chief Engineer..... Paul Johnston
Consulting Engineer..... Al Sparling

KXLO

LEWISTON—1947—MBS

INTERMTN. NET

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... W. G. Kelley
Bus.-Studio-Transmitter Address... E. Main St.
Phone Number 1210
News Service AP
Transcription Service World
President..... William G. Kelly
Comm., Gen. Mgr..... Marlin T. Obie
Chief Engineer David Sather

KLCB

LIBBY—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Lincoln County Bcstrs. Inc.
Address..... P. O. Box 565
General Manager..... O. G. Coburn

KPRK

LIVINGSTON—1947—MBS

INTERMTN.

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.
News Service UP
Transcription Service World
Pres., Gen. Mgr..... Paul B. McAdam
Commercial Manager..... Jack Hinman
News, Prog. Dir..... Gerald Tyo
Chief Engineer..... Edwin Wood

KRJF

MILES CITY—1941—KBS

MBS-INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Star Printing Co.
Transmitter-Studio Location..... 13 N. 6th
Business Address..... Box 1015, Miles City

MONTANA - NEBRASKA

Phone Number1340
 News Service UP
 Transcription Service..... Lang-Worth, KBS
 RepresentativesAvery-Knodel, Blair
 MembershipNARTB, BAB
 General Manager..... Ian A. Elliot
 Commercial Manager..... Fred B. Hunnes
 Program Director..... Donald E. Holen
 Production Director..... Herbert J. Hanson
 Chief Engineer..... William Sebastian

News ServiceUP
 Representative Walker
 Pres., Gen., Sta. Mgr..... Pat M. Goodover
 Commercial Mgr. Bob Gillis
 Program Director..... Bill Strothman
 Chief Engineer..... Dave Green

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 Gil-Petra-Keith
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. A. J. Mosby
 Commercial Manager..... F. G. Lieser
 Prog., Prod., Pub. Dir..... Marion E. Dixon
 Chief Engineer..... Clifford Baker

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... Orchard Homes
 Air Time..... 6 a.m.-M.

K I Y I

SHELBY—1946—KBS-MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Tri County Radio Corp.
 Address..... P. O. Box 185
 Phone Number 560
 News Service UP
 Representative Cooke
 President..... John J. Hurley
 General Manager..... Bill Murphy
 Commercial Manager..... John Lyon

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
 Representative Lawson
 General Manager..... E. E. Krebsbach
 Station Mgrs..... (Sidney) Keith Krebsbach.
 (Williston, N. D.) Clair Krebsbach
 Production Director..... Bob Roderick
 Publicity Director..... Bob Rockne
 Chief Engineer..... O. H. Halvorson
 Consulting Engineer..... G. B. Bairey

NEBRASKA

*Pop. April 1, 1952 (Est.) 1,391,000—Total Housing Units 417,305
 Families April 1, 1952 (Est.) 379,000—Stations in State 22*

K C O W

ALLIANCE—1949

Frequency: 1400 Kc..... Power: 250 Watts
 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
 Membership NARTB, BAB
 President Hansford Jagers
 Gen., Sta. Mgr. Gene Ackerley
 Commercial Manager..... James L. Thomas
 Chief Engineer Edward Davenport

K W B E

BEATRICE—1949—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Blue Valley Bcstg. Co.
 Address 112½ North 6th St.
 Phone Number 1245
 Transmitter Location ... Mary & Sherman Sts.
 News Service AP
 Transcription Service..... World, Cole,
 Thesaurus
 Comm., Sales Prom. Mgr..... Bud Pentz
 Gen. Mgr., Pgm. Dir..... C. Brugha
 Chief Engineer Wilbur R. Emerson

NEBRASKA

K C N I

BROKEN BOW—1949—LBS

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

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 Number... 5154
 Studio-Transmitter Location... Columbus
 Air Time... Sunrise-sunset
 News Service... AP
 Representative... Biddick, Continental
 Transcription Service... World, SESAC,
 Thesaurus
 Pres., Gen. Sta. Mgr... George Basil Anderson
 Commercial Manager... Milo Kincaid
 Program Director... Florence L. Anderson
 Chief Anncr., Farm Editor... Gene Jones
 News, Musical Dir... Carl Rafferty
 Chief Engineer... Harold Hardy

K F G T

FREMONT—1939—MBS

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Oper. By... Walker Newspapers, Inc.
 Business-Studio Address... 118 E. 5 St.
 Phone Number... 1080
 Transmitter Location... E. 16th St.
 Air Time... 7 a.m.-10:30 p.m.
 News Service... AP
 Transcription Service... Capitol
 Membership... NARTB, BAB
 Pres., Gen. Mgr... Lester A. Walker

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By... KMMJ, Inc.
 Business-Studio Address... Division at Cedar
 Phone Number... 703-4
 Transmitter Location... Phillips
 Air Time... Daytime
 News Service... UP
 Transcription Service... World, SESAC
 Representative... Headley-Reed
 President... Don Searle
 V.P. & General Manager... Bill Martin
 Sales Promotion Manager... Quintin McCredie
 Chief Engineer... V. L. Lynch

K H A S

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Nebraska Bstg. Co.

Trans. Address... Tribune Bldg.
 Phone Number... 2-5101
 Air Time... 6 a.m.-12 M.
 News Service... INS
 Transcription Service... Standard
 President... Fred A. Seaton
 Gen., Comm. Mgr... Duane L. Watts
 Pub., Prod., Prog. Dir... Lloyd O. Thomas
 Chief Engineer... Duane B. Allison

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Central Neb. Bcatg. Corp.
 Business-Studio Address... Federal Annex Bldg.
 Phone Number... Business, 2-3541
 Transmitter Location... Lakeside
 News Service... UP
 Transcription Service... World
 President, General Manager... Lloyd C. Thomas
 Commercial Manager... John W. Yeager, Jr.
 Program Director... Elen Selah
 Chief Engineer... Jack Lewis
 News Director... Don Sherrill

K R V N

LEXINGTON—1950—LBS

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By... Nebraska Rural Radio
 Address... 104 W. 8th St.
 Phone Number... 716
 Representative... Taylor
 Transcription Service... Standard
 News Service... AP
 Membership... NARTB, BAB
 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 Bstg. Corp.
 Business-Studio Address... Sixth Fl., Stuart Bldg.
 Phone Number... 2-6965
 Transmitter Location... 48th & Vine Sts.
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Capitol, Standard
 Representative... Edward Petry
 Membership... NARTB, BAB
 President... James Stuart
 Gen., Sta. Mgr... George X. Smith
 Pub., Sales Promotion... Lydia Nekuda
 Prod., Program Director... Ken Greenwood
 Chief Announcer... Arvum Bondarin
 Chief Engineer... Charles W. Winkler

NEBRASKA

KLMS

LINCOLN—1949

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Lincoln Bcstg. Corp.
 Address: 130 N. 16th St.
 Phone Number: 2-7579
 Transcription Service: Associated
 Representative: Ind. Met. Sales
 President: Howard A. Shuman
 General Manager: J. Russell Joynl

KOLN

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
 President: Paul R. Foy
 General, Sta. Manager: Harold E. Anderson
 Commercial Manager: W. B. Waugh
 Prod., Prog. Director: William L. Lucas
 Publicity Director: Twila Walker
 Chief Engineer: M. J. Korinek

KBRL

MCCOOK—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: The McCook Bcstg. Co.
 Bus.-Transmitter Address: Hwy. 83 & "J" St.
 Phone Number: 1450
 Air Time: 6:30 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Standard
 Representative: McGillivra
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: LeRoy W. Lenwell
 Prog. Dir., Chf. Ann.: Gilbert Mitchell
 Consulting Engineer: Fred O. Grimwood

WJAG

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Huse Publ. Co.
 Bus.-Studio Address: 527 Norfolk Ave.
 Phone Number: 432
 Transmitter Location: 3½ Mi. W. of Norfolk
 Air Time: Daytime
 News Service: AP
 Transcription Service: Standard
 Representative: Walker
 Membership: NARTB, BAB

President: E. F. Huse
 General Manager: Art Thomas
 Station Manager: Bob Thomas
 Commercial Manager: Vernon Stedry
 Prom. Mgr., Pub. Dir.: Evans Meier
 Chief Engineer: Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Station KODY
 Bus.-Studio-Transmitter Address: 1521 W. 12th
 Phone Number: 382
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Lang-Worth, World
 Representative: John Blair
 Membership: NARTB, BAB
 President, Gen. Mgr.: John Alexander
 Office Manager: Jerry Wing
 Commercial Manager: Joe di Natale
 Chief Engineer: Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Inland Bcstg. Co.
 Business-Studio Add.: 676 World Ins. 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: NARTB, BAB
 Pres., Gen. Mgr.: Paul R. Fry
 Station Manager: Richard E. Welna
 Commercial Manager: Ernest S. Priesman
 Sales Prom. Mgr., Pub. Dir.: Beverly Bush
 Program Director: Richard F. Low
 Chief Engineer: Richard E. Welna
 Consulting Engineer: E. L. Dillard

KFAB

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: 24 Hrs.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Free & Peters
 Membership: NARTB, BMB
 President: Fred S. Sidles
 Gen., Sta. Mgr.: Harry Burke
 Commercial Mgr.: Harold Soderlund
 Sales Promotion Mgr.: Don Shoemaker

NEBRASKA

News Director Carl Uhlarik
 Musical Director..... Alene McKinney
 Transmitter Engineer..... Art Stewart
 Farm Editor W. E. Macdonald
 Consulting Engineer George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By....Central States Bcstg. Co.
 Business-Studio Address..... 211 So. 17th St.
 Phone Number.....Jackson 7626
 Transmitter Location..... Council Bluffs, Ia.
 Air Time Unlimited
 News Service..... AP, INS
 Transcription Service..... Capitol, Standard
 Representative Edward Petry
 Membership NARTB, 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 Harry Hatcher
 Musical Director Betty Baker
 Chief Engineer..... Charles W. Winkler

KOWH

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..... 69th & Redmon
 News Service..... AP, UP
 Transcription Service Lang-Worth
 Representative Bolling
 President..... Robert H. Storz
 Sta., Gen. Manager..... Todd Storz
 Sales Promotion Jack Sandler
 Program Director..... Gaylord Avery
 Production Director Don Loughnane
 Publicity Director..... G. W. Armstrong
 Chief Announcer..... Jim O'Neill
 News Director Walt Kavanagh
 Musical Director..... Peg E. McGrath
 Studio Supervisor..... Dale Moudy
 Consulting Engr.... C. Ravens, Lohnes & Culver

WOW

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, SESAC

Representative John Blair
 Membership NARTB, BAB
 President..... E. T. Meredith, Jr.
 General Manager..... Frank P. Fogarty
 Natl. Sales Mgr..... Bob Dooley
 Sales Promotion Manager..... Bill Wiseman
 Program Director..... Ray Olson
 Chief Announcer..... Merrill Workhoven
 Musical Director..... Morton Wells
 Chief Engineer..... William J. Kotera
 Farm Editor..... Mal Hansen

KNEB

SCOTTSBLUFF—1948—MBS

Frequency: 970 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.... Platte Valley Bcstg. Corp.
 Business-Studio Address... Golden Rule Bldg.
 Phone Number 1620
 Transmitter Location..... 1½ Mi. S.E. of City
 Air Time 5:30 a.m.-12:30 a.m.
 News Service AP
 Transcription Service.... Capitol, Lang-Worth
 Representative Hal Holman
 Membership NARTB, BAB
 President..... John R. Jirdon
 General-Station Mgr..... Russ M. Stewart
 Commercial Manager..... Byron Joachim
 Program Director..... Keith Roper
 Chief Announcer..... Arthur Taylor
 News Director Richard Rayman
 Sales Prom. Mgr..... Bob Wilber
 Prod., Pub. Dir..... Perry Gerstein
 Chief Engineer Leslie A. Proctor
 Consulting Engineer..... Gautney & Roy

KOLT

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 McGilvra
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. L. L. Hilliard
 Commercial Manager..... Louis Hunter
 Sales Promotion Manager..... Red Davis
 Program Director W. G. Walter
 Production Director..... Bob Horstman
 Chief Announcer..... Hap Ellis
 News Director W. J. Brennan
 Musical Director..... Gretchen Wimmer
 Chief Engineer Harland A. Morrison
 Farm Editor..... R. C. Ingwerson
 Consult. Eng..... Commercial Radio

NEVADA

Pop. April 1, 1952 (Est.) 170,000—Total Housing Units 57,457
Families April 1, 1952 (Est.) 51,000—Stations in State 11

KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.
Address: P. O. Box 790
Phone Number: 260
Air Time: 6:30 a.m.—10 p.m.
News Service: UP
Transcription Service: Standard
President: Chris Sheerin
General Manager: John J. Gammick
Chief Engineer: Lee Peer

KELY

ELY—1950

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

KENO

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"
Air Time: 5 a.m.—1:30 a.m.
News Service: INS
Representative: W. S. Grant
Pres., Gen.-Sta. Manager: Maxwell Kelch
Commercial Mgr.: Thompson Magowan
Prog., Prod., Pub. Dir.: Ken O'Connell
News Director: Ed Oncken
Chief Engineer: R. O. Dow
Consulting Engineer: J. Tap

KLAS

LAS VEGAS—1948—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: Hollingbery
Pres., Gen. Mgr.: Fred Stoye
Sales Promotion Manager: Maxine Lunt
Program, News Director: John Ryken
Chief Engineer: Gregg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Vegas Valley Bcstg. Co.
Address: Hotel Thunderbird
Phone Number: 6500
News Service: UP
President: David McKay
Station Manager: Jack Kehoe
Program Director: George Corneal
Chief Engineer: Bill Binford

KRAM

LAS VEGAS—1946—MBS-LBS-KBS
INTERMOUNTAIN

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.—2 a.m.
News Service: UP
Station Representative: Avery Knodel
President: Edward J. Jansen
Gen., Comm. Mgr.: Truman B. Hinkle
Program Director: Drew Rogne
Publicity Director: Paula Clark
Chief Engineer: Fred Young

KATO

RENO—1946—MBS

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: 7 a.m.—1 a.m.
Representative: John E. Pearson, Western
Transcription Service: MacGregor
Membership: NARTB, BAB
Pres., Chief Engr.: R. K. Wittenberg
Sta.-Gen., Comm. Manager: Robert L. Stoddard

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
Owner: McClatchy Bcstg. Co.
Business-Studio Address: 143 Stevenson St.
Phone Number: 3-5106
Transmitter Location: Sparks
Air Time: 6 a.m.—12 M.
News Service: UP
Transcription Service: Capitol
Representative: Paul H. Raymer
Membership: NARTB, BAB
President: Eleanor McClatchy
Station Manager: Hewitt Kees

NEVADA—NEW HAMPSHIRE

Commercial Manager.....Merle Snider
 Sales Promotion Mgr.....Tom Cafferty
 Pgm. Dir., Chief Anncr.....Bruce Branson
 News Director.....George Umbenhaur
 Chief Engineer.....Wesley Craig
 Consulting Engineer.....George C. Davis

K O L O

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Reno Bcstg. Co.
 Business-Studio Address.....33 Sierra St.
 Phone Number.....2-4516
 Transmitter Location.....Sparks
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Sales Prom. Mgr.....Bob Tower
 Prod., Program Director.....William Ruff
 Publicity Director.....Martha Breaker
 Musical Director.....Jere Laird
 Chief Engineer.....Merle Peterson

K W I K

RENO—1946—ABC-MBS

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Eastern Ida. Bcstg. &
 TV Co.

Address.....Bannock Hotel
 Phone Number.....3400
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 President.....James M. Brady
 General Manager.....Charles Crabtree
 Commercial Manager.....Don W. Burden
 Pgm. Dir., Prom. Mgr.....Dick Wright
 News Director.....John Suchy
 Chief Engineer.....Delbert Williams

K W R N

RENO—1947—ABC-LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Radio-TV Inc.
 Business-Studio Address.....Riverside Hotel
 Phone Number.....38156
 Transmitter Location.....Kietzke Lane
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Representative.....Grant
 President.....Kenyon Brown
 General Manager.....Frank McLaurin
 Commercial Manager.....Jack Stodelle
 Sales Prom. Mgr.....Jim Luce
 Pgm., Prod., Pub. Dir.....Mark Curtis
 Chief Announcer.....Aubin Thomas
 News Director.....Gene Elyot
 Musical Director.....Walt Rees
 Chief Engineer.....W. C. Comer
 Consulting Engineer.....Earl Cullum

NEW HAMPSHIRE

*Pop. April 1, 1952 (Est.) 559,000—Total Housing Units 192,031
 Families April 1, 1952 (Est.) 157,000—Stations in State 12*

W M O U

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper.....White Mtns., Bcstng. Co.
 Address.....40 Main Street
 Phone Number.....1797-8
 Transmitter Location.....Hutchins St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Kettell-Carter, Radio Reps.
 Membership.....NARTB, BAB
 President.....John W. Guider
 General Manager.....Wendell C. MacKenzie
 Sales Manager.....A. F. Hickey
 Chief Engineer.....Herschel M. Howe

W T S V

CLAREMONT—1948—GRANITE

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

Owned-Oper. By.....Granite State Bcstg. Co.
 Trans. Address.....155 Front St., Manchester
 Phone Number.....4-4075
 News Service.....UP
 Representative.....Bolling
 President.....William J. Barkley
 General Manager.....W. J. Rust, Jr.
 Comm. Sta. Mgr.....Fred Sterns
 Program Director.....Dick Hill
 Chief Engineer.....A. Davis

W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Bcstng. Co.
 Business-Studio Address.....Eagle Hotel
 Phone Number.....4180
 Transmitter Location.....Redington Rd.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP

NEW HAMPSHIRE

Transcription Service World
 Representative Adam Young
 Pres., Gen. Mgr. Hon. Charles M. Dale
 Asst. Comm., Prom. Mgr. Thomas S. Pingree
 Station Manager Tom Frank
 Chief Announcer Win Blake
 News Director Donn Tibbetts
 Chief Engineer Robert Wright

W T S L

**HANOVER-LEBANON—1950
 GRANITE**

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 J. Rust, Jr.
 Commercial Manager Henry Lewis
 Chief Engineer William Heiser

W K N E

KEENE—1926—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 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 NARTB, BAB
 Pres., Gen.-Sta. Mgr. Joseph K. Close
 Commercial Manager Frank B. Estes
 Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer
 Prod. News Director Howard E. Wheelock
 Chief Engineer Ernest F. Batchelder, Jr.
 Consulting Engr. Craven, Lohnes & Culver

W L N H

LACONIA—1922—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Northern Bcstg. Corp.
 Business-Studio Address 635 Main St.
 Phone Number 2-300
 Transmitter Location Sanornton
 Air Time Unlimited
 News Service AP
 Representative Kettell-Carter, Grant
 President Genevieve Wingate
 Gen., Sta. Mgr. Arthur Rothafel
 Commercial Manager Sydney Clark
 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 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Kettell-Carter
 President Morris Silver
 Gen., Sta. Mgr., Prog. Dir. Warren H. Journey
 Commercial Manager Saul Gross
 Chief Announcer Gerald Kearney
 Chief Engineer Reginald Schow

W K B R

**MANCHESTER—1946
 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 William Carlisle
 Chief Engineer Royston Phillips

AP SELLS

For Stations and Sponsors —

For instance . . . WMOU

“Our AP news programs are
 among the greatest audience-pull-
 ers, as sales of newscasts show!
 AP more than pays for itself!”

JOCK MacKENZIE,
 General Manager,
 WMOU, Berlin, New Hampshire

NEW HAMPSHIRE—NEW JERSEY

WMUR

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.....5-5788
Transmitter Location.....Front St.
News Service.....UP
Air Time.....6 a.m.-11:15 p.m.
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, BAB
President.....Hon. Francis P. Murphy
Sta., Comm., Gen. Mgr.....Hervey Carrier
Production Dir.....Bernie Mack
News Director.....Tom Power
Chief Engineer.....Vincent Chandler
Consulting Engr.....Tansky & Bailey

WOTW

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
Pres., Gen. Mgr.....Arthur A. Newcomb
Comm., Sls. Prom. Mgr.....Norman R. Delude
Program Dir.....Paul Keefe
Chief Engineer.....Harry Hanfield
Consulting Engineer.....Russell P. May

WHEB

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.....Kettel-Carter, Walker
Pres., Gen. Mgr.....Charles M. Dale
Commercial Manager.....Jack Kane
Sales Promotion.....Walt Emery
Program Dir.....Lucien Dumont
Chief Engineer.....Anthony Vaccaro

WWNH

**ROCHESTER—1948
GRANITE STATE**

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number.....1400-1
Air Time.....Sunrise-Sunset
News Service.....UP
Representative.....Bolling, Bannan
Membership.....NAB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Program Dir.....George Michael
Sta. Mgr., Production Dir.....H. Martin
Publicity Dir.....Mary Verrette
Chief Engineer.....Thomas E. McLaughlin, Jr.

NEW JERSEY

*Pop. April 1, 1952 (Est.) 5,037,000—Total Housing Units 1,509,402
Families April 1, 1952 (Est.) 1,385,000—Stations in State 19*

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.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Jos. McGillvra, Inc.
Membership.....NARTB, BAB
President.....Wayne D. McMurray
General Manager.....Ernest W. Lass
Station Manager.....Thomas B. Tighe

Commercial Manager.....Margaret Curtis
Program Director.....Everett Rudloff
Chief Engineer.....Frank Huber

WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Senator Hotel
Phone Number.....4-1340
Transmitter Location.....Absecon Blvd.
Air Time.....7 a.m.-2 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Forjoe
President.....Richard Endicott

NEW JERSEY

Gen., Sta. Mgr. David H. Freedman
 Program Director Jack Shefrin
 Chf. Ann., Prod. Dir. Alan Owen
 Chief Engineer Earl Godfrey

W F P G

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By ... Neptune Bcstg. Corp.
 Business Address Steel Pier
 Phone Number 5-2188
 Transmitter Location Absecon Blvd.
 News Service UP
 Transcription Service MGM
 Representative John E. Pearson
 Membership BAB
 President Fred Weber
 Commercial Mgr. R. E. Truex
 Sales Prom. Mgr. George Lewis
 Program Dir. Ed Davis
 Production Dir. Fred Haggerty
 Chief Engineer Blair K. Thron

W S N J

BRIDGETON—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Eastern States Bcstg. Co.
 Address Carill's Corner
 Phone Number 2930
 Transmitter Location Old Burlington Rd.

News Service UP
 Transcription Service Thesaurus
 Representative Thomas Clark
 President Russell S. Henderson
 Vice-Pres., Gen. Mgr. Paul Alger
 Commercial Manager Jerry Alden
 News Director Don Hart
 Chief Engineer Francis Fekel

W C A M

CAMDEN—1926

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
 Membership NARTB, BAB
 Director Willard C. Schriver
 Gen. Comm. Mgr. John Cleary
 News Director Frank Sheridan
 Chief Engineer John Zander
 Consulting Engineer H. L. Wilson

W K D N

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By So. Jersey Bcstg. Co.
 Business Address Radio Park
 Phone Number EM 5-7200
 Air Time Daytime
 News Service AP
 Transcription Service Associated, SESAC
 Pres., Gen. Mgr. Major Ranulf Compton
 Station Manager Gordon Giffen
 Commercial Manager William Sherry
 Sales Prom. Manager Susan Rollins
 Program Director Jerry Williams
 News Director Bob Ross
 Chief Engineer Frederick Chassey

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Morristown Bcstg. Co.
 Address P. O. Box 345
 Phone Number MO 4-5700
 News Service AP
 Transcription Service Associated
 Membership NARTB
 President George S. Croy
 Station Mgr. Kenneth A. Croy
 Commercial Mgr. Henry Behre
 Program Director Bob Vesel
 Chief Engineer Rudolph C. Prow
 Consulting Engineer McIntosh & Inglis

W A A T

NEWARK—1921

Frequency: 970 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Bremer Bcstg. Corp.

W F P G

CBS RADIO NETWORK FOR NEW JERSEY

Atlantic City, N. J.

*Serving the 107th Market
 of the Nation*

with

More Network Programs

More Public Service

More Baseball

More News

from its

408 FOOT TOWER

(Tallest structure in New Jersey,
 south of Newark)

WSTV
 Steubenville

WPIT
 Pittsburgh



WHBE
 Boston

WFPG
 Atlantic City

NEW JERSEY

Business-Studio Address...Television Center
 Phone...Mitchell 2-6400; BArclay 7-8216 (N. Y.)
 Air Time.....7 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Weed
 Membership.....NARTB
 President, Gen. Mgr.....Irving R. Rosenhaus
 V.P., National Sales.....E. S. Lennon
 Program Director.....George Green
 Public Relations Director...Roland Trenchard
 V.P., Engineering.....Frank V. Bremer

W V N J

NEWARK—1948

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
 News Service.....UP
 Transcription Service.....World
 V.P., Gen-Comm Mgr.....Ivon B. Newman
 Station Manager.....Helen Sutton
 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—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By...May Radio Bcst. Corp.
 Business-Studio Address.....100 Shipman St.
 Phone Number.....Mitchell 2-7354
 Transmitter Location.....155 Washington St.
 Air Time.....Unlimited
 Pres., Gen. Mgr.....James L. Shearer
 Vice-Pres. & 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.....UP
 Transcription Service.....Standard
 President.....Edward W. Scudder, Jr.
 Gen., Sta., Comm. Mgr....Harry D. Goodwin
 Pub. Dir., Sales Prom. Mgr.....Arnold Snyder

custom-tailored

*for the 3,833,000 Consumers
in the rich*

Northern New Jersey Market

the exclusive North Jersey

radio dollars

station

WNJR
 RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME
 91 Halsey St., Newark 2, N. J.

Market 3-2700
 Cortlandt 7-8070

NEW JERSEY

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

WCTC

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.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....James L. Howe
 General Manager.....Robert Williams
 Commercial Manager.....Kenneth Leslie

WPAT

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By..North Jersey Bcstg. Co., Inc.
 Business-Studio Address.....66 Hamilton St.
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
 Transmitter.....Broad at Hepburn Rd. Clifton
 Air Time.....24 Hrs.

News Service.....AP, UP
 Transcription Service.....Associated, Sesac,
 Lang-Worth
 President.....Richard Drukker
 Exec. V.P. & Gen. Mgr.....D. J. Wright
 Commercial Manager.....John F. Sloan
 Sales Prom. Mgr.....Frank X. Tuoti
 Program Director.....Don Kerr
 Chief Announcer.....Bill Bohack
 News Director.....Edward Pollack
 Musical Director.....Harvey Humphrey
 Chief Engineer.....Earl F. Lucas

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
 Representative.....Martin Scheuer
 President.....Charles Rupp
 General Manager.....John Struckell

WBUD

TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By.....Morrisville Bcstg. Co.

RESULTS

for advertisers

PROVE

conclusively that

WPAT

is the outstanding buy
 in the important
 New York—New Jersey market

5000 watts Paterson, N. J.

930 KC

NEW JERSEY

Address.....108 N. Broad St.
 Phone Number.....4-7191
 News Service.....AP
 Transcription Service.....World
 President.....Verna S. Hardin
 General Manager.....Richard M. Hardin
 Chief Engineer.....William A. Brewer

W T N J

TRENTON—1928

Frequency: 1300 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WOAX, Inc.
 Address.....416 Bellevue Ave.
 Phone Number.....8149
 Transmitter Location.....Morrisville, Pa.
 Transcription Service.....Sesac
 Program Director.....Frank Brooks

W T T M

TRENTON—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Trent Bcst. Corp.
 Business-Studio Address.....541 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.....AP
 Representative.....Forjoe

Membership.....NARTB, BAB
 President.....Elmer H. Wene
 General Manager.....S. Carl Mark
 Chief Engineer.....Theodore P. Kilmer

W W B Z

VINELAND—1946

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

W C M C

WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By....Francis J. Matrangola
 Address.....3300 Pacific Ave.
 Owner.....Francis J. Matrangola

U. P. 2/7/52

(VINELAND) — THE BOROUGH OF VINELAND WILL BECOME A CITY OF 30-THOUSAND RESIDENTS JULY FIRST — AND LANDIS TOWNSHIP WILL CEASE TO EXIST. RESIDENTS OF THE TWO CUMBERLAND COUNTY COMMUNITIES VOTED TO MERGE YESTERDAY. THE COMMUNITY WILL BE LARGEST CITY IN SIZE IN NEW JERSEY.

Sell ALL of southern New Jersey with

W W B Z

For details on this wealthy industrial and agricultural market call:

Gill-Keefe & Perna New York
 Templeton 8-4740

Mal Kennedy Philadelphia
 Rittenhouse 6-8546

WWBZ 1000 Watts - Vineland, N. J.

AP SELLS

For Stations and Sponsors —

For instance . . . WCTC

“Associated Press news is the foundation of our operation. Sponsors are waiting in line for our key 15-minute AP newscasts. The New Brunswick Savings Institution announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened.”

ROBERT L. WILLIAMS,
 Station Manager,
 WCTC, New Brunswick, N. J.

NEW MEXICO

Pop. April 1, 1952 (Est.) 715,000—Total Housing Units 199,964
Families April 1, 1952 (Est.) 181,000—Stations in State 25

KALG

ALAMOGARDO—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By William Wayne Phelps
Address Cuba at Canyon Rd.
Phone Number 311
Air Time 6 a.m.-10:15 p.m.
News Service UP
Representative Avery Knodel
Membership NARTB, BAB
Pres., Gen. Sta. Mgr. William W. Phelps
Chief Engineer Pete Paulos
Consulting Engineer Louis Goemetz

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 Weed & Co.
Pres., Gen. Mgr. A. R. Hebenstreit
Music Pgm., Prod., Pub. Dir. Robt. Van Driel
Chief Engineer Leonard F. Dodds
Consulting Engr. A. Earl Cullum, Jr.

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Alvarado Bcstg. Co., Inc.
Business-Studio Address 122 S. Tulane
Phone Number 5-7501
Transmitter 2000 W. Indian School Rd.
Air Time 19½ hrs.
News Service UP
Transcription Service Capitol Lang-worth
Representative Adam J. Young
President Herbert W. Wimberly
General Manager A. M. Caldwell
Chief Engineer William Carman

KOB

ALBUQUERQUE—1921—NBC

Frequency: 770 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By Time, Inc.
Bus. Studio Address Fifth & Silver
Phone Number 3-4411
Transmitter Location Alameda
News, Service AP, INS
Transcription Service Standard
Representative Branham
President Wayne Coy

General Manager J. I. Myerson
Program Director Rolf Nielson
Promotion Manager Mary Moses
Chief Engineer George S. Johnson

KVER

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KVER Bcstg. Co.
Address 317 N. Broadway, Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
News Service AP
Representative Avery Knodel
Membership NARTB, BAB
Vice-President Bert Arnold
Station Manager Keith Type
Program Director Jack Lynn
Publicity Director Violet Shine
Chief Engineer Wilfred Smith
Consulting Engineer Commercial Radio

KSVP

ARTESIA—1946—KBS-MBS
INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Artesia Bcstg. Corp.
Business-Studio Address Box 38
Phone Number 650
Transmitter Location South Roselawn
Air Time 5:30 a.m.-10 p.m.
News Service UP
Transcription Service Standard
Representative Avery Knodel
Membership NARTB, BAB
President Martin Yates III
Gen., Sta., Sales Prom. Mgr. David M. Button
Commercial Manager David Adams
Chief Engineer Pat Kettleson

KAVE

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 Vernon Spidahl
Program Director Alexander Pitcaithley
Chief Engineer Harland Nilong

NEW MEXICO

K P B M

CARLSBAD—1950—LBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By: Coronada Bcstg. Co.
 Address: 313 W. Mermod
 Phone Number: 5-5373
 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: Luther S. Pully, Jr.

K G A K

GALLUP—1946—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Thunderbird Bcstg. Co.
 Address-Transmitter: P. O. Box 1150
 Phone Number: 1177
 News Service: UP
 Transcription Service: Capital, Lang-Worth
 Station Representative: McGillvra
 Pres., Gen. Mgr., Pgm. Dir.: Merle H. Tucker
 Chief Engineer: Robert Adamson

K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper By: Ari-Ne-Mix Bcstg.
 Address: Box 7, Fair Grounds
 Phone Number: 616
 Transcription Service: Capitol
 News Service: UP
 President: Arthur Jernigan
 Gen., Sta. Mgr., Pgm. Dir.: Frank Vale
 Commercial Manager: James Morris
 Chief Engineer: Robert Waters

K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: KWEW, Inc.
 Business-Studio Address: 116 E. Dunnan
 Phone Number: Hobbs 3-3137
 News Service: UP
 Transcription Service: MacGregor, Lang-Worth
 Representative: Taylor
 President: Mrs. Theresa Whitmore
 General Manager: Harry McAdams
 Commercial Manager: Phil McGee
 Chief Engineer: Roy Evans

K I C A

**CLOVIS—1931—MBS
 INTERMOUNTAIN**

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 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Associated, Lang-Worth
 Station Representative: Avery-Knodel
 Membership: NARTB, BAB
 Gen., Sta., Comm. Mgr.: DeWitt Landis
 Prod., Prof. Director: Harold Cook
 Chief Engineer: Vernon Hughes
 Consulting Engineer: Fred O. Grimwood

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Mesilla Valley Bcstg. Co.
 Bus.-Studio Address: 902 N. Main St.
 Phone Number: 1121
 Transmitter Location: W. Amador Ave.
 News Service: UP
 President: C. L. Knight
 General Manager: L. S. Sleppy
 Chief Engineer: Howard L. Maudlin

K V B C

FARMINGTON—1951

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Valley Bcstg. Co.
 Address: Box 1117
 Phone Number: 307W
 News Service: UP
 Transcription Service: Lang-Worth
 Pres., Gen. Mgr., Chf. Engr.: Marvin E. Bowles
 Commercial Manager: Maxcyne Parker
 Program Director: Marilu Marshall

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters, Inc.
 Business Address: Box 710
 Phone Number: 12
 Transmitter Location: 1/2 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
 Chief Engineer: A. F. Schultz

NEW MEXICO

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Alvarado Bcstg. Co.
 Address Community Center
 Phone Number 2-4422
 Representative Adam J. Young
 Transcription Service Capitol
 News Service UP
 President H. W. Wimberly
 General Manager A. M. Cadwell
 Station Manager Bob Porton
 Pgm., Prod., News Dir. William Spack, Jr.
 Publicity Director John F. McCormick
 Chief Engineer John L. Lockhart
 Consulting Engineer William Carman

KENM

PORTALES—1950—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Plains Bcstg. Co.
 Address Box 1019, Roswell
 Phone Number 600
 News Service UP
 Transcription Service Lang-Worth, MacGregor
 Representative Taylor
 President Theresa Whitmore
 General Manager G. F. Roberts
 Commercial Manager Clarence Garner
 Chief Engineer William McCreary

KRTN

RATON—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southwest Bcsters, Inc.
 Business Address Box 710, Las Vegas
 Phone Number 875
 Studio-Transmitter Address 1128 State St.
 Air Time 7 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard
 Representative Hil F. Best
 Pres., Gen. Manager Ernest N. Thwaites
 Station Manager Stanley K. Brown
 Chief Engineer A. F. Schultz

KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KGFL, Inc.
 Business-Studio Address Box 1019
 Phone Number 2000
 Transmitter Location 511 W. 16th St.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth, World,
 MacGregor
 Representative Taylor Co.
 Membership NARTB
 President Mrs. Theresa Whitmore
 General Manager W. E. Whitmore

Station Manager G. F. Roberts
 Sales Prom. Mgr. Paul Larson
 Chief Engineer Leo J. McNemee

KSWS

ROSWELL—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McEvoy Bcstg. Co.
 Bus.-Studio Address 401 N. Richardson
 Phone Number 2400
 Transmitter Location 19th & Railroad Sts.
 News Service AP
 Transcription Service Associated
 Representative McGillyvra
 President Paul B. McEvoy
 General Manager John A. McBoyle
 Commercial Manager Jack Schafer
 Chief Engineer Ray R. Summersgill

KTRC

SANTA FE—1946—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Alvarado Broad. Co., Inc.
 Address 208 E. Marcy St.
 Phone Number 3-6335
 Transmitter Location 208 East Marcey St.
 News Service UP
 Transcription Service Capitol
 President Herbert W. Wimberly
 General Manager A. M. Cadwell
 Sales Promotion Manager Al Paul Theil
 Comm., Sta. Mgr., Pgm. Dir. Hugh M. Gray
 Chief Engineer Acton Tillery

KVSF

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 3-7319
 Transmitter Location Lower Alameda St.
 News Service AP, UP
 Transcription Service World
 Representative Weed
 President A. R. Hebenstreit
 Gen., Comm. Mgr. Irvan R. Head
 Program Director Arleen Davy
 Chief Engineer E. J. Vanderwood

KSIL

SILVER CITY—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By S. W. N. Mex Bcstg.
 Bus.-Studio-Transmitter Address 17th & Cactus
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Representative Taylor
 Pres., Gen., Comm. Mgr. A. Carl Dunbar
 Sta., Prom. Mgr., Dir. James H. Duncan
 Chief Announcer Jim Doyle
 Chief Engineer Edward C. Orris

NEW MEXICO-NEW YORK

KCHS

TRUTH OR CONSEQUENCES—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
Representative Continental Radio Sales
President Leonard R. Trainer
General Manager Russell A. Walz

Commercial Manager H. B. Gardey
Chief Engineer Sam Bradley

KTNM

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Quay County Bcstg. Co.
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
Gen., Sta. Mgr. Lloyd Hawkins
Comm., Prom. Mgr. Richard S. Fox
Program Director Richard Dale Wood

NEW YORK

Pop. April 1, 1952 (Est.) 15,571,000—Total Housing Units 4,651,857
Families April 1, 1952 (Est.) 4,332,000—Stations in State 97

WABY

ALBANY—1933—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Eastern N. Y. Bcstg.
Business-Studio 80 Braintree St.
Phone Number 2-3353
Transmitter Location . . . Braintree St., Colonie
Air Time 7 a.m.-11:30 p.m.
News Service UP
Representative Rambeau
President David Kyle
General Manager Edward L. Trudeau
Commercial Manager Paul Dennis
Program Director Toni Brady
Chief Engineer Tom Stappleton

Transmitter Location Middle Rd., Colonie, N. Y.
News Service AP, INS
Transcr. Service Associated, SESAC
Station Representative Weed and Co.
President J. Myer Schine
General Manager Morgan Ryan
Station Manager W. Russell David, Sr.
Commercial Manager Bill Schnaudt
Program Director Glen Walrath
Prom., News Dir. Howard W. Maschmeier
Chief Engineer Dwelle S. Hoag

WROW

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 a.m.-M.
News Service INS, UP
Transcription Service Thesaurus
Station Representative The Bolling Co.
Membership NARTB, BAB
President Dr. John J. Quinlan
General Manager Harry L. Goldman
Station Mgr. Johnny Lee
Commercial Mgr. Harry Littler
Pgm., News Director Keyes Perrin
Publicity Director Mary Eleanor Wells
Chief Engineer Charles Heisler

WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.
Business-Studio Address 136 State St.
Phone Number 3-6638
Transmitter Location . . . Kenwood Ave., Elsmere
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative McGillora
President, General Mgr. James T. Healey
Station Manager A. Kellert
Program Director Frank Panny
Chief Engineer Al Sardi

WPTR

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By . . . Patroon Brcdstg. Co., Inc.
Address Hotel Ten Eyck
Phone Number 5-3345

WXKW

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By . . . Champlain Valley Bcstg.
Business-Studio Address 444 Broadway
Phone Number 6-7676
Transmitter Location Selkirk

NEW YORK

Air Time..... 6:00 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Katz
 President, Gen. Mgr.....Stephen R. Rintoul
 Station Manager.....George Wetmore
 Commercial Manager.....Eugene Fitzpatrick
 Chief Engineer.....Paul Krutz
 Consulting Engr.....Robert M. Silliman

W C S S

AMSTERDAM—1948—LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Community Service Bcst.
 Bus.-Studio-Transmitter Address. Upper Locust
 Phone Number4000
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 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

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WMBO, Inc.
 Business-Studio Address.....141 Genesee St.
 Phone Number2-3511
 Transmitter Location.....York & Division Sts.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World, SESAC, KBS
 Representative.....Thomas F. Clark
 MembershipNARTB, BAB
 President.....William O. Dapping
 General Manager.....Frederick L. Keesee
 Commercial Manager.....Robert B. Morgan
 Chief Engineer.....Herbert House

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 Number715
 Transmitter Location.....Creek Rd.
 Air Time6:30 a.m.-M.
 News ServiceAP
 Transcription Service.....Lang-Worth
 Pres., Gen.-Station Mgr.....Edmund R. Gamble
 Commercial Manager.....Robert E. Newstead
 Program-Production Dir.....J. Gordon Bridge
 Pub. Dir., Farm Editor.....James Gerrely
 Chief Engineer.....Fred Callendar

W I N R

BINGHAMTON—1946—NBC

Frequency: 1490 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By...Southern Tier Radio Service

Business-Studio Address...Court House Square
 Phone Number4-4318
 Transmitter Location.....Windy Hill
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....George P. Hollingsbery
 MembershipNARTB
 PresidentDonald Kramer
 General Manager.....George J. O'Connor
 Station Executive.....E. R. Vadeboncoeur
 Commercial Manager.....H. R. Nicholson
 Program Director.....Charles Bishara
 Publicity, News Director...George O'Connor
 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 Number2-3437
 Transmitter Location.....Morgan Rd.
 Air Time.....5:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Burn-Smith
 MembershipNARTB, BAB
 Pres., Gen.-Sta. Mgr.....Andrew Jarema
 Prom.-Comm. Manager...Samuel Handshaw
 Prod.-Prog. Dir., Farm Ed.....Wally Buman
 Chief Engineer.....Charles Hallinan
 Consulting Engineer.....E. Dillard

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 ServiceUP
 Transcription ServiceThesaurus
 Representative.....Bolling
 MembershipNARTB, BAB
 President.....John C. Clark
 General Manager.....Cecil D. Mastin
 Treasurer.....L. L. Rogers
 Commercial Manager.....S. N. Heslop
 Sales Prom. Mgr., Pub. Dir...E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer...E. M. Scala
 Chief Engineer.....I. H. Stantz
 Consulting Engineers.....Jansky & Bailey

W E N E

**BINGHAMTON—ENDICOTT—1947
 ABC**

Frequency: 1430 Kc.....Power 5000 Watts
 Owned-Oper. By...Empire Newspapers-Radio
 Business-Studio Address.....909 E. Main
 Phone Number5-3351

NEW YORK

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.....NARTB, BAB
 President.....James H. Ottaway
 Managing Director.....F. H. Brinkley
 Sta., Comm., Sales Prom. Mgr....S. W. Ryder
 Pgm., Prod. Dir.....Harold E. Graves
 Publicity Dir.....James A. McKechnie
 Chief Engineer.....Sheldon W. Weyland
 Consulting Engr.....Chambers & Garrison

W B E N

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 Address.....Hotel Statler
 Phone Number.....MOhawk 0930
 Transmitter Location.....Grand Island
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Edward H. Butler
 Vice-President.....A. H. Kirchhofer
 General Manager.....C. Robert Thompson
 Station Manager.....Frank W. Kelly
 Local Sales Mgr.....C. E. Daly
 Asst. Radio Sales Mgr.....Robert J. Conway
 Program Director.....William R. Rich
 Promotion Manager.....Joseph A. Haeffner
 Chief Engineer.....Ralph J. Kingsley
 Commercial Engineer.....A. Earl Cullum

W B N Y

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.
 News Service.....AP, UP
 Representative.....Adam J. Young, Jr.
 Membership.....FMA
 President.....Roy L. Albertson
 General Manager.....James M. DeMunn
 Sales Director.....Howard Schellenberg
 Chief Engineer.....Thomas L. Vines

W E B R

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.....Hamburg
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....William J. Conners, III
 General Manager.....Cy King
 Commercial Manager.....William Doerr, Jr.
 Sales Prom., Pub. Div.....Wm. Schweitzer
 Program Director.....Lloyd Gibson
 Chief Announcer.....Ed Tucholka
 News Director.....Gene Barry
 Musical Director.....Victor D'Ana
 Chief Engineer.....Frank B. Ridgeway
 Consulting Engineer.....McIntosh & Inglis

W G R

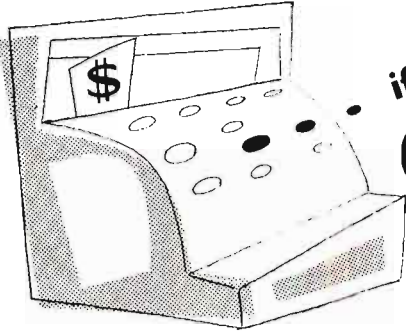
BUFFALO—1922—CBS

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.....5:50 a.m.-1:05 a.m.
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NARTB
 Chairman of Board.....Leo J. Fitzpatrick
 Pres., Gen. Mgr.....I. R. Lounsberry
 Comm. Mgr. (National spot).....F. R. Greene
 Commercial Manager (Local).....Nat Cohen
 Sales Promotion Manager.....R. McPherson
 Program Director.....Robert Strigl
 Production Director.....Ray F. Wander, Jr.
 Chief Announcer.....Allan Lewis
 News Director.....David Getman
 Musical Director.....David Cheskin
 Chief Engineer.....K. B. Hoffman
 Consulting Engineer.....George C. Davis

W W O L

BUFFALO—1947

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.
 News Service.....INS, UP
 Representative.....ForJoe
 Owner.....Leon Wyszatycki
 Sta. Gen. Mgr.....Ted Wyszatycki
 Commercial Manager.....James C. McKinney
 Sales Promotion Manager.....Cass Casey
 Program Director.....Joe A. Rico
 Production Director.....Fred Klestine
 News Director.....Frank Frederick
 Musical Director.....Trudy Peebles
 Chief Engineer.....Frank Sai



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BEST BUY in the BUFFALO MARKET

- IF you want to sell merchandise in the rich Buffalo and 7-county Western New York market, **WKBW** should be your first choice . . .

first in . . .

POWER WKBW is 10 times more powerful than any other Buffalo station.

COVERAGE WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

PROGRAMS WKBW's strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

MERCHANDISING WKBW maintains an alert merchandising department that—day in and day out—promotes the station, its programs, its advertisers and its advertisers' products.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives



BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and Manager

NEW YORK

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 . . Big Three Rd., Hamburg
 Air Time 5:30 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President, General Mgr. . . Clinton H. Churchill
 Asst. to Pres. Roger M. Baker
 Sales Promotion Alfred E. Anscombe
 Program Director Irving Haag
 Musical Director Jerry Davidson
 News Director Hugh Shannon
 Chief Engineer Leroy Fiedler
 Farm Editor Wally Waggoner

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 1160
 News Service AP
 Transcription Service Associated
 Station Representative Wm. G. Rambeau
 General Manager Thaddeus Podbielniak
 Commercial Manager Robert Bartemus
 Sales Prom. Mgr. Burton W. Flanders
 Program Director James J. Frieling
 Chief Engineer Roger W. Fleming
 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
 Transmitter Location Caton Rd.
 News Service UP
 Transcription Service Lang-Worth, Capital
 Representative McGillvra, Inc.
 Pres., Gen. Mgr. Paul E. Carpenter
 Station Manager Paul E. Carpenter
 Program Director Harry Lee

W C L I

CORNING—1950—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
 Owned-Oper. By Elmira-Corning Bcstg.
 Address 114 Walnut St.
 Phone Number 6-4651
 Representative Meeker
 Transcription Service Associated

News Service AP
 President W. A. Underhill
 General Manager Walter Valerius
 Commercial Manager Gordon Jenkins
 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
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth, Standard
 President Leighton A. Hope
 Commercial Manager Keith W. Horton
 Program Dir. William J. Griffiths
 Chief Engineer William Barron

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 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,
 World
 Membership NARTB, BAB
 Pres., Gen. Mgr., Sta. Mgr. . . . Alois A. Schmidt
 Commercial Manager Paul Rinehardt
 Program Director Robert Gifford
 Chief Engineer George Smith
 Consulting Engr. Russell-May

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 NARTB, BAB
 President W. Allen Underhill
 Sta. Gen. Manager Walter Valerius
 Comm.-Sales Prom. Mgr. Claude R. Snyder, Jr.
 Prog.-Prod. Dir. Kenneth C. Powell
 Chief Engineer Allen Bell
 Consulting Engineer Commercial Radio



BEST BUY

for Long Island's Major Market!

BIGGEST AUDIENCE

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend \$722,640,000 a year in retail sales — \$214,136,000 in food store sales.

LOWEST COST

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAM- MING

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community".

Data Sources:—

Market: U. S. Census, 1950

Sales Management, 1951

Ratings: Conlan — 1951

REPRESENTED BY RAMBEAU

A M 1100

F M 98.3

**H E M P S T E A D
L O N G I S L A N D , N . Y .**

**PAUL GODOFSKY
President and General Mgr.**

*the voice of
long island*

NEW YORK

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 Lang-Worth
 Representative Everett & McKinney
 Membership NARTB, BAB
 General Manager Dale L. Taylor
 Sclcs Manager Phil Cameron
 Production Director Ted Hodge
 Chief Engineer Thurlow A. Greene

W G B B

FREEPORT—1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Harry H. Carman
 Business-Studio Address 44 So. Grove St.
 Phone Number Freeport 9-1400
 Transmitter Location 215 Bedell St.
 Air Time 7 a.m.-12 m.
 News Service AP
 Transcription Service Lang-Worth
 Gen., Sta. Mgr. Harry H. Carman
 Commercial Manager Murray Evans
 Production Director Theodore J. Austin
 Program Director A. Cheesman
 Publicity Director Marjorie Greto
 Chief Engineer Robert Milos

W O S C

FULTON—1949—LBS

Frequency. 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By Cassil Radio Corp.
 Address 118 Oneida St.
 Phone Number 2-2255
 Transmitter Location Town of Granby
 Air Time Sunrise to Sunset only
 News Service UP
 Transcription Service Lang-Worth
 Station Representative Devney
 President Harold W. Cassill
 General Manager H. Harrison Flint
 Program Director Robert Fitzgerald
 Production Director Edward Kuppe
 Chief Engineer Richard Horan

W G V A

GENEVA—1947—ABC

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.-12:05 a.m.
 News Service AP

Representative Cooke
 Transcription Service Standard
 President M. R. Forman
 V.P., Comm., Gen. Mgr. Thomas L. Brown
 Program Director Alex Lamutis
 Chief Engineer R. Carleton Greene
 Consulting Engr. Lohnes & Culver

W W S C

GLENS FALLS—1946—ABC

Frequency: 1450 Kc. Power: 1000 Watts
 Owned-Operated By Gt. Northern Radio Co.
 Address 13 Warren St.
 Phone Number 2-6518
 Transmitter Location Dix Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative Everet-McKinney Inc.
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Martin R. Karig
 Program Director Carl W. Mattinson
 Commercial Manager Alfred A. Brown
 Chief Announcer Shel Bullock
 Chief Engineer Joseph Thomas
 Consulting Engineer Gautney & Ray

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

W L E A

HORNELL—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Hornell Bcstng. Corp.
 Business-Studio Address P. O. Box 60
 Phone Number 1420
 Transmitter Location Ashbaugh Hill
 News Service UP
 Transcription Service Capitol
 Representative Everett-McKinney
 President Maxwell V. McCarthy
 Gen., Sta. Manager Donald L. Sellers
 Commercial Manager Harold McEvoy
 Program Director Mike Ryan
 Chief Engineer Richard Cook

NEW YORK

W W H G
HORNELL—1946

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By: W. H. Greenhow Co.
 Address: 85 Canisteo St.
 Transmitter Location: Hornellsville
 News Service: AP
 Transcription Service: World, Associated
 Representative: McGillvra
 General Manager: Louis G. Buisch
 Station Manager: Donald J. Curran
 Commercial Manager: Sheffield Davis
 Production Director: Eddie Spoo
 News Director: Edward Murphy
 Chief Engineer: James Gram

W H U C
HUDSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Colgren Bcstg. Co.
 Trans. Address: Union Turnpike
 News Service: UP
 Transcription Service: World
 Representative: G. J. Kramer
 Membership: BAB
 Gen. Station Manager: John Kearney
 Comm., Prom. Manager: Robert Strakos
 Prog., Prod. Director: James F. McDonough

Chief Announcer: Wink Hart
 News Director: Robert France
 Chief Engineer: James F. McDonough

W G S M
HUNTINGTON—1951

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Huntington-Montauk Bcstg.
 Co., Inc.
 Address: 237 Main St.
 Phone Number: 46740
 News Service: UP
 Transcription Service: Thesaurus
 President: Byron T. Sammis
 Gen., Comm. Mgr.: Edward J. Fitzgerald
 Pgm., Farm Director: James L. McGrath
 Promotion Manager: Don MacLachlan
 Chief Engineer: Perley Tribou

W H C U
ITHACA—1921—CBS

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cornell University
 Business-Studio Address: Savings Bank Bldg.
 Phone Number: Ithaca 4-6301
 Transmitter Location: R. D. No. 2, Freeville
 Air Time: Sunrise-sunset

3,000,000

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NOT COVERED OR CLAIMED

BY ANY OTHER ADVERTISING MEDIUM



- PLUS + NASSAU POPULATION 701,600
- PLUS + WESTCHESTER POPULATION 624,200
- PLUS + FAIRFIELD, CONN. POPULATION 505,300
- PLUS + NEW HAVEN CONN. POPULATION 543,600

WGSM reaches the **3 billion dollar** World's Greatest Suburban Market

AND ONLY **WGSM** **REACHES THEM**
1000 WATTS
 at the best spot on the dial
HUNTINGTON, NEW YORK



News Service UP
 Transcription Service Standard, Associated
 Membership NARTB
 General Manager Michael R. Hanna
 Commercial Manager Earl S. Cobey
 Ass't Mgr. Chg. Prod. Joseph A. Short
 Chief Engineer Norman R. Hoffman
 Consulting Engr. McLean, Smith, Credle

WJOC

JAMESTOWN—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Operated By Air Waves, Inc.
 Trans.-Bus.-Studio Address... 415 W. Fourth St.
 Phone Number 5-108
 Air Time 5:55 a.m.-12 M.
 News Service AP
 Representative McGillvra
 Pres.-Gen., Chf. Engr. Harry E. Layman
 Commercial Manager Harold P. Kane
 Program Director Jerry Lawson

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By James Bcstg. Co., Inc.
 Bus.-Studio Address Hotel Jamestown
 Phone Number 7-151
 Transmitter Location Jones & Gifford Aves.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service... Associated, McGregor
 Representative William G. Rambeau
 Membership NARTB, BAB
 President Jay E. Mason
 Gen.-Sta.-Comm. Simon Goldman
 Publicity Dir. Jess Price
 Music, Pgm. Dir. George Pfleeger
 Production Director Jim Gardner
 Chief Engineer Harold J. Kratzert
 Chief Engineer Jaucky & Bailey

WENT

JOHNSTOWN—GLOVERSVILLE
 1944—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sacandaga Bcstg. Corp.
 Business-Studio Address 8 W. Fulton St.
 Phone Number 4-7175
 Transmitter Location Harrison St.
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 President George Bissell
 Sta., Gen. Mgr. Kolin Hager
 Commercial Manager Jack Charles
 Pgm. Dir., Chief Annr. Clem Cooper
 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 Time 6:45 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 Representative Meeker
 President Joseph K. Close
 General-Station Mgr. Robert M. Peebes
 Program Director Edward R. Eckert
 Chief Engineer Joseph McNelis

WVOS

LIBERTY—1947—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Sullivan County Bcstg. Co.
 Business Address P. O. Box 156
 Phone Number 1680-1, Monticello 869
 Air Time 6:58 a.m.-12 M.
 News Service UP
 Pres., Gen., Sta. Mgr. S. D. Lubin
 Commercial Manager H. G. Borwick
 Program Director Al Turk
 Chief Announcer B. Orr
 News Director P. Bergin
 Chief Engineer Vincent Gabriele

WUSJ

LOCKPORT—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Union-Sun & Journal, Inc.
 Trans.-Address 320 Michigan St.
 Phone Number 3-5944
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative Joseph H. McGillvra, Inc.
 Membership NARTB, BAB
 President Egbert D. Corson
 Station Manager Jack Gelzer
 Publicity Director Carolyn Corson
 Chief Engineer Solomon A. Azar

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By North Country Bcstg. Co.
 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
 Chief Announcer John Flynn
 News Director John Flynn
 Chief Engineer Adolf F. Stromer

only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian audience . . . according to Advertest Research which reached this conclusion after making an elaborate survey of listening habits in Italian homes . . . Result-getting economical buys in Polish, Spanish, Jewish, German. For pennies per thousand WHOM captures the vast New York Negro population.

WHOM

MILLIONS
of impressions at a few cents a thousand

For only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience. . . . according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes. . . .

WHOM 1480 on your dial • 5000 watts
 A M • F M *The Il Progresso Station*
 136 W. 52 ST. N. Y. 19 • Circle 6-3900

NEW YORK

W M S A

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.
News Service: UP
Transcription Service: Associated
Representative: Weed
Membership: NARTB, BAB
President: John B. Johnson
General Manager: Louis Saiff, Jr.
Station-Comm. Mgr.: Thomas R. McHugh
Program Director: James H. Nash
Chief Engineer: Michael Tarkulch
Consulting Engineer: George Davis

W A L L

MIDDLETOWN—1942

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: The Community Bcstg. Corp.
Business-Studio Address: 62 North St.
Phone Number: 3119
Air Time: 6:45 a.m.-10 p.m.
News Service: AP
Pres., General Manager: James M. Patt
Commercial Manager: E. C. Winkler
Program Director: George Shepard
News Director: Charley Zaines
Chief Engineer: Charles B. Lissner

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: WGNV Bcstg. Co., Inc.
Business-Studio Address: 161 Broadway
Phone Number: 4600
Transmitter Location: Cochetton Turnpike
News Service: UP
Transcription Service: Standard
President: M. C. Speidel
General Manager: George W. Bingham
Commercial Manager: Joseph Rake
Program Director: Richard Crans
Chief Engineer: Marvin S. Seimes

W G N R

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By: New Rochelle Bcstg. Service
Address: 524 North Ave.
Phone Number: 6-1460
Transcription Service: Lang-Worth
News Service: UP
Pres., Gen. Mgr.: Julian H. Gins
Commercial Manager: Carl Calman

Sales Prom Mgr.: Fred Gardner
Chief Engineer: Peter Petridge
Consulting Engr.: McIntosh & Inglis

W B N X

NEW YORK—1927

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

W C B S

NEW YORK—1924—CBS

RADIO

Frequency: 880 Kc. Power: 50,000 Watts
Owned By: Columbia Bcstg. System, Inc.
Operated By: CBS Radio Division
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: CBS Radio Spot Sales
Membership: BAB
President of CBS: Frank Stanton
Gen.-Sta. Mgr.: Carl Ward
Sales Manager: Don Miller
Asst. Sales Mgr.: William P. Dix, Jr.
Sales Prom. Mgr.: Don Foley
Program Director: Sam Slate
Production Director: D. Gordon Graham
Publicity Director: Margaret Kennedy

W H O M

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: Il Progreso Italo-
Americano Publishing Co.
Business Address: 136 W. 52nd St.
Phone Number: Circle 6-3900
Studio Addresses: 136 W. 52nd St., New York.
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

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

crosley broadcasting corporation

NEW YORK

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
 Consulting Engineer. Raymond N. Wilmette

WINS

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.:
 10,000 Watts n.
 Owned-Operated By. Crosley Bcstg. Corp.
 Bus.-Studio Address. Crosley Sq., Cincinnati
 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 NARTB
 President Robert E. Dunville
 Asst. Gen. Mgr., Pgm. Dir. Joe Besch
 Business Manager. Harry G. Kirwan
 Sales Manager Roy Holmes
 General-Station Manager. Harry Fells
 Publicity Director Dick Winters
 News Director. Charles Hall
 Chief Engineer. Paul von Kunitz
 Consulting Engineer. Weldon & Carr

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. SU 7-5000
 Transmitter Location. Lodi, N. J.
 Air Time 24 hours
 Representative ABC Spot Sales
 President Robert E. Kintner
 General Manager. William M. Materne
 Commercial Manager. Earl Salmon
 Sales Promotion Manager Phillip Bernstein
 Program Mgr. Ray Diaz
 Publicity Director. Arthur Donegan
 News Director Thomas Velotta
 Chief Engineer. William Trevarthen
 Farm Editor. Philtp Alampi

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By. WMCA, Inc.
 Business-Studio Address. 1657 Broadway
 Phone Number. Circle 6-2200
 Transmitter Location. Kearny, N. J.
 Air Time 6 a.m.-3 a.m.
 News Service AP
 Transcription Service World
 Representative. AM Radio Sales
 President Nathan Straus
 V.P. & Gen. Mgr. M. M. Fleischl
 V.P. & Program Director. Leon Goldstein
 Sales Mgr. John J. McSweeney
 Chief Announcer. Alun Williams
 Musical Director. Lou Wacks
 Chief Engineer. James McCafferty
 Consulting Engineer E. C. Page

WMGM

NEW YORK—1922—LBS

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.

**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

**The Only Station Serving New York's One Million Negroes
and 2,500,000 English-Speaking Jewish-Americans**

With studios in Harlem's famed Hotel Theresa

Listened to by greatest number of Negro families

Launching Anglo-Jewish programs (in English)

Broadcasting to biggest specialty audience in U. S.

1190 kc.

WRITE: Copy 1952 Survey of Metropolitan New York Negro Market

WLIB

207 East 30th Street

New York 16, N. Y.

HARRY NOVIK, General Manager

Tel.: ORegon 9-2720

NEW YORK

News Service.....AP, UP
 Representative.....Radio Reps.
 Director.....Bertram Lebar, Jr.
 General Manager.....Frank Roehrenbeck
 Sales Manager.....Arthur M. Tolchin
 Program Director.....Raymond Katz
 Publicity Director.....Jo Ranson
 Supvr. of Ann.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fuelling

Program Director.....Jack Kuney
 Publicity Director.....Mike Jablons
 Chief Engineer.....John J. Bubbers

W N B C

NEW YORK—1922—NBC

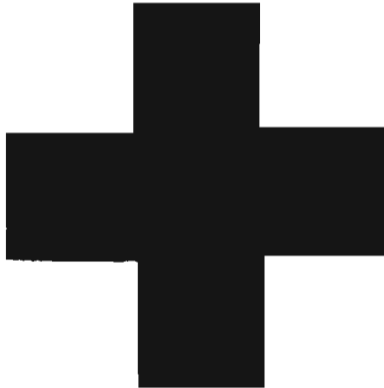
Frequency: 660 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus.-Studio Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Transmitter Location.....Port Washington
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....NBC Spot Sales
 President.....Joseph H. McConnell
 General Manager.....Ted Cott
 Sales Mgr.....William Rich
 Promotion Manager.....Jay Smolin
 Adv. & Prom. Mgr.....Wini Schaefer
 Program Director.....John Grogan
 Publicity Director.....Phil Dean
 Chief Engineer.....O. B. Hanson

W L I B

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
 Transcription Service.....Associated
 President.....Morris S. Novik
 General Manager.....Harry Novik

The Red Cross Needs



Your Unstinting Assistance

G I V E !

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

Early in '52 — 50,000 watts!

NEW YORK

W N E W

NEW YORK—1934

Frequency: 1130 Kc. Power: 10,000 Watts
 Owned-Operated By: WNEW, Inc.
 Business-Studio Address: 565 Fifth Ave.
 Phone Number: PLaza 3-3300
 Transmitter Location: Kearny, N. J.
 Air Time: 24 Hours
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: John Blair
 President: William S. Cherry, Jr.
 Exec. V.P., Gen. Mgr.: Bernice Judis
 V.P., Sales Director: Ira Herbert
 Promotion Manager: Kenneth Klein
 Production Manager: Milton Slater
 Program Dir.: William Kaland
 Publicity Director: Alan E. Brandt
 Chief Anncr., News Dir.: John Jaeger
 Musical Director: Roy Ross
 Chief Engineer: Max Weiner

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By: General Teleradio, Inc.
 Business-Studio Address: 1440 Broadway
 Phone Number: LOngacre 4-8000
 Transmitter Location: Carteret, N. J.
 Air Time: 23 Hours
 News Service: AP, UP
 Transcription Service: Associated
 Representative: Keenan & Eickelberg,
 Kettell & Carter
 Membership: NARTB, BAB
 President: Theodore C. Streibert
 V.P. in Chg. of Sales: R. C. Maddux
 V.P. in Chg. Pgms.: Julius F. Seeback, Jr.
 V.P. Chge of Engr.: J. R. Poppele
 Sales Prom. Mgr.: Joseph Creamer
 Publicly Director: Robert Blake
 Dir. of News: Dave Driscoll
 Musical Director: Sylvan Levin

(See Page 304)

AP SELLS

For Stations and Sponsors—

For instance . . . WSNY

“We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition.”

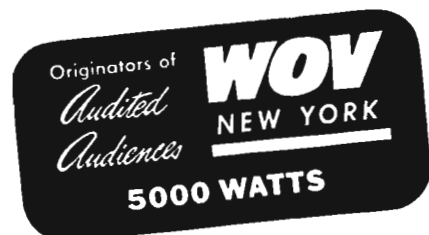
WINSLOW LEIGHTON,
 President,
 WSNY, Schenectady, New York



THESE SIGNS* ARE *NORMAL* IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area.

By showmanship, service, facilities and tradition, **WOV** long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of **all** expenditure for Italian-language radio advertising in New York is on **WOV**. Put it on *all* your New York schedules!



* The sign says "Pedestrian Crossing"

National Representative:
John E. Pearson Co.

730 Fifth Ave., New York 19

**Rome Studios: Via di Porta Pinciana 4
544**

NEW YORK

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 Time21 hrs.
News ServiceAP

Transcription Service Standard....MacGregor
RepresentativePearson
General Manager.....Ralph N. Weil
Sales Manager.....Herbert Schorr
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Ruth Thompson
Production Director.....Giorgio Padovani
Musical Director.....Dick Dia
Chief Engineer.....Emile Hill

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

THERE IS



NO SUBSTITUTE



FOR THE GOOD MUSIC



OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.
Represented nationally by Paul H. Raymer Co.

NEW YORK

W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
Owned-Operated By: Interstate Bcstg. Co.
Business-Studio Address: 229 W. 43rd St.
Phone Number: LA. 4-1100
Transmitter Location: Maspeth, L. I.
Air Time: 6:30 a.m.-1 a.m.
News Service: N. Y. Times
Transcription Service: Associated
Representative: Paul H. Raymer
President: Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.: Elliott M. Sanger
V.P. Sales Mgr.: Norman S. McGee
Station Mgr.: James Kovach
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: L. J. Kleinklaus
Consulting Engineer: John V. L. Hogan

W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 46000 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,
Associated
Representative: Headley-Reed
V.P., Gen.-Station Mgr.: Earl C. Hull
Commercial Manager: Richard G. Robbins
Program Director: Tony Allen
Chief Engineer: Robert Wilson
Consulting Engr.: Russell May

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Oper. By: John J. Laux
Phone Number: 5266
Transmitter Location: New Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: SESAC
Representative: Grant
Owner: John J. Laux
Prom., Sta. Mgr.: Tom W. Talbot
Commercial Manager: Terry Milan
Program Director: Louise Hamrick
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: Ogdensburg
Phone Number: 500
Studio-Transmitter Location: 2315 Knox St.
News Service: UP
President: Joseph R. Brandy
General Manager: Harold J. Frank
Program Director: Hal Gilman
Chief Engineer: Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHDL, Inc.
Address: 3219 State St.
Phone Number: 4149
Air Time: 6:45 a.m.-11:15 p.m.
News Service: AP
Transcription Service: World
Representative: Everett & McKinney
Membership: NARTB, BAB
President: E. B. Fitzpatrick
General-Station Mgr.: John R. Henzel
Commercial Manager: Donald Merriman
Sales Promotion Manager: Joseph K. Eade
Publicity Director: Anne L. Anstaett
News Director: Carroll Anstaett
Chief Engineer: Otis Atherton
Consulting Engr.: Bernard O'Brien

W D O S

ONEONTA—1947—MBS

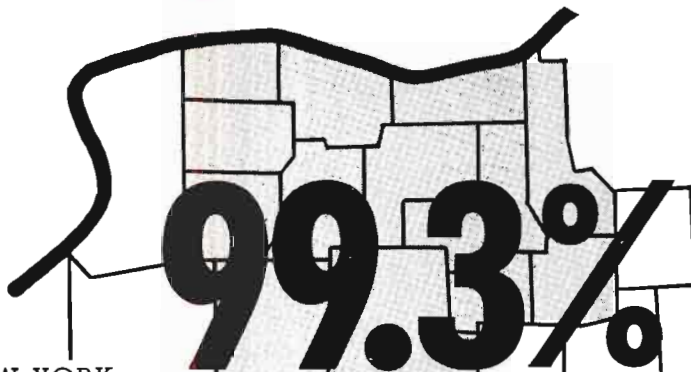
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: The Oneonta Star, Inc.
Bus.-Studio Address: 104 Chestnut St.
Phone Number: 2470
Transmitter Location: So. Side
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated
Representative: Radio Reps.
President: James H. Ottaway
General Manager: Eugene J. Brown
Managing Director: Francis H. Brinkley
Station Manager: Ernest F. Oliver
Prom. Mgr., Pub. Dir.: Dennis J. Sullivan
Program Director: Charles Hobart
Chief Engineer: Wiley Bates
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.
Phone Number: Oyster Bay 6-2500;
Transmitter Location: Battery Park
News Service: UP

HOW MUCH CLOSER TO 100% CAN YOU GET?



NEW YORK

PENNSYLVANIA

LISTENER PREFERENCE

ON ONE STATION

PULSE has just completed its first audience measurement of 17 Western New York counties ... Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is FIRST in 429

WHAM is TIED for FIRST in 2

WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

WHAM

The Stromberg-Carlson
Station



Basic NBC — 50,000 watts — clear channel — 1180 kc

NEW YORK

Transcription Service MacGregor
Pres., Gen. Mgr., Chief Engr.
R. Lee Hollingsworth
Commercial Manager Harry Minkoff
Program Director Joan Bennett

WALK

PATCHOGUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By Suffolk Bcstg. Corp.
Address 24 E. Main St.
Phone Number 408
General Manager Nils E. Segerdahl
Commercial Manager Walter S. Bates
Program Director Jack Ellsworth
Chief Engineer Walter Luce

WPAC

PATCHOGUE—1951

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By Patchogue Bcstg. Co.

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc. Power: 500 Watts d.
Owned-Oper. By Highland Bcstg. Corp.
Trans. Address Radio Terrace
Phone Number 7-2454
Air Time 6:45 a.m.-6:45 p.m.
News Service UP
Transcription Service World
Membership NARTB
Pres., Chief Engineer Peter C. Housekeeper
Gen., Sta. Mgr. Irving E. Cottrell
Sales Promotion Mgr. Francis Lough
Consulting Engineer Paul Godley

WEAV

PLATTSBURG—1934—ABC-LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By Plattsburg Bcstg. Corp.
Studio Address 153 Margaret St.
Phone Number 1600
Transmitter Location Lake Shore Rd.
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Langworth
Representative Gill-Keefe & Perna
Membership NARTB, BAB
President, Sta. Mgr. George F. Bissell
Ass't. Sta. Comm. Mgr. Jan King
Program Director Frank Allen
Production Director Glenda Huffman
Publicity Director Claire Norris
Chief Engineer Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Clinton Cty. Bcstg. Corp.
Trans. Loca. Address 301-03 Cornelia St.
Phone Number 2800
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Standard
Representative W. S. Grant Co., Inc.
Membership NARTB, BAB
Pres., Gen., Comm. Mgr. Joel H. Scheier
Sales Prom. Mgr., News Dir. Martin D. Mannix
Chief Engineer John M. Nazak

WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc. Power: 1000 Watts, d.
Owned-Operated By Mid-Hudson Bcsts. Inc.
Business-Studio Address 385 Main St.
Phone Number 8300
Transmitter Location Pendell Road
News Service UP
Transcription Service World
Representative Devney & Co.
Comm., Gen. Mgr. Arthur J. Barry, Jr.
Program Director Harold Hennig
Chief Engineer John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Dutchess County
Broadcasting Corp.
Business-Studio Address Nelson House
Phone Number 6800
Transmitter Location Nelson House
Air Time 6:30 a.m.-11:30 p.m.
News Service AP
Transcription Service Associated
Membership NARTB, BAB
President George W. Bingham
Sec.-Treas. Mabel Shroyer Meurer
V.P. of Sales Richard A. Dwelley
V.P. of Pgm. John Kuhn
V.P. of Engr. Marvin S. Seimes

WHAM

ROCHESTER—1922—NBC

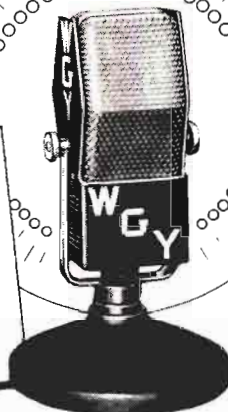
Frequency: 1180 Kc. Power: 50,000 Watts
Owned-Operated By Stromberg-Carlson Co.
Business Address 201 Humboldt St.
Phone Number Culver 7240
Transmitter Location Chili
Air Time 5:15 a.m.-12:30 a.m.
News Service UP
Transcription Service World
Representative George P. Hollingsbery
Membership NARTB, BAB
V.P., Gen. Mgr. William Fay
Commercial Manager John W. Kennedy, Jr.

30 Years of Leadership



1922

WGY's
Pearl Anniversary



1952

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

REPRESENTED

WGY

50,000 Watts

NATIONALLY BY NBC SPOT SALES
A GENERAL ELECTRIC STATION
SCHENECTADY, N. Y.

NEW YORK

Program Director.....Charles W. Siverson
Production Director.....Sylvester Novelli
Publicity Director.....Armin N. Bender
Chief Announcer.....Robert Turner
News Director.....David E. Kessler
Chief Engineer.....Kenneth Gardner
Farm Editor.....George Haefer

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....WARC, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....HAMILTON 8920
Transmitter Location.....2670 So. Clinton Ave.
Air Time.....24 Hours
News Service.....AP
Transcription Service.....RCA. Thesaurus
Representative.....Raymer
President, Gen. Mgr.....S. W. Townsend
Station Manager.....Fred R. Ripley
Commercial Manager.....George Schautz
Program Director.....Edward Merritt, Jr.
Publicity Director.....Bebe Grau
Chief Engineer.....Robert Emch
Consulting Engineer.....Chambers & Garrison

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.
News Service.....AP
Transcription Service.....Standard
Representative.....Everett McKinney
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General Manager.....Gunnar O. Wiig
Commercial Manager.....Le Moine C. Wheeler
Pgm., Prom. Dir.....William J. Adams
Production Director.....L. H. MacMillan
Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1947—LBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By.....Monroe Bcastg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
Transmitter Location.....Mt. Read Blvd.
News Service.....AP
Representative.....Forloe
President.....George B. Kelly
Gen., Sta. Mgr.....W. Eccles Huff
Production Director.....Russell A. Browne
News Director.....Robert Barager
Chief Engineer.....Kenneth Henderson
Farm Editor.....Harry Russell

WSAY

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Federal Bcastg. 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
Station Director.....John Hill
Commercial Manager.....Russell K. Schmidt

WVET

ROCHESTER—1947—MBS

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Oper. By.....Veterans Bcastg. Inc.
Address.....17 Clinton Ave So.
Phone Number.....HAMILTON 4820
Transmitter Location.....Westfall Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated
Representative.....The Bolling Co., Inc.
Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke
Commercial Manager.....Elmer J. Walz
Sales Prom. Manager.....Arthur Murrellwright
Program Director.....Paul C. Louthier
Production Director.....F. Chase Taylor
Chief Announcer.....Bob Trebor
News Director.....David Roberts
Musical Director.....Patricia Perkins
Consulting Engineer.....John Creutz

WKAL

ROME—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Bcastg. Corp.
Business-Studio Address.....Capitol Theatre Bldg.
Phone Number.....3616-7
Transmitter Location.....Muck Rd. & Jay St.
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
Sales Prom. Mgr.....George Bolton
Production Director.....Rick Morgan
Chief Engineer.....James Delaney
Consulting Engineer.....George Adair

WNBZ

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcastg. Corp.
Business-Studio Address.....88 Main St.

NEW YORK

Phone Number1320
 Transmitter Location.....Merrill St.
 Air Time7:30 a.m.-11:15 p.m.
 News ServiceAP
 Transcription ServiceLangworth
 Representative.....Thomas F. Clark
 MembershipNARTB
 Pres., Gen. Mgr.....Jacques DeMattos
 Program Dir. Chief Ann.....Ray Turner
 Chief Engineer.....H. Berwind Williams

W G Y

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
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription Service.....Thesaurus, World
 Representative.....NBC Spot Sales
 MembershipNARTB, BAB
 V.P., Pub. Rel.....Chester H. Lang
 Asst. Mgr. of Bcstg.....B. J. Rowan
 Station Manager.....R. B. Hanna
 Asst. Station Mgr.....R. W. Welpott
 Supervisor of Sales.....Robert F. Reid
 Supervisor of Prod.....Earle Pudney
 Spvr. Prom., Pub.....George L. Peck
 Spvr. of News.....W. T. Meenam
 Spvr. of Music.....A. O. Coggshall
 Spvr. of Programs.....Caleb Paine
 Chief Engineer.....W. J. Purcell
 Supervisor of Farm Bcstg.Merl L. Galusha

(See Page 550)

W S N Y

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Gateway Bcstg.
 Business-Studio Address.....619 State St.
 Phone Number3-3622
 Transmitter Location.....Campbell Rd.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....Young
 MembershipBAB
 President, Gen. Mgr.....Winslow Leighton
 Comm., Sls. Prom. Mgr.....Thomas Seeley
 Chief Anncr., News Dir.....Robert Wallace
 Chief Engineer.....Irving P. Beck

W A G E

SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....WAGE, Inc.
 Business-Studio Address.....Loew Bldg.
 Phone Number2-0277
 Transmitter Location.....626 Liverpool Rd.,
 Air TimeUnlimited

News ServiceAP
 Transcription ServiceStandard
 Representative.....O. L. Taylor
 MembershipNARTB, BAB
 President.....Frank G. Revolt
 General-Station Manager.....Doug Johnson
 Commercial Manager.....F. I. Geiger
 Sales Prom. Mgr.....Ed. O'Connor
 Program Director.....George Drisko
 News Director.....Joe Cumiskey
 Chief Engineer.....Donald F. Langham
 Consulting Engineer.....A. Earl Cullum

W F B L

SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Onondaga Radio Bcstg.
 Bus.-Studio Address.....433 S. Warren St.
 Phone Number2-1147
 Transmitter Location.....Collamer
 Air Time.....5 a.m.-M.
 News ServiceUP
 Transcription ServiceCole
 Representative.....Free & Peters
 MembershipNARTB, BAB
 President.....Oscar F. Soule
 General Manager.....Samuel Woodworth
 Commercial Mgr.....Charles Phillips
 Sls. Prom. Mgr., Pub. Dir.....Hendrick Soule
 Pgm., Prod. Mgr.....Raymond Gantter
 News Director.....Raymond Krise
 Chief Engineer.....James Kelly
 Consulting Engineer.....Jansky & Bailey

W N D R

SYRACUSE—1947—MBS-LBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Syracuse Bcstg. Corp.
 Address.....306 So. Salina St.
 Phone Number2-6101
 Transmitter Location.....Dewitt
 News ServiceAP
 Transcription Service.....World, SESAC
 Representative.....Rambeau
 General Manager.....Arthur C. Kyle, Jr.
 Assistant Treasurer.....Neldon L. Kidd
 V.P., Comm. Mgr.....Franklin H. Small
 Program Director.....Eric Fields
 Chief Engineer.....Robert Dye

W O L F

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address.....Onondaga Hotel
 Phone Number2-7211
 Transmitter Location.....Kirkpatrick & Van
 Renselear Sts.
 Air Time.....6 a.m.-2 a.m.
 News ServiceAP

NEW YORK

Transcription ServiceStandard
 RepresentativeWalker
 President, General Mgr.T. Sherman Marshall
 Sta. Mgr., Prog. Dir.Hamilton M. Woodle
 Musical DirectorNorman Meservey
 Chief EngineerDon Muir

W S Y R

SYRACUSE—1922—NBC

Frequency: 570 Kc.Power: 5000 Watts
 Owned-Operated ByCentral N. Y. Bcstg.
 Business-Studio AddressKemper Bldg.
 Phone Number3-7111
 Transmitter LocationValley Dr.
 Air Time5 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNARTB, BAB
 PresidentHarry C. Wilder
 V.P. & Gen. Mgr.E. R. Vadeboncoeur
 Commercial ManagerW. R. Alford, Jr.
 Sales Prom. Mgr.Caley Augustine
 Program DirectorBill Rothrum
 Chief AnnouncerElliott Gove
 News DirectorFred Hillegas
 Chief EngineerA. G. Belle Isle
 Consulting Engineer. Craven, Lohnes & Culver

W T R Y

TROY—1940—CBS

Frequency: 980 Kc.Power: 5000 Watts
 Owned-Oper. ByTroy Bcstg. Co., Inc.
 Business-Studio Address92 Fourth St.
 Phone No.Albany 4-2500, Ashley 4-1100
 Transmitter LocationNiskayuna
 Air Time6 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNARTB, BAB
 PresidentH. C. Wilder
 General ManagerW. W. Carter
 Commercial ManagerJ. W. Sutphen
 Sales Prom. Mgr., Pub. Dir.James F. Baker, Jr.
 Program-Musical Dir.Randolph English
 News DirectorJohn J. Givney
 Chief EngineerA. H. Chismark
 Consulting Engr.Craven, Lohnes & Culver

W G A T

UTICA—1947—LBS

Frequency: 1310 Kc.Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated ByCentral Bcstg. Co.
 Phone Number2-9231
 Bus.-Studio Add., Trans. Loc.Kellogg Rd.,
 New Hartford
 Air Time7 a.m.-11:30 p.m.
 News ServiceAP
 RepresentativeMeeker

Pres., Gen. Mgr.J. Eric Williams
 Comm., Prom. Mgr.Roland L. Fowler
 Chief EngineerHans W. Winkler
 Consulting EngineerSelliman & Barclay

W I B X

UTICA—1925—CBS

Frequency: 950 Kc.Power: 5000 Watts
 Owned-Oper. ByWIBX, Inc.
 AddressFirst Bank Bldg.
 Phone Number2-2101
 Transmitter LocationWhitestone
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 Reprs.Colton, Bannan, Biddick
 MembershipNARTB, BAB
 Pres., Gen. Mgr.Mrs. Margaret B. Stevens
 V.P., Sta. Mgr., Pgm. Dir.Elliott Stewart
 Production DirectorBetty Cushing Griffin
 Publicity DirectorNathan W. Cook
 V.P., SecretaryGladys P. Moore
 Chief EngineerJohn T. Dowdell

W R U N

UTICA—1947—ABC

Frequency: 1150 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. ByThe Rome Sentinel Co.
 Business-Studio Address258 Genesee St.
 Phone Number2-5111
 Transmitter LocationOriskany
 Air Time6:30 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeAvery-Knodel
 PresidentBradley C. Barnard
 General ManagerFritz S. Updike
 Station ManagerRichard A. Clark
 Sales Prom. Mgr.Margaret Barnard
 Transmitter SupervisorGeorge S. Woods

W D L A

WALTON—1951—KBS

Frequency: 1270 Kc.Power: 1000 Watts d.
 Owned-Oper. ByDelaware County Bcstg.
 Corp.
 AddressRoute 206
 Phone Number1270
 News ServiceUP
 PresidentE. Ogden Bush
 Gen., Comm. Mgr.Arthur L. Cooper
 Sta. Mgr., Pgm., Prom. Dir.H. C. Fisher
 Chief EngineerGene Robinson

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Oper. ByWatertown Bcstg. Corp.

NEW YORK

Bus.-Studio Location . . . 118 Washington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. 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 Public Square
 Phone Number 4120
 Transmitter Location Ives St. Rd.
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NARTB, BAB
 President John B. Johnson
 General-Comm. Mgr. Louis Saiff, Jr.

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By Westchester Bcstg. Corp.
 Bus.-Studio Address 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 NARTB, BAB
 President Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer . . Frank A. Seitz

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.
 News Service AP
 Transcription Service Associated
 President W. H. Reuman
 Station Manager Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Prom., News Dir. Fred Barr
 Chief Engineer Benton R. Bartlett

OUR 21st YEAR . . .

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 New York, N. Y.

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New York

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Spanish — German
Czechoslovakian
 and the
Negro Market

.
1600 Kc NEWTOWN 9-3300

NORTH CAROLINA

Pop. April 1, 1952 (Est.) 4,214,000—Total Housing Units 1,059,335
Families April 1, 1952 (Est.) 1,020,000—Stations in State 97

WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By. Roanoke-Chowan Bcstg.
Co., Inc.
Business Address Ahoskie
Phone Number 333
Studio-Transmitter Location Ahoskie-Aulander
Hwy. (N. C. 350)
News Service UP
Transcription Service World
President Charles H. Jenkins
Gen., Comm. Mgr. P. G. Sewell
Program Director Johnny Palmer
News Director Burt Derman
Chief Engineer John M. Sherwood

WABZ

ALBEMARLE—1947—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, Hiway 52
News Service UP
Representative Devney, Dodson
President M. M. Palmer
General Manager W. J. Page
Commercial Mgr. C. H. Shank
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 2187
Transmitter Location Oakie Mt.
Air Time 5 a.m.—sunset
News Service UP
Transcription Service Associated
President Roy Cox
Gen., Sta. Mgr. J. R. Marlowe
Comm., Sls. Prom. Mgr. Ryan R. Neely
Pgm., Pub. Dir., Farm Editor A. B. Brown
Production Director C. V. Smith
Musical Dir. Nelson J. Harrill
Chief Engineer Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.
1000 n.
Owned-Operated By. Radio Station WISE, Inc.
Address 100 College St.
Phone Number 3-5381-3

Air Time Unlimited
News Service AP
Representative Devney
Membership NARTB
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
Consulting Engineer Wm. E. Bennis, Jr.

WLOS

ASHEVILLE—1947—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 6:00 a.m.—12 M.
News Service UP
Transcription Service World
Representative Taylor Co.
V.P., General Manager Charles B. Britt
Station Manager Kenneth Beachboard
Comm., Prom. Mgr. George Roesler
Program Director William L. Robertson
Musical Director Fred Osborne
News Director R. F. Brown, Jr.
Farm Editor "Bing" Bennett
Chief Engineer William M. Chambers
Consulting Engineer John Creutz

WSKY

ASHEVILLE—1946—LBS

Frequency: 1230 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 Rambeau
President Carl R. Bamford
Gen.-Sta. Mgr. Zeb Lee
Commercial Manager Cliff Bowers
Program Director Frank Messer
Chief Engineer Bill Clements
Consulting Engineer A. D. Ring

WWNC

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

NORTH CAROLINA

Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 President.....Don S. Elias
 Gen., Sta. Manager.....Cecil B. Hoskins
 Commercial Manager.....James A. Hagan
 Program, News Director.....William F. Melia
 Chief Engineer.....William H. Hamrick
 Consulting Engineer.....A. D. Ring Co.

WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Address.....Depot St., Box 72
 Phone Number.....467
 News Service.....AP
 President.....Doris B. Brown
 Commercial Manager.....Roland B. Potter
 Prom. Mgr., Pgm., News Dir...Charles Wilfong
 Chief Engineer.....Bill K. Phillips
 Consulting Engineer.....John Creutz

WPNF

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
 Gen., Comm. Mgr.....M. L. Hammette
 Chief Engineer.....William Pascal
 Program Director.....Dorothy Wallace
 Prom., Farm, News Dir.....Dave Sherrill

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Alamance Bcstg. Co., Inc.
 Business-Studio Address.....318¹/₂ S. Main St.
 Phone Number.....6-6376
 Transmitter Location.....W. Front St. Ext.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated, Capitol
 Representative.....Joseph Hershey McGillvra
 Membership.....NARTB
 Gen., Sta. Mgr.....E. Z. Jones
 Commercial Manager.....Phil Eakin
 News, Pgm. Dir.....Ed Brooks
 Sales Prom. Mgr.....Ted Hanker
 Production Director.....Robert Thompson
 Chief Engineer.....Berry Tysor
 Consulting Engineer.....John Creutz

WFNS

BURLINGTON—1946—IBS
 TOBACCO NET

Frequency: 1150.....Power: 1000 Watts d.,
 Owned-Oper. By.....Burlington-Graham Bcstg Co.
 Phone Number.....4261
 Transmitter Location.....Burch Bridge Rd.
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....World
 Representatives.....Sears & Ayer
 Membership.....NARTB, BAB
 General Manager.....John C. Hanner
 Commercial Manager.....Alan Friedrich
 Chief Engineer.....Charles D. Chandler
 Consulting Engineer.....George Davis

WAYS

CHARLOTTE—1942—ABC-N.C.

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.....UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....George W. Dowdy
 Gen., Comm. Mgr.....Walter H. Goan
 Program Director.....Harry Barfield
 Chief Engineer.....B. C. Stewart

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Jefferson Standard Bcstg.
 Address.....Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....Nation's Ford Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Associated, World
 Representative.....CBS Radio Spot Sales
 Membership.....NARTB, BAB
 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
 Production Director.....Robert L. Rierson
 Publicity Director.....Doratheia Janssen
 News Director.....Jack Knell
 Chief Engineer.....M. J. Minor
 Consulting Engineer.....A. D. Ring

NORTH CAROLINA

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 NARTB, BAB
 Pres., Gen. Mr. Francis M. Fitzgerald
 Promotion Manager Eric C. Dehlin
 Chief Announcer John G. Surratt
 Program Director Fred W. Vinroot
 Commercial Manager Henry G. Grad
 Chief Engineer Thomas C. Brandon
 Consulting Engineer Gautney & Ray

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By. Bcstg. Co. of South
 News Service AP
 Transcription Service Thesaurus
 Representative Free & Peters
 Managing Director Ray A. Furr
 Commercial Manager Tom Mitchell
 Program Director James A. Frazer
 Chief Engineer John N. Parker

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 Standard
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Nelson Bentow
 Program Director Armand F. Bodie
 Chief Engineer L. L. Caudle, Jr.
 Consulting Engineer George C. Davis

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
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 General Manager George S. Walston
 Program Director Richard Welsh
 Chief Engineer Robert H. Bowden

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Own-Oper. By. Cabarrus Edcstg. Co.
 Business-Studio Address P. O. 527
 Phone Number 26000
 Transmitter Location Hiway 29
 News Service AP
 Transcription Service Thesaurus
 President A. W. Huckle
 Secretary-Treasurer Elizabeth Huckle
 Pgm., Comm., Prom. Dir. Howard McCurry
 Chief Engineer James M. Wise

WCKB

DUNN—1946—LBS-KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By. No. Car. Cent. Bcstrs.
 Business Address Box 431
 Phone Number 3133-4
 Studio-Transmitter Address Hwy. 421
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President Letton A. Tart, Sr.
 Sta., Gen. Mgr., Pub. Dir. A. Lincoln Faulk
 Commercial Manager Carl Lamm
 Sales Prom. Mgr. Walt De Puy
 Pgm. Prod., Music. Dir. E. L. Burwell
 Chief Engineer Joseph Kotlas
 Consulting Engineer Fred O. Grimwood

WDNC

DURHAM—1934—CBS-LBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. The Durham Radio Corp.
 Bus.-Studio Address 138½ E. Chapel Hill St.
 Phone Number 6155
 Transmitter Location Hillsboro Rd.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NARTB
 President C. C. Council
 V.P., Gen. Sta. Mgr. J. Frank Jarman
 Office Manager Sue Taylor
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer G. W. Bartlett
 Consulting Engineer George Davis

NORTH CAROLINA

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By ... Public Information Corp.
 Address P. O. Box 1168
 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.
 Program Director Ed Coles
 Production Director Mrs. Leslie Carroll
 Publicity Director Doris Ortell
 Chief Engineer Edward Norman
 Consulting Engineer Walter 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 6-101
 Transmitter Location Leon St. off Glendale
 News Service AP
 Transcription Service World, Capitol
 Representative Pearson
 General Manager Floyd Fletcher
 Commercial Manager Harmon L. Duncan
 Pgm., Prom. Dir. Ken Corbitt
 Chief Engineers Roy E. Fullen, Arlis White

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By ... Albemarle Bcstg. Co., Inc.
 Address E. Colonial Ave.
 Phone Number 4370
 Representative Burn-Smith
 Transcription Service SESAC
 News Service UP
 President Joseph A. Gill
 Gen., Comm., Mgr., News Dir
 George W. Haskett
 Program Director Maud McClelland
 Chief Engineer Benjamin Shannon

WGAI

ELIZABETH CITY—1947—LBS—TN

Frequency: 560 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By ... WGAI Radio Co., Inc.
 Business-Studio Address Kramer Bldg.

Phone Number 4371-2
 Transmitter Location Newland Road
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 President, News Dir. Herbert Peele
 Gen., Sta. Mgr. C. Alden Baker
 Comm. Mgr., Pgm. Dir. Bob Thomas
 Consulting Engineer E. C. Page

WIFM

ELKIN—1951—LBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By ... Yadkin Valley Bcstg. Co.
 Phone Number 739
 News Service UP
 Transcription Service Capitol
 Representative Continental
 Owner, Mgr., Chief Engr. John A. Hinshaw
 Commercial Manager Johnny Miller

WFAI

FAYETTEVILLE—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Rollins Bcstg., Inc.
 Bus.-Studio Add. Huske Bldg.
 Phone Number 8131
 Air Time 6 a.m.-1:05 a.m.
 News Service AP
 Transcription Service RCA Thesaurus
 President John W. Rollins
 General Manager James H. Mayes, Jr.
 Commercial Manager Tom Harrell
 Program Director Ray Woodard
 Publicity Director Les Coleman
 Chief Engineer Frank Delle

WFLB

FAYETTEVILLE—1948—ABC-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fayetteville Bcstrs., Inc.
 Phone Number 7136
 Studio-Transmitter Location Bragg Blvd.
 Air Time 5:30 a.m.-M.
 News Service AP
 Representative Burn-Smith
 President Harry B. Stein
 Gen., Sta. Mgr. L. W. Allen
 Commercial Manager C. M. Gaylord
 Chief Announcer Gail Thompson
 News, Pgm. Dir. W. H. Farris, Jr.
 Chief Engineer W. D. Batley

WFNC

**FAYETTEVILLE—1940
 MBS—TOBACCO NET**

Frequency: 1390 Kc. Power: 5000 W. d.,
 1000 W. n.
 Owned-Oper. By Cape Fear Bcstg. Co.
 Business-Studio Address 114 Anderson St.
 Phone Number 4848
 Transmitter Location Bragg Blvd.

NORTH CAROLINA

Air Time 5 a.m.-M.
 News Service UP
 Representative Walker
 President T. K. Weyher
 Gen., Sta. Manager Victor W. Dawson
 Program Director Nat R. Martin
 News Dir., Farm Editor Vestal Taylor
 Chief Engineer John Ikner
 Consulting Engr. Craven, Lohnes & Culver

W B B O

FOREST CITY—1947—LBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By Rutherford County Radio
 Co., Inc.

Bus. Studio-Transmitter Address ... Forest City
 Phone Number 3205
 News Service AP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Ed M. Anderson
 Sta., Comm. Mgr. Fred Blanton
 Sales Prom. Mgr., Prog. Dir. Jane Smith
 News Dir., Farm Editor Charles Melton
 Chief Engineer Merton Iwerks

W F V G

FUQUAY SPRINGS—1949

Frequency: 1460 Kc. Power: 1000 Watts a.
 Owned-Oper. By WFVG Bdcstg. Co.
 Phone Number 333

Trans. Loca. ... 1.5 miles No. of Fuquay Varina
 News Service AP
 President J. M. Stephenson
 General Manager Marshall T. Pack
 Commercial Manager Auburn C. Hayes
 Promotion Director William P. Weathers
 Program Director Walter Pearson
 News Director Mark Thomas
 Chief Engineer Walter Johnson

W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Catherine T. McSwain
 Bus. Studio Address P. O. Box 737

Phone Number 5-0821
 Transmitter Location Dallas Rd.
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Owner Catherine T. McSwain
 General Manager Pat McSwain
 Commercial Manager F. C. Abernathy
 Program Director Fred Gray
 Chief Engineer W. C. Groves, Jr.

W L T C

GASTONIA—1948—LBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Gastonia Bcstg. Serv., Inc.

Address P. O. Box 1010
 Phone Number 5-1079
 Trans. Loca. Chapel Rd., nr. Ash, Ave.
 News Service UP
 Transcription Service World
 Representative Thomas F. Clark
 Pres., Gen. Mgr. James B. Petty
 Commercial Manager Boyce C. Morrow
 Prom., News Pgm. Dir. R. St. Lawrence
 Chief Engr., Farm Editor Don C. Volgt

W F M C

GOLDSBORO—1951

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Radio & TV Corp.
 Address Goldsboro

Phone Number 963
 News Service UP
 Transcription Service World, SESAC
 President Hayden Stuart
 Gen., Comm. Mgr. William R. Murray
 Program., Prom. Dir. Charles S. Carter
 Chief Engineer William W. Bridges

W G B R

GOLDSBORO—1939—ABC

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By E. Carolina Bdcstg. Co., Inc.
 Address P. O. Box 1024

Phone Number Main Studio-1550
 Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70
 News Service AP
 Transcription Service Associated
 President A. T. Hawkins
 General Manager V. Gerald Balkcum
 Chief Engineer Daniel B. Trueblood
 Comm., Sales Prom. Mgr. Nat Royster
 Program Director Vassie Balkcum

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
 Transmitter Location Muirs Chapel Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, BAB
 President George W. Dowdy
 General Manager Henry E. Sullivan
 Commercial Mgr. George Barber
 Program Director W. E. Jackson, Jr.
 Publicity Director Sandra Sisk
 Chief Engineer Ernest Pate, Jr.
 Consulting Engineer W. H. Malone

NORTH CAROLINA

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By . . . North Carolina Bcstg. Co.
 Phone Number 6125
 Studio Address O. Henry Hotel Bldg.
 Transmitter Location Battleground Blvd.
 News Service AP
 Transcription Service Thesaurus, World
 Representative George P. Hollingbery
 Pres., Gen. Mgr. Gilbert M. Hutchison
 Commercial Mgr. William P. Mitchell
 Sales Prom. Mgr. Aileen Gilmore
 Program Director Alfred J. Rice
 News Director Charles Mitchell
 Chief Engineer Earl F. Allison

Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Ralph M. Lambeth
 Commercial Mgr. L. O. Hutchins
 Sales Prom. Manager Earl O. Sullivan
 Publicity Director H. Marie Craven
 Chief Engineer Fred S. Smith

W G T C

**GREENVILLE—1940
 TOBACCO—MBS**

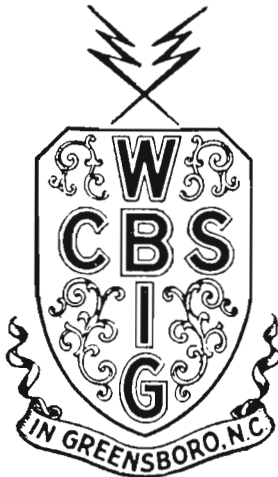
Frequency: 1590 Kc. Power. 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By . . . Carolina Bdcstg. Sys., Inc.
 Address P. O. Box 898
 Phone Number 3182
 Transmitter Location Faulkland Hwy.
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World,
 Capitol Associated
 Representative John E. Pearson Co.
 Membership NARTB, BAB
 President Earl McD. Westbrook
 Gen., Sta., Prom. Mgr. A. Hartwell Campbell
 Commercial Manager Carl McKinney
 Program Director George Webb
 Production Director Margaret Laughinghouse
 Publicity Director Ruth Webb

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.
 News Service UP
 Transcription Service Lang-Worth

ONE OF AMERICA'S FIRST STATIONS!



**W B I G
 MARKET DATA
 16 Counties**

1950 Radio Homes* 198,187
 1950 Retail Sales† \$651,567,000
 1950 Total Farm Income* . . . \$90,234,756
 * SOURCE: 1951 Broadcasting Marketbook
 † SOURCE: 1951 Sales Management

"The Prestige Station of the Carolinas"
 represented by hollingbery

NORTH CAROLINA

Chief Announcer Charles Whedbee
 Chief Engineer Hank Tribbley
 Consulting Engineer Dixie B. McKee

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Oper. By Henderson Radio Corp.
 Bus.-Studio Address Norlina Road
 Phone Number 736
 Transmitter Location Norlina Rd., U. S. 1
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus, Cole,
 Lang-Worth, Keystone

President S. S. Stevenson
 V.P. & Gen. Mgr. Nathan Frank
 Station Manager Harry Trotman
 Program Director Bob Leach
 Production Director Bob Harrison
 Chief Engineer Lewis Hiland
 Consulting Engineer George C. Davis

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Hendersonville, Inc.
 Phone Number 9962
 Transmitter Location Chimney Rock Rd.
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service McGregor

Representative Donald Cooke
 President Beverly Middleton
 Station Manager Kermit Edney
 Commercial Manager Robert Smith
 Chief Engineer Charles Renfrow
 Consulting Engineer Eliot Lovett

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. Sta. Mgr. Edmund S. Long
 Commercial Manager James K. Willis
 Program Director Jack Starnes
 Chief Engineer Thomas E. Long

WIRC

HICKORY—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Foothills Bdcstg., Inc.
 Address 329 1st 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
 Representative McGillvra
 Membership NARTB, BAB
 Pres., Pub., News Dir. Margaret A. Smith
 Secty.-Treas., Gen. Mgr. E. H. Smith, Jr.
 Commercial Manager Lee Douglas
 Program Director Mattie I. Padgett
 Chief Announcer Richard H. Benson
 Chief Engineer Elmer H. Troutman
 Consulting Engineer John Creutz

WHPE

HIGH POINT—1947—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
 News Service AP
 Transcription Service Associated, Standard
 Membership NARTB, BAB
 Co-Owner R. B. Terry
 Co-Owner D. A. Rawley
 Sta., Comm. Mgr. Walter Hester
 Program Director Nick Lawrence
 Chief Engineer Yancy Cecil
 Consulting Engineer Dillard

WMFR

HIGH POINT—1935—ABC

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

WJNC

JACKSONVILLE—1945 MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Lester L. Gould
 Address Box "E"
 Phone Number 707-708
 Trans. Location New Bridge St.
 Air Time 6 a.m.-11:30 p.m.
 News Service UP

NORTH CAROLINA

Transcription Service Lang-Worth
 Representative Pearson
 Membership NARTB
 Pres., Gen., Comm. Mgr. Lester L. Gould
 Sta. Mgr., Chief Anncr. Rodric L. Jones
 Sales Prom. Mgr., Pgm. Dir. Frances A. Bovick
 Chief Engineer, Pub. Dir. Howard P. Cohen

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Fred H. Whitley, Inc.
 Address ... Box 997, Cannon Blvd., Hwy 29
 Phone Kannapolis 870, Concord 27076
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth, World
 Membership NARTB
 Pres., Gen. Mgr. Fred H. Whitley
 Chief Engineer Foy Hinson

WELS

KINSTON—1950—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Farmers Bstg. Service, Inc.
 Address 1400 W. Vernon St.
 Phone Number 5151
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Devney
 President E. L. Scott
 Gen. Comm. Mgr. Jack P. Hankins
 Program Director Ed Sheppard
 Chief Engineer Kenneth Read

WFTC

**KINSTON—1937—ABC-CBS-NBC
 TOBACCO NET**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Kinston Bcstg. Co.
 Address 204 East King St.
 Phone Number 4111
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Pres., Gen., Sta. Mgr. William S. Page
 Commercial Mgr. J. Harold Vester
 Program Dir. S. Bruce Petteway
 News Director Herman B. Civils
 Prom. Mgr., Farm Editor. Carl B. Caudill, Jr.
 Chief Engineer David E. Hardison

WEWO

LAURINBURG—1947—LBS-KBS

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Scotland Bcstg. Co

Bus-Studio Address State Bank Bldg.
 Phone Number 770
 Transmitter Location Laurinburg-Maxton Hy.
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Devney & Co.
 Membership NARTB, BAB
 President Edwin Pate
 General Mgr., Farm Edit. J. R. Dalrymple, Jr.
 Commercial Manager Bill Hogan
 Program Director Paul Wynn
 Prom., News Dir. Dick Brown
 Chief Engineer Truman N. Brock
 Consulting Engr. George C. Davis

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Douglas L. Craddock
 Address-Trans. Loc. Blvd. & Pine
 Phone Number 701-2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, Keystone
 Membership NARTB
 Pres., Gen., Sta. Mgr. Douglas L. Craddock
 Pgm., News Dir., Chf. Ann. J. K. Thomas
 Chief Engineer Eldred Winn
 Consulting Engr. McNary & Wrathall

WJRI

LENOIR—1946—MBS

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 John A. Dellinger
 Musical Director George Kirstin
 Chief Engineer Harvey C. Atchisson
 Consulting Engineer Janskey & Bailey

WBUY

LEXINGTON—1946—LBS

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
 Air Time 6 a.m.-10 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NARTB, BAB
 Partners Greely N. & Omar G. Hilton

NORTH CAROLINA

Station Manager.....C. Robert Ray
 Commercial Mgr.Robert Raker
 Chief Engineer..... E. P. Mallard
 Consulting Engr.William Benns

W T S B

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Robeson Bcastg. Corp.
 Business-Studio Address.....112 W. Fifth St.
 Phone Number1080
 Transmitter Location.....Charlotte Rd.
 News ServiceAP
 Transcription Service.....Standard
 Representative.....Continental Radio Sales
 General Manager.....James MacNeil

W B R M

MARION—1949—LBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Lake City Bcastg. Corp.
 Address.....13½ W. Court St.
 Phone Number7221
 News ServiceUP
 Pres., Gen. Mgr.....W. P. Erwin
 Commercial Mgr.....J. C. Pleasant
 Vice-Pres., Pgm. Dir.....J. L. Reynolds, Jr.
 Chief Engineer.....Hubert C. Martin

W M A P

MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Union Bcastg. Corp.
 Business Address.....P. O. Box 382
 Phone Number1060
 Studio-Transmitter Location.....Camp Sutton
 News ServiceUP
 Transcription ServiceWorld
 PresidentDick Marable
 Commercial Mgr.....Z. Bright Tucker
 Gen., Prom. Mgr., Farm Dir....J. Archie Laney
 Chief Engineer.....Robert I. Smith

W H I P

MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne M. Nelson
 Trans-AddressMooreville, N. C.
 Phone Number500
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....KBS, Capitol
 Pres., Gen. Manager.....Wayne M. Nelson
 Chief Engineer.....E. M. Stanton, Jr.
 Consulting Engineer.....George C. Davis

W M B L

MOREHEAD CITY—1947—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carteret Bcastg. Co., Inc.

AddressBox 740
 Phone Number6-3188
 Transmitter Location.....Radio City Island
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....World and Standard
 RepresentativeMcGillvra
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Grover C. Munden
 Sales Prom. Mgr.....Charles Markey
 Commercial Manager.....Jimmy Wallace
 Prog. Dir., Chf. Engr.....Ray Cummins

W M N C

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nathan J. Cooper
 Transmitter—Address.Hwy 181, P. O. Box 698
 Phone Number1100
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription Service.....Capitol
 Pres., Gen.-Sta. Mgr.....Nathan J. Cooper
 Publicity Dir.....Madelyn Patton
 Production Director.....Mozelle Buff
 Chief Engineer.....Frank Ballew

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.....Springs Rd., R 5
 Phone Number682
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeThomas Clark
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Prom. Mgr.....W. E. Craddock, Jr.
 News Dir., Chf. Ann.....Johnny Joyce
 Chief Engineer.....Arnold Bruce Flemming
 Consulting Engr.John J. Keel

W S Y D

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.
 Address.....P. O. Box 53
 Phone Number581
 Pres., Gen. Mgr.....Robert H. Epperson
 Assistant Manager.....Tom Stewart
 Commercial Manager.....Erastus F. Poore
 Pgm., Prom. Dir.....Jim Harrelson

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WHIT

NORTH CAROLINA

Address US Hwuy 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
 Pgm., Prod., News Dir. Stuart Hall
 Chief Engineer Billy Haire

WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Newton Conover Bcstg. Co.
 Business Address West A St.
 Phone Number 930
 Studio-Transmitter Location. West A. St., Ext.
 News Service UP
 President Charles Turner
 Gen. Mgr., News Dir. Earl Holder
 Commercial Manager Eugene Henry
 Chief Engineer Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Wilkes Bcstg. Co.
 Business-Studio Address Radio Bldg.
 Phone Number 633
 Transmitter Location Wilkes County
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Doris B. Brown
 Comm.-Sales Prom. Mgr. Roland B. Potter
 Program Director C. E. Litchfield
 Prod., News Dir. Ben Talbot
 Chief Engineer Walter Harrold
 Consulting Engineer John Creutz

WOXF

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
 Address Oxford Bcstg. Corp.
 Phone Number 4167
 Transcription Service Capitol
 News Service AP
 President Frank W. Hancock
 General Manager. James F. Flanagan
 Commercial Manager Bill Blalock
 Promotion Manager Bob Smith
 Chief Engineer Archie Hawkins

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By. News & Observer Pub. Co.
 Address 219 So. McDowell St.
 Phone Number 2-0321
 Transmitter Location Cary

Air Time 24 Hrs.
 News Service UP
 Transcription Service. Standard & Associated
 Representative Weed & Co.
 President Josephus Daniels, Jr.
 General Manager Frank Daniels
 Station Manager G. F. Albright
 Comm. Mgr., Pgm. Dir. David A. Brown
 Chief Announcer Wally Ausley
 Pub., News Director Scott Summers
 Chief Engineer E. J. Reopelles
 Consulting Engr. A. D. Ring & Co.

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By. WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership NARTB, BAB
 V.P., Gen. Sta. Mgr. Richard H. Mason
 Sales Manager R. W. Youngsteadt
 Program Manager Graham B. Poyner
 Dir. of Adv. & Prom. Henry T. Vaden
 News Director J. Edgar Kirk
 Production Dir. Warren Barfield
 Chief Engineer Henry Hulick, Jr.
 Consulting Engineer James C. McNary

WRAL

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 a.m.-11:15 p.m.
 News Service AP
 Representative Pearson
 Membership NARTB, BAB
 President A. J. Fletcher
 Gen., Sta. Mr. Fred Fletcher
 Pgm., News Director Jesse Helms
 Chief Engineer Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By. Piedmont Carolina Bcstg.
 Business-Studio Address Box 990, Gilmer St.
 Phone Number 4361-2
 Transmitter Location Wentworth Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President H. T. Williams
 Gen., Sta. Mgr. Stephen F. Woodson

NORTH CAROLINA

Commercial Manager.....Forrest Bedell
 Sales Prom. Mgr.....Costin Lindsey
 Production Director.....James B. Mead
 Publicity Director.....Tiny Turner
 Chief Engineer.....Sam E. Sexton
 Consulting Engineer.....Phil Hedrick

WRE V

REIDSVILLE—1948—LBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Reidsville Bcstg. Co.
 Address.....114½ N. Scales St.
 Phone Number.....7051
 Transcription Library.....Standard
 News Service.....UP
 Representative.....Devney
 Pres., Gen. Mgr.....William M. Oliver, Sr.
 Station Manager.....Mrs. Katye Price
 Program Director.....Frank Elliott
 Chief Engineer.....W. T. Martin

WCB T

**ROANOKE RAPIDS—1948—MBS-
KBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....WCBT, Inc.
 Address.....251 Roanoke Ave.
 Phone Number.....7-8551
 Transmitter Location.....E. 10th St.
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Pres., Mgr.....J. Winfield
 Gen., Comm., Prom. Mgr.....Bernard M. Dabney
 Program Director.....Donald O. Collins
 Assistant Manager.....Jerry Elliott
 Chief Engineer.....C. Meares

WAY N

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....WAYN, Inc.
 Bus.-Studio-Trans. Address.....Rockingham
 Phone Number.....4041
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Pres., Gen. Mgr.....Wayne M. Nelson
 Res., Sta. Mgr.....Matt F. Gettings
 Chief Engineer.....William Henley
 Consulting Engineer.....Geo. C. Davis

WCE C

ROCKY MOUNT—1947—LBS

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....E. Caro. Elec.
 Bus.-Studio Address.....115 N. Church St.
 Phone Number.....23109
 Transmitter Location.....Hwy. 95
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated

Membership.....NARTB
 President.....Josh L. Horne
 General Manager.....Mel Warner
 Commercial Manager.....Ray Thompson
 Program Director.....Ray Wilkinson
 Chief Engineer.....Grover Taylor

WEED

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.....RCA Thesaurus
 Representative.....Burn-Smith
 Gen.-Sta. Manager.....W. A. Wayne
 Commercial Mgr.....R. E. Horner
 Program Dir.....Eunice Snipes
 Chief Engineer.....Joe R. Morris
 Consulting Engineer.....Commercial Radio

WRX O

ROXBORO—1949—LBS

Frequency: 1430.....Power: 1000 Watts d.
 Owned-Operated By.....Roxboro Bcstg. Co.
 Address.....Box 130
 Phone Number.....6013
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 President.....H. W. Winstead, Jr.
 Gen., Sta., Comm. Mgr.....H. S. Taylor
 Chief Engineer.....Lloyd Perkins
 Consulting Engineers.....Brown, Duncan & Porter

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc.....Power 1000 Watts d.
 Owned-Oper. By.....Mid-Carolina Bcstg. Co.
 Business-Address.....Drawer 99
 Phone Number.....276
 Studio-Transmitter Location.....Milford Hills Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Charles H. Wentz
 General Manager.....John E. Smith
 Commercial Manager.....R. M. Hunt
 Program Director.....W. F. Fleming
 Chief Engineer.....Elbert She-man

WST P

SALISBURY—1939—MBS

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

NORTH CAROLINA

Phone Number 2121
 Transmitter Location..... Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NARTB, BAB
 President..... Bryce P. Beard, Sr.
 Gen., Sta., Prom. Mgr..... Alex P. Beard
 Pgm., Publicity Dir..... Russ McIntire
 Comm. Mgr..... Katherine F. Murphy
 Chief Engineer..... Carl B. Watson
 Consulting Engr..... Phil Hedrick

W W G P SANFORD—1946

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Sandhills Bcstg. Corp.
 Address..... 137 So. Steele, Box 651
 Phone Number 860
 Transmitter Location..... Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Continental
 President..... J. C. McIver
 Gen., Sta. Mgr..... Earl L. Boyles
 Commercial Manager..... James Ward
 Pgm., Prod. Dir., Chf. Ann..... Del Carty
 Publicity Director..... W. E. Horner
 Chief Engr..... Edward O. Koprivier

W O H S SHELBY—1946—MBS

Frequency: 730 Kc..... Power: 250 Watts
 Owned-Oper. By..... Western Carolina Radio
 Business Address..... Box 1401, Shelby
 Phone Number 6313
 Studio-Transmitter Location..... Hway. No. 74, W.
 Air Time Daytime
 News Service UP
 Membership NARTB, BAB
 President..... Lee B. Weathers
 Gen.-Sta. Mgr., Chf. Engr..... Robert M. Wallace
 Commercial Mgr..... Max P. Butler
 Program Director..... Hugh Dover

W M P M SMITHFIELD—1950

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Selma-Smithfield Bcstg. Co.
 Address..... Box 177
 Phone Number 2434
 News Service UP
 Transcription Service Capitol
 Co-op., Gen. Mgr., Chf. Eng. John S. Townsend
 Co-Owner..... J. Fred Horton
 Comm. Mgr., Pgm. Dir..... Joe Foster
 News Director..... Robert L. Dupree

W E E B

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... The Sandhill Community
 Bcstrs., Inc.
 Business Address..... So. Pines
 Phone Number 6191
 Studio-Transmitter Location..... U. S. Hway. 2
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Jack S. Younts
 Comm. Mgr., Chf. Anncr..... Joe A. Warren
 Secy.-Treas., Mus. Dir..... Elizabeth M. Younts
 News Dir., Farm Editor..... Tom Perry
 Chief Engineer..... Melvin Kushner

W S I C

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Statesville Bcstg. Co.
 Address..... Box 1189
 Phone Number 9078
 Transmitter Location..... Radio Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service..... World, Capitol
 Representative Continental Radio Sales
 Membership NARTB, BAB
 President..... Dr. James W. Davis
 Gen., Sta., Comm. Mgr..... Charles D. Melton
 Pgm., Prod., Pub. Dir..... J. N. Tomkins
 News Director..... Bill Brown
 Chief Engineer..... T. K. Abernethy
 Consulting Engr..... Kear and Kennedy

W C P S

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..... Rocky Mt. & Tarboro Hway.
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Dora-Clayton
 President..... V. E. Fountain
 Gen., Sta. Mgr..... J. T. Snowden, Jr.
 Sales Prom. Mgr..... J. Porter MacNair
 Production Director..... Alfred Vickers
 Publicity Director..... Grace Satterthwaite
 Chief Engineer..... G. Lee Hodges

W T N C

THOMASVILLE—1947

Frequency: 790 Kc..... Power: 1000 Watts d.
 Owned By..... The Thomasville Bcstg. Co.

NORTH CAROLINA

Phone Number 902
 Studio-Transmitter Location... Salem St., Ext.
 News Service AP
 Transcription Service World
 President George W. Lyles, Sr.
 Gen., Comm. Mgr. Harold Harrison
 Chief Engineer..... James McAden

WADE

WADESBORO—1947—KBS

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By Anson Bcstg. Co.
 Bus. Studio Address Radio Bldg.
 Phone Number 620
 Transmitter Location Highway 52
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Continental
 President R. P. Lyon
 Gen., Sta. Manager..... Walter V. Mitchell
 Comm., Sls. Prom. Mgr. J. A. Ballard
 Program Director Williard Billingsley
 Chief Engineer..... Cecil Sills
 Consulting Engineer..... Wm. E. Bennis, Jr.

WHED

WASHINGTON—1948—LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Beaufort Bcstg. Co.
 Bus. Studio Address Guaranty Bank Bldg.
 Phone Number 278
 Transmitter Location Rt. 17, S.
 Air Time 17¼ Hrs.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental
 Membership NARTB
 President Lee B. Wynne
 Gen., Sta. Manager..... F. K. Ward
 Comm., Prom. Mgr. G. Earl Broome
 Pgm., Prod. Director..... Harry Shriver
 Chief Engineer..... John Wilroy
 Consulting Engineer..... Wm. H. Malone

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By . . . Tar Heel Bcstg. System, Inc.
 Bus. Studio Add. . . . Bank of Washington Bldg.
 Phone Number 403
 Transmitter Location..... 1 Mi. S., Hway. 17
 Air Time 6 a.m.-1:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President W. R. Roberson, Jr.
 Gen. Sta. Manager..... T. H. Patterson
 Comm., Sales Prom. Mgr. Merrill Daniels
 Program Director Don Pierce

Chief Engineer..... I. G. Murphrey
 Consulting Engineer..... Geo. C. Davis

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.
 Gen., Prom. Mgr. James B. Childress
 Commercial Manager..... Vestal Jones
 Chief Engineer..... Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By . . . Whiteville Bcstg. Co., Inc.
 Business-Studio Address Whiteville
 Phone Number 120
 Transmitter Location . . . 1 Mi. from Bus. District
 Representative Clark
 President Josiah Maulsby
 General Manager..... Ward A. Coleman
 Commercial Manager..... Jerry Honeycutt
 Chief Engineer..... Auburn Dutton

WIAM

WILLIAMSTON—1951

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Martin Co. Bcstg.
 Address 110 S. Smithwick St.
 Phone Number 2478
 News Service UP
 Co-owner James Gray, Sr.
 Co-owner Charles Gray
 Gen., Sta., Comm. Mgr. R. B. Armstrong
 Sales Prom. Mgr. Dolores Baeird
 Prod., Pub. Dir. Carl B. Armstrong
 Chief Engineer..... James E. Kitchings, Jr.

WGNI

**WILMINGTON—1946—MBS
 TOBACCO**

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

.
NORTH CAROLINA

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By R. A. Dunlea
 Phone Number 4840
 Transmitter Location Brunswick County
 Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 Membership NARTB
 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.
 Chief Engineer E. I. Herring, Jr.
 Consulting Engineer A. D. Ring

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 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 President Penn Thomas Watson
 Gen.-Sta.-Prom. Mgr. Allen Wannamaker
 Commercial Mgr. R. R. Brunson
 Pgm. Dir., Chief Annrcr. Bill Gordon
 Production Director Clint Faris
 Chief Engineer W. H. Malone

WVOT

WILSON—1948—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilson Radio Co.
 Address Wilson
 Phone Number 5157
 News Service AP
 Representative Pearson
 President H. W. Anderson
 General Manager Harry Severance
 Commercial Mgr. P. O. Barnes
 Sales Prom. Mgr. Lynda Thomas
 Program Director Joel Lawhon
 News Director Callbie Wood
 Chief Engineer Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Community Bcstg.
 Service, Inc.
 Address Atlantic Bldg.
 Phone Number 2-4121
 President Roger Page, Jr.

WAIR

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 NARTB, BAB
 Pres., Gen., Sta. Mgr. George D. Walker
 Comm., Prom. Mgr. Pat Taylor
 Pub. Dir., Chief Annrcr. Lawrence Patrick
 Program Director Bernice Morris
 Chief Engineer Lee King
 Consulting Engr. George Davis

WSJS

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 5-2311
 Transmitter Location R.F.D. No. 1, Old Town
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Standard
 Representative Headley-Reed
 Membership NARTB, BAB
 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
 Chief Engineer Phil Hedrick
 Consulting Engineer Craven, Lohnes & Culver

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Op. By Winston-Salem Bcstg. Co., Inc.
 Address P. O. Box 2798
 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 Owen Spann
 Publicity Director Jack Wiggins
 Chief Engineer Ben Vogler

NORTH DAKOTA

Pop. April 1, 1952 (Est.) 618,000—Total Housing Units 176,602
Families April 1, 1952 (Est.) 160,000—Stations in State 14

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 402½ Fourth St.
Phone Number 468
Transmitter Location Menoken
News Service AP, UP
Transcription Service Thesaurus
Representative John Blair
Membership NARTB, BAB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Pgm., Prod. Dir. Cal Culver
Chief Engineer Ivar Nelson

KDLR

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 Unlimited
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 4113
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, BAB
President Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager William C. Mason
Chief Engineer Clark Franklin

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

WDAY

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Air Time 6 a.m.-12
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NARTB, BAB
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Director Ken Kennedy
Chief Engineer Juline Savold
Technical Director Julius Helland
Consulting Engineer Glen D. Gillett

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 Unlimited
News Service UP
Representative Avery-Knodel
Membership NARTB
President M. M. Opeggard
General Manager J. Warren McClure
Comm. Manager Herman Livingston
Program Director M. C. Gorham
News Director Rikk Riley
Chief Engineer A. F. Petrich
Program Dir. Jeff Gorham
Consulting Engineer Walter F. Kean

NORTH DAKOTA

KNOX

GRAND FORKS—1947—MBS
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.
 News Service UP
 Transcription Service World
 Representative Natl. Time Sales
 President Carroll E. Day
 General Manager Elmer Hanson
 Sales Prom. Mgr. Robert Whyte
 Program Director Jack French
 Chief Engineer Clifford Thomfords

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By N. Dak. Bcstg. Co., Inc.
 Address 429 S.W. 2d St., Jamestown, N. D.,
 271½ Bway., Fargo, N. D.
 Phone Number 1600
 Transmitter Location Hwy 218, 6 Mil. So.
 of City

News Service UP
 Representative Weed & Co.
 Pres., Gen. Manager John W. Boler
 Station Manager Don Kingsley
 Comm., Sales Prom. Mgr. Jud Milton
 Publicity Director Howard Graber
 Chief Engineer Robert E. Ridgway
 Farm Editor Chester Reitan
 Consulting Engineer Kear Kennedy

KGCU

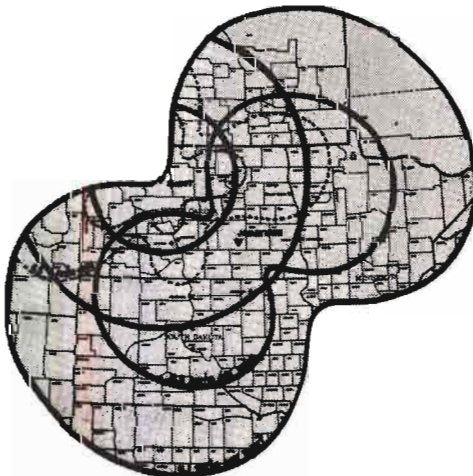
MANDAN—1925—MBS

Frequency: 1270 Kc. Power: 1000 d.; 250n.
 Owned-Oper. By Mandan Radio Assn., Inc.
 Bus.-Studio Address Mandan
 Phone Number 561, 562
 Transmitter Location 2 Mil. SE of Mandan
 on Hwy. 10
 Air Time 6 a.m.-12 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen. Mgr. W. S. Russell
 Sta., Comm. Mgr. Paul C. Gussner
 Program Director Merritt Bushee
 Chief Engineer Ray Barnett

KSJB 600 KC
5000 W

JAMESTOWN,
 NORTH DAKOTA

COVERING
 THE GREAT
 NORTHWEST



“CBS --
 The Stars'
 Address”

REPRESENTED NATIONALLY BY WEED & CO.

NORTH DAKOTA

K C J B

MINOT—1950—CBS-DRN

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
 Sales Prom. Mgr. Charles L. Henshaw
 Pgm., Prod. Dir. Arv. Johnson
 News Director Bill Johnson
 Chief Engineer Don Harris

News Service AP, UP
 Transcription Service World
 Representative Walker
 President, Gen. Mgr. John B. Cooley
 Sta. Mgr., Chief Engineer C. W. Baker
 Comm. Mgr., Farm Editor E. H. Cooley
 Publicity Director Lyle Swigert
 Prog.-Prod. Dir. James J. Hautman
 Consulting Engr. Commercial

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 E. of Minot
 Air Time 6 a.m.-12 M.

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KOVC, Inc.
 Business-Studio Address 156 Central Ave. S.
 Phone Number 408-W
 Transmitter Location S.W. of town
 Air Time 6:30 a.m. 11 p.m.
 News Service UP
 Pres., Gen., Comm. Mgr. Robert E. Ingstad
 Program Director Russ Kaber
 Chief Engineer Charles Sjostrom

K B M W

WAHPETON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Interstate Bcstg. Corp.

**K C J B 910 KC
 1000 W**

MINOT,
 NORTH DAKOTA

SERVING
 THE GREAT
 NORTHWEST



“CBS —
 The Stars’
 Address”

REPRESENTED NATIONALLY BY WEED & CO.

NORTH DAKOTA—OHIO

Address Willmar, Minn.
 Phone Number (Wahpeton, N. D.) 567
 Transmitter Location.. 2 Mi. N. of Breckenridge
 Air Time..... 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 President..... Kline E. Bower
 Gen., Sta., Comm., Prom. Mgr. Herbert E. Nels
 News, Pgm. Dir., Chief Annr. Geo. Kaufman
 Chief Engineer..... Grant Unkenholz
 Farm Editor..... Virgil Fortner

K W B M

WILLISTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....KWBM Bcstg. Co.
 Address.....Box 198, Williston
 Phone Number1450
 News ServiceUP
 Transcription ServiceWorld
 General ManagerCharles L. Scofield
 Commercial Manager.....James C. Carson
 Sales Promotion Manager.....Fay Faltys
 Program Director.....L. P. Holloran
 Chief Announcer.....Rodney Romine
 Chief Engineer.....Charles L. Scofield

AP SELLS

For Stations and Sponsors —

For instance . . . KDIX

“Sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it's the equivalent of ten salesmen in the field.”

ORVILLE F. BURDA,
 General Manager,
 KDIX, Dickinson, North Dakota

OHIO

*Pop. April 1, 1952 (Est.) 8,276,000—Total Housing Units 2,416,356
 Families April 1, 1952 (Est.) 2,340,000—Stations in State 70*

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.....JEHerson 6165
 Transmitter Location.....Route 8, Akron-
 Cleveland Rd.
 Air Time.....5:30 a.m.-1:00 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.....Secret Williams
 News, Program Dir.....Harold H. Hageman
 Publicity Director.....Doc Williams
 Chief Engineer.....Lawrence Hennigan
 Consulting Engr.Glen Gillett

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned By.....Summit Radio Corp.
 Operated ByWAKR
 Bus.-Studio Address.....First Natl. Tower
 Phone Number.....HEmlock 6151
 Transmitter Location.....739 Swartz Rd.
 Air Time.....5:30 a.m.-1:05 a.m.
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeWeed
 President, Gen. Mgr.....S. Bernard Berk
 Asst. Prom. Mgr.....Viola G. Berk
 Station Manager.....Roger G. Berk
 Comm.-Sales Prom. Mgr.....Kenneth M. Keegan
 Pgm., Prod., Pub. Dir.....A. R. Cooper
 Chief Announcer.....Bob Wylie
 Chief Engineer.....Irwin L. Knopp

W C U E

AKRON—1950

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
 President. Tim Elliot
 General Manager. George K. Stroupe
 Commercial Manager. Jack Maurer
 Consulting Engineer. A. D. Ring

W H K K

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. Thesaurus
 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
 Chief Engineer. B. V. Berg
 Consulting Engr. Carl E. Smith

W A T G

ASHLAND—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Beer & Koehl
 Phone Number. 1575-1
 Transcription Service. Lang-Worth, Thesaurus
 News Service. AP
 Co-Owners. Robert Beer, Edgar Koehl
 General Manager. Robert Beer
 Comm., Sales Prom. Mgr. Richard Topper
 Sta. Mgr., Pgm. Dir. Richard Leidy
 Production Director. Wayne Byers
 Chief Engineer. Richard Matthes
 Consulting Engineer. Glenn Gillett

W I C A

ASHTABULA—1937—LBS

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. World
 Representative. McGillvra
 President. R. B. Rowley

General Manager. D. C. Rowley
 Station Manager. W. W. Walrath
 Commercial Manager. D. W. Fassett
 Program Director. John C. Strasen
 News Director. H. James Sharp
 Musical Director. Joan Hart
 Chief Engineer. F. N. Bernato
 Consulting Engr. Gautney & Ray

W A T H

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Andrew Kovlan & James
 Sinyard
 Address. P. O. Box 502
 News Service. UP
 Partners. Andrew H. Kovlan,
 James D. Sinyard
 Gen. Mgr., Chief Engr. Andrew Kovlan
 Commercial Manager. J. D. Sinyard
 Program Director. Joe Klarke
 Publicity Director. Joe Salley
 Consulting Engineer. Lynne C. Smeby

W T R F

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By. The Tri-City Bcstg. Co.
 Bus.-Studio-Transmitter Address. The Skyline
 Phone Number. 1515
 News Service. AP
 Transcription Service. Associated, World
 Representative. Walker
 Membership. NARTB, BAB
 V.P., Gen. Manager. Robert W. Ferguson
 Sales Prom. Mgr. Albert T. Fisher
 Program Director. Frank Curtis
 Publicity Director. Helen Gaynor
 Chief Engineer. George Cowen
 Consulting Engineer. William Foss

W I L E

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Land O'Lakes Bcstg. Corp.
 Business-Studio Address. 917 Beatty Ave.
 Phone Number. 4-5605
 Transmitter Location. R. D. No. 1, College
 Hill
 Air Time. 6:30 a.m.-local sunset
 News Service. AP
 Transcription Service. World
 President. H. D. McClelland
 V.P., Gen. Mgr. Howard A. Donahoe
 Comm. Mgr., Pub. Dir. Richard F. Rose
 Program Director. David C. Lorimer
 Chief Engineer. A. G. Engel
 Consulting Engineer. Frank McIntosh

O H I O

W A N D

CANTON—1947

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Operated By: P. C. Wilson
 Address: 106 High Ave. N.W.
 Phone Number: 68396
 Transmitter Location: 20th St. & Whipple Rd., N.W.

W C M W

CANTON—1946

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Operated By: Stark Bcstg. Corp.
 Bus.-Studio Address: Hills & Dales Rd.
 Phone Number: 5-9475
 Transmitter Location: Hills & Dales Rd.
 Air Time: Daytime
 News Service: AP
 Transcription Service: Thesaurus, Capitol World
 Representative: Sears & Ayer
 Membership: BAB
 Pres., Gen. Mgr.: S. L. Huffman
 Station Manager: Clark L. Dozer
 Commercial Manager: Ronald Stranathan
 Pgm., Prod. Director: Robert Valliquette
 Chief Engineer: Robert Leedham
 Consulting Engineer: Herbert Wilson

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 St.
 Phone Number: 6-7166
 Transmitter Location: Richville
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Taylor Co.
 Membership: NARTB, BAB
 President: Roy D. Moore
 General Manager: Joseph K. Vodrey
 Station Manager: Robert C. Fehlman
 Commercial Manager: Paul E. Gilmor
 Sales Prom. Mgr., Pub. Dir.: Marian Zwallen
 Program Director: James Roberts
 News Director: Al Frances
 Musical Director: Charles Pickens
 Chief Engineer: Kenneth L. Sliker
 Farm Editor: John Baker
 Consulting Engr.: Ring & Clark

W B E X

CHILLICOTHE—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Shawnee Bcstg. Co.
 Business-Studio Address: 27 E. Second St.
 Phone Number: 2244
 Transmitter Location: Carlisle Hill
 Air Time: 6 a.m.-11 p.m.

News Service: AP
 Transcription Service: World
 Representative: W. S. Grant
 Membership: NARTB, BAB
 General Manager: Truman Morris
 Sta., Sales Prom. Mgr.: William R. Mnich
 Program Director: Donald Dick
 Pub. Dir., Chief Anncr.: Dave Achor
 News Director: Ron Johnson
 Chief Engineer: Harold Counts

W C K Y

CINCINNATI—1929

Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Operated By: L. B. Wilson, Inc.
 Bus.-Studio Address: Hotel Gibson, 5th & Walnut Sts.
 Phone Number: Cherry 6565
 Transmitter Location: near Crescent Springs, Ky.
 Air Time: 24 Hrs.
 News Service: INS
 Transcription Service: Standard, Associated
 Representative: Thomas Welstead
 Membership: NARTB, BAB
 President, General Manager: L. B. Wilson
 Sta.-Comm. Manager, Chief Engineer: C. H. Topmiller
 News Director: John Murphy
 Record Librarian: Essie Rupp
 Farm Editor: Frank Sommerkamp
 Consulting Engr.: Andrew Ring

W C P O

CINCINNATI—1937—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Scripps-Howard Radio, Inc.
 Phone Number: Capitol 0777
 Studio Address: 2345 Symmes St.
 Transmitter Location: 659 E. 6th St.
 Air Time: 6 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Branham
 President: Jack R. Howard
 General Manager: M. C. Watters
 Station Dir.: Glenn Clark Miller
 Pgm., Prod. Dir.: Earl Corbett
 Publicity Director: Jack Sebastian
 News Director: Robert Otto
 Chief Engineer: Paul Adams

W K R C

CINCINNATI—1922—CBS

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

OHIO

Representative Katz
Membership **NARTB**
Exec. Vice-Pres. Hulbert Taft, Jr.
General Manager H. E. Fast
Promotion Manager W. B. Hines
Local Sales Mgr. Joel W. Stovell
National Sales Mgr. Kenneth W. Church
Program Director Paul Shumate
Production Director Byron Taggart
Chief Engineer George Wilson

Transcription Service **SESAC**
Pres., Gen. Mgr. R. Morris Pierce
Asst. to Pres. Frederick C. Wolf
Program Director Charles Hoover
Chief Engineer William Pettepiece

W L W

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc. **Power:** 50,000 Watts
Owned-Oper. By Crosley Bcstg. Corp.
Address Crosley Sq., 140 W. Ninth St.
Phone Number Cherry 1822
Transmitter Location Mason
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Thesaurus
Membership **NARTB, BAB**
Chairman of Board James D. Shouse
Pres., General Mgr. R. E. Dunville
Commercial Manager Harry Mason Smith
Dir. of Sales Prom. Edward G. Felthel
Program Director William P. Robinson
Prod. Dir., Chief Anncr. Chester A. Herman
Publicity Director Gilbert Kingsbury
News Director Dallas DeWeese
Gen. Mgr. of Music Milton Weiner
V.P. in Chrg. of Engineering R. J. Rockwell
Dir. of Farm Prog. Dept. Roy Battles
(See Page 258)

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc. **Power:** 5000 Watts
Owned-Oper. By Buckeye Bcstg. Co.
Bus.-Studio Address 115 E. Fourth St.
Phone Number Main 1068
Transmitter Location Mt. Healthy
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol, Lang-Worth
Representative Avery-Knodel
President George B. Storer
General Manager J. Robert Kerns
Commercial Mgr. Robert H. Boulware
Program Director Charles Black
Chief Engineer William Symons

W D O K

CLEVELAND—1950—LBS

Frequency: 1260 Kc. **Power:** 5000 Watts
Owned-Operated By Civic Bcstrs., Inc.
Address 1515 Euclid Ave.
Phone Number Main 1-3370
Trans. Location Rockside Rd., 7 Hills Village
Air Time 24 hrs.
News Service UP, INS

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**
President Ray T. Miller
Gen., Sta. Mgr. Bob Neal
Commercial Manager O. Keith Baldwin
Publicity Director Ed Stevens
Sales Promotion Manager Ed Paul
Program Director John Kurtz
Production Director John Wellman
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 Staller
Phone Number Prospect 1-0200
Transmitter Location Broadview & Akins Rd.,
 Broadview Hts.
Air Time 5:30 a.m.-1:05 a.m.
News Service INS, UP
Transcription Service World
Station Representative Petry
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 Robert Smith
Chief Announcer Charles Roberts
News Director Charles Day
Musical Director Henry Pildner
Chief Engineer Bob Fox

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc. **Power:** 5000 Watts
Owned-Operated By United Bcstg. Co.

OHIO

Business-Studio Address..... 500 Euclid Avenue
 Phone Number..... Express 1-5000
 Transmitter Location..... Pleasant Valley Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... ASCAP, BMI
 Representative..... Headley-Reed
 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
 Chief Engineer..... R. H. DeLany
 Consulting Engr..... Carl E. Smith

Commercial Manager..... Robert Detchon
 Pgm., Prod. Director..... Paul Nakel
 Chief Announcer..... Paul Nakel
 News Director..... David Stashower
 Chief Engineer..... Thomas Ghidiu
 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..... North Royalton
 Air Time..... 6 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... Associated
 Representative..... H-R Representatives, Inc.
 President..... William M. O'Neil
 Vice-President..... Lawrence Webb
 General Manager..... William Lemmon
 Program Director..... Bruce MacDonald
 Chief Engineer..... Gerold G. Roberts

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..... UP
 Transcription Service..... Lang-Worth
 Representative..... Adam J. Young, Jr.
 President..... W. J. Marshall
 Sta.-Gen. Mgr..... Dave Baylor

W S R S

CLEVELAND—1947

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... WSRS, Inc.

WE COUNTED THE CUSTOMERS!



Ratio of Results

	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Last in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no "if came" phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

WJMO

Adam J. Young, Jr., Inc.
 National
 Representatives

1000 WATTS
 in
 CLEVELAND

OHIO

Bus.-Studio-Transmitter Address . 2156 Lee Rd.
 Phone Number ERievew 1-2005
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe & Co.
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr., Pgm. Dir. S. R. Sague
 Commercial Mgr. Jack D. Kelly
 Sales Promotion Manager. Will Dougherty
 Production Director. Stan Dale
 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
 Sales Manager. Eugene Myers
 Pub. & Prom. Director. Clement G. Scerback
 Dir. Pub. Affairs. J. E. Hines
 News Director Edward Wallace
 Engineer-in-Charge. S. E. Leonard
 Consulting Engr. NBC Engineers

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By. Radiohio, Inc.
 Business-Studio Address. 33 N. High St.
 Phone Number. Ad. 9265
 Transmitter Location. 1037 Barnett Rd.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associate
 Representative John Blair
 Membership NARTB, BAB
 General Manager. Richard A. Borel
 Commercial Manager. W. I. Orr

"BEST BY TEST!!"

IN THE CLEVELAND MARKET

WSRS

The Family Station!!

**CLEVELAND'S ONLY NEWS STATION
 ON THE AIR . . . 24 HOURS DAILY
 'ROUND THE CLOCK**

**LOCAL NEWS EVERY SIXTY
 MINUTES ON THE HALF
 HOUR 'ROUND THE CLOCK**

**WSRS
 CLEVELAND**

ASK FOR JOE FOR THE COMPLETE SUCCESS STORY!!

OHIO

Sales Prom. Director..... Jim Yerian
 Program Director..... Geer Parkinson
 Chief Announcer..... Russell Canter
 Musical Director..... Paul Neal
 News Director..... Chet Long
 Chief Engineer..... Lester H. Nafzger
 Consulting Engineer..... Jansky & Bailey

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, World
 Representative..... H-R Reprs., Inc.
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... L. A. Pixley
 Program Director..... Phil S. Bradford
 Chf. Ann., Pgm. Dir..... William L. Belaney
 Publicity Director..... Margie J. Ruddock
 Chief Engineer..... Harold E. Beard
 Consulting Engr..... Robert M. Higgs

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Operated By..... United Bcstg. Co.
 Business-Studio Address..... 22 E. Gay St.
 Phone Number..... Adams 1101
 Transmitter Location..... 901 Obetz Rd.
 Air Time..... 6 a.m.-1 a.m.
 News Service..... INS, UP
 Transcription Service..... Lang-Worth
 Representative..... Paul H. Raymer
 President..... Sterling Graham
 V.P., Gen.-Sta. Mgr..... Carl M. Everson
 Comm.-Sales Prom. Mgr..... H. H. Hoessly
 Program-Production Dir..... John B. Moses
 Publicity Director..... Rita Thomas
 Chief Ann., News Dir..... Budd Sweeney
 Musical Director..... John Kenward Agnew
 Chief Engineer..... William C. Minor
 Consulting Engr..... United Bcstg. Co.

WVCO

COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Skyway Bcstg. Corp.
 Address..... 274 S. 3rd St.
 Phone Number..... Main 5247
 News Service..... UP, INS
 Transcription Service..... Associated, Capitol
 Representative..... Forjoe
 President..... Gustav Hirsch
 General Manager..... Bert Charles
 Commercial Manager..... Robert Hill
 Promotion Manager..... Mary Ladyne Weaver
 News, Farm Director..... John Terry
 Chief Engineer..... Gene Liggett

WTNS

COSHOCTON—1947

Frequency: 1560 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Coshocton Bcstg. Co.
 Business-Studio Address..... 114 N. 6th St.
 Phone Number..... 1560, 2140
 Transmitter Location..... Roscoe
 Air Time..... Sunrise-sunset
 News Service..... UP
 Transcription Service..... Thesaurus
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Bruce Wallace
 Commercial Manager..... James Sigman
 Pgm., News Director..... Michael Joseph
 Production Director..... Mark Lucas
 Publicity Director..... Lynn Burkholder
 Promotion Dir..... William Kirk
 Chief Engineer..... Eugene Wiggins
 Consulting Engr..... Jansky & Bailey

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Miami Valley Bcstg. Corp.
 Business-Studio Address..... 45 S. Ludlow St.
 Phone Number..... Adams 2261
 Transmitter Location..... Hempstead Rd., R.R. 2
 News Service..... AP, INS, UP
 Transcription Service..... Standard, Associated
 Representative..... Bolling
 President..... James M. Cox, Jr.
 General Manager..... Robert H. Moody
 Commercial Manager..... Harvey R. Young, Jr.
 Program Director..... Wade H. Alley
 Chief Engineer..... Ernest L. Adams

WING

DAYTON—1924—ABC

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Great Trails Bcstg. Co.
 Business-Studio Address..... 121 N. Main St.
 Phone Number..... ADams 3288
 Transmitter Location..... E. David Rd.
 Air Time..... 6 a.m.-1:30 a.m.
 News Service..... AP
 Transcription Service..... World
 Representative..... H. R. Representative, Inc.
 President..... Charles Sawyer
 Exec. V.P..... John Pattison Williams
 General Manager..... Adna Karns
 Program Director..... Arthur L. Martin
 Prod.-Musical Dir..... Charles G. Reeder
 Publicity Director..... Jean Broome
 Chief Engineer..... H. Lloyd House
 Consulting Engr..... George C. Davis

WONE

DAYTON—1949—MBS

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Operated By..... Skyland Bcstg. Corp.

OHIO

Address.....5 S. Jefferson St.
Phone Number.....Michigan 6501
Air Time.....19 Hrs.
News Service.....AP
Transcription Service.....Capitol
Representative.....Headley-Reed
Pres., Gen. Mgr.....Ronald B. Woodyard
National Sales Mgr.....Jack Thornquest
Commercial Manager.....William J. Warren
Sls. Prom. Mgr., Pgm. Dir. Ronald B. Woodyard

WONW

DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Defiance, Bryan, Poulding
Bcstg. Co.
Address.....U. S. Route 24
Phone Number.....32226
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
President.....Richard W. Crowell
Gen., Sta., Comm. Mgr.....Glenn R. Thayer
Program Director.....Walter Weaver
Consulting Engineer.....Harold B. Rothrock

WJER

DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dover Bcstg. Co., Inc.
Address.....210 Blvd.
Phone Number.....42-125
Transcription Service.....World
News Service.....UP
Representative.....Robert S. Keller
Owner.....Agnes J. Reeves Greer
General Manager.....Ford Billings
Commercial Manager.....John C. Needs
Pgm., Prod. Director.....Donald W. Wolford
Chief Engineer.....William McClellan
Farm Editor.....Wesley Greenfield

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
Business-Studio Address.....Pottery Bcstg. Co.
Phone Number.....Main 5190
Transmitter Location.....Irish Ridge Rd.
Air Time.....7 a.m.-sunset
News Service.....UP
Membership.....NARTB, BAB
President.....Earl D. Eisenhower
Gen., Sta., Comm. Mgr.....Paul B. Saliner
Pgm., Prod. Dir., Chief Ann. Douglas Bateman
News Director.....Joseph Puglia
Musical Director.....June Bateman
Chief Engineer.....William Siebenthal
Consulting Engineer.....Weldon & Carr

WOHI

EAST LIVERPOOL—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone Number.....Main 1490
News Service.....AP
Transcription Service.....World
Representative.....W. S. Grant Co., Inc.
President, Manager.....Richard V. Beatty
Gen., Comm. Mgr.....Richard E. Kaiser
Program Director.....Bob Metcalf
Chief Engineer.....Mike Battle

WEOL

ELYRIA-LORAIN—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Phone Number.....2255
Transmitter Location.....Grafton
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....World, Capitol
Membership.....BAB
President.....Roy W. Ammel
Gen.-Sta.-Comm. Mgr.....Maurice J. Condon
Sales Prom. Manager.....Douglas Lillico
Pgm. Dir., Chief Ann.....Viets Collister
Production Director.....Bill Reid
Publicity Director.....Jack O'Brien
News Director.....Don Kirk
Chief Engineer.....Gerald McCasland
Consulting Engr.....Weldon & Carr

WFIN

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By.....The Findlay Publ. Co.
Bus.-Studio Address.....101½ W. Sandusky St.
Phone Number.....Main 1330
Transmitter Location.....2½ Mi. SE Findlay
Air Time.....Local Sunrise-Local Sunset
News Service.....INS, UP
Transcription Service.....Thesaurus
Membership.....BAB
President.....R. L. Heminger
Gen., Sta., Comm. Mgr.....Harold H. Heminger
Program Director.....Allen P. Dudley
Chief Engineer.....Edgar C. Smith

WFRO

FREMONT—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolf Bcstg. Corp.
Address.....905 W. State St.
Phone Number.....Main 3401
Transcription Service.....Thesaurus, World
News Service.....INS
President.....Robert F. Wolfe

OHIO

General Manager.....R. C. Force
 Comm., Prom. Mgr.....J. Waddell Kerr
 Pgm., Farm Director.....Frank Swartz
 Chief Engineer.....Allen Kauble

WJEH

GALLIPOLIS—1950

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Ohio Valley on the Air, Inc.
 Address.....Box 244
 Phone Number.....1160
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Grant
 President.....John E. Halliday
 General Manager.....Truman A. Morris
 Promotion Manager.....Mrs. Phyllis W. Sheets
 News Director.....Mrs. Leanna S. Haskins
 Chief Engineer.....Paul Franzel

WMOH

HAMILTON—1944—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fort Hamilton Bcstg. Co.
 Bus.-Studio Address.....Second Natl. Bank Bldg.
 Phone Number.....Hamilton 4-6543
 Transmitter Location.....Middletown Pike
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Robert J. Briede
 Gen., Comm. Mgr.....Robert L. Odson
 Program Director.....Robert F. Spina
 News Dir., Chief Ann.....Joseph Weckerle
 Chief Engineer.....Joseph Briggs

WIRO

IRONTON—1951—NBC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owner.....Iron City Bcstg. Co.
 Address.....Radio Plaza
 Phone Number.....360
 Air Time.....6:30-M.
 Representative.....McGillvra
 Membership.....NARTB
 Pres., Gen. Mgr.....Glacus G. Merrill
 Station Manager.....Robert Edge
 Commercial Manager.....Dempsey McFann
 Program Director.....Edward Paulin
 Production Director.....Donna Mae Seicrist
 Chief Engineer.....Chester Christensen
 Consulting Engineer.....Beryl Snyder

WHOK

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, UP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 President.....Walson Emery
 Gen., Comm. Manager.....J. E. Brown
 Program Director.....Benny Bee
 News Director.....Donald W. White
 Chief Engineer.....Charles R. Houston

WIMA

LIMA—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
 Business-Studio Address.....223 N. Main St.
 Phone Number.....6-3841
 Transmitter Location.....2500 McClain Rd.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....G. E. Hamilton
 General Sta. Mgr.....R. W. Mack
 Commercial Mgr.....C. B. Heller
 News Director.....Don Sherwood
 Program Dir.....Ester Straker
 Chief Engineer.....A. J. F. Smith
 Consulting Engr.....George Davis

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLOK, Inc.
 Business Address.....Nat'l Bank Bldg.
 Phone Number.....6-3411
 Transmitter Location.....Rice Ave.
 News Service.....UP
 Representative.....H-R Reprs., Inc.
 President.....L. A. Pixley
 Gen., Sta. Mgr.....Robert O. Runnerstrom
 Sales Prom. Mgr., Pub. Dir.....Pete Stanley
 Program Dir.....Dave Lee
 News Director.....Lyle Lee
 Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Business-Studio Address.....144½ Park Ave. W.
 Phone Number.....4235-6
 Transmitter Location.....Longview Ave.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
 Sales Prom. Manager.....Carl Kindt
 Prod.-Mus.-Prog.-Pub. Dir.....Robert James
 Chief Engineer.....William Morrison

W M O A

MARIETTA—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Marietta Bcstg. Co.
 Business Address P. O. Box 201
 Phone Number 1690
 Studio-Transmitter Location 409 Oakwood
 Ave., Williamstown, W. Va.
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 President William G. Wells
 General Manager R. Sanford Guyer
 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 Joe Ionne
 Musical Director Richard Stadler
 Chief Engineer Francis Joseph Peters

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 2-3625
 Air Time 5:30 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
 News Director Harold Calvin
 Traffic & Pub. Dir. Jean Murphy
 Musical Director Jack Sheehan
 Chief Engineer Larry Beckwith
 Farm Editor Homer Tingle
 Continuity Director Jean Anne Young
 Consulting Engineer George Davis

W C L T

NEWARK—1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Advocate Printing Co.
 Address Newark, Ohio

Phone Number 4007
 Transmitter Location Jackson Rd., Route 13
 Air Time 6:45 a.m.-Sunset
 News Service AP
 Transcription Service Thesaurus
 Representative Meeker Associates
 Membership NARTB
 President Frank W. Spencer
 General Manager Thomas A. Rogers
 Commercial Mgr. Robert Pricer
 Program Director Lewis Greenough
 Chief Engineer Benjamin Windle

W P T W

PIQUA—1947—OSN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. Miami County Bcstg. Co., Inc.
 Address-Trans. 1625 W. Covington Ave.
 Phone Number 1420-1
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Pres., Gen., Comm., Sta. Mgr. Richard E. Hunt
 Pub.-Pgm.-Production Dir. Robert Bulp
 Musical Director Anne Steenrod
 Chief Announcer Kenny Rench
 News Director Bill Fox
 Chief Engineer Bob Blaney
 Consulting Engr. Odes E. Robinson

WPFB

Middletown-Dayton-Hamilton

Serving 2 million people
 1 million of which are in
 rural areas & small communities

Daily news broadcasts
 from newspaper offices in

- Miamisburg
- Oxford
- Lebanon
- Eaton
- Leesburg
- Germantown

910 Kc

1000 Watts

Middletown, Ohio

WNXT**PORTSMOUTH—1951—ABC**

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By... Portsmouth Bcstg. Co.
 Address... Masonic Temple Bldg.
 Phone Number... 2-1961
 Transmitter Location... ½ Mi. N. of Portsmouth
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 Representative... Everett-McKinney
 Pres., Gen., Sta., Comm. Mgr., Marshall Rosene
 Program Director... Dean Sturm
 Prod., Musical Director... Phil Phillips
 Publicity Director... Lillian Sagraves
 Chief Announcer... Bill Dawson
 News Director... Frank Balmert
 Chief Engineer... Russell Newman
 Consulting Engineer... Wm. L. Foss

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... Associated
 Representative... The Taylor Co.
 Membership... NARTB, BAB
 President... Roy D. Moore
 Director of Radio... Eugene Carr
 Station Comm. Mgr... Gerald F. Boyd
 Production Director... Mary Bercini
 Program Director... E. G. Sheridan
 News Editor... E. L. Kaufman
 Chief Engineer... Maurice L. Myers

WLEC**SANDUSKY—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Lake Erie Bcstg. Co.
 Address... 1640 Cleveland Rd.
 Phone Number... 5170
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... World, Lang-Worth,
 Associated
 Membership... NARTB, BAB
 Pres., General-Station Mgr... Albert E. Heiser
 Commercial Manager... Ralph S. Silver, Jr.
 Program Director... Ray Sherman
 News Director... Irwin Hunt
 Chief Engineer... Jay Leibach
 Consulting Engr... George Davies

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
 News Service... AP
 Transcription Service... World
 Representative... H. R. Representative, Inc.
 President... Charles Sawyer
 Exec. V.P... J. P. Williams
 Station Manager... Arthur L. Martin
 Program Director... Robert Christol
 Promotion Manager... John McEnaney
 Chief Engineer... Victor L. Bushong

WJEL**SPRINGFIELD—1947**

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By... Champion City Bcstg. Co.
 Business Address... Guardian Bank Bldg.
 Phone Number... 3-4676
 Transmitter Location... 801 Bechtle Ave.
 News Service... UP
 Representative... McGillvra
 President, Gen. Mgr... Chester R. Hinkle
 Commercial Manager... R. D. Chew
 Program Director... Paul Miller
 News Director... Bill Morgan
 Chief Engineer... Fred Eckardt

WWSO**SPRINGFIELD—1947—LBS-KBS**

Frequency: 1210 Kc. Power: 250 Watts d.
 Owned-Oper. By... Radio Springfield, Inc.
 Address... Spring & High
 Phone Number... 3-6488
 Transmitter Location... Arthur Rd.
 Air Time... Sunrise-Sunset
 Transcription Service... M. M. Cole
 President... Bradley Kincaid
 Commercial Mgr... E. Purnelle
 Program Director... Ford Rush, Jr.
 Chief Engineer... Ed Stuepak

WSTV**STEBENVILLE—1940—MBS—OHIO NET**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... WSTV, Inc.
 Bus.-Studio Address... Exchange Realty Bldg.
 Phone Number... 2-6265-6-7
 Transmitter Location... Altamont Hghts.
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... World
 Representative... Pearson
 President... Jack N. Berkman
 Gen.-Comm.-Sta. Mgr... John J. Laux
 Pgm., Prod., Pub. Dir... Joseph M. Troesch
 News Director... Scott McMurray
 Chief Engineer... Charles S. Shepherd
 Consulting Engr... George C. Davis

OHIO

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By: The Fort Industry Co.
Bus.-Studio Address: 199 Pierce St., Birmingham
Phone Number: Midwest 4-7700
Transmitter Location: R.F.D. Oregon Rd.
News Service: INS, UP
Transcription Service: World, Lang-Worth
Representative: Katz
President: George B. Storer
Managing Director: Ailen L. Haid
Local Comm. Mgr.: Westford F. Shannon
Program Director: Robert Evans
Promotion Manager: Richard Gourley
News Director: James Uebelhart
Chief Engineer: William M. Stringfellow

WTOD

TOLEDO—1946—LBS

Frequency: 1560 Kc. Power: 1000 Watts d.
Owned-Operated By: Unity Corp.
Business-Studio Address: 515 Madison Ave.
Phone Number: Garfield 5551
Transmitter Location: Byrne & Arlington Rds.
Air Time: 6 a.m.-sunset
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: Headley-Reed
President: Edward Lamb
Gen., Sta., Comm. Mgr.: Sunne Miller
News, Program Director: Doug Tabner
Sales Promotion Mgr.: John Koerber
Production Director: Richard Rice
Musical Director: Larry Owens
Chief Engineer: Robert Sowers
Consulting Engr.: George Adair

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Community Bcstg. Co.
Trans.-Address: Bell Bldg.
Phone Number: Adams 3291
Air Time: 19 hrs.
News Service: AP, UP
Transcription Service: Standard
Representative: Paul H. Raymer
Membership: NARTB
President: Frazier Reams
Gen.-Station Mgr.: Thomas S. Bretherton
Commercial Manager: Morton Neipp
Sales Prom. Mgr.: Pgm.-Pub.
Prod. Dir.: Bob Krieghoff
Chief Ann., News Dir.: Charles Baxter
Musical Director: Lee Leali
Chief Engineer: Harold Holmes
Consulting Engr.: Andy Ring

WRFD COVERS OHIO

- Primary coverage area includes 4,866,698 people with nearly \$5 billion of buying power.
- Reaches 199,359 farm families who have more than a billion dollars in spendable income.
- Listened to by 57% of the farm people in Ohio.

Write today for complete Market Data on WRFD prepared by A. C. Neilson Jr.

5000 WATTS

880 KC



Worthington
Ohio

Represented nationally by
O. L. Taylor Company

O H I O

W H H H

WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Oper. By: Warren Tribune Radio Station, Inc.
 Business-Studio Address: 108 Main St.
 Phone Number: 2212-9
 Transmitter Location: Lordstown Center
 Air Time: 6:45 a.m.-M.
 News Service: AP
 Transcription Service: Associated, SESAC
 Representative: Joseph Hershey McGillvra
 President: Helen Hart Huribert
 General Manager: H. R. Farrall
 Sta., Comm. Mgr., Pgm., Prod. Dir.: Carl J. Raymond
 News Director: Bill Loftus
 Chief Engineer: Robert E. Hardy

W W S T

WOOSTER—1947

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Wooster Republican Ptg. Co.
 Phone Number: 760
 Transmitter Location: 1.8 Mi. E. of City, Rte. 30
 News Service: AP
 Transcription Service: Capitol, World
 General Manager: E. B. Evans
 Commercial Manager: K. S. Gordon
 Program Director: R. E. Heeter
 Chief Engineer: Willis Sherman

W R F D

WORTHINGTON—1947—LBS

Frequency: 880 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Peoples Bcstg. Corp.
 Phone Number: FR 2-5342
 Transmitter Location: Powell Rd. & Rte. 23
 News Service: AP, INS
 Transcription Service: Thesaurus
 Representative: O. L. Taylor Co.
 President: M. D. Lincoln
 Vice-Pres., Gen. Mgr.: Herbert E. Evans
 Comm. Station Manager: J. D. Bradshaw
 Program Director: Robert C. Miller
 News Director: Winted C. Arthurs
 Production Manager: Bob Geis
 Chief Engineer: Harold Schaaf
 Farm Editor: Robert C. Miller, Clyde Keathly
 (See Page 583)

W B B W

YOUNGSTOWN—1949

Frequency: 1240 Kc. Power: 250 Watts d.
 Owner: Mahoning Valley Bcstg. Corp.
 Address: Warner Theatre Bldg.
 Phone Number: 44421
 Transmitter Location: 418 Knox St.
 Air Time: 5:30 a.m.-1:05 a.m.
 News Service: AP, INS

Trans. Serv.: Associated, Lang-Worth
 Station Representative: Fcrjoe & Co.
 Membership: NARTB, BAB
 President: John Cherpack, Jr.
 Vice-Pres., Gen-Comm. Mgr.: Gene Trace
 Program Director: Tony Ross
 Publicity Director: Dorothy Park
 Chief Engineer: John Cherpack, Jr.

W F M J

YOUNGSTOWN—1939—ABC-NBC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: WFMJ Bcstg. Co.
 Business-Studio Address: 101 W. Boardman
 Phone Number: 3-4121
 Transmitter Location: Boardman-Poland Rd.
 Air Time: 6 a.m.-1:05 a.m.
 News Service: AP, UP
 Transcription Service: Thesaurus, Standard
 Representative: Headley-Reed
 Membership: NARTB, BAB
 Pres., Gen., Sta. Mgr.: William F. Maag, Jr.
 Comm. Mgr.: Leonard E. Nasman
 Program Director: Ronald W. Richards
 Chief Engineer: Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: WKBN Bcstg. Corp.
 Bus-Studio Address: 2930 Sunset Blvd.
 Phone Number: 2-1145
 Transmitter Location: 3930 Sunset Blvd.
 News Service: UP, AP
 Transcription Service: World, Lang-Worth,
 McGregor
 Representative: Paul H. Raymer
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Warren P. Williamson, Jr.
 Station Dir.: J. Lothair Bowden
 Promotion Mgr.: Howard Rempes
 Prog., Prod. Dir.: Don Brice
 Chief Engineer: B. T. Wilkins

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owner: Southeastern Ohio Bcstg. System, Inc.
 Business-Studio Address: Lind Arcade Bldg.
 Phone Number: 2-5431
 Transmitter Location: Newark Rd.
 News Service: AP, UP
 Transcription Service: World
 Representative: John E. Pearson
 Membership: NARTB, BAB
 President: Clay Littick
 Gen., Station Manager: Vernon A. Nolte
 Commercial Manager: Nate Milder
 Chief Engineer: William A. Hunt

OKLAHOMA

Pop. April 1, 1952 (Est.) 2,231,000—Total Housing Units 715,418
Families April 1, 1952 (Est.) 623,000—Stations in State 43

K A D A

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
Prod. Music Dir. Zelma Dean Woods
Publicity Director Nadine Mullinax
Pgm. Dir., Chf. Annr. Monte C. Bell
News Director Charles Seybert
Chief Engineer George Miller
Consulting Engineer Weldon & Carr

K W H W

ALTUS—1946—MBS-KBS

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

K V S O

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Bus. Studio Address 112 N. Washington
Phone Number 3030
News Service AP
Transcription Service World, SESAC
Representative The Taylor Co.
Membership NARTB
General Manager Albert Bloom
Sta., Comm. Mgr. J. E. Bloom
Program Director Dolly Dutton
Publicity Director Gayley Varnell
Chief Announcer Heywood Vaughn
Chief Engineer William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

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
President, Manager J. Fred Case

K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. Power: 250 Watts
Owned-Oper. By Washita Valley Bcstg. Corp.
Address KWCO Bldg.
Phone Number 2899
Transmitter Location 4th & Grand
Air Time 6 a.m. local sunset
News Service AP
President P. D. Jackson
Program Director Lorine Null
Chief Engineer Neal M. Allen

K W O E

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
Chief Engineer Hugh Gaston
Consulting Engr. Colton & Foss

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. Power: 250 Watts d.,
100 n.
Owned-Operated By Duncan Bcstg. Co.
Address Hwya. 81 at Pine St.
Phone Number 1350
Air Time Unlimited
News Service UP
Transcription Service World
Membership NARTB
President R. H. Drury
Sta., Comm. Mgr. Leo Morris
Sales Prom. Mgr. Joe Fisher
Pgm., Prod., Pub. Dir. Henry Mattison
Chief Engineer William D. Buford

OKLAHOMA

K S E O

DURANT—1947—KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Democrat Printing Co.
 Address Box 511
 Phone Number 2200
 News Service AP
 Transcription Service Standard
 Partners R. F. Story, Bennett Story
 General Manager Leroy Moses
 Chief Engineer Curtis Parish

K A S A

ELK CITY—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address . . . 150 North Randall
 Phone Number 731
 Transmitter Location No. Randall
 Manager Lonnie J. Preston

K C R C

ENID—1931—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. Willow
 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 Guy B. Farnsworth
 Commercial Mgr. H. P. Hale
 Publicity, News Dir. Cecil E. Hill
 Chief Engineer Murray D. Coleman

K G W A

ENID—1949—MBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Public Bcstg. Service, Inc.
 Address 115½ E. Broadway
 Phone Number 4230
 News Service UP
 Transcription Service Capitol, Standard
 Representative Rambeau
 President George Hutchison
 General Manager H. J. Godschalk
 Commercial Manager Hi Roberts
 Program Director Tom Belcher
 Chief Engineer William Teitzel Jr.

K T A T

FREDERICK—1948—KBS-LBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Frederick Bcstg. Co.

Address Main & Grand
 Phone Number 1010
 Transmitter Loc. 1 Mi. W. of City Hwy. 5
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Representative Hil F. Best
 General Manager (Ptrn.) J. D. Jones, Jr.
 Program Director (Ptrn.) Mary Wheeler
 Comm. Mgr., Pub. Dir. Evelyn Jones
 News Dir., Chf. Engr. Dan Jones
 Consulting Engr. Guy C. Hutcheson

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address Box 77
 Phone Number 888
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President, Gen. Mgr. T. M. Raburn, Jr.
 Commercial Manager Ed Slater
 Chief Engineer Herbert L. Noyes

K T J S

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner
 Transmitter Location 315 E. 11th St.
 Phone Number 1070
 Air Time Sunrise-sunset
 News Service AP
 President, Gen.-Sta. Mgr. T. J. Shriner
 Commercial Manager M. J. Shriner
 Prom. Manager A. C. Ferguson, Jr.
 Pgm.-Prod.-Pub. Dir. Jack Wickizer
 Chief Announcer Herb Carnahan
 Musical Director Barbara Evans
 Chief Engineer Ted Shriner

K I H N

HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Phone Number 1140
 News Service AP
 Transcription Service SESAC
 President George Malone
 Gen.-Comm. Manager Jim Hendrix
 Program Director Dan Bridges
 Promotion Manager Mrs. Billie Van Hoose
 Chief Engineer Dalton E. Jones

K S W O

**LAWTON—1941
 ABC-OKLA. NET**

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 406½ D Ave.
 Phone Number 1380

OKLAHOMA

Transmitter Location... 1½ Mi. E. of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative The Taylor Co.
 Membership NARTB, BAB
 President R. H. Drewry
 General Manager Allan Page
 Commercial Mgr. Neil Ashlock
 Sales Prom. Mgr. Peggy Snell
 Chf. Ann., Prog. Dir. Morgan Roberts
 Production Director Bill Wheatley
 Chief Engineer Bill Buford

K N E D

McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Pittsburg Bcstg. Co., Inc.
 Address McAlester
 Phone Number 1460
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Ray Van Hooser
 Commercial Manager Phil Reed
 Program Director Mildred Martin
 Chief Engineer Ben Strotman

K T M C

McALESTER—1946—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By ... McAlester Bcstg. Co.
 Business-Studio Address Municipal Bldg.
 Phone Number 2411
 Transmitter Location A & Grisler Sts.
 News Service AP
 Transcription Service Standard
 Representative The Taylor Co.
 President William Young
 Commercial Manager Lee Hopper
 Gen. Mgr., News Dir. James O. Wilson Jr.
 Chief Engineer Robert Schilb
 Farm Editor Bill Gibbons

K G L C

MIAMI—1948—KBS-LBS

WESTERN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Box 511
 Phone Number 3303
 Transmitter Location 5 Mi. E. Miami
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Sam Bennet
 Membership NARTB, BAB
 President M. K. Hutts
 General Manager Charles L. Unger, Jr.
 Exec. Vice-Pres. Kenyon Brown
 Program Director Bill York

Chief Engineer Louis Stone
 Consulting Engr. A. Earl Cullum

K B I X

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address 214-216 Wall St.
 Phone Number 303
 Air Time 6 a.m.-12 M.
 Transmitter Location ... 9th floor, Barnes Bldg.
 News Service UP
 Transcription Service Thesaurus
 Representative The Taylor Co.
 President, Gen. Mgr. Tams Bixby, Jr.
 Comm., Sta. Mgr. Walter W. Weber
 Program Director Martin Thomas
 Chf. Ann., News Dir. Bob Carmack
 Chief Engineer Eugene Edwards

K M U S

MUSKOGEE—1948—MBS

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By ... Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656-7
 News Service UP
 Representative Pearson
 President R. M. Mountcastle
 Gen., Station Mgr. Jimmie Barry
 Program Dir. George Overton
 Chief Engineer James Keitel

K N O R

NORMAN—1949

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Cleveland County
 Bcstg. Co.
 Address P. O. Box 542
 Phone Number 474
 Transmitter ½ mile E. of city Hqy. 9
 News Service UP
 Transcription Service Standard, World
 Partner William S. Morgan
 President, Comm. Mgr. Tol Dickenson
 Program Director Gene Stansberry
 Chief Engineer Don Daniel

K B Y E

OKLAHOMA CITY—1946—LBS

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

K L P R

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Byrne Ross

OKLAHOMA

Business Address.....128½ W. Commerce St.
 Phone Number3-6358
 Studio-Transmitter Address.....300 Block, SE
 73rd St. & Shields Blvd.

Air TimeSunrise-sunset
 News ServiceAP
 MembershipNARTB, BAB
 Owner, Pres., Gen. Mgr.....Byrne Ross
 Prom. Comm. Mgr.....Fred Farha
 Music Program Dir.....Mrs. Kathleen Burkett
 Production Dir.....Monty Wells
 Publicity Director.....Byrne Ross
 Chief Anncr.....Grant Ladd
 News Director.....Jack Reynolds
 Chief Engineer.....Jay Davis
 Consulting Engineer.....Commercial Radio

K O C Y

OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Plaza Court Bcstg. Co.
 Business-Studio Address...Plaza Court Bldg.
 Phone Number3-4333
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB
 Pres., Gen. Mgr.....M. H. Bcnebrake
 Sta., Comm Manager.....George Collison
 Program Director.....David E. Loye
 Chief Engineer.....Howard Hollars
 Consulting EngineerDillard

K O M A

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KOMA, Inc.
 Business Studio Address.....Biltmore Hotel
 Phone Number2-3291
 Transmitter LocationMoore
 Air Time.....5 a.m.-12 M.
 News ServiceUP
 Transcription Service...Standard, Lang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB
 President.....John Toole Griffin
 General-Station Mgr.....J. J. Bernard
 Sales Prom. Mgr., News Dir...Ben H. Holmes
 Commercial Manager.....Carroll Loos
 Program Director.....Robert M. Eastman
 Production Director.....Martin Fuller
 Musical Director.....Clarence Reynolds
 Chief Engineer.....M. W. Thomas
 Consulting Engineer.....Paul Godley

K T O K

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts d..
 1000 n.
 Owned-Operated By.....KTOK, Inc.

Business-Studio Address.....1800 W. Main
 Phone Number3 8352
 Transmitter Location.....S.E. of City
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription ServiceCapitol
 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

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sooner Bcstg. Co.
 Business-Studio Address...Liberty Bank Bldg.
 Phone Number2-6367
 Transmitter Location.....Reno & Eastern
 Air TimeSunrise-sunset
 News ServiceUP
 RepresentativeForjoe
 MembershipNARTB
 PresidentRalph Ball
 Gen., Sta. Mgr.....Rex M. Lester, Jr.
 Commercial Mgr.....Ross Baker
 Pgm., Prod., News, Pub. Dir.....Bill Bryan
 Chief Engineer.....John Witt

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WKY Radiophone Co.
 Bus.-Studio Address.....500 E. Britton Rd.
 Phone Number.....Britton 2161
 Air Time.....Unlimited
 News ServiceAP, UP
 Transcription Service...Associated, Standard
 RepresentativeKatz
 MembershipNARTB
 Pres., Gen. Mgr.....E. K. Gaylord
 V.P. & Station Manager.....P. A. Sugg
 Asst. Station Mgr.....Hoyt Andres
 Commercial Manager.....Robert E. Chapman
 Administrative Asst.....Eugene B. Dodson
 Program Manager.....Paul Brawner
 News Supvr.....Ewing Canaday
 Public Rel. Mgr.....Ray Scales
 Chief Announcer.....Wakefield Holley
 Chief Engineer.....H. J. Lovell
 Consulting Engineer.....A. D. Ring

K H B G

OKMULGEE—1937—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Okmulgee Bcstg. Corp.
 Business Address.....Box 1350
 Phone Number3646
 Transcription Location.....20th St.
 News ServiceAP
 RepresentativePearson

OKLAHOMA

President Don Reynolds
 Gen. Mgr., News Dir. Dan Kenan
 Program Director Bill Davis
 Chief Engineer John Brenerman

KVLH

PAULS VALLEY—1947—KBS—LBS

Frequency: 1470 Kc. Power: 250 Watts d.
 Owned-Oper. By KVLH Bcstg. Co.
 Business Trans. Address P. O. Box 610
 Phone Number 1470
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 President James T. Jackson
 General Manager Phil Crenshaw
 Program Director Mort Halpern
 Chief Engineer George Rountree

WBBZ

PONCA CITY—1928—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Ponca City Publ. Co.
 Address 3rd & Cleveland
 Phone Number 3311
 Air Time 6 a.m.-11 p.m.
 Transmitter Location 615 W. Grand St.
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 President Clyde E. Muchmore
 Sta., Gen. Mgr. Cy Casper
 Commercial Mgr. M. E. Sheid
 Pgm., Prod. Dir. William C. Maugans
 News Director Gareth Muchmore
 Chief Engineer Carrol Blewster

KOLS

PRYOR—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Lakes Area Bcstg. Co.
 Address Fifth & S. Mill Sts.
 Phone Number 1263
 Transcription Service Standard
 News Service AP
 Owner-General Manager L. L. Gaffney
 Commercial Manager Mrs. L. L. Gaffney
 Chief Engineers Jack Merrill,
 Nathan Parsons, Jr.

KGFF

SHAWNEE—1930—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KGFF Bcstg. Co., Inc.
 Address Federal Natl. Bldg.
 Phone Number 4390
 Transmitter Location Shawnee County Club
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 President Oscar S. Stauffer

General Manager Wilford C. Dickson
 Commercial Manager Bill Weaver
 Program Director Geral Ziegler
 Chief Engineer Robert Martin

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc. Power: 250 Watts d.
 Owned-Oper. By Stillwater Publishing Co.
 Business Address P. O. Box 231
 Phone Number 1831
 Studio-Transmitter Loc. 1½ Mi. S. on Hwy. 40
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 President C. R. Bellatti
 General Manager L. F. Bellatti
 Program Director J. R. Bellatti
 Chief Engineer Paul McCollum

KAKC

TULSA—1946

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.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President-Treas. S. E. Avey
 V.P., General Manager James L. Neal
 Sales Promotion Manager Rusty Kirk
 Program Director John B. Wheeler
 Chief Engineer M. M. Donley

KFMJ

TULSA—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address 13th & Boston
 Phone Number 5-5555
 Transmitter Location 21st & Yale
 Air Time Daytime
 News Service UP
 Representative Indie Sales
 Membership NARTB, BAB
 President Fred Jones
 General Manager Lawson Taylor

KOME

TULSA—1938—MBS

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Oper. By Oil Capital Sales Corp.
 Business-Studio Address Kome Bldg.
 Phone Number 3-4121
 Transmitter Location 86th & S. Harvard
 News Service AP
 Transcription Service World
 Representative Pearson

OKLAHOMA

President.....John E. Brown Jr.
 Exec. Vice-Pres.....Storm Whaley
 General Manager.....Riley R. Gibson
 Program Director.....Jean Arwood
 News Director.....Don Bell
 Chief Engineer.....Roy Brown

K R M G

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d.
 25,000 n.
 Owned-Operated By...All Oklahoma Bcstg. Co.
 Business-Studio Address...311 So. Denver Ave.
 Phone Number.....5-3291
 Transmitter Location.....Keystone
 Transcription Service.....Capitol
 Air Time.....5:30 a.m.-M.
 Representative.....John Blair
 News Service.....AP
 Membership.....NARTB, BAB
 President.....Robert S. Kerr
 Sta., Gen. Mgr.....Robert B. Jones, Jr.
 Commercial Manager.....Frank S. Lane
 Program Director.....David E. Wilson
 News Director.....Glenn Condon
 Publicity Director.....Dale L. Bethke
 Chief Engineer.....Alden F. Wooster
 Consulting Engr.....McIntosh & Inqlis

K T U L

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Bcstg. Co.
 Business Address.....Boulder-on-the-Park
 Phone Number.....2-3191
 Transmitter Location.....Turley
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....John T. Griffin
 V.P. & Gen. Mgr.....John Esau
 Commercial Mgr.....L. A. Blust, Jr.
 Sales Prom. Mgr.....George Ketcham
 Chief Announcer.....Ed Nelbling
 Program Director.....Karl Janssen
 Production Director.....Harry Abbott
 News Director.....Jack Morris
 Musical Director.....Glenn Hardman
 Chief Engineer.....Robert Snider
 Farm Editor.....Al Clauser
 Consulting Engr.....Paul F. Godley

K V O O

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Southwestern Sales Corp.

Bus.-Studio Address.....2104 Philtower Bldg.
 Phone Number.....3281-2
 Transmitter Location.....11 Mi. E. of Tulsa
 Hw.ay. 66

Air Time.....Unlimited
 News Service.....UP, INS
 Transcription Service.....Standard, World
 Representative.....Edward Petry
 President.....P. Q. Proctor
 Sta., General Mgr.....William B. Way
 Commercial Manager.....Gustav K. Brandborg
 Sales Prom. Mgr.....N. T. McClarin
 Program Director.....Tom DeVore
 Production Director.....John Henry
 News Director.....Ken Miller
 Musical Director.....Joe O'Neill
 Chief Engineer.....Watt Stinson
 Farm Editor.....Sam Schneider

K W S H

WEWAKA—1951—MBS

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Operated By.....KADA Bcstg. Inc.
 Address.....Box 1260
 Phone Number.....1280-1261
 Transmitter.....2 Mi. W. Wewoka, Hy. 270
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Taylor
 Membership.....NARTB, BAB
 President.....Dr. C. C. Morris
 General Manager.....Bill Hoover
 Station Manager.....Pat Murphy
 Commercial Manager.....John Landreth
 Chief Anncr., Pgm., News Dir.....Don Owen
 Publicity Director.....Romane Rowland
 Musical Director.....Betty Hughes
 Chief Engineer.....Warren W. Abbott
 Consulting Engineer.....Weldon & Carr

K S I W

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woodward Bcstg. Co.
 Address Trans. Loc.....22 & Cedar Sts.
 Phone Number.....1450
 Air Time.....6 a.m.-10:15 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Continental
 Pres., Gen. Mgr.....Edward A. Ryan
 Program Director.....Lenora W. Ryan
 Chief Engineer.....George Archer
 Chief Announcer.....Mark Gaston

OREGON

Pop. April 1, 1952 (Est.) 1,577,000—Total Housing Units 526,482
Families April 1, 1952 (Est.) 504,000—Stations in State 45

KWIL

ALBANY—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.... Queen Ave. & Elm
Phone Number 1234
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative John Keating
Membership NARTB, BAB
President..... R. R. Cronlse
General Manager..... Chet Wheeler
Pgm., News, Pub. Dir..... Ken McCoy
Commercial Manager..... Johnny Birrel
Station Manager..... Warren Stoffer
Sales Prom. Mgr..... Mal Waltman
Publicity Director..... C. Copenhaver
Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Rogue Valley Bcstg. Co.
Address..... 1160 Helman Rd.
Phone Number 2-1351
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service..... Capitol
Membership NARTB
President..... Leslie V. Bahr
Gen. Mgr., Pub. Dir..... James A. Strickland
Comm., Prom. Mgr..... Hal K. Shade
Pgm., News Dir..... Doyle Seely
Chief Anncr., Engr..... L. Curtis Raynes
Consulting Engineer..... Grant Feikert

KAST

ASTORIA—1936—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By... Astoria Bcstg. Co.
Bus.-Studio Address..... 1006 Taylor Ave.
Phone Number 95
News Service AP
Transcription Service Standard
Representative McHugh
President..... Robert B. Chessman
Gen., Sta., Comm. Mgr..... R. D. Holmes
Program Director..... Mrs. Mary Ristola
Production Director..... Irving Steinbock
Chief Anncr., Engr..... Bruce Whitwell
Consulting Engineer..... James Hatfield

KVAS

ASTORIA—1950—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Clatsop Video Bcstra.
Address..... 612 Commercial St.
Phone Number 41
Representative Coxcomb Hill
Transcription Service World
News Service UP
Membership NARTB
Gen. Mgr., Chief Engr..... L. E. Parsons
Comm., Prom. Manager..... J. W. Spencer
Pgm., Prod. Dir..... E. W. Littlehales

KBKR

BAKER—1939—LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Inland Radio, Inc.
Bus.-Studio Address..... 2030 Auburn Sts.
Phone Number 140
Transmitter Location..... H. Street
News Service UP
Transcription Service World
Membership NARTB
President..... Lee W. Jacobs
Gen., Station Mgr..... Kenneth B. Lockwood
Commercial Mgr..... Milton L. Levy
Program Dir..... Kenneth Holden
Chief Engineer..... Walt Bobisud
Consulting Engineer..... Harold Singleton

KBND

BEND—1938—MBS

Frequency: 1110 Kc. Power: 1000 Watts
Owned-Oper. By... Central Oregon Bcstg. Co.
Bus.-Studio Address..... Coble Bldg.
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
Gen., Sta. Mgr..... Frank H. Loggan
Comm. Mgr..... W. H. Barton
Pgm. Dir., Chf. Ann..... Kessler Cannon
Publicity Director..... Jack Thornton
Chief Engineer..... Robert Dickinson

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

OREGON

Air Time Unlimited
 News Service UP
 Reprs. Keating, Forjoe, O'Connell
 President. Sheldon F. Sackett
 Vice-President. Fred F. Chitty
 Station Manager. Phil Waters
 Asst., Comm. Manager. Jack Irvine
 Program Director. Brad Cole
 Chief Engineer. Nate Olson
 Consulting Engineer. Paul Leake

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, Capitol
 Representative Gene Grant
 Pres., Gen. Mgr. Walter L. Read
 Station Manager. William Cook
 News Director. Jim Hodges
 Chief Engineer. Phillip Linn
 Program Director. Patsy Barkwell
 Consulting Engineer. Grant Feikert

KRUL

**CORVALLIS—1947
 LBS-VIKING-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Pacific States Radio Co.
 Address Trans. Lot. 1221 So. 15th St.
 Phone Number 3-3322
 Air Time 6:30 a.m.-12:05 p.m.
 News Service AP
 Transcription Service Capitol
 Representative Keating
 President. J. C. Haley
 Gen., Sta. Mgr. C. W. Peck
 Commercial Manager. Doris Peck
 Chief Announcer. Wayne Loeerke
 News Director. Ted Carlson
 Program Director. Pat McHugh
 Chief Engineer. Steve Evans
 Consulting Engr. Grant Feikert

KODL

THE DALLES—1900—KBS-LBS

Frequency: 1230 Kc. Power: 250 d., 100 n.
 Owned-Oper. By. Western Radio Corp.
 Trans. Address. Scenic Dr. nr. Sorosis Pk.
 Phone Number 2300
 Air Time 6:40 a.m.-10:30 p.m.
 News Service UP
 Transcription Service MacGregor
 Pres., General Manager. V. B. Kenworthy
 Station Manager. Paul E. Walden

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts

Owned-Oper. By. Radio Air Ways, Inc.
 Business Address Trans. Day Island Rd.
 Phone Number 5-3357
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service. Capitol, SESAC
 Representative Donald Cooke
 Pres., Gen. Mgr. E. L. Kincaid
 Commercial Manager. Paul N. Plank
 Program Director. Laura Nidever
 Asst. Mgr., Pub. Dir. Clare Mattingly
 Chief Engineer. Norville M. Packard

KERG

EUGENE—1948—LBS-CBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By. Guard Pub. Co.
 Address P. O. Box 506
 Phone Number 5-4304
 Transmitter Location. Route 2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative W. S. Grant
 Membership NARTB, BAB
 President. Alton F. Baker
 Gen., Sta. Mgr. L. W. Trommlitz
 Commercial Manager. Herb Michael
 Pgm., Prod. Dir. Reg Rose
 Chief Engineer. Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Lane Bcstg. Co.
 Business Address. P. O. Box 1032
 Phone Number 4-4214
 Studio-Trans. Location. S. Willamette St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Everett McKinney
 Membership NARTB
 Director Glenn McCormick
 General Mgr. Lee Bishop
 Commercial Mgr. Bob Hillyer
 Program-Production Dir. Robert Eubanks
 Publicity Dir. Virgil Parker
 Chief Engineer. Floyd Viken

KUGN

EUGENE—1946—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By. KUGN, Inc.
 Business Address. P. O. Box 590
 Phone Number 4-6216
 Studio-Transmitter Location. Coburg Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative McHugh, Meeker

OREGON

Membership NARTB, BAB
 President..... C. H. Fisher
 Sta., Gen. Manager..... S. W. McCready
 Commercial Manager..... L. N. Young
 Program Director..... LeRoy Jolley
 Chief Announcer..... Ken Lomax
 News Director..... Robert Short
 Chief Engineer..... George Hathaway
 Consulting Engr..... Grant S. Feikert

K F G R

FOREST GROVE—1950

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Irving G. Schmidtke
 Address..... Rt. 2, Box 245
 Phone Number..... 6091
 Transcription Service..... Standard, SESAC
 News Service AP
 Pres., Gen., Sta. Mgr..... Irving V. Schmidtke
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.

Robert Peel

Chief Ann., Mus. Dir..... Gene D. Jacobson
 News Director..... Allen Hoffard
 Chief Engineer..... Irving V. Schmidtke
 Consulting Engineer..... Stanton D. Bennett

K U I N

GRANTS PASS—1939—MBS

DON LEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Southern Oregon Bcstg. Co.
 Business Address..... P. O. Box 148
 Phone Number..... 4477
 Studio-Transmitter Location..... Redwood Hwy.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service..... World, McGregor
 Representative..... W. S. Grant
 Membership NARTB, BAB
 President..... A. E. Voorhies
 General Manager..... E. A. Malone
 Commercial Mgr..... M. K. Ball
 Program Director..... Dave Allen
 Chief Engineer..... N. L. Williams

K I H R

HOOD RIVER—1950

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ore.-Wash. Bcstrs.
 Phone Number..... 8561
 General Mgr., Ptnr..... C. H. Fisher
 Partner..... C. O. Fisher
 Station Manager..... Don McCutcheon
 Chief Engineer..... Robert Houghlum
 Consulting Engineer..... Grant S. Feikert

K F J I

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc... Power: 5000 d., 1000 n.
 Owned-Oper. By..... KFJI Bcstrs., Inc.
 Address..... P. O. Box 692

Phone Number 22551
 Transmitter Loc..... Radio Hill
 Air Time..... 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative..... W. S. Grant, Keating
 Membership NARTB
 President..... W. D. Miller
 General Manager..... Dick Maguire
 Sales Promotion Manager..... Arlen Sanders
 Chief Announcer..... Chas. A. "Sandy" Potee
 News Director..... John Barton
 Chief Engineer..... William P. Grimes
 Consulting Engineer..... Harold Singleton

K F L W

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Herald Publ. Co.
 Address..... P. O. Box 941
 Phone Number 8115
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney
 Membership NARTB
 President..... Frank Jenkins
 General Manager..... Bud Chandler
 Commercial Manager..... Aaron Boe
 Program Director..... Marjorie Eagle
 Chief Engineer..... Gilbert Walters
 News Director..... Charles McFarlan
 Farm Editor..... Paul Alexander

K L B M

LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Inland Radio, Inc.
 Address..... Old Oregon Trail
 Phone Number 2201
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President..... Lee Jacobs
 General Station Manager..... John G. Jones
 Commercial Manager..... Ken Lillard
 Pgm. Dir..... Evelyn Bridges
 Chief Engineer..... Murray Durham

K G A L

LEBANON—1950—KBS

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Linn County Bcstrs., Inc.
 Phone Number 8631
 Transcription Library Lang-Worth
 News Service AP
 President..... W. Gordon Allen
 Gen. & Comm. Mgr..... Marcus F. DuLaunay
 Program Director..... Madeline Allen
 Chief Engineer..... Ed McElroy

OREGON

K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By Yamhill Bcstrs.
Address P. O. Box 207
Phone Number 3811
Transcription Service Lang-Worth
News Service AP
President Jack B. Bladine
General Manager Louis F. Gillett
Commercial Manager Glasco Branson
Chief Engineer Milt Muir

K F I R

NORTH BEND—1951—LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Bay Bcstg. Co.
Address 1937 Union Ave.
Phone Number 5-7351
News Service AP
Transcription Service Standard
President Mrs. Josephine Bjarnson
Gen., Comm. Mgr., Chf. Engr. Roger Spaugh
Prom., Pgm. Dir. Sara Spaugh

K M E D

MEDFORD—1922—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By Radio Medford, Inc.
Address P. O. Box 1306
Phone Number 2-4000
Transmitter Location Ross Lane
News Service UP
Transcription Service Thesaurus, MacGregor
Station Representative Meeker Assoc.
President Vern Robinson
General Manager Jennings Pierce
Commercial Manager Bill Hansen
Chief Engineer Ray Johnson

K S R V

ONTARIO—1946—LBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By Inland Radio, Inc.
Address Box 540
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 Ned Leibman
Chief Engineer Charles E. Harland
Consulting Engr. Harold Singleton

K Y J C

MEDFORD—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
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. Mgr. Douglas Gaines
Pgm., Prod. Dir. John Ahern
Chief Engineer Dick Woods
Consulting Engineer Grant S. Feikert

K G O N

OREGON CITY—1947—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Clackamas Bcstrs.
Business Address Box 391
Phone Number 1-5475
Studio-Transmitter Super Hiway, N.
News Service AP
Transcription Service World
Representative McGillvra
President Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr. Irwin S. Adams
Assistant Manager H. I. Jackson
Program Director Sonora Hoffman
Chief Engineer Edward G. Saxe

K N P T

NEWPORT—1948—LBS

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By Yaquina Radio, Inc.
Business Address Box 276
Phone Number 560
Studio-Transmitter Address Newport
News Service AP
Transcription Service World
President, General Manager Tom R. Becker
Commercial Manager Dan Kirch
Program Director Ed Warmoth
Chief Engineer Tom Bracanovich

K W R C

PENDLETON—1941—LBS

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
News Service UP
Pres., Gen. Mgr. V. B. Kenworthy
Station Manager Ted A. Smith
Program Director Denman Dayton
Chief Engineer Robert E. Fay

OREGON

KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Mercury Bcastg. Co.
Bus.-Studio Address 3908 N.E. Sandy Blvd.
Phone Number MURdock 1290
Transmitter Location Oaks Park
Representative Forjoe
News Service UP
Pres., Gen. Mgr., Pgm. Dir. Gordon Bambrick
V.P., Chief Engr. Harold Krieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By Westinghouse Radio
Address 1230 SW Main St.
Phone Number CAPITAL 1881
Transmitter Location Clackamas
Air Time 5:30 a.m.-1 a.m.
News Service UP, INS
Transcription Service Associated
Station Representative Free & Peters Inc.
Station Manager J. B. Conley
Commercial Manager Robert H. Prigmore
Sales Promotion Manager Charles L. Burrow
Program Director Mel Bailey
Production Director Jesse Leonard
News Director Robert L. Thomas

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By KOIN, Inc.
Business Address P. O. Box 1031
Phone Number ATwater 3333
Transmitter Location Rt. 5, Box 1025
Air Time 6 a.m.-M.
News Service AP, INS, UP
Transcription Service Associated, World,
Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
President Marshall Field
Gen.-Sta. 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. Bookwaller
Farm Editor Luke L. Roberts

KPAM

PORTLAND—1951

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By Bcstrs, Oregon Ltd.
Address P. O. Box 1230

AP SELLS

For Stations and Sponsors

For instance . . . **KGAL**

“All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news.”

GORDON ALLEN,
President,
KGAL, Lebanon, Oregon

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WITH MORE TO SPEND
ALL SET TO GIVE ADVERTISERS
A ROUSING WESTERN WELCOME**

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KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

OREGON

Phone Number.....Broadway 7471
 News Service.....AP
 Transcription Service.....Associated, World
 Pres., Comm., Gen. Mgr.....Stanley M. Goard
 Program Director.....Alvin C. Yantiss
 Chief Engineer.....Charles K. Dickson

K G W

**PORTLAND—1922—NBC
 N.W. TRIANGLE**

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper.....Pioneer Bcstrs. Inc.
 Bus.-Studio Address.....1320 S.W. Broadway
 Phone Number.....BEacon 6364
 Transmitter Location.....No. Portland
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS
 Transcription Service.....Lang-Worth, World
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Mrs. S. I. Newhouse
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan
 Program Manager.....Donald Whitman
 Chief Announcer.....Bob Franklin
 News Directors.....Don Kneass, Chuck Foster
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Farm Editor.....Don Kneass

K P D Q

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....John W. Davis
 Bus.-Studio-Trans. Address.....1008 S.W. 6th Ave.
 Phone Number.....CA 9209
 Transmitter Location.....Oaks Park
 News Service.....AP
 Transcription Service.....Associated
 Pres., Gen. Mgr.....John W. Davis
 Commercial Manager.....Dave Jack
 Pgm., News Dir.....Fred Haskins
 Chief Engineer.....Chuck Moore

K P O J

PORTLAND—1932—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...KPOJ, Inc., Portland Oregon
 Journal
 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.....AP
 Transcription Service.....Thesaurus
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....P. L. Jackson
 General Station Manager.....R. M. Brown
 Commercial Manager.....Harry C. McLain
 Sales-Prom. Mgr., Publ. Dir.....Isabell Hoyt
 Program Director.....Joseph T. Hallock

Chief Ann., Prod. Dir.....Jack Moys
 News Director.....Vern Mueller
 Chief Engineer.....Carol Saling
 Farm Editor.....Alvin D. Bauer
 Consulting Engrs.....McIntosh & Inglis

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.....4350 N. Suttle Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith
 Pres., Gen., Sta. Mgr.....Wilbur J. Jerman
 Prog., Dir., Comm. Mgr.....Jerry Speerstra
 Prom. Mgr., Pub. Dir.....Ben Crosby
 Chief Anncr.....Art Morey
 Musical Director.....John Emmel
 Chief Engineer.....Dwight Loomis

K X L

PORTLAND—1926

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., Comm. Mgr.....H. S. Jacobson
 Program, Prom. Manager.....Jackson Fleming
 News Director.....Ralph Wiegand
 Chief Engineer.....Ralph Mifflin

K R C O

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Central Oregon
 Phone Number.....6-239
 Representative.....Gene Grant
 Transcription Service.....Thesaurus
 News Service.....UP
 Pres., Gen., Sta. Mgr.....Norbert A. Miksche
 Sales Promotion Manager.....Richard Burger
 Program Director.....Les McKay
 Chief Engineer.....Curtis Burnside
 Consulting Engineer.....Grant Feikert

K R N R

ROSEBURG—1935—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....News Review Co.
 Address.....211 N. Main St., 134 N.
 Jackson St.
 Phone Number.....3-5551

OREGON—PENNSYLVANIA

Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Representatives John Keating
 Membership NARTB, BAB
 President Frank Jenkins
 Station Manager Leroy Hiatt
 Commercial Mgr. Warren Ward
 Program Director Lyle Fenner
 Chief Engineer Max Dick

Address Trans. Loca. 1426 Edgewater St.
 Phone Number 3-3100
 Air Time 8 a.m.-M.
 News Service UP
 Transcription Service Capitol, Associated.
 Representative William G. Rambeau
 General Manager Loring Schmidt
 Program Director Carl Ritchie
 Chief Ann., News Dir. Gene Good, Jr.
 Chief Engineer Robert Suing

KRXL

ROSEBURG—1950—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Umpqua Bcstrs., Inc.
 Address P. O. Box 847
 Phone Number 3-4464
 Transcription Service Lang-Worth.
 Capitol, World
 News Service UP
 President Donn Radabaugh
 Gen., Sta. Manager Iris Rice Helliwell
 Commercial Manager Lon D. Hunt
 Chief Engineer Ralph E. Smith

KGAE

SALEM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Allen, Truhan & Clark
 Address Marion Hotel
 News Service AP
 Pres., Gen. Mgr. W. Gordon Allen
 Program Director Del Olney
 Chief Engineer Gordon Allen

KOCO

SALEM—1947—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Loring Schmidt

KSLM

SALEM—1934—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Oregon Radio, Inc.
 Business Address P. O. Box 631
 Phone Number 3-4831
 Transmitter Location Kingwood Hghts.
 Representative McKinney, Everett
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Lang-Worth
 Membership NARTB, BAB
 President Glenn McCormick
 Gen., Comm. Mgr. Earl Headrick
 Sales Prom. Mgr., Pgm. Dir. Dave Hoss
 News Director Jim Danielson
 Chief Engineer Clyde Carlton
 Consulting Engr. Grant Fiekert

KTIL

TILLAMOOK—1947

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Oper. By Tillamook Bcstg. Co., Inc.
 Business Address Star Route W.
 Phone Number 1122
 Representative John Keating
 Manager Tom Hoover
 Sales Manager Jim Kelly Jr.

PENNSYLVANIA

*Pop. April 1, 1952 (Est.) 10,928,000—Total Housing Units 3,044,785
 Families April 1, 1952 (Est.) 2,853,000—Stations in State 113*

WAEB

ALLENTOWN—1949—ABC

QUAKER

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By WAEB, Inc.
 Address Center Square
 Phone Number 4-9364
 Transmitter Location Mickley
 Air Time 6 a.m.-1 a.m.
 News Service UP

Representative George P. Hollingbery Co.
 President Howard Wasserman
 General Manager Milton Laughlin
 Program Director Thomas A. Earley
 Chief Engineer William Gottshall
 Consulting Engineer MacIntosh & Inglis

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Allentown Bcstg. Corp.

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

Add. Trans. Loca. 1125 Colorado St.
 Phone Number Allentown 4-4801
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Thesaurus
 Representative Robert Meeker
 President Henry K. Bauman
 Sta. Mgr., Pgm., Pub. Dir. J. F. Chambers
 Musical Dir. Sydney Paul
 Chief Engineer Gerald B. Werst
 Consulting Engineer Lynne Smeby

W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts
 Operated By WKAP, Inc.
 Bus.-Studio Address ... P. O. Box 689, No. 7th
 St. Pike
 Phone Number 3-3166
 Transmitter Location No. 7th St., Pike
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated
 Representative Weed
 President N. Joe Rahall
 Sta., Gen. Mgr. O. R. Davies
 Program Director Marshall Cleaver
 Chief Engineer C. Frank Cordaro
 Consulting Engineer E. C. Page

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By ... Lehigh Valley Bcstg. Co.
 Bus.-Studio Address ... 39-41 N. Tenth St.
 Phone Number 4-9511
 Transmitter Location Route 1
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley Reed
 General Manager B. Bryan Musselman
 Comm. Mgr. Olivia P. Musselman
 Dir. of Programs George Y. Snyder
 Chief Engineer Reuel H. Musselman
 Consulting Engineer Gautney & Ray

W F B G

ALTOONA—1924—NBC-QUAKER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gable Bcstg. Co.
 Phone Number 6467
 Transmitter Location Atop Gable Store
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative H.R. Repr., Inc.
 Membership NARTB, BAB
 President George P. Gable
 General Manager John M. Snyder
 Chief Ann., Pgm. Dir. James Gates

Musical Director Allo Weiladt
 Chief Engineer George Burgoon
 Farm Editor Eugene Hammil
 Consulting Engineer Craven, Lohnes &
 Culver

W J S W

ALTOONA—1947—MBS

Frequency: 1290 Kc. Power: 1000 d., 500 n.
 Owned-Operated By Altoona Bcstg. Co.
 Bus.-Studio Address 1413 11th Ave.
 Phone Number 9301
 Transmitter Location Goods Lane, Logan
 Township
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership BAB
 President Herbert T. Wolf
 General Mgr. Thomas W. Metzger
 Station-Comm. Mgr. James E. Moren
 Sales Prom. Mgr. D. Guy Chappie
 Publicity Director Charles Flynn
 Chief Engineer C. Irvin Metzger
 Consulting Engineer George C. Davis

W R T A

ALTOONA—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Thompson Bcstg. Co.
 Address 1421 12th Ave.
 Phone Number 6646
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Robert Meeker
 Membership NARTB
 Pres., Gen. Mgr. Roy F. Thompson
 Sales Prom. Mgr. William Clear
 Program Director Dorothy M. Thompson
 Musical Director Robert Michaels
 Publicity Dir. S. Carlton Ayers
 Chief Engineer George R. Burgoon

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By General Bcstg. Corp.
 Address Trans. Loca. 2801 Edgewood Dr.
 Phone Number 8127
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed & Co.
 President Emanuel S. Leopold
 General Manager Robert G. Walter
 Comm., Prom. Mgr. Will Union
 Program Director Robert G. Walter
 News Director John Riley
 Chief Engineer William R. Butterbaugh

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

WAVL

APOLLO—1947

Frequency: 910 Kc. Power: 1000 Watts. d.
 Owned-Oper. By. Tri-Borough Bcstg. Co.
 Bus.-Studio Address Trans. Loca. No. 4th
 Phone Number 72-3921
 Air Time Daytime
 News Service UP
 Transcription Service SESAC, Cole,
 Thesaurus
 General Manager Cecil F. Clifton
 Sales Prom. Manager A. J. West
 Comm. Mgr., Prod. Dir. David T. Taylor
 Chief Engineer H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc. Power: 500 Watts d.
 Owned-Oper. By. No. Cambria Bcstrs.
 Phone Number 1010
 Transcription Service Thesaurus, Standard
 News Service UP
 Pres., Prom. Mgr. Harris G. Breth
 General Manager W. J. Thomas
 Chief Engineer Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. WBVP, Inc.
 Business-Studio Address. 1216 Seventh Ave.
 Phone Number 4100
 Transmitter Location New Brighton
 Air Time Unlimited
 News Service UP, AP
 Transcription Service Standard, World
 Membership NARTB, BAB
 Pres., Sta., Gen. Mgr. Frank R. Smith, Jr.
 Prom., Comm. Mgr. Thomas B. Price
 Program Director Charles H. Wilson
 Production Director Jean E. Biggard
 Chief Announcer George Allen
 Chief Engineer Gerald Cushing

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By. The Bethlehems' Globe
 Bus.-Studio Address 426 Brodhead Ave.
 Phone Number 6-8074-5
 Transmitter Location Eighth Ave. & Dell St.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Capitol, Thesaurus
 Membership NARTB, BAB
 General Manager Ellis Service
 Station Manager Arthur C. McCracken
 Comm., Sales Prom. Mgr. Frank Collie
 Prod., Pgm. Dir. Stefan George
 Chief Engineer Edwin L. Rybak

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Columbia-Moniour
 Bcstg. Corp.
 Bus.-Studio Address 38 W. Main St.
 Phone Number 1700
 Transmitter Location Bloomsburg RFD
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NARTB
 President Robert R. Eyerly
 Gen. Mgr. Ed Darlington
 Chief Engineer Robert Fulton

WHLM

BLOOMSBURG—1951—LBS

Frequency: 690 kc. Power: 1000 Watts d.
 Owned-Operated By. Bloom Radio
 Address Hotel Magee
 Phone Number 1800-1
 Transmitter Location Scott Twp.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President Harry Magee
 Manager Robert R. Williams
 Chief Engineer Anthony Hogg

WLOA

BRADDOCK—1947

Frequency: 1550 Kc. Power: 1000 Watts d.
 Owned-Operated By. Matta Bcstg. Co.
 Business-Studio Address. 1233 Braddock Ave.
 Phone Number Electric 1-1100
 Transmitter Location N. Braddock Hilltop
 News Service UP
 President, Gen. Mgr. William G. Matta
 Commercial Manager George Matta
 Program Director George Bozic
 Chief Engineer Richard G. Noullet

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. WESB
 Business Address 43 Main St.
 Phone Number 3173
 Studio-Transmitter Location High St. Ext.
 Air Time 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 News, Pub., Dir., Prom., Gen. Mgr. J. M. Cleary
 Commercial Manager James Ponder
 Chief Engineer Joseph Sudock

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

W B U T

BUTLER—1948—LBS

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Eagle Printing Co.
 Phone Number 75-778
 Transcription Service Thesaurus
 News Service AP
 President John L. Wise
 Sta., Comm. Mgr. Philip B. Hirsch
 Sales Prom. Mgr. Vernon L. Wise, Jr.
 Program Director Joseph Laconi
 Chief Engineer Gerald L. Coleman

W I S R

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . The Butler Bcstg. Co., Inc.
 Business-Studio Address 357 N. Main St.
 Phone Number 4701-2
 Transmitter Location McKinley Ave. Ext.
 Air Time 6:30 a.m.-Sunset
 News Service UP
 Membership NARTB, BAB
 President Mrs. Georgia Rosenblum
 News Dir., Sta. Mgr. Robert Kaufman
 Pgm., Musical Dir. Warren Ihlenfeld
 Chief Announcer Edward Menke
 Chief Engineer Paul Rex
 Consulting Engineer George C. Davis

W C D L

CARBONDALE—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Carbondale Bdcstg., Co., Inc.
 Address 127 Salem Rd., Carbondale; 849
 Main St., Honesdale, Pa.
 Phone Number . . Carbon. 1230, Hones. 1230
 Trans. Loca. . . 116 Salem Rd., Carbondale Twp.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service SESAC, World
 Representative Donald Cooke, Inc.
 President William H. Ware
 Gen., Sta. Mgr. W. Richard Carlson, Jr.
 (Honesdale Studio Manager Tut Perry)
 Comm., Prom. Mgr. William Fletcher
 Program Director Norah B. Carlson
 Production Director John Krieger
 Publicity Director Jean Lynady
 Chief Engineer Robert G. Adams
 Farm Editor . . (Honesdale Studios) J. McKeon
 Consulting Engineer J. Gordon Keyworth

W L X W

CARLISLE—1948—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By Philip Mathews

Business Address Holly Pike
 Phone Number Carlisle 1785
 Studio-Transmitter Location Mt. Holly Pike
 News Service UP
 President Philip Mathews
 Chief Exec. Florence Good
 Chief Engineer Henry Palmer

W C H A

CHAMBERSBURG

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Chambersburg Bcstg. Co.
 Bus.-Studio Address Craft Press Bldg.
 Phone Number 1110
 Transmitter Location Route No. 6, Warm
 Spring Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Capitol, Associated
 Representative Forjoe
 Membership NARTB
 Pres., Gen. Manager John S. Booth
 Commercial Manager Earl P. Strine
 Program Director Allen Saunders
 Chief Engineer James McCurdy
 Consulting Engineer Kear & Kennedy

W E S A

CHARLEROI—1947—KBS

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By . . Monongahela Valley Bcstg.
 Business-Studio Address Fifth St.
 Phone Number 3-6551
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Thesaurus
 President Dr. A. S. Sickman
 Gen., Comm. Mgr. C. R. Duvall
 Chief Engineer Mel Wigand
 News Director Bill Richards

W P W A

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Lou Poller
 Business Address Box 30, Chester
 Phone Number 3-1641
 Trans. Loca. Brookhaven, Middletown Rd.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Pres., Gen. Mgr. Lou Poller
 Station Manager Harry Simmington
 Comm., Sales Prom. Mgr. Burton Levin
 Pgm., Prod. Dir. Melvin Levine
 Chief Announcer Paul Warren
 Publ. News Director Mort Rosenman
 Chief Engineer Harry Simmington
 Consulting Engineer Russell P. May

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

W V C H

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By James M. Tisdale
 Bus.-Studio Address Wolf Bldg., Market Sq.
 Phone Number Chester 2-8861
 Transmitter Location Bridgewater Rd., RD 1
 Air Time Sunrise-sunset
 News Service UP
 Prom., Gen., Comm. Mgr. James M. Tisdale
 Program Director Robert A. Hibbert, Jr.
 Chief Engineer James M. Tisdale
 Consulting Engineer John Creutz

W C P A

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clearfield Bdcsters, Inc.
 Address 215 Church St.
 Phone Number 5-5541
 Transmitter Location R. D. Clearfield
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Thesaurus, Associated
 Membership NARTB, BAB
 President W. K. Ulerich
 Commercial Manager W. C. Plummer
 Sta., Gen. Mgr., Pgm., Pub., News Dir.
 W. J. Thomas
 Production Director Miss Margaret Nemeth
 Musical Director Joseph Milsop
 Chief Engineer Lewellyn Duck
 Consulting Engr. John Mullaney

W C O J

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chester Co. Bcstg. Co.
 Address 703 E. Chestnut St.
 Phone Number 2100
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr. William S. Halpern
 Vice-President Richard Scully, Jr.
 Pgm., News Dir. Ellis Shook
 Promotion Manager Donald Kimes
 Secy., Chief Engr. Louis N. Seltzer

W C V I

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Connellsville Bcstrs., Inc.
 Bus.-Studio Address 124 W. Crawford Ave.
 Phone Number Connellsville 2700
 Transmitter Location Limestone Hill
 Air Time 7 a.m.-12 M.
 News Service UP
 Transcription Service SESAC, World
 Membership NARTB, BAB
 President Raymond Galiardi
 Gen., Sta. Mgr. Jack Craddock

Commercial Manager Howard McMeekin
 Program Director Fran Roberts
 Chief Announcer Dick Jessen
 Chief Engineer Paul Queer

W B U X

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Charles M. Meredith
 Business-Studio Address The Hart Bldg.
 Phone Number 220
 Transmitter Location Doylestown Township
 News Service AP
 General Manager William A. Lynch

W C E D

DUBOIS—1941—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Tri-County Bcstg. Co.
 Bus.-Studio-Transmitter Address 80 N. Park Pl.
 Phone Number 1700
 News Service UP
 Transcription Service SESAC
 Representative McGillivra
 President Harold Gray
 General Mgr. Jason S. Gray
 Commercial Manager George Williams
 Pgm., News Dir. Ed Paul Finger
 Promotion Manager Ken Johnston
 Chief Engineer Bernard Gurewich

W E S T

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Associated Bcstrs., Inc.
 Bus.-Studio Address 516 Northampton St.
 Phone Number 6131
 Transmitter Location Williams Township
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager Elwood C. Anderson
 Natl. Sales Manager J. Robert Gulick
 Program Director Eugene Bethman
 Technical Director J. E. Mathiot

W E R C

ERIE—1941—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Presque Isle Bcstg. Co.
 Bus.-Studio Address 121 W. 10 St.
 Phone Number 46367
 Transmitter Location Robinson Rd.
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service Capitol, Lang-Worth
 Representative Avery-Knodel
 President Jacob A. Young

PENNSYLVANIA

General Manager.....Charles E. Denny
 Commercial Manager.....Art Ingram
 Program Director.....Virginia Donachy
 Chief Engineer.....Ken Hestor
 Consulting Engineer.....Kear & Kennedy

WIKK

ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By..Community Service Bcstg.
 Co.

Bus.-Studio Address.....1021 State St.
 Phone Number.....2-3248,23-240
 Transmitter Location.....Waterford
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....H.R. Reps.
 President.....Keith Kiggins
 Gen., Sta. Mgr.....Ted Nelson
 Program Director.....C. E. McElroy
 Chief Engineer.....Clarence Baker
 Consulting Engineer.....George Adair

WJET

ERIE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Jet Bcstg. Co.
 Address.....1635 Ash St.
 Phone Number.....4-6013
 News Service.....AP
 Transcription Service.....SESAC
 Pres., Gen. Mgr.....Myron Jones
 Commercial Manager.....Paul C. Rinehardt
 Chief Engineer.....William Fleckenstein

WLEU

ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLEU Bcstg. Corp.
 Bus.-Studio-Transmitter Address.....2nd Fl.
 Commerce Bldg., 12th & State Sts.
 Phone Number.....23-327, 22-129
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 President.....Leo J. Omelian
 V.P., Comm., Gen. Mgr. V. Hamilton Weir
 Secretary.....Catherine Donatelli
 Musical Director.....Anthony Conti
 Consulting Engineer McNary & Wrathall

WGET

GETTYSBURG—1950—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Times & News Pub. Co.
 Address.....Harrisburg Rd.

Phone Number.....850
 Air Time.....6 a.m. 12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Gen., Sta., Comm. Mgr.

Murray L. Goldsbrough

Sales Promotion Manager.....Sebastian Hafer
 Program Director.....Maurine Nelson
 Publicity Director.....Edwin Shoop, Jr.
 Chief Announcer.....Owen Voigt
 Chief Engineer.....Lester Blair
 Consulting Engineer.....Howard S. Frazier

WHJB

GREENSBURG—1934

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

Owned-Oper. By....Pittsburgh Radio Supply
 House

Business-Studio Address...128 N. Penn Ave.
 Phone Number.....Greensburg 3740
 Transmitter Location.....3 Mi. E., Rt. 30
 Air Time.....7 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke
 Membership.....NARTB
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....Glen Grayson
 Chief Engineer.....L. L. Allen

WHVR

HANOVER—1948—MBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 500 Watts n.

Owned-Operated By....Radio Hanover, Inc.

Address.....Hanover Trust Bldg.
 Phone Number.....3831
 Transmitter Location.....½ Mi. No. of City
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Pres., Sta. Gen. Mgr.....John D. Bare
 Comm. Mgr.....H. Vernon Ferster
 Pgm. Dir.....Mack Edwards
 Chief Engineer.....Philip Rohrbaugh
 Consulting Engineer.....A. D. Ring Co.

WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.

Bus.-Studio-Trans. Address....112 Market St.
 Phone Number.....2-3456
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative.....Weed
 Pres., Gen., Comm. Mgr.....Herbert Kendrick
 Station Manager.....Jack Hooper
 Music, Publ. Dir.....Red McCarthy
 News Director.....Lewis Doolittle



WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

**PULLS
HIGHEST HOOPERS
WITH CBS
AND STELLAR
LOCAL
PROGRAMMING**

These are the most valuable kinds of friends . . . the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so . . . more listeners who listen more.



**COVERS
PENNSYLVANIA'S
TOP-QUALITY
MARKET**

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family (\$6,135), income per capita (\$1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.



HARRISBURG, PA.

**KEY STATION OF
THE KEYSTONE
STATE**

5000 W 580 KC

REPRESENTED BY BOLLING

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

Chief Announcer.....Tony Bekas
 Chief Engineer.....William Kuntz

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHP, Inc.
 Business-Studio Address.....216 Locust St.
 Phone Number.....4-3211
 Transmitter Location...1½Mi. W. Summerdale
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Standard, Associated
 Representative.....The Bolling Co.
 Membership.....NARTB
 Gen.-Sta.-Comm. Mgr.....A. K. Redmond
 Sales Prom. Mgr.....Beatrice Pottleiger
 Program Director.....Dick Redmond
 Production Director.....Harry Hinkley
 News, Pub. Dir.....John Price
 Musical Director.....David Shoop
 Chief Engineer.....E. Daniel Leibensperger
 Farm Editor.....George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Keystone Bcstg. Corp.
 Bus.-Studio Address.....31 N. Second St.
 Phone Number.....4-0191

Transmitter Location.....Penn Harris Hotel
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....David J. Bennett, Jr.
 Program Director.....Don Wear
 Technical Director.....J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Bcstg. Co.
 Bus.-Studio Address.....708 Hazleton Natl.
 Bank Bldg.
 Phone Number.....5400-1
 Transmitter Location.....E. Berner Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Victor C. Diehm
 Commercial Mgr.....Thomas Tito
 Program Director.....Don Murray
 Asst. to Gen. Mgr.....Kathryn Kahler
 Chief Engineer.....Elwood Tito
 Farm Editor.....Bob Richards

WAZL

1490 Kc.

HAZLETON, PENNA.

ESTABLISHED 1932

WAZL-FM

97.9 Meg.

VIC DIEHM, Pres. & Gen. Mgr.

FOR BEST RESULTS

- 7 Out of Every 10 Listeners Tune to WAZL
- Average Per Family Income Is \$6,576.00*
- Metropolitan Buying Population — 117,000
- Retail Sales for Hazleton — \$45,619,000*

National Representatives:
 Robert Meeker Associates
 521 Fifth Avenue
 New York City, N. Y.

* Sales Management

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

W H O D
HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By... Steel City Bcastg. Corp.
Bus.-Studio Address... 105 E. Seventh Ave.
Phone Number... HO 1-0172
Transmitter Location... W. Millin Borough
Air Time... Sunrise-sunset
News Service... UP
Representative... Interstate
President... Anthony S. Ortale
General-Comm. Mgr... Roy Ferree
Chief Engineer... James Herbert

W H U N
HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Joseph F. Biddle Publ. Co.
Bus.-Studio Address... 400 Washington St.
Phone Number... 1291
Transmitter Location... 27th & Murray Aves.
News Service... UP
Transcription Service... SESAC. World
President... John H. Biddle
General Manager... William E. Germann
Chief Engineer... Ernest A. Craig

W D A D
INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Indiana Broadcast Inc.
Address... Indiana Theatre Bldg.
Phone Number... 5-5511
Transmitter Location... East Pike
Air Time... 6:30 a.m.-12:05 a.m.
News Service... AP, UP
Representative... McGilvra
Pres., Gen. Mgr... T. K. Cassel
Sales Prom. Manager... Bob Sefick
Comm. Mgr... Tony Rand
Sta. Mgr., News Dir... James E. Pattison
Chief Engineer... Robert Ramsay

W A R D
JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Central Bcastg. Co., Inc.
Business-Studio Address... Porch Bldg.
Phone Number... 81-216
Transmitter Location... Prospect Hill
Air Time... 6 a.m.-2 a.m.
News Service... UP
Transcription Service... World
Representative... Weed
Membership... NARTB
President... Paul Short
General Manager... George D. Gartland
Station Manager... Robert R. Nelson
Commercial Mgr... John C. Gilmore

Chief Announcer... Bill Santoro
News Director... Frank C. Jordan
Chief Engineer... Millard C. Coleman

W C R O
JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Century Bcastg. Corp.
Bus.-Studio Address... Fort Stanwix Hotel
Phone Number... 9-8539
Transmitter Location... Ihmsen Rd.
Air Time... 6 a.m.-1 a.m.
News Service... INS
Representative... Radio Reps
President... John J. Keel
General Manager... Stewart W. Phillips
Comm., Sta. Mgr... Dennis Gerken
Chief Engineer... Robert Stillwagon

W J A C
JOHNSTOWN—1925—NBC-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... WJAC, Inc.
Bus.-Studio Address... 329 Main St.
Phone Number... 4-1267
Transmitter Location... Tribune Bldg.
News Service... AP
Transcription Service... Lang-Worth
Representative... Young
President... W. W. Krebs
Station Manager... John P. Foster
Chief Engineer... Theodore E. Campbell

W A C B
KITTANNING—1948-LBS

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By... The Armstrong County
Bcastg. Corp.
Bus.-Studio Address... 325 Market St.
Phone Number... 43-1381
Transmitter Location... Bunker Hill
Air Time... Sunrise-Sunset
News Service... AP
Transcription Service... Thesaurus
Membership... NARTB
President... J. B. Moore
General Manager... Edward J. Hirshberg
Station Manager... W. Marshall Fatkin
Commercial Manager... John Albert Dame
Chief Engineer... Joseph Pelletier

W G A L
LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... WGAL, Inc.
Business-Studio Address... 8 W. King St.

PENNSYLVANIA

Phone Number 5251
 Transmitter Location Lancaster
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 President Clair R. McCollough
 Station Manager Maynard W. Thomas
 Technical Director J. E. Mathiot

WLAN LANCASTER—1946 ABC—QUAKER

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Peoples Bcstg. Co.
 Bus.-Studio Address 252 N. Queen St.
 Phone Number 720
 Transmitter Location Manheim Township
 Air Time 6 a.m.-12:35 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 President Frank H. Altdoerfer
 Comm., Sales Prom. Mgr. Arthur H. Beckwith
 Pgm., Prod. Dir. Theodore Pollack

WAKU LATROBE—1951

Frequency: 1570 Kc. Power: 250 Watts d.

Owned-Operated By Clearfield Bcstrs. Inc.
 Address Lovenstein Bldg.
 Phone Number 2348
 Transcription Service Thesaurus, World
 President W. K. Ulenick
 General Manager W. J. Thomas

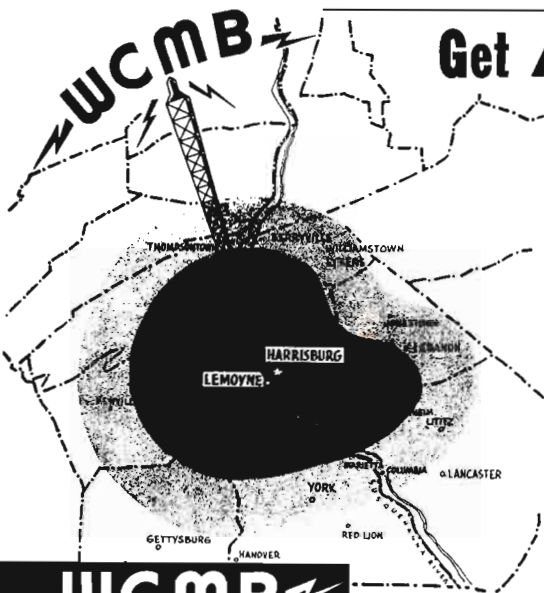
WLB R LEBANON—1947

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Lebanon Bcstg. Co.
 Bus.-Studio Address 8th & Cumberland Sts.
 Phone Number 3900
 Transmitter Location Ebenezer
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Associated
 Representative William G. Rambeau
 Membership NARTB, BAB
 General Manager Lester P. Etter
 Station Manager Julian F. Skinnell
 Chief Engineer M. Leonard Savage

WCMB LEMOYNE—1948—LBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Rossmoyne Corp.
 Bus.-Studio Address Lemoyne Theater Bldg.
 Phone Number Harrisburg 4-3005

Get ALL of HARRISBURG



Make sure you get ALL of Harrisburg . . .
 . . . not just the "City of Harrisburg".

Perhaps you're missing MOST of your
 selling potential?? Consider this:

- ★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!
- ★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market
 . . . ALL OF IT . . . you need

WCMB
 the **BIG BUY**
 . . . per dollar, per listener!

5000 • WATTS • FULL TIME

WCMB
 LEMOYNE, PA.
 Represented by Donald Cooke, Inc., New York

PENNSYLVANIA

Transmitter Location.....Poplar Church Rd.,
E. Pennsboro Township

Air Time.....6:30 am.-1 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Donald Cooke
President.....Edgar T. Shepard, Jr.
Gen., Sta. Manager.....Ed K. Smith
Commercial Manager.....Rudy O. Marcoux
Sales Prom. Mgr.....Gilbert Brown
Program Director.....John Archer
Production Director.....Stanley Bowman
Publ., News Director.....Pete Wambach
Chief Engineer.....J. Howard Bair
Consulting Engineer.....McIntosh & Inglis

WKVA

LEWISTOWN—1949

Frequency: 920 Kc.....Power: 1000 Watts a.
Owned-Operated By...Central Pa. Bcstg. Co.
Address.....7 N. Wayne St.
Phone Number.....6771
Air Time.....Daylight
News Service.....UP
Transcription Service.....World
President.....Mrs. Paul J. Newton
Sta., Gen. Mgr.....Robert L. Wilson
Prom. Mgr.....Don Raffensberger
Farm Ed., Pgm. Dir.....Lynn Bloom
Publicity Director.....Read Gray
Chief Engineer.....Robert Steltzer
Musical Director.....Allan Jay
Consulting Engineer.....A. D. Ring

WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Lewistown Bcstg. Co.
Business-Studio Address...Monument Square
Phone Number.....6759
Transmitter Location.....Lewiston
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....Burn-Smith
Membership.....NARTB, BAB
President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Pgm., Publ. Director.....James Keyes
Chief Engineer.....Bernard H. Bopp
Consulting Engr.....George Davis

WBPZ

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number.....4038
Transmitter Location.....Allison Township
Air Time.....6 a.m.-M.
News Service.....AP

Transcription Service.....Associated, World.
SESAC

Representative.....Joseph Hershey McGillvra
Membership.....NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Prom. Mgr., News, Pgm. Dir.....Dave King
Production Director.....Richard Kidney
Chief Engineer.....Kenneth C. Caum
Consulting Engineer.....George Davis

WEDO

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....Box 810
Phone Number.....McKeesport 4-7167,
Homestead 1-3113
Transmitter Location.....Foster Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP
Trans. Service.....Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Chief Engineer.....Wilkes E. Hurley
Consulting Engr.....Ben Farkas

WMCK

McKEESPORT—1947—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...Mon-Yough Bcstg. Co., Inc.
Business-Studio Address.....516 Market St.
Phone Number.....88888
Transmitter Location.....Lincoln Twp.
Air Time.....7 a.m.-12 M.
News Service.....UP
Representative.....Rambreau
Transcription Service.....Lang-Worth
President.....Robert M. Cox
Gen., Comm. Mgr.....Gene Kline
Pgm. Dir.....Pat Haley
Pub. Dir.....Sam Vidnovic
Chief Engineer.....Charles White
News Director.....Steve Chantos

WMGW

MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Meadville Bdcstg. Serv., Inc.
Address.....1st National Bank Bldg.
Phone Number.....46-723
Transmitter Location.....Kerrtown
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Trans. Serv.....Lang-Worth, World
Membership.....NARTB, BAB
President.....H. C. Winslow
Station Manager.....Robert Trace
Commercial Manager.....Fran Richmond
Program Director.....Zane Knauss
News Director.....Mark N. Funk, Jr.
Chief Engineer.....Hoyt H. Stout

PENNSYLVANIA

WBUD

MORRISVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Morrisville Bcstg. Co.
 Business Address 108 N. Broad St.
 Phone Number 4-7191
 Transmitter Location Morrisville
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 President Verna S. Hardin
 General Manager Richard M. Hardin
 Commercial Manager William Garry
 Program Director William F. Hildenbrand
 Promotion Manager Fred Walker
 Chief Announcer John Schneider
 News Director Harry Alleva
 Chief Engineer William A. Brewer
 Consulting Engineer Wm. E. Bennis, Jr.

WHWL

NANTICOKE—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Anthracite, Inc.
 Business-Studio Address 38 E. Main St.
 Phone Number Nanticoke 1332
 Transmitter Avondale Plymouth Twp.
 News Service UP, AP
 Transcription Standard, Capitol SESAC
 Representative Forjoe
 President Henry W. Lark
 General Manager Jones Evans

WKST

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By WKST, Inc.
 Bus.-Studio Address Cathedral Bldg.
 Phone Number 5050
 Trans. Loca. 3½ Mi. SE of City
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Meeker
 President, General Mgr. S. W. Townsend
 Sta., Comm. Mgr., Pgm. Dir. A. W. Graham
 Sales Prom. Mgr., Pub. Dir. William Sommer
 Production Director Shirely Kerr
 Chief Engineer Robert Emch

WKPA

NEW KENSINGTON—1940—PBS

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By Allegheny-Kiski Bcstg. Co.
 Business-Studio Address 810 Fifth Ave.
 Phone Number 3534
 Transmitter Location E. Deer Township
 News Service UP

Transcription Serv. Lang-Worth, MacGregor,
 SESAC, M. M. Cole
 Representative Continental Radio Sales
 President C. R. Cooper
 Gen., Comm. Mgr., Pgm. Dir. E. J. Kroen
 Chief Announcer Michael Felack
 Chief Engineer W. W. Neely

WNAR

NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By Norristown Bcstg. Co.
 Bus.-Studio Address 115 W. Main St.
 Phone Number Norristown 8-7600
 Transmitter Location E. Noriton
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service SESAC
 Representative Walker
 Membership NARTB, BAB
 President Farris E. Rahall
 General Manager Joseph A. Pace
 Program Director Buddy Brode
 News Director James N. Nellany
 Chief Engineer Sam Geise
 Consulting Engineer E. C. Page

WKRZ

OIL CITY—1946—MBS-LBS-KBS

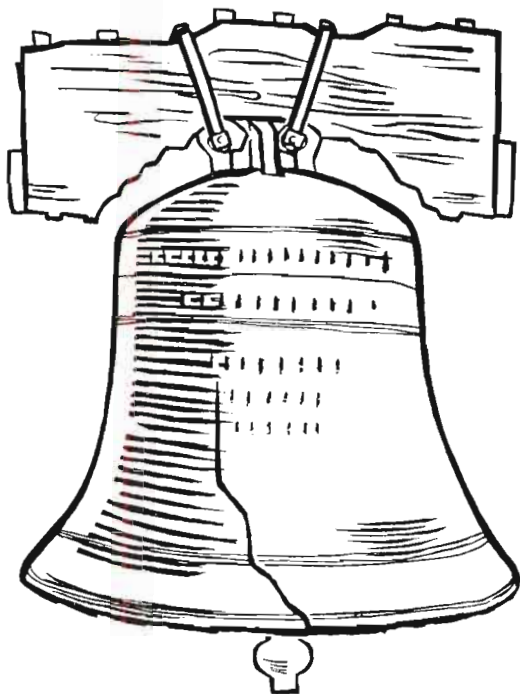
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WKRZ, Inc.
 Business-Studio Address 201 Fair Bldg.
 Phone Number 4-1269
 Transmitter Rich Hill, Cranberry Township
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Kenneth E. Rennekamp
 Commercial Manager Joseph Connor
 Promotion Manager Roland B. Phillips
 News, Pgm. Dir. Richard Thompson
 Chief Engineer Gerald Cushing

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts
 Owned-Oper. By Westinghouse Radio
 Stations, Inc.
 Business-Studio Address 1619 Walnut St.
 Phone Number LOcust 4-3700
 Transmitter Location Whitmarsh
 Air Time 5 a.m.-2 a.m.
 News Service INS, UP
 Transcription Service Associated
 Representative Free & Peters
 President Walter Evans
 Station Manager L. R. Rawlins
 Sales Manager R. H. Teter
 Promotion Manager Paul I. Woodland
 Program Director Gordon Davis
 Chief Engineer I. N. Eney

Philadelphia is proud of **WCAU**, too



WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

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

W C A U

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By. The Philadelphia Bulletin
 Address. Filbert & Juniper Sts.
 Phone Number LOcust 7-7700
 Transmitter Location Moorestown, N. J.
 Air Time Unlimited
 News Service UP, AP
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 Pres., Gen. Mgr. Donald W. Thornburgh
 V.P., Asst. Gen. Mgr. Jos. L. Tinney
 Commercial Manager John S. DeRussy
 Program Director Jos. T. Connolly
 Prom., Pub. Dir. Robert N. Pryor
 News Director Alfred T. Ringler
 Musical Director David Stephens
 V.P., Director of Engr. John G. Leitch
 Farm Editor Amos Kirby

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Max M. Leon, Inc.
 Business-Studio Address. 1211 Chestnut St.
 Phone Number LOcust 7-7400
 Transmitter Location Philadelphia
 News Service AP
 Representative Forjoe
 President Max M. Leon
 Gen., Comm. Mgr. Robert A. Klein
 Program Director Richard H. Booth
 Chief Engineer Frank W. Unterberger

W H A T

PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Independence Bcstg. Co.
 Business-Studio Address. 1505 Walnut St.
 Phone Number RIttenhouse 6-2058
 Transmitter Location Penn Sheraton Hotel
 Air Time 7 a.m.-1:30 a.m.
 News Service AP
 Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Pgm., Pub. Dir. Annette Oroman
 Music., Prod. Dir. Len Stevens
 News Dir., Chief Anncr. Jerry Gaines
 Chief Engineer Arnold Goldman
 Consulting Engineer A. D. Ring Co.

W J M J

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By. Patrick J. Stanton
 Business-Studio Address. St. James Hotel,
 13 & Walnut Sts.
 Phone Number Kingsley 5-7000

Transmitter Location Pennsauken, N. J.
 Air Time Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra, Viola
 Pres., Gen., Sta. Mgr. Patrick J. Stanton
 Comm., Prom. Manager Charles Stahl
 Publicity Director Doug Henson
 Prog. Dir., Chief Announcer. Michael Deegan
 News Director Bob Gallagher
 Chief Engineer Alec Felton Iles
 Consulting Engineer Kear & Kennedy

W P E N

PHILADELPHIA—1929—LBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By. William Penn Bcstg. Co.
 Business-Studio Address. 2212 Walnut St.
 Phone Number LOcust 4-4383
 Transmitter Location Brookhaven Rd. &
 77th St.
 Air Time 24 hrs.
 News Service AP, UP
 Representative William G. Rambeau
 President William Sytk
 Gen., Sta., Comm. Mgr. William B. Caskey
 Program Director Jules Rind
 Prom. Mgr., Prod., Publ. Dir. Sam Elber
 Chief Engineer Charles W. Burtis

A P S E L L S

For Stations and Sponsors —

For instance . . . WFBG

“AP service is tops for
 good programming and easy
 sales. It always gives us top
 ratings.”

JOHN M. SNYDER,
 Managing Director,
 WFBG, Altoona, Pennsylvania

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**WFIL PROMOTION leads the way to
POINT OF SALE**

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- NEWSPAPER ADVERTISING
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- POSTER DISPLAY
- TRANSPORTATION CARDS
- BILLBOARDS
- STUDIO DISPLAY
- MAGAZINE ADVERTISING
- WINDOW STREAMERS
- PUBLICITY SERVICE



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IN 35 FOOD FAIR SUPERMARKETS**
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than 1800 drug stores**

Promotion — Merchandising — Impact
**to shorten the line between your RADIO
ADVERTISING and your SALES schedule**

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The Philadelphia Inquirer Station

Represented by **THE KATZ AGENCY**

ABC AFFILIATE

Where

It

Pays



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35 South 9th Street
Philadelphia 7, Pa.
WALnut 2-6800

Represented Nationally by
Edward Petry & Co., Inc.

5000 Watts . . . *Philadelphia's Pioneer Voice* . . . 610 on the dial

* Courtesy National Cash Register Company

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

Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Edward Petry
 Pres., Gen. Mgr. Benedict Gimbel, Jr.
 Dir. of Sales Ralph Brent
 Program Director Murray Arnold
 Production Director Howard J. Burnett
 Prom. Mgr., Pub. Dir. Edward Wallis
 News Director Samuel Ettinger
 Technical Director Clifford C. Harris

W T E L

PHILADELPHIA—1925

Frequency: 860 Kc. Power: 250 Watts
 Owned-Oper. By. Foulkrod Radio Engineering Co.
 Business-Studio Address. 4312 N. Broad St.
 Phone Number Gladstone 5-1310
 Transmitter Location Rowlandville
 Pres., Pgm. Dir. E. Douglass Hibbs
 General Manager Henry N. Cocker
 Chief Engineer John Field

K D K A

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Oper. By. Westinghouse Radio Stations, Inc.
 Business-Studio Address. Grant Bldg.
 Phone Number Grant 1-4200
 Transmitter Location Allison Pk.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Free & Peters
 President Walter Evans
 Gen. Mgr. Joseph E. Baudino
 Station Manager Robert G. Duffield
 Commercial Manager George D. Tons
 Promotion Manager David N. Lewis
 Program Manager Robert E. White
 Production Director Edward P. Young
 Publicity Manager Lee Curran
 Chief Engineer Theodore C. Kenney

K Q V

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By. Allegheny Bcstg. Corp.
 Bus.-Studio Address. 800 Chamber of Commerce Bldg.
 Phone Number Atlantic 1-9100
 Transmitter Babcock Blvd., Oak Glenn Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 President Earl F. Reed
 Gen., Comm., Prom., Sta. Mgr. J. F. Murray

Pgm., Publ. Director Ed Trageser
 News Director Bill Burns
 Chief Engineer James J. Schultz
 Consulting Engr. Craven, Lohnes & Culver

W C A E

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Bus.-Studio Address. Carlton House
 Phone Number Atlantic 1-6900
 Transmitter Location Baldwin Township
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS
 Transcription Service World
 Representative Katz
 Membership NARTB, BAB
 Pres., General Manager Leonard Kapner
 Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Prom. Mgr., Pub. Dir. Edward Brown
 Production Director John Leban
 Chief Engineer James Greenwood
 Consulting Engineer A. Earl Cullum, Jr.

W J A S

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By. Pittsburgh Radio Supply House, Inc.
 Bus.-Studio Address. 1406 Chamber of Commerce Bldg.
 Phone Number Grant 1-4860
 Transmitter Location 1459 Crane Rd., Greentree
 Air Time 6 a.m.-12:30 a.m.
 News Service Transradio, UP
 Transcription Service Lang-Worth
 Representative Hollingberry
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchheit
 Program Director James M. Hughes
 Production Director Fred R. Davy
 Publicity Director Cal T. Mara
 News Director Henry Dabeco
 Musical Director Lee Kelton
 Chief Engineer Walter W. McCoy
 Consulting Engineer Garrison

W P G H

PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Bus.-Studio Address. 220 N. Highland Ave.
 Phone Number EMerson 1-5000
 Transmitter Location 2500 E. Lane
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 President George M. Harton
 General Manager Howard Lazarus
 Chief Engineer Ralph L. Ketterer

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

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By WPIT, Inc.
 Bus.-Studio Address 211 Smithfield St.
 Phone Number Atlantic 1-1900
 Transmitter Location Mt. Troy Rd.
 Air Time Sunrise-sunset
 News Service UP
 Representative Forjoe
 President John J. Laux
 V.P., Commercial Manager Don Ioset
 Pgm., Prod., News Dir. George Varnum
 Chief Engineer Mike Komichak
 Consulting Engr. George Davis

W W S W

PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By WWSW, Inc.
 Bus.-Studio Address Sheraton Hotel
 Phone Number GRant 1-5200
 Transmitter Location Cemetery Lane,
 Ross Township
 Air Time Unlimited
 News Service UP
 Representative John Blair
 Membership NARTB, BAB
 President, Gen. Manager O. M. Schloss
 Station-Comm. Mgr. Ben W. Muros
 Sales Prom. Mgr. Harold J. Go'dstein
 Chief Engineer Henry R. Kaiser
 Consulting Engineer Glenn D. Gillett

W P A Z

POTTSTOWN—1951

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By Pottstown Bcstg. Co.
 Address 247 High St.
 Phone Number 5000
 News Service UP
 Transcription Service Thesaurus
 Representative Rambeau
 General Manager Herbert Scott
 Sales Manager Clifford M. Chafey
 Chief Engineer Ralph E. P. Mellon

W P A M

**POTTSVILLE—1947—MBS
 QUAKER**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Miners Bcstg. Serv., Inc.
 Bus.-Studio Address 106 S. Centre St.
 Phone Number Pottsville 5050
 Transmitter Location Lawton's Hill
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Everett-McKinney

Membership NARTB, BAB
 President Joseph L. Maguire
 Comm., Gen., Sta. Mgr. Louis H. Murray
 Sales Promotion Manager Bud Angst
 Production Director Horace Richards
 Chief Engineer Milton Seltzer
 Consulting Engineer George C. Davis

W P P A

POTTSVILLE—1946—LBS

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Pottsville Bcstg. Co.
 Bus.-Studio Address 8 So. Second St.
 Phone Number Pottsville 1744
 Transmitter Location Bull's Head
 News Service AP
 Transcription Service World
 Membership NARTB
 Owner, Gen. Mgr. A. V. Tidmore
 Commercial Manager Ralph L. Price, Jr.
 Farm Editor, Pgm. Dir. Edward Romance
 Chief Engineer A. V. Tidmore

W E E U

**READING—1932
 ABC—QUAKER**

Frequency: 850 Kc. Power: 1000 Watts
 Owned By Reading Eagle Co.
 Business-Studio Address 431 Penn St.
 Phone Number 7335
 Transmitter Township Spring Township
 Air Time 6:15 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NARTB, BAB
 President Hawley Quier
 Gen., Sta. Mgr. Thomas Martin
 Commercial Manager K. Richard Creitz
 Prom. Mgr. Nan Heckman
 Farm Edit., Prod., Pgm. Dir. George Carroll
 Chief Engineer Harold Schearer
 Consulting Engineer Everett Dillard

W H U M

READING—1946—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Radio Corp.
 Business-Studio Address Berkshire Hotel
 Phone Number Reading 4-4805
 Transmitter Location Old Wyomissing Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Representative H.R. Reps.
 Pres., Gen., Sta. Mgr. Humboldt J. Greig
 Commercial Manager Richard G. Fichthorn
 Production Director Arthur W. Heim
 Program Director Alan Lane

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

Chief Engineer.....Joseph McCormack
 Consulting Engineer.....A. Earl Cullum, Jr.

W R A W READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Reading Bcstg. Co., Inc.
 Business-Studio Address.....19 N. Fifth St.
 Phone Number.....Reading 7173
 Transmitter Location.....6th & Penn Sts.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....Raymond A. Gaul
 Natl. Sales Mgr.....J. Robert Gulick
 Program Director.....Frank Voss
 Technical Director.....J. E. Mathiot

W G C B RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Rev. John M. Norris
 Address.....Delta Rd.
 Transcription Service.....SESAC
 News Service.....UP
 President.....Rev. John M. Norris
 Station Manager.....John H. Norris
 Commercial Manager.....Vincent A. Freeman
 Program Director.....Stanley D. Deppen
 Chief Engineer.....M. F. McDowell
 Traffic Manager.....Sarah E. Kitchen

W R Y O ROCHESTER—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Beaver Valley Radio, Inc.
 Address Trans. Loca.....Cleveland Ave.
 Phone Number.....Roch. 4660
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....Michael Baker, Jr.
 Gen., Sta., Comm. Mgr.....David R. Burkhardt
 Pgm., Prod., Publ. Dir.....Lois M. Huey
 Chief Engineer.....Philip R. Hurlbut
 Consulting Engineer.....E. E. McCosbe

W K B I ST. MARYS—1950—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elk Cameron Bcstg. Co.
 Address.....41 Erie Ave.
 Phone Number.....2321
 Transcription Service.....Standard
 News Service.....AP
 Co-Partners.....K. E. Rennekamp,
 C. H. Simpson

General Manager.....C. H. Simpson
 Commercial Manager.....George A. Clark
 Program Director.....John A. Fay
 Promotion Manager.....R. H. Knouse
 Chief Engineer.....Galen D. Castlebury
 News Director.....Gautney & Ray

W A T S SAYRE—1950—KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Thompson K. Cassel
 Address.....110 N. Elmer Ave.
 Phone.....Tally 0961
 Transcription Service.....Thesaurus, World
 News Service.....UP
 Owner.....T. K. Cassel
 Station Manager.....Shaun F. Murphy
 Program Director.....Richard Buzzerd
 Prom. Mgr., News Dir.....Stan Hinden
 Chief Engineer.....Benjamin A. Franklin

W A R M SCRANTON—1940—ABC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Union Bdcst. Co.
 Address.....Bowman Bldg.
 Phone Number.....4-1148
 Transmitter Location.....Falls Twp.
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Representative.....Hollingbery Co.
 Transcription Service.....Thesaurus
 President.....Martin F. Memolo
 Gen., Sta. Manager.....William M. Dawson
 Sales Prom. Mgr., Pub. Dir.....Mary Lynott
 Program Director.....Joseph H. Salsburg
 Chief Announcer.....Arthur Bolin
 Chief Engineer.....Roswell J. Parker

W G B I SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business-Studio Address...1000 Wyoming Ave.
 Phone Number.....2-0296
 Transmitter Location.....223 Davis St.
 Air Time.....6 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NARTB
 President.....Mrs. M. E. Megargee
 Vice-President.....Mrs. Douglas Holcomb
 Gen., Comm., Sales Prom. Mgr.
 George D. Coleman
 Station Manager.....Robert E. McDowell
 Program Director.....Frank Monaghan
 Chief Engineer.....Kenneth R. Cooke

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

WQAN

SCRANTON—1923

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By The Scranton Times
 Address Trans. Loca. 149 Penn Ave.
 Phone Number 5151
 Air Time Sunrise-Sunset
 News Service UP, AP
 Trans. Serv. Standard, Associated, SESAC
 Representative The Bolling Co.
 Membership NARTB, BAB
 Owners Eliz. R. Lynett & Edward J. Lynett
 Gen., Sta., Comm. Mgr. Cecil Woodland
 Program Director Robert R. Flanagan
 News Director William Cullen, Jr.
 Chief Engineer John P. McGoldrick

WSCR

SCRANTON—1947—NBC

Frequency: 1320 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Lackawanna Valley Bcstg.
 Co.
 Business-Studio Address 116 Adams Ave.
 Phone Number 5242
 Transmitter Location Keyser Ave.
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Pres., Gen., Comm. Mgr. David M. Baltimore
 Program Director Barry Sherman
 Chief Announcer Mike Woloson
 News Director Bob McHale
 Chief Engineer Willard Shimski

WISL

**SHAMOKIN—1948—MBS
 QUAKER**

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Anthracite, Inc.
 Bus.-Studio Address Rock & Sunbury Sts.
 Phone Number 2650
 Transmitter Location Coal Township
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 President Henry W. Lark
 General Manager Charles R. Petrie
 Program Director Dick Owen
 Chief Engineer Bernard Marshall
 Consulting Engineer Weldon & Carr

WPIC

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.

Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location Pine Hollow Blvd.
 News Service UP
 Transcription Service Associated, Capitol,
 World
 Representative Adam J. Young, Jr.
 Pres., Gen. Mgr. John Fahnlne, Jr.
 Program Director Marc McCulloch
 Production Director Harold E. Smith
 Publicity Director Evelyn L. Keller
 Chief Engineer A. C. Heck

WVSC

SOMERSET—1951

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Somerset Bcstg. Co.
 Address P. O. Box 231
 Phone Number 4186
 News Service UP
 Transcription Service Standard
 Gen., Comm. Mgr. T. H. Oppegard
 Program Director Ernest E. Mark
 Chief Engr., Sta. Mgr. Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstrs., Inc.
 Bus.-Studio Address P. O. Box 888
 News Service AP
 Transcription Service World
 President R. J. Kennard
 General Manager Alethea Mattern Ulerich
 Commercial Manager Miriam Krebs
 Program, News Director John Pfeil
 Chief Engineer Douglas Beman

WPPO

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.
 Owned-Operated By Pocono Bcstg., Inc.
 Business-Studio Address 578 Main St.
 Phone Number Stroudsburg 1102
 Transmitter Location Godfrey's Ridge
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Associated
 Representative Radio Reps.
 President James H. Ottaway
 General Manager Merle C. Ostrom
 Station Manager Elton Hall
 Managing Director Francis H. Brinkley
 Program Director Joseph Webster
 Chief Engineer Ernest Transue

WKOK

**SUNBURY—1933—ABC
 QUAKER**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter 1150 N. Front St.

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

Phone Number.....Sunbury 1325-6
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 President.....Harry H. Haddon
 Gen., Sta. Manager.....Homer R. Smith
 Commercial Manager.....W. Robert Trevitt
 Program Director.....Michael J. Kane
 Publicity Director.....Nelson Futch
 Chief Announcer.....Jerry Moore
 Chief Engineer.....John W. Keller

W M B S UNIONTOWN—1937 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Fayette Bdcstg. Corp.
 Address.....F. T. & T. Bldg.
 Phone Number.....8-3900, 8-3909
 Transmitter Location.....Burgess Field
 Air Time.....7 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Meeker Asso., Inc.
 Pres., Gen. Mgr.....J. C. Burwell
 Sta., Comm. Mgr.....H. C. Burwell
 Sales Promotion Manager.....Ed Hamlyn
 Mus., Pgm. Dir., Chf. Anncr. C. H. Underwood
 Prod., Pub. Dir.....Ed Hamlyn
 News Director.....James Gismondi
 Chief Engineer.....Thomas Kikta
 Farm Editor.....Rex Carter
 Consulting Engineer.....George C. Davis

W N A E WARREN—1946—MBS

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N. Allegheny Bdcstg. Co.
 Address.....Second Avenue
 Phone Number.....3033
 Transmitter Location.....Warren-Kinzua Rd.
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....A. David Potter, Jr.
 Commercial Manager.....James W. Potter
 Program Director.....W. LeRoy Schneck
 Chief Engineer.....Homer M. Haines
 News Director.....Charles Tranter

W J P A WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Washington Bcstg. Co.
 Bus. Address.....George Washington Hotel
 Phone Number.....4870
 News Service.....UP
 Transcription Service.....World
 Representative.....Joseph Hershey McGillvra
 President.....William S. Yard
 General Manager.....A. Boyd Siegel

Commercial Mgr.....Peter Stanton
 Chief Engineer.....H. E. Cooper

W B A X WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Business-Studio Address.....85 W. Union St.
 Phone Number.....3-0196
 Transmitter Location...Route 11, Edwardsville
 Borough
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Burn-Smith
 President.....John H. Stenger, Jr.
 General Manager.....John H. Stenger, III
 Program Director.....Ed Kuzma
 Chief Announcer.....John Foster
 Chief Engineer.....John H. Stenger, Jr.
 Asst. Chief Engr.....Milan J. Krupa
 Farm Editor.....Jim Hutchison

W B R E WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Louis G. Baltimore
 Bus.-Studio Address.....62 S. Franklin St.
 Phone Number.....3-3101
 Transmitter Location.....Kingston
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Louis G. Baltimore
 Prom., Gen. Mgr.....David M. Baltimore
 Commercial Mgr.....A. C. Baltimore
 Program Director.....Franklin D. Coslett
 Musical Director.....Louis Savitt
 Chief Engineer.....Charles Sakoski, Sr.
 Consulting Engineer.....Millard Garrison

W I L K WILKES-BARRE—1946 ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By...Wyoming Valley Bcstg. Co.
 Bus.-Studio Address.....88 No. Franklin St.
 Phone Number.....4-4666
 Transmitter Location...Breslau, Hanover Twp.
 Air Time.....6 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Avery-Knodel
 President.....Dr. I. C. Morgan
 General Manager.....Roy E. Morgan
 Station Mgr.....Thomas P. Shelburne
 Commercial Manager.....Jerry Butler
 Program Director.....Hal Berg
 Chief Announcer.....Charles Whittier
 Chief Engineer.....Theodore French
 Consulting Engineer.....John Creutz

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

W L Y C

WILLIAMSPORT—1951

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By: Lycoming Bcstg. Co.
 Address: 331 Pine St.
 Phone Number: 24676
 News Service: AP
 Transcription Service: Thesaurus
 President: J. T. Keliher
 Gen., Prom. Mgr., News Dir.: Richard W. Bower
 Commercial Manager: John Spicer
 Program Director: Vern Hester
 Chief Engineer: Kenneth Calahan

W R A K

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: WRAC, Inc.
 Address: 244 West 4th St.
 Phone Number: 2-6116
 Transmitter Location: 1561 W. 4th St.
 Air Time: 6:30 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Everett McKinney
 Membership: NARTB, BAB
 President: E. M. Case
 General Manager: George E. Joy

Treasurer: W. Van Person
 Comm. Mgr., Music Dir.: J. Wright Mackey
 Pgm. Mgr., Chief Anncr.: Leon E. Kelly
 Program Director: Marian E. Antes
 Prod. Mgr., News Dir.: Irving A. Berndt, Jr.
 Promotion Manager: Everett W. Rubendall
 Chief Engineer: Glen L. Sherman
 Consulting Engineer: George Davis

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Williamsport Radio Bcstg.
 Assoc., Inc.
 Address: 330 Government Pl.
 Phone Number: 7119
 Transmitter: So. Williamsport
 Air Time: 6:30 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: World
 Representative: Burn-Smith
 Membership: NARTB, BAB
 President: Harry J. W. Kiessling
 General Manager: Woodrow W. Ott
 Commercial Manager: J. David Fleming
 Program Director: Louis C. Cate
 News Director: Ted Forman
 Musical Director: Will Moyle
 Chief Engineer: Carl Steinbacher
 Consulting Engineer: Russell May

IN NORTH CENTRAL PENNA.



The right combination for a
 REAL selling campaign in the
 Williamsport market.

NATIONAL REPRESENTATIVE
 EVERETT-McKINNEY, INC.
 NEW YORK · CHICAGO

Since 1930, The Pioneer Broadcasters in Williamsport

. . . **PENNSYLVANIA** . . .

W N O W

YORK—1948—LBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Helm Coal Co.
 Business-Studio Address 25 S. Duke St.
 Phone Number 8-2911-8-2952
 Transmitter Location R. D. 5
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 General Manager Lowell W. Williams
 Commercial Manager John O. Border
 News Director Albert Gladding
 Program Director H. E. Daugherty
 Sales Promotion Manager Edwin L. Fay
 Chief Engineer Willis N. Weaver
 Consulting Engineer John Mullaney

News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Station Executive Clair R. McCollough
 General Manager Leroy K. Strine
 Natl. Sales Mgr. J. Robert Gullick
 Program Director James R. Wilson
 Technical Director J. E. Mathiot

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Susquehanna Bdctsg. Co.
 Address R. D. 5
 Phone Number 82676 - 81308
 Transmitter Location York, R. D. 5
 Air Time 5:55 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 Membership NARTB, BAB
 President Louis J. Appell
 General Manager Walter J. Rothensies
 Comm. Sales Prom. Mgr. Philip K. Eberly
 Program Director Otis B. Morse
 Chief Engineer Llewellyn Jones
 Consulting Engr. George Davis

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By York Bcstg. Co.
 Business-Studio Address 13 S. Beaver St.
 Phone Number 6629

AP SELLS

For Stations and Sponsors —

For instance . . . WEDO

“AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent.”

EDWARD J. HIRSHBERG,
 President,
 WEDO, McKeesport, Pa.

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs — programs designed for PRIMARY listening attention. Important because — listeners who really LISTEN, are buyers who really BUY!

more

New Englanders

listen to WPRO

than any other

Rhode Island

station.

**to reach the
most buyers,**

BUY BASIC..



WPRO AM
& FM

PROVIDENCE • 630 KC • 5000 W

REPRESENTED BY RAYMER

RHODE ISLAND

Pop. April 1, 1952 (Est.) 821,000—Total Housing Units 244,784
Families April 1, 1952 (Est.) 221,000—Stations in State 11

WRJM

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By The Aquidneck Bcstg. Corp.
Business-Studio Address 172 Thames St.
Phone Number 4673
Transmitter Location Middletown
Air Time 7:15 a.m.—Sunset
News Service AP
Transcription Service Associated World
Representative Deveny & Co.
President Columbus O'Donnell
Gen. Mgr., Pgm. Dir., Chief Engr.
Warren G. Clement

WPAW

PAWTUCKET—1949—KBS

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By Roger Williams Bcstg. Co.
Address 34 N. Union St.
Phone Number 5-900U
Transcription Service MacGregor
News Service UP
Manager Dominick Hysko
Gen., Comm. Mgr. Allen Jones
Program Director Paul Garnett
Publicity Director Henrietta Brazeau
Chief Engineer John Costa
Consulting Engineer Jim Bonney

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Narragansett Bay B. Co.
Address 1111 N. Main St.
Phone Number Jackson 1-6565
Trans. Loca. Bold Pt. E. Providence
Air Time Sunrise-Sunset
News Service UP
Pres., Gen. Mgr. Louis A. R. Pieri
Sta. Mgr., Pgm. Dir. John C. Martin
Publicity Director George Patrick Duffy
Chief Engineer George Arabak

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Yankee Network, Div. of
Thomas S. Lee Entr., Inc.
Business-Studio Address Crown Hotel
Phone Number Temple 1-0800
Transmitter Location E. Providence
Air Time 5:30 a.m.—1 a.m. (8 a.m.—M. Sun.)
News Service AP

Transcription Service Associated
Representative H-R Reprs.
President William O'Neil
Gen., Sta., Comm. Mgr. Mowry Lowe
Prog.-Prod.-Pub. Dir. Donald Morton
Chief Engineer Henry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Intercity Bcstg. Co.
Business-Studio Address 144 Westminister St.
Phone Number Union 1-4211
Transmitter Location Eastern Ave.,
E. Providence
Air Time 6 a.m.—6 p.m.
News Service AP
Representative Headley-Reed
President, Gen.-Sta. Mgr. Robert T. Engles
Program Director C. George Taylor
News, Prod. Dir., Chief Anncr.
Bruce Williamson
Chief Engineer Carroll Philbrook

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned Providence Journal Co.
Address 75 Fountain St.
Phone Number Dexter 1-0600
Transmitter Location Lincoln
Air Time 6 a.m.—M.
News Service AP, UP
Transcription Service World, Standard
Station Representative Avery-Knodel
Membership NARTB, BAB
President George P. Metcalf
General Manager H. William Koster
Sales Promotion Manager Arthur E. Lathrop
Program Director Harmon H. Hyde
Publicity Director Clifford A. Shaw
News Director Harry V. McKenna
Chief Engineer George W. Sharpe
Consulting Engineer Jansky & Bailey

WPRO

PROVIDENCE—1924—CBS-NEMMG

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Cherry & Webb Bcstg. Co.
Bus-Stud. Add. 24 Mason St., WPRO Bldg.
Phone Number Plantations 1-9776
Transmitter Location E. Providence
Air Time 5:30 a.m.—12:05 a.m.
News Service AP, UP
Transcription Service Thesaurus, Lang-Worth

RHODE ISLAND — SOUTH CAROLINA

Representative.....Paul H. Raymer
 Membership.....NARTB, BAB
 President.....William S. Cherry, Jr.
 General-Comm Mgr.....Arnold F. Schoen, Jr.
 Program Director.....John A. Owen
 Chief Engineer.....John V. Ferri
 Consulting Engineer.....James V. McNary

News Service.....UP
 Transcription Service.....Associated
 Representative.....ForJoe
 President.....Frank Rao
 General Manager.....Nicholas Ruggieri
 Pgm. Dir., Chief Anncr.....Don Rogers
 Chief Engineer.....Richard Buckley

W J A R

PROVIDENCE—1922—NBC

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address.....176 Weybosset St.
 Phone Number.....Gaspee 1-8521
 Transmitter Location.....Wampanoag Trail,
 E. Providence
 Air Time.....6 a.m.-12:05 a.m.
 Transcription Service.....World
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 Vice Pres., Treas.....George O. Griffith
 General Mgr.....John J. Boyle
 Sales, Program Director.....Sothorn Abbott
 News Director.....Ben Boyden
 Chief Engineer.....Thomas C. J. Prior

W R I B

PROVIDENCE—1947—LBS

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....R. I. Bcstg. Co.
 Bus.-Studio Address.....Narragansett Hotel
 Phone Number.....Union 1-4512
 Transmitter Location.....Water St., E. Providence
 Air Time.....Sunrise-local sunset

W E R I

WESTERLY—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned Oper. By.....Radio Westerly, Inc.
 Address.....34 Main St.
 Phone Number.....2263
 Transmitter Location.....Margin St.
 Air Time.....14½ hrs.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Colten, Bannon
 President.....Richard G. Moore
 General Manager.....Warren M. Greenwood
 Program Director.....Brud Warren
 Chief Engineer.....Stanley Brown

W W O N

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woonsocket Bcstg. Co.
 Business-Studio Address.....99 Main St.
 Phone Number.....1240
 Transmitter Location.....Getchell Ave.
 News Service.....AP
 Transcription Service.....World
 President.....Millicent S. Palmer
 Station Manager.....Mitchell F. Stanley

SOUTH CAROLINA

Pop. April 1, 1952 (Est.) 2,180,000—Total Housing Units 559,203
Families April 1, 1952 (Est.) 522,000—Stations in State 46

W A K N

AIKEN—1951

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 News Service.....AP
 President.....B. T. Whitmire
 Vice-Pres.....Jack Younts
 Vice-Pres.....J. P. Williamson
 Secy.-Treas., Managing Dir.....John Mare
 Chief Engineer.....W. W. Prim

W A I M

**ANDERSON—1935—CBS
PALMETTO NET**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Address-Trans. Loca.....1 Martin St.

Phone Number.....3800-1-2
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....INS
 Transcription Service.....World
 Representative.....Burn-Smith, Dora—Clayton
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Prom., Comm. Mgr.....G. P. Brown
 Program Director.....Ray Barath
 Chief Engineer.....H. B. Greene
 Consulting Engr.....George C. Davis

W A N S

ANDERSON—1949—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Carolina Bcstrs.
 Address.....Box 211
 News Service.....UP

SOUTH CAROLINA

Pres., Gen., Sta. Mgr. C. R. Johnson
 Commercial Manager Richard Warner
 Sales Promotion Manager Robert Fant
 Pgm., Prod. Director Carroll Lee
 Publicity Director Paula J. Wright
 Chief Engineer Alfred W. Pratt
 Consulting Engineer Robert Silliman

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By Bennettsville Bcstg. Co.
 Business-Studio Address Box 639
 Phone Number 1080
 Transmitter Location Hamlet Hway. 38
 News Service AP
 Representative Joseph Hershey McGillvra
 President John W. Orvin
 Gen., Sta. Mgr. Malcolm A. Young
 Program Director Ervin Melton
 Chief Engineer John Gronert
 Consulting Engr. William E. Bennis

WACA

CAMDEN—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcstg. Co.
 Address Camden
 Phone Number 80
 Transmitter 4 Mi. E. of City
 News Service UP
 Transcription Service Capitol
 President Haygood S. Bowden
 Gen. Comm. Mgr. Tom Richards
 News, Farm, Pgm. Dir. Chuck Ballard
 Chief Engineer Frank Richardson

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By WCSC, Inc.
 Address Francis Marion Hotel
 Phone Number 7611
 Transmitter Location Eagles Nest
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Free & Peters
 Membership NARTE, BAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Pgm., Pub. Dir Russell Long
 Publicity Director Alma D. Davis
 Copy Chief Alma D. Davis
 News Director Robert Truere
 Musical Director Bob Tamblyn
 Chief Engr., Cons. Engr. Wilbur Albee
 Traffic Manager Annie Laurie Quarterman

WHAN

CHARLESTON—1947—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address Box 183
 Phone Number 3-1643
 Transmitter Location St. Andrew's Parish
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 President S. Lewis Johnson
 Acting Manager Traynor Ferillo
 Program Director Traynor Ferillo
 Chief Engineer William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By George G. Weiss
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Transmitter Location Windemere
 News Service UP
 Transcription Service Thesaurus
 Representative Clayton, Pearson
 Gen., Sta. Mgr. Laurens P. Moore
 Commercial Manager Robert T. Christle

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone Number 2-2961
 Transmitter Location St. Andrew's Parish
 Air Time 6:00 a.m.—12:50 a.m.
 News Service AP
 Transcription Service Associated
 Representative John Blair
 Membership NARTB, BAB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Comm. Mgr. Grange S. Cuthbert, Jr.
 Publicity Director Kay Martin
 Pgm., Prod. Director Vernon M. Bushong
 News Dir., Chief Ann. Garry Morrison
 Chief Engineer Gordon Knight

WUSN

CHARLESTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Bus.-Studio-Trans. Address 42 Tenth St.
 Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.-M.
 Representative Radio Reps.
 Pres., Gen., Sta., Comm. Mgr.
 J. Drayton Hastie
 Promotion Manager Ben Hutto
 Program Director Henry Hoppe

SOUTH CAROLINA

Chief Announcer Bill Ward
 News Director Charles Allen
 Chief Engineer Walter Nelson
 Consulting Engineer Gautney & Ray

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bcstg. Co.
 Address 128 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Transmitter Location Harris Street
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 President A. B. Craig
 General Mgr. M. J. Craig
 Comm., Prom. Mgr. D. A. Phillips
 Sta. Mgr., Prod., Music, Pgm. Dir.

Arthur Cornwall
 Prod., Pub. Dir. James Kennedy
 Chief Engineer Vernon Cameron
 Consulting Engineer M. J. Craig

W C O S

COLUMBIA—1939—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Business-Studio Address 1202 Main St.
 Phone Number 2-5601
 Trans. Location 2806 Edgewood Rd.
 Air Time 6 a.m.-12:30 a.m. (Mon.-Sat.)
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 President E. D. Black
 General-Station Manager James W. Hicks
 Commercial Manager Law Epps
 Pgm., Prod., Pub. Dir. Stewart Spencere
 Chief Engineer Robert D. Lambert, Jr.
 Consulting Engr. George C. Davis

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Transmitter Location Bluff Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun Hipp
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig
 Local Sales Mgr. W. Miller Montgomery
 Prom.-Pub. Manager Steve Libby
 Program Director Frank Harden
 Chief Engineer Herbert G. Eidson, Jr.
 Consulting Engr. Jansky & Bailey

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Marseco Bcstg. Corp.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Lexington County
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative H.R. Representatives
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr.

C. Wallace Martin
 Chief Announcer Tom Burgess
 Pub., Prod., Pgm. Dir. Grenville Seibels
 Chief Engineer John C. Cosby
 Consulting Engr. Millard M. Garrison

W N O K

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address Hotel Jefferson, Box 5307
 Phone Number 39401
 News Service AP
 Representative Walker
 Membership BAB
 General Manager H. Moody McElveen
 Commercial Manager W. C. Bochman
 Chief Engineer Don Willoughby
 Consulting Engineer Kear & Kennedy

W L A T

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Coastal Bcstg. Co.
 Business-Studio Address P. O. Box 497
 Phone Number 340
 Transmitter Location U. S. Hwy. 701, 1/4
 Mi. N.W. Center of City
 Representative Joseph Hershey McGillvra

W D S C

DILLON—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Border Bcstg. Co., Inc.
 Business-Studio Address 3. Mi. S. of Dillon
 Phone Number 470-1
 Transmitter Location U. S. Hwy. 301, 3/4
 Mi. S. of Dillon
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President L. B. Hyman
 Gen., Sta., Sales Prom. Mgr. Joseph Martin
 Commercial Manager Adelaide C. Monroe
 Pgm., Prod. Dir. J. E. Murff, Jr.
 Chief Engineer Chris. Stromberg
 Consulting Engr. McNary & Wrathall

SOUTH CAROLINA

W E L P

EASLEY—1951—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By. Pickens County Bcstg. Co.
 Address Box 522
 Phone Number 9388
 Transcription Service Capitol
 News Service AP
 President J. Lake Williams
 Vice-Pres. Joel N. Hinton
 General Manager Robert O. Moran
 Commercial Manager Cleatus Brazzell
 Program Director William D. Grove
 Chief Engineer Ben A. Jones Jr.

W J M X

FLORENCE—1947—ABC

Frequency: 970 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By. Atlantic Bcstg. Co., Inc.
 Business Address P. O. Box 1211
 Phone Number 6351
 Studio-Transmitter Location Darlington Hwy.
 Air Time Full Time
 News Service AP
 Transcription Service World, Capital
 Representative Walker
 President Eugene E. Stone
 Gen., Sta. Mgr. Paul H. Benson, Jr.
 Program Director Sam I. Latimer
 Chief Engineer Frank Jenne
 Consulting Engineer Craven, Lohnes & Culver

W O L S

FLORENCE—1937—KBS—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Florence Bcstg. Co., Inc.
 Business-Studio Address 151 S. Dargan St.
 Phone Number 3271-2
 Transmitter Location 1 Mi. NE City
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen.-Station Mgr. Melvin Purvis
 Comm., Sales Prom. Mgr. A. P. Skinner
 Pgm., Prod., Pub. Dir., Chief Anncr. J. Putnam
 Chief Engineer W. A. Pritchett
 Consulting Engr. Comm. Rad. & Equip. Co.

W F G N

GAFFNEY—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By. Cherokee Radio Co., Inc.
 Address P. O. Box 759
 Phone Number 4795-6
 Trans. Loca. Leadmine Rd.
 News Service UP
 Transcription Service Lang-Worth
 President A. Ray Godshall

Gen. Mgr., News Dir. Morton E. Green
 Commercial Manager Velve Wilder
 Program Director E. Parrott
 Prom. Manager V. Gertz
 Chief Engineer Albert Katool

W G T N

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Georgetown Bcstg. Co.
 Address, Trans. Loc. 216 Fraser St.
 Phone Number 621
 President Dr. John T. Assey, Jr.
 General Manager J. B. Delzell

W A K E

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Piedmont Bcstg. Co., Inc.
 Address 400 Mayberry St.
 Phone Number 5-7406
 News Service INS
 President V. D. Ramseur
 General Manager J. S. Ayers
 Chief Engineer H. A. Morris
 Consulting Engr. Palmer Greer

W E S C

GREENVILLE—1947—LBS

Frequency: 660 Kc. Power: 5000 Watts d.
 Owned-Operated By. Greenville Bcstg. Co.
 Business-Studio Address 1 College St.
 Phone Number 2-8241
 Transmitter Location Farris Bridge Rd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker, Keller
 President (Mrs.) Scott Russell
 Commercial Manager Gordan Anderson
 Gen., Sta. Manager W. Ennis Bray
 Program Director David Moss
 Chief Engineer F. B. Bailey
 Consulting Engr. George C. Davis

W F B C

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By. Greenville News Piedmont
 Co.
 Business-Studio Address Poinsett Hotel
 Phone Number 2-7616-7
 Transmitter Location Ghantt
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 President B. H. Peace, Jr.
 General Manager B. T. Whitmire
 Commercial Mgr. R. Q. Glass, Jr.

SOUTH CAROLINA

Sales Prom. Manager..... P. H. Chapman
 Program Director..... Newton S. Smyth
 Chief Announcer..... Norvin Duncan
 Publicity Director..... P. H. Chapman
 Chief Engineer..... William Garrison
 Consulting Engineer..... A. D. Ring & Co.

W M R C

GREENVILLE—1940—ABC

Frequency: 1440 Kc..... Power: 5000 Watts
 Owned-Operated By..... Textile Bcstg. Co.
 Bus.-Studio Address... Box 1499, Prevost Bldg.
 Phone Number..... 3-2751
 Transmitter Location..... White Horse Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World
 Representative..... Weed & Co.
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... R. A. Jolley, Sr.
 Prom., Comm. Mgr..... Kenneth C. Willson
 Prod., Pgm. Dir..... William T. Arrington
 Chief Announcer..... James D. Simpson, Jr.
 News Director..... Claude E. Freeman
 Chief Engineer..... George D. Tate
 Consulting Engr..... Robert M. Silliman

W M U U

GREENVILLE—1949

Frequency: 1260 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Bob Jones Univ.
 Address..... Greenville
 Phone Number..... 2-6711
 Transmitter Location..... Piney Mt.
 Air Time..... 5 a.m.-Local Sunset
 News Service..... Ins
 Transcription Service..... SESAC, Associated
 Membership..... NARTB, BAB
 President..... Dr. Bob Jones, Jr.
 General Manager..... R. K. Johnson
 Sta. Mgr., Pgm. Dir..... Jim Ryerson
 Commercial Manager..... Marvin R. Steffins
 Sales Promotion Manager..... Robert J. Vrzal
 Production Director..... Ben Cummings
 Pub., News Director..... Elmer Rumminger
 Chief Announcer..... Dave Yearick
 Musical Director..... Mrs. Elmer Rumminger
 Chief Engineer..... Don C. Smith

W C R S

GREENWOOD—1941—NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Grenco, Inc.
 Phone Number..... 4300
 Studio-Transmitter Location..... Willson St.
 News Service..... AP
 Transcription Service..... Standard, Lang-Worth
 President..... Douglas Featherstone
 General Manager..... Dan Crosland

Commercial Manager..... Ralph Norman
 Program Director..... Randy Davidson
 Chief Engineer..... Charlie Sparks

W E A B

GREER—1949

Frequency: 800 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Greer Bcstg. Co.
 Address..... Jones Rd.
 Phone Number..... 1057-8
 Air Time..... Daylight
 News Service..... UP
 Transcription Service..... Lang-Worth
 Pres., Gen. Mgr..... E. A. Burch
 Comm., Sales Prom. Mgr..... Chester Munson
 Program Director..... Vernon Fox
 Chief Engineer..... Joe Cole
 Consulting Engineer..... Palmer E. Greer

W H S C

HARTSVILLE—1946—MBS-LBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Hartsville Bcstg. Co., Inc.
 Business-Studio Address..... 1306 College Ave.
 Phone Number..... 1450
 Transmitter Location..... 1 Mi. S. of Hartsville on
 Hway. 15-A
 Air Time..... 6:55 a.m.-11:15 p.m.
 News Service..... AP
 Representative..... McGillvra
 Transcription Service..... Capitol
 President..... Charles H. Campbell
 Gen. Mgr., News Dir..... Raymond Caddell
 Commercial Manager..... Gerald Quick
 Farm Ed., Pgm. Dir..... Ernest Stokes
 Publicity Director..... Eleanor F. Williamson
 Chief Engineer..... Donald A. Brienen
 Musical Director..... David Rogers

W D K D

KINGSTREE—1949

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Palmetto Bcstg. Co.
 Address..... Kingstree
 Phone Number..... 6761
 Transmitter Location..... Hway. 52
 News Service..... AP
 Transcription Service..... Lang-Worth, World
 Partners..... M. L. Few, E. G. Robinson, Jr.
 Chief Engineer..... D. H. I. Owens

W L C M

LANCASTER—1951

Frequency: 1360 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Arthur Wilson Davis
 Address..... 103 S. Catawba St.

W L B G

LAURENS—1948—KBS

Frequency: 860 Kc..... Power: 250 Watts d.
 Owned-Operated By..... WLBG, Inc.

WSNW

SENECA—1949—KBS-LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By Blue Ridge Bcstg. Co., Inc.
Address Seneca
Phone Number 8234
News Service UP
Transcription Service Lang-Worth, SESAC
Pres., Gen. Mgr. J. A. Gallimore
Program Director Virginia F. Gallimore

WORD

SPARTANBURG—1940—ABC

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By The Spartan Radiocstg. Co.
Business-Studio Address 291 E. Main St.
Phone Number 3-2711
Transmitter Location White Ave.
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Thesaurus
Representative Hollingsberry
Membership NARTB
President Walter J. Brown
General Manager John W. Kirkpatrick
News Director James Hobby
Chief Engineer Clyde J. Burdette

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Beasting. Co. of the So.
Business-Studio Address 224 E. Main St.
Phone Number 33621
Transmitter Location Route 7
News Service UP
Air Time 19 hrs., 5 min.
Transcription Service Standard
Representative John Blair
Membership NARTB, BAB
Station Manager Roger A. Shaffer
Commercial Manager Guy Vaughan, Jr.
Prom. Mgr., News Dir. Thomas J. Fleming
Program Director Ed McGrath
Chief Engineer H. R. Beckholt

WFIG

SUMTER—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WFIG, Inc.
Business-Studio Address Radio Center Bldg.
Phone Number 1340
Transmitter 1 Mi. E. of Sumter on Hwy. 76
News Service UP
Transcription Service World
Representative Joseph Hershey McGillvra
President Fulton B. Creech
Gen., Sta. Mgr. T. Doug Youngblood
Commercial Mgr. William H. Moore, Jr.
News, Pgm. Dir. Paul Reidy
Production Director John Sherman
Chief Engineer James L. Williams
Farm Editor T. O. Bowen

WBCU

UNION—1949—MBS

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Oper. By Union-Carolina Brcstg. Co.
Address 210 East Main St.
Phone Number 1200
Transmitter Location 3 Mi. N.W. of Union
Air Time 6:00 a.m. to 12:00 M.
Transcription Service Thesaurus
Station Repr. Continental
Pres., Gen. Mgr. E. H. Hughes
Prog., Prod. Dir. Marilyn F. Scruggs
Sales Prom. Mgr., Chief Ann. C. P. Stribling
News, Pub. Dir. Harry Doggette
Chief Engineer T. W. Weathers

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Walterboro Bcstg. Co.
Transmitter Address Ft. Benson St.
Studio-Address Box 12
Phone Number 3861
News Service AP
President R. M. Jefferies
General Manager Louis M. Neale Jr.
Program Director Louis Long
News Dir., Chf. Engr. Ralph Keogh

SOUTH DAKOTA

Pop. April 1, 1952 (Est.) 665,000—Total Housing Units 195,079
Families April 1, 1952 (Est.) 177,000—Stations in State 12

KSDN

ABERDEEN—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By Aberdeen News Co.
Phone Number 4573
Air Time 6 a.m.-12 M.

News Service AP
Transcription Service World
Representative Weed
President Henry J. Schmitt
Sta., Gen. Manager Byron McElligott
Commercial Manager Russa Osborne
Pgm., Prod. Director E. C. Pieplow
Chief Engineer George Crocker

SOUTH DAKOTA

K D S J

DEADWOOD—1947—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...John, Eli & Harry Daniels
 Address P. O. Box 462
 Phone Number 186
 Transcription Service World
 News Service UP
 Gen. Mgr., Chief Engr. Eli Daniels
 Commercial Manager Harry Daniels
 Program Director Bill Plunkett
 Chief Announcer Bill Lynn

K I J V

HURON—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. .James Valley Bcstg. Co., Inc.
 Bus.-Studio Address 32 Second St. S.E.
 Phone Number 765
 Transmitter Location 18th St. & Idaho
 Representative Lawson
 Transcription Service Thesaurus
 Manager Max F. Staley
 Commercial Manager. Dwight Coursex

K O R N

**MITCHELL—1947—MBS
 GOLDEN PHEASANT**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mitchell Bcstg. Assn.
 Bus.-Studio Address 217-219 N. Main
 Phone Number 621
 Transmitter Location ½ Mi. E. of city on
 Hwya. U. S. 16
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Raymond V. Eppel
 Comm., Sales Prom. Mgr. B. Harland Ohde
 Pgm., Prod. Director Raymond Eppel
 Chief Engineer Frances Kelly

K G F X

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
 Owned-Oper. By. Estate of Dana McNeil
 Bus.-Studio-Transmitter Address 203 W.
 Summit Ave.
 Air Time 9:30 a.m.-Sunset
 Phone Number 2351
 Air Time 9:30 a.m.-sunset
 News Service UP
 Representative Continental
 President Ida A. McNeil
 Chief Engineer Selwyn Ronning

K O T A

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Black Hills Bcstg. Co. of
 Rapid City

Business Address 1819 W. St. Joe St.
 Phone Number 2000
 Transmitter Location Hwya. 79, E. of
 Rapid City
 Air Time 5:30 a.m.-M.
 News Service UP
 Representative Headley-Reed
 Transcription Service Standard, Associated,
 Capitol
 Membership NARTB, BAB
 President Robert J. Dean
 Gen., Sta., Comm. Mgr. Abner H. George
 Pgm. Dir., Chief Ann. Harley Hanson
 Chief Engineer A. E. Griffiths
 Consulting Engr. Everett L. Dillard

K E L O

SIoux FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By. Midcontinent Bcstg. Co.
 Bus.-Studio Address Kelo Bldg.
 Phone Number 4-5841
 Transmitter Location S.E. of Sioux Falls
 Air Time 5:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol, Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. S. Fantle, Jr.

AP SELLS

For Stations and Sponsors —

For instance . . . KSDN

“AP news is a great service
 to KSDN’s vast rural audi-
 ence. AP news programs are
 top money-getters on this
 station.”

B. J. McELLIGOTT,
 General Manager,
 KSDN, Aberdeen, South Dakota

SOUTH DAKOTA

Commercial, Station Manager.....Evans Nord
 Sales Prom. Mgr., Pub. Dir.....Darlene Nesby
 Pgm., Prod. Dir. Jim Burt
 News Dir., Chf. Ann.....Dean Montgomery
 Chief Engineer.....Lester Froke
 Consulting Engr.....Andy Ring & Co.

K I H O

SIOUX FALLS—1948

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By....Big Sioux Brcstg. Co., Inc.
 Address218 South Main Ave.
 Phone Number912
 Transm. Location5 miles s.w. of City
 News ServiceUP
 Transcription ServiceWorld
 Station Representative.....Paul H. Raymer Co.
 General ManagerDavid J. Kempkes
 Commercial Manager.....Richard C. Morenus
 Program Director.....Fred W. Schweikher

K I S D

SIOUX FALLS—1948—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KISD, Inc.
 Bus-Studio Address311 S. Phillips Ave.
 Phone Number4-5571
 Transmitter LocationW. 12th St.
 News ServiceAP
 Transcription ServiceLang-Worth
 President.....H. R. Alton
 Gen. Mgr., Prog. Dir.....Verl Thomson
 Commercial Manager.....Jack Ramsell

K S O O

SIOUX FALLS—1927

Frequency: 1140 Kc..Power: 10,000 Watts d.:
 5,000 Watts n.
 Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
 Address317½ S. Phillips Ave.
 Phone Number4-7545
 Transm. LocationSpringdale Township
 Air Time5:30 a.m.-1:00 a.m.
 News ServiceAP
 Transcr. ServiceRCA, Thesaurus
 Station Representative.....Avery Knodel, Inc.
 MembershipNARTB
 PresidentMorton Henkin
 General ManagerGeorge R. Hahn
 Station ManagerGeorge "Bill" Rohn
 Commercial ManagerRollie R. Williams
 Production DirectorRay Loftness
 Program DirectorMurray Stewart
 News DirectorOrrin Melton
 Musical Director.....Bob Helgeson
 Chief EngineerMax Pierce
 Farm Editor.....E. C. "Red" Stangland
 Consulting EngineerGeorge C. Davis

K W A T

WATERTOWN—1926—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Oper. By..Midland Natl. Life Ins. Co.
 AddressWatertown
 Phone Number777
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcr. ServiceStandard
 RepresentativeOrville Lawson, Walker
 MembershipNARTB, BAB
 PresidentJohn Ehrstrom
 Gen. Mgr., Publ. Dir. Ross E. Case
 Commercial Manager.....Morris Wisott
 Sales Prom. Mgr. Bernard Kinney
 Prog., Prod., News Dir. Doug Marlow
 Publicity Dir.....Bob Keller (N. Y.)
 Chief AnnouncerJohn Birdsall
 Chief Engineer.....Francis Alwin
 Consulting Engr.....Commercial Radio

W N A X

YANKTON—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Bus-Studio AddressWNAX Bldg.
 Phone Number442
 Transmitter Location5 mi. E. of Yankton
 Air Time5:30 a.m.-M.
 News ServiceAP, UP
 Transcription ServiceCapitol
 RepresentativeKatz
 MembershipNARTB, BAB
 General ManagerRobert R. Tincher
 Commercial Manager.....Donald D. Sullivan
 Promotion Mgr.....Richard T. Harris
 Program Director.....Herb Howard
 News DirectorArthur J. Smith
 Musical Director.....Rex Hays
 Chief Engineer.....Clifton M. Todd
 Consulting Engr.....Craven, Lohnes & Culver



TENNESSEE

Pop. April 1, 1952 (Est.) 3,365,000—Total Housing Units 925,143
Families April 1, 1952 (Est.) 851,000—Stations in State 61

W L A R

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Athens Bcstg. Co.
Business-Studio Address N. Jackson St.
Phone Number 1450
Transmitter Location Decatur Hway.
Air Time Unlimited
News Service UP
Transcription Service Capitol
President Lowell F. Arterburn
General Manager Buell J. Charles
Program Director John Redwine
Commercial Manager Leonard Dawson
Chief Engineer J. W. Turner
Consulting Engr. Claude Gray

W O P I

BRISTOL—1929—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Radiophone Bcstg. Station,
WOPI, Inc.
Business-Studio Address 310 State St.
Phone Number South 3730
Transmitter Location Old Abingdon Pike
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth, Capitol
Representative Burn-Smith
Membership BAB
Pres., Gen., Sta. Mgr. W. A. Wilson
Comm. Mgr. James C. Wilson
Sales Prom. Mgr. Sam Davis
Prod., News Dir. Mike Cady
Publicity Director Walsa McQueen
Chief Engineer George Guertin

W A G C

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Tenn. Valley Bcstg. Co.
Address Hotel Patten
Phone Number 7-1128
Transmitter Location Rossville Blvd.
Air Time 5:55 a.m. to 12 M.
News Service AP
Transcription Service Langworth
Station Repr. Rambeau
General Manager Vann Campbell
Program Director Roy Morris
Chief Engineer George McMurtrie
Consulting Engineer Gautney

W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By WAPO Bcstg. Service
Business-Studio Address Read House
Phone Number 6-6141
Transmitter Location Pineville Rd.
Air Time 5:00 a.m.-12M.
News Service AP
Transcription Service Thesaurus
Representative Headley-Reed
Membership NARTB, BAB
General Manager R. G. Patterson
Comm. Mgr., Pub. Dir. Helen Patterson
Program Director Frances Harley
Chief Engineer B. B. Barnes
Consulting Engr. Gautney & Ray

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts d.,
1000 n.
Owned-Oper. By WDEF Bcstg. Co.
Bus. Studio Address 420 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location Moccasin Bend
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Branham
President Carter M. Parham
Gen., Sta., Comm. Mgr. Ken Flenniken
Program Director Morrie Quave
News Dir. Paul Wann
Chief Announcer Luther Masingill
Chief Engineer B. C. Baker
Consulting Engr. Russell P. May

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By WDO D Bcstg. Corp.
Address Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Transmitter Location Baylor Rd.
Air Time 5:30 a.m.-12:30 a.m.
News Service UP
Transcription Service Standard, World
Representative Paul H. Rayer
Pres., Gen., Sta. Mgr. Earl W. Winger
Commercial Manager B. J. Bush
Prom. Mgr., Pub. Dir. Gene Allen Carr
Pgm., Prod. Director Charley Gullickson
Chief Engineer W. Roy Owens
Consulting Engr. George C. Davis

T E N N E S S E E

W D X B

CHATTANOOGA—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... WDXB, Inc.
 Address..... 539 Vine St.
 Phone Number..... 6-1114
 Representative..... Forjoe
 Transcription Service..... SESAC
 News Service..... AP
 President..... Joseph Bloom
 Vice-President..... David E. Cohen
 General Manager..... Charles W. Trippe
 Chief Engineer..... Byron E. Fincher

W M F S

CHATTANOOGA—1951

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Lookout Bcstg. Co.
 Address..... 215 W. Ninth St.
 Phone Number..... 53127
 Representative..... McGillvra
 Managing Ptnr., Gen. Mgr..... William F. Stone
 Commercial Manager..... D. Wert Campbell
 Program Director..... Larry McKinley
 Chief Engineer..... Glenn Channel's

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By..... Campbell & Sheftall
 Operated By..... E. T. Campbell
 Business-Studio Address..... 411 Madison St.
 Phone Number..... 6414
 Transmitter Location..... Martin St.
 News Service..... AP
 Transcription Service..... Capitol
 Membership..... NARTB, BAB
 Pres., Gen.-Sta. Mgr..... E. T. Campbell
 Commercial Manager..... Parry Sheftall
 Prom. Mgr., Pgm. Dir..... Clay Cline, Jr.
 Chief Engineer..... John Bailey
 Consulting Engr..... Ring

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... Robert W. Rounsaville
 Business-Studio Address..... Central Ave.
 Phone Number..... 62
 Transmitter Location..... Chattanooga Hwy.
 Air Time..... 6:00 a.m.-10:30 p.m.
 News Service..... UP
 Gen. Mgr..... R. W. Rounsaville
 Comm., Sta. Manager..... Thad F. Fitch
 Program Director..... Bill Stone
 Chief Engineer..... William D. Stuart
 Technical Director..... Paul Cram

W K R M

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... The Middle Tennessee
 Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address..... P. O. Box 71
 Phone Number..... 1340
 Air Time..... 5 a.m.-M.
 News Service..... AP
 Transcription Service..... Capitol
 Membership..... NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr., R. M. McKay, Jr.
 Sales Prom. Mgr..... Mel Dugger
 Mus., Publ., Pgm., Prod. Dir..... Al Knott
 Chief Engineer..... Cameron McKay
 Consulting Engineer..... Ring & Co.

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... WHUB, Inc.
 Bus.-Studio Address..... 315 E. Spring St.
 Phone Number..... 789
 Transmitter Location..... 807 Hickory St.
 News Service..... UP
 Representative..... Continental Radio Sales
 Membership..... NARTB, BAB
 General Manager..... M. L. Medley
 Station Director..... Joe C. Medley

W D S G

**DYERSBURG—1946
 MBS-KBS-MID-SOUTH**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... State Gazette Bcstg. Co., Inc.
 Address..... Box 58
 Phone Number..... 77
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 President..... Russel M. D. Bruce
 General Manager..... Frank Armstrong
 Commercial Manager..... O. P. Laten
 Prod. Pgm. Director..... Robert Ward
 Chief Engineer..... Dave Ross

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Robert Rounsaville &
 George Clark
 Business-Studio Address..... Elk Ave.
 Phone Number..... 2-1241
 Transmitter Location..... State Line Rd.
 News Service..... UP
 Senior Partner & Mgr..... R. W. Rounsaville
 Comm., Sta. Manager..... Frazier Cochran
 Comptroller..... S. A. Wade
 Pgm., Prod. Dir..... Art Selley
 Chief Engineer..... Condon Bowers, Jr.
 Technical Director..... Paul Cram
 Consulting Engr..... John H. Mullaney

T E N N E S S E E

W E K R

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Fayetteville Bcstg. Co.
 Business-Studio Address Box 625
 Phone Number 1240
 Transmitter Old Boonshill Rd.
 News Service AP
 President John R. Crowder
 General Manager Porter Clark
 Sta. Mgr. Jim Tate
 Comm. Mgr. Teddy Barnes
 Pgm. Dir. Glen Slayton
 Chief Engineer Ernest Tucker
 Consulting Engr. John H. Mullaney

W H I N

GALLATIN—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sumner County Bcstg. Co.
 Address Gallatin
 Phone Number 1010
 Transmitter Location Highway 109
 News Service UP
 Transcription Service Capitol
 Membership NARTB, BAB
 President A. B. Perkins
 Gen., Sta. Mgr. J. B. Thomas
 Commercial Manager Charles Brewer
 Chief Engineer Robert Boyd
 Consulting Engineer Dave Binns

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Greenville, Inc.
 Address Radio Bldg.
 Phone Number 797
 News Service UP
 Pres., Gen. Mgr. Paul Metcalfe
 Commercial Manager Hugh Pickel
 Program Director Tom Lyons
 Chief Engineer Laile Hampton

W H B T

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Harriman Bcstg. Co.,
 Inc.
 Bus-Studio Address Harriman
 Phone Number 661
 Transmitter Location Margrave St.
 Air Time 6:15 a.m.-11:15 p.m.
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Owner, Gen. Mgr. F. L. Crowder
 Comm., Sales Prom. Mgr. Hugh Patton
 Pgm. Dir., Chief Ann. Carl Williams
 Chief Engineer Gene Davidson
 Consulting Engineer Claude Gray

W I R J

**HUMBOLDT—1949—MID-SOUTH
 KBS**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Gibson Co. Bcstg. Co., Inc.
 Address 210 N. 22nd Ave.
 Phone Number 740
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President J. F. Warmath
 Commercial Manager Thomas S. Armistead
 Gen., Sta. Manager Howard E. Byrum
 Chief Engineer Irie Brown

W D X I

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By Dixie Bcstg. Co.
 Business-Studio Address Williams Bldg.
 Phone Number 7-9611
 Transmitter Location 3 Mi. N. Hiway 45
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Burn-Smith
 Pres., Gen. Mgr. Aaron B. Robinson
 Comm., Sta. Manager Bill Winslett
 Sales Prom. Mgr. Jack Murphy
 Program Director James W. Hoppers
 Production Director Lawrence Dunne
 Chief Engineer James S. Thomas
 Consulting Engr. Kear & Kennedy

W P L I

JACKSON—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George Arthur Smith
 Address First Natl. Bank Bldg.
 Transmitter Location Old Bolivar Road
 Phone Number 7-8541
 Air Time 16 hrs.
 News Service UP
 Transcription Service Capitol
 Representative McGillvra
 President George Arthur Smith
 General Manager Charles J. Wingate
 Commercial Manager Leonard Fielding
 Pgm., Mus. Dir. Charles McMillan
 Chief Engineer Dave Jordan

W T J S

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Sun Publishing Co.

T E N N E S S E E

Bus.-Studio Address Jackson
 Phone Number 7-3316
 Transmitter Location Bemis Hwy.
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Branham
 Membership NARTB, BAB
 Exec. V.-P. A. A. Stone
 Station Manager Frank S. Proctor
 Asst. Manager Leslie R. Brooks, Jr.
 Studio Director Sam D. Lollar
 Chief Engineer Robert M. Gordon

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WJHL, Inc.
 Business-Studio Address 145 W. Main St.
 Phone Number 2780
 Transmitter Bristol-Kingsport Hwy.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 Pres., Gen. Mgr. W. H. Lancaster
 Sta., Comm. Mgr. Hanes Lancaster Jr.
 Sales Prom. Mgr., Pub. Dir. Ken Matthews
 Pgm., Prod., News Dir. Robert Walker
 Chief Announcer Ed Cowell
 Chief Engineer O. K. Garland

W E T B

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By E. Tennessee Bcstg. Co.
 Business Address Press Bldg.
 Phone Number 2993
 Studio-Transmitter Location Irwin Hiway
 Air Time 6 a.m.-sunset
 News Service AP
 Representative McGillvra
 Transcription Service World
 Membership NARTB, BAB
 President Carl A. Jones, Jr.
 Station Manager Cliff Goodman
 Commercial Manager Bud Kelsey
 Program Director Berney Burleson
 Chief Engineer E. B. Jones

W K I N

KINGSPORT—1951

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By Cy N. Bahakel
 Address Kingsport
 Owner Cy N. Bahakel

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kingsport Bcstg. Co., Inc.
 Business-Studio Address 222 Commerce St.
 Phone Number 2870
 News Service AP
 Transcription Service Thesaurus, World
 Representative Donald Cooke
 President C. P. Edwards, Jr.
 Gen., Sta. Manager Paul L. Overbay
 Commercial Mgr. Phil Weaver
 Mus., News, Pgm. Dir. Martin Karant
 Chief Engineer Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WBIR, Inc.
 Business-Studio Address 618 S. Gay St.
 Phone Number 4-3321
 Transmitter Location Painter & Concord Sts.
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB, BAB
 President Gilmore N. Nunn
 Gen.-Sta. Mgr., Pgm. Dir. John P. Hart
 Commercial Manager James A. Dick
 Chief Engineer J. Rex Horton

W I B K

KNOXVILLE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Independent Bcstg. Co., Inc.
 Business-Studio Address 406 W. Church St.
 Phone Number 4-9866
 Transmitter Location Rouse Hill
 Air Time Sunrise-sunset
 News Service AP
 Membership NARTB
 President J. Harold Smith
 Sta., Gen. Mgr. Marvin I. Thompson
 Program Director Bob Johnson
 Promotion Manager Margaret C. Peltier
 Chief Engineer John D. Caylor
 News Director Lorene Ball

W K G N

KNOXVILLE—1947—MBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WKGN Bcstg. Co.
 Bus.-Studio Address Atop the Park Natl.
 Bank Bldg.
 Phone Number 4-0766
 Transmitter Location 2166 Ailor Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe

T E N N E S S E E

Membership NARTB, BAB
 Pres., Gen. Mgr. Clarence Beaman
 Station Manager J. E. "Gene" Bouldin
 Comm. Mgr. Guy L. Smith
 Publicity Director Bill Sorrell
 Chief Engineer Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Scripps-Howard Radio, Inc.
 Business-Studio Address 110-112 S. Gay St.
 Phone Number 3-3171
 Transmitter Location Anderson Rd. nr. Beverly
 Air Time 5 a.m.-1:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Branham
 President Jack R. Howard
 Gen.-Station Mgr. R. B. Westergaard
 Comm.-Sales Prom. Mgr. O. L. Smith
 Program-Production Dir. C. A. McMahon
 Publicity Director Walter Corning
 Chief Announcer Lowell Blanchard
 Musical Director Jerry Collins
 Chief Engineer Ray Evans

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Mountcastle Bcstg. Co.
 Business-Studio Address 612 Gay St.
 Phone Number 2-7111
 Transmitter Location Holston Hills
 Air Time 20 hrs.
 News Service UP
 Transcription Service World, Capitol
 Representative Avery-Knodel
 President Paul Mountcastle, Sr.
 Gen. Sta. Mgr. W. H. Linebaugh
 Commercial Manager J. T. McCloud
 Pgm., Prod. Dir. J. H. Reese
 Publicity Director Wayne Hudson
 Chief Engineer Fred Andrews
 Consulting Engr. Glenn D. Gillett

W D X E

LAWRENCEBURG—1951—MBS

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By Lawrenceburg Bcstg. Co.
 Address Locke Bldg.
 Phone Number 4462
 News Service UP
 Transcription Service Capitol, SESAC
 Representative Burn-Smith
 President Aaron R. Robinson
 General Manager George Eubanks
 Commercial Manager Ghan Smith
 Program Director Ken Marston
 Promotion Manager Eud Sawyer
 Chief Engineer James S. Thomas

W C O R

LEBANON—1949

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By Lebanon Bcstg. Co., Inc.
 Address Cumberland Ave.
 Phone Number 1540
 News Service UP
 Transcription Service Lang-Worth
 General Manager Theo. F. Ezell Jr.
 Program Director Jack Hendrickson
 News Director Walt Dillard
 Chief Engineer William Johnston

W L I L

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
 Owner Arthur Wilkerson Lumber Co.
 Address Bway at Grand
 Phone Number 1095
 Transcription Service SESAC
 News Service UP
 Owner, Gen. Mgr. Arthur Wilkerson
 Commercial Manager Otis Parker
 Program Director Fred Pell
 Chief Engineer P. C. Melone

W J J M

LEWISBURG—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Estate of James J. Murray
 Address East Hill
 Phone Number 780
 News Service AP
 General Manager Louis D. Lingner
 Chief Engineer J. E. Sowell

W G A P

MARYVILLE—1947—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Aluminum Cities Bcstg. Co.
 Address 503 Blount Natl. Bank Bldg.
 Phone Number 2490-1
 Transmitter Location Louisville Pike
 Membership NARTB
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Co-owners F. H. Corbett, H. C. Weaver
 Gen. Sta. Mgr. F. H. Corbett
 Prod., Prog. Dir. Joe Wheeler
 Chief Engineer Curtis Lamarr
 Commercial Manager Walter Moore

W M M T

McMINNVILLE—1947—MBS

KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts d., n.
 Owned-Oper. By McMinnville Brdg. Co., Inc.
 Address McMinnville
 Phone Number 401

T E N N E S S E E

Transmitter Location North Chancery St.
 Air Time 5:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 President Dr. Sam J. Albritton
 General Manager Royce E. Richards
 Commercial Manager Van Slack
 Sales Prom. Manager Henry Trent
 Program Director Ernie Richards
 Chief Engineer Hubert Beasley

President P. E. Furlow
 Gen., Sta. Mgr. C. K. Beaver
 Commercial Manager Louis Zlotky
 Pgm., Prod. Dir. Jack Brooks
 Publ., News Dir. Bob Jones
 Chief Engineer William Marsh

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Bluff City Bcstg. Co.
 Operated By John Pepper, Bert Ferguson
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Daytime
 News Service UP
 Representative John E. Pearson
 Membership NARTB, BAB
 Gen., Sta. Mgr. Bert Ferguson
 Commercial Manager Harold F. Walker
 Program Director Christine Spindel
 Production Director David James
 News Dir. Marie Wathen

W M C MEMPHIS—1923—NBC SOUTH CENTRAL QUALITY

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Memphis Publishing Co.
 Bus.-Studio Address Goodwyn Institute Bldg.
 Phone Number 8-7464
 Transmitter Location Thomas Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative Branham
 Membership NARTB
 President Enoch Brown
 Gen., Sta. Mgr. H. W. Slavick
 Commercial Mgr. Earl Moreland
 Program Director Wilson Mount
 Production Director Ott Roush
 Publicity Director Walter E. Frase
 Chief Announcer Charles B. Sullivan
 News Dir. Bob Pigue
 Chief Engineer E. C. Frase, Jr.

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Harding College.
 Searcy, Ark.
 Bus.-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location Circle Rd.
 Air Time Full Time
 News Service AP
 Representative Weed & Co.
 Membership NARTB, BAB
 Gen., Sta. Mgr. John Cleghorn
 Comm. Mgr. Bill Grumbles
 Pgm., Dir. Gordon Lawhead
 Music, Dir. Dick Covington
 Prod. Dir. Lee McEachern
 Chief Engineer Welton Roy
 Consulting Engr. McIntosh & Englis

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc. Power: 10,000 Watts d.:
 5000 Watts n.
 Owned-Operated By WMPS, Inc.
 Business-Studio Address Radio Center
 Phone Number 5-2663
 Transmitter Location N. Benjestown Rd.
 Air Time 5 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Standard
 Representative Radio Representatives
 Membership NARTB, BAB
 V.P., Gen. Mgr. Harold R. Krelstein
 Sta., Sales Prom. Mgr. W. B. Rudner
 Program Director George Faulder
 News Director Tys Terwey
 Chief Engineer J. E. Deaderick

W H H M

MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Mid South Bcstg. Corp.
 Business-Studio Address Sterick Bldg.
 Phone Number 37-4422
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service Lang-Worth, Capitol
 Representative For Joe
 Membership NARTB

W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By WREC Bcstg. Service
 Business-Studio Address Hotel Peabody
 Phone Number 5-1313
 News Service UP
 Transcription World, Lang-Worth, SESAC
 Representative Katz
 Owner, General Manager Hoyt B. Wooten
 Commercial Manager Hollis R. Wooten
 Program Director Roy Wooten
 Chief Engineer Wilson Raney

T E N N E S S E E

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cherokee Bcstg. Corp.
 Bus.-Studio Transmitter Address Brown Ave.
 Phone Number 1450
 News Service AP
 Transcription Service Lang-Worth
 Representative Hal Holman
 President Herbert S. Walters
 Gen., Comm. Mgr. Howell Ashford
 Program Director John Frank McCrary
 Chief Engineer James R. Redden

W G N S

MURFREESBORO—1947—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By WGNS, Inc.
 Address P. O. Box 456
 Phone Number 1450
 Representative Holman
 Transcription Service Lang-Worth, World
 News Service UP
 Pres., Gen. Mgr. Cecil Elrod
 Vice-President Mrs. Cecil Elrod, Sr.
 Secy.-Treas. Cecil Elrod, Sr.
 Commercial Manager Robertson C. Scott
 Promotion Manager John D. Hood
 Chief Engineer Will Dunn

W K D A

NASHVILLE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Capitol Bcstg. Co.
 Bus.-Studio Address 1st American Natl. Bank
 Bldg.
 Phone Number 4-0511
 Transmitter Location 2nd Ave. & Peabody St.
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Representative Bolling
 Membership NARTB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager T. B. Baker, Jr.
 Sports Director L. H. Munson
 Program Director Alfred G. Kengott, Jr.
 Chief Engineer Oscar C. Griffin, Jr.
 Consulting Engr. A. D. Ring Co.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Oper. By WLAC Bcstg. Service
 Bus.-Studio Address Third Natl. Bank Bldg.
 Phone Number 6-0161
 Transmitter Location Old Hickory Blvd.
 Air Time 5 a.m.-1 a.m.

News Service UP
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NARTB, BAB
 Owner J. T. Ward
 Gen. Mgr. F. C. Sowell
 Commercial Manager E. G. Blackman
 Sales Manager Frank Gonzales
 Program Director Paul Oliphant
 Chief Engineer F. D. Binns

W M A K

NASHVILLE—1948—MBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Volunteer State Bcstg. Co.
 Address Maxwell House
 Phone Number 4-3411
 Transmitter Location Hydes Ferry Rd.
 Air Time 5 a.m.-12 M.
 News Service UP
 President Frank W. Mayborn
 Gen. Sta. Mgr. George B. Faulder
 Sales Prom. Mgr. Clarence L. Waggoner
 News Director Robert L. Chaudoin
 Chief Engineer Charles W. Stokely
 Consulting Engineer McIntosh & Inglis

W N A H

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Hermitage Bcstg. Corp.
 Address James Robertson Hotel
 Phone Number 4-7611
 Transcription Service Standard
 Pres., Gen., Comm. Mgr. Van T. Irwin, Jr.
 Program Director Donn C. McInturff
 Chief Engineer Harold Motlow

W O K E

NASHVILLE—1951—LBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Air Mart Corp.
 Address P. O. Box 391, Grove Center
 Phone Number 5-1333
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Mgr. Harry C. Weaver
 Commercial Manager Richard S. Quinn
 Production Manager William S. Sorrell
 Chief Engineer Curtis LaMarr

W S I X

NASHVILLE—1927—ABC-LBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Jack and Louis R. Draughon
 Address Nashville Trust Building
 Phone Number 5-5431
 Transmitter Location McGavock Road
 Air Time 6:00 a.m. to 12:00 M.

T E N N E S S E E

News Service AP
 Transcription Service World
 Station Representative... George P. Hollingbery
 Membership NARTB, BAB
 Gen., Sta. Mgr. Louis R. Draughon
 Comm. Manager E. S. Tanner
 Pgm. Dir. Jim McKinney
 Chief Engineer Charles R. Duke

W S M

NASHVILLE—1925—NBC

Frequency: 650 Kc. Power: 50,000 Watts
 Owned By Natl. Life & Accident Ins. Co.
 Bus.-Studio Address 301 7th Ave. N.
 Phone Number 6-7181
 Transmitter Location 12 Mi. in the country
 News Service AP, INS
 Transcription Service Thesaurus
 Representative Edward Pety
 President. John H. DeWitt, Jr.
 Commercial Manager. Irving C. Waugh
 Program Director. Jack Stapp
 News Director. Harold Baker
 Chief Engineer. George A. Reynolds

W S O K

NASHVILLE—1951

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Nashville Bcstg. Co.
 Address 1703 Hillmont Drive

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WATO, Inc.
 Address Municipal Market Bldg.
 Phone Number Oak Ridge 5-3535
 Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 Pres., Gen., Comm. Mgr. David H. Carpenter
 Program Director Arthur J. Metzler
 Chief Engineer Marvin L. Paul

W T P R

PARIS—1947—KBS

Frequency: 710 Kc. Power: 250 Watts d.
 Owner Paris Bcstg. System, Inc.
 Bus.-Studio Address Davis Bldg.
 Phone Number 1700
 Transmitter Location Clifty Rd.
 News Service AP
 Transcription Service Lang-Worth
 General Manager. Virgil L. Lindner Jr.
 Commercial Manager. B. C. Kilgore
 Chief Engineer Don Somerville

W K S R

PULASKI—1947—LBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By The Richland Bcstg. Co.

Address Radio Center
 Phone No. 1066-67
 Transmitter Location Highway 64-W
 Air Time Sunrise-Sunset
 News Service UP
 Membership NARTB, BAB
 President. W. K. Jones
 Gen., Sta. Mgr. Virgil Trimm
 Comm., Sales Prom. Mgr. Wallace Beecham
 Pgm. Dir., Chief Anncr. George Martin
 Production Director. Corky Hoover
 Publ., News Dir. Allene Williams
 Chief Engineer. Richard Spruill
 Consulting Engineer. John Mullaney

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Shelbyville Bcstg. Co., Inc.
 Phone Number 1400
 Transmitter Location Lewisburg Hwy.
 News Service UP
 President Harvard Smith
 Gen., Comm. Mgr. Charles Christian
 Program Director. Charles Bragg
 Chief Engineer. Tim Marsh

W D B L

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Springfield Bcstg. Co., Inc.
 Address Springfield
 Phone Number 1287
 Transcription Service World
 News Service UP
 Pres., Gen. Mgr. Walter A. Duke
 Program Director. Kenneth Early
 Chief Engineer. Anna A. Duke

W J I G

TULLAHOMA—1948—LBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By. Raymond L. Prescott, Jr.
 Business Address. Old Winchester Hwy.
 Phone Number 2607-5
 Studio-Trans. Location. Old Winchester Hwy.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Col. Raymond L. Prescott, Jr.
 Station Manager. James Walkup
 Chief Engineer. William C. Spraggins
 Consulting Engr. Claude Gray

W E N K

UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Union City Bcstg. Co.
 Phone Number 1240-1
 Transmitter Location Fulton Hwy.
 Air Time 5 a.m.-11 p.m.

TENNESSEE — TEXAS

News Service UP
 Transcription Service World
 Representative Burn-Smith
 Pres., General Mgr. Aaron B. Robinson
 Sta. Mgr., Pub. Dir. Louis C. Wrather
 Sales Prom., Comm. Mgr. Edwin A. Kallenberg
 Prog., Prod. Director Mrs. Lee Smith
 Chief Announcer Ray Brown
 News Director David Banks
 Chief Engineer James Thomas
 Farm Editor Tom Garth

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Arthur D. Smith, Jr.
 Address Box 1103
 Phone Number 2201
 Transmitter Location Cowan Hwy.
 News Service UP
 Pres., Gen., Prom. Mgr. Arthur D. Smith, Jr.
 Commercial Manager Harry W. Sullivan
 Pgm., News Dir. Russell Bradley
 Chief Engineer Frank Spencer

TEXAS

*Pop. April 1, 1952 (Est.) 8,046,000—Total Housing Units 2,398,125
 Families April 1, 1952 (Est.) 2,151,000—Stations in State 185*

K R B C

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Reporter Bcstg. Co.
 Business Address Windsor Hotel
 Phone Number 4-6255
 Transmitter Location Old Anson Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol, Associated
 Representative John E. Pearson
 President Mrs. Eva M. Hanks
 General-Station Mgr. Howard Barrett
 Comm. Mgrs. John Mingus (Local);
 Forest Lane (National)
 Sales Prom. Manager Forest Lane
 Chief Engineer J. B. Casey
 Consulting Engr. Commercial Radio

K W K C

ABILENE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Citizens Bcstg. Co.
 Bus. Studio Address 25th & Butternut Sts.
 Phone Number 4-7286
 Air Time 18 hrs.
 News Service AP, UP
 Transcription Service World
 Representative Taylor
 President W. P. Wright
 Gen., Prom. Mgr. A. C. Etter
 Commercial Manager Tyler Stewart
 News, Pgm. Dir. Leonard Johnson
 Chief Engineer Forest Tipton

K B K I

ALICE—1947—MBS

Frequency: 1070 Kc. Power: 1000 Watts
 Owned-Operated By Alice Bcstg. Co.

Business Address Box 731
 Phone Number 2070
 Transmitter Location No. on Hiway 281
 Air Time 6 a.m.-12 M.
 News Service AP
 President E. G. Lloyd, Jr.
 Gen., Sta. Mgr. A. C. Lloyd, Jr.
 Commercial Manager Nat Watson
 Sales Prom. Mgr. Bill Dromgool
 Pgm., Music, Dir. J. Allen Frye
 Chief Announcer Joe Melody
 News Director Bill Scofield
 Chief Engineer S. L. Spencer

K V L F

**ALPINE—1947—MBS
 LBS—KBS—CACTUS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Big Bend Bcstrs.
 Business Address P. O. Box 779
 Phone Number 37
 Studio-Transmitter Kokernot Field
 News Service UP
 Representative Hil F. Best
 Membership NARTB
 President Barney H. Hubbs
 General Manager Jack Hawkins
 Station Manager Gene Hendryx
 Program Director Cathrine Conner
 Chief Announcer Randy White
 News Director John Newell
 Chief Engineer Earl McCall
 Consulting Engr. Harry Banemum

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Top of Texas Bcstg. Co.
 Address 1301 Polk St.

TEXAS

Phone Number 2-6543
 Representative Forjoe
 Transcription Service Capitol, Thesaurus
 News Service AP
 President Walter G. Russell
 Vice-President Hoyt Houck
 Secy.-Treas., Gen. Mgr. R. D. Houck
 Commercial Manager Jess Richardson
 Program Director Ray Whitworth
 Promotion Manager Johnny Hathcock
 Chief Engineer Stewart Parsons

K F D A

AMARILLO—ABC—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Amarillo Bcstg. Corp., Inc.
 Business-Studio Address 109 E. 5th St.
 Phone Number 5343
 Transmitter Location Belaire Pk.
 News Service UP
 Transcription Service World
 Representative Branhan Co.
 Membership NARTB, BAB
 President Gilmore Nunn
 General Manager John G. Ballard
 Pgm. Dir. Tom Priest
 News Director Kelly West
 Chief Engineer Kenneth Bean
 Farm Editor Kelly West

K G N C

**AMARILLO—1922
 NBC-LONE STAR**

Frequency: 710 Kc. Power: 10,000 Watts d.
 Owned-Oper. By Plains Radio Bdcstg. Co.
 Address Radio Building
 Phone Number 3-4242
 Transmitter Location Fritch Hwy.
 Air Time 5:30 a.m.-12 M.
 News Service UP, AP
 Transcription Service Lang-Worth, M. M. Cole
 Representative Taylor Co.
 Membership NARTB, BAB
 President Gerie A. Howe
 Gen., Sta. Mgr. Tom Kritser
 Sales Promotion Manager Peggy Williamson
 Pgm., Prod. Dir. Bob Watson
 News Director Wesley S. Izzard
 Chief Engineer W. H. Torrey
 Consulting Engr. A. Earl Cullum, Jr.

K L Y N

**AMARILLO—1949—CBS
 WESTERN NET**

Frequency: 940 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Plains Empire Bdcstg. Co.
 Address 1014 West Seventh
 Phone Number 2-6773
 Trans. Loca. 7 Mi. SE of City
 Air Time 6 a.m.-12 M.
 News Service UP

Transcription Service Standard
 Representative John Blair & Co.
 Membership NARTB, BAB
 President R. G. Hughes
 General Manager Kenyon Brown
 Station Manager Howard Roberson
 Chief Engineer Gene Fennimore

K B U D

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Oper. By Henderson County Bcstg. Co.
 Business Address Box 309
 Phone Number 2277
 Transmitter Location Highway 19
 Air Time Daytime
 News Service UP
 Sta., Gen. Mgr. J. B. McNutt, Jr.
 Consulting Engr. Merl Saxon

K A L T

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Ark-La-Tex Bcstg. Co.
 Phone Number 681
 Transcription Service Capitol
 News Service UP
 President Herman H. Wommack, Jr.
 Gen., Sta. Mgr. David A. Wommack
 Commercial Manager Robert Bielh
 Program Director Norm Bale
 Chief Engr. James L. Waites

K N O W

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address 520 Capital Natl. Bank
 Bldg.
 Phone Number 2-6213
 Transmitter Location First & Tillery Sts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB
 President Wendell W. Mayes
 Station Manager Louis R. Cook
 Program Director Warren M. Beaman
 Chief Engineer James E. Lewis

K T B C

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Texas Bcstg. Corp.
 Bus.-Studio Address Brown Bldg.
 (P. O. Box 717)
 Phone Number 2-2424
 Transmitter Location Manchaca Rd.
 Air Time 6 a.m.-12 M.

TEXAS

News ServiceUP
 Transcription ServiceWorld
 Representative Taylor Co.
 President Claudia T. Johnson
 General Manager J. C. Kellam
 Sales Manager Sam Plyler
 Program Director Richard S. Pryor
 Publicity Director Revis Taylor
 News Director Paul Bolton
 Chief Engineer A. B. Hearn

KTXN AUSTIN

Frequency 1370 Kc.Power: 1000 Watts d.
 Owned-Oper. By Radio KTXN, Inc.
 Address P. O. Box 1102
 Phone Number 74476
 Transmitter Location Bee Cave Rd.
 Air Time Sunrise-Sunset
 President Ed C. James
 General Manager Frank Stewart
 Commercial Manager Joseph K. Harry
 Sales Promotion Manager Frank Foster
 Program Director Mrs. Lilia Guzman
 Chief Engineer Paul Lindhorn

KVET

AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc.Power: 1000 Watts
 Owned-Oper. By Austin Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 1116
 Phone Number 8-8521
 Transmitter Location Bull Creek Rd.
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 President John B. Connally
 General Manager Willard Deason
 Commercial Manager Charles Howell
 Pub., Pgm., Prod. Dir. Dave Smith
 Chief Engineer Alfred W. Scharath

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. By Runnels County Bcstg. Co.
 Address Zappe Bldg.
 Phone Number 3151-3161
 Air Time 6 a.m.-10:15 p.m.
 News Service UP
 Transcription Service Standard, SESAC
 President, General Mgr. R. E. Bruce
 Comm., Sales Prom. Mgr. R. F. McGarvey
 Chief Engineer W. C. Kelley

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.Power: 1000 Watts
 Owned-Oper. By Bay City Bcstg. Co.

Business Address Bay City
 Phone Number 4642-3
 Stud.-Trans. Loc. East W. Columbia Hwy.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 President J. L. Long
 General Manager Bryan Powell
 Station Manager Cleve Griffin
 Commercial Manager Boyd Porter
 Sales Promotion Manager Gordon Calcoate
 Program Director Paul Young
 Production Director Sie Schineder
 Chief Engineer Charles Cunningham

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.Power: 250 Watts d.
 Owned-Operated By Bay Bcstg. Co.
 Address Box 629
 Phone Number 8251
 Trans. Loca. Ft. of E. Texas Ave.
 News Service AP
 President C. Q. Alexander
 Secretary-Treasurer Sylvia McKinstry
 Vice-President O. J. Howell

KREL

BAYTOWN—1947—LBS

Frequency: 1360 Kc.Power: 1000 Watts
 Owned-Oper. By Tri-Cities Bcstg. Co.
 Business Address P. O. Box 419, Decker Dr.
 Phone Number 8211-2
 Studio-Transmitter Location Decker Dr.
 News Service UP
 Transcription Service World
 Representative Thomas F. Clark
 President Robert Matherne
 Gen. Mgr. William M. Lightfoot
 Commercial Manager Richard Rosenfeld
 Program Director Mary Lightfoot
 Chief Engineer Emilio Rodriguez

KFDM

BEAUMONT—1924 ABC-LONE STAR

Frequency: 560 Kc.Power: 5000 Watts
 Owned-Oper. By Beaumont Bdcstg. Corp.
 Address P. O. Box 2950, 1420 Calder Ave.
 Phone Number 2-7758
 Trans. Loca. Bridge City
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Free & Peters, Inc.
 Membership NARTB, BAB
 President D. A. Cannon
 Gen., Sta., Comm. Mgr. C. B. Locke
 Sales Promotion Mgr. H. F. Caldwell
 Prod. Dir. Conrad Bering, Jr.
 Pub. Dir., Farm Editor Ralph Ramos
 Pgm., News Director Dave Russell
 Chief Engineer Harold W. Bartlett

T E X A S

K P B X

BEAUMONT—1947—LBS

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By.....KPBX Bcstg. Co.
Address.....P. O. Box 1432
Phone Number.....2-0201
Representative.....Forjoe
Transcription Service.....Standard
President, General Manager.....J. M. Gilliam
Program Manager.....Lynn Toney
Advertising Manager.....C. P. Ward

K R I C

BEAUMONT—1938

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address 3130 Blanchette St.
Phone Number.....4-9421
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Branham
President.....O. Eugene Davis
Vice-Pres., Gen. Mgr.....E. C. Davis
Station Manager.....Les Ryder
Commercial Manager.....John Edwin Henry
Program Director.....Mrs. Virginia Ryde
Chief Engineer.....Marvin J. Easterwood
Consulting Engr.....Glenn D. Gillett

K T R M

BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone Number.....2-8478
Transmitter Location.....Crow & Odom Rds.
Air Time.....5 a.m.-12:30 a.m.
News Service.....INS
Transcription Service.....World
Representative.....Adam Young
Pres., Gen.-Sta. Mgr.....Jack Neil
Commercial Manager.....Bill McRae
Pgm., Prod. Dir.....Roy Dixon
News Director.....Jack Neil
Chief Engineer.....Ben F. Hughes
Consulting Engr.....Gautney & Ray

K I B L

BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts d.
250 Watts n.
Owned-Oper. By.....Bee Bcstg. Co.
Address.....P. O. Box 650
Phone Number.....1490
Air Time.....6:30 a.m.-10:30 p.m.
News Service.....AP
Transcription Service.....Thesaurus
General Manager.....John D. Rosi

Chief Anncr.....Louis B. Shaw
News Director.....Bob Frank Nance
Pgm. Dir., Chief Engr.....Harry W. Wardell
Consulting Engr.....Glenn D. Gillett & Asso.

K B S T

**BIG SPRING—1936—ABC
TEXAS STATE**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone Number.....1500
Transmitter Location.....1½ Mi. N.E. of city
Air Time.....17 hrs.
News Service.....AP
Representative.....John E. Pearson
Pres., Gen. Sta. Mgr.....William J. Wallace
Commercial Manager.....William L. Cox
Sales Prom. Mgr., Pgm. Dir.....J. N. Young, Jr.
Publicity Director.....Jack Wallace
Chief Engineer.....Andrew M. Jones
Consulting Engineer.....Commercial Radio

K T X C

BIG SPRING—1949—LBS

Frequency: 1400 Kc. Power: 100 Watts
Owned-Oper. By.....Big State Bcstg. Co.
Address.....Big Spring City Park
Phone Number.....3300
Trans. Loca.....City Park
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Pres., Gen. Mgr.....V. T. Anderson
Sta. Mgr., News Dir.....Woodie Groves
Commercial Manager.....James O. Taylor
Prog. Dir.....Miss Ernest Dean Rodman
Chief Announcer.....Fred Mathews
Chief Engineer.....Billie Austin
Farm Editor.....Bruce Frazier

K F Y N

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
Owned-Operated By.....Frank Svoboda
Bus.-Studio-Transmitter Address. 903 E. 4th St.
Phone Number.....781
Air Time.....Sunrise-sunset

K H U Z

BORGER—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....Box 110
Phone Number.....1600
Studio-Transmitter Location. 1431 Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Trans. Serv.....World, SESAC
Membership.....NARTB
President.....R. G. Hughes
General Manager.....Jack Roberts
Commercial Manager.....Louis Roberts

• • •
TEXAS
• • •

News Director.....Jake Shubinski
Musical Director.....Bob Jackson
Chief Engineer.....Herman Kreiger

K N E L
BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address.....Brady
Phone Number.....7777
Transmitter Location.....Brady
Air Time.....8 a.m.-10 p.m.
News Service.....AP
Representative.....Hil F. Best
Gen.-Station Manager.....G. L. Burns
Comm., Sales Prom. Mgr.....J. S. Sloane
Prog. Dir., Chief Announcer.....Gene Burns
Chief Engineer.....Cecil Nelln

K S T B

BRECKENRIDGE—1947—LBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number.....1430
Transmitter Location.....1½ Mi. W. of city
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen. Mgr.....R. W. Chapman
Commercial Manager.....Sidney Foster
Program Director.....T. Drake
Chief Engineer.....R. L. Smith

K W H I

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Address.....108½ Main St.
Phone Number.....655
Transmitter Location.....2 Mi. N. on Hwy. 36
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Gen. Mgr.....Tom S. Whitehead
Commercial Manager.....J. C. Price
Chief Engineer.....R. D. Elder

K T F Y

BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Terry Cty. Bdcstg. Co.
Address.....Drawer 1032
Phone Number.....1000
Transmitter Location.....Tahoka Hwy.
Air Time.....5:30 a.m.-Sunset
News Service.....UP
Transcription Service.....Capitol
Membership.....NARTB, BAB
Gen., Comm. Mgr.....David R. Worley
Sales Prom. Mgr., Publ. Dir.....Sid McIntosh
Program Director.....Nathan Daniel
Chief Announcer.....Don Opheim
Chief Engineer.....Hardin L. Smith

K B O R

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....1934 Central Blvd.
Phone Number.....2-5677
Transmitter Location.....1934 Central Blvd.
Air Time.....6 a.m.-12
News Service.....AP
Trans. Service.....World, Thesaurus
Representative.....Best
Chief Announcer.....Tom Martin
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prom. Mgr., Pgm., Prod. Dir.....R. E. Fowler
Chief Engineer.....Willis A. Wilson
Consulting Engr.....George E. Gautney

K V A L

**BROWNSVILLE—ABC
TEX. QUAL. NET**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....T. Frank Smith
Address.....P. O. Box 1792
Phone Number.....2-8452
Transmitter Location.....Hwy 77
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters
Membership.....BAB
President, Gen. Mgr.....T. Frank Smith
Comm. Sta. Mgr.....T. Frank Smith, Jr.
Chief Engineer.....Don Morris
Consulting Engr.....George C. Davis

K B W D

BROWNWOOD—1941—MBS

Frequency: 1380 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address.....800 Hawkins St.
Phone Number.....2401
Transmitter Location.....Williams Ranch Rd.
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Representative.....Walker
Pres., Gen. Mgr., Pgm. Dir.....W. Mayes, Jr.
Commercial Manager.....Joe B. Foster
Sales Prom. Mgr.....Bill Jamar
Chief Engineer.....A. W. Stewart
Consulting Engr.....Everett Dillard

K O R A

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....604 Varisco Bldg.
Phone Number.....3-1240
Transmitter Location.....Villa Maria Rd.

T E X A S

Air Time.....6 a.m.-M.
 Owner, Gen. Mgr.David C. Jones, Jr.
 Comm. Sales Prom. Mgr.....M. Ralph Weedon
 Chief Announcer.....R. D. Jones
 Chief Engineer.....David C. Jones

K D E T

CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Center Bcstg. Co., Inc.
 Address.....205 Austin St.
 Phone Number1199
 LocationCenter
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeHil F. Best
 Pres., Pgm. Dir.Talbert E. Foster
 Gen., Comm. Mgr.....Tom E. Foster
 News Dir., Chief Ann.....Jack Bell
 Chief Engineer.....Harlan Riley

K C T X

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Golden West Bcstg. Co., Inc.
 Bus.-Studio. Address.....217½ N. Main
 Phone Number1085-6
 Transmitter Location...1 Mi. W. of Childress
 Air Time.....Local sunrise-sunset
 News ServiceAP
 RepresentativeP. W. Seward
 President.....R. Malone Hagan
 Gen., Sta. Manager.....George D. Cowan
 Program Director.....LeRoy Carter
 Publicity Director.....Nelle Carter
 Chief Announcer.....Bob Pace
 Chief Engineer.....William V. Queen

K C L E

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Marti, Inc.
 Address.....919 N. Main
 Phone Number1025
 Transmitter LocationRoute 3
 Air Time.....Sunrise to Sunset only
 News ServiceAP
 Representative.....Hil F. Best
 Pres., Gen., Comm. Mgr.....George W. Marti

K S T A

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Coleman County Bcstg. Co.,
 Inc.
 Business Address.....Box 432
 Phone Number8406
 Studio-Transmitter Address...A. Bilene Hwray.
 Air TimeDaytime
 News ServiceUP

Transcription Service.....SESAC, Capitol
 RepresentativeHil F. Best
 President.....H. H. Jackson
 Gen., Sta. Mgr.....Floyd Shelton
 Comm. Mgr.....Dan C. Guthrie
 Pgm. Dir., Chief Anncr.....Bill Fox
 Chief Engineer.....Brownie Seals

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Agricultural &
 Mechanical College of Texas
 Bus.-Studio AddressCollege Station
 Phone Number66724
 Transmitter Location.....College Station
 Air Time.....6 a.m.-local sunset
 News ServiceAP
 Sta. Mgr.....Richard L. Webb
 Commercial Manager.....Helen McLendon
 Pgm. Dir., Chief Anncr.....John Scogin
 Chief Engineer.....Richard L. Webb
 Farm Editor.....Dick Hickerson
 Consulting Engr.....H. C. Dillingham

K V M C

COLORADO CITY—1950—KBS

Frequency: 1320 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Colorado City Bcstg. Co.
 Address.....1.3 Mi. W. of Colorado City
 Phone Number64
 News ServiceAP
 PartnersMarshall Formby,
 Eldon Mahon, Clint Formby
 ManagerClint Formby
 Comm. Mgr., Pgm. Dir.....Walter Grubbs
 Chief Engineer.....Paul Brown

K M C O

CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Montgomery County
 Bcstg. Co.
 Address.....324 N. Main
 Phone Number1190
 News ServiceUP
 Transcription ServiceStandard
 President.....Reagan Smith
 Station Manager.....James C. Dorrell
 Sales Manager.....David L. Oglesby
 Pgm., News Dir.....Hal H. Coley
 Chief Engineer.....John W. Neathery

K E Y S

CORPUS CHRISTI—1941

Frequency: 1440 Ks.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Nueces Bcstg. Co.
 Phone Number2-7411
 Address.....P. O. Box 1460
 Transmitter Location.....Shell Rd.

TEXAS

General Manager..... Aubrey Jackson
 Manager..... Kelly Wolford
 Program Director..... Robert Cutting

Sta., Sales Prom., Comm. Mgr... Harry H. Hayes
 Prod., Mus. Director..... George Wilcox
 Chief Engineer..... Nestor Cuesta
 Consulting Engineer..... Earl Cullum &
 Nestor Cuesta

KRIS

CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Gulf Coast Bcstg. Co.
 Address..... P. O. Box 840
 Phone Number..... 4-6354
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Free & Peters
 Pres., Gen. Mgr..... T. Frank Smith
 Commercial Manager..... William Eikner
 Pgm. Dir., Prom. Mgr..... Charles Nethery
 Chief Engineer..... Buster Harvey

KSIX

CORPUS CHRISTI—1947—ABC-LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address..... Show Room Bldg.
 Phone Number..... 2-9242
 Transmitter Location..... Whelan Dr.
 Air Time..... 5:45 a.m.-1 a.m.
 Transcription Service..... RCA Thesaurus
 Representative..... Forjoe & Co.
 Pres., Gen. Mgr..... Vann M. Kennedy
 Commercial Manager..... Charles R. Manning
 Program Director..... Henry Schwartz
 Publicity Director..... Carol Ann Burg
 Chief Engineer..... W. K. Bridges
 Consulting Engr..... James H. Burney

KUNO

CORPUS CHRISTI—LBS—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... KUNO, Inc.
 Address-Trans. Loca..... 19th & Agnes Sts.
 Phone..... 4-5203
 Air Time..... Unlimited
 Transcription Service..... Capitol, Associated
 Membership..... NARTB, BAB
 President..... Leslie C. Smith
 Gen. Mgr..... J. H. Mayberry
 Station Manager..... Ben F. Blackman
 Commercial Manager..... Peggy Lindsay
 Asst. Manager..... Herbert N. Garrett

KWBU

CORPUS CHRISTI—1944

Frequency: 1030 Kc... Power: 50,000 Watts d.
 Owned-Oper. By..... Texas Baptist Convention
 Representative..... Branham
 News Service..... AP
 General Manager..... Carr P. Collins

KAND

CORSICANA—1937

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Alto, Inc.
 Bus.-Studio Address..... State Natl. Bank Bldg.
 Phone Number..... 2486
 Transmitter Location..... No. Hwy. 75
 News Service..... UP
 Transcription Service..... World
 Representative..... Branham
 President..... J. C. West
 General Manager..... Luther A. Johnson, Jr.

KIVY

CROCKETT—1949

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Hamilton H. Callen &
 James H. Gibbs
 Address..... P. O. Box 478
 Phone Number..... 222
 Transcription Service..... Lang-Worth
 News Service..... UP
 Ptnr., Gen. Mgr., Chief Engr.....
 Hamilton H. Callen
 Ptnr., Prom. Mgr., Pgm. News Dir.
 James H. Gibbs
 Farm Editor..... Don Gatz

KCFH

CUERO—1949—LBS

Frequency: 1600 Kc..... Power: 500 Watts d
 Owned-Oper. By..... A. M. Respondek
 Phone Number..... 700
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... World
 Representative..... Best, Biddick
 Pres., Gen. Mgr., Chief Engr... A. M. Respondek
 Commercial Manager..... Edson Foster
 Program Director..... Charlice Dietze

KXIT

DALHART—1948—LBS-KBS

Frequency: 1410 Kc.... Power: 500 Watts d.
 Owned-Operated By..... Dalrad Associates
 Address..... P. O. Box 1350
 Phone Number..... 740
 News Service..... UP
 Representative..... Best
 Transcription Service..... Lang-Worth
 Co-owner, Gen. Mgr..... Ken Bishop
 Chief Engineer..... Bill Smith

• • •

TEXAS

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KIXL

DALLAS—1947

Frequency: 1040 Kc. Power: 1000 Watts d.
 Owned-Operated By: Variety Bcstg. Co. Inc.
 Business-Studio Address: 1401 S. Akard St.
 Phone Number: Riverside 4521
 Transmitter Location: 5500 Parkdale Dr.
 Air Time: Daytime
 News Service: AP
 Transcription Service: Standard, World,
 MacGregor, Capitol, Associated

Representative: ForJoe
 President, General Manager: Lee Segall
 Commercial Manager: Charles F. Payne
 Production Manager: John D. Wilson
 Chief Engineer: Bob E. Tripp
 Consulting Engineer: George P. Adair

KLIF

DALLAS—1948—LIBERTY

Frequency: 1190 Kc. Power: 1000 Watts d.
 1000 Watts n.

Owned-Oper. By: Trinity Bcstg. Corp.
 Business-Studio Address: 2100 Jackson St.
 Phone Number: RAndolph 2421
 Transmitter Location: Scyene Rd
 Air Time: 5:30 a.m.-1 a.m.
 News Service: UP
 Representative: John A. Pearson
 Membership: NARTB, BAE
 President: Gordon McLendon
 General Manager: Ray Lewis
 Commercial Manager: Bill Weaver
 Program Director: Joe Roddy
 Chief Announcer: Art Nelson
 Chief Engineer: Glenn Callison

KRLD

DALLAS—1926—CBS

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Operated By: KRLD Radio Corp.
 Address: Herald Square
 Phone Number: RA 6811
 Transmitter Location: Garland
 Air Time: 5:15 a.m.-12 M.
 News Service: UP, AP, INS
 Transcription Service: Standard, SESAC
 Representative: Branham
 Membership: NARTB, BAB
 President: John W. Runyon
 General Manager: Clyde W. Rembert
 Commercial Mgr.: William A. Roberts
 Program Director: Roy George
 Pub. Dir., Prom. Mgr.: A. J. Putnam
 Chief Engineer: Bill B. Honeycutt

KSKY

DALLAS—1941

Frequency: 660 Kc. Power: 1000 Watts d.
 Owned-Operated By: SKY Bcstg. Service

Business-Studio Address: Hotel Stoneleigh
 Phone Number: 6193 Randolph
 Transmitter Location: Bruton Rd.
 Air Time: Sunrise-sunset
 News Service: AP
 Membership: NARTB
 Partner, Gen. Mgr.: A. L. Chilton
 Station Manager: R. G. Terrill
 Commercial Manager: R. L. Kanatzar
 Program Director: Leonard Holland
 Chief Engineer: Morris M. Ming

WFAA

DALLAS—1922—NBC-ABC

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Dallas Morning News
 Business-Studio Address: 1122 Jackson St.
 Phone Number: Riverside 9631
 Transmitter Location: WFAA-820;
 WFAA-570, Grapevine

Air Time: Unlimited
 News Service: AP, UP
 Trans. Serv.: Lang-Worth, Associated
 Representative: Edward M. Petry
 Membership: NARTB, BAB
 President: E. M. Dealey
 General Manager: Martin B. Campbell
 National Comm. Mgr.: Ralph W. Nimmons
 Asst. Manager: Alex Keese
 Sales Prom. Mgr.: Mrs. Wyona Portwood
 Program Director: Karl Lambertz
 Publicity Director: Harry Koenigsberg
 Chief Engineer: J. Raymond Collins

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By: City of Dallas
 Business Address: Municipal Radio Bldg.
 Phone Number: Tenison 6101
 Transmitter Location: White Rock Lake
 News Service: AP
 Transcription Service: Thesaurus
 Representative: John Blair
 Membership: NARTB
 Chairman: E. O. Cartwright
 Gen., Comm. Mgr., Chief Engr.: Durward Tucker
 Sales Prom. Mgr., Pgm. Dir.: Pete Teddlie
 Publicity Director: Louise Freedman
 Consulting Engineer: Commercial Radio

KDLK

DEL RIO—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Del Rio Bcstg. Co.
 Business Address: P. O. Box 1162
 Phone Number: 1234

TEXAS

Studio-Transmitter Location.....Cypress &
E. Second Sts.
News ServiceUP
RepresentativeHoward
President.....James A. Clements
Gen., Comm. Manager.....Don R. Howard

KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Grayson Bcstg. Co.
AddressHotel Denison
Phone Number3-400
Transmitter Location. 2 Mi. N. City, Hiway 75
News ServiceAP
PresidentB. V. Hammond, Jr.
Vice-President.....L. L. Hendrick
Program Director.....Allen Hundley
Chief EngineerFranklin Bailey

KDNT

DENTON—1938—LBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harwell V. Shepard
AddressRadio Center
Phone Number276
Transmitter LocationHwy 24
News ServiceUP
Owner & Manager.....Harwell V. Shepard

KDDD

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
AddressBox 337
Trans. Add. . . .Hwy. 287, No. edge of Dumas
Phone Number2-5000
Air TimeSunrise-sunset
News ServiceAP
Transcription ServiceStandard
RepresentativeHil F. Best
President.....Lucian M. Spencer
Gen., Sta., Comm. Mgr.....Ken Duke
Prod., Publ. Director.....Al Tremble
News, Pgm. Dir.....Bill Lask
Chief EngineerGeorge Pepin
Consulting Engr.....Guy Hutcherson

KURV

EDINBURG—1947—LBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. C. Looney
AddressEdinburg
Phone Number710
Studio-Transmitter Location. 2 Mi. N. State Hy.
Air TimeSunrise-Sunset
News ServiceUP
RepresentativeForjoe
MembershipNARTB, FMA
President.....James Cullen Looney

Gen. Mgr.....Albert C. Ryan
Program DirectorJack Moran
Chief Engineer.....Warren Chase

KULP

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....515 E. Jackson St.
Phone Number1390
Air Time6 a.m.-Local Sunset
News ServiceUP
Transcription ServiceLang-Worth
MembershipNARTB
PresidentCulp Krueger
ManagerMelbadean Wells
Commercial Manager.....Horace Wells
Program Director.....Bob Hathaway
Chief Engineer.....Joe Miller

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Oil City Bcstg. Co.
AddressRadio Rd.
Phone Number1051
Transcription ServiceStandard
President.....A. C. Raines, Jr.
Gen., Sta., Comm. Mgr.....Mrs. L. McCowan
Chapman
Program Director.....Jean Thompson
Chief Engineer.....Bill Frank Lindsay
Consulting Engineer.....Bill Elkins

KELP

EL PASO—1947—LBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hills Bldg.
Phone Number3-3658
RepresentativePearson
Transcription Service.....KBS, Capitol
President.....B. R. McLendon
Gen., Sta., Comm. Mgr.....Dick Weaver
Sales Prom. Mgr.....Charles Gish
Program Director.....Walter Peterson
Production Director.....Robert M. Lindley
Chief Ann., News Dir.....Bob Lindley
Chief Engineer.....Virgil Cisneros
Consulting Engineer.....Weldon & Carr

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By....Rowley-Brown Bcstg. Co.
Address2419 N. Piedras St.
Phone Number5-2731
Trans. Loca. . .Hwy. 54, 10 Mi. N.E. of City
Air Time6 a.m.-11:30 p.m.
News ServiceUP

T E X A S

Transcription Service...Standard, Lang-Worth
 RepresentativeJohn Blair & Co.
 MembershipNARTB, BAB
 Exec. Vice PresidentKenyon Brown
 General ManagerWillard L. Kline
 Commercial ManagerHoward W. Baldwin
 Publ., Pgm. Dir., Farm Editor...Cecil Sansbury
 Sales Prom. Dir.....Sam H. Bennett
 Chief EngineerE. L. Gemoets
 Consulting EngineerA. Earl Cullum

K R O D

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Roderick Bcstg. Corp.
 Business-Studio Address...2201 Wyoming St.
 Phone Number2-6551
 Transmitter Location...3½ Mi. N., Newman Rd.
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeTaylor Co.
 President.....Dorrance D. Roderick
 Gen., Comm. Mgr.....Val Lawrence
 Promotion Manager.....T. Wiseheart
 News, Program Director.....Ted Hunt
 Chief Engineer.....Edward P. Talbutt

K S E T

EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rio Grande Bcstg. Co.
 Address706 N. Mesa Ave.
 RepresentativeMcGillvra
 Transcription ServiceCapitol
 News ServiceAP
 President.....Fred Harvey
 General Manager.....George R. Thady
 Commercial Manager.....Don Brooks
 Chief Engineer.....Frederick Sheehan

K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc...Power: 1000 d., 500 n.
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address801 N. Oregon St.
 Phone Number2-5423
 Transmitter Location.....First St., Ascarate
 Air Time6 a.m.-11:30 p.m.
 News ServiceINS
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Karl O. Wyler
 V.P.-Sec.....Roy T. Chapman
 Program Director.....Jack Chapman
 Chief Engineer.....Kenneth J. Walton
 Consulting Engr.....George P. Adair

K F L D

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Operated By...West Texas Bcstrs. Inc.
 AddressRalls Highway
 Phone Number11
 News ServiceUP
 RepresentativeContinental, Kellar
 PresidentEd Holmes
 Gen., Prom. Mgr.....James E. Stanton
 Comm. Mgr., News Dir.....Len Sucher
 Program Director.....Wayne Robison
 Chief Engineer.....Pat Jeter

K C N C

FORT WORTH—1946—WESTERN

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.
 Bus.-Studio AddressP. O. Box 629
 Phone NumberFortune 7175
 Transmitter Location...4000 Lawnwood St.
 Air TimeDaytime
 News ServiceAP
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....J. H. Speck
 Commercial ManagerJ. N. Mullan
 Program Director.....Jim Bradley
 Chief EngineerChester Grubbs
 Consulting Engr.....A. Earl Cullum, Jr.

K C U L

FORT WORTH—1946

Frequency: 1540 Kc...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. ByEast-West Bdcstg. Co.
 Address3607 Camp Bowie Blvd.
 Phone NumberSUNset 6555
 Transmitter LocationKennedale
 Air Time5:30 a.m.-1:30 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
 Commercial Manager.....Homer Hogan
 Sales Promotion Manager.....W. E. Moore
 Program Director.....Jerry Hahn
 Production Director.....Charles Temple
 Publicity Director.....Maydell Wallace
 Chief Engineer.....R. L. McAlister
 Consulting Engineer.....William L. Foss

K F J Z

**FORT WORTH
 MBS-TEXAS STATE**

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Tarrant Bcstg. Co.
 Business-Studio Address...1201 W. Lancaster
 Phone NumberEd 3474
 Transmitter LocationBirdville
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeJohn Blair
 MembershipNARTB, BAB

TEXAS

Pres., Gen. Mgr. Gene L. Cagle
 Comm. Mgr. Clyde D. Pemberton
 Pgm. Dir. Hal Thompson
 Chief Engineer James T. Peterson
 Consulting Engr. Commercial Radio

Musical Director Gene Baugh
 Chief Engineer R. C. Stinson
 Farm Editor W. A. Ruhmann
 Consulting Engineer A. D. Ring
 (See Page 652)

KWBC

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Worth Bcstg. Co.
 Bus.-Studio Address Box 7116
 Phone Number VA 1279
 Transmitter Location Kimbo Rd.
 Air Time Daytime
 News Service AP
 Representative Rambeau
 President Judge P. W. Seward
 General Manager Lewis Love
 Commercial Manager Pat McFathers
 Sales Prom. Mgr. Charles Lewis
 Program Director Dean McClain
 Publicity Director Dorothy Reed Hill
 Chief Engineer Melvin Parsons

KXOL

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By ... Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address .1216 Pennsylvania Ave.
 Phone Number Edison 1448
 Transmitter Location Galloway Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 President F. M. Skinner
 Gen. Sta. Mgr. Herman K. Clark
 Commercial Mgr. Hewel Jones
 Chief Engineer John R. Crouse

WBAP

FORT WORTH—1922 NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By .. Carter Publications, Inc.
 Business Address 3900 Barnett St.
 Phone Number Ft. Worth LO-1981
 Transmitter Location .WBAP-820, Grapevine;
 WBAP-570, Grapevine
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service Associated, Cole
 Representative Free & Peters
 Membership NARTB
 President Amon Carter
 Directors .. Harold Hough, George Cranston
 Commercial Manager Roy Bacus
 Program Director Ed Lally
 Production Director A. M. Woodford
 Pub. Dir. Thaine Engle
 Chief Announcer Frank Mills
 News Director James A. Byron

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Gillespie Bcstg. Co., Inc.
 Business-Studio Address .Security State Bank
 Bldg.
 Phone Number 311
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Representative Hil F. Best
 President Walter T. McKay
 Chief Engr., Sta., Gen. Mgr. .Norbert A. Fritz

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Gainesville Bcstg. Co.
 Address Box 222
 Phone Number 248, 1600
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Standard, Ullman
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.
 Comm. Mgr. Earl Leonard
 Program Director Jerry Talley
 Chief Engineer Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.,
 250 n.
 Owned-Oper. By ... The Galveston Bcstg. Co.
 Business-Studio Address P. O. Box 1138
 Phone Number 3-4329
 Transmitter Location .E. end Galveston Island
 Air Time 6:30 a.m.-M.
 News Service AP
 Gen., Sta. Mgr. James W. Bradner, Jr.
 Commercial Manager Orland O. Dodson
 Program Director Tom Dawson
 Chief Engineer Jesse Simms
 Consulting Engr. A. Earl Cullum, Jr.

KLUF

GALVESTON—1922—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The KLUF Bcstg. Co.
 Business-Studio Address 300 Haden Bldg.
 Phone Number 5-6676
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 President Orrin Tucker

It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....

1

WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

2

WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

3

WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.

MONDAY THROUGH FRIDAY
12:00 Noon to 6:00 p. m.

WBAP-TV

50.3

Sta. B

22.3

Sta. C

27.4

SUNDAY THROUGH SATURDAY EVE.
6:00 p. m.-11:00 p. m.

44.3

36.6

19.0

4

FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5

MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

WBAP AM-FM-TV
570 - 820
Channel



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National
Representatives

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

T E X A S

General Manager.....Robert J. Savage
 Commercial Manager.....Guy H. Popham
 Program Director.....Braden E. Clough
 Chief Engineer.....L. D. Clough

K S I J

GLADEWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....C. A. Lee
 Address.....T. W. Apartment Bldg.
 Phone Number.....516
 Transmitter Location.....Kilgore Highway
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Commercial Manager.....J. O. Sisk
 Sales Prom. Mgr.....Tom E. Perryman
 Program Director.....Joe Talley
 Gen. Mgr., News Dir.....Douglas Reeh
 Chief Engineer.....Lloyd Johnson

K C T I

GONZALES—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Gonzales Bcstg. Co.
 Business Address.....425 St. George St.
 Phone Number.....770
 Transmitter Location...2½ Mi. E. City, Hiway
 200
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....
 Transcription Service.....SESAC
 Representative.....Gene Grant, Cooke
 Gen. Comm. Mgr.....Lawrence M. Walshak
 Prom. Mgr., Pgm. Dir., Chief Engr.....
 Frank Wilson, Jr.
 Consulting Engineer.....George C. Davis

K S W A

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Southwestair, Inc.
 Address.....Box 748
 Phone Number.....1200
 Studio-Transmitter Location.....Hiway 24
 Transcription Service.....SESAC
 General Manager.....H. V. Newsom
 Program Director.....Eugene Turner

K G V L

**GREENVILLE—1946
 MBS-TEXAS STATE-KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Truett Kimzey
 Phone Number.....2066
 Air Time.....18 hrs.
 News Service.....AP
 Owner, Pres.....Truett Kimzey
 Gen., Comm., Prom. Mgr.....Leo Hackney
 Pgm. Dir., Chief Ann.....James D. Jones
 Chief Engineer.....Tom Clyde

K C L W

HAMILTON—1948

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Hamilton Bcstg. Co.
 Bus.-Studio Address.....Box 592
 Phone Number.....500
 Transmitter Location.....2½ Mi. Hwy. 36
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, BAB
 President.....Clyde Weatherby
 Gen. Mgr.....J. H. Smith
 Chief Engineer.....Carl Knelly

K G B S

HARLINGEN—1941—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Harbenito Bcstg. Co., Inc.
 Phone Number.....2200
 Studio-Transmitter Address...U. S. Hwy. 83
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service...Associated, Standard
 Representative.....Weed & Co.
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Commercial Manager.....Dave Bennett
 Chief Engineer.....Al Beck

AP SELLS

For Stations and Sponsors —

For instance . . . KRIS

“Listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it ‘asset’ and ‘finest investment.’ ”

T. FRANK SMITH,
 President,
 KRIS, Corpus Christi, Texas

T E X A S

KSOX

HARLINGEN—1951—MBS

Frequency: 1530 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By Roy Hofheinz
Address 1519 West Harrison
Phone Number 3500
News Service UP
Representative Avery-Knodel
President Roy Hofheinz
General Manager Gould Beech
Assistant Manager Allen Dale
Program Director Joe Keith
Chief Engineer Bob Bush

KGRI

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By Henderson Bcstg. Co.
Business-Studio Address Box 1111
Phone Number 4528
News Service UP
Representative Best
Transcription Service World, SESAC
President Roy B. Cannon
Manager Cliff Crawford
Program Director James T. Reeves
Chief Engineer James Austin

KPAN

HEREFORD—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By Marshall Formby
Address P. O. Box 868
Phone Number 860
Representative Best
Transcription Service Thesaurus
News Service UP
President Marshall Formby
Gen. Sta. Mgr. Cliff Formby
Commercial Manager Bob Blount
Chief Ann., Pgm. Dir. Bob Hess
Production Director Kathleen Caylor
Chief Engineer Dennis Surber
Consulting Engineer Stewart & Stewart

KHB R

HILLSBORO—1948—LBS

Frequency: 1560 Kc. Power: 250 Watts d.
Transmitter Location Hwy. 77
Representative Best
News Service UP
Membership BAB
General Manager Ray J. Williams
Station Manager Nelson Galle
Comm. Mgr., Pgm. Dir. J. K. Lane
Chief Engineer Bill Stanley
Consulting Engineer Stewart & Stewart

KATL

HOUSTON—1947—LBS

Frequency: 1590 Kc. Power: 5000 Watts d.,
5000 Watts n.
Owned-Oper. By Texas Bdcsters., Inc.
Address 412 Main St.
Phone Number Preston 3108
Transmitter Location Post Oak Rd.
Air Time 24 Hours
News Service UP
Transcription Service Lang-Worth
Representative IMS
Membership NARTB, BAB
President William H. Talbot
Gen., Sta. Mgr. King H. Robinson
Program Director Johnny Edwards
Chief Engineer Edward Martin
Consulting Engineer Kear & Kennedy

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By Call of Houston, Inc.
Business-Studio Address 1 Main St.
Phone Number Charter 1888
Transmitter Location Kerr St.
Air Time Daytime
News Service UP
Transcription Service World, Associated
Representative John E. Pearson
Pres., Gen. Mgr. Robert C. Meeker
Pgm., Publ. Dir. Hal Hazelrigg
Chief Announcer, Prod. Dir. John Neely
Chief Engineer Dick Locke

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By W. Albert Lee
Business-Studio Address Milby Hotel
Phone Number Preston 1161
Transmitter Location 1 Mi. from inter-
section N. Sherperd & Airline
Air Time 24 hrs.
News Service UP
Transcription Service World
Representative Adam J. Young
Membership NARTB
President W. Albert Lee
General Manager Cal Perley
Commercial Manager Bill Edwards
Pgm., Publ. Dir. Noel Pettingell
Chief Engineer Harold Weinzell
Consulting Engineer Andrew Ring

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 200 watts
Owned-Oper. By Veterans Bcstg. Co.

T E X A S

Business-Studio Address 4701 Caroline St.
 Phone Number Keystone 2581
 Transmitter Location N. Ennis & Freeland Sts.
 Air Time 14 Hours
 News Service UP
 Transcription Service Lang-Worth
 Representative For Joe
 Membership NARTB
 President Max H. Jacobs
 Gen. Sta. Mgr. Dave Morris
 Comm. Mgr. Jack Healy
 Production Director Walter Colvin
 Publicity Director Inez Elbel
 Chief Announcer Biff Collie
 Chief Engineer O. C. Crossland
 Musical Director J. R. Covington, Jr.
 Consulting Engr. Thomas Lockett

K P R C

HOUSTON—1925
NBC—T. Q. N.

Frequency: 950 Kc. Power: 5000 Watts d.
 5000 Watts n.
 Owned-Oper. By The Houston Post Co.
 Address Lamar Hotel
 Phone Number FAirfax 7101
 Transmitter Location Deepwater
 News Service AP
 Transcription Service Thesaurus
 Representative Edw. Petry & Co.
 President W. P. Hobby
 Vice-Pres., Gen. Mgr. Jack W. Harris
 Commercial Manager Jack McGrew
 Sales, Promotion Manager Marsh Callaway
 Program Director Frances Sullivan
 News Director Pat Flaherty
 Chief Engr. Harvey T. Wheeler

K T H T

HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Roy Hofheinz
 Bus.-Studio Address 4005 Travis St.
 Phone Number Keystone 5535
 Transmitter Location Nr. San Jacinto
 Battlegrounds
 Air Time 5 a.m.-12 M.
 News Service UP
 Representative Avery-Knodel
 President Roy N. Hofheinz
 Gen., Comm., Prom. Mgr. Bill Bennett
 Production Director Ted Nabor
 Publicity Director Lauri Schutt
 Program Director John Knapp
 Chief Engineer O. B. Johnson
 Consulting Engineer John Creutz

K T R H

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Oper. By KTRH Bcstg. Co.
 Address Rice Hotel

Phone Number Preston 4361
 Transmitter Location Baytown
 News Service AP, INS
 Transcription Service World
 Representative John Blair
 President B. F. Orr
 Station Manager Roy Herndon
 Sales Manager Ray Bright
 Program Director Tom Jacobs
 Engineers Tom Hiner, Lester Mullan

K X Y Z

HOUSTON—1930—ABC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Shamrock Bdcstg.
 Address Gulf Bldg.
 Phone Number CAPitol 6151
 Transmitter Location Deepwater
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard, Lang-Worth
 Representative Free & Peters, Inc.
 Membership NARTB, ABD, FMA
 President Glenn H. McCarthy
 V.P., Gen. Mgr. Fred Nahas
 Commercial Manager Howard C. Evans
 Program Director Ted Hills
 Production Director Ken Bagwell

A P S E L L S

For Stations and Sponsors —

For instance . . . KTRH

“Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP’s ability to build a loyal audience of people who BUY.”

RAY HERNDON,
 Manager,
 KTRH, Houston, Texas

• • •

T E X A S

• • •

Publicity Director.....Ednah Forester
Chief Engineer.....Gerald Chinski
Consulting Engr.....Craven, Lohnes & Culver

K S A M

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address.....Highway 75 So.
Phone Number.....666
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Membership.....NARTB
General Manager.....H. C. Bailes
Asst. Mgr. News Dir.....Ted Lott
Comm., Sales Prom. Mgr.....Roy Greer
Chief Engineer.....Albert W. Strong
Consulting Engineer.....Merl Saxon

K E B E

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Bus. Studio-Transmitter Address.....Box 1071
Phone Number.....2211
Air Time.....6:30 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Gen. Mgr.....Bill A. Laurie
Station Manager.....Mrs. B. A. Laurie
Commercial Manager.....J. D. Spencer
Chief Engineer.....Eugene R. Kintz

K T X J

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....Texas Theatre Bldg.
Phone Number.....580
Transcription Service.....Capitol
News Service.....AP
President.....Joe Fisher
General Manager.....Mrs. Joe J. Fisher
Commercial Manager.....L. B. Herring III
Program Director.....Nida A. Marshall
Chief Engineer.....Fred Smith

K M B L

JUNCTION—1951

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Kimble County Bcstg. Co.
General Manager.....James E. Calhoun

K E R B

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kermit Bcstg. Co., Inc.

Address.....Hwy. 302
Phone Number.....3481
Transcription Service.....Lang-Worth
News Service.....UP
President.....George H. Cook
News Director.....Ray Boyd Kilman
Gen., Comm. Manager.....Victor King
Program Director.....James Boultinghouse
Promotion Manager.....Gene Connors
Chief Engineer.....James Radcliffe

K E V T

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr County Bcstg. Co.
Representative.....Best
Manager.....Dean Turner

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capitol Bcstg. Assn.
Address.....Radio Bldg.
Phone Number.....2001
Transmitter Location.....Martin & Ross Sts.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Representative.....Hil F. Best
President.....Roy G. Terry
Gen., Sta., Comm., Sales Prom. Mgr.
Prog., Prod., News, Mus. Dir. James C. Elamon
Chief Engineer.....Karem O. Soule

K I N E

KINGSVILLE—1948—LBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Address.....205 E. King St.
Phone Number.....1317
Transmitter Location.....Bishop
Air Time.....6 a.m.-Local Sunset
News Service.....UP
Representative.....Hil F. Best
Membership.....NARTB, BAB
President.....James H. Clement
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Chief Engineer.....R. T. Whitaker
Consulting Engr.....C. E. Page

K P E T

LAMESA—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts
Operated By.....Lamesa Bcstg. Co.
Business Address.....502 S. First
Phone Number.....690
Studio Trans. Location.....2 Mi. S. Lamesa
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Membership.....NARTB, BAB

. . .
TEXAS
. . .

Gen.-Sta. Mgr. Bob Bradbury
Commercial Mgr. Clayton Barkhurst
Program Dir. Olene Blewett
Chief Engineer Eugene Cornelius
Consulting Engr. Glenn D. Gillett

KHIT

LAMPASAS—1948—LBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Lampasas Bcstg. Co.
Address P. O. Box 228
Phone Number 721
Representative Best
Transcription Service Lang-Worth
News Service UP
Gen., Comm. Mgr., News Dir. Harry Van Slycke
Program Director Ken Fulton
Chief Engineer Don Peak

KLVT

LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Forest Weimhold
Address P. O. Box 866
Phone Number 1030
Transmitter Loc. Farm to Market Hiway.
News Service AP
Transcription Service Standard
Station Representative Hil F. Best
General Manager Gerald H. Sanders
Commercial Manager Joe Garrison

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Southwestern Bcstrs.
Business Address Box 192
Phone Number 400
Studio-Transmitter Location Clovis Hway.
News Service AP
Transcription Service SESAC
President J. C. Rothwell
General Manager J. B. McShan
Program Director Othell W. Whitson
Chief Engineer Jack Duemler

KFRO

**LONGVIEW—1934
ABC-KBS-TEX. STATE**

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Oper. By Voice of Longview
Bus.-Studio Address Curtis Bldg.,
P. O. Box 792
Phone Number 1370, 411
Transmitter Location 2118 Marshall Ave
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Donald Cooke
Membership NARTB, BAB
President James R. Curtis

KLTI

LONGVIEW—1948—LBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By LeTourneau Radio Corp.
Address P. O. Box 1866
Phone Number 4331
Studio-Trans. Address Mobberly Ave. Ext.
News Service UP
Transcription Service Associated, Standard
Representative Pearson
President R. G. LeTourneau
General Manager Lloyd Hawkins
Commercial Manager Art Green
Program Director Lawrence Birdsong
Chief Engineer Ken Maxwell

KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Caprock Bcstg. Co.
Business-Studio Address 1803 Broadway
Phone Number 5-6348
Transmitter Location U. S. Hway. 84
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World, Associated
Representative John E. Pearson
Membership NARTB, BAB
President, General Mgr. Joe H. Bryant
Assistant Manager Robert L. Snyder
Commercial Manager George L. Tarter
Chief Engineer Frank Lee

KFYO

LUBBOCK—1927—ABC-LONE STAR

Frequency: 790 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By Plains Radio Bcstg. Co., Inc.
Business-Studio Address 914 Ave. J
Phone Number 5-5567
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Standard, Capitol
Representative Taylor Co.
Membership NARTB, BAB
President Gene A. Howe
Sta. Mgr. Gordon Thompson
Sales Prom. Mgr. Leete Lackson
Program Director Noel (Bud) Thompson
Chief Engineer Scott Bledsoe
Consulting Engr. A. Earl Cullum

KSEL

LUBBOCK—1946—LBS

Frequency: 950 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Lubbock Bcstg. Co.
Business Address 1916 Ave. Q

TEXAS

Phone Number 3-0484
 Transmitter Loca. ½ Mi. E. of Courthouse
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Wm. G. Rambeau & Co.
 President Walter G. Russell
 General Manager David P. Pinkston
 Commercial Mgr. M. M. Rochester
 Program Director Wayne Allen
 Chief Engineer Roger V. Hively

K R B A

LUFKIN—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Darrell E. Yates
 Address Lufkin
 Representative Continental Radio Sales
 Owner, Promotion Manager... Darrel E. Yates

K T R E

LUFKIN—1947—MBS-LONE STAR

Frequency: 1420 Kc. Power: 1000 Watts d.
 1000 Watts n.
 Owned-Oper. By... Forest Capital Bcstg. Co.,
 Inc.
 Address P. O. Box 701
 Phone Number 1420
 Transmitter Location 114½ N. First St.
 Air Time 5:25 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB
 President R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr. Richman G. Lewin
 Promotion Manager Kenneth Barfield
 Program Director Royce Christenson
 Prod., Pub. Dir. Murphy Martin
 Chief Engineer Fred C. Hill
 Consulting Engineer Bill Antoney

K M H T

**MARSHALL—1947
 MBS—TEX. STATE—KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Marshall Bcstg. Co.
 Business-Studio Address 109 W. Rusk St.
 Phone Number 7826-7
 Transmitter Location Old Jefferson Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 President F. M. Skinner
 General Manager Herman Clark
 Station Manager Myrl Stein
 Program Director Alice Rose Becker
 Chief Announcer Bill Merrill
 Chief Engineer R. L. Clay

K R I O

McALLEN—1947—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Frontier Bcstg. Co., Inc.
 Business Address P. O. Box 1551
 Phone Number 1700
 Transmitter Location 3 Mi. W. of Edinburg
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Representative Weed
 President Gene L. Cagle
 Gen. Manager Stanley Wilson
 Comm., Sales Prom. Mgr. Ingham S. Roberts
 Chief Engineer Wm. Meiners

K M A E

McKINNEY—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... McKinney Air Enterprises,
 Inc.
 Bus.-Studio Address 218 E. Virginia St.
 Phone Number 183-4
 Transmitter Location 1½ Mi. W. of McKinney
 Air Times 6:30 a.m.-sunset
 News Service AP
 Transcription Service Lang-Worth
 President Robert Forte
 Gen., Sta. Mgr., Pgm. Dir. Miss Denise Adkins
 Comm., Sales Prom. Mgr. Melvin Belew
 Chief Announcer, Engr. C. W. Rampy
 News Director Wayne Farrar
 Consulting Engineer Guy C. Hutchinson

K C R S

**MIDLAND—1935—ABC
 TEXAS STATE**

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By ... Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address Scharbauer Hotel
 Phone Number 2-4393
 Transmitter Location W., Hiway 80
 Air Time 6 a.m.-M.
 News Service UP
 Representative John E. Pearson
 Membership BAB
 President Clarence Scharbauer
 General Station Manager J. M. McDonald
 Commercial Manager G. L. McDonald
 Sales Prom. Mgr. Robert L. Warren
 Chief Announcer Don Bassman
 News, Pgm. Dir. Doyce Elliot
 Chief Engineer Tom Yates
 Consulting Engr. Frank H. McIntosh

K J B C

MIDLAND—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack Cecil

TEXAS

Address Box 1658
 Phone Number 4-5152
 News Service UP
 Pres., Gen. Mgr., Chief Engr. Jack Cecil
 Commercial Manager Mareen White
 Sales Promotion Manager Bill Bennington
 Pgm., News, Mus. Dir. Claude Hailey
 Production Director Kieth Ward
 Publicity Director Dorothy Stafford

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Oper. By Raymond River
 Phone Number 319
 Transmitter Location N.E. edge of City
 News Service AP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Pres., General Mgr. Raymond River
 Program Director Glenn Duke
 Chief Engineer Jerry Hickman

KVKM

MONAHANS—1947—MBS-LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Address Radio Center
 Phone Number 438
 Transmitter Loc. 1½ mi. No. Hway. 82
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President Mrs. Charles W. Stuckey
 Gen., Comm. Mgr. William B. Lee
 Program Director J. Ross Rucker
 Chief Engineer John Rosenberger

KIMP

MOUNT PLEASANT—1948—LBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Pleasant Bcstg. Co.
 Business Address Box 990
 Phone Number 915
 Studio Trans. Location ... W. on Dallas Hiway
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President, General Mgr. Winston O. Ward
 Program Director Ruby Stanley
 Chief Engineer Cliff Taylor

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Box 8
 Phone Number 1230
 Transmitter Loca. 1½ mi. S. on Hiway 59
 News Service UP

Transcription Service Lang-Worth
 President Kelly Bell
 General Manager J. C. Stallings
 Chief Engineer Frank Murray

KSFA

NACOGDOCHES—1947—LBS

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Oper. By ... Nacogdoches Br. Co., Inc.
 Address 1509 North St.
 Phone Number 860
 Transmitter Location 1.5 Mi. E. Pruitt Hill
 Air Time Daytime
 Transcription Service Capitol
 Pres., Gen., Sta., Comm. Mgr. ... Wilbur C. Fouts
 Sales Promotion Manager ... Sara Jane Moon
 Pgm., Mus. Dir. Mary Margaret Marshman
 Chief Ann., Prod Dir. ... James Kippenbrock
 Chief Engineer Leroy Morgan
 Consulting Engineer Gerald Chensky

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Comal Bcstg. Co.
 Address 184 Castell

AP SELLS

For Stations and Sponsors —

For instance . . . KPDN

“All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends.”

COY C. PALMER,
 Station Manager,
 KPDN, Pampa, Texas

TEXAS

Phone Number1612
 Transcription Service.....Thesaurus, Cole
 News ServiceAP
 Pres., Gen. Mgr.....F. T. Wilson
 Pgm., News Dir.....Howard Edwards
 Chief Engineer.....L. J. Owen

KECK ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By...Ector County Bcstg. Co.
 Business Address120 W. 3rd St.
 Phone Number6-5791-2
 Transmitter Location.....Hwy. 80, 3 Mi. W.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service...Lang-Worth, Standard,
 SESAC
 RepresentativeForjoe
 Owner, Gen.-Sta. Comm. Mgr.,
 Pub. Dir.Ben Nedow
 Prod., Prg. Director.....Roy Elsner
 Chief Ann., News Editor.....Tom Rollins
 Chief Engineer.....George A. Cerboskas
 Consulting Engr.....George C. Davis

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Odessa Bcstg. Corp.
 Business-Studio Address.....115 W. 6th
 Phone Number6-4301
 Transmitter Location.....Crane Hwy.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeTaylor Co.
 Pres., General Manager.....Cecil L. Trigg
 Commercial Manager.....Jay Mehaffey
 Sales Prom. Mgr.....Ed Costello
 Continuity DirectorJohn Guffey
 Program Manager.....John Vacca
 Publicity Director.....Charlie King
 Chief Engineer.....James Simpson
 Consulting Engr.....Ed Talbot

KRIG

ODESSA—1945—MBS-LBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By...Oil Center Bcstg. Co., Inc.
 Business-Studio Address.....Crane Hwy.
 Phone Number6-6871-2
 Transmitter Location.....Crane Hwy.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Hil F. Best

KECK

Dial "920"



FIRST in Permian Basin
 in Coverage
 in Listeners-Conlan
 survey year in and year out in Local
 Sports
 in Nation's Richest Market

Fastest Growing Market in the U. S. Supply
 center for over 25,000 Producing Oil
 Wells in Permian Basin

HOME of the World's Largest Carbon Black
 Plant

Effective Buying Power—\$1,470 per capita

COVERS 18 counties in West Texas,
 3 in New Mexico
 63,610 radio homes in 1/2 millivolt
 area
 It costs less than .07 to reach
 1,000 homes in KECK's primary
 area

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—\$232,675,000

Total General Food Sales—\$49,622,000

*Source—Standard Rate and Data 1950-1951
 Consumers' Market*

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,

Owner and General Manager

National Representative

FORJEO AND COMPANY, INC.

19 W. 44th Street, New York 18, N. Y.

KECK

ODESSA, TEXAS

Your Best Buy in Radio

T E X A S

President..... R. O. Canon
 General Manager..... Jack W. Hawkins
 Promotion Manager..... Barney Hubbs
 Commercial Manager..... Jack Howard
 Station Manager..... Marguerite Larue
 Chief Ann., News, Pub. Dir..... Bob Smith
 Program Director..... Jack Lee
 Chief Engineer..... Harold Poole

K O G T

ORANGE—1948—LBS-KBS

Frequency: 1600 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Sabine Area Brcstg. Corp.
 Address..... Lucas Bldg.
 Phone Number..... 8-4381
 Transmitter Location..... Hiway, 87 No.
 Station Repr..... Hill F. Best
 President..... M. L. Jacobs
 General Manager..... Rocky Stone
 Commercial Manager..... Frank Dusenbury
 Program Director..... Jerome Oppel
 Promotion Manager..... Hulan Smith
 Chief Engineer..... Loyd Vincent

K N E T

PALESTINE—1935—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Palestine Bcstg. Corp.
 Business-Studio Address..... Hotel O'Neill
 Phone Number..... 8686
 Transmitter Location..... Strickland Park
 Air Time..... 6:30 a.m.-10 p.m.
 News Service..... UP
 President..... B. A. Laurie
 Station Manager..... Don Norton
 Prog. Dir..... Marvin Crain
 Publicity Director..... Mrs. Emo Laurie
 Chief Engineer..... E. R. Kintz
 Consulting Engr..... Guy Hutcheson

K P A T

PAMPA—1951—LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... J. C. Daniels
 Address..... Pampa
 Phone Number..... 2511
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Pearson
 President..... J. C. Daniels
 General Manager..... J. W. Crabtree
 Commercial Manager..... C. B. Snoddy
 Program Director..... Jim Terrell
 Chief Engineer..... Edward Murphree

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper By..... Freedom Newspapers Inc.
 Address..... Box 901
 Phone Number..... 1100
 Trans. Location..... U. S. Hwy. 60 E. of Town

Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World
 Representative..... Sears & Ayer
 Membership..... NARTB, BAB
 Gen., Sta. Manager..... Coy Palmer
 Pgm., News Dir..... Kay L. Fancher
 Chief Engineer..... Garth W. Osborn
 Consulting Engineer..... Sillman & Barclay

K F T V

PARIS—1950—KBS-LBS

Frequency: 1250 Kc..... Power: 500 Watts d.
 Owned-Operated By..... Lamar Bcstg. Co., Inc.
 Address..... First Nat'l Bank Bldg.
 Phone Number..... 166
 News Service..... UP
 Transcription Service..... SESAC
 Representative..... Best
 President..... Cecil Hardy
 General Manager..... Aubrey T. Harris
 Commercial Manager..... Harry J. Porter
 Pgm., News, Farm Dir..... Norman Butler
 Chief Engineer..... Stafford E. Davis

K P L T

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... No. Star Bcstg. Co., Inc.
 Address..... Hwy. 124
 Phone Number..... 1124-5-6
 Transmitter Location..... Hwy. 124
 Air Time..... 5:30 a.m.-11 p.m.
 News Service..... AP
 Representative..... John E. Pearson
 President..... Boyd Kelley
 Gen., Sta. Manager..... Fred Kincaid
 Commercial Manager..... Bob Prichard
 Program Director..... Jack Carney
 Chief Engineer..... Paul H. Daniels
 Consulting Engr..... A. Earl Cullum, Jr.

K L V L

PASADENA—1950

Frequency: 1480 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Felix H. Morales
 Address..... Pasadena State Bank Bldg.
 Phone Number..... Grand 2-1361
 President, Gen. Mgr..... Felix H. Morales
 Commercial Manager..... C. B. Rice
 Secretary-Treasurer..... Mrs. Felix Morales
 Program Director..... Victor Lara Ortegen
 Chief Engineer..... Eugene C. McNally

K I U N

PECOS—1935—MBS—LBS—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Jack Hawkins, Barney Hubbs
 Business-Studio Address..... 306 S. Sedar St.
 Phone Number..... 999-8
 Transmitter Location..... 1 Mi. N. of Town
 Air Time..... 6:30 a.m.-10:30 p.m.

T E X A S

News ServiceUP
 RepresentativeHil F. Best
 General ManagerJack Hawkins
 Commercial ManagerDavid Martin
 Program DirectorBob Stevens
 Publicity Dir.Barney Hubbs
 Consulting Chf. Engr.Harry W. Boehnemann

Commercial ManagerGlenn Hewitt
 Promotion ManagerHugh McElroy
 Ptnr., Pgm. Dir.Mary Anne Petru

K E Y E

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. ByGreat Plains Bcstg. Co.
 AddressBox 917
 Transmitter Location1/4 mi. SW.
 Air Time6 a.m.-10:30 p.m.
 Transcription ServiceLang-Worth, Capitol
 MembershipNARTB
 PresidentCarl Ellis
 Gen., Sta., Comml. Mgr.Irvin R. Buchanan
 Sales Prom. Mgr.Jerry Drennan
 Program DirectorZeb Williams
 Chief EngineerCoy Thompson

K V O P

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. ByKVOP, Inc.
 Business-Studio AddressVeigel Bldg.
 Phone Number1400
 Transmitter LocationW. of Plainview
 News ServiceAP
 MembershipNARTB, BAB
 PresidentW. J. Harpole
 Gen., Sta. ManagerKermit Ashby
 Comm., Sales Prom. Mgr.Bill Harrell
 Program DirectorRalph Thorton
 Chief EngineerWayne Hawkins
 Consulting Engr.Comml. Radio

K B O P

PLEASANTON—1951—KBS

Frequency: 1380 Kc.Power: 1000 Watts d.
 Owned-Operated ByAtascosa Bcstg. Co.
 AddressBox 247
 Transcription ServiceCapitol, SESAC
 RepresentativeBest
 General ManagerBen L. Parker

K O L E

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByPort Arthur Bcstg. Co.
 Business AddressP. O. Box 1126
 Phone Number2-9436
 Studio AddressPayne Bldg.
 TransmitterPt. Arthur-Beaumont Hiway
 News ServiceAP
 Transcription ServiceLang-Worth
 Ptnr., Gen. Mgr., Chf. Engr.Secs Vratiss

K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. ByPort Arthur College
 Bus.-Studio Address1500 Procter St.
 Phone Number5-7458
 Transmitter LocationHwy. 87
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativePearson
 MembershipNARTB
 Sta., Gen. ManagerMarjorie R. Vickers
 Sales Prom. Mgr.George Crouchet, Jr.
 Program DirectorCorinne Enos
 Production DirectorFreda Halwe
 Publicity DirectorMack Newberry
 Chief EngineerM. Glenn Boatright

K O L J

QUANAH—1951—KBS

Frequency: 1150 Kc.Power: 500 Watts d.
 Owned-Operated ByOrville L. Jenkins
 AddressBox 566
 Phone Number654
 News ServiceAP
 Pres., Gen. Mgr.Orville L. Jenkins
 Commercial ManagerHelen Norris
 Program DirectorDick Dormier
 Chief EngineerLester Agee

K F R D

ROSENBERG—1948

Frequency: 980 Kc.Power: 1000 Watts d.
 Owned-Oper. ByFord Bend Bcstg. Co.
 Business AddressP. O. Box 832
 Phone Number980
 Transmitter LocationExtension of Ave. N.
 Air Time6 a.m.-Sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 Gen., Comm., Sales Prom. Mgr.Jim Hairgrove
 Local Sales Mgr.Audrey Lewis
 Pgm. Dir., Chief Ann.Charles Harrison
 Publ., News Dir., Farm EditorJim Hairgrove
 Chief EngineerFrank Wood

K G K L

SAN ANGELO—1928—ABC

Frequency: 960 Kc.Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated ByKGKL, Inc.

TEXAS

Business-Studio Address..... P. O. Box 850
 Phone Number 6715
 Transmitter Location..... Robert Lee Rd.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Representative..... John E. Pearson
 Membership NARTB, BAB
 President..... H. C. Ragsdale
 General Manager..... Lewis O. Seibert
 Commercial Manager Bill Williamson
 Program Director..... Mrs. Jean Welch
 Chief Engineer..... William Poteet
 Consulting Engr..... Evertt L. Dillard

K T X L

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Wes-Tex Bcstg. Co., Inc.
 Bus.-Studio Address..... 1901 W. Beauregard
 Phone Number 7183
 Transmitter Location..... Robert Lee Rd.
 News Service UP
 Representative Taylor
 President..... Armistead D. Rust
 General Manager..... Robert McClellan
 News Dir., Comm. Mgr..... Walton Foster
 Program Director..... O. L. Sams
 Chief Engineer..... Robert Benson

K A B C

SAN ANTONIO—ABC

Frequency: 680 Kc..... Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Oper. By..... Alamo Bcstg. Co., Inc.
 Business-Studio Address..... Milam Bldg.
 Phone Number Fannin 3126
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative..... John Blair
 Membership NARTB, BAB
 President..... Gene L. Cagle
 Station Manager..... Bill Michaels
 Asst. Manager..... Earle Fletcher
 Program Director..... Jim Wiggins
 Chief Engineer..... Joseph B. Haigh

K C O R

SAN ANTONIO—1946

Frequency: 1350 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Raoul A. Cortez
 Business-Studio Address..... KCOR Bldg.
 Phone Number..... Cathedral 1301
 Representatives..... Everett McKinney, Oakes
 President, Gen. Mgr..... Raoul A. Cortez
 Commercial Manager..... William P. Smythe
 Asst. Comm. Mgr..... Richard O'Connell
 Program Director..... Stanton L. Morris

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Charles W. Balthrope
 Business-Studio Address..... 310 Transit Tower
 Phone Number..... Fannin 0335
 Transmitter Location..... San Antonio
 News Service AP
 Representative Pearson
 Station Manager..... Charles W. Balthrope
 Commercial Manager..... Alex A. Coe
 Program Director..... Alec Chesser
 Chief Engineer..... John Siercovich

K I W W

SAN ANTONIO—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Oper. By... Good Neighbor Bcstg. Co.
 Address..... 518 W. Houston St.
 Phone Number..... Fannin 5254
 Air Time Daylight
 Representative McGillvra
 President..... Joe Olivares
 Gen., Sta., Sales Prom. Mgr..... L. E. Richards
 Commercial Manager..... R. E. Johnson
 Chief Engineer..... L. E. Richards
 Consulting Engineer..... Guy C. Hutcheson

K M A C

SAN ANTONIO—1926—MBS-LBS

Frequency: 630 Kc..... Power: 5,000 Watts
 Owned-Oper. By..... The Walmac Co.
 Address..... 222-24 W. Commerce St.
 Phone Number Cathedral 6211
 Transmitter Location... Hwy. 87, Martinez and
 Converse Road
 Pres., Gen., Comm. Mgr... Howard W. Davis
 Sales Promotion Manager..... Sam Young
 Program Director..... A. S. (Tony) Bessan
 Chief Engineer..... Al Knight

K O N O

SAN ANTONIO—1927

Frequency: 860 Kc..... Power: 5000 d., 1000 n.
 Owned-Operated By..... Eugene J. Roth
 Address..... 317 Arden Grove
 Phone Number..... Fannin 5171
 Transmitter Loc. Gembler Rd.
 Air Time..... 24 hrs.
 News Service AP
 Transcription Service Capitol
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Owner Eugene J. Roth
 General Manager..... Jack L. Pink
 Station Manager..... Bob Roth
 Commercial Manager..... James M. Brown
 Program Director..... Robert F. Jenkins
 Publicity Director..... Jack Roth

• • •

TEXAS

• • •

Chief Engineer.....George Ing
 Consulting Engr.Lynne Smeby

K T S A

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sunshine Bcstg. Co.
 Business-Studio Address.....Ave. E. & 3rd St.
 Phone Number.....Garfield 1251
 Transmitter Location.....Eisenhauer Rd.
 News Service.....AP, UP
 Transcription Service..Associated, MacGregor
 Representative.....Free & Peters
 President.....Frank G. Huntress, Jr.
 Genl. Comm. Mgr.....Charles D. Lutz
 Program Director.....H. H. Carr
 Chief Engineer.....W. G. Egerton

W O A I

SAN ANTONIO—1922—NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.
 Owned-Oper. By...Southland Industries, Inc.
 Address.....1031 Navarro St.
 Phone Number.....Garfield 4221
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....Edward Petry & Co., Inc.
 President.....Hugh A. L. Halff
 Gen., Sta. Manager.....Arden X. Pangborn
 Commercial Manager.....Rex Preis
 Sales Promotion Manager.....Dallas Wyant
 Prod. Director.....Bill Shomette
 Publicity Director.....Imogene Stanley
 News Directors.....Henry Howell (Day),
 Austin Williams (Night)
 Musical Director.....Melvin Winters
 Chief Engineer.....Charles L. Jeffers
 Farm Editor.....Billy McReynolds
 Consulting Engineer.....A. D. Ring & Co.

K C N Y

SAN MARCOS—1948—KBS-LBS

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Central Brcstg. Co.
 Address.....P. O. Box 32
 Phone Number.....888
 Transmitter Location.....1105 McKie St.
 Station Representative.....Hil F. Best
 President.....Edw. C. James
 Gen. Mgr., News Dir.....Tom C. Fleet
 Commercial Manager.....Ronald C. Ives
 Program Director.....Ernest Wood
 Promotion Manager.....Sonny Stewart

K W E D

SEGUIN—1948

Frequency: 1580 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....W. Lawson, G. Kiel
 Business-Studio Address.....200 S. Camp St.
 Phone Number.....1580

Transmitter.....½ Mi. N. on McQueeney Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 General Manager.....Garfield Kiel
 Comm. Sta. Mgr.....Stan McKenzie
 Prog. Dir., Chief Announcer...Henry Lehnhoff
 Chief Engineer.....Louis Sowder
 Consulting Engr.....Guy Hutcheson

K S E Y

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....W. C. Moss, Jr.
 Address.....Seymour
 News Service.....AP
 Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
 Chief Engineer.....Kenneth L. Skillern
 Program Director.....Hugh E. Neeld
 Consulting Engineer.....Guy C. Hutcheson

K E V A

SHAMROCK—1949—KBS-LBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Shamrock Texas Bcstg. Co.
 Address.....P. O. Box 21
 Phone Number.....620
 Air Time.....Daytime
 Transcription Service.....Capitol
 President.....James D. Abbott
 Comm. Mgr., Chf. Engr.....Farrell M. Brooks

K R R V

SHERMAN DENNISON—1936

MBS-TEX STATE

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By Red River Valley Bcstg. Corp.
 Address.....Box 94 (Dennison)
 Box 665 (Sherman)
 Phone Number . 423 (Dennison); 201 (Sherman)
 Representative.....Pearson
 Transcription Service.....Associated, World
 News Service.....UP
 President.....G. H. Wilcox
 General Manager..Tom E. Spellman (Sherman)
 W. E. Wilcox (Dennison)
 Comm. Mgr.....Van C. Hutto (Sherman)
 Program Director.....Earl Ellington
 Chief Engineer.....Tom Johns

K T A N

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sherman Bcst. Corp.
 Business-Studio Address.....KTAN
 Phone Number.....2910
 Transmitter Location.....½ Mi. N. of Sherman on
 Hwy. 75
 Air Time.....Daytime
 Representative.....Hil F. Best
 President.....Charles Cain

T E X A S

Sta., Comm. Mgr. William A. Jaco
 Sales Promotion Manager. . . Mrs. Charles Cain
 Program Director. James Shelton
 Chief Ann., Prod. Dir. Walter Vaughan
 Publicity Director. Carol Lee
 Chief Engineer. Charles Cain

K S N Y

SNYDER—1949—LBS

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By John Blake
 Address Box 1468
 Phone Number 1280
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Owner John Blake
 Gen. Mgr., Chf. Engr. Charles R. Wolfe

K D W T

STAMFORD—1947—MBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By David W. Ratliff
 Phone Number 1400 or 866
 Transmitter Location. Highway 380
 Air Time 7 a.m. to 10 p.m.
 Pres., Gen., Sta. Mgr. David W. Ratliff
 Comm., Sales Prom. Mgr. Paul L. Singer
 Program Director. J. Richard Acke
 Chief Engineer. O. P. Davis
 Consulting Engineer. Guy C. Hutcheson

K S T V

STEPHENVILLE—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Galen O. Gilbert &
 J. R. Kincaid
 Address P. O. Box 102
 Phone Number 950
 Transcription Service Standard
 News Service UP
 Gen., Sta. Mgr., Farm Editor. . . Galen O. Gilbert
 Comm., Sales Prom. Mgr. Bill George
 Program Director. Jack Reeves
 Chief Engineer. Clarence Bayer

K S S T

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By . . . Hopkins County Bcstg. Co.
 Bus-Studio Address Radio Rd.
 Phone Number 1230
 Transmitter Location. Radio Rd.
 Air Time 6 a.m.-10:15 p.m.
 News Service AP
 Representative Hil Best

Pres., Gen. Mgr. Bill Bradford
 Commercial Manager. Clovis Pinion
 Publicity Director. Margaret Thomas
 Chief Engineer. William E. Bradford, Jr.
 Program Director. B. J. Morris

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio & News, Inc.
 Bus-Studio-Transmitter Address. Box 570,
 Roby Hwy. 70
 Phone Number 4655-6
 Air Time 6:15 a.m.-11 p.m.
 News Service UP
 Transcription Service. Standard
 Representative. Hil F. Best
 President. J. S. McBeath
 Gen., Sta. Manager. J. Harley Hubbard
 Comm., Sales Prom. Mgr. Elwood Fritch
 Prod., Pgm. Dir., Chf. Ann. Al Cobb
 Chief Engineer. J. T. Allen

K T A E

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address 121 E. Second St.
 Phone Number 1260
 Transmitter Location. Hwy. 95
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Graham Gillis Conoley
 Commercial Manager. John M. Wehby
 Prod., Pgm., News Dir. R. S. Heller
 Chief Engineer. Gordon W. Rainey
 Promotion Manager. Bob Mitchell

K T E M

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 3-5252
 Transmitter Location. ½ Mi. N. of Temple
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President. Frank W. Mayborn
 General Manager. Burton Bishop
 Chief Engineer Curtis M. Casey

K T E R

TERRELL—1949

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Terrell Bcstg. Corp.
 Address Terrell

T E X A S

Phone Number1710
 Transcription ServiceSESAC
 News ServiceUP
 Pres., Gen. Mgr.Paul A. Wnorowski

K C M C

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Oper. By.....KCMC, Inc.
 Business-Studio Address.....317 Pine St.
 Phone Number3-6151
 Transmitter Location.....Summerhill Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service.....Lang-Worth, Cole,
 Associated
 RepresentativeTaylor
 MembershipNARTB, BAB
 General Manager.....Frank O. Myers
 Program Director.....Donald Myers
 Chief Engineer.....Harvey Robertson
 Consulting Engineer.....Everett Dillard

K T F S

TEXARKANA—1946
KBS-COTTON BELT

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. By.....Texarkana Bcstg. Co.
 Bus.-Studio Address...409½ State Line Ave.
 Phone Number3-5123
 Transmitter Location.....S. Robison Rd.
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB
 General Manager.....David M. Segal
 Commercial Manager.....Tom Alford
 Program Director.....Les Eugene
 Chief Engineer.....Tom McFaddin
 Consulting Engineer.....Lee E. Baker

K T L W

TEXAS CITY—1948—KBS

Frequency: 920 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....Texas City Bcstg. Service
 Business-Studio Address...Showboat Theater
 Bldg.
 Phone Number5-4418
 Transmitter Location.....Moses Lake
 News ServiceUP
 ManagerLynn Pentony

K G K B

TYLER—1930—MBS KBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By.....Station KGKB
 Business-Studio Address.....P. O. Box 548
 Phone Number23875
 Transmitter Location.....N. Church & Carlyle
 Air Time.....5:30 a.m.-M.
 News ServiceUP

Transcription ServiceWorld
 RepresentativePearson, Grant
 MembershipNARTB, BAB
 PresidentLucille Buford
 General Manager.....Marshall Pengra
 Chief Announcer.....Sam Matthews
 Program Director.....J. Edwin Smith
 Chief Engineer.....Hudson C. Collins

K T B B

TYLER—LIBERTY-LONE STAR—1947

Frequency: 600 Kc.Power: 500 Watts d.
 1000 Watts n.
 Owned-Operated By...Blackstone Bcstg. Co.
 Business-Studio Address...Blackstone Hotel
 Phone Number4-7278
 Transmitter Location.....3 MI. SE of Tyler
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeTaylor Co.
 MembershipNARTB, BAB
 President.....Mrs. Calvin Clyde
 Gen., Sta. Mgr.....M. E. Danbom
 Comm., Sales Prom. Mgr.....William O. Hill
 Chief Ann., Pgm. Dir.....Don Jackson
 Production Director.....Richard Wheeler
 Chief Engineer.....R. A. Willeman
 Consulting Engineer.....A. Earl Cullum

K V O U

UVALDE—1947—MBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. By.....E. J. & W. J. Harpole
 Address.....1450 Batesville Rd.
 Phone Number717
 News ServiceUP
 RepresentativeBest
 General Manager.....Edward J. Harpole
 Commercial Manager.....Joe Watson, Jr.
 Program Manager.....Burney Jones
 Chief Engineer.....Bob Hicks

K V W C

VERNON—1939—MBS KBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By.....Northwestern Bcstg. Co.
 Business-Studio Address.....1813 Wilbager
 RepresentativeClark
 General Manager.....W. R. Hixon
 Commercial Manager.....Harold Burdick

K N A L

VICTORIA—1949—LBS

Frequency: 1410 Kc.Power: 500 Watts
 Owned-Operated By.....Victoria Bcstg. Co.
 Address.....20 E. Forrest St.
 Phone Number1410
 Transmitter Location.....So. of town
 News ServiceUP

T E X A S

Transcription Service.....Capitol, SESAC
 Representative.....Hil F. Best
 Pres.Truman Belcher
 Gen., Comm., Prom. Mgr..... Robert Thorpe
 Program Director.....George Slocum
 Chief Engineer.....Douglas Smith

K V I C

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....KVIC Bcstg. Co.
 Business Address.....Box 725
 Phone Number.....1106-7
 Studio-Transmitter Location.....Cuero Hwy.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 President.....J. G. Long
 Gen., Sta. Mgr., Pub. Dir.... William C. Burks
 Comm., Sales Prom. Manager.....Jim Traber
 Pgm. Dir., Chief Ann..... Dick Lewis
 Chief Engineer.....Robert McCown

K W T X

WACO—1945—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWTX Bcstg. Co.
 Business-Studio Address.....108½ So. 6
 Phone Number.....3-7331
 Transmitter Location.....S 11th off LaSalle
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Everett McKinney
 Membership.....NARTB, BAB
 President.....W. W. Callan
 General Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Chief Announcer.....Byron Lowrey
 Chief Engineer.....L. R. Grubbs

W A C O

WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Waco
 Phone Number.....2-6571
 Transmitter Location.....So. 12th St. Rd.
 Air Time.....6a.m.-M.
 News Service.....AP
 Representative.....Weed
 General Manager.....R. Lee Glasgow

K R G V

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Taylor Radio & TV Corp.
 Bus.-Studio-Transmitter Address.. 201 Border St.
 Phone Number.....375
 Air Time.....5:45 a.m.-12 M.

News Service.....AP, UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....O. L. Ted Taylor
 General Manager.....Byron W. Ogle
 Commercial Manager.....Aubrey Jackson
 Program Director.....Jim Cook

K F D X

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.,
 1,030 Watts n.
 Owned-Oper. By...Wichtex Radio and Tel. Co.
 Address.....City Natl. Bldg.
 Phone Number.....2-8668
 Transmitter Location.....Iowa Pk. Rd.
 Air Time.....5:30 a.m. to 12 M.
 News Service.....AP
 Transcription Service.....World, SESAC
 Station Representative.....Taylor Co.
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Darrold A. Cannan
 Commercial Manager.....Mott M. Johnson
 Pgm. Dir., Sta. Mgr.....Howard Fry
 Chief Engineer.....John Adams
 Consulting Engineer.....George Davis

A P S E L L S

For Stations and Sponsors —

For instance . . . **KTRE**

“AP news is the biggest
 single money maker KTRE
 has. The service more than
 pays for itself.”

RICHMAN LEWIN,
 General Manager,
 KTRE, Lufkin, Texas

TEXAS—UTAH

KTRN

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone Number.....2-5214
Transmitter Loc.....City View Lane
News Service.....AP
Transcription Service.....Capitol
President.....Houston Harte
General Manager.....Boyd Kelley
Commercial Manager.....Sid Grayson
Program Director.....Bill Edgar
News Director.....Bill Richie
Chief Engineer.....Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Rowley-Brown Bcstg. Co.
Business-Studio Address.....P. O. Box 420
Phone Number.....4181
Transmitter Location.....3½ Mi. W. of town
Air Time.....5:30 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Standard
Representative.....John Blair
Membership.....NARTB, BAB
President, General Manager.....Kenyon Brown
Station Manager.....Charles E. Clough
Comm. Sales Prom. Manager.....A. L. Pierce
Program Director.....Blaine Cornwell
Chief Engineer.....Herbert T. Wiley

UTAH

*Pop. April 1, 1952 (Est.) 702,000—Total Housing Units 201,156
Families April 1, 1952 (Est.) 187,000—Stations in State 18*

KBUH

BRIGHAM CITY—LBS

Frequency: 800 Kc. Power: 250 Watts d.
Address.....948 W. Forest St.
Phone Number.....948
Air Time.....Sunrise-sunset
Representative.....Continental
News Service.....UP
Pres., Gen., Comm. Mgr.....Wade Ebeling
Sta., Sales Prom. Mgr.....Bill Thompson
Chief Engineer.....Samuel Stephens, Jr.

Address.....1393 N. Main St.
Phone Number.....1400
Air Time.....6:00 a.m. to 12:00 p.m.
News Service.....UP
Transcription Service.....World
President.....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Comm. Mgr.....A. George Raymond
Pgm., Prod. Dir.....Paul Coburn
Chief Engineer.....Delmonte Olesen

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Phone Number.....398-9
Transmitter Location...7 Mi. W. of Cedar City
Air Time.....6 a.m.-11:15 p.m.
Transcription Service.....World
Membership.....NARTB, BAB
President.....Ivor Sharp
General Manager.....Arthur Higbee
Chief Engr.....George E. Jensen
Program Director.....Beth Talbot

KMUR

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Oral J. Wilkinson
Address.....4646 So. State St.
Phone Number.....Murray 1360
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Langworth, Capitol
Membership.....NARTB, BAB
President.....Oral J. Wilkinson
Gen., Sta. Mgr.....Bob Davies
Commercial Manager.....Howard Pingree
Chief Ann., Engr.....Fred Weibell

KVNU

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.

KLO

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.

UTAH

Address 425 25th St. Hotel Ben Lomond
 Phone Number 5721
 Transmitter Location Kanesville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Edris Glasmann
 General Manager George C. Hatch
 Sales Prom., Comm. Mgr. Collin W. Lowder
 Program Director Doug Stringfellow
 Publicity Director Bruce Thornton
 Chief Engineer Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By KOPP, Inc.
 Address W. 12th St.
 Transcription Service Lang-Worth
 President G. Stanley Brewer
 General Manager King Harmon

KVOG

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co.
 Business Address P. O. Box 325
 Phone Number 2-7535
 Studio-Transmitter Location 1538 Gibson Ave.
 Representative Biddick
 Transcription Service Standard
 Pres., Gen., Comm. Mgr. Arch G. Webb
 Chief Engineer Ronald Leavitt
 Promotion Manager David B. Affleck

KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Utah Bcstg. Co.
 Address Price
 Phone Number Price 200
 Transmitter Location U. S. Hiway 50
 News Service UP
 Representative Avery-Knodel
 Pres., Gen. Comm. Mgr. Jack Richards
 Sls. Prom. Mgr., Pgm. Dir. Carl P. Wolfrom

KCSU

PROVO—1947—ROCKY MT.-ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Central Utah Bcstg. Co., Inc.
 Address P. O. Box 550
 Phone Number 2802
 Representative Biddick
 News Service UP
 Co-owner, Pres., Gen. Mgr.
 Frank A. Van Wagenen
 Co-owner, V.P., Prom. Mgr.
 Harold E. Van Wagenen
 Chief Engineer Dallin H. Oaks

KNEU

PROVO—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mid Utah Bcstg. Co.
 Address 307 So. 17th W.
 Phone Number 4060
 President Lester Taylor
 Gen., Sta. Manager Garn Carter
 Program Director J. D. Jones
 Promotion Manager Larry Steppe
 Chief Engineer Robert Brock
 Consulting Engr. Howard Johnson

KOV0

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By KOVO Bcstg. Co.
 Business-Studio Address 108 W. Center St.
 Phone Number 1680
 Transmitter Location 651 W. 16th So.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Clifton A. Tolboe
 General-Station Mgr. Arch L. Madsen
 Commercial Manager L. H. Curtis
 Pgm. Dir. James H. Lawrence
 Chief Engineer Lovell A. Killpack
 Consulting Engineer Millard F. Garrison

KSVC

**RICHFIELD—1947
 INTERMOUNTAIN**

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Sevier Valley Bcstg. Co.
 Business Address 690 Tower Lane
 Phone Number 620
 Transmitter Location East on 4th South
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World
 Representative Avery Knodell
 President Homer Bandlely
 Gen., Sta. Mgr. Frank Peacock
 Comm., Sales Prom. Mgr. Art Tucker
 Program Director Jesse Poulson
 Chief Engineer Ralph Ross
 Consulting Engineer Bill Warner

KALL

**SALT LAKE CITY—1945
 MBS-INTERMOUNTAIN**

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Salt Lake City Bcstg. Co.
 Business-Studio Address 146 S. Main St.
 Phone Numbers 4-3561
 Transmitter Location 386 W. Gregson



EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

COVERAGE? Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than \$900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

RATINGS? Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations *combined*, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater*.

NETWORK? Check KSL. Its network is CBS Radio.

MERCHANDISING? Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

PRESTIGE? Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

MORAL? Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.



SALT LAKE CITY

50,000 WATTS

Represented by CBS Radio Spot Sales

UTAH

Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Representative.....Avery-Knodel, Inc.
 Pres., Gen. Mgr.....George C. Hatch
 Sta., Comm. Mgr.....Thomas H. Anderson
 Sales Promotion Mgr.....Jack Paige
 Production Director.....Mel Standage
 Program Director.....Kay Richins
 Publicity Director.....Jack Goodman
 Musical Director.....Earl Donaldson
 Chief Engineer.....W. D'Orr Cozzens
 Consigt. Engr... Haley, McKenna & Wilkinson

K D Y L

**SALT LAKE CITY—1922
 NBC**

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Intermountain Bcstg. &
 Telev. Corp.
 Business-Studio Address.....143 S. Main
 Phone Number.....5-2991
 Transmitter Location.....33rd So. & 9th W.
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service..Associated. Thesaurus
 Representative.....John Blair
 Pres.-General Mgr.....S. S. Fox
 National Sales Dir.....Holly Meyer
 Exec. Vice-Pres.....Easton Woolley
 Program Director.....Emerson Smith
 Publicity Dir.....Del Leeson
 Chief Engineer.....John M. Baldwin
 Consulting Engr.....George Davis

K N A K

SALT LAKE CITY—1945—LBS

Frequency' 1280 Kc...Power: 10000 Watts, d.;
 500 n.
 Owned-Operated By...Granite District Radio
 Bcstg. Co.
 Business-Studio Address.....1042 So. 6th W.
 Phone Number.....4-3685
 Representative.....Forjoe
 President.....Howard D. Johnson
 Mgr., News Dir.....Thomas M. Ivory
 Commercial Manager.....Richard I. Nicholes
 Program Director.....Eldon Walton
 Farm Editor.....R. M. Johnson
 Chief Engineer.....Lyle Wahlquist

K S L

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Oper. By..Radio Service Corp. of Utah
 Bus.-Studio Address.....10 S. Main St.
 Phone Number.....5-4641
 Transmitter Location.....Saltair
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP

Transcription Service.....World
 Representative.....CBS Radio Spot Sales
 Membership.....NARTB, BAB
 Exec. Vice Pres.....Ivor Sharp
 General Manager.....C. Richard Evans
 Station Manager.....Eugene M. Halliday
 Sales Manager.....Alfred Biorge
 Program Director.....Joseph A. Kjar
 Promotion Manager.....Wayne Kearl
 Chief Engineer.....Curtis Neilson
 News Director.....Paul Royall
 Farm Director.....Elvon Orme

K U T A

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Utah Bcstg. & Telev. Co.
 Business-Studio Address.....29 S. State St.
 Phone Number.....3-2737
 Transmitter Location.....No. Salt Lake City
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 President, General Mgr.....Frank C. Carman
 Sta. Mgr., Prog. Dir.....Ray Fadel
 Comm., Sales Prom. Manager....John Schile
 Pub. Dir.....Al Thomas
 Production Director.....Harold Collipriest
 Chief Announcer.....Warren Fletcher
 Musical Director.....Ed Stoker
 News Director.....Garnett Marks
 Chief Engineer.....Wendell Bell
 Farm Editor.....Rulon Bradley
 Consulting Engr.....McNary & Wrathall

K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Vintah Bcstg. Co.
 Address.....120 E. Main St.
 Phone Number.....494
 News Service.....UP
 Representative.....W. S. Grant
 President.....James C. Wallentine
 Gen. Mgr., News Dir.....Lee Walker
 Commercial Manager.....Grant E. Parry
 Program Director.....Buchanan Fulmore
 Chief Engineer.....Wallace D. Raker



VERMONT

Pop. April 1, 1952 (Est.) 396,000—Total Housing Units 122,707
Families April 1, 1952 (Est.) 103,000—Stations in State 9

WTSA

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Address Putney Rd.
Phone Number 1700
Representative Bolling
News Service UP
President W. J. Barkley
General Manager W. J. Rust, Jr.
Program Director James Simmonds
Chief Engineer Joe Rich

WCAX

BURLINGTON—1932—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bcstg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 3-3437
Transmitter Location Colchester
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President C. P. Hasbrook
Sta.-Mgr. J. D. Swan
Commercial Manager T. B. Braine
Prog. Dir. Milton Slater
Chief Engineer James W. Tierney
Consulting Engr. S. T. Murtin

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location 633 Main St.
Phone Number 4-5774
Air Time 6:30 a.m.-11:25 p.m.
Representative William G. Rambeau
Membership NARTB, BAB
President David W. Howe
Sales Promotion Manager Richard Burt
Sta. Mgr., Prog. Dir. Alfred E. Spokes
Chief Engineer John C. Quill
Musical Director Frank Balch

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg.
Phone Number Montpelier 1740
Transmitter Location Country Club Dr.
Air Time 6 a.m.-11 p.m.
News Service AP

Transcription Service Lang-Worth
Representatives Borgatti, W. S. Grant
Membership NARTB, BAB
Pres., Gen., Comm. Mgr. C. W. Grinnell
Program Director Robert Bannon
Chief Engineer Gerald Marcotte
Consulting Engineer J. Gordon Keyworth

WHWB

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Central Vt. Bcstg. Corp.
Address 24½ Center St.
News Service AP
Phone Number 3200
Transcription Service Capitol
Pres., Gen., Sta. Mgr. Vena M. Bates
Treasurer Charles I. Bates
Program Director Shirley Neilson
Chief Engineer Willard H. Buttles
Consulting Engr. Herbert L. Wilson

WSYB

**RUTLAND—1930—MBS-YANKEE
KBS-UNION**

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Philip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Transmitter Location Door Dr.
Air Time Unlimited
Representative Joseph Hershey McGillvra
Station Manager J. H. Weiss

WWSR

ST. ALBANS—1940—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Transmitter Location Swanton Rd.
Air Time daytime
News Service UP
Transcription Service World
Representative Walker
President-Gen. Mgr. Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden
Prog.-Prod. Dir. C. Stuart Perry
Chief Engineer Theodore Boivert

WTWN

**ST. JOHNSBURY—1949
KEYSTONE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Twin State Bcstrs. Inc.

VERMONT—VIRGINIA

AddressConcord Ave.
 Phone Number2344
 Air Time16½ hrs.
 News ServiceUP
 Transcription Service.....SESAC, Lang-Worth
 RepresentativeMcGillvra
 MembershipNARTB
 Pres., Gen. Mgr.....E. Dean Finney
 Chief Engineer.....Gerald D. Johnson

W D E V

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lloyd E. Squier

Business-Studio Address.....Waterbury
 Phone Number400-1
 Transmitter Location.....Blush Hill
 Air Time6:00 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 Owner, Gen.-Sta. Mgr.....Lloyd E. Squier
 Comm. Mgr., Pgm. Dir.....Thomas L. Dodd, Jr.
 Production Director.....Craigue Parker
 Chief Anncr.Thomas Dodd
 Chief EngineerWarren Chase

VIRGINIA

*Pop. April 1, 1952 (Est.) 3,434,000—Total Housing Units 905,463
 Families April 1, 1952 (Est.) 817,000—Stations in State 57*

W P I K

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Address.....Virginia Theatre Bldg.
 Phone NumberOVERlook 3000
 Transmitter Location.....504 Telegraph Rd.
 News ServiceAP
 Pres., Gen., Comm. Mgr.....Carl L. Lindberg
 Traffic ManagerBarbara Power
 Program DirectorEd Hudson

News ServiceAP
 Representative.....Donald Cooke, Inc.
 President.....Harold H. Thoms
 Gen., Sta., Comm. Mgr.....Howard Stanley
 Pgm., Prod. Dir.Wayne Farrell
 Chief Announcer.....Jack Ridge
 Chief Ann., News Director.....Tom Frawley
 Musical Director.....John Cooley
 Chief EngineerCliff Inman
 Consulting Engrs.Benn. Ring

W A R L

ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.
 Bus.-Studio Address.....3102 10th Road No.
 Phone Number.....OWens 7800
 Transmitter Location...Nr. Bailey's Crossroads
 Air TimeSunrise-sunset
 News ServiceUP
 PresidentLou Poller
 TreasurerCy Blumenthal
 General Manager.....Raymond W. Baker
 Commercial Manager...William W. Jefferay
 Program DirectorRay Armand
 Chief EngineerStephen Hart
 Consulting EngineerRussell May

W B L T

BEDFORD—1950—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Bedford Bcstg. Co.
 Address.....P. O. Box 406
 Phone Number8245
 News ServiceAP
 Transcription ServiceStandard
 Pres., Gen. Mgr., Chf. Engr..A. P. Marsh, Jr.
 Vice-Pres., News Director.....J. E. Synan
 Prom. Mgr., Farm Dir.....R. A. Owen
 Program Director.....R. A. Scott, Jr.

W K L V

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 watts
 Owned-Oper. By.....Nottaway Bcstg. Corp.
 Phone Number478
 Transmitter Location.....Community Bldg.
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 PresidentHaney Robertson
 Gen., Sta. Mgr.....David M. Platt
 Commercial ManagerJ. L. Manson
 Chief EngineerTheodore Bonn, Jr.

W E A M

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WEAM, Inc.
 Address.....Radio Bldg.
 Phone Number.....OW 7100

VIRGINIA

WCYB

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By... Appalachian Bcstg. Corp.
 Address... Front & Cumberland Sts.
 Phone Number... North 3560
 Transmitter Location... N. E. of Bristol
 Air Time... Daytime
 News Service... AP, UP
 Membership... NARTB, BAB
 Vice Pres., Treas., Gen. Mgr., Robert H. Smith
 Pres., Sales Mgr., J. Fey Rogers

WFHG

BRISTOL—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By... Bristol Bcstg. Co.
 Address... Hotel Bristol
 Phone Number... 3620
 News Service... UP
 Transcription Service... Thesaurus
 General Manager... William L. Mininger
 Commercial Manager... Jack Martin
 Program, News Director... Rex Raney
 Chief Engineer... John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Barham & Barham
 Bus-Studio-Transmitter Address... Rose Hill St.
 Phone Number... 2-5121
 Air Time... 6 a.m.-12:15 a.m.
 News Service... AP
 Transcription Service... World
 Representative... Joseph Hershey McGillvra
 Pres., Gen. Mgr., Charles Barham, Jr.
 Commercial Manager... Robert C. Walker
 Pgm., Prod., Publ. Dir., Bud Sketchley, Jr.
 Promotion Manager... Charles Smith
 Chief Engineer... Walter W. Gray
 Consulting Engr., Ring & Co.

WINA

CHARLOTTESVILLE—1949

LIBERTY

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned-Oper. By... Charlottesville Bcstg. Corp.
 Address... 4th & Main Sts.
 Phone Number... 2-6177
 Air Time... Daytime
 News Service... UP
 Transcription Service... Standard
 Pres., Gen., Comm. Mgr., Thos. W. Carruthers
 Pgm. Dir., Sta. Mgr., Charles W. Freeman
 Chief Engineer... Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Clifton Forge Bcstg. Corp.
 Address... P. O. Box 214
 Phone Number... 2147
 Transcription Service... Standard, SESAC
 News Service... AP
 Pres., Gen., Sta. Mgr., John H. Wilson
 Commercial Manager... Walter DePuy
 Program Director... Donald J. Tucker
 Chief Engineer... John H. Wilson

WKEY

COVINGTON—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Earl M. Key
 Business Address... Main St. at Bridge
 Phone Number... 8351
 Transmitter Location... Fairlawn
 Air Time... 7 a.m.-11:15 p.m.
 News Service... UP
 Representative... Devney
 Transcription Service... Thesaurus
 Membership... NARTB
 Pres., Gen. Mgr., Earl M. Key
 Commercial Mgr., Kenneth L. Bryant
 Program Director... John Lee Davis
 Chief Engineer... Clinton J. Lewis

WSVS

CREWE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By... So. Virginia Bcstg. Corp.
 Business Address... 117 Carter St.
 Phone Number... Crewe 5000
 Transmitter Location... Crewe
 Air Time... Sunrise-sunset
 News Service... AP
 Transcription Service... World
 President... Calvin S. Willis
 General Manager... John E. Sadler
 Commercial Manager... Brown Hoffler
 News, Pub. Dir., Fred Oginz
 Prod. Director... Don Greene
 Chief Engineer... Everett Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Culpeper Bcstg. Co.
 Address... Hendricks Ave.
 Phone Number... 8338
 Transmitter Location... Hendricks Ave.
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 President... Ira C. Hopkins
 Gen., Comm. Mgr., John T. Rogers
 Program Director... Woody Powell
 Chief Engineer... Robert Delaney

VIRGINIA

W B T M

DANVILLE—1931—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By... Piedmont Bcstg. Corp.
Bus. Studio Address... Hotel Danville Bldg.
Phone Number... 2350
Transmitter Location... Mt. Cross Rd.
Air Time... 6:25 a.m.-12 M.
News Service... AP
Transcription Service... Lang-Worth
Representative... George P. Hollingbery
Membership... NARTB
President... L. N. Dibrell
General Manager... Edward G. Gardner
Comm. Mgr... E. M. Hurd
Program Director... Milton Adams
Prod., Pub. Dir... John Parker
Chf. Ann., News Director... William Howard
Musical Director... Harry W. Spencer
Chief Engineer... Lyle C. Motley
Consulting Engr... George Davis

W D V A

DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Va.-Carolina Bcstg. Corp.
Address... American Natl. Bank Bldg.
Phone Number... 5300
Transmitter Location... Martinsville Rd.
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Associated
Representative... Burn-Smith
Membership... NARTB, BAB
President... J. D. Pruitt
General Manager... Emerson J. Pryor
Commercial Mgr... Stover Morris, Jr.
Prog.-Prod. Director... Richard Campbell
Publicity Director... Earl Stagner
Chief Engineer... Rush Sawyers
Consulting Engrs... McNary & Wrathall

W F A X

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By... Lamar A. Newcomb
Address... Box L
Phone Number... 0900
Transmitter Location... Seven Corners
News Service... UP
Transcription Service... Thesaurus
Pres., Gen. Mgr... Lamar A. Newcomb
Commercial Manager... Bill Belton
Program Director... Genevieve Newcomb
Chief Engineer... Emmett Murphy

W F L O

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By... Colonial Bcstg. Co.
Business Address... 118 W. Third St.
Phone Number... 870
Transmitter Location... Cumberland Rd.
News Service... UP
Transcription Service... Capitol
Representative... Clark
General Manager... Carla B. Keys
Station Manager... Charles R. Maillet
Program Director... John D. Wilson
Chief Engineer... Charles K. Chrismon

W F V A

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Fredericksburg Bcstg. Corp.
Business Address... P. O. Box 269
Phone Number... 1261
Studio-Transmitter Location... King's Hwy.
Transcription Service... Lang-Worth
Manager... Walter F. Harris, Jr.
Chief Engineer... Charles J. Hinkle

W F T R

FRONT ROYAL—1948—MBS

Owned-Oper. By... Sky Park Bcstg. Corp.
Address... P. O. Box 192
Phone Number... 750
News Service... UP
President... Thomas J. Owens
Gen., Comm. Mgr... Kenneth Gordon
Program, News Director... Tom Gibson
Chief Engineer... Claude F. Jones
News Director... Claude Jones

W B O B

GALAX—1947—MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Carroll-Grayson Bcstg. Corp.
Address... Poplar Knob Rd.
Phone Number... 2921
Air Time... 6 a.m.-11:30 p.m.
News Service... AP
Membership... NARTB
President... Robert V. Morris
Gen., Comm. Manager... Joseph P. Crockett
Program Director... Muriel Bell
Prod. Dir... Jewell Cullop
Chief Announcer... Dick Perry
Chief Engineer, Farm Editor... W. Edward Boyer

W V E C

**HAMPTON—1948—KBS
LIBERTY**

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

VIRGINIA

Business Address P. O. Box 481
 Phone Number 6332
 Studio-Trans. Address Hampton Ave.
 Air Time 6:00 a.m.-12:05 p.m.
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 President Thomas P. Chisman
 Gen., Sta. Mgr. Harrol A. Brauer, Jr.
 Comm. Manager Charles L. Coker, Jr.
 Pgm., Prod. Dir. L. W. Kliever
 Chief Engineer James E. Swafford
 Consulting Engineer Lynne Smeby

W S V A

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts
 Owner-Oper. Shenandoah Valley Bcstg. Corp.
 Business-Studio Address Rawley Pike
 Phone Numbers 550, 875
 Air Time 6 a.m.-M.
 News Service UP
 Representative Devney & Co.
 Membership NARTB, BAB
 President Frederick L. Allman
 Sales Prom., Comm. Mgr. . . . Robert B. Harrington
 Program Director Richard H. Johnson
 Chief Anncr., Prod. Dir. . . . Charles McGinley
 Chief Engineer Warren L. Braun

W H A P

HOPEWELL—1949—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . The Hopewell Bcstg. Co.
 Business Address P. O. 621
 Phone Number 801
 Studio-Trans. Location . . . City Point & River Rds.
 Air Time 7 a.m.-11:07 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald S. Cook
 President Augustus Robbins, Jr.
 Gen. Comm. Mgr. Charles M. Mark
 Pgm. Dir., Chief Anncr. . . . Johnny Mercer
 Chief Engineer Robert E. Anthony, Jr.

W R E L

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . Rockbridge Bcstg. Co.
 Business-Studio Address 24 S. Main St.
 Phone Number Lexington 6000
 Transmitter Location . . . Rt. 11, One Mi. No. City
 News Service AP
 Representative Donald Cooke
 Transcription Service Capitol
 President Marshall L. Wilmer
 General Manager Milton B. Henson
 Production Director Andrew Petersen
 Chief Engineer James I. Bray, Jr.

W L V A

LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Lynchburg Bcstg. Corp.
 Address 925 Church St.
 Phone Number 2-1242
 Transmitter Location Bedford County
 Air Time 6:00 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Edward A. Allen
 Gen., Sta. Manager Philip P. Allen
 Commercial Manager Joseph F. Wright, Jr.
 Prog. Publ. Dir. Warren Uttal
 Chief Anncr., News Dir. . . . Wayne Tyler
 Chief Engineer John T. Orth
 Form Editor Eric Lund
 Consulting Engr. . . . Craven, Lohnes & Culver

W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Old Dominion Bcstg. Corp.
 Address First Natl. Bank Bldg.
 Phone Number 2-3441
 Transmitter Location Boonsboro Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World, Thesaurus
 Representative Walker
 Membership NARTB, BAB
 President David Hugh Dillard
 V.P.-General Manager Jack Weldon
 Commercial Manager Norman T. Simpson
 Prog.-Pub. Director Don Jarvis
 Chief Engineer Forest J. Pinkerton
 Consulting Engr. Gauney & Ray

W M E V

MARION—1948—LIBERTY

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Mountain Empire Bcstg. Corp.
 Address Park Boulevard
 Phone Number 9001
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Cooke
 Membership NARTB, BAB
 President L. Preston Collins
 Gen.-Comm. Mgr. Robert C. Wolfenden
 Pgm. Dir. Mrs. R. C. Wolfenden
 News Dir., Chief Anncr. . . . Bob Kent
 Chief Engineer Edward Surface
 Consulting Engr. . . . Phil Hedrick, O. K. Garland

W M V A

MARTINSVILLE—1940—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By . . . Martinsville Bcstg. Co., Inc.

VIRGINIA

Address Chatham Heights
 Phone Number..... Virginia 2152
 News Service AP
 President..... William C. Barnes
 General Manager..... John W. Shultz
 Comm.-Sls. Prom. Mgr..... Charles F. Adams
 Program Director..... Barbara Zimmerman
 News Director..... Maynard Dillaber
 Musical Director..... Paul E. Zimmerman
 Chief Engineer..... Dewey W. Muse

W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Hampton Roads Bcstg. Corp.
 Bus.-Studio Address..... 500 Portlock Bldg.,
 Phone Number..... Norfolk-2-7031
 Transmitter Location..... Military Hiway
 News Service AP
 Transcription Service Associated
 Representative..... Free & Peters
 Membership NARTB, BAB
 President..... Raymond B. Bottom
 Gen.-Sta. Manager..... Edward E. Bishop
 Comm. Mgr..... Edward E. Edgar
 Prod., Prog. Director..... Robert J. McBride
 Publicity Director..... Bill Rhyne
 News Dir..... G. Edward Travis
 Chief Engineer..... Alois Braun

W H Y U

NEWPORT NEWS—1947

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Eastern Bcstg. Corp.
 Business-Studio Address..... 114 W. 24th St.
 Phone Number..... 3-1632
 Trans. Loca..... Respass Beach, Churchland
 Air Time daytime
 News Service UP
 Transcription Service Capitol
 President..... John Doley
 Sta. Mgr..... Frederic F. Clair
 Program Dir..... Tom Bradshaw, Jr.
 Chief Engineer..... Percy C. Magoun

W C A V

NORFOLK—1947

Frequency: 850 Kc..... Power: 1000 Watts
 Owned-Operated By..... Cavalier Bcstg. Corp.
 Bus.-Studio Address..... Helena Bldg.
 Phone Number..... 2-3266
 Transmitter Location..... W. Norfolk
 News Service UP
 Representative..... Indie Sales, Inc.
 Membership BAB
 President..... Joseph Light
 General Manager..... Graeme W. Zimmer
 Commercial Manager..... Robert Rodgers
 Program Director..... Ray Penner
 Prod. Dir., Chief Ann..... Joe Guidi
 News Director..... Bill Neal
 Chief Engineer..... W. M. Manrov
 Consulting Engineer..... McIntosh & Inglis

W L O W

NORFOLK—1946—

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Commonwealth Bcstg. Corp.
 Bus.-Studio Addr..... 21st & Manteo Sts.
 Phone Number 4-5678
 Transmitter Location..... Columbus Circle,
 Portsmouth
 Air Time 24 hrs. daily
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 V-P, Gen. Mgr..... Robert E. Wasdon
 Commercial Manager..... Joseph B. Matthews
 Program Director..... Robert Drepperd
 Tech. Dir., Chf. Engr..... Jack Siegel
 Consulting Engineer..... John Creutz

W N O R

NORFOLK—1949

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Norfolk Bcstg. Co.
 Address..... 1019 Boissevain Ave.
 Phone Number 27071
 Air Time 24 hrs.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President..... Louis H. Peterson
 Gen., Sta. Comm. Mgr..... Earl Harper
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.
 Jack Black
 Musical Director..... Paul Hennings
 News Dir., Chief Engineer..... Howard Sheets
 Consulting Engr..... Craven, Lohnes & Culver

W T A R

NORFOLK—1923—NBC

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WTAR Radio Corp.
 Bus.-Studio Address..... 720 Boush St.
 Phone Number 56711
 Transmitter Location..... Glen Rock
 Air Time..... 19 hrs.
 News Service AP
 Transcription Service Standard
 Representative..... Edward Petry
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Campbell Arnoux
 Commercial Manager..... Robert M. Lambe
 Sales Promotion Director..... Fred Lowe
 Program Director..... Joel Carlson
 Chief Announcer..... Blair Eubanks
 News Director..... Gilbert McLeod
 Chief Engineer..... Dick Lindell
 Consulting Engr..... Jansky & Bailey

W N V A

NORTON—1946—MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Blanford Radio Co., Inc.

VIRGINIA

Bus.-Studio Address... Coalfield Progress Bldg.
 Phone Number 700
 Transmitter Location Josephine
 News Service AP
 Transcription Service Lang-Worth
 President..... Richard B. Helms
 Gen., Prom. Manager..... Jack T. Helms
 Comm. Mgr., Pgm. Dir..... Bill Holland
 Chief Engineer..... Gene Thommerdahl

W J M A

ORANGE—1949—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... James Madison Bcstg. Corp.
 Address..... Rt. 15, Orange
 Phone Number 7263
 Air Time..... 5:55 a.m.-10:05 p.m.
 News Service UP
 Transcription Service SESAC
 President..... W. A. Sherman, Jr.
 Gen.-Comm. Mgr..... A. C. Livick, Jr.
 Asst. Manager..... Alfred W. Walthall
 Chief Engineer..... Joseph Trivette
 Consulting Engineer..... Warren Brown

W S S V

PETERSBURG—1945—MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By... Southside Virginia Bcstg.
 Corp.
 Business-Studio Address..... 112 W. Tabb St.
 Phone Number 3881-2
 Transmitter Location Lieutenant Run
 Air Time..... 6:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 President..... Louis H. Peterson
 Station Manager..... Ray L. Moss
 Commercial Manager..... James H. Smith
 Program Director..... N. W. Andrews
 Production Director..... Donald E. Ruggles
 Chief Engineer..... Edward F. Schwarz

W S A P

PORTSMOUTH—1943—MBS

Frequency: 1350 Kc..... Power: 5000 Watts
 Owned-Oper. By... Portsmouth Radio Corp.
 Bus.-Studio Address... 205 Professional Bldg.
 Phone Number 7-3488
 Transmitter Location Craney Island
 Air Time..... 6:00 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Burn Smith
 President..... Tom E. Gilman
 Gen.-Sta.-Comm. Mgr..... Jack Norfleet
 Pgm.-Prod. Dir..... David Nelson
 Chief Engineer..... John Brigman
 Consulting Engr..... George Davis

W P U V

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Southwest Bcstg. Corp.
 Address..... Dora Highway
 Phone Number 3-3931
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Pres., Gen. Mgr..... Mason C. Deaver
 Vice-Pres..... Maruma R. Deaver
 Program Director..... Richard Parker
 Chief Engineer..... John A. Columbus

W R A D

RADFORD—1950

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Rollins Bcstg., Inc.
 Phone Number 2461
 Transcription Service Thesaurus
 News Service AP
 President..... John W. Rollins
 Gen., Sta., Comm. Mgr..... Wendell H. Siler
 Program Director..... Alfred L. Mills
 Chief Engineer..... Fitzgerald McDaniel

W R I C

RICHLANDS—1951

Frequency: 1050 Kc..... Power: 100 Watts d.
 Owned-Oper. By... Clinch Valley Bcstg. Corp.
 Address..... Box 218
 Phone Number 450
 Transcription Service Thesaurus, SESAC
 President..... J. Powell Royal, Jr.
 Secy.-Treas., Chf. Engr..... Max M. Blakemore
 Vice-Pres..... Jess White
 Comm., Prom. Mgr..... Joe J. Webb
 Pgm., News Director..... Douglas E. Smith

W A N T

RICHMOND—1951

Frequency: 990 Kc..... Power: 1000 Watts
 Owned-Oper. By... United Bcstg. Co. of Virginia
 Address..... 513 E. Main St.
 Phone Number 38368
 Transmitter Location Belle Isle
 News Service INS
 President..... Richard Eaton
 General Manager..... Glen A. Harmon
 Promotion Manager..... Phyllis Johnson
 Chief Engineer..... Silas Bell

W L E E

RICHMOND—1945—MBS

Frequency: 1480 Kc..... Power 5000 Watts
 Owned-Operated By..... Lee Bcstg. Corp.

VIRGINIA

Bus.-Studio Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Transmitter Location.....W. Broad St. Rd. & Horsepen Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 President.....Thomas G. Tinsley, Jr.
 Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff
 Program Director.....Harvey Hudson
 Chief Engineer.....George W. McGuigan, Jr.
 Consulting Engineer.....Millard Garrison

W M B G

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Havens & Martin, Inc.
 Bus.-Studio Address.....3301 W. Broad St.
 P. O. Box 5229
 Phone Number.....5-8611
 Transmitter Location.....Staples Mill Rd.
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....Transtadio
 Representative.....John Blair
 Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
 Commercial Manager...Walter A. Bowry, Jr.

Prog.-Prod. Dir.....Jack Lewis
 Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

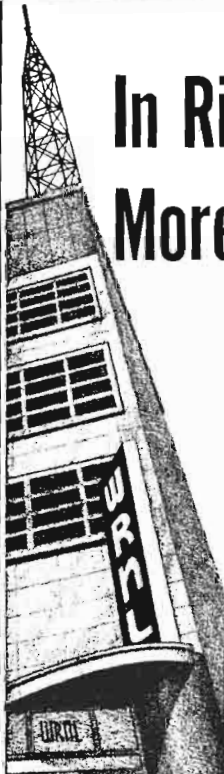
Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Richmond Newspapers, Inc.
 Business-Studio Address..107-111 N. Fourth St.
 Phone Number.....3-3436
 Transmitter Location.....Wilkinson Rd.
 Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....D. Tennant Bryan
 Station Manager.....E. S. Whitlock
 Program Director.....Don Martin
 Chief Engineer.....Vincent Wolstenholme
 Consulting Engineers.....Jansky & Bailey

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Larus & Brother Co.

THE BEST BUY FOR YOU IN '52- WRNL



In Richmond, Virginia, There's More SELL on WRNL!

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course.) Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

**910 KC 5 KW
 ABC AFFILIATE
 RICHMOND
 VIRGINIA**

WRNL

**NATIONAL REPRESENTATIVES
 EDWARD PETRY & COMPANY, INC.**

VIRGINIA

Business Address.....Hotel Richmond
 Phone Number.....3-6633
 Transmitter Location.....Edgeworth
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB
 General Manager.....C. T. Lucy
 Commercial Manager.....Barron Howard
 Promotion Manager.....Jack Stone
 Sales Manager.....James D. Clark
 Program Service Mgr.....Samuel S. Carey
 Production Manager.....John B. Tansey
 Public Relation Dir.....Walter R. Bishop
 Chief Engineer.....David C. Woods

W X G I

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Virginia, Inc.
 Bus.-Studio Address.....100 W. Franklin St.
 Phone Number.....7-4684
 Transmitter Location.....German Town Rd.
 Air Time.....5:30 a.m.-Sunset
 News Service.....AP
 Representative.....Indie Sales
 President.....Douglas H. Robertson
 Gen., Sta., Comm. Mgr.....David M. Wilburn
 Sales Prom. Mgr.....Morris T. Longo
 Program Director.....John Stinson
 Production Director.....Jack Tucker
 Chief Engineer.....Walter Seldon

W D B J

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Times-World Corp.
 Address.....124 W. Kirk Ave.
 Phone Number.....8131
 Transmitter Location.....Colonial Ave.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free and Peters, Inc.
 Membership.....NARTB, BAB
 President.....J. P. Fishburn
 President of Times-World Corporation
 General Manager.....Ray P. Jordan
 Commercial Manager.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Production Director.....Charles A. Ballou
 Publicity Director.....Benton B. Boggs
 Chief Engineer.....J. Edward Newman
 Consulting Engineer.....George Davis

W R O V

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Roanoke, Inc.

Bus.-Studio Address..600 Mountain Trust Bldg.
 Phone Number.....3-4444
 Transmitter Location...Cleveland Ave., S.W.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith
 Membership.....NAB, BAB
 President.....Leo F. Henebry
 Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
 Asst. Mgr.-Prog.-Prod. Dir..Gordon R. Phillips
 Chief Engineer.....Frank A. Hall

W S L S

ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Roanoke Bcstg. Corp.
 Business-Studio Address...Shenandoah Bldg.
 Phone Number.....9227
 Transmitter Location.....2 Mi. N. of Salem &
 6.5 Mi. N.W. of Roanoke
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service...Thesaurus, Associated
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....Paul C. Buford
 Exec. Vice President.....James H. Moore
 Chief Engineer.....J. P. Briggs
 Pgm. Dir., Prom. Mgr.....Bill Ashworth
 Consulting Engineer.....George Davis

W H L F

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Halifax Bcstg. Co.
 Address.....Webster St.
 Phone Number.....2-9988
 News Service.....AP
 Transcription Service.....Capitol, World
 Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.
 Pgm., Prod., Publ., Mus. Dir. Ella L. Poindexter
 Chief Engineer.....David O. Guthrie

W T O N

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles P. Blackley
 Business-Studio Address...Morrison Bldg.
 Phone Number.....5-5555
 Transmitter Location.....U. S. Route 250
 Air Time.....17½ hrs.
 News Service.....AP
 Transcription Service...Associated, Thesaurus
 Membership.....NARTB
 General-Station Mgr.....Charles P. Blackley
 Comm.-Sales Prom. Mgr...Charles F. Seebeck
 Prog.-Prod. Dir.-Chief Anncr...Fulton A. King
 Chief Engineer.....Rex C. Houser

VIRGINIA

W L P M

SUFFOLK—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Suffolk Bcstg. Corp.
Business-Studio Address Radio Bldg.
Phone Number 2394
Transmitter Location Richmond Hiway
Air Time Unlimited
News Service AP
Transcription Service RCA
Representative Sears & Ayer
Pres., Gen. Manager Fred L. Hart
News Director Earl Hundley
Production Director Helen Buffkin
Publicity Director Lee Williams
Chief Engineer Veryl W. Rupp

W N N T

WARSAW—1949

Frequency: 690 Kc. Power: 250 Watts d.
Owned-Oper. By No. Neck & Tidewater
Bcstg. Co.
Address Warsaw
Phone Number 690
News Service UP
Transcription Service Standard
Pres.-Gen. Mgr. Grayson Headley
Commercial Manager William Redd

Program Director Charles E. Springer
Chief Engineer James L. Bittner

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Waynesboro Bcstg. Corp.
Address 526 Main St.
Phone Number 6066
Air Time 6:30 a.m.-11:15 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NARTB
Representative Cooke
President Judson T. Phillips
Gen., Sta., Comm. Mgr. N. Wilbur Kidd
Program Director Richard A. Rhodes
Chief Engineer Donald D. Curtis

W I N C

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Richard Field Lewis, Jr.
Business Address Box 605
Phone Number 4855
Studio-Transmitter Location Winchester
Air Time 6 a.m.-11:30 p.m.
News Service UP

AP SELLS

For Stations and Sponsors—

For instance . . . WBTM

“AP service pays its way for us. We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They’ve had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income.”

EDWARD G. GARDNER,
General Manager,
WBTM, Danville, Virginia

VIRGINIA—WASHINGTON

Transcription Service Associated
 President... Richard Field Lewis, Jr. (Licensee)
 Prom. Mgr., Pgm., Prod. Dir. John Morgan
 Gen., Sta., Comm. Mgr. Winslow Porter
 Chief Engineer..... Phil Whitney

WYVE

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By.... Wythe County Bcstg. Co.

Address..... P. O. Box 452
 Phone Number 840-1-2
 Air Time Daylight
 News Service UP
 Membership NARTB, BAB
 Transcription Service.... Lang-Worth, Capitol
 Owner..... A. M. Gates
 General Manager..... A. M. Gates, Jr.
 Commercial Manager..... Sidney Tear
 Chief Engineer..... Luther Norris

WASHINGTON

*Pop. April 1, 1952 (Est.) 2,497,000—Total Housing Units 814,874
 Families April 1, 1952 (Est.) 788,000—Stations in State 53*

K B K W

ABERDEEN—1949—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By KBKW, Inc.
 Address .. 701 E. Heron St., Aberdeen, Wash.
 Phone Number 1015, 1016
 Transmitter Location 701 E. Heron St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Trans. Serv..... Associated, World
 Representative... Art Moore, Joseph McGillvra
 Membership NARTB, BAB
 President..... Archie Taft, Jr.
 Gen., Sta. Mgr..... Don. G. Bennett
 Commercial Manager..... Ralph Peyton
 Sales Prom. Mgr..... Alex Johnson
 Program Director..... Dorothy Langren
 Production Director..... Evelyn Rodrigue
 Consulting, Chief Engr..... Richard Pooley

K X R O

**ABERDEEN—1927—MBS—DON LEE
 KBS**

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By KXRO, Inc.
 Address 207½ E. Market St.
 Phone Number Aberdeen 4098
 Transmitter Location 1308 Coolidge Rd.
 Air Time..... 7 a.m.-11:15 p.m.
 News Service UP
 Representative W. S. Grant Co.
 Membership NARTB, BAB
 President..... Harry R. Spence
 Sta., Gen. Mgr..... Fred G. Goddard
 Comm., Sales Prom. Mgr..... Roy Johnson
 Pgm., Prod. Dir. Stanley Craft
 Chief Announcer..... William L. Fox
 News Director..... William P. Koski
 Musical Director..... Lawrence P. Roberts
 Chief Engineer Philip True
 Consulting Engineer J. B. Hatfield

K P U G

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By..... KPUG, Inc.
 Business Address..... P. O. Box: 655
 Telephone 6200
 News Service UP
 Representative Cooke
 President Jessica L. Longston
 General Manager..... Robert E. Pollack
 Comm., Prom. Mgr..... James Hamstreet
 Program Director..... Verle Jones, Jr.
 News Director John Dimeo
 Chief Engineer..... Donald R. Pinney

K V O S

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By..... KVOS, Inc.
 Bus. Studio Address..... 1321 Commercial St.
 Phone Number Bellingham 790
 Transmitter Location..... Yew St.
 News Service UP
 Transcription Service MacGregor, World
 Representative Meeker
 President, General Mgr..... Rogan Jones
 Sta., Comm., Prom. Dir. Jack Clarke
 Sports Director Haines Fay
 Chief Engineer..... Ernest Harper
 News Director Bert Jackson

K B R O

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Bruce Bartley
 Address..... 205 Washington Ave.
 Phone Number 3-5095
 Transmitter Location 205 Washington Ave.
 News Service AP
 Transcription Service World
 Representative... John Keating, Bruce Bartley
 Pres., Gen., Sta. Mgr..... Bruce Bartley

WASHINGTON

Pgm. Dir., Chief Ann. Bob Gleason
 Chief Engineer Al Stewart
 Consulting Engineer J. B. Hatfield

K G I B

BREMERTON—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kitsap G.I. Bcstrs., Inc.
 Address 124 N. Callow St.
 Phone Number 7-3757
 Transcription Service Standard
 News Service UP
 President G. A. Weyland
 General Manager James Munro
 Chief Engineer Paul Crittenden

K E L A

CENTRALIA-CHEHALIS—1937-MBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By Central Bcstg. Corp.
 Business Address P. O. Box 720, Centralia;
 P. O. Box 827, Chehalis

Phone Numbers Centralia 6-3321,
 Chehalis 8-3321

Studio Address On Hw. 99 midway bet.
 Centralia & Chehalis

Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative John Keating, John E. Pearson
 Membership NARTB, BAB
 President J. Elroy McCaw
 Sec.-Treas. Mabel A. McGwinn
 Gen., Sta. Mgr. Joe Chytil
 Comm. Manager Hugh J. MacPherson
 Production Director Wayne Killmer
 Publicity Director Schuyler C. Hill
 Pgm., Mus. Director Del Spencer
 Chief Engineer John L. Kelley

K C L X

COLFAX—1950—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Interstate Radio, Inc.
 Address P. O. Box 710
 Phone Number 780
 Representative Biddick
 Transcription Service SESAC
 News Service AP
 President T. R. Farrier
 General Manager Bert McAllister
 Commercial Manager Joseph E. Martin
 Chief Engineer H. D. Young

K X L E

ELLENSBURG—1946—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Central Washington Bcstrs.
 Bus. Add. Trans. Loc. Box 600
 Phone Number 2-1488
 Studio-Transmitter Location West 10th

Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President Goodwin Chase, Jr.
 Gen., Sta. Manager Joe Kendall
 Commercial Manager Darrel Burns
 Program Director Don Bevilacqua
 Chief Engineer Darrel Burns

K U L E

EPHRATA—1950

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Columbia Basin Bcstg. Co.
 Phone Number 730
 News Service UP
 Pres., Manager M. P. Monson
 Chief Engineer Elwood E. Eby

K R K O

EVERETT—1922—MBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Everett Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address KRKO Bldg.
 Phone Number Cedar 1144
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, SESAC
 Representative Joseph Hershey McGillvra
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. William R. Taft
 Program Director Earl Gordon
 Production Director Warren Johnson
 Chief Engineer Dave Foley

K F D R

GRAND COULEE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Carl F. Knierim
 Address P. O. Box 1642
 Phone Number 515
 Air Time 15 Hrs.
 News Service UP
 Transcription Service C. P. MacGregor
 Gen., Sta. Mgr. Carl F. Knierim
 Program Director Patriciae A. Westerman
 Chief Engineer Raymond L. Groff

K E L S

KELSO—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By N.W. Public Services, Inc.
 Address P. O. Box 90
 News Service UP
 Trans. Serv. Capitol, Standard
 President Roscoe A. Day, Jr.
 General Manager Claire O. Banks
 Sales Promotion Manager Martin Welch
 Program Director Lowell Gibson
 Chief Engineer John Holmes

WASHINGTON

KWIE

KENNEWICK—1949

Frequency: 610.....Power: 1000 Watts
 Owned-Oper. By.....KWIE, Inc.
 Address.....11 S. Cascade St.
 Phone Number.....6961
 Transmitter Location.....Perkins Rd.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Art Moore, Robert Meeker
 Pres., Gen. Mgr.....Harold A. Clark
 Commercial Manager.....C. J. McCredie
 Program Director.....Marvin E. Johnston
 Production Director.....Ben T. Weaver
 Chief Engineer.....C. J. McCredie
 Farm Editor.....Marvin E. Johnston
 Consulting Engineer.....A. D. Ring

KRKL

KIRKLAND—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Eastside Pdcstg. Co.
 Address Trans. Loca.....Civic Center
 Phone Number.....22-1201
 Transcription Service.....Capitol
 Presidents..L. N. Ostrander, W. A. Chamness
 Gen. Mgr., News Dir.....Jerry McCumber
 Commercial Manager.....Bert Demers
 Program Director.....Frank Ferry
 Chief Engineer.....Jack Kerr

KWLK

LONGVIEW—1938—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Twin City Bcstg. Corp.
 Bus.-Studio Add. Natl. Bank of Commerce Bldg.
 Phone Number.....Longview 1500
 Transmitter Location.....Ocean Beach Hwy.
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Associated, World
 Representative.....W. S. Grant, John Keating
 Membership.....NARTB
 President, Gen. Mgr.....C. O. Chatterton
 Commercial Manager.....J. F. Carlson
 Program Director.....Ellen Hammond
 Production Director.....Bob Moran
 Chief Engineer.....Ralph Brown
 Consulting Engineer.....Harold Singleton

KSEM

MOSES LAKE—1947—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KSEM, Inc.
 Address.....Box 276
 Phone Number.....234
 Transmitter Location.....Capistrano Park
 Air Time.....7 a.m.-10 p.m.

News Service.....UP
 Transcription Service.....World
 Representative.....Donald Cooke
 President.....Jessica L. Langston
 Gen., Sta., Comm. Mgr.....Alan O. Miller
 Program Director.....Dorothy Yale
 Chief Engineer.....Roland Kissler
 Consulting Engineer.....A. H. Fisher & Sons

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc.....Power: 500 Watts
 Owned-Operated By.....Beckley Radio Co.
 Bus.-Studio Add. Trans. Loca. P. O. Box 240
 Phone Number.....8995
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Keating
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Leo H. Beckley
 Commercial Manager.....Jack England
 Pgm. Dir., Chief Ann.....Tom Haveman
 Chief Engineer.....Walter Bjerke
 Consulting Engineer.....J. B. Hatfield

KGY

OLYMPIA—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tom Olsen
 Address Trans. Loca. Rockway Leland Bldg.
 Phone Number.....6636
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Grant
 Membership.....NARTB, BAB
 General Manager.....Tom Olsen
 Sta., Comm. Mgr.....Elmer J. Holmberg
 Sales Promotion Manager.....Sam Crawford
 Pgm., Prod., Publ. Dir., Chief Ann.....Don Jones
 Chief Engineer.....Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KOMW, Inc.
 Business-Studio Address.....Box 151
 Phone Number.....00
 Transmitter Location.....Omak
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....John Keating
 Membership.....NARTB, BAB
 President.....R. L. McNett
 General Manager.....Dean Nichols
 Commercial Manager.....Grover D. Allen
 Program Director.....Nola Malone
 Chief Engineer.....Kirk W. Springer

WASHINGTON

KPKW

PASCO—ABC-NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Address Trans. Loca. Pasco
 Phone Number 3337
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Representative Keating
 Membership NARTB, BAB
 President Joe Chytil
 Sta., Comm. Mgr. Robert C. Finley
 Sales Promotion Manager Dwight Smart
 Program Director Fred W. Hepner
 Production Director Pat Allen

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Pacific, Inc.
 Bus-Studio-Transmitter Address 313 W. First
 Phone Number 4200
 Air Time 6:45 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Representative John Keating
 Pres., General Mgr. C. N. Webster
 Station Manager Keith Patterson
 Chief Engineer Bevin Roth

K B K H

PULLMAN—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bayton & Hicks
 Address P. O. Box 356
 Phone Number 1-5251
 News Service UP
 Partners J. Ronald Bayton,
 Maynard Hicks
 General Manager J. Ronald Bayton
 Commercial Manager John Puckett
 Pgm. Dir., Farm Editor Robert Concie
 Promotion Manager B. J. Bayton
 Chief Engineer Glen R. Southworth

K P U Y

PUYALLUP—1951

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Clarence E. Wilson
 Address 1510 Linden Drive
 Phone Number 5-8502
 News Service UP
 Transcription Service Associated
 Owner., Gen., Comm. Mgr. Clarence E. Wilson
 Prom. Mgr., Pgm. Dir. Pete Hansen
 Chief Engr., Farm Dir. Robert E. Vey

K A P A

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By Pacific Bcstg. Corp.
 Address P. O. Box 288
 Phone Number 1010
 Air Time 6 a.m.-12 M.
 News Service AP
 Station Representative Pearson, Keating
 Membership NARTB, BAB
 President Joe Chytil
 Sta., Comm. Mgr. Robert C. Finley
 Sales Promotion Manager Dwight Smart
 Program Director Fred W. Hepner
 Production Director Pat Allen

K X R N

RENTON—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Interlake Bdcstg. Corp.
 Address Trans. Loca. N. 7th & Park Ave.
 Phone Number Renton 5-3424
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Cole
 Membership NARTB, BAB
 Pres., Gen. Mgr. R. S. McCaw
 News., Publ. Dir., Prom. Mgr. Robert S. Jones
 Commercial Manager Thomas D. Fuller
 Pgm., Mus. Dir., Farm Editor F. J. Jensen
 Chief Engr. F. C. Cook
 Consulting Engineer Wm. Foss

K A L E

RICHLAND—1950—LBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Yakima Bcstg. Corp.
 Address P. O. Box 513
 Phone Number Pasco 3389
 Representative Pearson, Moore, Hall
 Transcription Service Cole
 News Service UP
 Pres., Gen. Mgr. Robert S. McCaw
 Station Manager Arnold G. Sanborn
 Commercial Manager Ralph Nachtmann
 Program Director Robert Parnell
 Chief Engineer Joseph Muench
 Consulting Engineer J. R. Bird, Jr.

K I N G

SEATTLE—1927

Frequency: 1090 Kc. Power: 50,000 Watts
 Owned-Oper. By KING Bcstg. Co.
 Address Smith Tower
 Phone Number Mutual 1090
 Representative Blair
 News Service UP
 President Mrs. A. Scott Bullitt
 Exec. Vice-Pres. Henry B. Owen
 General Manager Otto P. Brandt
 Commercial Manager Robert Kilpatrick
 Program Director Hal Davis
 Production Director Hal Moen
 Publicity Director Mel Anderson
 Chief Engineer Arthur A. Shultz
 Consulting Engineer William Foss

WASHINGTON

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By. Queen City Bcstg. Co.
 Business-Studio Address. 66 Cobb Bldg.
 Phone Number. Seneca 1500
 News Service. UP
 Transcription Service. Thesaurus
 Representative. Free & Peters
 President. Saul Haas
 Sales Manager. William F. Tucker
 Program Director. Kenneth Yeend
 Publicity Director. Frankie Goodwin
 Chief Engineer. James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By. Tolem Bcstrs., Inc.
 Business-Studio Address. Skinner Bldg.
 Phone Number. Elliot 5890
 Transmitter Location. 2600 26th Ave., S.W.
 Air Time. Unlimited
 News Service. AP
 Transcription Service. World
 Representative. Avery-Knodel
 Membership. NARTB, BAB
 President. Marshall Field, III
 General-Station Mgr. J. Archie Morton
 Publ. Dir., Sales Mgr. Mait Jordan
 Pgm., Prod. Director. Homer Pope
 Chief Engineer. Don M. Anderson
 Consulting Engineer. E. C. Page

KOL

SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By. Seattle Bcstg. Co.
 Bus.-Studio Address. Northern Life Tower
 Phone Number. MA. 2312
 Transmitter Location. 1110 W. Florida
 Air Time. 6 a.m.-M.
 News Service. UP
 Transcription Service. Capitol, World
 Representative. Forjoe
 President. Archie Taft
 Sta., Gen. Mgr. Archie Taft, Jr.
 Prom., Comm. Mgr. Arthur Moore
 Pgm., Prod., Publ. Dir. Robert Harris
 Chief Engineer. Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By. Fisher's Blend Station, Inc.
 Bus.-Studio Address. 100 4th Ave. No.
 Phone Number. Seneca 6000
 Transmitter Location. Vashon Island

Air Time. 18 hrs.
 News Service. UP
 Transcription Serv. Associated, Lang-Worth
 Representative. Edward Petry
 Membership. NARTB, BAB
 President, General Mgr. O. W. Fisher
 Commercial Manager. Ray Baker
 Mgr., Natl. Sales & Sales, Prom. Mgr. Richard E. Green
 Program Manager. W. W. Warren
 Publicity Director. Margaret Frey
 Production Mgr. Frederick J. Patterson
 Chief Engineer. F. J. Brott
 Consulting Engineer. A. D. Ring

KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By. Radio Sales Corp.
 Add., Trans. Loca. 2939 Fourth Ave. So.
 Phone Number. Eliot 2480
 Air Time. 5:30 a.m.-3 a.m.
 News Service. AP
 Transcription Service. Lang-Worth
 Membership. NARTB, BAB
 President. J. Elroy McCaw
 Gen., Sta. Mgr. H. E. Riddalls
 Commercial Manager. William L. Simpson
 News, Pgm. Dir. Ted Bell
 Chief Engineer. Les Cabe

KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By. The First Presbyterian
 Church of Seattle, Wash.
 Add. Trans. Loca. 7th Ave. & Spring St.
 Phone Number. Mutual 1250
 President. W. T. Whitney
 Sta., Gen. Mgr. Don Bevilacqua
 Consulting, Chf. Engineer. James S. Ross
 Pgm., Prod. Dir. A. G. Atworth, Jr.

KVI

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. Puget Sound Bcstg. Co., Inc.
 Business Address. Camlin Hotel
 Phone Number. Seneca 4848
 Transmitter Location. Vashon Island
 Air Time. 6 a.m.-12 M.
 News Service. AP
 Transcription Service. Thesaurus
 Representative. George P. Hollingbery
 Membership. NARTB, BAB
 Pres., Gen. Mgr. Vernice Irwin
 Vice President. Laura M. Doernbecher
 Comm.-Sales Prom. Mgr. Earl T. Irwin
 News, Pgm. Dir., Chief Anncr. Harry Long
 Chief Engineer. D. M. McDonough
 Consulting Engrs. Sidor & Hollingsworth

WASHINGTON

K X A

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By..... KXA, Inc.
Bus.-Studio Address..... 312 Bigelow Bldg.
Phone Number..... Seneca 1000
Transmitter Location..... 2nd & Union
Air Time..... 5 a.m.-Local Sunset
News Service..... AP
Representative..... Rambeau
Membership..... NARTB, BAB
President..... Wesley I. Dumm
General Manager..... Lincoln W. Miller
Commercial Manager..... R. G. McArdle
Chief Engineer..... John Dubuque

K S P O

SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Louis Wasmer
Address, Trans. Loca..... 526 Riverside Ave.
Phone Number..... Riverside 8033
News Service..... UP
Transcription Service..... Thesaurus, SESAC
Pres., Gen. Mgr..... Louis Wasmer
Commercial Manager..... Gene Williams
Pgm. Mgr..... Darrel Holt
Chief Engineer..... E. P. Antosyn

K G A

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By... Corp. of Gonzaga U.
Bus.-Studio Address..... Radio Central Bldg.
Phone Number..... MAdison 5383
Transmitter Location..... Moran Prairie, Rt. 3
Air Time..... 6 a.m.-12 M.
News Service..... UP
Transcription Service..... Standard
Representative..... Edward Petry
President..... Rev. Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr..... Harvey Wixson
Pgm., Prod., Pub. Dir..... Hub Warner
Chief Engineer..... A. G. Sparling

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By..... KHQ, Inc.
Bus.-Studio Address..... Radio Central Bldg.
Phone Number..... MAdison 5131
Transmitter Location..... 4102 So. Regal
Air Time..... 19 hrs.
News Service..... AP
Transcription Service..... World
Representative..... Katz
Membership..... NARTB, BAB
Pres., Gen.-Sta. Mgr..... Richard O. Dunning

Pgm. Dir., Sales Prom. Mgr... Robert H. Wesson
Chief Engineer..... John Walker
Consulting Engineer..... George C. Davis

K N E W

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By..... Inland Empire Bcstg. Co.
Bus.-Studio Address..... 511 Eagle Bldg
Representative..... George P. Hollingbery
Pres., Gen. Mgr..... Burl C. Hagadone
Station Manager..... C. E. Rodell
Sales Manager..... W. C. Rhodes
Program Director..... Paul Crain
Chief Engineer..... Vincent L. Hoffart

K R E M

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By..... Cole E. Wylie
Address..... Radio Central Bldg.
Phone Number..... MAdison 3333
Transmitter Location..... 4101 S. Regal St.
News Service..... AP
Transcription Service..... Associated
Representative..... Forjoe & Co.
Pres., Gen., Sta. Mgr..... Cole E. Wylie
Commercial Manager..... Robert H. Temple
Program Director..... William Stevens
Chief Engineer..... William Patterson

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts
Owned-Operated By..... Symons Bcstg. Co.
Address..... Television Center
Phone Number..... MAn 1218
Transmitter Location..... So. Regal St.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth, MacGregor
Representative..... Walker, PNB
President..... E. B. Carney
Sta., Gen. Mgr..... Franz Robischon
Commercial Manager..... B. E. Woolston
Natl. Sales Mgr., Pgm. Dir..... Martin Boss
Chief Engineer..... George Langford

K R E W

SUNNYSIDE—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Cole E. Wylie
Address..... Outlook Rd.
Phone Number..... 7-2277
Transcription Service..... Associated
News Service..... AP
Representative..... Forjoe
President..... Cole E. Wylie

WASHINGTON

Station Manager.....C. Nat Harris
 Commercial Manager.....Clifford F. Nelson
 Program Director.....Jean Runyon
 Chief Engineer.....Richard M. Nicholas

K M O

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Carl E. Haymond
 Bus.-Studio Address.....914½ Broadway
 Phone Number.....MAIN 4144
 Transmitter Location.....Colonial Garden Area
 Air Time.....6 a.m.-12 p.m.
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....McGillvra, Scott
 Membership.....NARTB
 General Manager.....Carl E. Haymond
 Station Manager.....Jerry Geehan
 Comm.-Sales Prom. Mgr.....Ray T. McKenzie
 Prog.-Publ. Dir.....Ted Knightlinger
 Chief Engineer.....John Boor

K T B I

TACOMA—1941—LBS

Frequency: 810 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Tacoma Bcstrs., Inc.
 Address.....2715 Center St.
 Phone Number.....Broadway 2241
 Air Time.....18 hrs.
 News Service.....UP
 Transcription Service.....Cole, World
 Representative.....McGillvra, Moore
 Membership.....NARTB
 President.....Harold J. Quilliam
 Station Manager.....T. R. Knightlinger
 Commercial Manager.....Don Hopkins
 Chief Engineer.....R. C. Velo
 Consulting Engineer.....James B. Hatfield

K V A N

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Vancouver Radio Corp.
 Phone.....3-4717, TW 7323
 Studio Address.....707½ Main St.
 Transmitter Location.....Smith Lake
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representatives.....Keating, O'Connell
 President.....Sheldon F. Sackett
 General-Station Mgr.....Fred F. Chitty
 Sales Prom. Mgr.....Al Bauer
 Pgm., Prod., Publ., News Dir.....George W. Conner
 Chief Engineer.....Edgar Means
 Consulting Engineer.....Paul Leake

K T E L

WALLA WALLA—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walla Walla Bdcstg. Co.
 Address.....Book Nook Bldg.
 Phone Number.....4103
 Transmitter Location.....2nd & Cordiner
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Pres., Gen. Mgr.....Jack Keating
 Sales Promotion Manager.....Don Harris
 Program Director.....John Keating
 Chief Announcer.....Carl Hebenstreit
 News Director.....Dan Murphy
 Chief Engineer.....Ty McFadden
 Consulting Engineer.....Harold Singleton

K U J

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....KUJ, Inc.
 Business-Studio Address.....55 E. Main St.
 Phone Number.....1230
 Transmitter Location.....U. S. Hwy 410 &
 Sudbury Rd.
 Air Time.....6:30 a.m.-11 p.m.

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“Associated Press news is
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 newscasts for 1951 over
 1950.”

J. ARCHIE MORTON,
 General Manager,
 KJR, Seattle, Washington

WASHINGTON

News ServiceUP
 Transcription ServiceThesaurus
 Representative.....W. S. Grant, John Keating
 MembershipNARTE, BAB
 Pres., Gen. Mgr.....H. E. Studebaker
 Sta. Comm. Mgr.....Don Wike
 Pgm. Dir., Chief Anncr.....Martin Tobin
 Chief Engineer.....M. L. MacLafferty

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc.Power: 5000 Watts
 Owned-Oper. By....Wescoast Bcstg. Co., Inc.
 B'cs.-Studio Address....2nd & Columbia Sts.
 Phone Number2757
 Transmitter Location..Wenatchee & Columbia
 Rivers Junct.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeRobert Meeker
 MembershipBAB
 PresidentRogan Jones
 Sta., Gen. Mgr.....James W. Wallace
 Prom., Comm. Mgr.Pat O'Halloran
 Pgm., Prod. Director.....Emerson Elder
 Publicity DirectorCharlotte Tochterman
 Chief Engineer.....George Frese
 Chief Announcer.....Bill Denton
 Consulting Engineer.....Bill Foss

K W N W

WENATCHEE—1948—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. By....Appleland Bdcsters, Inc.
 AddressP. O. Box 1510
 Phone Number2468-2469
 Trans. Loca.1119 No. Wenatchee Ave.
 Air Time6 a.m.-12 M.
 Transcription ServiceStandard
 RepresentativeWalter Biddick
 PresidentLawrence Leahy
 General Manager.....Bernard H. Droz
 Sales Promotion Manager...Hanford Choate
 Program Director.....Ron Satterwhite
 Chief Engineer.....Gilbert Reeves
 Consulting Engineer.....James Hatfield

K I M A

YAKIMA—1944—CBS

Frequency: 1460 Kc. ...Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. ByCascade Bdcstg. Co.
 AddressHotel Chinook
 Phone Number6197
 Transmitter LocationTerrace Hgts. Rd.
 Air Time5 a.m.-12M.
 News ServiceAP
 Trans. Serv.....Lang-Worth, SESSAC, APS
 RepresentativeWeed & Co.
 President.....A. W. Talbot

Gen., Sta. Mgr.....R. Lee Black
 Sta. Opera., Pgm. Dir.Tom C. Bostic
 Commercial ManagerTed Morrow
 Production DirectorJoe Ryan
 Publicity DirectorVirginia Ann Schaeffer
 Chief EngineerM. D. Lambert

KIT

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Own.-Oper. By ..Valley Bcstrs. C. E. Haymond
 Business-Studio Address..414 E. Yakima Ave.
 Phone Number8115
 Transmitter Location.....Washington Ave.
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Capitol
 RepresentativeBranham
 PresidentCarl E. Haymond
 Comm., Gen., Sta. Mgr.James A. Murphy
 Sales Prom. Mgr., Pub. Dir.....William Moody
 Chief Anncr., Pgm., Prod. Dir. ...Jas. W. Nolan
 News Director.....Pete Wick
 Musical Director.....Harrison A. Miller
 Chief Engineer.....H. B. Murphy
 Consulting Engineer ...Chambers & Garrison

K Y A K

YAKIMA—1947—MBS

Owned-Oper. By.....Yakima Bcstg. Co.
 Address.....P. O. Box 172
 Phone Number2-7143
 TranscriptionWorld
 News ServiceUP
 President.....Robert S. McCaw
 Station Manager.....W. W. Boone
 Commercial Manager.....I. N. Prell
 Program Director.....Gerald Webb
 Chief Engineer.....Donald E. Gardner

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BECAUSE—**AP** has more news
 correspondents, more
 news bureaus, more
 miles of news wire
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Pop. April 1, 1952 (Est.) 2,075,000—Total Housing Units 544,477
Families April 1, 1952 (Est.) 494,000—Stations in State 38

WJLS

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Bldg., Main &
Kanawha St.
Phone Number 7311
Transmitter Location Routes 19-21
Air Time Unlimited
News Service UP
Transcription Service Cole
Representative Weed
Membership NARTB, BAB
President Joe L. Smith, Jr.
General-Station Mgr. Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir. W. R. Barrett
Pgm., Prod. Dir. W. S. Jackson
Chief Announcer Sid Doherty
Chief Engineer Al J. Ginkel
Farm Editor William R. Barrett
Consulting Engineer A. D. Ring

WWNR

BECKLEY—1946—MBS

Frequency: 620 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Rahall Bcstg. Co.
Business-Studio Address 1565 Harper Rd.
Phone Number 9309
Transmitter Mount Tabor
Air Time 18 hrs.
News Service AP
Transcription Service Lang-Worth
Representative Walker
President N. Joe Rahall
Gen., Sta. Mgr. Tom Douds
Chief Engineer Estil Willis
Traffic Director Jo Ann Herring
Consulting Engineer E. C. Page

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Daily Telegraph Prtg. Co.
Business-Studio Address 623 Commerce St.
Phone Number 7114
Transmitter Location Harry Heights
Air Time Unlimited
News Service AP
Transcription Service World, Cole
Representative Katz
General Manager P. T. Flanagan
Pgm., Pub. Dir. William Hostetter
Prod.-Musical Dir. Barnes Nash
Chief Engineer P. T. Flanagan
Consulting Engineer Ring & Co.

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WKOY, Inc.
Address West Virginian Hotel
Phone Number 7405
Air Time 6 a.m.-12 M.
News Service UP
Representative Devney & Co.
Transcription Service Associated
Pres., Gen., Sta., Comm. Mgr. J. Lindsley Alley
Program Director Emma Eue Phelps
Chief Engineer Roy Yost
Consulting Engineer Odes E. Robinson

WCAW

CHARLESTON—1947—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Capitol Bcstg. Corp.
Business Address P. O. Box 2791
News Service UP
Transcription Service Lang-Worth
Representative McGillvra
Pres., Gen. Mgr. Garland F. Wilkinson
Commercial Manager Selma Pierson
Promotion Manager Jack Zeillmann
Program Director Al Walker
Chief Engineer William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By The Tierney Co.
Address 1111 Virginia St. E.
Phone Number 2-8131
Transmitter So. Charleston
Air Time 5:25 a.m.-1:10 a.m.
News Service AP, UP
Transcription Service Associated
Representative Branham
Membership NARTB, BAB
President Lewis C. Tierney
General Manager John T. Gelder, Jr.
Promotion Manager Harry M. Brawley
Production Director Frank Annand
Program Director Morton S. Cohn
Chief Engineer William E. Dixon
Consulting Engineer Weldon & Carr

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Kanawha Valley
Bdcstg. Co.

WEST VIRGINIA

Address 210 Dickinson St.
Phone Number 3-7541
Transmitter Location Coal Branch Hgts.
Air Time 6 a.m.-3 a.m.
News Service AP
Transcription Service Associated
Representative Robert Meeker Assos., Inc.
President R. M. Venable
Gen., Sta. Mgr. Henry V. Diefenbach
Musical Director Charles Coleman
Program Director C. P. Vogel, Jr.
Sales Prom. Mgr., Publ. Dir. Hugh McPherson
Chief Engineer Harry R. Bowen
Consulting Engineer George C. Davis

W K N A

CHARLESTON—1946—ABC

Frequency: 950 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus. Studio Address 804 Kanawha Blvd.
Phone Number 39-971
Transmitter Location Tyler Mountain Rd.
Air Time 5:30 a.m.-12 M.
News Service AP
Representative Weed
Pres., Gen. Mgr. Joe L. Smith, Jr.
Station Manager George J. Gray
Chief Engineer A. J. Ginkel

W T I P

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Chemical City Bcstg. Co.
Bus. Studio Address Capitol & Fife
Phone Number 23-136
Air Time 6 a.m.-12 M.
News Service UP
Representative For Joe
Membership NARTB, BAB
President Gus Zaharis
Gen., Sta., Comm. Mgr. Berton Sonis
Program Director Joseph J. Herget
Publicity Director Bob Bower
Chief Engineer Paul Sullivan

W B L K

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Ohio Valley Bcstg. Corp.
Phone Number 4-7571
Transmitter Location Pinnickinnick Hill
News Service AP
Transcription Service Lang-Worth
Representative Branham
President Austin Wood
General Manager George H. Clinton
Station, Comm., Prom. Mgr. Fred Zimmerman
Pgm., Prod., Publ. Director Carl Loose
Chief Engineer Harry S. Brown

W H A R

**CLARKSBURG—1946—MBS-KBS
ABC**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Mountain State Bcstg. Co.
Address Trans. Loca. Radio Plaza
Phone Number 4-5525-6
News Service UP
Representative Joseph Hershey McGillvra
Membership NARTB
Pres., Gen. Mgr. Glauca G. Merrill
Commercial Manager F. T. Gregg
Program Director James Harper
Chief Engineer Beryl Snyder
Consulting Engineer John Creutz

W P D X

CLARKSBURG—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By Clarksburg Bcstg. Corp.
Business-Studio Address 339 W. Main St.
Phone Number 4-6425
Transmitter Location 3½ Mi. S. of
Clarksburg on Weston Rd.
News Service UP
Transcription Service World
President O. L. Billingsley
Gen., Sta. Mgr. R. C. Warden
Comm., Sales Prom. Mgr. Joe M. Larosa
Prog. Dir., Farm Editor Dewitt Wyatt
Prod., Mus. Director John Peters
Chief Engineer R. D. Hough

W D N E

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By W. Va. Radio Corp.
Address P. O. Box 967, Elkins
Phone Number 1300
Trans. Loca. Washington & Davis Sts.
Air Time 7 a.m.-11:15 p.m.
News Service UP
Transcription Service World
President Mrs. H. C. Greer
General Manager Ford Billings
Station Manager Ben Greenhaw
Commercial Manager Bill Wilson
Chief Engineer Al Calisti

W M M N

FAIRMONT—1928—CBS

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By The Fort Industry Co.
Address 208 Adams Street
Phone Number 3100
Transmitter Location Monongah
Air Time 5 a.m.-12:05 a.m.
News Service UP
Transcription Service Standard
Representative Katz Agency
President George B. Storer

WEST VIRGINIA

General Manager Lee B. Wailes
 Station Manager Glenn C. Jackson
 Commercial Manager A. G. Ferrise
 Sales Prom. Mgr., News Dir. Wm. W. Powell
 Program Director Frank Lee
 Chief Engineer Joseph C. Strelauski

W V V W

FAIRMONT—1946—MBS
ABC-SBN-ATLANTIC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fairmont Bcstg. Co., Inc.
 Bus.-Studio Address 119 Fairmont Ave.
 Phone Number 5000
 Transmitter Location Radio Pk.
 Air Time 6:45 a.m.-1:15 a.m.
 News Service AP
 Transcription Service World, SESAC
 President J. Patrick Beacom
 Gen., Sta. Mgr. Numa Fabre, Jr.
 Commercial Manager Robert Drummond
 Chief Engineer Earl Pelkey

W H T N

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. ... Greater Huntington Radio Corp.
 Business-Studio Address 1112½ Fourth Ave.
 Phone Number 3-3453
 Transmitter Location Overby Rd.
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 President A. B. Hyman
 Gen., Comm. Mgr. John S. Phillips
 Pgm., Prod. Director Raymond Anderson
 Chief Engineer Harold F. Sturm

W P L H

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Huntington Bcstg. Corp.
 Business-Studio Address 1105 Fourth Ave.
 Phone Number 3-3421
 Transmitter Location 1050 McCoy Road
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. F. J. Evans
 Program Director Charles T. Snowden
 Commercial Manager Curtis S. Clark
 Chief Engineer Alvin V. Jayne

W S A Z

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WSAZ, Inc.

Business-Studio Address 912½ Third Ave.
 Phone Number 38-401
 Transmitter Location 28th St. & Park at
 C. & O. R. R.

Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Branham
 Membership NARTB, BAB
 President Col. J. H. Long
 General Manager Lawrence H. Rogers
 Commercial Manager Tom Garten
 Publicity Director Harold W. Shriber
 Production Director Bert Shimp
 Program Director Ted Eiland
 Chief Engineer Leroy Kilpatrick
 Consulting Engineer William L. Foss

W L O G

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By C. H. Frey, R. O. Greever
 Address P. O. Box 720
 Phone Number 540
 News Service UP
 Transcription Service World

W E P M

MARTINSBURG—1946—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address P. O. Box 874
 Phone Number 5252
 Transmitter Location Red Hill
 Air Time 17 hrs.
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB, BAB
 Gen., Sta. Mgr. C. Leslie Golliday
 Commercial Manager Amos L. Harper
 Program Director Charles Rand
 Production Director Mrs. Joy Edmunds
 Chief Engineer Sterling Heil
 Consulting Engineer A. D. Ring

W H J C

MATEWAN—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Three State Bcstg. Co.
 Address Merrimac

W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Fayette Associates, Inc.
 Address Box 750, 1028 1st Ave.
 Phone Number 620
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 President Arnold M. Vickers

WEST VIRGINIA

Comm.-Sales Prom. Mgr., Publicity
 Director.....Andrew W. Vickers
 Program Director.....Ted McKay
 Chief Engineer.....Campbell J. Craver
 Consulting Engineer.....Odes E. Robinson

W A J R

MORGANTOWN—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...West Virginia Radio Corp.
 Business-Studio Address.....P. O. Box 867
 Phone Number.....9488
 Transmitter Location.....100 Charleston Ave.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President.....Agnes J. Reeves Greer
 Gen., Sta. Manager.....Ford Billings
 Commercial Manager.....John W. Johns
 Program Director.....Bos Johnson
 Chief Engineer.....Clarence Rulong

W M O D

MOUNDSVILLE—1950—LBS-KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....James D. Sinyard
 Address.....P. O. Box 308
 Phone Number.....1730
 News Service.....UP
 President.....James D. Sinyard
 Gen., Prom. Manager.....John T. Taylor
 Commercial Manager.....Harry Hechesky
 Pgm., News Director.....Hank Bendel
 Chief Engineer.....Jerry Boles

W O A Y

OAK HILL—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Robert R. Thomas, Jr.
 Business Address.....Oak Hill
 Phone Number.....651
 News Service.....AP
 Transcription Service.....Capital, Thesaurus
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.
 Commercial Manager.....Phyllis Stull
 Chief Engineer.....James Bucy

W C O M

PARKERSBURG—1947—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Parkersburg Bcstg. Co.
 Business-Studio Address.....317 Ninth St.
 Phone Number.....7-4991-2
 Transmitter Location.....New York Ave.
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Joseph Hershey McGillvra

President.....Joseph M. Handlan
 Gen., Sta. Mgr.....A. N. Archer
 Commercial Manager.....Dick Abels
 Chief Engineer.....William Collins

W P A R

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ohio Valley Bcstg. Corp.
 Business-Studio Address.....211½ 5th St.
 Phone Number.....75-475
 Transmitter Location.....Route 2
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Branham
 Membership.....NARTB, BAB
 President.....Austin V. Wood
 Gen., Sta. Comm. Mgr.....George H. Clinton
 Sales Prom. Mgr.....Lawrence V. Murphy
 News, Pgm. Dir.....Sherman Grimm
 Publicity Director.....Hazel N. Mercer
 Chief Engineer.....V. G. Brooks

W W Y O

PINEVILLE

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Wyoming Bcstg. Co., Inc.
 Address.....Pineville
 Phone Number.....2711
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth, Cole
 Representative.....McGillvra, Inc.
 President.....R. D. Bailey
 Gen., Sta. Mgr.....Van B. Darby
 Comm., Sales Prom. Mgr.....Edward Hawley
 Pgm., Publ., News Dir.....Van B. Darby
 Production Director.....William J. Ge mond
 Chief Engineer.....Jack D. Mullens

W L O H

PRINCETON—1947—LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Mountain Bcstg. Service
 Phone Number.....2151
 Studio-Trans. Loca.....Lilly Grove
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 President.....Harold P. Hunnicutt
 Gen., Sta. Mgr.....Melvin F. Barnett
 Comm., Sales Prom. Mgr.....James M. Angel
 Production Director.....Betty Bailey
 Program, News Director.....Al Rich
 Chief Engineer.....Earl H. Graham

W R O N

RONCEVERTE—1947—NBC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Blake Bcstg. Co.

WEST VIRGINIA

Address Ronceverte
 Phone Number 300
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. William E. Blake
 Commercial Manager..... Carl E. Lipps
 Program Director..... Clyde M. Hopper
 Chief Engineer..... Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By..... Tri-State Bcstg. Co.
 Address..... 234 No. 4th St., Steubenville
 Phone Number..... Steubenville 2-9721
 Transcription Service... Associated, Thesaurus
 News Service AP
 President..... Thomas E. Millsop
 Gen., Sta. Mgr..... Edward J. Hirschberg
 Program Director..... Harry Birrell
 Production Director..... Robert Banfield
 Publicity Director..... Paul Harris
 Chief Engineer..... Frank W. Schaefer

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... McDowell Service Co.
 Address..... 10 Riverside Drive
 Phone Number..... 818
 News Service AP
 Transcription Service Thesaurus
 President..... J. G. Hunt
 Prom., Gen., Comm. Mgr..... Ellis Landreth
 Pgm., News Dir. John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Pocahontas Bcstg. Co.
 Address..... King Coal Bldg.
 Phone Number 1150
 Representative McGillvra
 Transcription Service Capitol
 General Manager..... Tom Hicks

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By Lewis Service Corp.
 Address..... P. O. Box 431
 Phone Number 1555
 News Service UP
 Representative Donald Cooke, Inc.
 Pres., Gen. Mgr. Harold McWhorter
 Comm., Prom. Mgr..... Glenn Short
 Program Director..... Pat Hoffman
 Chief Engineer..... Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Wheeling Bcstg. Co.
 Address Box 989
 Phone Number 6700
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr..... K. H. Forney
 Commercial Manager..... Paul Miles

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..... Community Bcstg., Inc.
 Trans. Add. . . Pythian Bldg. 16th & Market Sts.
 Phone Number 5320
 News Service UP
 Station Representative Weed
 Pres., Gen. Manager..... John B. Reynolds
 Commercial Manager..... Alfred C. Ihlenfeld
 Program Director..... Nancy A. Hilmes Vieweg
 Promotion Manager..... Ray Vingi
 Chief Engineer..... Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Operated By... The Fort Industry Co.
 Address..... Hawley Bldg.
 Phone Number..... Wheeling 5383
 Transmitter Location..... St. Clairsville, Ohio
 Air Time..... Full time
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NARTB, BAB
 President..... George B. Storer
 General Manager..... George B. Storer
 Station Manager..... Wm. E. Rine
 Sales Promotion Mgr..... Howard W. Meagle
 Assistant Manager..... Paul J. Miller
 Program Director..... Paul A. Myers
 Chief Engineer..... Edwin L. Keim
 Consulting Engineer..... Jansky & Bailey

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..... Williamson Bcstg. Corp.
 Business Address Williamson
 Phone Number 1241
 Studio-Transmitter Location Williamson
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Clarence Lovitch
 Gen.-Sta.-Comm. Mgr..... Alice Shein
 Program Director..... John T. Blair, Jr.
 Chief Engineer..... Robert W. Bullic
 Consulting Engineers..... McIntosh & Ingliis

WISCONSIN

Pop. April 1, 1952 (Est.) 3,505,000—Total Housing Units 1,063,118
Families April 1, 1952 (Est.) 958,000—Stations in State 59

WATK

ANTIGO—1948

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....936 Superior St.
Transcription Service.....Lang-Worth
President.....Artemas F. Burner
Manager.....G. McElrone
Commercial Manager.....Donald Burns
Chief Engineer.....Robert Fowler

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number.....3-6639
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Everett-McKinney
Comm., Gen., Sta. Mgr.....Earl H. Huth
Sales Promotion Manager.....Richard Moore
Program Director.....Robert Petrie
Publicity Director.....Lewis Process
Chief Announcer.....William Felton
News Director.....Ken Mommaerts
Chief Engineer.....George Merkl

WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Upper Michigan-Wisconsin
Broadcasting System, Inc.
Address.....321 2nd Street W.
Phone Number.....1680
Transmitter Location.....South Ellis Ave.
Air Time.....5:55 a.m.-11:55 p.m.
Transcription Service.....World
Representative.....Walker
Membership.....NARTB
President.....William L. Johnson
Sta., Comm., Mgr.....Todd Hogan
Sales Prom. Mgr., Prod. Dir.....Arnold Peterson
Pgm., Music Dir.....Mary Jean Anno
Chief Engineer.....Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By.....Beaver Dam Bcstg. Co.
Address.....Radio Park
Phone Number.....4443
News Service.....UP

Transcription Service.....Capitol
Representative.....Holman
President.....William E. Walker
Gen., Comm. Mgr.....Charles R. Dickoff
Promotion Manager.....John Saxe
Chief Engineer.....Alister Alexander

WBEL

BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address.....335 E. Grand Ave.
Phone Number.....College 1380
Transmitter Location.....901 E. Elmwood Ave.
Air Time.....5:30 a.m.-Local Sunset
News Service.....AP
President.....Lloyd Burlingham
Gen., Sta. Mgr.....L. O. Fitzgibbons
Commercial Manager.....Joe Moen
Program Director.....Robert LaMere
Chief Engineer.....Leo Wilson
Consulting Engineer.....Walter F. Kean

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Transmitter Location.....U. S. Hwy. 51
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....William G. Rambeau
President.....Sidney H. Bliss
Gen., Sta. Mgr.....John H. Rhodes
Commercial Manager.....Gene Steinhorst
Pgm., Prod., News Dir.....Phil Kane
Publicity Director.....Bernice Krueger
Chief Engineer.....Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address.....609 Cameron
St.
Phone Number.....5111-2
Air Time.....6:30 a.m.-12 M.
News Service.....UP
President, General Mgr.....James J. Conroy
Station Manager.....Stan Torgerson
Publ., Prod., Pgm., Dir.....Bob Benson
Chief Engineer.....Russell R. Holmes
Comm., Prom. Manager.....Curt Hanson

W I S C O N S I N

W E A U

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By Central Bcstg. Co.
Business-Studio Add. 203 S. Barstow St.
Phone Number 6149
News Service UP
Transcription Service Lang-Worth, World
Representative Hollingbery
President W. C. Bridges
Gen., Comm. Mgr. Harry S. Hyett
Sales Prom. Mgr., Pgm. Dir. Robert E. Nelson
Chief Engineer T. O. Jorgenson

W R F W

EAU CLAIRE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By Chippewa Valley Radio &
Telev. Corp.
Bus.-Studio-Transmitter Address Rudolph Rd.
Phone Number 2-1629
Air Time Daytime
News Service AP
Transcription Service Capitol
Representative Forjoe
President Thomas K. Werner
Gen. Mgr., News Dir. John E. Kelly
Pgm. Dir., Chief Anncr. Robert Froemming
Commercial Manager Richard Werner
Publicity Director Lowell Christison
Chief Engineer Oscar Sielaff
Consulting Engineer J. J. Beloungy

K F I Z

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address 18 W. First St.
Phone Number 356
Air Time 6:30 a.m.-10 p.m.
News Service UP
Membership NARTB
Exec. Vice Pres. Emery W. Martin
General Manager Lynn N. Fairbanks
Program Director Lucille Fairbanks
Chief Engineer Wendell S. Meyers

W B A Y

GREEN BAY—1925—CBS

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By WHBY, Inc.
Business-Studio Address Bellin Bldg.
Phone Number Adams 1
Transmitter Location W. De Pere
News Service AP
Representative Weed
Managing Director Rev. M. J. Beemster
General-Station Mgr. Hayden R. Evans
Sales Prom. Manager Lee Stinson

Program Director Clair Stone
Production Director Hal O'Halloran
Publicity Director Karl Gorsche
Chief Engineer Wallace Stangel

W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Green Bay Bcstg. Co.
Business-Studio Address Nicolet Bldg.
Phone Number Howard 6300
Transmitter Location Cass St., Town of Preble
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, World
Representative John E. Pearson
Membership NARTB, BAB
Pres., Gen. Mgr. Ben A. Laird
Station Manager Robert G. Nelson
Commercial Manager Robert A. Vandersteen
Prog.-Prod. Director Don Arthur
Pub. Dir., Chief Announcer John R. Kessenich
Consulting Engineer Nathan Williams

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Green Bay Newspaper Co.
Business Address P. O. Box 620
Phone Number Howard 6400
Transmitter Location Bellevue
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Standard, Thesaurus
Membership NARTB
President V. I. Minahan
General Manager A. B. Turnbull
Station Manager John M. Walter
Commercial Manager Glen R. Holznecht
Program Director Les Sturmer
Publicity Director Mary Ann Wudlick
News Director James Bartelt
Chief Engineer Elmo Reed
Consulting Engineer George Davis

W T K M

HARTFORD—1951

Frequency: 1540 Kc. Power: 500 Watts d.
Owned-Operated By Kettle Moraine Bcstg. Co.
Address Hartford
Phone Number 61
Transcription Service SESAC
News Service UP
Gen. Mgr., Chief Engr. Sherman C. Carr
Comm., Prom. Mgr. Walter Zastrow

W I S C O N S I N

W C L O

**JANESVILLE—1930
MBS-WISCONSIN**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Southern Wisconsin Radio, Inc.

Business-Studio Address. 200 E. Milwaukee St.
Phone Number 3316
Transmitter Location 1436 So. Oakhill Ave.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative William G. Rambeau
Membership NARTB
Pres., Gen. Mgr. Sidney H. Bliss
Sta. Mgr., News Dir. V. W. Williams
Commercial Manager Charles W. Bessire
Pgm., Pub. Dir. Ralph Schroeder
Chief Engineer Wayne Clay

W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts
Owned-Operated By Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address . . . 625 57th St.
Phone Number 6162
Air Time Sunrise-Sunset
News Service AP
Transcription Service World
Representative Everett-McKinney
Membership BAB
General Manager William L. Lipman
Station Manager Hugh Gately
Program Director Jerome Golden
Production Director Steve Kelley
Chief Engineer Casimir Lubinski
Consulting Engineer Nathan Williams

W K B H

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By WKBH, Inc.
Business-Studio Address 409 Main St.
Phone Number 2-4678
Transmitter Location Gillette St.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative The Taylor Co.
Membership NARTB, BAB
President, Station Mgr. Howard Dahl
Program Director Berneice Callaway
Production Director Leonard G. Anderson
Publicity Director Paul Ziemer
Chief Engineer Al Leeman

W K T Y

LA CROSSE—1948—ABC

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By La Crosse Bcstg. Co.

Business-Studio Address 112 N. 4th St.
Phone Number 2-6042
Transmitter Location 5 Mi. So. of La Crosse
Air Time 6 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative Weed
V. P., Gen. Mgr. Veri Bratton
Asst. Mgr., Pgm., Prom. Dir. J. Bondeson
Chief Engineer J. Harold White

W L C X

LA CROSSE—1947—MBS

Frequency: 1490 Kc. Power 250 Watts
Owned-Operated By Bermac Radio, Inc.
Business-Studio Address State Bank Bldg.
Phone Number 4-4521
Transmitter Location Lang Drive
Air Time 6 a.m.-12 M.
News Service UP
President James J. Conroy
Prom., Gen., Sta., Comm. Mgr. Milo Knutson
Prog. Dir.-Production Mgr. Rosemary Castor
Chief Engineer Elphin G. Rinn

W L D Y

LADYSMITH—1948—KBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address Ladysmith
Phone Number 584
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Representative Thomas Clark
Membership NARTB, BAB
President O. J. Falge
Gen., Sta., Prom., Comm. Mgr. A. T. Shields
Pub. Dir. Corinne Kopp
Prog., Prod. Dir. Joseph Dahlvig
Chief Engr., News Dir. Jeff Evans

W H A

MADISON—1922—WISCONSIN

Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By Univ. of Wisconsin
Address Radio Hall
Phone Number 5-2988
News Service UP
Director H. B. McCarty
Program Director William Harley
Production Director Raymond J. Stanley
News Director Roy Vogelmann
Chief Engineer John H. Stiehl

W I B A

MADISON—1925—NBC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By Badger Bcstg. Co.
Business-Studio Address 3800 Regent St.

WISCONSIN

Phone Number 3-5311
 Transmitter Location Fitchburg
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NARTB, BAB
 President William T. Evjue
 General Manager Kenneth F. Schmitt
 Commercial Manager Howard A. Johnson
 Program Director Robert N. Dick
 News Director Jack Newman
 Chief Engineer Norman Hahn

News Service UP
 Transcription Service World
 Representative Inde. Sales Inc.
 Membership NARTB
 President, Gen. Mgr. Francis M. Kadow
 Publ. Prog. Dir. George H. Erdman
 Comm.-Sales Prom. Mgr. John M. Kadow, Jr.
 Chief Engineer W. F. Duben

WISC

**MADISON—1948—MBS
 ABC-ARROWHEAD**

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Wisconsin, Inc.
 Address Comm. State Bank Bldg.
 Phone Number 7-2588
 Transmitter Location Seyene Rd., Route 4
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Morgan Murphy
 Executive Director W. C. Bridges
 General Manager Ralph O'Connor
 Comm., Prom. Mgr. Richard S. Nickeson
 Program Director Morton Wagner
 Prod., Pub. Dir. Beverly White
 Chief Engineer W. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Monona Bcstg. Co.
 Address 215 W. Washington Ave.
 Phone Number 7-2261
 Transmitter Location MacFarland
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Representative Headley Reed
 President Stewart Watson
 Gen., Sta., Comm. Mgr. Michael Henry
 Program Director Audrey Johnson
 Chief Engineer Vince Vanderheiden

WOMT

MANITOWOC—1926—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 6015
 Transmitter Location Easy St.
 Air Time 5:45 a.m.-12 M.

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Oper. By M. & M. Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 2-6631
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Hal Holman Co.
 Membership NARTB, BAB
 President William E. Walker
 General Manager Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Program Director Pat Kehoe
 News Director Don Metzger
 Chief Engineer A. L. Stewart
 Consulting Engineer A. D. Ring

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Own-Oper. By Dairyland's Bdcstg. Serv., Inc.
 Add. Trans. Loca. 1710 N. Central Ave.
 Phone Number 1450
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol, SESAC
 Membership NARTB, BAB
 President Lloyd L. Felker
 Gen., Sta. Mgr., Pub. Dir. Robert W. Behling
 Commercial Manager Robert K. Hansen
 Sales Promotion Manager Roger Thomsen
 Production Director Kay Winters
 News Director Lowell Chistensen
 Chief Engineer Jerry Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Bus.-Studio-Transmitter Address Medford
 Phone Number 5147
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Pres., Comm., Gen. Mgr. George F. Meyer
 Program Director Irma Meyer
 Chief Engineer Ray Bohnert

WISCONSIN

WMNE

MENOMONIE—1951

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Operated By... Capitol City Bcstg. Co.
Address... P. O. Box 83
Phone Number... 1156
Transcription Service... Lang-Worth
News Service... UP
Representative... Power-John
President... William F. Johns, Jr.
General Manager... Barry Stewart
Comm., Prom. Mgr... James Bailey
Pgm., News Director... Douglas Weikley
Chief Engineer... Robert Simondet

WLIN

MERRILL—1948—MBS

Frequency: 550 Kc. Power: 1,000 Watts
Owned-Operated By... Alvin E. O'Konski
Business Address... Merrill
Phone Number... 1444
Air Time... 6:30 a.m.-12 M.
Transmitter Location... Hwy. 51 and 17
News Service... AP, UP
Membership... NARTB, BAB
Transcription Service... Standard, Capitol, Cole
Representative... Rambeau
President, Gen. Mgr... Alvin E. O'Konski
Chf. Anncr., News Dir... Jack Larkin
Chief Engineer... Chris Zercher

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Milwaukee Bcstg. Co.
Bus.-Address... 710 N. Plankinton Ave.
Phone Number... MARquette 8-7722
Studio Trans. Location... 5407 W. Martin Dr.
Air Time... 24 Hours
News Service... UP
Representative... Headley Reed
Membership... NARTB, BAB
President... Glenn D. Roberts
Gen., Sta. Manager... Hugh K. Boice, Jr.
Commercial Manager... John C. Gagliano
Sales Prom. Manager... Ellis Saxton
Pgm. Dir., Chief Announcer... Tom Shanahan
News Director... Don O'Connor
Chief Engineer... Rolland Paske

WFOX

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By... Wisconsin Bcstg. System, Inc.
Bus.-Studio-Transmitter... 208 E. Wisconsin Ave.
Phone Number... Broadway 2-1272

Air Time... Sunrise-sunset
News Service... AP
Representative... John E. Pearson
Pres., Gen.-Sta. Mgr... Charles J. Lanphier
Program Director... John Van Osch
Prod., Pub. Dir... Charles La Force
Chief Engineer... George Dodge
Cnnsulting Engineer... E. C. Page

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts
Owned-Oper. By... Hearst Radio, Inc.
Address... 540 N. Plankinton Ave.
Phone Number... Division 2-3000
Transmitter Location... 5001 So. 60th St.
Air Time... 6 a.m.-12 M.
News Service... INS, UP
Transcription Service... World
Representative... The Katz Agency
Membership... NARTB
General Manager... G. W. Grignon
Station Mgr... Harry D. Peck
Promotion Director... George DeGrace, Jr.
Program Director... Jack Raymond
Chief Engineer... Donald A. Weller
Consulting Engr... A. Earl Cullum, Jr.

WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Oper. By... Midwest Bcstg. Co.
Business-Studio Address... 723 N. Third St.
Phone Number... DALy 8-2154
Transmitter Location... Hales Corners
Air Time... 18 hrs.
News Service... UP
Representative... Bolling Co.
President... Clifford C. Randall
Gen.-Sta. Mgr... Jack Bundy
Sales Prom. Mgr., Pub. Dir... Janet M. Trudel
Program Director... Donald McClellan
Production Director... Hal Walker
Chief Engineer... Raymond Host
Consulting Engineer... Paul Godley

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By... Cream City Bcstg. Co., Inc.
Bus.-Studio Address... 2625 W. Wisconsin Ave.
Phone Number... West 3-1290
Transmitter Location... Glendale
Air Time... 6 a.m.-Local sunset
News Service... UP
Transcription Service... SESAC, Cole
Representative... Forjoe
Gen. Mgr... Jerome Sill
Consulting Engineer... John Creutz

W I S C O N S I N

W O K Y

MILWAUKEE—1950—LBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bartell Bcstgers, Inc.
 Bus.-Studio Address Empire Bldg.
 Phone Number Broadway 1-8428
 News Service UP
 President Gerald A. Bartell
 Program Director John A. Reddy
 Chief Engineer Ralph Evans

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. By The Journal Co.
 Business Address 720 E. Capitol Dr.
 Phone Number MARquette 8-6000
 Transmitter Location Rt. 4, Box 817
 Waukesha
 Air Time 19 hrs.
 News Service AP
 Representative Edward Petry
 V.P., General Mgr. Walter J. Damm
 Asst. General Mgr. L. W. Herzog
 Station Manager R. G. Winnie
 Asst. Prom. Mgr. Bruce Wallace
 Traffic Director Frank Bignell
 Chief Engineer Phil Laeser

W E K Z

MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Green County Bcstg. Co.
 Address P. O. Box 460
 Phone Number 1260
 News Service AP
 President Kenneth Stuart
 Gen. Mgr., Farm Editor Grant Ritter
 Program Director Stan Neuberger
 Chief Engineer Rex Eylar

W N A M

NEENAH—MENASHA—1947

Frequency: 1280 Kc. Power: 1,000 Watts
 Owner Neenah-Menasha Bcstg. Co.
 Bus.-Studio Add. 101 E. Wisconsin Ave.
 Phone Number 2-2871
 Transmitter Location Rte. 1, Neenah
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 V. P., General Manager Don C. Wirth
 Chief Engineer E. W. Fliegel
 Consulting Engineer Walter Kean

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Oshkosh Bcstg. Co.
 Phone Number Stanley 4580
 Transmitter Location 1235 Bowen St.
 Transcription Service Capitol
 Representative Pearson
 Pres., Pgm. Dir. Wm. F. H. Johns, Jr.
 Comm., Gen. Mgr. Allen Embury
 News Director Lloyd Wasser
 Chief Engineer Ozzie Oren

W I B U

POYNETTE—1925—WIS.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By William C. Forrest
 Bus.-Transmitter Address Poynette
 Phone Number Poynette 98
 Representative Burn-Smith
 Owner William C. Forrest

W R A C

RACINE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By Bell City Bcstg. Co.
 Address 423 Main St.
 Phone Number 2-1627
 President Jerome Sill
 Secy.-Treas. Gene Posner
 Gen., Comm. Mgr. Gordon Lewis
 Pgm., Prod. Dir. Henry E. Duling
 Chief Engineer Howard Immekus

W R J N

RACINE—1926—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Racine Bcstg. Corp.
 Business Address 441 Main St.
 Phone Number 4-3311
 News Service AP
 Representative Walker
 General Manager Harry R. LePoidevin
 Station Manager Harold J. Newcomb
 Commercial Manager Gerald D. Nelson
 News, Pgm. Dir. Lyman Merens
 Promotion Manager Amelia French
 Chief Engineer F. Lee Dechant

W O B T

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oneida Bcstg. Co.
 Business Address Rhineland
 Phone Number 1240
 News Service UP
 Representative Cooke
 Transcription Service World
 President John R. Tomek
 Gen., Comm. Mgr., News Dir. Don Mortwedt

WISCONSIN

Program Director.....Bartley Curran
Chief Engineer.....Charles Bresette

W J M C

RICE LAKE—1938—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WJMC, Inc.
Address Trans. Loca.....1615 S. Main
Phone Number.....550
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Hollingbery
President.....W. C. Bridges
Commercial Manager.....Russell J. Brown
Prom. Mgr., Pgm., News Dir.....Bob Topinka
Chief Engineer.....Robert Kolsky

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number.....20
News Service.....UP
Trans. Serv.....SESAC, Lang-Worth
President.....Arthur Overgaard
Gen., Comm. Mgr.....T. R. Kelley
Prom. Mgr., Pgm. Dir.....R. J. Bodden
Chief Engineer.....Donald Northrop

W T C H

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address.....107 E. Green Bay St.
Telephone Number.....666
Representative.....Schepp-Reiner
News Service.....UP
Transcription Service.....Capitol
General Manager.....Jeanne Heal
Station Manager.....D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.;
250 Watts n.
Owned-Operated By.....WHBL, Inc.
Business-Studio Address.....Hwy. 141
Phone Number.....4844-5
Transmitter Location.....Hwy. 141
Air Time.....7 a.m.-11 p.m.
News Service.....AP
Representative.....Taylor Co.
Membership.....NARTB, BAB
President.....A. Matt Werner
General-Comm. Mgr.....G. P. Richards
Pgm., News Director.....Glen James
Chief Engineer.....Herbert J. Mayer

W K L J

SPARTA—1951

Frequency: 990 Kc.....Power: 250 Watts d.

Owned-Operated By.....Victor J. Tedesco
Address.....124 Waterl St.
Phone Number.....3307
Transcription Service.....SESAC
News Service.....UP
Pres., Gen. Mgr.....Jon F. Lohmer
Chief Engineer.....Marvin Moberly

W S P T

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
Phone Number.....2744
News Service.....UP
Transcription Service.....SESAC
Representative.....Hal Holman
Gen., Comm. Mgr.....L. Larry Zurawski
News, Pgm. Dir., Prom. Mgr.....Charles Gossett
Chief Engineer.....Donald Zuehlke

W D O R

STURGEON BAY—1951

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Door County Bcstg. Co. Inc.
Address.....15th & Utah
Phone Number.....593
Transcription Service.....Thesaurus
News Service.....AP
Pres., Gen. Mgr.....Edward Allen, Jr.
Commercial Manager.....Jack Baker
Program Director.....Dolores Allen
Chief Engineer.....L. J. Lorenzen

W O K W

STURGEON BAY—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Door County Radio Co.
Address.....Rhode Island St.
Phone Number.....1050
Transcription Service.....Capitol
News Service.....UP
President.....Sumner Harris
General Manager.....Herbert H. Graefe
Chief Engineer.....Carl Raasch

W D S M

SUPERIOR—1939—ABC

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451
News Service.....UP
Transcription Service.....Standard
Representative.....Free & Peters
President.....Robert Ridder
General Manager.....Rodney A. Quick
Commercial Manager.....William Lukoskie
Program Director.....Lew Martin
Chief Engineer.....Melvin Laskey

WISCONSIN

WTRW

TWO RIVERS—1951

Frequency: 1590 Kc. Power: 500 Watts d.
Owned-Operated By: Two Rivers Bcstg. Co.
Address: 1817 Washington
Phone Number: 324
Transcription Service: Capitol
News Service: UP
President: John H. Markel
Gen., Comm. Mgr.: Norman C. Haagenson
Program Director: Meredith Greene
Chief Engineer: Elmer Johnson

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By: Watertown Radio, Inc.
Address: 104 W. Main St.
Phone Number: 2215
News Service: UP
Pres., Gen. Mgr.: Albert B. Gale
Program Director: Carl V. Kolata
Chief Engineer: Leonard E. Benson

WAUX

WAUKESHA—1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: Waukesha Bcstg. Co.

Business-Studio Address: 319 W. Main St.
Phone Number: 6619
Transmitter Location: R. 1, Orchard St.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Thesaurus
Representative: Ra-Tel
Membership: NARTB, BAB
President: Carl Taylor
Gen., Sta. Mgr.: Mig Figi
Commercial Manager: Charles E. Williams
Farm Editor, Pgm. Dir: Donald Froehlich
Production Director: Mary Miles
Chief Engineer: Adin Randall

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper By: The Journal Co. (The Milwaukee Journal)
Business-Studio Address: 714 Fifth St.
Phone Number: 6521
Transmitter Location: Coates Lane R. R. 3
Air Time: 17 hrs.
News Service: AP
Transcription Service: Thesaurus
Representative: Meeker
Station Manager: Ben F. Hovel
Program Director: George Bundner

AP SELLS

For Stations and Sponsors—

For instance . . . WAUX

“Every AP newscast sold . . . 78 a week! WAUX and WAUX-FM have been literally built on our Associated Press news and features. We now carry news every hour on the hour and there is seldom worry about a renewal. Our biggest sponsor of AP news, the Waukesha State Bank, has had excellent results—experiencing direct and tangible results with in one week after its AP newscasts started. Nice going, AP.”

MIG FIGI,
General Manager,
WAUX, Waukesha, Wisconsin

WISCONSIN—WYOMING

News Director.....Keith Jacobs
 Chief Engineer.....R. W. Richardt

W B K V

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....West Bend Bcstg. Co.
 Address.....Decorah Rd. & Indiana Ave.
 Transcription Service.....Capitol, Thesaurus
 News Service.....UP
 Sta., Comm. Mgr.....Paul J. Mueller
 Chairman of Board.....August C. Berkholtz
 President.....Wendell S. Ciganic
 Treasurer.....Carl H. Rhode
 Chief Engineer.....Paul J. Ripple
 Program Director.....Donald Frazier

W F H R

WISCONSIN RAPIDS—1940
MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....William F. Huffman Radio
 Business Address.....141 W. Grand Ave.
 Phone Number.....1340
 Transmitter Location.....1500 Bonow Ave.
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Louise F. Huffman
 Gen., Sta. Mgr., Pub. Dir.Geo. T. Frechette
 Commercial Manager.....Bruce G. Beichl
 Chief Engineer.....Gordon Miller

WYOMING

Pop. April 1, 1952 (Est.) 304,000—Total Housing Units 93,242
Families April 1, 1952 (Est.) 86,000—Stations in State 13

K S P R

CASPER—1930

MBS—INTERMOUNTAIN—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Donald L. Hathaway
 Business Address.....Box 930
 Phone Number.....407
 Studio-Transmitter Location...1st & Lennox Sts.
 News Service.....UP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NARTB, BAB
 Owner, Pres., Mgr.....Donald L. Hathaway
 Commercial Manager...Frederic W. Hufsmith
 Program Director.....Marcus R. Nichols
 Chief Engineer.....Duane W. Simons

K F B C

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Plains Hotel
 Phone Number.....Cheyenne 4461
 News Service.....UP
 Representative.....McGillivra
 President.....Tracy S. McCracken
 General Manager.....William C. Grove
 Commercial Manager.....Frank Flynn

K O D I

CODY—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Absaroka Bcstg. Co.
 Address.....915 Rumsey Ave.
 Phone Number.....750
 General Manager.....A. J. Richard
 Chief Engineer.....Phillip H. Barnhart

K V O C

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KVOC Bcstg. Co.
 Bus.-Studio-Transmitter Address.....1540 So.
 Wolcott St.
 Phone Number.....130
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Jack W. Perry
 Comm., Gen. Mgr.....J. R. Bailey, Jr.
 Prom. Mgr., Pgm. Dir.....Eugene Larrieux
 Chief Engineer.....John Mursu

K O V E

LANDER—1948—KBS—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Edward J. Breece
 Business Address.....P. O. Box 436
 Phone Number.....488
 Studio-Transmitter Location...N.W. of Lander
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Keystone

WYOMING

President Edward J. Breece
 Pgm. Dir., Sta., Gen. Mgr. Jack L. Breece
 Comm., Prom. Mgr. Maurice Fitzgerald
 Publicity Director Marlene Young
 Chief Engineer Gary Fehlaver
 Consulting Engineer Stanley Benson

KOWB

LARAMIE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
 Own-Oper. By Snowy Range Bdcstg. Co., Inc.
 Address West Laramie
 Phone Number 4888
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 President F. O. Rice
 General Manager Richard F. Connor
 Sta. Mgr., Pgm. Dir. L. O. Smith
 Publ. Dir., Sales Prom. Mgr. J. C. Steele
 Consulting Engineer Warren Mallory

KPOW

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
 Phone Number 222
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Associated. Cole
 Representative Avery-Knodel
 General Manager Al Meyer
 Prom., Comm. Mgr. Mel Whitmire
 Program Director Agnes Fields
 Consulting Engineer D'Orr Cozzens

KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Rawlins Bcstg. Co.
 Address Rawlins, Box 385
 Phone Number 1003
 Air Time 7 a.m.-10:35 p.m.
 News Service AP
 Membership NARTB, BAB
 President Tracy S. McCracken
 Gen., Sta., Comm. Mgr. Jack C. Vagner
 Program Director Anita Phisterer
 Chief Engineer Gordon E. Clarke

KWRL

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Phone Number 789
 News Service AP
 General Manager Joseph P. Ernst

KVRS

**ROCK SPRINGS—1938
 MBS-INTERMOUNTAIN**

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Wyoming Bcstg. Co.
 Business-Studio Address Rock Springs
 Phone Number 93
 Transmitter Location 2 Mi. N. of City
 Air Time 6:45 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 President D. G. Richardson
 Gen., Sta. Mgr. Dwight Fisher
 Comm., Sales Prom. Mgr. Laurel Moseby
 Pgm., Publ. Dir. Imogene Parr
 Chief Engineer Glade Montgomery
 Consulting Engineer William Grove

KWYO

SHERIDAN—1934—MBS

Frequency: 1410 Kc. Power: 1000 d., 500 n.
 Owned-Operated By Bighorn Bcstg. Co.
 Business-Studio Address 21 N. Main
 Phone Number 601
 Transmitter Location 1½ Mi. N.W. of Sheridan
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Jim Carroll
 Comm.-Sales Prom. Mgr. Don Tannehill
 Prod., News, Pgm. Dir. Bob Wilson
 Chief Engineer Bob Crosthwaite

KGOS

TORRINGTON—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Joseph P. Ernst
 Phone Number 567
 News Service UP
 Owner Joseph P. Ernst

KWOR

WORLAND—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Address Box 409
 Phone Number 733
 President Joseph P. Ernst
 Gen., Comm. Manager Mildred V. Ernst
 Program Director Celesta Robinson
 Chief Engineer Joe Henry

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Aleutian Bcstrs.
Business-Studio Address.....P. O. Box 1960
Phone Number.....3-4433
News Service.....UP
Transcription Service.....MacGregor, Capitol
Representative.....Donald Cooke
Director.....Jack Borges
General Manager.....Keith Copper

KENI

ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number.....20301
Transmitter Location.....Sunset Drive
Air Time.....6:15 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....Wellington Fletcher
President.....Miriam Dickey
Gen., Sta. Manager.....A. G. Hiebetr
Commercial Manager.....William Stewart
Publ. Pgm., Prod. Dir.....Harold Knutson

KFQD

ANCHORAGE—1924—CBS-LBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....Wm. J. Wagner
Commercial Manager.....Juanita Underwood
Program Director.....Gerald Mathis
Chief Engineer.....Chas. Mohler
Consulting Engineer.....A. D. Ring

KFAR

FAIRBANKS—1939—MBS-NBC-ABC

Frequency: 660 Kc. Power: 10,000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Building
Phone Number.....2125
Transmitter Location.....Farmers Loop Road
Air Time.....6:30 a.m.-12 M.
News Services.....AP and UP
Representative.....Fletcher, Wellington
President.....Miriam L. Dickey
Station Manager.....Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Program Director.....Richard Greuel
Chief Annc., Prod. Dir.....Don McCune
Publicity Director.....Val Forth
Chief Engineer.....Jorgen Twieten

KFRB

FAIRBANKS—1948—CBS-LBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg.
Phone Number.....Seneca 6333
Transmitter Location.....College Loop
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....Wm. J. Wagner
Commercial Manager.....Joel Buffington
Program Director.....Graham Kleckner
Chief Engineer.....Richard Schoup
Consulting Engineer.....A. D. Ring

KINY

JUNEAU—1935—CBS-LBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg.
Phone Number.....Seneca 6333
Transmitter Location.....Juneau
Air Time.....Unlimited
News Service.....AP

ALASKA — HAWAII

Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. Wm. J. Wagner
 Station Manager Richard Peter
 Program Director Norma Weeks
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

K T K N

KETCHIKAN—1935—CBS-LBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By William J. Wagner
 Business-Studio Address... 830 Securities Bldg.
 Seattle 1, Wash.

Phone Number Seneca 6333
 Transmitter Location Ketchikan
 News Service AP
 Air Time Unlimited
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Station Manager Dorothy Jacobson
 Program Director Ed Mack
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

K I B H

SEWARD—1948—CBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By William J. Wagner
 Business-Studio Address
 830 Securities Bldg., Seattle, Wash.
 Phone Number Seneca 6333

Transmitter Location Seward
 Air Time 3.30 p.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Commercial Manager Lee Norton
 Program Director David Hassinger
 Chief Engineer Chas. Mohler
 Consulting Engineer A. D. Ring

K A L A

SITKA—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Baranof Enterprises, Inc.

K I F W

SITKA—1949—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By William J. Wagner
 Bus.-Studio Address 830 Securities Bldg.,
 Seattle, Wash.

Phone Number Seneca 6333
 Transmitter Location Sitka
 News Service AP
 Air Time 5 p.m.-12 M.
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Pgm. Dir., Sta. Mgr. Wm. Maynard
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

HAWAII

K H B C

HILO—1936—CBS

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By Hawaiian Bcstg. System, Ltd.
 Business Address P. O. Box 1476
 Phone Number 4616
 Studio-Transmitter Location Piihonua
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World, Standard
 Representative Free & Peters
 Pres., Gen. Mgr. J. Howard Worrall
 Station Manager C. Tracy Thrumston
 Commercial Manager Roger H. Coryell
 Chief Engineer Robert W. Moore

K I L A

HILO—1951—MBS

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Island Bcstg. Co.
 Address Naniloa Hotel
 Phone Number 5313
 News Service UP
 Representative Hollingbery

Co-Owner J. Elroy McCaw
 Co-Owner John Keating
 Gen. Mgr., Chief Engr. James E. Jaeger

K I P A

HILO—1947—ALOHA NET

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By Big Island Bcstg. Co., Ltd.
 Business-Studio Address 140 Haili St.
 Phone Number 2177
 Representative Grant
 President Manager A. H. Green

K A H U

HONOLULU—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Rural Bcstg. Co., Ltd.
 Address 1639 Kapiolani Blvd.
 Phone Number 993185
 Transcription Service Capitol
 News Service AP
 Commercial Manager Arthur Sedgwick
 Program Director Ed Marion
 Treasurer Harry En Chu

HAWAII

K G M B

HONOLULU—1929—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By...Hawaiian Bcstg. System,
Ltd.

Bus.-Studio-Transmitter Address.....1534
Kapiolani Blvd.

Phone Number9-0914

Air Time5:30 a.m.-10:45 p.m.

News ServiceUP

Transcription Service.....World, Standard

Representative.....Free & Peters

Pres., General Mgr.....J. Howard Worrall

Station-Comm. Mgr.....E. Fitz Donnell, Jr.

Pub. Dir., Sales Prom. Mgr.....Faye Johnson

Pgm., Prod., Farm Dir.....Robert Costa

Chief Engineer.....Ernest G. Lindemann

K G U

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
Owned-Operated By...Advertiser Pub. Co., Ltd.

Phone Number5-2977

Chief Engineer.....M. A. Mulrony

Studio-Transmitter Location...South & Kapiolani

Air Time.....6:30 a.m.-11:30 p.m.

News ServiceUP

Transcription Service.....Thesaurus

Representative.....Katz

President.....Lorin P. Thurston

Gen. Mgr., Chf. Engr.....M. A. Mulrony

Station Manager.....William O. Paine

K H O N

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
Owned-Operated By...Aloha Bcstg. Co., Ltd.

Business AddressP. O. Box 1380

Phone Number95295

Transmitter LocationKalia, Waikiki

News ServiceUP

Trans. Serv.Capitol, Standard

Representative.....Grant

President.....R. M. Fitkin

Chief Engr., Sta. Mgr.....Ira G. Mercer

Program Director.....W. H. Whedbee

K I K I

HONOLULU—1950

Frequency: 860 Kc. Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.

Address.....320 Ward Ave.

Phone Number63456

Representative.....Western Rad. Sales

Transcription ServiceLang-Worth
News ServiceAP, INS
Pres., Gen. Mgr., Chief Engr. Royal V. Howard
Vice-President.....William B. Meyers
Commercial Manager.....Marcel Cailliet
Program Director.....Clair Weidenaar

K P O A

HONOLULU—1946—LBS—MBS

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.

Business-Studio Address.....575 Kamoku St.

Phone Number95236

Transmitter Location.....Kapiolani & Date Sts.

News ServiceUP

Representative.....George P. Hollingbery

Partners...J. Elroy McCaw, John D. Keating

Station Manager.....Wm. B. Murphy

Gen., Prom., Comm. Mgr.....Fin Hollinger

Chief Announcer.....Bob Lang

Prod. Director.....Carlos Rivas

Consulting Engineer.....R. Bird

K U L A

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
Owned. Oper. By...Pacific Frontier Bdcstg. Co.,
Ltd.

AddressP. O. Box 1479

Phone Number71933

Transmitter LocationKalanianiole Hway.

Air Time.....18 hrs.

News ServiceUP

Representative.....Adam Young Jr.

Pres., Gen. Mgr.....Jack A. Burnett

Prom., Sta. Manager.....Geo. B. Morgan

Commercial Manager.....Irving C. Phillips

Program Director.....Ted Scott

Production Director.....Dan Kawakami

Chief Engineer.....C. W. Evans

Consulting Engineer.....D'Orr Cozzens

K T O H

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...Garden Island Publ., Ltd.

Bus.-Studio-Transmitter Location...Lihue, Kauai
Box 1748

Phone Number.....Kauai 361, 961

Air Time.....5:30 a.m.-10 p.m.

News ServiceUP

Transcription Service.....Standard

General Manager.....Charles J. Fern

Station Manager.....Clarence M. Ashman

Commercial Manager.....Dwight Mossman

Program Director.....Raymond K. Sasaki

Chief Engineer.....Katashi Nose

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K M V I

WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By Maui Publ. Co., Ltd.
 Address Trans. Loca. Wailuku-Maui
 Phone Number 981
 Air Time 5:30 a.m.-11:15 p.m.

News Service UP
 Transcription Service Standard, Cole
 Representative Grant
 President J. Walter Cameron
 General Manager Ezra J. Crane
 Sta. Mgr., Prog. Dir. Richard E. Mawson
 Commercial Manager Frank Kovacic
 Consulting Engineers Lohnes & Culver

— PUERTO RICO —

W A B A

AQUADILLA—1951

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Hector Reichard

W C M N

ARECIBO—1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By Caribbean Bdcstg Corp.
 Address Arecibo
 Phone Number (Studios) 589
 President Aristides Santoni
 General Manager Nabal Barreto
 Comm. Mgr. Francisco López Oronoz
 Prog. Dir. Digna Olivero Barrios
 Chief Engineer José Soler

W E N A

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By Bayamon Bcstg. Co.
 Phone Number Bayamon 161
 Transmitter Location Cataño-Bayamon Rd.
 Air Time Unlimited
 President Dr. A. Diaz Atilés
 General Manager Domingo Diaz Alejandro
 Chief Engineer Natalio Pabellon

W R I A

CAGUAS—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owner Inter-American Radio Corp.
 Business Address Caguas
 Phone Number 678
 Gen. Mgr., Chief Engr. Eduardo Biacochea
 Commercial Manager Charles Miner
 Prom. Mgr., Pgm. Dir. J. G. Morales

W V J P

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts
 Owned-Oper. By Borinquen Bdcstg. Co.
 Address P. O. Box 207
 Phone Number 789
 Gen., Sta Mgr. Héctor Pereira Buonomo
 Commercial Manager Jorge Luis Arzuaga
 Sales Prom. Mgr. Federico E. Virella

Program Director Ramón Mojica Solá
 News Director William Valentine Rico
 Chief Engineer Pedro Luis Jiménez
 Farm Editor Freddy Percy

W M D D

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Madrazo & Diaz
 Address P. O. Box 187
 Phone Number 132
 General Manager Augustin R. Camunas

W X R F

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
 Owned-Operated By Rafael Fuster
 Business-Studio Address Calle Hostos No. 42
 Phone Number 243
 Transmitter Location Barrie Santo Domingo
 Gen., Sta., Comm. Mgr. Charles L. Cordero
 Pgm., Prod. Dir. Jose Colon
 Chief Engineer J. H. Conesa
 Consulting Engineer William N. Greer

W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Mario Acosta
 Business Address Iglesia No. 12
 Phone Number 799
 Owner-Manager Mario Acosta

W K J B

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Jose A. Bechara, Jr.
 Business Address Minerva St. 54
 Phone Number 983
 Studio Address 59 Minerva St.
 Transmitter Location Guanajibo Ave.,
 Route 37
 Air Time 6 a.m.-M.
 President Jose A. Bechara
 General Manager Arturo Cortes
 Commercial Manager Jaime Sanjurjo
 Program Director Alberto Basora
 Promotion Manager Rafael Colon Diaz
 Chief Engineer Henry Fischback

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W O R A

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Americas Corp.
 Phone Number 1150
 Studio Address 1150 Guanajibo Ave.
 Transmitter Location 1150 Guanajibo Ave.
 Air Time 6 a.m.-M.
 Pres., Gen. Mgr. Alfred R. de Arellano, Jr.
 Station Mgr. Reinaldo Dupont
 Commercial Manager Maria Alvarez
 Pgm., Prod. Director Angel Rivera Graciani
 Chief Engineer Marcos Vega Pagán
 Consulting Engineer Jansky & Bailey

W P R A

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Puerto Rico Adv. Co.
 Address Box 869
 Phone Number 869
 President-Gen. Mgr. Andres Camara
 Commercial Manager Virginia DiCristina
 Program Director Ishmael Torrelas
 Prom. Mgr., News Dir. Esteban Rosado Baes
 Chief Engineer Aristides Zapata

W T I L

MAYAGUEZ—1950

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Mayaquez Radio Corp.
 Address Box 1346
 Phone Number 1290
 President Alberto Sanabria
 Treas., Pgm. Dir. Gilbert Mamary
 Chief Engineer Rafael Rodriguez Santiago

W P A B

PONCE—1939

Frequency: 550 Kc. Power: 5000 Watts;
 1000 Watts n.
 Owned-Operated By
 Portorican American Bcstg. Co., Inc.
 Bus.-Studio Add. P. O. Box 786, 164 Villa St.
 Phone Number 783, 1177
 Transmitter Locations Pampanos Rd.
 News Service AP
 Representative Inter-American Publ., Inc.
 Membership NARTB
 Pres., Gen. Mgr. A. Gimenez Aguayo
 Commercial Manager Radames Mayoral
 Program Director Eliseo Borrero
 Chief Engineer Pedro E. Conesa

W P R P

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Puerto Rico, Inc.

Business Address Box 430
 Phone Number 1015, 1752, 1821
 Studio Address Guadalupe & Salud Sts.
 Transmitter Location Las Cucharas
 Representative Guzman, Co., Inc.
 Membership NARTB
 President Guillermo A. Marques
 General Manager Francisco M. Susoni
 Commercial Manager Antonio Miro
 Program Director Rogelio Ramos Rivas
 Chief Engineer José Arzuaga

W R I O

RIO PIEDRAS—1949

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By The Master Bdcstg. Corp.
 Address P. O. Box 335—Hato Rey
 Phone Number Hato Rey 1096
 President Isidro Quiñones Vidal
 V.P., Chief Engr. Julio Morales Ortiz
 Adm. Asst. to V.P. Manuel Rivera Morales
 Program Director Ramon Viscaronnlo

W W W W

RIO PIEDRAS—1949

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By Frank A. Gaudia
 Address P. O. Box 935
 Phone Number 1098
 Owner Frank A. Gaudia

W A P A

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By José Ramón Quiñones
 Bus.-Studio Address 357 Ponce de León Ave.
 Phone Number 3-0100
 Transmitter Location Guaynabo
 Transcription Service Thesaurus
 Membership NAB
 President José Ramón Quiñones
 Gen., Sta. Mgr. Harwood Hull, Jr.
 Commercial Manager Segismundo Quiñones
 Chief Engineer José A. Fernández
 Farm Editor Guillermo Atilas
 Consulting Engineer Commercial Radio Equip.

W K V M

SAN JUAN—1946

Frequency: 1070 Kc. Power 25,000 Watts d.
 Owned-Oper. By Am. Col. Bdcstg. Corp.

W I P R

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By Dept. of Education
 Address 1310 Ponce de Leon Ave.
 Phone Number 2-3218
 Transcription Service World

PUERTO RICO

President Mariano Villaronga
 Station Director..... Jose A. Buitrago
 Program Director..... Francisco Arrivi
 Chief Engineer..... Pedro Luis Jimenez
 News Director..... Wilfredo Braschi

WIAC

SAN JUAN—1947

Frequency: 740 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Radio Station WIAC
 Address..... P. O. Box 4504
 Phone Number 2-1558
 Gen., Sta. Mgr..... Thomas Muniz
 Commercial Manager..... Bolivar Perez Rios
 Program Director..... Roberto Perez Navarro
 Publicity Director..... Manuel Morales
 Chief Announcer..... Luis E. Marrero
 Chief Engineer..... Albert D. Sears
 Consulting Engineer..... George C. Davis

WITA

SAN JUAN—1947

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Electronic Enterprises, Inc.
 Address..... P. O. Box 3726
 Studio Director..... Fermin F. Bonni
 Commercial Manager..... William H. Montaiivo

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Oper. By..... El Mundo Bcstg. Corp.
 Business Address..... P. O. Box 9007
 Phone Number 2-2023
 Transmitter Location..... Sabana Llana
 Air Time..... 6 a.m.-12 M.
 Transcription Service Associated
 News Service UP
 Representatives..... Inter-American Pub'L. Inc.
 Membership NARTB
 Pres., Gen. Mgr..... Angel Ramos
 Chief Engineer..... Rafael J. Acosta

WNEL

SAN JUAN—1934

Frequency: 860 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WNEL, Inc.
 Address..... 960 Ponce de Leon Ave.
 Transcription Service Associated
 Pres., Gen. Mgr..... A. Ramos
 Program Director..... Santiago Garcia
 Chief Engineer..... Rafael J. Acosta

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