

News ServiceUP
 Representative...Burke-Stuart, Clarke Brown
 Pres., Gen. Mgr.....Edward J. Oberle
 Station Mgr.....Larry Picus
 Local Sales Manager.....Fred H. Schilling

WJAX—Jacksonville—1925
NBC

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Operated By..City of Jacksonville, Fla.
 Business-Studio Address.....1 Broadcast Pl.
 Representative..John Blair; Harry E. Cummings
 News ServiceAP
 MembershipRAB
 Commissioner in Charge.....J. D. Kennedy
 Gen., Sta. Mgr.....W. R. Terry
 Comm. Mgr.....J. W. Douglass
 Sales Prom. Mgr.....Starrling L. Coleman
 Pub. Dir.....Larry Bodkin
 Chief Engineer.....Kenneth L. Kroier

WJHP—Jacksonville—1940

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By..Jacksonville Journal Co.
 Bus.-Studio Address.....4038 Phillips Highway
 News ServiceUP
 Transcription ServiceLang-Worth
 Newspaper Aff.....J. H. Perry Newspapers
 Representative.....John H. Perry Associates
 President.....John H. Perry, Jr.
 General Manager.....T. S. Gilchrist, Jr.
 Sta. Mgr.....Ted Chapeau
 Sales Prom. Mgr.....Charles Ost
 Program Director.....Jerry Patterson
 Publicity Director.....Martha Thomas
 Chief Engineer.....Beecher Hayford

WOBS—Jacksonville—1948
1948

Frequency: 1360 Kc.....Power: 5000 Watts d.
 Owned-Oper. By....Rounsaville of Charlotte
 Business-Studio Address.....1036 Mary St.
 Transcription Service...SESAC, BML ASCAP
 News ServiceUP
 Station Representative.....Gil-Perna
 MembershipNARTB
 PresidentRobert W. Rounsaville
 Gen., Sta. Mgr.....Carter S. Jones
 Comm., Sales Prom. Mgr....David P. McLain
 Program Director.....Johnny Shaw
 Pub. Director.....Lee Smith
 Chief EngineerLyman J. Hall

WMBR—Jacksonville—1934
CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Washington Post Co.
 Address.....Broadcast House, Jacksonville 7
 News ServiceUP
 Newspaper Aff.....Washington Post Co.
 Representative.....CBS Radio Spot Sales
 MembershipRAB
 President.....Glenn Marshall Jr.
 Sta., Comm. Mgr.....Sid Beighley

Sls. Prom. Mgr.....Norman Vincent
 Program Director.....Ken French
 Chief Engineer.....Ernest B. Vordermark

WPDQ—Jacksonville—1942
ABC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By..Jacksonville Bcstg. Corp.
 Studio Address.....Gulf Life Bldg.
 News ServiceUP
 Transcription ServiceWorld
 Rep.....Vernard, Rintoul & McConnell, Ayers
 President.....James R. Stockton
 Gen. Mgr., Vice-Pres.....Robert R. Feagin
 Operations Mgr.....Richard C. Fellows
 Chief Engineer.....Ernest E. Haralson

WQIK—Jacksonville—1955

Frequency: 1280 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....Telerad, Inc.
 AddressBox 8186
 OwnerCarmen Macri
 ManagerLarry Glick

WRHC—Jacksonville—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRHC, Inc.
 Address.....247 Margaret St.
 MembershipNARTB
 Rep.....Interstate United Newspapers, Inc.
 PresidentHarold S. Cohn

WJVB—Jacksonville Beach
1947

Frequency: 1010 Kc...Power: 1000 Watts d.
 Owned-Oper. By..Jacksonville Beach Bcstg. Co.
 Address.....12th Ave., N., Box 428
 Representative.....Hil F. Best
 News ServiceAP, UP
 Pres., Gen. Mgr.....J. Lyle Williams, Jr.
 General ManagerPat Shannon

WKWF—Key West—1945
MBS

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Operated By.....John M. Spottswood
 Address.....P. O. Box 891
 News ServiceUP
 Owner, Gen. Mgr.....John M. Spottswood
 Station Mgr.....Kermit H. Lewin
 Sales Mgr.....Ray A. Schoneck
 Chief Eng.....Charles R. Lowe

WRWB—Kissimmee—1954

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned.....Frank A. Taylor
 Address.....Lago Vista Radio Park
 News ServiceUP
 Transcription ServiceStandard
 Owner, Gen. Mgr.....Frank A. Taylor
 Prog., Comm. Mgr.....A. F. Hilburger

WDSR—Lake City—1946

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

Owned-Operated By..Deep South Radioways
Business-Studio Address
 South Gainesville Highway
News ServiceUP
Partner, Gen., Sta. Mgr...... Alfred H. Temple
Chief Engineer.....Richard L. Cook

WLAK—Lakeland—1936
NBC

Freq.: 1430 Kc....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By..Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
News Service.....UP
Transcription Service..Associated, World, Std.
Station Representative..... John E. Pearson
Membership.....RAB, NARTB
Pres., Gen. Mgr......S. O. Ward
Sta. Mgr., Chief Engr......William P. Lee
Sales & Prom. Mgr......S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Garland Burt

WONN—Lakeland—1949
MBS

Frequency: 1230 Kc....**Power:** 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....Lake Hunter Drive
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
Sls. Prom. Mgr., Pub. Dir......R. S. Taylor
Chief Engineer.....Duane McConnell

WIPC—Lake Wales—1951
KBS

Frequency: 1280 Kc....**Power:** 1000 Watts d.
Owned.....Imperial Polk Bcstg. Corp.
Address.....P. O. Box 712
News Service.....AP
Representative.....Hil F. Best
President.....K. H. Berkeley
Gen., Comm. Mgr......W. W. Van Steenburgh
Prog., Pub. Dir......Eleanor Pryor
Chief Engineer.....William Johnson

WLBE—Leesburg—1949
MBS

Frequency: 790 Kc....**Power:** 1000 Watts
Owned-Operated By.....WLBE, Inc.
Address.....Box 790
News Service.....UP
Representative.....Best, Keystone
Transcription Service.....Standard
President.....Paul A. Husebo
Gen., Sta., Comm. Mgr......Wendel F. Husebo
Program Director.....Richard R. Coleman
Chief Engineer.....Martin Kirkland

WNER—Live Oak—1949—KBS
Frequency: 1250 Kc....**Power:** 1 Kw. d.

Owned.....Suwannee Bcstg. Co.
Business Address.....P. O. Box 655
News Service.....UP
Transcription.....Standard
Representative.....Best
Owner, Gen. Mgr......Norman O. Protsman
Station Mgr......Ruth S. Gunter
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker

WTYS—Marianna—1948
MBS

Frequency: 1340 Kc....**Power:** 250 Watts
Owned-Oper. By.....John H. Phipps Bcstg. Stas.
Address.....Box 777
News Service.....AP
Representative.....Cummings
Owner.....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Guy Hamilton

WMMB—Melbourne—1948
MBS

Frequency: 1240 Kc....**Power:** 250 Watts
Owned-Operated By.....Melbourne Bcstg. Corp.
Business-Studio Address.....WMMB Bldg.
News Service.....UP
Transcription Service.....World
President.....Erna Bessler
V-P., Sales Prom. Mgr......Vern L. Bessler
Sta., Comm. Mgr......Richard Bate
Program Director.....Karl Meier
Pub. Dir......Gene Bueckmann
Chief Engineer.....Robert Bones

WFEC—Miami—1949

Frequency: 1220 Kc....**Power:** 250 Watts
Owned-Oper. By.....Fla. East Coast Bcstg.
Address.....350 N.E. 71st St.
Representative.....Rambeau, Ayers
President.....Harry Trenner
Gen., Sta. Mgr......Herbert Schorr
Program Director.....Rocky Groce
Comm. Mgr......Sidney Drossner
Sales Prom. Mgr., Pub. Dir......J. Arnold Schorr
Chief Engineer.....William Reeder

WGBS—Miami—1939—CBS

Freq.: 710 Kc....**Power:** 50 Kw. d., 10 Kw. n.
Owned.....Storer Bcstg. Co.
Address.....1177 Kane Conc., Miami Beach
Newspaper Affiliation.....Miami Beach Sun
News Service.....UP
Transcription Service.....Lang-Worth
Station Representative.....Katz Agency, Inc.
Membership.....NARTB, RAB
President.....George B. Storer
Managing Director.....Miller N. Babcock
Comm. Mgr., Sales Prom. Mgr......C. Bud Dailey
Prog., Pub. Dir......Donald E. Fischer
Chief Engineer.....Edward C. Lockwood

WINZ—Miami—1946

Freq.: 940 Kc....**Power:** 50 Kw. d., 10-Kw. n.
Owned-Operated By.....Rand Bcstg. Co.



Business Address... Biscayne Terrace Hotel
 News Service INS
 Trans. Service Associated, London
 Representative Petry
 Pres., Gen. Mgr. Rex Rand
 Sta., Sls. Prom. Mgr. B. E. Neary
 Chief Engineer..... Walter Molic

WCKR—Miami—1956—NBC

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

Biscayne Television Corp.
 Bus. Studio Address... Box M. Little River Sta.
 News Service AP
 Transcription Service Thesaurus
 Representative..... Henry I. Christal
 Membership NARTB, RAB
 President Niles Trammell
 General Manager..... Owen F. Uridge
 Comm. Manager..... L. I. Zimmerman
 Sales Prom. Mgr. Robert Nashick
 Program Director..... Walter Svehla
 Pub. Director..... Ruth Tamskley
 Chief Engineer..... Gene Rider

WMIE—Miami—1948

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By... Sun Coast Bcastg. Corp.
 Address..... 139 N.E. 1st St.
 News Service INS
 Representative..... Stars Natl., Inc.
 President..... E. D. Rivers, Sr.
 Gen., Sales Mgr..... Kurt Meer
 Manager Jack E. Nobles
 Traffic-Prog. Co-Ord..... Miss S. J. Spiegel

WQAM—Miami—1921

Frequency: 560 Kc. Power: 5 Kw.d., 1 Kw. n.
 Owned-Operated By..... Miami Bcastg. Co.
 Business-Studio Address..... duPont Bldg.
 News Service UP
 Representative John Blair
 Membership NARTB
 President Todd Storz
 Gen., Sta., Comm. Mgr. Jack Sandler
 Sales Prom. Mgr. Sue Goldberg
 Program Dir. David C. Croninger
 Publicity Dir. Chuck Dougherty
 Chief Engineer..... Morris Barwick

WWPB—Miami—1947
KEYSTONE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Paul Brake
 Business-Studio Address... 414 S.W. 2nd Ave.
 News Service AP
 Representative Walker
 Owner, Mgr. Paul Brake
 Assistant Mgr. Paul Keeffe

WAHR—Miami Beach—1954

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Alan H. Rosenson
 Address Box 1740
 Pres., Chief Engineer..... Alan Rosenson

News Service UP
 Representative Indie Sales
 Gen., Comm. Manager.... Marshall Simmons

WKAT—Miami Beach—1937
MBS-ABC

Freq.: 1360 Kc. 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... WKAT, Inc.
 Trans.-Address..... 1759 Bay Road
 News Service UP
 Membership RAB
 Representative Headley-Reed
 President..... A. Frank Katzentine
 Exec. V. P., Gen. Mgr. John I. Prosser
 Sales Mgr. Fred Wagenroord

WMBM—Miami Beach—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned R. W. Rounsaville
 Address MacArthur Causeway
 Representatives . Gill-Perna, Dora-Clayton, Inc.
 President, Gen. Mgr. R. W. Rounsaville
 Asst. Mgr. Bert Noble
 Station Manager..... Arnold Kaufman
 Nat. Sales Mgr. Lee R. Smith

WEBY—Milton—1954
MBS

Frequency: 1330 Kc. Power: 1 Kw.



Runaway / no give-away

It happened fast in Miami—and it happened without a single giveaway, or any contest in which listening was a requisite for winning.

In less than 3 months under new ownership, Storz Station programming catapulted WQAM to a decisive first place position. First in the morning, with 25.5% of audience. First in the afternoon, with 33.6%. First all day with a resounding 29.9%*.

Already a fine buy to begin with—WQAM is now the buy in Miami. Talk to your nearest Blair man—or General Manager Jack Sandler.

*Hooper, Dec. '56-Jan. '57, 7 a.m.-6 p.m., Mon.-Fri.

WQAM—Miami

Serving all of Southern Florida
 with 5,000 watts on 560 kc.

"A STORZ STATION"

Owned.....C. W. Mapoles
Address.....Ward Basin Rd.
News Service.....UP
Trans. Service.....World
Owner.....C. W. Mapole
Station Mgr......Earl Williford

WNOG—Naples—1954

Frequency: 1270 Kc.....**Power:** 500 Watts
Owned and Oper. By.....Radio Naples Inc.
Address.....East Tamiami Trail
News Service.....UP
Transcription Service.....World, Ziv
Representative.....Hil F. Best
President, Gen. Mgr......William J. Ryan
Commercial Manager.....John E. Martin III
Sales Prom. Mgr......Eileen Eilers
Program Director.....David N. Pfaff
Publicity Director.....B. Alfred Wood
Chief Engineer.....David S. Traer

**WSBB—New Smyrna Beach
1951**

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....Broadcasters, Inc.
Address.....1210 S. Riverside Drive
News Service.....UP
Owner.....A. V. Tidmore
Station Manager.....Rita Y. Locy
Commercial Manager.....Garnet E. Smith
Sales Prom. Mgr......Bill Palmer
Program Director.....Bob White
Chief Engineer.....Sim Easgleson, Sr.

WMOP—Ocala—1953

Frequency: 900 Kc.....**Power:** 1000 Watts
Owner.....A. B. Letson
Address.....311 Robertson Bldg.
Representative.....Dora-Clayton
Pres., Gen. Mgr......A. B. Letsom
Station Mgr......James E. Kirk
Comm., Sls. Mgr......Vernon Arnette

**WTMC—Ocala—1939
NBC**

Frequency: 1290 Kc...**Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By...Ocala Bcstng. Co. Inc.
Address.....14 S. Magnolia
Rep......John H. Perry
President.....John H. Perry, Jr.
Gen. Mgr......Thomas S. Gilchrist, Jr.

WDBO—Orlando—1924—CBS

Frequency: 580 Kc.....**Power:** 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707
News Service.....AP, UI
Transcription Service.....World, Theaauru
Representative.....John Blair, Harry Cumming
Membership.....NARTB
Pres., Gen., Sta. Mgr......Harold P. Danforth
Comm. Mgr......W. G. McBride
Program Director.....Rosalind Boggs
Chief Engineer.....J. E. Yarbrough

WHOO—Orlando—1947—ABC

Freq.: 980 Kc.....**Power:** 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....WHOO, Inc.
Address.....Fairvilla Road
News Service.....AP
Transcription Service.....Standard
Representative.....Forjoe
President.....Edward Lamb
Gen., Sta., Mgr......Al Stockmeier
Comm. Mgr......Charles L. Reiner
Chief Engineer.....Warren Chenevert

WLOF—Orlando—1940

Frequency: 950 Kc.....**Power:** 5000 Watts
Owned-Operated By...Mid-Fla. Radio Corp.
Business-Studio Address.....Box 5275
News Service.....UP
Station Representative.....Gill-Perna
Membership.....NARTB
Exec. V.P., Gen., Comm. Mgr....Donn R. Collee

**WORZ—Orlando—1947
NBC-MBS**

Frequency: 740 Kc.....**Power:** 5 Kw.
Owned-Oper. By...Central Florida Bcstg. Co.
Address.....P. O. Box 1353
News Service.....INS
Representative.....Hollingberry
Membership.....NARTB
Pres., Gen. Mgr......Naomi Murrell
Comm., Sales Prom. Mgr....W. O. Murrell, Jr.
Publicity Dir......W. O. Murrell
Program Director.....S. W. Ison
Chief Engineer.....W. R. Miller

**WWPF—Palatka—1947
KBS-MBS**

Freq.: 1260 Kc...**Power:** 1 Kw. d., 500 W. n.
Owned-Operated By...Palatka Bcstg. Co.
Address.....Box 86
News Service.....UP
Membership.....NARTB
Gen. Mgr., Chief Engr......L. C. McCall
Program Dir......Claude White
Commercial Manager.....Herb Young

**WWPG—Palm Beach
1941—ABC**

Frequency: 1340 Kc.....**Power** 250 Watts
Owned.....Palm Beach Radio Corp.
Address.....3000 Ocean Blvd.
Transcription.....Lang-Worth
News Service.....UP
Rep......Stars National, Inc.
Manager.....Al Keirseay
Program Director.....Bob Klingler

**WDLF—Panama City—1940
NBC-KBS**

Frequency: 590 Kc.....**Power:** 1000 Watts
Owned.....Panama City Broadcasting Co.



Address.....323 West Beach Drive
 Newspaper Affiliation... John H. Perry Papers
 News Service..... UP
 Transcription..... Lang-Worth
 Representative..... John H. Perry
 President..... John H. Perry
 General Manager..... Cecil B. Kelley
 Sta., Comm. Mgr..... Don Brookins
 Sales Prom. Mgr..... Cal Howrigan
 Program Director..... George Feger
 Publicity Dir..... Betty Ausland
 Chief Engineer..... Harold Phipps

WPCF—Panama City—1949
MBS

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By... Bay County Bcstg. Co.
 Address.....300 E. 15th St.
 News Service..... AP
 Representative..... Walker, Dora-Clayton
 Membership..... NARTB
 Pres., Gen., Sta. Mgr..... E. L. DuKate
 Program Director..... Larry Meehan
 Chief Engineer..... Robert E. McConnell

WBOP—Pensacola—1956

Frequency: 980 Kc.....Power: 500 Watts d.
 Owned.....WBOP Broadcasting Co.
 Address.....709 S. Baylen St.
 News Service..... UP
 Transcription..... World
 Pres., Gen. Mgr..... Vern L. Bessler
 Vice-presidents... R. K. Schurr, E. V. Spencer
 Secy-Treas..... M. W. Stacy
 Station Manager..... Howard DeMere
 Chief Engineer..... R. B. Bones

WBSR—Pensacola—1946
CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..... WBSR, Inc.
 Business Address..... Box 1351
 News Service..... AP
 Representative... Vernard, Rintoul, McConnell
 Pres., Gen. Mgr..... Don J. Lynch
 Comm. Mgr., Prog. Dir..... Bo Mitchell
 Chief Engineer..... Glen Nichols

WCOA—Pensacola—1925
NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By..... WCOA, Inc.
 Address.....118 E. Intendencia St.
 Newspaper Affiliation..... News-Journal
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John H. Perry Associates
 President..... John H. Perry, Jr.
 Gen. Mgr., Sta. Mgr..... J. Holliday Veal
 Comm. Mgr..... Ronald C. Tuten
 Prom. Mgr., Pub. Dir..... Sally Henderson
 Prog. Dir..... Doris Greco
 Chief Eng..... Harold L. Heath

WEAR—Pensacola—1947
ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper By..... Guliport Bcstg. Co.
 Address..... P. O. Box 431
 Sta. Rep..... Hollingbery
 Pres., Gen. Mgr..... Mel Wheeler
 Nat'l Sls. Mgr..... Milt de Reyna
 Chief Engineer..... Jim Smith

WPFA—Pensacola—1955

Frequency: 790 Kc.....Power: 1,000 Watts d.
 Owned-Operated By..... WPFA Bcstg. Co.
 Address..... Box 27
 News Service..... AP
 Representative..... McGillvra
 President..... J. W. O'Connor
 General Manager..... John B. Hoag
 Program Director..... Tavis Savelle
 Chief Engineer..... Leonard Zepp

WPRY—Perry—1954

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..... Taylor Co. Bcstg. Co.
 Address..... P. O. Box 87
 News Service..... AP
 Trans..... Standard
 President..... E. P. Martin
 Station Manager..... William Owens
 Program Director..... Cathy Landry
 Chief Engineer..... Leonard Moore

WPLA—Plant City—1949

Frequency: 910 Kc.....Power: 1 Kw.
 Owned-Operated By..... W. A. Smith
 Address..... P. O. Box 1588
 Station Representative..... Best
 News Service..... UP
 Transcription Service..... Standard
 Membership..... NARTB, RAB
 President..... W. A. Smith
 Gen., Sta., Comm. Mgr., Chief Eng.

George Friend
 Sales Prom. Mgr..... Al Berry
 Program Director..... Ken Shroyer
 Pub. Dir..... J. J. Wilson

WCNH—Quincy—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Quincy Bcstg. Corp.
 Address..... P. O. Box 190
 News Service..... UP
 Transcription..... Thesaurus
 Membership..... NARTB
 Pres., Gen. Mgr..... A. B. Letson
 Comm., Sls. Prom. Mgr..... W. J. Taylor

WFOY—St. Augustine—1936
CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..... Ponce de Leon Bcsting
 Address..... Magnolia Ave.
 News Service..... UP
 Representative..... McGavren-Quinn



Pres., Gen., Sta., Comm. Mgr. John E. Bernard Jr.
 Sales Prom. Manager Julian Fant
 Program Director Frankie C. Walker
 Publicity Director Alberta Dillin
 Chief Engineer Ernest Raistrick

WSTN—St. Augustine—1954

Frequency: 1420 Kc. Power 1 Kw.
 Owned. St. Augustine Bcstg. Co.
 Address. 66 Treasury St.
 News Service AP
 Transcription Service Thesaurus
 Station Rep. Indie
 General Manager W. M. Harding
 Station Manager J. C. Leuschel
 Commercial Manager A. H. Beckwith
 Program Director T. Hopkins
 Publicity Director Jan Pepper
 Chief Engineer E. P. Gildow

WPIN—St. Petersburg—1947

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Oper. By Fla. W. Coast Bcstrs., Inc
 Address. Royal Palm Hotel
 News Service AP
 Station Representative Walker
 Membership RAB
 President Dr. Charles Farrington
 General Manager Arthur Mundorff
 Sta. Comm. Mgr. Richard Marsh
 Program Director, Pub. Dir. James Carley
 Sls. Prom. Mgr. Larry Rhodes
 Chief Engineer Manly St. Jean

WSUN—St. Petersburg—1928
 ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By City of St. Petersburg
 Business Address. Municipal Pier
 News Service AP
 Transcription Service World
 Representative Vernard, Rintoul, McConnell
 Membership NARTB
 General Manager Fred P. Shawn
 Commercial Manager John Hitchcock
 Sales Prom. Mgr. Charles Mason
 Program Director Charles D. Bishop
 Publicity Director Jean Miller
 Chief Engineer Louis J. Link

WTSP—St. Petersburg—1940
 MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By WTSP, Inc.
 News Service UP
 Transcription Lang-Worth, Standard
 Representative Weed
 President N. Joe Rahall
 Gen. Mgr. Marshall S. Cleaver
 Comm. Mgr. L. Wildman
 Prog. Director Rob Allan
 Chief Engineer William D. Mangold

WTRR—Sanford—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WTRR

Business Address. Box 1541
 News Service UP
 Pres., Gen., Sta. Mgr. Myron A. Reck

WKXY—Sarasota—1949—KBS

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Sarasota Bcstg. Co.
 Address. 2500 Tenth St.
 Representative Clark
 Trans. World
 Membership NARTB
 News Service AP
 General Manager A. G. Fernandez
 Prog. Dir. Howard O. Ermisch
 Chief Eng. Robert L. Kohlmeier

WSPB—Sarasota—1939—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WSPB, Inc.
 Business Address. Box 1110, City Island
 News Service UP
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NARTB
 President Robert C. Jones, Jr.
 Gen., Sta. Mgr. John B. Browning
 Comm. Mgr. D. L. Fleischman
 Pub. Dir. Emylu Richards
 Program Director David Hale
 Chief Engineer G. W. McGougan

WJCM—Sebring—1950
 MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clearfield Bcstrs., Inc.
 Business Add. Assembly Pt. on Dinner Lake
 Gen. Mgr. A. J. Frank
 Commercial Mgr. Ken Bowers

WSTU—Stuart—1954
 MBS-KBS

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Oper. By Blue Water Bcstg. Co.
 Address. Box 518
 News Service AP
 Pres., Gen. Mgr. Lester M. Combs
 Comm. Mgr. Jim Mullins
 Prog. Dir. Reggie Martin
 Chief Engineer Fred Chapman

WMEN—Tallahassee—1954
 KBS

Frequency: 1330 Kc. Power: 5,000 Watts d.
 Owned-Oper. By WMEN, Inc.
 Address. Hotel Floridan
 News Service UP
 Representative Dora-Clayton
 President B. F. J. Timm
 General Manager Don C. Price
 Prog. Dir. L. Studsill
 Chief Engineer K. C. McNaron

WTAL—Tallahassee—1935
 CBS

Frequency: 1270 Kc. Power: 5000 Watts

Owned-Operated By..... John H. Phipps
Business Address..... Box 3167
News Service..... AP
Representative..... Meeker, Cummings
Owner..... John H. Phipps
General Manager..... L. Herschel Graves
Station Mgr...... Ansley D. Cohen, Jr.
Sales Prom. Mgr...... R. Hollister
Publicity Dir...... C. M. Allen
Chief Engineer..... Sam Dudas

WTNT—Tallahassee—1946
ABC-MBS

frequency: 1450 Kc..... **Power:** 250 Watts
Owned-Oper. By..... Tallahassee Appl. Corp.
Business-Studio Address..... Duval Hotel
News Service..... UP
Trans...... Associated
Representative..... McGillvra
Pres., Gen. Mgr...... Frank W. Hazelton
Vice-Pres...... Emanuel Joanos

WALT—Tampa—1946

Frequency: 1110 Kc..... **Power:** 1000 Watts d.
Owned..... Tampa Broadcasting Co., Inc.
Address..... 401 West Tyler Street
News Service..... AP
Representative..... John E. Pearson
President..... E. J. Arnold
Vice-President, Gen. Mgr...... Robert Wasdon
Station Manager..... W. W. Johnson
Nat. Comm. Mgr...... George Fee
Local Sales Mgr...... Frank Edwards
Program Director..... Ed Bray
Production Mgr...... Charles Fuller
Chief Engineer..... Paul Gossett

WDAE—Tampa—1922—CBS

Frequency: 1250 Kc..... **Power:** 5000 Watts
Owned-Operated By..... Tampa Times Co.
Business Address..... 114 N. Franklin St.
Representative..... Katz
News Service..... AP, UP
President..... David E. Smiley
General Manager..... L. Spencer Mitchell
Nat. Adv. Mgr...... Robert M. Weeks

WEBK—Tampa—1950

Frequency: 1300 Kc..... **Power:** 1000 Watts d.
Owned-Operated By..... Hillsboro Bcstg. Co.
Address..... 1521 E. Broadway
News Service..... AP
Station Rep...... Devney
President, Gen. Mgr...... E. P. Martin
Prog. Dir., Pub. Dir...... Ronald Harpe
Chief Engineer..... Elmo B. Kitts

WFLA—Tampa—1925—NBC

Frequency: 970 Kc..... **Power:** 5000 Watts
Owned-Operated By..... Tribune Co.
Business Address..... 905 Jackson St.
News Service..... AP
Representative..... John Blair
Membership..... NARTB, RAB
Newspaper Aff...... Tribune

President..... John C. Council
Gen. Mgr., Vice-Pres...... George W. Harvey
Sales Prom. Mgr., Pub. Dir...... Tom Matthews
Prog. Director..... Edward C. Walker
Chief Engineer..... Joseph Mitchell

WHBO—Tampa—1948

Frequency: 1050 Kc..... **Power:** 250 Watts d.
Owned By..... Gateway Broadcasters, Inc.
Business Address..... 11,011 Florida Ave.
Membership..... RAB
News Service..... AP
President..... John A. Bolling
Gen. Mgr...... B. A. Martin
Program Director..... Bonita Fishback
Sls. Prom. Mgr...... Bob Ross
Chief Engineer..... Bill Polk

WIOK—Tampa-St. Petersburg
1954

Frequency: 1150 Kc..... **Power:** 1000 Watts d.
Owned..... Robert W. Rounsaville
Address..... Box 1101, Washington Blvd.
News Service..... AP
Reps..... Gill-Perna, Dora-Clayton
Pres., Gen. Mgr...... Robert W. Rounsaville
Sta. Mgr...... Joe T. Starr
Asst. Manager..... Jack Everbach
Comm. Manager..... John Sanders
Prog. Dir., Chief Eng...... Warren Kaufman

WDCL—Tarpon Springs—1953

Frequency: 1470 Kc..... **Power:** 5000 Watts
Owned-Oper. By..... Freede-Miller Bcstg. Co.
Address..... Box 1470
Transcription..... World
News Service..... AP
Membership..... RAB
Pres., Gen., Sta. Mgr...... Hal M. Freede
Comm. Mgr., Sls. Prom. Mgr...... Gurney P. Sloan
Program Director..... Clair Linn
Pub. Director..... Beatrice A. Freede
Chief Engineer..... John A. Walker

WNTM—Vero Beach—1954
MBS

Frequency: 1370 Kc..... **Power:** 1 Kw.
Owned..... WNTM, Inc.
Address..... P. O. Box 397
News Service..... INS
Rep...... Clarke Brown
Pres., Gen. Mgr...... (Mrs.) Naomi T. Murrell
Station Manager..... Gene Stuart

WTTB—Vero Beach—1954
ABC

Frequency: 1490 Kc..... **Power:** 250 Watts
Owned-Oper. By..... Tropics, Inc.
Address..... 15-26 20th St.
Newspaper Affiliation..... Press-Journal
News..... AP
Representative..... Hil F. Best
President..... Merrill P. Barber
Sta. Mgr...... Stanley B. Wood



Sls. Prom. Mgr., Comm. Mgr. Howard L. Haid
 Prog., Pub. Dir. R. Mansfield
 Chief Engineer Stanley Wood

**WEAT—West Palm Beach
 1948—NBC**

Frequency: 850 Kc. Power: 1 Kw. d. n.
 Owned-Operated By WEAT-TV Inc.
 Address P. O. Box 70
 News Service AP
 Trans. Capitol
 Station Rep. H-R
 President Thomas F. O'Neil
 Gen. Mgr. Bertran Lebhar, Jr.
 Sales Mgr. Charles M. Stark
 Prog. Dir. Peter F. Cole

**WJNO—West Palm Beach
 1936—CBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WJNO, Inc.
 Business-Studio Address 1500 N. Flagler Dr.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Robert Meeker, Ayres
 Membership NARTB, RAB
 President S. K. Russell
 Gen. Mgr., Sta., Comm. Mgr. H. V. McMillan
 Sales Mgr. Robert Monroe
 Publicity Dir. Harry A. Forster
 Chief Eng. Curtis Brinson

**WIRK—West Palm Beach
 1947—MBS**

Freq.: 1290 Kc. Power: 1 Kw. d., 5 Kw. n.
 Owned-Operated By Ken-Sell, Inc.
 Business Address 711 S. Flagler Drive
 Representative T. F. Clark
 News Service AP
 Pres., Gen. Mgr. Joseph S. Field, Jr.
 Sales & Operations Mgr. Rome Hartman

**WSIR—Winter Haven—1947
 MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Hundred Lakes Bcstg.
 Bus. Address 665 W. Lake Howard Dr., S.W.
 News Service AP
 Membership RAB
 Representative Devney & Co.
 President Tom Moore
 Gen. Mgr. Larry Rollins
 Commercial Manager Earl Sturgeon
 Program Director Richard Eyrych
 Chief Engineer L. Orden Craig

WABR—Winter Park—1954

Frequency: 1440 Kc. Power: 1 Kw.
 Owned Orange County Bcstrs. Inc.
 Address P. O. Box 7547
 Sta. Rep. Rambeau, Dora-Clayton
 News Service UP
 General Mgr. R. H. Gunckel, Jr.
 Sales Manager Tom Sawyer
 Chief Engineer J. R. Campbell

Georgia

Pop. March 1 (Est.) 3,744,000—Families 979,000
 Radio Homes 952,000—TV Homes 684,000—Stations in State 103

WAAG—Adel—1955—KBS

Frequency: 1470 Kc. Power: 1,000 Watts
 Owned-Oper. By Cook County Bcstg. Co.
 Address P. O. Box 508
 News Service UP
 Membership NARTB
 Pres., Gen. Mgr. W. M. Forshee
 Sta. Mgr. E. Shepherd
 Comm. Mgr., Prog. Dir. Don H. Wingate
 Publicity Director Calvin Key
 Sales Prom. Mgr., Chief Eng. C. Christensen

WGPC—Albany—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Albany Bdcstg. Co.
 Business-Studio Address New Albany Hotel
 News Service UP
 Representative George P. Hollingbery
 Transcription Service Thesaurus
 Membership NARTB, RAB
 President J. W. Woodruff
 Executive Manager J. W. Woodruff, Jr.
 Sta., Comm., Sls., Prom., Pub. Dir. L. M. George
 Program Director Walter H. Flint
 Chief Engineer Redus Carlton

WALB—Albany—1941—ABC

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Herald Publishing Co.
 Address Stuart Ave.
 News Service AP
 Representative Burn-Smith, Ayers
 Owner James H. Gray
 General Manager Tom Stillwagon
 Program Director Jack Mayer

WJAZ—Albany—1952

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Oper. By James S. Rivers, Inc.
 Address Slappy Drive
 Representative Thomas F. Clark
 News Service UP
 President James S. Rivers
 General Mgr. Bruce Smith
 Station Mgr. R. V. Rogers

WDEC—Americus—1947
MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By..The Americus Bdcstg. Co.
 Business-Studio Address.....Rembert Bldg.
 News Service.....AP
 Membership.....RAB
 Representative.....Dora-Clayton, Indie Sales
 Gen. Mgr.....Charles C. Smith
 Chief Engineer.....Raymond C. LaPrade

WGAU—Athens—1938
CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Clarke Bcstng. Corp.
 Address.....P. O. Box 1189
 News Service.....AP
 Representative.....Clarke Brown
 Membership.....NARTB

Pres., Gen., Sta. Mgr.....H. Randolph Holder
 Comm. Mgr.....J. Thomas Lloyd
 Sales Prom. Mgr., Pub. Dir.....Bill Marston
 Program Director.....Mary Betts
 Chief Engineer.....Les Brooks

WRFC—Athens—1948

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Radio Athens, Inc.
 Business-Studio Add.....279½ N. Lumpkin St.
 Sta. Rep.....Forjoe, Dixieland
 News Service.....UP
 Transcription Service.....World
 Member.....NARTB, RAB
 Pres., Gen., Sta. Mgr.....L. H. Christian
 Comm. Mgr.....Dorothy N. Gayner
 Sls. Prom. Mgr.....E. A. Thilenius
 Program Director.....Gus Mann
 Publicity Director.....Ed Thilenius
 Chief Engineer.....Luctus D. Drewry

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE

AP

... and **MORE RADIO AND TELEVISION STATIONS**
 depend on
THE ASSOCIATED PRESS



WAGA—Atlanta—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Storer Bcstg. Co.
 Bus.-Studio Address....1018 W. Peachtree St.
 News ServiceAP
 RepresentativeKatz
 MembershipNARTB, RAB
 President.....George B. Storer, Sr.
 General Mgr.....Claude H. Frazier
 Comm. Mgr.....Lewis Reynolds

Pub. Dir., Prom. Mgr.....Betty L. Merritt
 Program Director.....J. Les Henrikson
 Chief Engineer.....Hugo Bondy

WAOK—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WAOK Bcstg. Co., Inc.
 Business Address.....70 Houston St. N.E.
 News ServiceUP
 RepresentativeForjoe

to reach GEORGIA'S 63 GOLDEN COUNTIES*

you need

WAGA-RADIO



POPULATION:
1,806,932

RETAIL SALES:
\$1,459,952,000

SPENDABLE INCOME:
\$2,214,452,000

ONLY RADIO
OFFERS YOU
97% COVERAGE
OF THIS GREAT
GEORGIA
MARKET

***THESE 63 COUNTIES...**

(39.6% of the state's total of 159) account for 49.6% of Georgia's population, 53.6% of the state's total retail sales, and 53.9% of the total spendable income in Georgia.

To reach the 468,900 families in Georgia's 63 golden counties, you need WAGA-Radio.

Live, wide-awake programming to capture the largest possible audience, backed by aggressive merchandising and a staff of sales-minded people, will help you get maximum results for your advertising dollar.

Let our reps give you complete facts about the expanding Atlanta market and how WAGA-Radio can best be put to work for you.



waga radio

590 on the dial 5,000 watts

CBS-radio in Atlanta

Represented Nationally by the
 KATZ AGENCY, Inc.
 STORER BROADCASTING COMPANY SALES OFFICES:
 New York—118 E. 57th St.
 Chicago—230 N. Michigan Ave.
 San Francisco—111 Sutter St.

Tom Harker, National Sales Director; Bob Wood, National Sales Manager



Pres., Gen. Mgr. L. M. George
 Station Mgr. Dorothy Lester
 Comm., Prom. Mgr. Stan Raymond
 Prog. Dir. Zenas Sears
 Pub. Dir. Mary O'Shields
 Chief Engineer Ethel Holley

WAKE—Atlanta—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned Bartell Broadcasters, Inc.
 Address Georgian Terrace Hotel
 News Service AP
 Representative Adam Young
 President Gerald A. Bartell
 General Manager Morton I. Wagner
 Commercial Manager Mrs. Jayne Swain
 Program Dir. William Jones
 Publicity Dir. Mrs. Betty Thomas
 Chief Engineer Morris Jones

WERD—Atlanta—1948

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Atlanta, Inc.
 Studio Address 330 Auburn Ave., N.E.
 News Service UP
 Membership NARTB
 Representative Interstate
 Pres., Gen. Mgr. J. B. Blayton, Jr.
 Comm. Mgr., Sales Prom. Mgr.
 Albert H. Saddler

Chief Eng. William F. Kennedy

WGKA—Atlanta—1955

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Glenkaren Associates, Inc.
 Address 1140 Peachtree St., N.E.
 News Service UP
 Transcription SESAC
 Membership NARTB
 President Locke E. Glenn
 General Manager John P. Culver
 Comm. Mgr. Lee Nance
 Program Director Norman Reyes
 Chief Engineer David Lyndon

WGST—Atlanta—1923—ABC

Frequency: 920 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned Bd. of Regents, Univ. Sys. of Ga.
 Bus.-Studio Address Box 7254
 News Service AP
 Representative Avery-Knodel
 Membership NARTB, RAB
 President Freeman Strickland
 Gen., Sta. Manager Ben Akerman
 Commercial Mgr. Al Ciraldo
 Pub. Dir. Mrs. Mary H. Tallent
 Prog. Dir., Ch. Eng. Ivan Miles

WSB—Atlanta—1922—NBC

Frequency: 750 Kc. Power: 50,000 Watts
 Owned-Oper. By Atlanta Newspapers, Inc.
 Address 1601 W. Peachtree St.
 Newspaper Affiliation Journal, Constitution
 Representative Edward Petry
 Membership NARTB, RAB
 General Manager John M. Outler, Jr.
 Station Manager Frank Gaither

WQXI—Atlanta—1948

Frequency: 790 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By Rounsaville of Atlanta, Inc.
 Bus.-Studio Address Peachtree At Mathieson
 News Service UP
 Station Rep. Gill-Perna, Inc.
 Membership NARTB
 Pres., Gen. Mgr. R. W. Rounsaville
 Station Manager John Fulton
 Prom., Comm. Mgr. Frank Erwin
 Program Dir. Bob Corley
 Chief Engineer Elton B. Chick
 Nat. Sales Mgr., Pub. Dir. Lee Smith
 Technical Director Paul Cram

WYZE—Atlanta—1956

Frequency: 1480 Kc. Power: 5000 Watts
 Owned Greater South Broadcasting Co., Inc.
 Address 200 Henry Grady Bldg.
 News Service UP, AP, INS
 Trans. Thesaurus, Associated, SESAC
 Representative Walker
 President P. H. Whitcraft
 General Mgr. Sam W. Kane
 Program Dir. Bob King

WAUG—Augusta—1952

Frequency: 1050 Kc. Power: 1,000 Watts
 Owned Garden City Bstg.
 Address Bon Air Hotel
 Sta. Rep. Rambeau, Clarke Brown
 News Service UP
 Gen., Sta. Mgr. Geo. C. Nicholson
 Comm. Mgr. J. Louis Solomon
 Program Dir. Reese J. Vaughn
 Chief Engineer J. C. Atkinson

WBBQ—Augusta—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owner Savannah Valley Network
 Address 515 15th St.
 Representative Everett-McKinney, Inc., Forje
 News Service AP
 Membership NARTB
 President George Weiss
 Gen., Sta., Comm. Mgr. Edward H. Dunbar
 Prom. Mgr. William Kirchheim
 Program Director George W. Fisher
 Chief Engineer Kenneth Freeman

WGAC—Augusta—1940—ABC

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By The Twin States Bstg. Co.
 Business-Studio Address 664 Broad St.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NARTB, BAB
 Pres., Gen. Mgr. A. D. Willard, Jr.
 Commercial Mgr. Martin E. White
 Program Dir. Stanley Carey
 Chief Engineer James Clegg

WBIA—Augusta—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned Augusta Broadcasting Co.



Address 15-Eighth Street
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB
 President, Gen. Mgr. W. Ray Ringson
 Sta., Comm. Mgr. J. R. Owens, Jr.
 Program Director Ralph V. Lavender
 Chief Engineer Rabun F. Bobo

WRDW—Augusta—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By Radio Augusta, Inc.
 Address 1302 Georgia Ave.
 News Service AP
 Transcription Service World
 Representative Branham
 Membership RAB, NARTB
 President Pat H. Rice, Jr.
 General Manager J. W. Hicks
 Sales Mgr. Bill Smart
 Program Director Jim Armistead
 Promotion Mgr. Don Shepherd

WMGR—Bainbridge—1946

Frequency: 930 Kc. Power: 5 Kc.
 Owned-Operated By Decatur Bcstg. Co.
 Address Box 375
 Representative Grant Webb
 News Service UP
 General Manager John A. Dowdy
 Program Dir. H. M. Coleman
 Chief Eng. Walter Freeman

WHAB—Baxley—1954

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Tri-City Bcstg. Sys.
 Address Box 265
 News Service UP
 Gen. Mgr. Farnell O'Quinn
 Sta. Mgr. Iona Moody
 Comm. Mgr. Ted Kirby
 Sls. Prom. Mgr. Dane Bruce
 Prog. Dir. Jerry Wilder
 Pub. Dir. Hoyt Brown
 Chief Engineer Delmas Nichols

**WGIG—Brunswick—1949
 ABC**

Frequency: 1440 Kc. Power: 1,000 Watts
 Owned-Operated By Brunswick Bcstg. Corp.
 Business-Studio Address 1514 Union St.
 News Service AP
 Representative McGillvra
 S.a., Gen. Mgr. Hugh K. Tollison
 Sales Represent. John Lane

**WMOG—Brunswick—1940
 MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Radio Brunswick Inc.
 Address Box 572
 News Service UP
 Transcription Service World
 Representative Indie Sales, Dora-Clayton
 President Allen Woodall

General Manager E. Jere Turk
 Comm. Mgr. Lew Carter
 Prog. Dir. Jay Lingle
 Pub. Dir. Mary J. McEvan
 Chief Engineer Cecil Tankersley

WGRA—Cairo—1950

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Grady Mitchell Bcstg. Co.
 Address Bainbridge Rd.
 Station Rep. Indie
 News Service UP
 Trans. Standard
 Gen. Mgr. Lowell E. Takles
 Prom. Mgr. Bernice Porter

WCGA—Calhoun—1953

Frequency: 900 Kw. Power: 1000 Watts d.
 Owned-Oper. By Gordon Cty. Bcstg. Co.
 Address 112½ Court Street
 Rep. Indie Sales
 General Manager R. R. Magill
 Sales Manager Judy Magill
 Program Director Richard Bowman

WCLB—Camilla—1954—KBS

Frequency: 1220 Kc. Power: 1000 Watts
 Owned Capel Bcstg. Co.
 Address P. O. Box 147
 News Service UP
 Transcription Service Standard
 General Mgr. Russell A. Browne
 Commercial Mgr. Charlie Browne
 Chief Engineer Dan O'Keefe

**WLBB—Carrollton—1947
 KBS**

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By Carroll Bcstg. Co., Inc.
 Business-Studio Address Bremen Road
 Representative Indie Sales
 Pres., Gen., Sta. Mgr. Thomas K. Vassy
 Comm. Mgr. J. D. Norton, Jr.

**WBHF—Cartersville—1946
 MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. R. Frier
 Address West Avenue
 Newspaper Affil. Herald
 News Service UP
 Station Manager W. Ryan Frier

**WGAA—Cedartown—1941
 KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Business-Studio Address P. O. Box 807
 News Service AP
 Representative Dora-Clayton
 Sta. Mgr. Frank Proctor

WCLS—Columbus—1955

Frequency: 1580 Kc. Power: 1,000 Watts
 Owned-Oper. By Muscogee Bcstg. Co.

Address1028½ Broadway
 Representative... United Bcstg., Dora-Clayton
 Pres., Gen. Mgr.....Charlie H. Parish, Jr.

WDAK—Columbus—1943
NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Columbus, Inc.
 Business-Studio Address.....Martin Bldg.
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Headley Reed
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Allen M. Woodall
 Station Mgr.....Miles H. Ferguson
 Commercial Manager.....William Massie
 Program Director.....Mrs. Pat Lynn
 Publicity Dir.....Lamar Lyn
 Chief Engineer.....Max F. Harper

WGBA—Columbus—1947

Frequency: 1270 Kc...Power: 5000 Watts d.
 Owned-Oper. By.....WGBA, Inc.
 Business-Studio Address...1213½ Broadway
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Forjoe, Dixieland
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....C. A. McClure
 Station Mgr.....R. H. Ruppel
 Prog., Pub. Dir.....W. L. Bowick Jr.
 Chief Engineer.....F. Keith Brown

WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

WRBL—Columbus—1928
CBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By...Columbus Bdcstg. Co.
 Business-Studio Address.....1350-13th Ave.
 News Service.....UP
 Newspaper Affil.....Page Corp.
 Sta. Rep.....Hollingbery
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....J. W. Woodruff Jr.
 Sta., Comm. Mgr.....Walter Graham
 Prog. Dir.....Eleanor Whitelaw
 Pub. Dir.....G. Brougham
 Prog. Dir.....David Lea
 Chief Engineer.....Joseph Gamble

WMJM—Cordele—1940
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Southeastern Bcstg. System
 Business-Studio Address...20th Ave. & B St.
 News Service.....UP
 Representative.....T. F. Clark
 President.....James S. Rivers
 General Mgr.....William E. Billzard, Jr.
 Comm. Manager.....Willard Belote

WCOR—Cornelia—1953

Frequency: 1450 Kw.....Power: 250 Watts

Owned-Oper. By.....Habersham Bcstg. Co.
 Address.....1 Burrell St.
 Station Rep.....Indie
 News Service.....UP
 Pres., Gen. Mgr.....Jack Bradley
 Sta. Mgr.....S. Y. Sosbee
 Program Dir.....Jim Stevenson
 Chief Engineer.....Bobby Wilkes

WGFS—Covington—1953
KBS

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned.....Georgia Broadcasting Service
 Address.....615 Monticello Street
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayers, Dixieland
 President.....Lem Coley
 General Mgr.....Charles Whatley
 Sta. Mgr.....J. C. Lang
 Comm. Mgr.....Jim Whatley
 Chief Engineer.....Knox Carreker

WBLJ—Dalton—1940
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Dalton Bdcstg. Corp.
 Business-Studio Address.....Kenemer Bldg.
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 General Manager.....William B. Davies

WRCD—Dalton—1954

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Whitefield Bcstg. Co.
 Address.....104 Pentz Street
 Representative.....Dora-Clayton Agency
 News Service.....UP
 General Manager.....Jim Honey
 Comm. Manager.....Ed Jordan
 Program Director.....Mike Dodd

WDWD—Dawson—1948
KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.
 Owned-Operated By...Dawson Bdcstg. Co.
 Trans.-Bus.-Studio Address.....Box 390
 News Service.....UP
 Representative.....Indie Sales
 Trans.....Standard
 General Manager.....W. C. Woodall, Jr.
 Program Director.....Barney Parnacott

WEAS—Decatur—1947

Frequency: 1010 Kc.....Power: 50 Kw.
 Owned.....WEAS, Inc.
 Address.....P. O. Box 67
 News Service.....UP
 Representative.....Stars National
 Chairman of the Board.....E. D. Rivers, Jr.
 President.....William H. Keller, Jr.
 Station Manager.....Warren Roberts
 Sales Mgr.....William Packham



WTAM—Decatur—1949—KBS

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned. Republic Broadcasting System, Inc.
 Address 526 Church Street
 News Service UP
 Transcription Service Standard
 President Gordon McLendon
 Gen., Sta., Comm. Mgr. Henry W. Lanhan
 Program Director Jerry F. Hewell
 Chief Engineer Jim Hampton

WDMG—Douglas—1946

Frequency: 860 Kc. Power: 5000 Watts D.
 Owned-Operated By WDMG, Inc.
 Address Box 590
 News Service UP
 Representative Dora-Clayton
 President B. F. J. Timm
 General Mgr. Mary Jarrard
 Comm. Mgr. Roy L. Jones

**WMLT—Dublin—1945
 MBS-KBS**

Frequency: 1330 Kc. Power: 1 Kw.
 Owned-Operated By Dublin Bdcstg. Co.
 Business Address Franklin St.
 News Service UP
 General Manager W. Newton Morris
 Sta. Mgr. Frank Floyd Jr.

WTJH—East Point—1949

Frequency: 1260 Kc. Power: 5000 Watts d.
 Owned-Oper. By Southeastern Bcstg. Sys.
 Address 2146 Dodson Drive
 News Service AP
 President James S. Rivers
 Gen., Comm. Mgr. J. D. Davenport
 Program Dir. Claude E. Jones
 Publicity Director Frances Sheffield
 Chief Engineer William J. Hill

**WSGC—Elberton—1946
 KBS-MBS**

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

**WBHB—Fitzgerald—1946
 MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ben Hill Bdcstg. Corp.
 Address Box 472
 News Service AP
 Transcription Service World
 Representative Dora-Clayton
 Membership NARTB
 President H. C. Vaughn
 Gen. Mgr. Paul E. Reid
 Sta., Comm. Mgr. Harry Roberts
 Pub. Dir. Carlisle Ridgeway

Sales Prom. Mgr., Prog. Dir. Tony Carter
 Chief Engineer Mike Pelton

**WFPM—Fort Valley—1951
 KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Peach Belt Bcstg. Co.
 Address Roberts Rd.
 News Service UP
 Representative Indie Sales
 General Mgr. Denzil Mixon
 Program Dir. Bob Bragg
 Chief Eng. Bob Collins

WDUN—Gainesville—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By N.E. Ga. Bcstg. Co.
 Address 1140 Thompson Bridge Rd.
 News Service AP
 Trans. Thesaurus
 Representative Thomas F. Clark, Dixieland
 Pres., Gen. Manager John W. Jacobs, Jr.
 Comm. Mgr. Claire Palmour
 Prog. Dir. Don Sheldon
 Pub. Dir. John Currier
 Chief Engineer Gilmer Hulsey

**WGGA—Gainesville—1941
 MBS-KBS**

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.
 Owned-Operated By Blue Ridge Bdcstg. Co.
 Business Address Press-Radio Center
 News Service UP
 Newspaper Affil. Daily Times
 Membership RAB
 President Charles A. Smithgall
 General Manager Robert Schwab
 Comm., Prom. Mgr. James A. Hartley
 Traffic Mgr. Zada Webb
 Chief Engineer Wilbert Darracott

**WKEU—Griffin—1934
 MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WKEU
 Address Macon Rd.
 Membership RAB
 General Manager A. W. Marshall, Jr.

WHIE—Griffin—1952

Frequency: 1320 Kw. Power: 1000 Watts d.
 Owned-Oper. By Gateway Broadcasters, Inc.
 Address Box 971
 News Service UP
 Transcription Service World
 Representative Dora-Clayton
 Membership NARTB
 General Manager John A. Boling
 Station Mgr. Johnny Williams
 Program Director Bob Gilreath

WKLY—Hartwell—1947

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Louis L. Morris

Business Address.....Box 189, Hartwell
News Service.....UP
Newspaper Affil......Hartwell Sun
Transcription Service.....World
Membership.....NARTB
President.....Louis L. Morris
Exec. V.P......Max G. Pfaender

Transcription Service.....Thesaurus
News Service.....AP
Representative.....McGillvra
Partner, Gen. Mgr......Byron H. Hurst, Jr.
Comm. Mgr......George Pettett

WCEH—Hawkinsville—1952
KBS

WBML—Macon—1940

Frequency: 610 Kc.....**Power:** 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address.....Box 184
News Service.....UP
Trans. Service.....World
President.....R. T. Ragan
Gen., Sta., Prom. Mgr., Pub. Dir., Comm. Mgr.
 J. D. Popwell
Prog. Dir......Tony Pavone
Chief Eng......W. R. Powell

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned.....Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
News Service.....AP
Transcription Service.....World
Representative.....Forjoe, Dora-Clayton
President.....C. R. Rader
Comm., Gen. Mgr......George W. Patton
Chief Engineer.....C. L. Wilder

WIBB—Macon—1948

WBGR—Jesup—1949—KBS

Frequency: 1280 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Peach State Bcstg. Co., Inc.
Business-Studio Address.....Professional Bldg.
News Service.....AP
Representative.....Walker
Membership.....NARTB
Pres., Gen. Mgr., Chief Eng......Thos. H. Maxwell
Commercial Manager.....Donald C. Frost
Program Director.....Gordon Price

Frequency: 1370 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
News Service.....UP
Representative.....Dora-Clayton
President.....W. G. Thomas, Sr.
Sta., Comm. Mgr......Edward Lynch
Prog. Dir......James Miller
Chief Engineer.....Art Manning

WMAZ—Macon—1922—CBS

WLFA—Lafayette—1954
KBS

Frequency: 940 Kc.....**Power:** 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Avery-Knodel
Membership.....NARTB
Pres., Chief Engineer.....George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Mgr......Frank Crowther
Publicity Director.....Ed Pendleton
Chief Engineer.....George P. Rankin

Frequency: 1590 Kc.....**Power:** 5 Kc.
Owned-Oper. By.....Radio Dixie, Inc.
Address.....Box 393
News Service.....UP
Transcription Service.....World
Representative.....Hil F. Best Co.
President.....J. A. Gallimore
Gen., Sta., Comm. Mgr., Pub. Dir......C. W. Gwyn
Chief Engineer.....Charles M. Lowry Jr.

WNEX—Macon—1945
MBS-ABC

WLAG—La Grange—1941
MBS-KBS

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
News Service.....AP
Newspaper Affil......Macon Telegraph Pub. Co.
Transcription Service.....Thesaurus
Representative.....Branham
General Manager.....Alfred Lowe
Business Manager.....Emory G. Stroberg
Sales Manager.....Marion Bragg

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address.....305-307 Broome St.
News Service.....UP
Transcription Service.....World
Representative.....Indie Sales, Dora-Clayton
Newspaper Affil......Daily News
Membership.....NARTB
President.....Roy C. Swank
Gen., Comm. Mgr......Edwin Mullinax
Sales Prom. Mgr......Bob Liles
Program Director.....Jimmy Dunaway
Publicity Director.....Patricia Smith
Chief Engineer.....James McKay

WMGE—Madison—1955
KBS

WTRP—LaGrange—1953

Frequency: 1250 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Dairyland Bcstg. Co.
Address.....Beacon Heights
News Service.....UP
Trans......World
General Mgr......O. G. Swindle
Sales Mgr......C. P. Raybon
Chief Eng......W. R. Foster

Frequency: 620 Kw.....**Power:** 1000 Watts
Owned.....Chattahoochee Bcstg. Co., Ltd.
Address.....Hammett Bldg.



WBIE—Marietta—1955

Frequency: 1050 Kc. Power: 500 Watts d.
 Owned-Oper. By. Marietta Bcstg. Co.
 Address. 112½ Atlanta St.
 News Service AP
 Pres., Comm. Mgr. Dudley D. McCaskill
 Gen. Mgr., Chief Eng. James Wilder
 Program Dir. Don Kordecki

WFOM—Marietta—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. F. Wilson & A. Jones
 Address. S. Cobb Dr.
 News Service AP
 Transcription Service Thesaurus
 General Manager. Albert L. Jones

**WMVG—Milledgeville—1946
 MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Jere N. Moore
 Business-Studio Address Box 476
 Newspaper Affiliation Union Recorder
 Representative Hazel Griffith
 Membership NARTB
 General Manager. Michael T. Landy
 Program Director Josephine Ragsdale
 Chief Engineer. Joseph S. Boone

WMRE—Monroe—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned. Walton Bcstg. Co.
 Address Box 191
 News Service AP
 Membership RAB
 Pres., Gen. Mgr. Warren G. Gilpin
 Sta., Comm. Mgr. Deral Morris
 Pub. Dir. Dorothy B. Gilpin
 Sales Prom. Mgr. C. Johnson
 Prog. Dir. Mary Jane Campbell
 Chief Engineer. Hamilton Masters

**WMGA—Moultrie—1939
 ABC-KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WMGA
 Business-Studio Address Moultrie
 News Service UP
 Representative. Everett-McKinney, Ayres
 Gen. Mgr. John F. Pidcock
 Station Mgr. Roy F. Zess
 Prog. Dir., Pub. Dir. E. Griner
 Comm. Mgr. Robert Lenihan
 Chief Engineer. Homer Sloan

WMTM—Moultrie—1953

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By. Colquitt Bcstg. Co.
 Address Highway 33
 News Service AP
 Representative T. F. Clark
 General Mgr. N. B. Mills

WCOH—Newnan—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Newnan Bcstg. Co.
 Address. P. O. Box 581
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta., Comm. Mgr., Prog., Pub. Dir.
 J. O. Hardin, Jr.
 Chief Engineer. William E. Davis, Jr.

WBBN—Perry—1956

Frequency: 980 Kc. Power: 500 Watts d.
 Owned. Gateway Broadcasting Co.
 Address. Highway 41 South
 News Service AP
 Representative. Thomas F. Clark
 Gen., Sta., Comm. Mgr. Al H. Evans
 Prog. Dir. Joe Bilodeau
 Chief Engineer. C. G. Huey

WSFB—Quitman—1955

Frequency: 1490 Kc. Power: 250 Watts
 Owned. Quitman Broadcasting Co.
 Address P. O. Box 632
 News Service UP
 Transcription Standard
 Gen., Sta. Mgr. Emerson W. Browne
 Comm., Sls. Prom. Mgr. David I. Masingill
 Program Director Margie Bowman
 Chief Engineer. Emerson W. Browne

WLAQ—Rome—1947—ABC

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By. Mitchell Melof
 Address 230 Lakeview Ave., N. E.
 News Service AP
 President Mitchell Melof
 General Manager. Don Mitchell
 Chief Engineer. Jean Ludwick

**WRGA—Rome—1929
 MBS**

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By. Rome Bcstg. Corp.
 Bus-Studio Address Nat. City Bank Bldg.
 News Service UP
 Transcription Service Standard
 Representative. Walker, Dora-Clayton
 Membership NARTB
 Pres., Gen. Mgr. Mather Payne
 Secretary-treasurer Charles Smithgall
 Commercial Manager. Clarence Salmon

WROM—Rome—1946

Frequency: 710 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Coosa Valley Radio Co.
 Business-Studio Address P. O. Drawer 473
 Representative McGillvra
 Comm. Mgr. Dean Covington
 Gen. Mgr. Edward N. McKay
 Program Director. Charlie Doss



WCCP—Savannah—1946
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Carter C. Peterson
Bus.-Studio Address Georgia State Bank Bldg.
Representative Walker
News Service UP
Membership NARTB
Pres., Gen. Mgr. Carter C. Peterson
Comm. Mgr. Weldon Herrin

W SGA—Savannah—1946

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Coastal Bcstg. Inc.
Business-Studio Address 34 E. Bryan St.
News Service AP
Pres., Gen., Sta. Mgr. Donald K. Jones
Commercial Manager John M. Williams

WFRP—Savannah—1946
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Georgia Bcstg. Co.
Business-Studio Address 219 E. Charlton St.
News Service AP
Representative Everett-McKinney, Ayers
President John F. Pidcock
V.P., Gen., Sta., Comm. Mgr. John Williams
Publicity Dir. Shirley Brogdon
Chief Engineer B. M. McKnight

WJIV—Savannah—1950

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By WJIV, Inc.
Bus. Address Box 737
News Service AP
Representative Stars Natl.
Chrmn. of Bd. E. D. Rivers, Jr.
President W. H. Keller, Jr.
General Manager J. L. Woods

WSAV—Savannah—1939
NBC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By WSAV, Inc.
Bus.-Studio Address Liberty Natl. Bank Bldg.
News Service AP
Transcription Service Thesaurus
Representative Blair
Pres., Gen. Mgr. Harben Daniel
Comm. Mgr. Robert Ward
Program Dir. Bob Roth
Sales Prom. Mgr. Elmer Alley
Publicity Dir. Celia Fender
Chief Engineer Byron Strong

WTOC—Savannah—1929
CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By Savannah Bcstg. Co.
Business-Studio Address 516 Abercorn St.
News Service UP
Representative Avery-Knodel
Membership NARTB

Pres., Gen. Mgr. William T. Knight, Jr.
Commercial Manager Ben Williams
Program Director Ben H. Quick
Sls. Prom. Mgr., Pub. Dir. Frank S. Bryson, Jr.
Chief Engineer Gordon L. Hester

WWNS—Statesboro—1946
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned Statesboro Broadcasting System
Address P. O. Box 146
News Service UP
Transcription World
Gen. Mgr. Robert H. Thompson, Sr.
Sta., Comm. Mgr. Jim Watson
Sales Prom. Mgr. Robert H. Thompson, Jr.
Program Dir., Ch. Eng. Jack V. LoPresti

WGTA—Summerville—1950

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-State Bcstg. Co.
Address Box 231
News Service UP
Transcription Service Capitol
Station Rep. Stars Natl.
General Manager William B. Farrar
Comm. Mgr. Hoyt Raimey
Chief Engineer James S. Stowers, Jr.

WJAT—Swainsboro—1950

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Jack & Nancy M. Thompson
Address Covena Rd., Box 371
Trans. Service World
News Service UP
Membership NARTB
General Manager Jack A. Thompson
Sta. Mgr. John H. (Jack) Wiseley

WSYL—Sylvania—1955
KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned Sylvania Broadcasting System
Address P. O. Box 302
News Service UP
Transcription Service SESAC
Owner and Gen. Mgr. Robert H. Thompson
Sta., Comm., Sales Prom. Mgr. Edwin H. Bass
Prog. Dir. Peter Franklin
Pub. Director Shirley Scott
Chief Engineer Edwin H. Bass

WSFT—Thomaston—1947
MBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By Thomaston Bcstg. Co.
Business-Studio Address WSFT Bldg.
Transcription Service World
News Service UP
Membership NARTB, RAB
Representative Dora-Clayton
Gen. Mgr. S. J. Carswell
Sta. Mgr., Pro. Dir. Bill Haule
Comm. Mgr. Claude Thames
Chief Eng. Walt MacTammany



WKTG—Thomasville—1946

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By... John H. Phipps Bcstg. Sta.
Address P. O. Box 358
News Service AP
Transcription Service..... Thesaurus
Representative Thomas F. Clark
President John H. Phipps
Gen. Mgr. Herschel L. Graves
Sta., Comm., Sls. Prom. Mgr., Pub. Dir., L. T. Porter
Prog. Dir. Frank Johnson
Chief Engineer..... Leon Lloyd

WPAX—Thomasville—1934

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... H. Wimpy
Business-Studio Address... 117 Remington Ave.
News Service UP
Owner H. Wimpy
Commercial Manager..... Al Feinberg

WTWA—Thomson—1947
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Hickory Hill Bcstg. Co., Inc.
Business Address 127 Journal St.
News Service UP
Transcription Service..... Thesaurus
Membership NARTB, RAB
President Edgar H. Kobak
General Manager..... Frank F. Hash

WWGS—Tifton—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Tifton Bcstg. Corp.
Address Box 34
News Service AP
Membership NARTB
Transcription World
Representative Thomas F. Clark
Pres., Gen. Mgr. Ralph N. Edwards
Station Mgr. W. E. Sides
Comm. Mgr. Evelyn K. Edwards

WLET—Toccoa—1941
MBS-KBS

Frequency: 1420 Kc. Power: 5000 Watts d.
Owned-Oper. By..... R. G. LeTourneau
Address 423 Prather Bridge Rd.
News Service UP
Representative..... Thomas F. Clark, Dixieland
President..... R. G. LeTourneau
Sta., Comm. Mgr. Virgle E. Craig
Prog., Pub. Dir. Gene Bollinger
Chief Engineer..... C. H. Sutton

WGAF—Valdosta—1951—ABC

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By..... Valdosta Bcstg. Co.
Address 116 W. Hill Ave.
Phone: 910. Air Time: Full Time
News Service AP
Representative..... John E. Pearson
Membership NARTB
President George B. Cook

WGOV—Valdosta—1940—MBS

Frequency: 950 Kc. Power: 5 Kc. d., 1 Kc. n.
Owned-Oper. Georgia-Florida Radio & TV Co.
Address Box 1452
News Service UP
Representative Stars Nat'l, Dora-Clayton
President..... Wm. H. Keller, Jr.
Sta. Mgr. A. B. Smith
Prog. Dir. Betty Friis
Chief Engineer..... Irvin F. Key

WJEM—Valdosta—1955
KBS

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By... Lowndes County Br'dcasters
Address Hwy. 84, Box 368
News Service UP
Transcription Service..... Lang-Worth
General Manager..... James E. Massey
Sales Manager..... Julian G. Tucker
Promotion Manager..... Vincent L. Randolph

WVOP—Vidalia—1946

Frequency: 970 Kc. Power: 5 Kw.
Owned-Operated By..... Vidalia Bcstg. Co.
Address Box 391
Newspaper Aff. Advance
News Service UP
Transcription Service SESAC, Gospel
Representative Continental Radio Sales
Membership NARTB
Pres., Gen., Sta. Mgr. Howard C. Gilreath
Pub. Dir. R. E. Ledford
Prog. Dir. Mrs. Ruby Bryant
Chief Engineer..... Loren Dorough

WRPB—Warner Robbins
1954

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. Warner Robbins Bcstg. Co., Inc.
Address Box 727
News Service AP
Membership RAB
Gen., Bus., Comm. Mgr., Chief Eng. E. Nobles

WKLE—Washington—1955

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Oper. By..... Radio Station WKLE
Address Berkshire Dr.
News Service UP
Transcription Service..... Thesaurus
Pres., Owner Max G. Piænder
General Manager..... Grady Berry, Jr.
Commercial Manager..... Burch Griffin
Prom. Mgr. Richard Basinger
Prog. Dir. I. Tucker Irvin
Chief Eng. Broadus McLane

WACL—Waycross—1951

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By..... Teletronics Inc.
Address 528 Carswell Dr.
News Service AP



Representative Thomas Clark
 President..... James S. Rivers
 General Manager William B. Hill

WAYX—Waycross—1936
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Jack Williams
 Business-Studio Address...1600 Carswell Ave.
 News ServiceUP
 Newspaper Affil.. Waycross Journal American
 Transcription Service World
 Membership NARTB
 Representative Hal Holman, Dixieland
 Station Mgr..... John J. Tobola

WBRO—Waynesboro—1954
KBS

Frequency: 1310 Kc....Power: 1000 Watts d.
 Owned.....Burke County Broadcasting Co.
 Address Box 151
 News ServiceUP
 Pres., Gen., Sta. Mgr., Eng.....C. Pugh
 Comm. Mgr..... J. Kennon McNutt

WRLD—West Point—1941
ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Valley Bcstg. Co., Inc.
 Business Address..... P. O. Box 312
 News ServiceAP
 Transcription Service Thecaurus
 Representative Clarke
 Membership RAB, NARTB
 President..... J. C. Hendersen
 Sales Promotion Mgr..... Dorothy Forrester
 Sta., Comm. Mgr..... J. M. Driskill
 Prog. Pub. Director..... Aileen Love
 Chief Engineer..... James E. McKay

WIMO—Winder—1952—KBS

Frequency: 1300 Kc....Power: 1000 Watts d.
 Owned-Operated By ... Winder-Monroe Bcstg.
 Business Address..... P. O. Box 526
 News ServiceUP
 Transcription Service World
 Representative Hil F. Best
 President..... W. C. Woodall, Jr.
 Gen., Comm., Sta., Sls. Mgr..... C. H. Grider
 Program Director..... Joy Simpson
 Publicity Director..... R. A. Jones
 Chief Engineer..... D. E. Stafford

Idaho

Pop. March 1 (Est.) 633,000—Families 186,000
 Radio Homes 177,000—TV Homes 104,000—Stations in State 27

KBLI—Blackfoot—1951

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.... Granite Dist. Bcstg. Corp.
 Address..... P. O. Box 192
 News Service AP
 Gen., Sta. Mgr..... T. L. Morrison
 Prom. Mgr..... Don Nilsson
 Commercial Mgr..... S. B. Chamberlain

KBOI—Boise—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.. Boise Valley Bcstrs., Inc.
 Bus-Studio Address..... 1007 Jefferson
 News Service UP
 Transcription Service World
 Rep..... Peters, Griffin, Woodward, Inc.
 Membership RAB, NARTB
 Pres., Gen. Mgr..... H. Westerman Whillock
 Sta., Comm. Mgr..... Earl Glade, Jr.
 Sales Prom. Mgr., Pub. Dir..... Hal Knutson
 Chief Engineer..... James Johtz
 Prog. Dir..... W. Eames

KGEM—Boise—1946—IMN

Frequency: 1140 Kc.....Power: 10,000 Watts
 Owned-Oper. By.... Idaho Bcstg. & Telev. Co.
 Business-Studio Address..... 5601 Cassia
 News Service UP
 Representative Avery-Knode
 General Mgr..... Cecil L. Heftel
 Comm. Mgr..... M. L. Skinner
 Sales Mgr..... Dwight Smart

KIDO—Boise—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By..... KIDO, Inc.
 Address Chamber of Commerce Bldg.
 News Service AP
 Representative John Blair
 Membership NARTB, RAB
 General Mgr..... Georgia M. Davidson
 Commercial Mgr..... John Young

KYME—Boise—1955

Frequency: 740 Kc.....Power: 500 Watts d.
 Owned-Oper. By..... Radio Boise, Inc.
 Address P. O. Box 2635
 News Service AP
 Representative McGavren-Quinn
 Membership NARTB
 Pres., Gen. Mgr..... Roger L. Hagadone
 Comm. Mgr..... Lou Clemens
 Prog. Dir..... Bert Godfrey

KBAR—Burley—1946
ABC-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By KBIO, Inc.
 Business-Studio Address..... P. O. Box 461
 News ServiceUP
 Rep. McKinney, O'Connell, Moore & Lund
 General Manager..... K. Clark
 Comm. Mgr..... Robert Sumbardo



KCID—Caldwell—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Caldwell Bcstg. Co.
 Address Box 1052
 News Service AP
 Membership RAB, NARTB
 Transcription Service Capitol
 Station Rep. Harlan G. Oakes
 Pres., Gen. Mgr. Clair B. Hull
 Sta., Com., Prom. Mgr., Prog., Pub. Dir.
 Duane D. Wolfe
 Chief Eng. Tom Yomanaka

KVNI—Coeur D'Alene—1946
MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Pollock Bcstg. Co.
 Business-Studio Address Blackwell Island
 Rep. Ayres, Moore & Lund
 Membership NARTB
 Transcription Capitol
 Manager Alan H. Pollock
 Sales Mgr. Bernard V. Merriman

KORT—Grangeville—1954
KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owner Far West Radio Inc.
 Address Box 72
 News Service AP
 Transcription Service Lang-Worth
 President Hub Warner
 Comm. Mgr. Helen Warner
 Chief Engineer Don Manning

KID—Idaho Falls—1928—CBS

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Idaho Radio Corp.
 Address Box 701
 News Service UP
 Transcription Service World
 Representative Gill-Perna
 Membership NARTB
 President A. W. Schneider
 General-Station Manager C. N. Layne
 Commercial Manager Leonard Wasden
 Prog., Pub. Dir. Leo Higham
 Chief Engineer Carroll Secrist

KIFI—Idaho Falls—1946
ABC-MBS-IMN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By E. Idaho Bcstg. & TV Co.
 Business-Studio Address Box 581
 Newspaper Affil. Post Register
 News Service AP
 Representative Avery-Knodel
 Membership NARTB
 Pres., Gen. Sta. Mgr. J. M. Brady
 Comm., Sls. Prom. Mgr. J. L. Thomas

KLER—Lewiston—1953

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Cole E. Wylie

Address 2829 Country Club Dr.
 News Service AP
 Representative Tracy Moore
 Membership RAB
 Owner Cole E. Wylie
 Gen. Sta. Manager William C. Rhodes

KOZE—Lewiston—1955

Frequency: 950 Kc. Power: 500 Watts d.
 Owned-Oper. By Lewis-Clark Bcstg. Co.
 Address 924 Main St.
 Rep. Webb, H. S. Jacobson
 News Service AP
 President John H. Matlock
 Station Manager Reg Roos

KRLC—Lewiston—1935
MBS

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Donald Thomas
 Bus-Studio Address Box 363
 News Service UP
 Transcription Service Thesaurus
 Representative Forjoe, Art Moore
 Membership NARTB, RAB
 Gen. Mgr. Donald Thomas
 Comm. Mgr. George Reeve
 Sales Prom. Mgr. Thomas W. Read
 Program Director Alben Nelson
 Publicity Dir. Thomas Haveman
 Chief Engineer William Neuman

KRPL—Moscow—1947—KBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned KRPL, Inc.
 Address 1328 Pullman Road
 News Service AP
 Transcription Service Keystone
 Representative Moore, Hil F. Best
 President Roy Anderson
 General Mgr. Randolph Gretes
 Comm. Mgr. James Sanberg
 Program Director Robert Tompkins
 Publicity Director Jack Hewitt
 Chief Engineer John Lewis

KFXD—Nampa—1930
MBS-ITM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By Frank E. Hurt & Son
 Business Address Box 891
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership RAB, NARTB
 Pres., Gen. Mgr. Edward P. Hurt
 S'a., Ccmm. Sls. Prom. Mgr. Doyle Cain
 Prog. Dir. Shirl Black
 Chief Engineer G. M. Rose

KSEI—Pocatello—1926
NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By Radio Service Corp.
 Business-Studio Address Box 31

News Service **UP**
Transcription Service... Standard, Lang-Worth
Representative Weed, Feltis
Membership NARTB, RAB
Pres., Gen., Comm. Mgr...... Henry H. Fletcher
Program Director..... Ruthie A. Fletcher
Chief Engineer..... Ellis W. Call

KWIK—Pocatello—1946

KBS-IMN

Frequency: 1240 Kc..... **Power:** 250 Watts
Owned Pocatello TV Corp.
Address P. O. Box 768
Newspaper Aff...... Idaho State Jour.
News Service AP
Trans. World
Representative Avery-Knodel
Membership NARTB
President Hugh Wagnon, Jr.
General Manager..... John R. Taylor
Commercial Mgr...... James H. Schoonover

KPST—Preston—1948—KBS

Frequency: 1340 Kc..... **Power:** 250 Watts
Owned-Oper. By... Voice of The Rockies, Inc.
Address Preston
Representative Continental
News Service UP
General Mgr...... D. A. Nash, Jr.
Commercial Mgr...... M. S. Stocking

KRXX—Rexburg—1950—KBS

Frequency: 1230 Kc..... **Power:** 250 Watts
Owned.... Snake River Radio & TV Co., Inc.
Address..... 445 S. 2nd East
News Service AP
Reps...... Bcst. Time Sls., West Coast Sales
Pres., Gen. Mgr...... Gene Shumate
Program Dir...... Jim Clawson
Sls. Mgr...... Wes Lawrence

KAYT—Rupert—1955

Frequency: 970 Kc..... **Power:** 1000 Watts d.
Owned-Oper. By..... Inland Bcstg. Co.
Address Rupert
Rep. H. S. Jacobson
Membership NARTB, RAB
News Service UP
Pres., Gen. Mgr...... Mervin V. Ling
Sta. Comm. Mgr...... George McDonald

KSPT—Sandpoint—1949

KBS

Frequency: 1400 Kc..... **Power:** 250 Watts
Owned-Operated By..... Bauer Bcstg. Co.
Address P. O. 431
News Service AP
Sta. Rep...... Continental, Art Moore
Trans. Serv...... Standard, Lang-Worth
Membership NARTB, RAB
General Mgr. Norman Bauer

KEEP—Twin Falls—1946

Frequency: 1450 Kc..... **Power:** 250 Watts
Owned By..... Radio Sales Corp.

Address..... P. O. Box 511
News Service UP
Station Rep...... Gill-Perna
Membership NARTB, RAB
President..... Spencer D. Grow
Gen., Sta. Mgr...... F. L. Scott
Comm. Prom. Mgr...... Eugene W. Stevens
Prog. Dir...... Ron Bailie
Chief Engineer Lloyd James

KLIX—Twin Falls—1946

MBS-ABC-IMN

Frequency: 1310 Kc..... **Power:** 1000 Watts
Owned..... Southern Idaho Bcstg. & TV Co.
Business-Studio Address..... Elizabeth Blvd.
News Service AP
Transcription.. Capitol, MacGregor, Associated
Rep. Avery-Knodel
Membership NARTB, RAB
President..... A. L. Glassman
V.P., Gen. Mgr...... Frank C. McIntyre
Commercial Mgr...... Juneau H. Shinn
Sales Prom. Mgr...... Rosie Stover
Station Mgr...... Joe Clements
Program Director..... Don Allen
Chief Engineer..... Don Cedarstrom

KTFI—Twin Falls—1928

NBC

Frequency: 1270 Kc. **Power:** 5000 d., 1000 n.
Owned-Operated By..... Radio Bcstg. Corp.
Address 241 Main Ave. W.
News Service UP
Transcription Service... Lang-Worth, Standard
Representative Weed
Membership NARTB, RAB
Pres., Gen., Sta. Mgr...... F. M. Gardner
Commercial Mgr...... D. Silvester
Pub., Prog. Dir., Sales Prom. Mgr.... L. Parker
Chief Engineer..... Marvin Hartley

KWAL—Wallace-Kellogg

1938—MBS

Frequency: 620 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... Metals Bcstg. Co.
Bus.-Studio Address Box 930, Wallace
Transcription Service..... World
News Service AF
Membership RAB
Representative Holman, Art Moore
Pres., Gen. Mgr., Pub. Dir...... R. Lee Black
Sta., Comm. Mgr...... Jack Barton
Prog. Dir...... W. E. Roberts
Chief Engineer Joe E. Martin

KWEI—Weiser—1947

Frequency: 1240 Kc..... **Power:** 250 Watts
Owned-Operated By..... Inland Bcst. Co.
Business-Studio Address..... Box 791
News Service UP
Membership RAB, NARTB
Pres., Gen. Mgr...... M. V. Ling
Sta., Comm., Sls. Mgr., Prog. Dir.... D. Quigley
Chief Engineer..... Edwin C. Miller

delivering
MORE



WGN Television—Channel 9
Radio—720 on your dial

The Chicago Tribune Stations, Owned and Operated by WGN, Inc.

Midwest Office, 441 N. Michigan Ave., Chicago 11

Eastern Advertising Solicitation Office, 220 E. 42nd Street, New York 17

Also represented by Edward Petry & Company, Inc.

*WGN-TV, offering the highest-rated local children's programs, and sports programs; top syndicated film features and feature film presentations—plus more competitive live

programming.

*WGN-Radio sounds better and reaches more homes than any other Chicago advertising medium (N.C.S., 1952).

(See Page 424)

Illinois

Pop. March 1 (Est.) 9,529,000—Families 2,934,000
Radio Homes 2,870,000—TV Homes 2,496,000—Stations in State 88

WOKZ—Alton—1948—KBS

Frequency: 1570 Kc. Power 1000 Watts
Owned-Oper. By..... Palen Bcstg. Corp.
Address Hotel Stratford
News Service UP
Rep. Sears & Ayer
Membership RAB
Pres., Gen. Sta. Mgr..... Edward N. Palen
Comm. Mgr., Pub. Dir..... W. Eccles Huff
Sales Prom. Mgr..... Lloyd Smith
Program Director..... Russ Benson
Chief Engineer..... Nicholas Bono

WMRO—Aurora—1938

Frequency: 1280 Kc. Power: 250 Watts, d.
Owned-Operated By..... Martin R. O'Brien
Business-Studio Address..... Aurora
News Service..... INS
Trans. Service..... Lang-Worth
Manager..... Martin R. O'Brien
Sales Prom. Mgr..... Vincent G. Cofey

WIBV—Belleville—1947

Frequency: 1260 Kc. Power: 1000 Watts, d.
Owned-Operated By..... Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address. 2100 W. Main
News Service AP
Representative Indie Sales
Membership RAB
President..... John W. Lewis
Commercial Mgr..... Clarence Keller

WJBC—Bloomington—1924 ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Bloomington Bcstg. Co.
Address..... 209 E. Washington
Newspaper Affil..... Daily Pantagraph
News Service UP
Representative John E. Pearson
Membership RAB, NARTB
President..... Loring C. Merwin
Exec. V.P., Gen. Mgr..... Vernon A. Nolte
Comm., Prom. Mgr..... John McDermott
Program Dir..... Warner Tidemann
Chief Engineer..... Fred Bailey

WKRO—Cairo—1942—MBS

Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By..... Cairo Broadcasting Co.
Business Address..... Box 311
News Service UP
Representative John E. Pearson
Membership RAB
Owner-Chief Engr..... Oscar C. Hirsch
Gen.-Station-Comm. Mgr..... Merrill C. Currier
Program Director..... E. S. Myers

WBYS—Canton—1947

Frequency: 1580 Kc. Power: 250 Watts, d.
Owned-Operated By..... Fulton Co. Bcstg. Co.
Business-Studio-Transmitter..... East Linn Limits
News Service AP
Transcription Service..... Thesaurus

Membership RAB, NARTB
Gen., Comm. Mgr..... Charles E. Wright

WCIL—Carbondale—1946

Frequency: 1020 Kc. Power: 1000 Watts, d.
Owned-Operated By..... Southern Illinois Bcstg.
Business-Studio Address..... 218 W. Main St.
News Service AP
Membership NARTB
Gen., Comm., Mgr., Prog., Pub. Dir., Ch. Eng.
Paul F. McRoy

WROY—Carmi—1948

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Carmi Bdcstg Co.
Address U. S. Route 460
News Service UP
Transcription Service..... Thesaurus, World
Membership NARTB
Gen., Sta. Mgr..... S. A. Hassan

WCAZ—Carthage—1921

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Superior Bcstg. Service, Inc.
Address..... 502 Wabash Ave.
Station Rep..... Sears & Ayer
Manager..... John Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc. Power: 1000 Watts, d.
Owned..... Southern Illinois Bcstg. Co.
Address..... Hiway 51
News Service UP
Transcription Service... Standard, Lang-Worth
President..... C. W. Rodgers
Station Mgr..... Ben Shore
Commercial Mgr..... D. Cummings
Sales Prom. Mgr..... C. Di Falco
Prog. Dir..... Dick Bieser
Chief Engineer..... R. Millmaker

WDWS—Champaign—1937 CBS

Frequency: 1400 Kc. Power: 250 Watts
Owner..... The Champaign News Gazette, Inc.
Business Address..... 48 Main St.
News Service UP
Transcription Service World
Newspaper Aff. News-Gazette
Representative... Robert Meeker & Associates
Membership NARTB, RAB
President..... Mrs. Helen M. Stevick
Gen., Sta. Mgr..... Larry Stewart
Program Dir..... Constance Vogt
Chief Engineer..... Robert Brown

WEIC—Charleston—1954 KBS

Frequency: 1270 Kc. Power: 1000 Watts
Owner..... The Friendly City Bcstra.
Address Box 107
News Service..... INS
Transcription Lang-Worth

Rep. Sears & Ayer
 Pres., Ge. Mgr. Jack Owens
 Program Mgr. Bob Hewitt
 Commercial Mgr. Hugh Birdsong

WAAF—Chicago—1922

Frequency: 950 Kc. Power: 1000 Watts, d.
 Owned-Operated By. Corn Belt Pub., Inc.
 Business Address. 221 N. LaSalle St.
 Newspaper Affil. Young
 News Service UP
 Transcription Service Standard
 Representative Young
 President Ward A. Neff
 Gen., Sta. Mgr. Thomas L. Davis
 Sales Prom. Mgr. Fred R. Randazzo
 Commercial Mgr. T. L. Davis
 Program Dir., Pub. Dir. Bill Bauer
 Chief Engineer. Carl W. Ulrich

WAIT—Chicago—1934

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By. Radio Station WAIT
 Bus.-Studio Address. Daily News Plaza
 News Service UP
 Transcription Thesaurus, SESAC, Standard
 Representative Headley-Reed
 Gen. Mgr., Prog. Dir. Robert O. Miller
 Station Mgr. L. Webb
 Comm. Mgr. Julius Miller
 Sales Mgr. W. Travis
 Chief Engineer. Harry Berg

WGN—Chicago—1924

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By. Tribune Co.
 Bus.-Studio Address. 435 N. Michigan Ave.
 Newspaper Affiliation. The Chicago Tribune
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Edward Pety
 Membership NARTB, RAB
 President. J. Howard Wood
 V. P., Gen., Sta. Mgr. Ward L. Quaal
 Commercial Manager. William A. McGuineas
 Sales Promotion Manager Charles A. Wilson
 Program Director. Bruce Dennis
 Publicity Director. James Hanlon
 Dir. of Engineering. Carl J. Meyers

WBBM—Chicago—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned By. CBS, Inc.
 Operated By. CBS Radio Division
 Address 630 N. McClurg Ct.
 News Service AP, UP, INS
 Sta. Rep. CBS Spot Sls.
 Membership RAB
 General Manager. H. Leslie Atlass
 Asst. Gen. Mgr. E. H. Shomo
 Executive Ass't. C. W. Doebler
 Sales Mgr. James P. Hensley
 Promotion Mgr. Harry Wilber
 Prod. Dir. Art Mercier

WCFL—Chicago—1926

Frequency: 1000 Kc. Power: 50,000 Watts

Owned. Chicago Federation of Labor
 Business-Studio Address. 666 Lake Shore Dr.
 Transcription Service. Standard, World
 Membership RAB
 News Service AP, UP
 Representative Burke-Stuart
 General Manager. Martin F. Hogan
 Commercial Mgr. Thomas E. Haviland

WCRW—Chicago—1926

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By. Clinton R. White
 Address. 2756 Pine Grove Ave.

WEDC—Chicago—1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Emil Denmark, Inc.
 Address. 3860 W. Ogden Ave.
 News Service UP
 President Emil Denmark
 Gen., Sta., Comm. Mgr., Prog. Dir. Bill Mack
 Chief Engineer. A. W. Smith

WGES—Chicago—1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By. Radio Station WGES
 Address. 2708 Wash. Blvd.
 News Service UP
 General, Station Manager. John A. Dyer
 Commercial Mgr. Elizabeth M. Hinzman
 Sales Promotion Manager. K. P. Freda
 Program Director. Herbert Rudolph
 Pub. Dir. M. Moresco
 Chief Engineer. William Shunk

WHFC—Chicago—1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WHFC, Inc.
 Address. 3350 S. Kedzie Ave.
 General Manager. Richard W. Hoffman
 Commercial Mgr. Florence Summers

WIND—Chicago—1926

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By. Westinghouse Bcstg. Co.
 Bus.-Studio Address. 400 N. Michigan Blvd.
 News Service UP, AP
 Representative. AM Radio Sales
 Membership RAB
 President, General Manager. Ralph L. Atlass
 Sales Manager. John T. Carey

WJJD—Chicago—1934

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Oper. By. Plough Bcstg. Co.
 Bus.-Studio Address. 230 N. Michigan Ave.
 News Service UP
 Trans. World
 Representative. Radio-TV Representatives, Inc.
 Membership RAB
 President Abe Plough
 Gen., Sta. Mgr. Frederick G. Harm
 Commercial Mgr. James A. Jordan
 Program Dir. Ralph Blank
 Chief Eng. Walter F. Myers

WLS—Chicago—1924—ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Oper. By WLS, Inc.
 Business Address 1230 Washington Blvd.
 News Service AP, UP
 Transcription Service Standard
 Representative John Blair
 Membership NARTB
 President James E. Edwards
 Gen., Sta. Mgr. Glenn Snyder
 Commercial Manager Charles M. Freeman
 Sls. Prom. Mgr., Pub. Dir. W. Nelson
 Asst. To Gen. Mgr. Harold Safford
 Program Director Herb Howard
 Chief Engineer Thomas Rowe

WMAQ—Chicago—1922—NBC

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By National Bcstg. Co., Inc.
 Business-Studio Address Merchandise Mart
 News Service AP, INS, UP
 Transcription Service Thesaurus
 Representative National Spot Sales
 Membership NARTB
 President Robert Sarnoff
 General Manager Jules Herbeuveaux
 Director of Sales Russell Stebbins
 Sales Manager Rudi Neubauer
 Sales Promotion Manager John M. Keys
 Program Director Harry Triggs
 Prog. Mgr. Richard Johnson
 Publicity Director Chet Campbell
 Chief Engineer Howard Lutgens

WSBC—Chicago—1925

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WSBC Bcstg. Co., Inc.
 Business-Studio Address 2400 W. Madison St.
 News Service UP
 Representative Stars Nat'l, Inc.
 President Louis B. Lee
 Comm. Mgr. Marge Strasser
 Prog. Dir. Odette La Mare
 Chief Engineer Walter E. Byrnes

WHOW—Clinton—1947

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Operated By Cornbelt Bcstg. Co.
 Business Address 401½ S. Side Sq.
 Representative Holman
 Transcription Service SESAC
 News Service AP
 President J. R. Livesay
 V.P., Gen., Sta. Mgr. Roland O. Looper
 Comm. Manager James Williams
 Program Director Frank C. Jennings

WDAN—Danville—1938
CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Pub. Co.
 Address 1500 N. Washington
 Newspaper Affil. Commercial News
 News Service AP
 Transcription Service Thesaurus

Representative Everett-McKinney, Inc.
 Membership NARTB, RAB
 General Manager Robert J. Burrow
 Sta. Mgr. Max Shaffer
 Program Dir. Honore Ronan
 Chief Engineer Norlyn Dossey

WITY—Danville—1953

Frequency: 980 Kc. Power: 1 Kw.
 Owned Vermilion Bcstg. Corp.
 Address P. O. Box 142
 News Service UP
 Transcription Service World
 Representative Burns Smith
 Membership RAB
 President Gilbert E. Metzger
 General Mgr. Charles A. Schacht, Jr.
 Comm. Mgr. W. H. O'Toole
 Sales Prom. Mgr. James McClain
 Prog., Pub. Dir. Robert Bivans
 Chief Engineer Taylor Clowson

WDZ—Decatur—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By WDZ Bcstg. Co.
 Business-Studio Address 265 S. Park St.
 News Service UP
 Transcription Service Thesaurus
 Representative Peters, Griffin, Woodward
 Membership NARTB, RAB
 President Charles C. Caley
 Gen., Sta. Mgr. Frank C. Schroeder, Jr.
 Commercial Mgr. Robert B. King
 Program Director E. James Seaney
 Chief Engineer L. E. Mayfield

WSOY—Decatur—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Illinois Bcstg. Co.
 Address 1100 N. Pershing Road
 News Service AP
 Newspaper Aff. Lindsay-Schaub Newspapers, Inc.
 Representative Weed
 Membership NARTB, RAB
 President Frederick W. Schaub
 Gen. Mgr. M. H. Stuckwish
 Comm. Mgr. Dale E. Eymann
 Prog., Pub. Dir. Eugene Dorsey
 Chief Engineer Allan Doyle

WLBK—De Kalb—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By DeKalb Radio Studios, Inc.
 Business-Studio Address 711 N. First St.
 News Service AP
 Transcription Thesaurus
 Representative Sears & Ayer
 Membership NARTB, RAB
 Pres., Gen. Mgr. George C. Biggar
 Commercial Manager Richard Meier
 Program Director R. C. Brown
 Publicity Dir. David Lee
 Chief Engineer W. Dean Clayton

WDQN—Du Quoin—1951

Frequency: 1580 Kc. Power: 250 Watts



Owned-Oper. By DuQuoin Bcstg. Co.
Address 30½ W. Main St.
News Service UP
Representative McGillvra
Owner, General Manager M. R. Lankford
Station Manager Phil Richardson
Sales Mgr. J. V. Walker
Program Director Art Smith
Chief Engineer Bert Pike

WTMV—East St. Louis—1935

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By On the Air, Inc.
Business-Studio Address Broadview Hotel
Representative Bogner & Martin
General Manager Frank J. Prendergast
Asst. Mgr. Elmer F. Wallrich
Program Director Dan Stengel

WCRA—Effingham—1947 KBS

Frequency: 1090 Kc. **Power:** 250 Watts, d.
Owned-Operated By Effingham Bcstg. Co.
Address 110 N. Banker St.
News Service UP
Gen., Nat. Sales Mgr. George Walker
Sales Mgr. Don Newlin
Prog. Dir., Ch. Eng. Tom Mathis

WRMN—Elgin—1949

Frequency: 1410 Kc. **Power:** 500 Watts
Owned-Oper. By The Elgin Bdcstg Co.
Address 156 Division St.
Newspaper Affil. Effingham News, Pekin Times
News Service UP
Representative Joseph Hershey McGillvra
General Mgr. J. Richard Sutter

WEAW—Evanston—1946

Frequency: 1330 Kc. **Power:** 1000 Watts
Owned No. Shore Bcstg. Co., Inc.
Address 2425 Main
News Service UP
Transcription Service World
Representative Good Music Bctrs.
Membership NARTB, RAB
Pres., Gen. Sta. Mgr. Edward A. Wheeler
Commercial Manager Lawrence Gutter
Sales Prom. Mgr. Don Springgate
Pub. Dir. Ellen DeMoe
Program Director Virginia McCowan
Chief Eng. Don Larson

WNMP—Evanston—1948

Frequency: 1590 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Evanston Broadcasting Co.
Bus.-Studio-Transmitter 1580 Sherman Ave.
Transcription Capitol, SESAC
News Service INS
Membership NARTB, RAB
President Angus D. Pfaff
Publicity Dir. Larry Attebery
Program Dir. Hal Bohm

WFIW—Fairfield—1953—KBS

Frequency: 1390 Kw. **Power:** 500 Watts d.
Owned-Oper. By Wayne County Bcstg. Co.
Address Box 72
News Service AP
Transcription Service SESAC
Representative Grant Webb
Membership NARTB
Co-Owner, Gen. Mgr. Thomas S. Land
Co-Owner, Prog. Dir., C. Eng. Bryan Davidson
Commercial Mgr. Garnet Williams

WFRL—Freeport—1947

Frequency: 1570 Kc. **Power:** 1000 Watts d.
Owned-Operated By Freeport Bcstg. Co., Inc.
Business-Studio Address 9 N. Chicago Ave.
News Service AP
Representative Headley-Reed
Membership NARTB
Gen. Mgr., Chief Eng. Vincent S. Barker
Comm., Sales Prom Mgr. David Taylor
Prog. Dir. Bud Walters

WGIL—Galesburg—1938

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By Galesburg Bcstg. Co., Inc.
Business Address 312 Hill Arcade
Newspaper Affiliation Daily Register Mail
News Service UP
Membership RAB
Representative Wm. G. Rambeau
President Mrs. O. N. Custer
Gen. Sta. Mgr. W. C. Pritchard
Prog. Dir. A. H. Tallman
Chief Engineer R. L. Baughman

WEBQ—Harrisburg—1923 KBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By First Trust Association
Business-Studio-Transmitter 100 E. Poplar St.
News Service UP
Membership NARTB
Gen.-Station-Comm. Mgr. Inglis M. Taylor
Sales Prom. Mgr. Ken Hamilton
Program Director Norma Slaton
Publicity Director Charles Branum
Chief Engineer Elmer L. Gladson

WMCW—Harvard—1954

Frequency: 1600 Kc. **Power:** 500 Watts
Address 205 E. Brainard
 c/o Mrs. Esther Blodgett

WBEE—S. Chicago—1955

Frequency: 1570 **Power:** 1000 Watts
Owner Rollins Bcstg. Co., Inc.
Address 6205 S. Cottage Grove
Representative Rollins Bcstg. Co.
President O. Wayne Rollins
General Mgr. Richard Scheele

WJPF—Herrin—1940 MBS

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

Owned-Oper. By.....Egyptian Bcstg. Co.
Business-Studio Address.....P. O. Box 178
News Service.....UP
Transcription Service.....Thesaurus
Representative.....John E. Pearson
Membership.....NARTB
President.....Maybelle W. Lyerla
Gen., Sta. Mgr.....Charles R. Cook
Sls. Prom. Mgr.....Fred Simmons
Prog. Dir.....Louise Samuel
Chief Engineer.....Ben Orf

WLDS—Jacksonville—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned.....Jacksonville Radio & TV Bcstg. Corp.
Address.....Fox Theatre Building
News Service.....AP
Transcription Service.....World
Newspaper Affil.....Journal-Courier
Representative.....Hal Holman
Membership.....NARTB, RAB
President.....Robert A. Fay
Gen., Comm., Sta. Mgr.....R. Karl Baker
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

WJOL—Joliet—1929

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WJOL, Inc.
Business-Studio-Transmitter.....601 Walnut St.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....Rambeau
Membership.....RAB, NARTB
Gen., Comm., Sales Prom Mgr., Pub. Dir.
J. F. Novy
Station Manager.....J. F. Cerny
Prog. Dir.....Eileen Caron
Chief Eng.....Lester De Costa

WKAN—Kankakee—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kankakee Daily Journal Co.
Business-Studio Address.....183 N. Schuyler Ave.
News Service.....AP
Transcription Service.....Standard
Representative.....Sears-Ayer
Newspaper Affil.....Journal
Membership.....NARTB
President.....Leslie C. Small
General Manager.....Burrell Small
Station Manager.....Bruce Brown
Asst. Station Manager.....Robert Hawkins
Sales Mgr.....Donald Hoover
Program Director.....Orren Allain
Chief Engineer.....Richard Eckels

WKEI—Kewanee—1952—KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....WKEI Bcstg. Co.
Address.....202½ N. Tremont
News Service.....AP
Representative.....H. F. Best
Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
Prog., Pub. Dir.....Paul Messplay

WTAQ—La Grange—1950

Frequency: 1300 Kc.....Power: 500 Watts d.

Owned-Oper. By.....S & S Bcstg. Co.
Address.....Box 408
Representative.....Gill Perna
Membership.....NARTB
President.....Charles Sebastian
V. P., Sta. Mgr.....Russ Salter
Commercial Manager.....Ralph Faucher
Sales Prom. Mgr.....Stanley Noyes
Program Dir.....Ted Carlson
Publicity Dir.....Arthur Schlamen
Chief Engineer.....Bill Ward

WLPO—La Salle—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....La Salle County Bcstg. Co.
Bus. Ad.....P. O. Box 215
News Service.....AP
Membership.....NARTB, RAB
President.....Peter Miller
Gen., Comm. Mgr.....William Holm
Program Director.....Phil Kane
Publicity Director.....Laverne Waltman
Chief Engineer.....Lawrence McCann

WPRC—Lincoln—1947

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Prairie Radio Corp.
Address.....P. O. Box 37
News Service.....AP
Membership.....RAB
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Ray F. Knochel
Sta. Mgr.....Earle Layman
Comm. Manager.....Paul E. Rankin
Sales Prom. Mgr.....John H. Deal
Program Director.....William H. Brady
Publicity Director.....Lawrence Shroyer
Chief Engineer.....Donald Thompson

WSMI—Litchfield—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Address.....Box 241
News Service.....AP
Transcription Service.....World
Representative.....Hil Best
Membership.....RAB, NARTB
Pres., Gen. Mgr.....Hayward L. Talley

WKAI—Macomb—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Address.....113 E. Carroll St.
News Service.....UP
Transcription Service.....World
Membership.....NARTB
Pres., Gen. Mgr.....Wm. E. Schons
Sta., Comm. Mgr.....Robert Douglas

WGGH—Marion—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....P. O. Box 311
News Service.....AP
Transcription Service.....World, Lang-Worth
Representative.....Sears & Ayer

Membership NARTB, RAB
 Pres., Chief Eng. George W. Dodds
 Gen., Sta., Comm. Mgr. Jim Duncan
 Sls. Prom. Mgr. Ina Trammel
 Publicity Dir. Ervin Coppi

WLBH—Mattoon—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By Mattoon Bcstg. Co.
 Bus-Studio Address 17th & Broadway A. e.
 News Service AP
 Transcription Service Standard
 Representative Holman
 Membership NARTB, RAB
 President, Gen-Station Mgr. J. R. Livesay
 Commercial Manager Ken Wooddell
 Sa'es P om. Mgr. Robert Veech
 Program Director Robert Guess
 Chief Engineer Ray Livesay

WMOK—Metropolis—1951

Frequency: 920 Kc. Power: 1,000 Watts d.
 Owned-Oper. By Fort Massac Bcstg. Co.
 Address 409 Ferry St.
 News Service UP
 Transcription Service SESAC
 Representative Holman
 Membership NARTB, RAB
 Gen. Mgr., Sales Mgr. James H. Firmin

WQUA—Moline—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By WQUA, Inc.
 Address 1319 Fifth Ave.

News Service AP
 Membership RAB
 Representative Geo. P. Hollingberry Co.
 Pres., Gen. Mgr. G. LaVerne Flambo
 Commercial Mgr. William J. Archer
 Program Director Wilbur L. Mason
 Chief Engineer Harold Higby

WVMC—Mount Carmel—1948

KBS

Frequency: 1360 Kc. Power: 500 Watts
 Owned WVMC
 Address North Cherry Road
 News Service UP
 Representative Hil F. Best
 Membership NARTB, RAB
 Gen., Comm. Mgr. Charles H. Green
 Program Director Gilbert T. Wallace
 Publicity Director Albert Freedman
 Chief Engineer Eugene Garrett

WMIX—Mt. Vernon—1947

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By .. Mt. Vernon Radio & Tel. Co.
 Address 121½ N. 9th Street
 News Service AP
 Transcription Service World
 Representative John E. Pearson Co.
 President John Russell Mitchell
 General Manager R. J. Cheney
 Comm. Mgr. C. Schoch
 Sales Prom. Mgr. Bob Whitaker
 Chief Engineer Ed Howell

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WINI—Murphysboro—1954
KBS

Frequency: 1420 Kc. Power: 500 Watts
 Owned-Oper. By: Midwest Bcstg. Sys.
 Address: P. O. Box 647
 News Service: AP
 Representative: Hil F. Best
 President: Cecil W. Roberts
 General Manager: R. Wayne Cox
 Commercial Manager: Lewis Barwick
 Chief Engineer: Lester D. Bilderback

WOPA—Oak Park—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Village Bcstg. Co.
 Address: 408 S. Oak Park Ave.
 Transcription Service: Standard
 Representative: Forjoe
 General Mgr.: E. Sanderling
 Station Mgr.: Al Michel

WVLN—Olney—1947—KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By: Olney Bcstg. Co.
 Address: 302½ E. Main
 News Service: AP
 Transcription Service: SESAC, World
 Representative: Hal Holman
 Membership: NARTB
 Pres., Gen., Sta. Mgr.: Marshall H. Poole
 Prog. Dir., Comm. Mgr.: Charles R. Griggs
 Pub. Dir.: Joe Kosack
 Chief Engineer: Paul Hartsey

WCMY—Ottawa—1952

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By: Carl H. Meyer
 Address: P. O. Box 687
 News Service: UP
 Representative: Sears & Ayer
 Pres., Gen. Mgr., Ch. Eng.: Carl H. Meyer
 Comm. Mgr.: D. M. Meyer
 Sta. Mgr., Prog. Dir.: Robert Meyer
 Publicity Dir.: Ron Wilson

WPRS—Paris—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By: Paris Bcstg. Corp.
 Address: Box 262
 News Service: AP
 Transcription Service: Thesaurus, Capitol
 Membership: NARTB
 Pres., Gen., Sta., Comm. Mgr.: A. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir.: James Savoye
 Prog. Dir.: John Powell
 Chief Eng.: C. Thomas

WSIV—Pekin—1946

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By: Pekin Bcstg. Co., Inc.
 Business-Studio Address: 15 South Capitol St.
 News Service: AP
 Representative: Sears & Ayer
 Pres., Gen. Mgr.: W. Kenneth Patterson

Publicity Director: Peg Horner
 Sls. Prom., Comm., Sta. Mgr.: George Udry
 Program Director: Tom Dunn
 Chief Engineer: Lowell Lovely

WEEK—Peoria—1948—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By: West Central Bcstg. Co.
 Address: 2907 Springfield Rd.
 News Service: AP
 Representative: Headley Reed
 Membership: NARTB, RAB
 V.P., Gen. Mgr.: Fred C. Mueller

WIRL—Peoria—1948
ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By: Illinois Valley Bcstg. Co.
 Bus-Studio Address: 121 N.E. Jefferson Ave.
 News Service: UP
 Representative: H-R
 Membership: RAB
 President: Timothy W. Swain
 Gen. Mgr., V.P.: John H. Altorfer
 Station Manager: James T. Butler
 Commercial Mgr.: Effie Sams
 Sales Prom. Mgr.: Mort Cantor
 Program Director: Robyn Weaver
 Publicity Director: Patricia Palmer
 Chief Engineer: Rudy Luukinen

WMBD—Peoria—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Oper. By: WMBD, Inc.
 Address: 212 South Jefferson Street
 Transcription Service: Thesaurus
 Reps.: Peters, Griffin, Woodward, Inc.
 Membership: NARTB, RAB
 Pres.: Charles C. Caley
 Vice-Pres.: Robert O. Runnerstrom
 Nat. Sales Mgr.: Robert M. Riley
 Program Director: Walter Thurman

WPEO—Peoria—1946

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By: WPEO, Inc.
 Address: 922 Main St.
 News Service: AP
 Representative: Burke-Stuart Co.
 Gen. Mgr.: John R. Livingston

WBBA—Pittsfield—1954

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned: Pike Broadcasting Co.
 Address: Pittsfield
 News Service: UP
 Representative: Continental Radio Sales
 President: Kieth Moyer
 General Manager: Bill Meyer
 Sta. Mgr., Chief Eng.: Frank Luepke

WGEM—Quincy—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By: Quincy Bcstg. Co.
 Business-Studio Address: Hotel Quincy

Newspaper Affiliation... Quincy Herald Whig
News Service.....UP
Transcription Service.....World
Representative.....Adam Young
President.....T. C. Oakley
General Manager.....Joseph S. Bonansinga
Comm. Mgr......J. Ben Stewart
Prog. Dir......Fred Colgan
Pub. Dir......Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WTAD—Quincy—1927—CBS

Freq.: 930 Kc. **Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lee Bcstg., Inc.
Address.....WCU Bldg.
News Service.....AP, UP
Representative.....Weed & Co.
Membership.....NARTB
National Sls. Mgr......Walter Rothschild
Ass't Nat'l Sls......Wayne W. Cribb

WTAY—Robinson—1956

Frequency: 1570 Kc. **Power:** 250 Watts d.
Owned-Oper. By.....Ann Broadcasting Corp.
Address.....Box 160
News Service.....AP
Representative.....Hil F. Best
President.....Keith Moyer
Gen., Comm. Mgr......Edwin P. Phelps
Sta., Sales Prom. Mgr......Willard Lindsay
Program Director.....Alex Przytulca
Publicity Director.....Wilma Renchen
Chief Engineer.....Earl Johns

WROK—Rockford—1929 ABC

Freq.: 1440 Kc. **Power:** 1 Kw. d.; 500 W. n.
Owned.....Rockford Broadcasters, Inc.
Bus.-Studio Address.....Rockford News Tower
News Service.....AP
Transcription Service.....Thesaurus
Representative.....H-R
Membership.....NARTB
President.....E. K. Todd
Gen., Comm. Mgr......John J. Dixon
Sls. Prom. Mgr., Pub. Dir......Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Maurice H. Nelson

WRRR—Rockford—1953

Frequency: 1330 Kc. **Power:** 1000 Watts
Owned-Oper. By.....Rock River Bcstg.
Address.....113 S. Court St.
News Service.....UP
Transcription Service.....World
Representative.....Radio-TV Reps.
President.....William E. Walker
V.P., Gen. Mgr......William R. Walker
V.P., Sales Mgr......Jack Harvey

WHBF—Rock Island—1925 CBS

Frequency: 1270 Kc. **Power:** 5000 Watts
Owned-Operated By.....Rock Island Bcstg. Co.
Business-Studio Address.....231 18th St.
Newspaper Affiliation.....Rock Island Argus

News Service.....UP
Transcription.....Standard, World, Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, RAB
President.....Ben H. Potter
V.P., Gen., Sta. Mgr......Leslie C. Johnson
Asst. Mgr., Dir. Sales.....Maurice Corken
Sales Manager.....Ted Arnold
Program Dir......Frank S. Hicks
Publicity Dir......Fern Hawks
Promotion Mgr......Heber Darton
Chief Engineer.....Robert J. Sinnett

WHCO—Sparta—1955

Frequency: 1230 Kc. **Power** 250 W.
Owned.....Hirsch Communication Eng. Corp.
Engineering Corp.
Address.....324 Broadway, Cape Girardeau, Mo.
News Service.....UP
President.....Robert O. Hirsch
General Manager.....Oscar C. Hirsch
Station Sls. Prom. Manager.....Buford L. Mabrey
Commercial Manager.....James F. Collins
Chief Engineer.....James D. Collins

WCVS—Springfield—1926 MBS-ABC

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address.....P. O. Box 1088
News Service.....AP
Transcription Service.....Standard
Membership.....NARTB
Representative.....Bogner & Martin
Pres., Ch. Eng......H. L. Dewing
Gen., Sta., Comm. Mgr......C. W. Needl
Prog. Dir......John Giel
Publicity Dir......Bruce Still

WMAY—Springfield—1950 NBC

Freq.: 970 Kc. **Power:** 1 Kw. d.; 500 W. n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
News Service.....UP
Representative.....John E. Pearson
Membership.....RAB, NARTB
Pres., Gen., Sta., Comm. Mgr......Gordon Sherman
Program Director.....Syl Blinkin
Prom., Pub. Dir......Mel Kampe
Chief Engineer.....Melvin Feldman

WTAX—Springfield—1930 CBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
News Service.....AP
Transcription.....World
Representative.....Weed
Membership.....NARTB, RAB
Pres., Gen., Sta. Mgr......Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....Bill Miller
Program Director.....John W. Midgley
Chief Engineer.....E. C. Swaringen

WSDR—Sterling—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.
 Address.....218 1st Ave.
 News Service.....AP
 Transcription Service.....Capitol, Lang-Worth
 Pres., Gen. Mgr.....Sam Bartlett
 Comm. Mgr.....Lillian Bartlett
 Sls. Prom. Mgr.....G. W. Gamel
 Pub. Dir.....Victor Korte
 Program Director.....John Rohwer
 Chief Engineer.....Ed Fisher

WIZZ—Streator—1953

Frequency: 1250 Kw. Power: 500 Watts d.
 Owned-Oper. By.....Streator Bcstg. Co.
 Address.....Box 431
 Representative.....Best
 News Service.....UP
 Managing Partner.....S. P. Bellinger
 General Manager.....Vernon R. Nunn

WTIM—Taylorville—1949

Frequency: 1410 Kc. Power: 1000 Watts d
 Owned-Operated By.....Moyer Bcstg. Co.
 Transcription Service.....Standard, Theaurus
 Representative.....Continental
 President.....Roger Moyer
 General Manager.....James C. Hilderbrand

WKID—Urbana—1948

Frequency: 1580 Kc. Power 250 Watts d

Owned-Operated By.....WKID Bcstg. Co.
 Address.....P. O. Box 192
 News Service.....UP
 Representative.....John E. Pearson
 Manager.....Joseph S. Rider

WKRS—Waukegan—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Waukegan News-Sun
 Business Address.....P. O. Box 500
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....RAB
 Representative.....McGillvra
 President.....William F. Just
 V. P., Gen. Mgr.....Joseph B. Kirby

WFRX—West Frankfort—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned.....Pyramid Radio Bcstg. & TV Co.
 Address.....Box 359
 News Service.....UP
 Representative.....Indie Sales
 Gen. Mgr.....Walter C. Schaefer

WCBD—Zion—1947

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Oper. By.....Michael J. Mintern
 Business Address.....Administration Bldg.
 Managing Director.....Michael J. Mintern
 Commercial Manager.....Carl Q. Lee

Indiana

Pop. March 1 (Est.) 4,491,000—Families 1,372,003
 Radio Homes 1,302,000—TV Homes 1,186,000—Stations in State 57

WCBC—Anderson—1946

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Civic Bdcstg Corp.
 Address.....Box 350
 News Service.....AP
 Transcription Service.....World, SESAC
 Membership.....RAB, NARTB
 Station Rep.....Hil Best
 President.....Paul E. Billheimer
 General Manager.....Gordon Beck
 Program Director.....Charles Bates
 Sales Manager.....Dave Grubbs

WHBU—Anderson—1923

CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Anderson Bcstg. Corp.
 Business-Studio.....640 Citizens Bank Bldg.
 Transcription Service.....Standard
 News Service.....UP
 Representative.....Bolling Co.
 Membership.....RAB, NARTB
 President.....C. Bruce McConnell
 General Manager.....John R. Atkinson

WBIW—Bedford—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Radio Bedford, Inc.
 Address.....P. O. Box 127

News Service.....AP
 Transcription Service.....World
 Representative.....McGillvra
 Co-Manager.....J. H. McGillvra
 Co-Manager.....A. I. McGillvra
 Chief Engineer.....Carl J. Finger

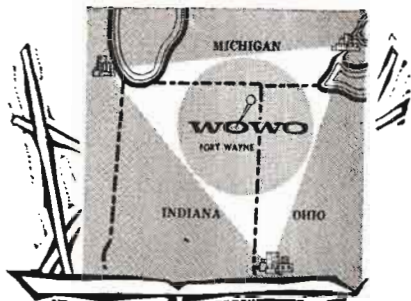
WTTS—Bloomington—1949
 ABC

Freq.: 1370 Kc. Power 5 Kw. d., 500 W. n.
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Business-Studio Address.....535 S. Walnut St.
 News Service.....AP
 Representative.....Robert Meeker Associates
 Membership.....RAB, NARTB
 President.....Sarkes Tarzian
 Gen. Mgr., Prog. Dir.....Glenn Van Horn
 Sales Mgr.....Ray Bartlett

WBNL—Boonville—1950

KBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Boonville Bcstg. Co.
 Address.....Boonville
 News Service.....UP
 Representative.....Continental
 General Mgr.....H. C. Sanders
 Program Dir.....Norman Hall



THEY'RE BLOWING OUR HORN!

Take it, Mr. Pulse!

The latest Pulse Report (Oct.-Nov., 1956) of the Fort Wayne area covers 26 counties.

Pulse surveyed 476 quarter hours—6 A.M. to 11 P.M., Monday through Sunday.

Pulse reports that, *for the 3rd straight year*, WOWO has . . .

*476 "FIRSTS" out of
476 quarter hours surveyed*

The reason is no secret: results like these come from WOWO's bright new *music* programming . . . complete on-the-spot *news* reporting . . . plus *service* that keeps WOWO listeners informed on what's going on in their communities.

For hard-selling availabilities call Tom Longworth, WOWO Sales Manager, at Anthony 9436, in Fort Wayne. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, Murray Hill 7-0808, in New York.

In the tri-state Indiana-Ohio-Michigan Market, no selling campaign is complete without the WBC station . . .

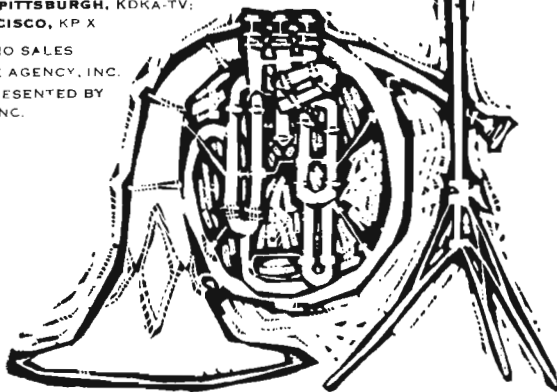
WOWO FORT WAYNE

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA;
CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND;
PORTLAND, KEX

TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;
CLEVELAND, KYW-TV; SAN FRANCISCO, KP X

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY
PETERS, GRIFFIN, WOODWARD, INC.



WCSI—Columbus—1950

Frequency: 1010 Kc. Power 500 Watts
 Owned-Oper. By... Syndicate Theatres, Inc.
 Address... 55½ E. Court
 News Service... AP
 Station Rep. ... Rambeau
 President... J. P. Finneran
 General Manager... Dick Jewell
 Chief Engineer... Max Cockley

WCNB—Connersville—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By... News Examiner Co.
 Business-Studio Address... 406 Central Ave.
 News Service... UP
 Newspaper Affil. ... News Examiner
 Transcription Service... Thesaurus
 Representative... Gill-Perna
 Membership... NARTB
 Comm., Sta., Mgr. ... E. M. Jackson
 Prog. Dir., Asst. Mgr. ... Ralph T. Underwood
 Chief Eng. ... Cecil Miller

WCRM—Elkhart—1956

Frequency: 1270 Kc. Power: 500 Watts d.
 Owned... WCRM
 Address... S. 17th and Mishawaka Rd.
 News Service... AP
 Transcription Service... World, SESAC
 Representative... Hil F. Best
 Membership... NARTB
 General Manager... Clarence C. Moore
 Sales Prom. Mgr. ... Keith Weldy
 Prog. Dir. ... Harry Waterhouse
 Chief Engineer... Jack Miller

WTRC—Elkhart—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Truth Radio Corp.
 Business-Studio Address... Box 636
 News Service... UP
 Representative... H.R. Reps
 Membership... NARTB
 President... John F. Dille, Jr.
 Station Manager... Donald McFall
 Commercial Mgr. ... Don Freed
 Sales Prom. Mgr. ... Ken Owens
 Chief Engineer... Lester Zellmer

**WEOA—Evansville—1936
CBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned... Ohio Valley TV Co.
 Business-Studio Address... Box 395
 News Service... UP
 Membership... NARTB, RAB
 Representative... Adam Young
 General Manager... Cecil M. Sansbury

**WGBF—Evansville—1923
NBC**

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By... On The Air, Inc.
 Business-Studio Ad. ... P. O. Box 485
 Representative... Weed & Co.

News Service... AP
 Transcription... SESAC
 Membership... NARTB, RAB
 President... Alvin Q. Eades
 Ex. V.P., Gen. Sta. Mgr. ... Martin L. Leich
 Sales Prom., Pub. Dir. ... Gene Crawford
 Program Director... Mrs. Pat Roper
 Chief Engineer... Erwin P. Schoeny

WIKY—Evansville—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By... South Central Bcstg. Corp.
 Address... Box 148
 News Service... AP
 Transcription Service... Thesaurus
 Representative... John E. Pearson Co.
 Membership... RAB
 Pres., Gen.-Sta. Mgr. ... John A. Engelbrecht
 Chief Engineer... George F. Stolts

**WJPS—Evansville—1948
ABC**

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By... WJPS, Inc.
 Business-Studio Address... 206 Main St.
 News Service... AP
 Transcription Service... Standard, World
 Representative... George P. Hollingbery
 Membership... NARTB
 President... Robert S. Davis
 Gen., Sta., Comm. Mgr. ... Jack McLean
 Prog., Pub. Dir., Sales Prom. Mgr. ... C. Caldwell
 Chief Engineer... James Jared

WOWO—Ft. Wayne—1926

Frequency: 1190 Kc. Power: 50 Kw.
 Owner... Westinghouse Broadcasting Co., Inc.
 Bus.-Studio Address... 124 W. Washington Blvd.
 News Service... UP
 Transcription Service... Thesaurus
 Rep. ... Peters, Griffin, Woodward, Inc.
 Membership... RAB, NARTB
 President... Donald H. McGannon
 General Mgr. ... Carl W. Vandagriff
 Commercial Manager... Tom Longsworth
 Sales Prom. Mgr. ... Hilda C. Woehrmeyer
 Publicity Dir. ... Carol A. Johnson
 Chief Engineer... Hal Brokaw

**WANE—Ft. Wayne—1948
CBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Indiana Broadcasting Corp.
 Address... 1205 Fort Wayne Nat'l Bank Bldg.
 News Service... AP
 Transcription Service... Standard
 Representative... H.R.
 Membership... NARTB, RAB
 President... C. Wrede Petersmeyer
 General Manager... Reid G. Chapman
 Commercial Manager... Merlin Smith
 Program Director... Doug Hazley

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.
 Newspaper Affiliation. News Publ. Co.
 News Service UP
 Representative **Headley Reed**
 Membership RAB, NARTB
 President. Helene R. Foellinger
 Gen., Sta., Comm. Mgr. Merrill C. Johnson
 Sls. Prom. Mgr. Robert Storey
 Program Director. Norman Widenhofer
 Chief Engineer. Damon Wilson

WKJG—Ft. Wayne—1949 MBS-NBC

Frequency: 1380 Kc. Power: 5000 Watts
 Owner. Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Add. 220 E. Jefferson St.
 News Service UP
 Membership NARTB
 Representative **Raymer**
 President. Clarence L. Schust
 General Manager. Edward G. Thoms
 Commercial Manager. Carleton B. Evans
 Program Dir. Calo Mahlock
 Sales Prom. Mgr. Wilson Schroeder
 Chief Eng. Eugene A. Chase

WILO—Frankfort—1953—KBS

Frequency: 1570 Kc. Power: 250 Watts
 Owned. Lake Erie Radio & TV Corp.
 Address. 52½ E. Washington St.
 News Service UP
 Station Rep. Hill Best
 President. Theodore M. Nelson
 Gen., Sta. Mgr., Chief Engr. Lewis M. Shroyer
 Commercial Manager. Phil Wise
 Program Director. James Cronkright

WGRY—Gary—1950

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By. WGRY, Inc.
 Address. 734 Washington St.
 News Service UP
 Membership RAB, NARTB
 Station Rep. Indie
 Pres., Gen. Mgr. George Whitney

WWCA—Gary—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By. Lake Bdcstg Co., Inc.
 Address. Hotel Gary
 News Service AP
 Membership RAB, NARTB
 Station Rep. John E. Pearson Co.
 Pres., Gen., Mgr. Dee O. Coe
 Sta., Comm. Mgr. Boyd Lawlor
 Prog. Dir., Sales Prom. Mgr. Tom Whitmore
 Chief Engineer. Victor Voss

WKAM—Goshen—1949

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Operated By. Kosciusko Bcstg. Corp.
 Address. 612 W. Pike St.
 News Service AP
 Representative. Hal Holman Co.
 Pres., Gen. Mgr. William N. Udelli

Sta. Mgr., Prog. Dir. R. S. Olson
 Comm., Sales Mgr. C. J. Pajakowski
 Pub. Dir. R. E. Pfister
 Chief Engineer. Lester R. Rash

WJOB—Hammond—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. South Shore Bcstg. Corp.
 Address. 6405 Olcott
 News Service UP
 Representative. Rambeau
 Pres., Gen. Mgr. R. C. Adair
 Program Director. Gerald Mitchell
 Commercial Manager. Joe Fife
 Sales Prom. Mgr. Len Ellis
 Publicity Dir. Roy Ellis
 Chief Engineer. Jess Peters

WFBM—Indianapolis—1926 ABC-MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned. Cons. R & TV Brocstrs., Inc.
 Business-Studio Address. 1330 N. Meridian St.
 News Service. AP, INS
 Representative. Katz
 Transcription Service. World
 Membership. NARTB, RAB
 President. Harry M. Bitner, Jr.
 Gen., Sta. Mgr. William F. Kiley
 Comm. Mgr. F. H. Small
 Prom. Mgr., Pub. Dir. Estel Freeman
 Program Dir. Charles Breece
 Chief Engineer. Harold Holland

WIBC—Indianapolis—1938

Freq. 1070 Kc. Power: 50 Kw. d.; 10 Kw. n.
 Owned-Operated By. WIBC, Inc.
 Business-Studio Address. 2835 N. Illinois
 News Service. AP, UP
 Transcription Service. SESAC, Thesaurus
 Representative. John Blair
 Membership. NARTB, RAB
 President, Gen. Mgr. Richard M. Fairbanks
 Commercial Manager. Gilbert I. Berry
 Prog. Dir. William L. Dean
 Chief Engineer. Robert W. Minton

WIRE—Indianapolis—1924 NBC

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By. Indianapolis Bcstg., Inc.
 Business-Studio Add. 307 N. Pennsylvania St.
 Newspaper Affil. Central Newspapers, Inc.
 News Service AP
 Representative. Peters, Giriffin & Woodward
 President. Eugene C. Pulliam
 Gen., Sta. Mgr. William C. Worcester
 Comm. Manager. Daniel C. Park
 Prom. Mgr., Pub. Dir. Richard L. Higgs
 Prog. Dir. Donald Bruce
 Chief Eng. Eugene E. Alden

WISH—Indianapolis—1941 CBS

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.

Owned-Oper. By..... Universal Bcstg. Co., Inc.
Business-Studio Address...1440 N. Meridian St.
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....Bolling
Membership.....RAB, NARTB
President.....C. Bruce McConnell
Gen., Sta. Mgr......Robert B. McConnell
Sales Prom. Mgr., Pub. Dir......Jim Buck
Comm. Manager.....Robert Ohleyer
Prom. Mgr., Pub. Dir......James A. Buck
Program Director.....William E. Frosch, Jr.
Chief Engineer.....Stokes Gresham, Jr.

WXLW—Indianapolis—1948

Frequency: 950 Kc.....**Power:** 5 Kw. d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....3003 Kessler Blvd.
News Service.....AP
Representative.....John Pearson Co.
Membership.....NARTB, RAB
President.....Lyman S. Ayres
V. P., General Manager.....Robert D. Enoch
Asst. Mgr......Eugene Strack
Program Director.....G. A. Smith, Jr.
Chief Engineer.....Bert Goetzinger

WITZ—Jasper—1948

Frequency: 990 Kc.**Power:** 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
News Service.....UP
Transcription Service.....Thesaurus
Membership.....RAB
President.....Dr. Gilbert E. Metzger
Gen., Sta. Mgr......Dennis Keller
Commercial Manager.....Al Farber
Sales Prom. Mgr......Jack Brandt
Program Director.....John Williamson
Pub. Director.....Jim Eisenmenger
Chief Engineer.....Peter Russo

WKTL—Kendallville—1955 KBS

Frequency: 1570 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Noble-DeKalb Bcstg. Co.
Address.....Box 47
News Service.....AP
Trans......World, SESAC, Thesaurus
Representative.....Hil F. Best
Owner, Gen. Mgr......Charles R. Palmquist, Jr.
Chief Engineer.....D. L. Head

WIOU—Kokomo—1948—CBS

Frequency: 1350 Kc.....**Power:** 1000 Watts
Owner.....Booth Radio & TV Stations, Inc.
Business Address.....212½ North Main St.
News Service.....AP
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, RAB
President.....John L. Booth
Comm., Gen., Sta. Mgr......John Carl Jeffrey
Prog. Dir......W. R. Cox
Chief Engineer.....Elvin Cunningham

WASK—Lafayette—1942 MBS

Frequency: 1450 Kc.....**Power:** 250 watts
Owned-Operated By.....WFAM, Inc.
Business-Studio Address.....McCarty Lane
News Service.....UP
Representative.....Wm. G. Rambeau
Membership.....NARTB, RAB
President.....O. E. Richardson
Asst. Mgr......Richard Long
Prog. Director.....Harry Bradway
Chief Engineer.....Richard Cochran

WLOI—La Porte—1948

Frequency: 1540 Kc.....**Power:** 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.
Address.....P. O. Box 385
Sta. Rep......McGillvra
News Service.....AP
President.....Dee O. Coe
Gen. Mgr......Robert L. Harris
Program Dir......Lee Hixson
Chief Engineer.....Victor Voss

WBTO—Linton—1953

Frequency: 1600 Kw.....**Power:** 500 Watts d.
Owned-Oper. By.....The Linton Bcstg. Co.
Address.....Hwy. 54

WSAL—Logansport—1949 MBS-KBS

Frequency: 1230 Kc.**Power:** 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address.....P. O. Box 399
News Service.....AP
Membership.....NARTB, RAB
General Manager.....Richard E. Jackson

WORX—Madison—1953—KBS

Frequency: 1270 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Electronic Labs
Address.....Box 96
Representative.....Hil F. Best Co.
News Service.....UP
Transcriptions.....MacGregor, Standard
Pres., Chief Eng......C. E. Henson
General Manager.....Herbert L. Arms
Comm. Mgr......Lloyd L. Walker

WBAT—Marion—1947—CBS

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By ..Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
News Service.....AP
Transcription Service.....Standard, SESAC
Representative.....Best
Membership.....NARTB, RAB
President.....Lester G. Spencer
V. P., Gen. Mgr......William Fowler

WMRI—Marion—1955

Frequency: 860 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Chronice Publishing Co.
Address.....Adams Street

Newspaper Affiliation..... Chronicle-Tribune
 News Service..... UP
 Transcription..... Thesaurus, Capitol
 Representative..... Bogner & Martin
 Membership..... NARTB
 President..... Gardner Thomas
 General, Prom. Mgr..... Ken Klimier
 Commercial Manager..... Robert Fincannon
 Program Director..... Ralph Wayne
 Chief Engineer..... Robert Crandal

WIMS—Michigan City—1947

Freq.: 1420 Kc. Power: 1 Kw. d.; 500 Wts. n.
 Owned..... Northern Indiana Bcsters., Inc.
 Business-Studio Address..... Old Chicago Road
 News Service..... UP
 Station Representative..... Wm. G. Rambeau
 Pres., Gen. Mgr..... William N. Udell
 Sales Prom. Mgr..... S. C. McDonnell
 Comm. Manager..... Al Halus
 Pub. Dir..... Charles Sharpless
 Chief Engineer..... Robert J. Schilling

WPCO—Mount Vernon—1955

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned..... Mt. Vernon Broadcasting Co.
 Address..... Box 231
 News Service..... UP
 Pres., Gen. Mgr., Chief Eng..... H. C. Sanders
 Sta., Comm. Mgr..... F. Courtney Smith
 Program Dir..... Norman Hall

WLBC—Muncie—1926—CBS

Frequency: 1340 Kc Power: 250 Watts
 Owned-Operated By .. Tri City Radio Corp.
 Business Address..... Box 271
 News Service..... AP
 Transcription Service..... Standard, World
 Representative..... Hal Holman
 Membership..... NARTB
 Pres., Gen. Sta. Mgr..... D. A. Burton
 Commercial, Prom. Mgr..... Bill Craig
 Program Director..... Lee Allerton
 Chief Engineer..... Pat Finnegan

WLRP—New Albany—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By .. Ohio Valley Bcstg., Inc.
 Address..... Box 285
 News Service..... UP
 Station Rep..... Hil F. Best Co.
 Pres., Gen., Sta. Mgr..... Roy L. Hickox
 Comm., Sales Prom. Mgr..... Lynn Stephens
 Program Director..... Jerry Fordyce
 Publicity Dir..... Bill Billum
 Chief Engineer..... Tom Allebrandi

WOCH—North Vernon—1955

Frequency: 1460 Kc. Power: 500 Watts
 Owned..... Dorrell Ochs
 Address..... P. O. Box 46
 News Service..... AP
 Transcription..... SESAC, Associated
 Membership..... NARTB
 President, Gen. Mgr..... Dorrell Ochs
 Sta., Sales Prom. Mgr..... Don Edwards
 Comm. Mgr..... Marquerite Ochs

Program Dir..... Eddie Sears
 Publicity Director..... Tom Porter
 Chief Engineer..... Edwin Healy

WARU—Peru—1954 KBS

Frequency: 1630 Kc. Power: 1000 Watts
 Owned-Oper. By .. Wabash-Peru Bcstg Co., Inc.
 Address..... Peru
 News Service..... AP
 Transcription..... Thesaurus, Standard
 Membership..... NARTB
 President, Gen. Mgr..... Dr. Wendell Hansen
 Station Manager..... Howard Roby
 Chief Engineer..... Bob Bassett

WPGW—Portland—1950—KBS

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Glenn West
 Address..... Box 608
 News Service..... UP
 Transcription Service..... SESAC, World
 Owner, Gen. Mgr..... Glenn West

WRAY—Princeton—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Princeton Bcstg. Co.
 Address..... Box 8
 News Service..... AP
 Representative..... McGillvra
 Owner, Gen., Sta. Mgr..... M. R. Lankford
 Program Director..... Stuart Lankford
 Commercial Mgr..... D. T. Critchfield
 Publicity Dir..... Richard Lankford
 Chief Engineer..... Harold Bass

WKBV—Richmond—1926 ABC

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By .. Central Bcstg. Corp.
 Address..... W. Main St.
 News Service..... UP
 Transcription Service..... World
 Representative..... Robert Meeker
 Membership..... NARTB
 Pres., Gen., Sta. Mgr..... Lester G. Spencer
 Comm., Sls..... Roland L. Nusbaum
 Sales Prom. Mgr., Pub. Dir..... W. Woehrmann
 Program Director..... Marie Robbins
 Chief Engineer..... L. J. Duning

WSLM—Salem—1953—KBS

Frequency: 1220 Kw. Power: 1000 Watts d.
 Owned-Oper. By..... Don H. Martin
 Address..... Radio Ridge
 News Service..... AP
 Transcription Service..... Thesaurus, World
 Representative..... Hil F. Best
 Membership..... RAB
 Pres., Gen. Mgr..... Don H. Martin
 Commercial Mgr..... Gene Baker
 Sales Promotion Mgr..... Boyd Smedley
 Pub. Dir..... Barney Schocke
 Program Director..... Margaret Martin
 Chief Engineer..... Darrell Dixon

WJCD—Seymour—1949 KBS

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By Dr. Azra C. Baker
Address Seymour
News Service AP
Transcription Capitol, Standard
Membership NARTB
General Manager Dr. Azra C. Baker
Sta., Comm. Mgr. Bob Shippee
Program Director Dick Lauf
Publicity Director Bob Sparks
Chief Engineer Eugene Perrigo

WNDU—South Bend—1944 ABC

Frequency: 1490 Kc Power: 250 Watts
Owned-Oper. By Michiana Telecasting Corp.
Address Box 989
News Service AP
Membership NARTB, RAB
Transcription Thesaurus
Representative Edward Petry
Vice-President Bernard Barth
General Manager W. T. Hamilton
Program Director Wm. Eiherton
Sales Prom. Mgr. Clark Kelsey
Sales Mgr. Daniel E. Martin
Chief Engineer Basil O'Hagan

WJVA—South Bend—1947

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By Booth Radio & TV Sta., Inc.
Address North Hickory Road
Representative Pearson
President John L. Booth
Managing Dir. M. G. Creel

WSBT—South Bend—1921 CBS

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Bus. Studio Address 300 W. Jefferson Blvd.
Newspaper Affiliation South Bend Tribune
News Service UP, INS
Transcription Standard
Representative Paul H. Raymer
Membership NARTB, RAB
Vice Pres. Franklin D. Schurz
General Manager Neal B. Welch
Nat'l Sales Mgr. Wilbur R. Darch
Pub. Dir., Prom. Mgr. Judd Choler
Program Dir. Paul F. Krueyer
Chief Engineer Arthur R. O'Neil

WTCJ—Tell City—1948

Frequency: 1230 Kc Power: 250 Watts
Owned-Operated By James R. Brewer
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.
News Service AP
Representative Weed
Membership NARTB, RAB
President Alvin Eades
Comm., Gen., Sta. Mgr. William F. Rippeloe
Sis. Prom. Mgr., Pub. Dir. Ralph McHarque
Program Dir. Bill Roberts

WTHI—Terre Haute—1947 CBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address 918 Ohio St.
News Service UP
Transcription World
Representation Bolling Co., Inc.
Membership NARTB
President Anton Hulman, Jr.
Gen. Mgr. Joseph M. Higgins
Station Mgr. Tom Lawrence

WAOV—Vincennes—1940 MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Vincennes Sun Co.
Business Address Vincennes
News Service UP
Newspaper Affil. Sun Commercial
Representative Peters, Griffin & Woodward
President Eugene C. Pulliam
Gen. Mgr. Howard N. Greenlee
Station Mgr. A. H. Edmondson, Sr.
Comm., Prom. Mgr. William Litherland
Prog. Dir. William B. Kepler
Publicity Dir. William Arthur
Chief Engineer Ralph Baldwin

WRSW—Warsaw—1952

Frequency: 1480 Kc. Power: 500 Watts
Owned-Oper. By Reub Williams & Sons, Inc.
Address Times Building
Newspaper Affil. Times-Union
News Service UP
Transcription Thesaurus
President R. B. Williams
General Manager C. R. Williams
Station Manager William Mollenhour
Commercial Manager Jack Essenberg
Sales Prom., Pub. Mgr. William Long
Program Director Marie Snyder

WAMW—Washington—1955

Frequency: 1580 Kc. Power: 250 Watts
Owned-Operated By Washington Radio, Inc.
Address 615 S.E. 11th St.
Newspaper Affil. Wash. Herald
Representatives Hil F. Best Co.
News Service AP
Transcription Service Thesaurus, Capitol
Membership NARTB
President Mrs. H. B. Bausman
General Manager Joe Edwards
Commercial Manager Joe Floerke
Prog. Dir. Gene Cabel

Iowa

Pop. March 1 (Est.) 2,718,000—Families 840,000
Radio Homes 812,000—TV Homes 712,000—Stations in State 54

KASI—Ames—1948—KBS

Frequency: 1430 Kc....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
News ServiceUP
Transcription ServiceThesaurus
RepresentativeHil F. Best
Gen., Sta. Mgr.....Arthur A. Skinner
Commercial Mgr.....Marvin Ludens
Program Director.....Ruby Tillerson
News Director.....Basil Grimes

KJAN—Atlantic—1950—KBS

Frequency: 1220 Kc....Power: 250 Watts d.
Owned-Operated By..Nishna Valley Bcstg. Co.
Address.....No. Olive St.
TranscriptionWorld, Thesaurus
Representative.....Continental Radio Sales
MembershipNARTB
News ServiceAP
Pres., Publicity Dir.....Robert Einhaus
Gen., Sta. Mgr...F. G. Miller & H. A. Preston
Comm., Sales Prom Mgr.....E. G. Faust
Prog. Dir.....Roy Marsh
Chief Engineer.....Bob Freund

KWBG—Boone—1950

Freq.: 1590 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Operated By.....Boone Bcstg. Co.
Address.....P. O. Box 36
News ServiceUP
Representative.....John E. Pearson
General Manager.....H. A. Garvey
Sales Manager.....R. G. Canier

KBUR—Burlington—1941 ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address.....Radio Road
News ServiceAP
Transcription ServiceStandard
RepresentativeVenard
MembershipRAB
President.....Gerard B. McDermott
General Mgr.....David H. Steinle
Comm. Mgr.....Marc Howard
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCIM—Carroll—1950

Frequency: 1380 Kc....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address.....Radio Park
Transcription ServiceThesaurus
News ServiceAP
RepresentativePearson
MembershipNARTB
General Mgr.....M. W. McPherson
Comm. Mgr.....Leo R. Mayr
Chief Eng., Prog. Dir.....Eugene Reiff

KCRG—Cedar Rapids—1947 MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Address.....1st Ave., S.W.
Newspaper Affil.....Gazette
News ServiceAP, NS
RepresentativeEverett McKinney
MembershipNARTB
PresidentJoseph F. Hladky, Jr.
General Manager.....Edna A. Herbst
Sta., Comm. Mgr.....Robert C. Richards
Sales Prom. Mgr., Pub. Dir.....Alvin Burshtan
Prog. Director.....Ralph D. Willey
Chief Enigneer.....Carl Rollert

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
RepresentativeDevney
News ServiceUP
PresidentJohn C. Kelly
Gen., Sta. Mgr.....James I. Mitchell
Comm. Mgr.....K. C. Delp
Program Director.....Robert Carpenter
Pub. Director.....Wayne C. Cornils
Chief Engineer.....La Mar Hay

WMT—Cedar Rapids—1922 CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....American Bcstg. Stations, Inc.
Bus.-Studio Address..Paramount Theater Bldg.
News ServiceAP, INS, UP
Trans. Serv..Thesaurus, Associated, Standard
RepresentativeKatz
MembershipNARTB, RAB
President.....William B. Dolph
General ManagerWilliam B. Quarton
Sales Manager.....Kenneth L. Hastie
Promotion Mgr.....Jim Bowermaster
Program Manager.....Dean Landfear
Chief Engineer.....George Hixenbaugh

KCOG—Centerville—1949 MBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By.....Hiawatha Bcstg. Corp.
Address.....1910 South Main St.
News ServiceAP
Transcription Service.....Thesaurus
RepresentativeUMBS Sales
General Manager.....Clyde Holbrook
Program Director.....Don Carroll
Continuity Dir.....Don Simpson

KCHA—Charles City—1949 KBS

Frequency: 1580 Kc....Power: 250 Watts d.

Owned-Oper. By Radio Incorporated
Address 300½ N. Main St.
News Service AP
Pres., Gen. Mgr. Charles J. Ellis
Station Mgr. Vern Bromberg

KCHE—Cherokee—1952

Frequency: 1440 Kc. **Power:** 500 Watts d.
Owned-Operated By Cherokee Bcstg. Co.
Address 219½ W. Main St.
News Service AP
Representative Best
Membership NARTB
Pres., Gen. Mgr. C. Resnikov

KROS—Clinton—1941 MBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By Clinton Bdcstg Corp.
Address 246 Fifth Avenue South
News Service UP
Transcription Service World
Representative Pearson
Membership NARTB, RAB
President, General Manager B. M. Jacobson
Oper. Dir., Ch. Eng. G. A. Parker

KSWI—Council Bluffs—1947

Frequency: 1580 Kc. **Power:** 500 Watts d.
Owned-Operated By Nonpareil Bdcstg. Co.
Address 120 S. Main
News Service UP
Newspaper Affil. New Nonpareil
Transcription Service Thesaurus
Representative Arthur Hagg & Assoc.
Membership NARTB
President Robert R. O'Brien
Gen., Sta. Mgr., Chief Eng. Robert H. O'Brien
Comm. Mgr. Don Gillman
Sales Prom., Pub. Marjorie W. Morris
Program Director R. M. Hallgren

KSIB—Creston—1946—KBS

Frequency: 1520 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Southwest Iowa Bcstg. Co.
Address Radio Center
News Service AP
Transcription Service Thesaurus
Representative Pearson
President Arden D. McKee
Gen., Sta., Comm. Mgr. E. M. Horning
Prog., Pub. Dir. J. R. Mills
Chief Engineer William Zollman

KFMA—Davenport—1952

Frequency: 1580 Kc. **Power:** 250 Watts d.
Owned-Oper. By KFMA Broadcasting Co.
Address 415 Perry St.
News Service UP
Station Representative McGillvra
Membership NARTB, RAB
Pres., Gen., Sta. Mgr. Lester L. Gould
Comm., Prom. Mgr. Howard N. Fisher
Prog., Pub. Dir. Bill Greener
Chief Engineer Walter Atamanec

KSTT—Davenport—1946 MBS

Frequency: 1170 Kc. **Power:** 1000 Watts
Owned-Operated By Quint Cities Bcstg. Co.
Address 310 Harrison St.
News Service UP
Membership NARTB
Representative Walker Co.
Pres., Gen. Mgr. Frederick Epstein
Prog., Dir., Chief Eng. Joseph Coval

WOC—Davenport—1922—NBC

Frequency: 1420 Kc. **Power:** 5000 Watts
Owned-Operated By Tri-City Bdcstg. Co.
Address 806 Brady Street
News Service UP
Transcription Service Lang-Worth
Representative Peters, Griffin, Woodward
Membership NARTB, RAB
President Col. B. J. Palmer
V.P. & Treasurer D. D. Palmer
Vice-Pres. Ralph Evans
Station Manager Ernest C. Sanders
Sales Manager Mark Wodlinger
Sales Prom. Mgr. Fred A. Reed
Program Dir. Raymond E. Guth
Pub. Dir. Paul Ives
Chief Eng. P. Arvidson

KDEC—Decorah—1947 KBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By Scenic Bcstg. Co.
Business-Studio Address 308½ W. Water St.
News Service AP
Membership NARTB
Representative Pearson
Pres., Gen. Mgr., Prog. Dir. Verne Koening
Commercial Mgr. Kenneth Bjerke
Chief Engineer Arnie Zaruba

KCBC—Des Moines—1947

Frequency: 1390 Kc. **Power:** 1000 Watts
Owned-Oper. By Majestic Bcstg. Co.
Business-Studio Address 3512 Ingersoll
News Service INS
President Karl Peters
General Manager Rollo H. Bergeson
Commercial Manager Claire E. Grant
Sales Prom. Mgr. Don Purdy
Program Director Mary Schwind
Chief Engineer Robt. S. Brown

KIOA—Des Moines—1948 ABC

Freq.: 940 Kc. **Power:** 10 Kw. d., 5 Kw. n.
Owned Town & Farm Co. Inc.
Address 10th & Mulberry
News Service INS, UP
Transcription Service World
Representative H-R Reps.
Membership RAB, NARTB
President Don Searle
General Mgr. Joe Rohrer

Exec. V.P. Bill Martin
 Program Director Jean Gitz
 Chief Engineer U. L. Lynch

KRNT—Des Moines—1935 CBS

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Business-Studio Address 9th & Pleasant Sts.
 Newspaper Affiliation Register-Tribune
 News Service AP, UP
 Station Representative Katz
 Membership RAB
 Transcription Standard
 General-Station Managr Bob Dillon
 Commercial Manager Paul Elliott
 Business Mgr. Richard Percival
 Program Director Dick Covey

KSO—Des Moines—1921

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By KSO Inc.
 Address 1910 Ingersoll Ave.
 News Service INS
 Transcription Service Capitol
 Representative John E. Pearson
 Membership NARTB, RAB
 President Lyman S. Ayres
 Exec. V.P. R. D. Enoch
 General Manager Raymond W. Baker
 Sales Mgr. Rex Hargitt
 Program Director Lee R. Lemon
 Chief Engineer Samuel Mazza

KWDM—Des Moines—1948 MBS

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Des Moines Bcstg. Corp.
 Business-Studio Address 419½ Locust
 News Service INS
 Representative Indie Sales
 Pres., Comm. Mgr. George W. Webber
 General Manager Robert L. Webber
 Program Director Edith L. Webber
 Chief Engineer Werner Schwarz

WHO—Des Moines—1924 NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By Central Bcsta. Co.
 Address 1100 Walnut St.
 News Service AP, INS, UP
 Trans. Service Thesaurus, SESAC
 Representative Peters, Griffin & Woodward
 Membership NARTB, RAB
 President Col. B. J. Palmer
 V. Pres. & Resident Mgr. Paul A. Loyel
 Exec. V. Pres. Ralph Evans
 Sales Manager Robert H. Harter
 Asst. Manager W. W. Woods
 Program Director Jack Kerrigan
 Production Director Cecil C. Huntzinger
 Chief Engineer Reed E. Snyder

KDTH—Dubuque—1941—ABC

Frequency: 1370 Kc. Power: 1000 Watts
 Owner Dubuque Telegraph-Herald
 Bus.-Studio Address Eighth Ave. & Bluff St.
 Newspaper Affiliation Telegraph-Herald
 News Service AP
 Station Representative Pearson
 Membership NARTB, RAB
 President Fred Woodward
 General Manager K. S. Gordon
 Commercial Manager A. C. Newburgh
 Program Director Robert Gribbon
 Chief Engineer Donald Abitz

WDBQ—Dubuque—1933 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Dubuque Bcstg. Co.
 Business-Studio Address 505 Main St.
 News Service UP
 Representative Robert Meeker
 Membership NARTB
 General Manager James R. King
 Asst. Mgr. L. Vaughn Gayman
 Program Mgr. Thomas G. Goodman

KLIL—Estherville—1952 ABC-KBS

Frequency: 1340 Kc. Power: 100 Watts
 Owned Estherville Bcstg. Corp.
 Address 1151 Plymouth Bldg.
 News Service AP
 Trans. Service SESAC, World
 Pres., Gen. Mgr. William E. Schons
 Station Mgr. Jack Turnbull
 Chief Eng. Cleon LeMont

KFAD—Fairfield—1953—KBS

Frequency: 1570 Kw. Power: 250 Watts d.
 Owned-Oper. By Hiawatha Bcstg. Co.
 Address Hy. 34
 Trans. Service Thesaurus, World, Keystone
 News Service AP
 President, Gen. Mgr. S. A. Chesely

KEOK—Fort Dodge—1956

Frequency: 540 Kc. Power: 1000 Watts d.
 Owned Fort Dodge Broadcasters, Inc.
 Address 540 A Street
 News Service AP
 Representative Everett-McKinney
 Pres., Gen. Mgr. H. W. Cassill
 Station Mgr. W. N. Schnepf
 Chief Engineer Wilbur Flaherty

KVFD—Ft. Dodge—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Northwest Bcstg. Co.
 Business-Studio Address Warden Bldg.
 News Service UP, INS
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB
 President, Gen., Sta., Mgr. Edward Breen



Commercial Manager.....Max E. Landes
 Sales Prom. Mgr.....Gordon DeKoster
 Publicity Dir.....Ruth McTigue
 Program Director.....Drexel Peterson
 Chief Engineer.....David G. Sinclair

KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....KXGI, Inc.
 Business-Studio Address.....Marquette Bldg.
 News Service.....UP
 Representative.....Sears & Ayer
 President.....J. E. McNaughton
 General Mgr.....John E. Armel
 Prog. Dir.....Jack Lee

KXIC—Iowa City—1948—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Johnson County Bcastg. Corp.
 Bus.-Studio Address.....Box 751
 News Service.....AP
 Trans. Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB, RAB
 President.....Scott Swisher
 General Sta. Mgr.....Gene Claussen
 Commercial Mgr.....F. M. Broders
 Program Dir., Pub. Dir.....Robert Hutchison
 Chief Engineer.....Elliott Full

KOKX—Keokuk—1948

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
 Owned-Operated By.....Keokuk Bdcstg. Co.
 Address.....5th & Main St.
 News Service.....UP
 Representative.....John E. Person
 Membership.....NARTB
 President.....H. W. Stadler
 Gen., Sta., Comm. Mgr.....Robert W. Erickson
 Prog. Dir., Chief Eng.....Joe Malkin

KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By.....B & B Bcstg. Co.
 Address.....Box 1410
 Transcription.....Thesaurus
 Manager.....George M. DeRuyter
 Assistant Manager.....Robert Coddington

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
 Operated By.....Marshall Electric Co.
 Address.....133 E. Main St.
 News Service.....AP
 Newspaper Affil.....Times-Republican
 Transcription.....Thesaurus
 Membership.....NARTB, RAB
 Representative.....Pearson
 President.....John W. Norris
 General Mgr.....Paul G. Norris Jr.
 Station Mgr.....William P. White
 Comm. Mgr.....William C. Doll
 Program, Pub. Dir.....Max Dale Smith
 Chief Engineer.....Herbert Anderson

KGLO—Mason City—1937 CBS

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Radio, Inc.
 Bus.-Studio Address.....2nd & Pennsylvania
 News Service.....AP, UP
 Representative.....Weed
 Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
 Nat. Sales Mgr.....Walter J. Rothschild
 Asst. Nat. Sales Mgr.....Wayne W. Cribb

KRIB—Mason City—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....KRIB Radio
 Address.....402 - 19th S.W.
 Representative.....Pearson
 Transcription Service.....Thesaurus
 News Service.....AP
 Pres., Gen., Sta. Mgr., Prog. Dir.....Ed Lamson
 Comm., Sales Prom. Mgr.....Emanuel Frank
 Publicity Dir.....Nancy Kelly
 Chief Engineer.....John Hibbard

KSMN—Mason City—1948

Frequency: 1010 Kc.....Power: 1000 Watts
 Owned-Oper. By..Land O' Corn Bdcstg Co., Inc.
 Address.....Weir Building
 News Service.....UP
 Transcription.....Standard
 Representative.....Hil F. Best
 Membership.....NARTB
 President.....Charles E. Warren
 General Manager.....Ray Malmberg
 Station Mgr.....John W. Powell
 Program Dir.....Bob Booe
 Chief Engineer.....Hubert Marshall

KWPC—Muscatine—1947

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Muscatine Bcstg. Co.
 Address.....Mulberry & Houser
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB, RAB
 Comm., Gen. Mgr.....George J. Vogler
 Program Director.....Marion Templeman
 Chief Engineer.....Lee McKee

KCOB—Newton—1955

Frequency: 1280 Kc.....Power: 500 W. d.
 Owned-Operated.....Newton Broadcasting Co.
 Address.....Newton
 News Service.....AP
 Transcription.....World
 General Manager.....John J. Brandt

KOEL—Oelwein—1950

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Oper. By..Northeast Iowa Radio Corp.
 Address.....109 S. Frederick
 Representative.....Pearson
 Transcription Service.....Thesaurus, World
 News Service.....UP
 Membership.....NARTB, RAB

President.....C. W. Crahan
Gen., Sta. Mgr......W. J. Teich
Comm., Prom. Mgr......Donald McKee
Prog., Pub. Dir......Dale Wood
Chief Engineer.....Burt Murphy

KBOE—Oskaloosa—1950

Frequency: 740 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address.....Box 518
Transcription Service.....Standard
News Service.....AP
Representative.....Pearson
Membership.....NARTB
Gen., Sta., Comm. Mgr......Glen Stanley
Program Director.....Lew Hudson
Prod. Mgr......Donn Kirton
Chief Engineer.....Robert W. Moore

KBIZ—Ottumwa—1941—ABC

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....209 E. Second St.
News Service.....AP
Transcription Service.....World
Membership.....NARTB, RAB
President.....James J. Conroy
General Mgr......Berg Allison
Station Mgr......Alice E. Fisher
Commercial Mgr......Elmer Smith
Program Director.....Woody Hirsch
Sales Prom. Mgr., Pub. Dir......Monty Moncrieff
Chief Engineer.....Lloyd Hanson

KLEE—Ottumwa—1954
KBS

Frequency: 1480 Kc.....**Power:** 500 Watts
Owner.....Mid-America Bcstg. Co.
Address.....425½ West 2nd St.
News Service.....UP
Representative.....Devney
Membership.....NARTB
President, Gen. Mgr......David M. Segal
Sta., Comm., Prom. Mgr......Ray L. Watton
Program Dir......Von Neubauer
Publicity Mgr......Myrna Peterson
Chief Engineer.....David Barcus

KFNF—Shenandoah—1924
MBS

Freq.: 920 Kc...**Power:** 1 Kw. d., 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address.....405 Sycamore
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Pearson
Membership.....NARTB
President.....Ethel Abbott
Sta., Gen. Mgr......C. Earl Williams
Comm. Mgr., Pub. Dir......Duane Modrow
Program Director.....Earl Blakesley
Chief Engineer.....Frams Cherny

KMA—Shenandoah—1925
ABC

Frequency: 960 Kc.....**Power:** 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Representative.....Edward Petry
News Service.....AP, UP
Membership.....NARTB
President.....Edward W. May
Gen. Mgr., Exec. V.P......Owen Saddler
Sta., Comm. Mgr......Anthony Koelker
Pub. Dir., Sales Prom. Mgr......Floyd Nelson
Program Director.....Dean Naven
Chief Engineer.....R. J. Schroeder

KMNS—Sioux City—1954

Frequency: 620 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Siouxland Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
News Service.....UP
Representative.....Pearson
President.....Wm. F. Johns, Jr.
General Mgr......R. J. Flynn
Commercial Mgr......James R. Duryea
Sales Prom. Mgr......Raymond Coffie
Program Director.....Donald Frost
Publicity Dir......Nancy Burns
Chief Eng......Philip Maher

KSCJ—Sioux City—1927
ABC

Frequency: 1360 Kc.....**Power:** 5000 Watts
Owned-Operated By.....Perkins Bros. Co.

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MORE REGIONAL COVERAGE

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TELEVISION STATIONS
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The Associated Press

Business-Studio Address.....415 Douglas St.
News Service.....AP
Trans. Service.....World
Representative.....George P. Hollingbery
Membership.....NARTB
President.....W. R. Perkins
Sta., Comm. Mgr......Eugene T. Flaheerty
Sales Prom. Mgr., Pub. Dir....Jean Harraday
Program Dir......Elizabeth Sammons
Chief Engineer.....S. C. Dier

KTRI—Sioux City—1938

Frequency: 1470 Kc.....**Power:** 5000 Watts
Owned-Operated By...Sioux City Bcstg. Co.
Address.....400 Commerce Bldg.
News Service.....UP
Representative.....Everett-McKinney
Membership.....RAB
President.....John C. Kelly
Station Manager.....H. W. Cassill
Chief Engineer.....Sam Seldon

KICD—Spencer—1941

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address.....Hwys. 18, 71
News Service.....AP
Trans. Service.....Thesaurus, Standard
Representative.....Pearson
Membership.....RAB, NARTB
Gen. Mgr......Ben B. Sanders
Program Director.....Mason Dixon

KAYL—Storm Lake—1948

Frequency: 990 Kc.....**Power:** 250 Watts d.
Owned-Operated By...Cornbelt Bcstg. Co.
Address.....Park Building
Transcription.....World, Standard
News Service.....AP
Membership.....NARTB
President.....O. J. Grau

Gen., Comm. Mgr., Prog., Pub. Dir...P. R. Benson
Chief Engineer.....Robert L. Lamb

KWWL—Waterloo—1947
MBS

Freq.: 1330 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By..Black Hawk Bdcstg Co.
Address.....Hotel Russell Lamson
News Service.....AP
Representative.....Avery-Knodel, Inc.
Membership.....NARTB, RAB
Transcription.....Capitol
Pres., Gen., Sta. Mgr......Ralph J. McElroy
Sales Manager.....Donald E. Inman
Program Manager.....Warren Mead
Chief Engineer.....T. W. Kirksey

KXEL—Waterloo—1942
ABC

Frequency: 1540 Kc.....**Power:** 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Address.....Highway 20 East
News Service.....INS, UP
Representative.....Bolling
President.....Egmond Sonderling
V.P., Mgr......Alan Henry
Sales Dir......Al Laval
Dir. of Operations.....Don E. Kassner

KJFJ—Webster City—1950
KBS

Frequency: 1570 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Land O'Corn Bcstg. Co.
Address.....East H'way 20
News Service.....AP
Transcription.....Capitol, World
Membership.....NARTB
President.....Charles V. Warren
General Manager.....Ray Malmberg

Kansas

Pop. March 1 (Est.) 2,146,000—Families 681,000
 Radio Homes 662,000—TV Homes 487,000—Stations in State 44

KSOK—Arkansas City—1947
KBS

Freq.: 1280 Kc.....**Power:** 1 Kw. d., 100 W. n.
Owned-Operated By..The KSOK Bdcstg. Co.
Address.....Box 455
News Service.....AP
Transcription Service.....Thesaurus
V. P., General Manager.....S. C. Thompson

KARE—Atchison—1939
KBS

Frequency: 1470 Kc.**Power:** 1000 Watts
Owned-Oper. By ..Griffith-Buening Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
News Service.....AP
Representative.....Sears & Ayer
Membership.....NARTB, RAB
Co-Owners...J. M. Griffith, Paul H. Buening

Gen. Mgr......J. M. Griffith
Comm. Mgr......Paul H. Buening
Program Director.....Ed Arthur
Chief Engineer.....L. H. Winegardner

KCRB—Chanute—1952

Frequency: 1460 Kc.....**Power:** 1000 Watts d.
Owned-Operated By..Midwest Bdcstg System
Address.....Box 132
News Service.....UP
Representative.....Best
Gen. Mgr., Chief Engr......D. W. Hoisington
Comm., Sls., Prom. Mgr......Fay Clopine
Program Director.....Paula Hoisington

KGGF—Coffeyville—1930
ABC

Frequency: 690 Kc.....**Power:** 10 Kw. d.; 5 Kw. n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.



Business-Studio Address.....8th & Elm
News Service AP
Representative Pearson
Transcription Service World
Membership NARTB
President..... Richard M. Seaton
Gen., Sta., Sales Prom. Mgr., Pub. Dir...R. Pratt
Commercial Manager..... E. B. Spoonamore
Program Dir...... Richard S. Embody
Chief Engineer..... J. S. Jaminet

KXXX—Colby—1947

Frequency: 790 Kc..... **Power:** 5000 Watts d.
Owned.....Town & Farm Co., Inc.
AddressGrand Island, Neb.
News Service UP
Rep. H-R Reps.
Membership NARTB, RAB
Transcription SESAC, Thesaurus
President Don Searle
Exec. V.P...... William A. Martin
Regional Sales Mgr...... Bill Moore
Business Mgr...... Willard Morton

KFRM—Concordia—1947
ABC-MBS

Frequency: 550 Kc..... **Power:** 5000 Watts d.
Owned-Oper. By.....KMBC Bcstg. Co.
Address 11th and Central Sts.
Representative Peters, Griffin & Woodward
Membership NARTB, RAB
News Service AP
Transcription World
Pres., Comm. Mgr., Pub. Dir...... Don Davis
V. P., Sls. Mgr...... G. T. Higgins
Exec. V. P...... J. T. Schilling
Sta. Mgr., Prog. Dir...... Dick Smith
Chief Eng...... Henry Goldenberg

KNCK—Concordia—1954
KBS

Frequency: 1390 Kc..... **Power:** 500 Watts
Owned.....General Bcstg. Co., Inc.
News Service UP
Pres., Gen., Sta. Mgr...... W. F. Danenbarger
Comm. Mgr., Prog. Dir...... Oscar W. Allen
Pub. Director..... B. James Farley
Chief Engineer..... Gene Shrouf

KGNO—Dodge City—1930
MBS

Frequency: 1370 Kc. **Power:** 5 Kw. d.; 1 Kw. n.
Owned-Oper. By Dodge City Bcstg. Co.
Business Address 705 Second St.
Newspaper Affil. Dodge City Publishing Co.
News Service AP
Representative Arthur H. Hagg Assoc.
Membership NARTB, RAB
President J. C. Denious, Jr.
Gen., Station Mgr. W. Elliott
Comm., Prom. Mgr. Ruth Petersen
Program Director Herschel Holland
Publicity Dir. Don Hopkins
Chief Eng. Bob Ellinger

KBTO—El Dorado—1953

Frequency: 1360 Kw..... **Power:** 500 Watts d.
Owned-Oper. By..... El Dorado Bcstg. Co.
Address 205½ S. Main
News Service AP
Representative Indie Sales
Trans. Service Standard
Owner..... O. A. Tedrick
General Manager..... Jim Platt
Sales Prom. Mgr...... Jay Pratt
Program Dir...... Bob Lutz

KVOE—Emporia—1939
MBS

Frequency: 1400 Kc..... **Power:** 250 Watts
Owned-Oper. By..... Lyon Cty. Bcstg. Co., Inc.
Address Broadview Hotel
Newspaper Affil. Great Bend Tribune, Herald
 Press, Russell Daily News
News Service AP
Transcription Service Thesaurus
Membership NARTB, RAB
Representative Hal Holman
Pres., Gen. Mgr...... Sherwood R. Parks
Sales Manager..... Richard Fraley
Program Director..... Curt Stallings
Chief Engineer..... Charles Stark

KMDO—Fort Scott—1954

Frequency: 1600 Kc..... **Power:** 500 Watts d.
Owned..... Ft. Scott Bcstg. Co.
Address Ft. Scott
Representative Hil F. Best
General Mgr...... L. C. McKenney
Station Mgr...... Jim McKenney

KNCO—Garden City—1948

Frequency: 1050 Kc..... **Power:** 1000 Watts d.
Owned-Oper. By..... Ark Valley Bcstg. Co., Inc.
Business-Studio Address 247
News Service UP
Transcription Service SESAC
Representative Continental Radio Sales
Membership NARTB, RAB
President Ellsworth Sherman
General. Sta. Mgr...... John Hendry
Comm. Mgr...... Jim Nicholas
Program Director..... Wilma Goulding
Chief Engineer..... Gene Conjurske

KIUL—Garden City—1935
NBC

Frequency: 1240 Kc..... **Power:** 250 Watts
Owned-Oper. By..... KIUL, Inc.
Address Garden City
News Service AP
Representative Hal Holman
Transcription Service World, Thesaurus
Membership NARTB, RAB
President, General Mgr...... Robert Wells
Comm., Prom. Mgr...... Joe Weddle
Program Dir...... Tony Jewell
Publicity Dir...... Mary Connors
Chief Eng...... Joe Tennesen

KWGB—Goodland—1947
MBS-KBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Goodland Bcstg. Co.
Address..... Hotel Howard
News Service..... UP
Transcription Service..... Capitol, Cole, Keystone
Owner, General Mgr..... James E. Blair
Commercial Mgr..... Bert Blair

KVGB—Great Bend—1937
NBC

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By..... KVGB, Inc.
Address..... 2007 17th St.
Transcription Service..... Thesaurus, World
News Service..... AP
Representative..... John E. Pearson
Membership..... NARTB, RAB
V.P., Gen., Sta. Mgr..... Grover C. Cobb
Asst. Mgr..... Robert D. Hilgsndorf
Commercial Mgr..... Dale W. McCoy Jr.

KAYS—Hays—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... KAYS, Inc.
Address..... 2450 Hall St.
News Service..... AP
Transcription..... World
Representative..... Hal Holman
Membership..... NARTB, RAB
President..... Ross Beach
Gen., Sta. Mgr..... Bob Schmidt
Program Director..... Kay Melia
Prom. Director..... Don Treu
Commercial Manager..... Bud Ryan
Publicity Dir..... Tad Felts
Chief Engineer..... Glenn Barnett

KWBW—Hutchinson—1935
NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Nation's Center Bcstg. Co.
Business-Studio Address..... 17th & Harding
News Service..... AP
Transcription Service..... World
Representative..... Devney
Membership..... NARTB
General Manager..... Fred Conger
Commercial Director..... Robert Hanna

KWHK—Hutchinson—1946

Frequency: 1260 Kc. Power: 1 Kw. d.; 500 n.
Owned-Operated By..... KWHK Bcstg. Co., Inc.
Business-Studio Address..... 18 W. 5th St.
Representative..... Everett-McKinney
Membership..... NARTB, RAB
Pres., Gen. Mgr..... J. D. Hill

KIND—Independence—1947
MBS-KBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By..... Central Bcstg., Inc.

Bus-Studio Transmitter..... 114 North 8th St.
News Service..... AP
Pres., Sta. Mgr..... J. Nelson Rupard

KJCK—Junction City—1949
KBS

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Junction City Bcstg. Co.
Address..... 724½ No. Washington St.
Membership..... NARTB, RAB
News Service..... AP
Representative..... Indie Sales
Transcription Service..... Thesaurus
Pres., Gen. Mgr..... R. L. Weir, Jr.
Program Director..... Bruce Karns
Sales Mgr..... A. B. Valencia

KCKN—Kansas City—1925

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Cy Blumenthal
Address..... Kansas City
News Service..... AP, UP
Transcription..... Lang-Worth, Standard
Membership..... NARTB, RAB
Representative..... Charles Bernard
President..... Cy Blumenthal
Exec. Dir..... Ray Armand
Sales Mgr..... Walt Lochman
General Mgr..... Ed Charles
Prog. Dir..... Dal Stallard
Engineer..... Steve Hart

KLWN—Lawrence—1951

Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Operated By..... Lawrence Bcstrs. Inc.
News Service..... UP
Transcription Service..... Thesaurus, World
Representative..... Indie Sales
Membership..... NARTB, RAB
Gen., Sta. Mgr..... Arden Booth
Comm. Mgr..... Tom Beal
Program Director..... Prentiss Jefferson
Chief Engineer..... Earl Sundbye

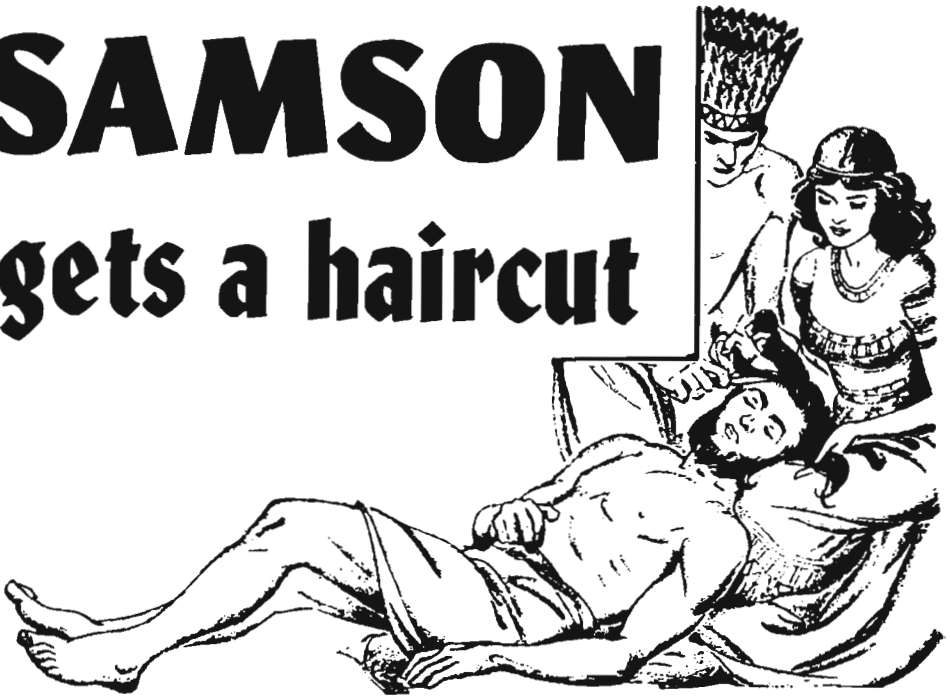
KCLO—Leavenworth—1948

Frequency: 1410 Kc. Power: 500 Watts d.
Owned-Oper. By..... Leavenworth Bcstg. Co.
Address..... P. O. Box 809
News Service..... UP
Representative..... Hil F. Best
General Mgr..... Stephen P. Bellinger

KSCB—Liberal—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Seward County Bcstg. Co.
Business Address..... P. O. Box 311
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Hil F. Best
Membership..... NARTB, RAB
President..... Alf M. Landon
Gen., Sta. Manager..... Leon S. Salathiel
Prog. Dir..... Richard Latsch
Chief Engineer..... Wayne Pash

SAMSON gets a haircut



Poor soil conductivity can make a coverage weakling out of the most efficient 50 KW transmitter. On the other hand, *top* soil conductivity can turn a lower powered station into a coverage GIANT.

Located in America's highest rated conductive soil, WIBW's 5 KW signal smashes out 200 miles in every direction — over *twice* as far as 50 kilowatts could reach grounded in poor soil.

Moral: Power Alone Is Not Enough

**TOPEKA,
KANSAS**

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka

Rep: Capper Publications, Inc.



Our 30th Year

KMAN—Manhattan—1950
KBS

Frequency: 1350 Kc. Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcastg. Co.
Address.....114 No. 4th St.
Transcription Service.....World
Newspaper Affil.....Mercury
News Service.....AP
Membership.....NARTB
President.....Fred A. Seaton
Gen., Sta. Manager.....Lowell E. Jack
Commercial Mgr.....Peter Wimsatt
Chief Engineer.....Harld Luerhing

KNDY—Marysville—1956
KBS

Frequency: 1570 Kc. Power: 250 Watts
Owned.....Marshall Transmitter Inc.
Address.....803½ Broadway
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NARTB
Pres., Gen., Sta., Comm. Sales Prom. Mgr.
Andrew J. E. Grauer
Program, Pub. Director.....Al Hunter
Chief Engineer.....Gary Vadnais

KNEX—McPherson—1949
KBS

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Operated By.....K. R. Krehbiel
Newspaper Affil.....Daily Republican
News Service.....AP
Membership.....RAB
Gen., Sta., Comm., Sales Mgr.....Henry Dais
Prog., Pub. Dir.....M. Heitschmidt
Chief Engineer.....Claude Hughes

KJRG—Newton—1953—KBS

Frequency: 950 Kc. Power: 500 Watts
Owned.....Geo. Basil Anderson
Address.....Box 77
News Service.....AP
Transcription Service.....Thesaurus
Station Rep.....Continental Biddick
Owner, Gen. Mgr.....Geo. Basil Anderson
Station Mgr.....Robert Kent

KOFO—Ottawa—1949

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcastg. Co.
Address.....P. O. Box 46
News Service.....UP
Membership.....RAB
Transcription Service.....World
Partners.....Roderick B. Cupp, E. W. Cupp
General Mgr.....Roderick B. Cupp
Commercial Mgr.....Ronald G. Reed
Chief Eng.....G. Servatius

KLKC—Parsons—1948—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By.....Community Bcastg. Co.

Address.....109½ S. Central
News Service.....AP
Station Mgr.....Richard R. Combs

KOAM—Pittsburg—1937
NBC

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n
Owned-Oper.....The Pittsburg Bcastg. Co., Inc.
Address.....Professional Bldg.
Representative.....John E. Pearson
News Service.....AP
Membership.....NARTB
Pres., Gen., Sta. Mgr.....E. V. Baxter
Commercial Mgr.....W. Stout
Sales Prom. Mgr.....Paul Hudson
Pub. Dir.....Warren Stout
Chief Engineer.....Leo Stafford

KSEK—Pittsburg—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Stauffer Publications, Inc.
News Service.....AP
Membership.....NARTB
Newspaper Affil.....Headlight Sun, Topeka
Capital, Journal
Representative.....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
Chief Engineer.....John Glynn

KWSK—Pratt—1952

Frequency: 1570 Kc. Power: 250 Watts
Owned.....Clem Morgan
Address.....207½-209½ S. Main
News Service.....UP
Trans. Ser. Standard, Thesaurus, Lang-Worth
Membership.....NARTB, RAB
Gen., Sta. Mgr.....Clem Morgan
Sales Prom. Mgr.....Dave Blevins
Prom. Dir., Comm. Mgr.....F. Morgan
Pub. Director.....Margaret Godfrey
Chief Engineer.....Carl Lewis

KRSL—Russell—1956—KBS

Frequency: 990 Kc. Power: 250 Watts
Owned.....Prairie States Broadcasting Co.
Address.....Box 548
News Service.....AP
President, Chief Eng.....Melville L. Gleason
Gen. Mgr.....William S. Scott
Comm. Mgr.....Jan Dellinger

KSAL—Salina—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....201 Iron Ave.
Newspaper Affil.....Journal
Transcription.....Lang-Worth
Representative.....John E. Pearson
Membership.....NARTB, RAB
President.....R. J. Laubengayer
Sta., Comm. Mgr.....R. V. Jensen
Chief Eng.....Don Englehart

WIBW—Topeka—1926—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Business-Studio Address.....1035 Topeka Blvd.



Rep.....Capper Publs, Inc.
 President.....Philip Zach
 General-Station Manager.....**Ben Ludy**
 Asst. Mgr., Chief Engr.....Lewis Dickensheets
 Sales Mgr.....Hilton Hodges
 Publicity Director.....Vic Boutwell

Sales Prom. Mgr.....Tom Leahy
 Program Director.....Scot McCullough
 Chief Engineer.....Ira E. Courtney

KJAY—Topeka—1947

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Robert Rohrs
 Address.....908 Kansas Ave.
 Representative.....Walker
 News Service.....UP
 Membership.....NARTB
 President, Gen., Comm. Mgr.....Robert Rohrs

KANS—Wichita—1936—NBC

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By.....K. Brown, F. Lynch
 Business-Studio Address.....Kans Bcstg. Co.
 Representative.....Simmons
 News Service.....AP
 Membership.....NARTB, RAB
 General Mgr.....Frank J. Lynch
 Sales Mgr.....Jim Yost
 Program Dir.....J. Harmon

KTOP—Topeka—1947

MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Charles B. Axton
 Address.....R. R. No. 6
 News Service.....AP
 Representative.....Stars National, Inc.
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Charles B. Axton
 Comm., Prom. Mgr.....Louise Axton
 Program Director.....Merle Blair
 Publicity Director.....Roger Wilson
 Chief Engineer.....Henry Guch

KFBI—Wichita—1922

Freq.: 1070 Kc.....Power: 10 Kw. d., 1 Kw. n.
 Owned-Operated By.....**KFBI Inc.**
 Business-Studio Address.....Box 1402
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 Representative.....**Avery Knodel**
 Gen., Sta. Mgr.....Hale Bondurant
 Program Dir.....Jim O'Neill
 Comm. Mgr.....Lew Hunter
 Pub. Director.....Adalee Smith
 Chief Engineer.....**K. W. Pyle**

WREN—Topeka—1926—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By...WREN, Bdcstg. Co., Inc.
 Business-Studio Address.....411 W. 10th St.
 News Service.....AP
 Transcription Service.....Thesaurus, World
 Representative.....Pearson
 Membership.....NARTB, RAB
 President.....Alf M. Landon
 Gen., Sta. Manager.....Max G. Falkenstein
 Program Manager.....Bob Richmond
 Pub. Dir.....Bonnie Purnell
 Chief Engineer.....Al King

KFH—Wichita—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station **KFH Co.**
 Business-Studio Address.....**KFH Bldg.**
 Newspaper Affiliation.....Eagle
 News Service.....AP
 Representative.....Blair
 Membership.....RAB
 President.....**John Rigby**
 Exec. V.P.....M. M. Murdock
 Gen. Mgr.....T. P. Bashaw
 Comm. Mgr.....John Merrell
 Program Supv.....Donald Anderson
 Sales Prom. Mgr.....Russell Lowe
 Chief Engineer.....Leslie Campbell

KAKE—Wichita—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....KAKE Broadcasting Co., Inc.
 Address.....1500 North West St.
 News Service.....AP
 Representative.....McGillvra
 Membership.....NARTB
 President.....Mark H. Adams
 Gen., Sta. Mgr.....Martin Umansky
 Comm. Mgr.....Roger Pepperd

KWBB—Wichita—1951

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By...Wichita **Beacon Bcstg. Co.**
 Address.....2829 Salina Ave.
 Transcription Service.....Thesaurus, RCA
 Representative.....Hollingbery, Clarke Brown
 News Service.....AP
 Membership.....NARTB, RAB
 President.....O. E. Bradley
 General Manager.....J. Milton Hall
 Comm. Mgr.....Harold H. Hale
 Program Director.....Virginia Welch
 Chief Engineer.....Gene Williams

Kentucky

Pop. March 1 (Est.) 3,044,000—Families 835,503
Radio Homes 812,000—TV Homes 512,000—Stations in State 64

WCMI—Ashland—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned. Edwina Broadcasting Co.
Address. 120 20th Street
News Service UP
Representative George P. Hollingbery
President George H. Clinton
Gen., Comm., Sales Prom. Mgr., Pub. Dir.
W. R. Martin
Program Director Lota Caines
Chief Engineer Robert L. Gilmore

WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts
Owned WTCR, Inc.
Address P. O. Box 848
News Service AP
Representative Rambeau, Dora-Clayton
Membership NARTB
President Jane E. Trimmer
General Manager N. S. Tweel
Comm. Mgr., Chief Eng. Carroll G. Ogle
Sales Prom. Mgr. Jimmy Oakes
Program Director Johnny Simpson
Publicity Dir. Ernest Sparkman

WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By Brown Radio & TV Co.
Address 109 Sycamore St.
News Service AP
Transcription Thesaurus
Representative Hil F. Best
Pres., Gen. Mgr. Dwight L. Brown
Sales, Prom. Mgr. Charles W. Read
Program Dir. Bessie L. McDonald
Chief Eng. Everett Lawson

WBRT—Bardstown—1955

Frequency: 1320 Kc. Power: 1000 W. d.
Owner Bardstown Bcstg. Co.
Address P. O. Box No. 1
President V. R. Anderson

WCBL—Benton—1954—KBS MBS

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Oper. By Purchase Bcstg. Co.
News Service UP
Representative Continental
President J. Shelby McCallum
Manager John Stewart
Program Dir. Jerry Crutchfield

WKCT—Bowling Green—1947 ABC

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By Daily News Bdcstg. Co.
Address 804½ College St.
Newspaper Affiliation Park City Daily News
News Service UP
Representative Pearson

Membership NARTB
President J. Ray Gaines
Gen., Sta. Mgr., Sales Mgr. Al Temple
Comm. Mgr. Jeff Wright
Prog., Pub. Dir. T. J. Eversole
Chief Engineer Jack Hendricks

WLBJ—Bowling Green—1939 MBS

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Greenwood Bcstg. Co.
Address Fairview and Lennan Ave.
Representative Walker
Membership NARTB
Asst. Gen. Mgr. P. J. Bahakel
Station Mgr. Robert Procler
Station Dir. R. E. Giles, Jr.

WTCO—Campbellsville—1948 KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Taylor Co. Bcstg. Co.
Address P. O. Box 28
News Service UP
Transcription SESAC
Representative Hil F. Best
President H. T. Parrott
General Manager Redman L. Turner
Station Manager Thomas Kerr
Commercial Manager Lindsey Harden
Chief Engineer J. B. Crowley

WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts
Owner Central City, Greenville Bcstg. Co.
Address 110 North First St.
Newspaper Affil. Messenger, Times-Argus
News Service UP
Transcription SESAC
Representative Hil F. Best
Station Mgr. Bobby Anderson

WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts
Owner Muhlenberg Bcstg. Corp.
Address Box 325
News Service AP
Transcription World
President Andy Anderson
Gen., Mgr. Ronald L. Beane
Promotion Mgr. Dean Harden

WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-County Bcstg. Corp.
Address Columbia
News Service UP
Station Representative Hil Best
Trans. Ser. MacGregor, World
Pres., Sta., Gen. Mgr. S. C. Bybee
Program Director Oris Gowen
Asst. Mgr., Sales Dir. Lanier Burchell
Chief Engineer Lewis Owens

WCTT—Corbin—1947
MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By... Corbin Times-Tribune, Inc.
News Service... AP
Newspaper Affil. Corbin Times-Tribune
Transcription Service... World
President... J. Springer Robinson
General Manager... John L. Crawford
Station Manager, Prog. Dir... Kenneth Turner
Commercial, Sls. Prom. Mgr... S. G. Hembree
Chief Engineer... C. R. Austin

WZIP—Covington—1947
KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By... WZIP, Inc.
Bus. Studio Address... Sixth & Madison Aves.
News Service... UP
Representative... Kentucky Radio Sales
Pres., Gen. Mgr... Arthur L. Eilerman
Commercial Mgr... Francis X. Mc Nerney

WCPM—Cumberland—1951
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Tri-City Bcstg. Co.
Address... P. O. Box 955
Transcription Service... Thesaurus
News Service... UP
General Manager... E. F. Shadbourne

WHIR—Danville—1947
MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Commonwealth Bcstg. Corp.
Address... Burgin Road
News Service... AP
Transcription Service... Thesaurus
Representative... Hal Holman Co.
Membership... NARTB, RAB
Comm. Mgr... W. T. Isaac

WIEL—Elizabethtown—1950
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Elizabethtown Bcstg. Co.
Transcription Service... Thesaurus
Station Representative... Hil Best
News Service... UP
Membership... NARTB
President... J. W. Hodges
General Manager... Dee Huddleston
Commercial Mgr... Calvin Skaggs
Program Director... Thomas Skinner
Chief Engineer... Thomas Baldwin

WFKY—Frankfort—1946
MBS-KBS

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

Address... Kentucky Ave. Extended
News Service... AP
Transcription Service... Thesaurus
Representative... Burn-Smith
Pres., Gen. Mgr... Ken Hart
Commercial Mgr... Bud McClain
Prog. Dir... Mary Garland
Chief Engineer... Wally Roach

WFKN—Franklin—1954
KBS

Frequency: 1220 Kc. Power: 250 Watts
Owned... Franklin Bcstg. Co.
Address... 103 N. High St.
Representative... Hil F. Best Co.
News Service... AP
General Manager... L. L. Valentine
Commercial Mgr... Howard H. Ogles
News Director... A. W. Kockritz, Jr.

WFUL—Fulton—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By... West Tenn. Bcstg. Corp.
Address... Hwy. 166
News Service... UP
Station Representative... Hil Best
Membership... NARTB
Transcription Service... Thesaurus
President... Paul Westpheling
Station Mgr... Mrs. P. Westpheling
Comm. Mgr... J. O. Lewis

WKAY—Glasgow—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Glasgow Bcstg. Co., Inc.
Address... 510 Happy Valley Rd.
News Service... UP
Transcription Service... World, Standard
Membership... NARTB
President... Jack Pedigo
Gen., Sta., Comm. Mgr., Chief Eng... Clovis Sadler
Sales Prom. Mgr... J. M. Barrick
Pub., Prog. Dir... Moena E. Sadler

WHLN—Harlan—1941
MBS

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Oper. By... Radio Harlan, Inc.
Address... Harlan
News Service... UP
Transcription Service... World
Representative... Burn-Smith
Membership... NARTB
P. esident... J. Francke Fox, Jr.
Program Director... Jack McCoy
Gen. Mgr... J. T. Morgan
Chief Engineer... Marvin Johnson

WHBN—Harrodsburg—1955
KBS

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By... Pioneer Broadcasting Co.
Address... Box 246
News Service... UP
General Manager... Henry H. Royse

WKIC—Hazard—1947
MBS-KBS

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. by Mountain Broadcasting Service, Inc.
Address Peoples Bank Building
News Service UP
Transcription Service World
Representative Hil F. Best
Membership NARTB
President Fred B. Bullard
Gen., Sta. Mgr. R. S. Mansfield
Comm. Mgr. Julius Lasslo
Prog. Dir. Norma Strong
Chief Eng. Y. Bowling

WSON—Henderson—1941

Frequency: 860 Kc. Power: 500 Watts d.
Owned-Oper. By Henderson Bcstg. Co., Inc.
Bus-Studio Address 121 No. Main St.
News Service UP
Transcription Service World
Membership NARTB
P.es., Gen., Sta. Mgr. Hecht S. Lackey
Comm. Mgr. Ewing Graham
Pro., Pub. Dir., Sls. Prom. Mgr. M. E. Schaeffer
Chief Engineer Doris E. Gibson

WHOP—Hopkinsville—1940
CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Hopkinsville Bcstg. Co., Inc.
Address 1102 So. Virginia St.
News Service UP
Transcription Service World
Representative Bogner & Martin
Membership NARTB, RAB
Pres., Gen., Sta. Mgr. F. E. Lackey
Comm. Mgr. Katherine Peden
Program Director Margaret Wyatt
Sales Prom. Mgr., Pub. Dir. Joyce Ann Kane
Chief Engineer Leo Y. Wilson

WKOA—Hopkinsville—1954

Frequency: 1480 Kc. Power: 1000 Watts
Owner Pennyryle Bcstg. Co.
Address 808½ South Main St.
Newspaper Affil. Kentucky New Era
News Service AP
Transcription Associated
Representative Hil F. Best
Pres., Gen. Sta. Mgr. Charles W. Stratton
Sales Prom. Mgr. Susan Hyde
Comm. Mgr., Pub. Dir. Don Ritter
Prog. Dir. Bob Spradlin
Chief Engineer Walter Wilson

WLBN—Lebanon—1954

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned Lebanon-Springfield Bcstg. Co.
Address P. O. Box 647
News Service AP
Transcription World

Representative Hil F. Best
Gen. Mgr. C. H. Hulse
Sta., Comm. Sales Pro. Mgr. Charles Shuffett
Chief Engineer C. H. Hulse, Jr.
Program Director E. Jeffries
Pub. Director Shirley Wilcher

WLAP—Lexington—1922
ABC

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned By American Bcstg. Corp. (Not ABC)
Business-Studio Address Radio Bldg.
News Service UP
Transcription Service World
Representative John E. Pearson
Membership NARTB, RAB
Pres., Gen. Mgr. Gilmore N. Nunn
Commercial Mgr. Miller Welch

WLEX—Lexington—1946

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Central Ky. Bcstg. Co.
Address 134 N. Limestone St.
Membership NARTB
Representative Bolling Co.
News Service AP
President J. D. Gay, Jr.
V.P., Gen. Mgr. Earl L. Boyles
Commercial Mgr. Lee Tackett
Program Director Evelyn Benge
Chief Engineer J. M. Robertson

a Whopper of a buy

WHOP

fulltime CBS Radio
for

Hopkinsville and Ft. Campbell,
Kentucky

FULLTIME LOCAL NEWS DEPT.

FULLTIME FARM DIRECTOR

FULLTIME WOMEN'S DIRECTOR

F. Ernest Dutch Lackey
President & General Manager

WHOP + WHOP — FM

1230 Kc
250 watts

98.7 MC
8800 watts

WVLK—Lexington—1947
MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By . . . Bluegrass Bcstg. Co., Inc.
Address Phoenix Hotel
Transcription Service Thesaurus
Representative Burn-Smith
Membership NARTB
President Donald J. Horton
General Mgr. Ted Grizzard

WFTG—London—1955

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . London Broadcasting Co.
Address Box 333
News Service UP
Transcription Service Standard
Representatives Hil F. Best Co.
Pres., Gen., Sta. Mgr. Elmo Mills
Comm. Mgr. Raymond Asher
Prog. Dir. Charles D. Nelson
Chief Engineer Russell Henson

WAVE—Louisville—1933
NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WAVE, Inc.
Business Address 334 E. Broadway
Transcription Service Thesaurus, Standard
News Service AP
Rep. NBC Spot Sales, Bomar Lowrance
Membership NARTB
General-Station Manager Nathan Lord
Commercial Manager Woody Dulaney
Program Director James Caldwell

WGRC—Louisville—1936
MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
Owned-Operated By . . . Northside Bcstg. Corp.
Bus.-Studio Address Ky. Home Life Bldg.
News Service AP
Membership NARTB
Transcription World
Representative Walker
President J. Porter Smith
Gen. Mgr. Charles L. Harris
Comm. Mgr. Tom Underwood
Pgm. Dir. George Partridge
Chief Engineer W. J. Morrison

WHAS—Louisville—1922
CBS

Frequency: 840 Kc. Power: 50,000 Watts
Owned-Oper. By WHAS, Inc.
Address 8th and Broadway
Representative Henry I. Christal Co.
Membership NARTB
V. Pres., Director Victor A. Sholis
Station Manager Neil D. Cline
Sales Director John M. Fouts
Promotion Director William Loader
Program Director Sam Gifford

WINN—Louisville—1940
KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By . . . Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address 412 Speed Building
News Service UP
Representative Forjoe & Co.
President Emil J. Arnold
Commercial Manager . . . Chas. A. Schacht, Jr.
V. P., Gen., Sta. Mgr. Glen Harmon
Comm. Mgr. James Nathan
Promotion Mgr. Helen Roberts
Continuity Dir. Addley C. Bourne
Chief Engineer Melvin Scarsdale

WKLO—Louisville—1948
ABC

Freq.: 1080 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By . . . Mid-America Bcstg. Corp.
Business-Studio Address . . . Henry Clay Hotel
Representative John Blair & Co.
News. Affil. Lancaster (Ohio) Eagle-Gazette
Transcription Service Standard
Membership NARTB
News Service UP
President Charles Sawyer
Exec. Vice-Pres. J. P. Williams
Manager W. H. Spencer
Prom. Mgr., Prog. Dir. Pat Fredericks
Pub. Dir. Ben Erskine
Chief Engineer William H. Faulkner

WKYW—Louisville—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio Kentucky, Inc.
Bus.-Studio Address 431 W. Jefferson St.
News Service AP
Representative Burn-Smith
Transcription Capitol, Standard, Associated
President F. Eugene Sandford
V.P., Sta. Manager Edwin E. S. Weldon

WLOU—Louisville—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. By Rounsaville of Louisville, Inc.
Business-Studio Address 2549 S. Third St.
News Service UP
Representative Gill-Perna, Dorc-Clayton
President Robert W. Rounsaville
Gen., Sta. Mgr. W. A. Selley, Jr.
Comm. Mgr., Prog. Dir. W. E. Summer
Sales Prom. Mgr. J. Schwartz
Chief Engineer Steve Dawson
Technical Director Paul Cram

WFMW—Madisonville—1949
KBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By Messenger Bcstg. Co., Inc.
Address Box 351
News Service UP, AP
Trans. Service Capitol, Thesaurus, Standard
Membership NARTB
Sta. Mgr. H. W. Wells



Comm. Mgr. Elmer L. Kelley, Jr.
 Program Director J. G. Gallin
 Chief Eng. Charles Lee

WKTM—Mayfield—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Bcstg. Co.
 Studio Address Box 232
 News Service UP
 Transcription Service Thesaurus
 Representative Best
 Owner, Gen. Mgr. Fred L. Thomas
 Comm. Mgr. John M. Latham
 Program Dir. Jerry Watson

WNGO—Mayfield—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By West Ky. Bcstg., Inc.
 Address P. O. Box 431
 News Service AP
 Transcription Service Lang-Worth, World
 Membership NARTB, RAB
 Representative Indie Sales
 Station Manager T. E. Brewer
 Program Director O. L. Davis
 Chief Engineer John E. Shelton

WFTM—Maysville—1948
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By ... Standard Tobacco Co., Inc.
 Bus. Address 626 Forest Ave.
 News Service UP
 Transcription Service World
 Membership NARTB
 President Charles P. Clarke
 General Sta. Mgr. John W. Betts
 Commercial Mgr. Herbert Williams
 Program Director Lawrence McGill
 Chief Engineer Chester A. Terry

WMIK—Middlesboro—1948
KBS

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Oper. By Cumberland Gap Bcstg.
 Address Box 698
 Representative McGillvra
 Transcription Service World
 News Service UP
 Membership RAB
 President Dr. U. G. Brummett
 Gen., Sta., Comm. Mgr. Maurice K. Henry
 Sales Prom. Dir. M. K. Henry
 Program Director Bill Baker
 Chief Engineer K. Bronell Reedy

WFLW—Monticello—1955

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By ... Wolf Creek Bcstg. Co.
 News Service UP
 Transcription SESAC
 Station Manager James Shacklette

WMOR—Morehead—1954

Frequency: 1330 Kc. Power: 1000 Watts

Owned & Operated By ... Morehead Bcstg. Co.
 News Service UP
 Transcription Service Thesaurus
 Pres., Mgr. William J. Sample
 Chief Eng. Earl S. Young

WNBS—Murray—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Murray Bcstg. Co.
 Address P. O. Box 548
 News Service AP
 Transcription Service World
 Manager Edward Griffin

WNOP—Newport—1948

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address ... 606 Monmouth St.
 News Service UP
 President James G. Lang
 General Manager Ann Rolles Lang
 Sta. Mgr., Prog. Dir. R. D. Nunn
 Comm. Mgr., Pub. Dir. R. L. Pike
 Chief Engineer Jack L. Tichenor

WOMI—Owensboro—1938
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By ... Owensboro Bcstg. Co., Inc.
 Address Box 536
 News Service AP
 Newspaper Affiliations ... Messenger, Inquirer
 Representative Burn-Smith
 Membership NARTB
 President Lawrence W. Hager
 Gen., Sta., Comm. Mgr., Pub. Dir. Hugh O. Potter
 Sales Prom. Mgr. Jim Wilkinson
 Program Director Cliffordean Potter
 Chief Engineer Harold I. Peters

WVJS—Owensboro—1947
ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By ... Owensboro On The Air, Inc.
 Business-Studio Address 324 Allen St.
 News Service UP
 Representative William G. Rambeau
 Membership NARTB
 President V. J. Steele
 Gen., Sta. Mgr. Malcolm Greep
 Commercial Manager John T. Rutledge
 Sales Prom. Mgr. Joe Bell
 Program Director Earl Fisher
 Chief Engineer Earl Jaqoe

WKYB—Paducah—1946
NBC

Freq.: 570 Kc. Power: 1 Kw. d., 500 Wts., n.
 Owned-Oper. By WKYB, Inc.
 Address 504 Kentucky Ave.
 Newspaper Affil. Paducah Sun-Democrat
 News Service AP
 Transcription Service World
 Representative Pearson



Membership NARTB
 Pres., Gen. Mgr. E. J. Paxton, Jr.
 Business, Prom. Mgr. S. Livingston
 Prog. Dir., Ch. Eng. Ernest Pell
 Publicity Dir. Mal Topping

WPAD—Paducah—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By .. Paducah Bdcstg. Co., Inc.
 Address 4th & Bway—Taylor Bldg.
 News Service UP
 Trans. Serv. Thesaurus
 Representative Sears & Ayer
 Membership NARTB, RAB
 President Pierce E. Lackey
 General Manager Prewitt Lackey
 Sta. Mgr., Prog., Pub. Dir. Ray Mofield
 Comm. Manager Linn Wolff
 Prom. Mgr. Buss Rutter
 Prom. Mgr. Benny Smith
 Prog., Pub. Dir. Ray Mofield
 Chief Engineer U. C. Morris

**WSIP—Paintsville—1949
 MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Big Sandy Bcstg. Co.
 Address 121 Main St.
 News Service AP
 Membership NARTB
 Station Rep. Hil Best, Ky. Radio Sales
 General Manager Ted Arnold Silvert
 Owner, General Manager. ... Ted Arnold Silvert
 Program Dir. Bill Barker
 Chief Engineer Eugene Baldridge

WKLX—Paris—1955

Frequency: 1440 Kc. Power: 1000 Watts
 Owned & Operated By Paris Bcstg. Co.
 Address 630 Main St.
 News Service UP
 General Manager Rex Osborne
 Commercial Mgr. J. Shubinski
 Chief Engineer Vernon Hutchinson

WLSI—Pikeville—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Newspaper Affiliation. ... Pike County News
 News Service UP
 Transcription Service Thesaurus
 President Mrs. W. J. Ward
 Gen., Sta., Sales Comm. Mgr. Roy E. Alexander
 Prog., Pub. Dir. John C. Adkins
 Chief Engineer Guy N. Ferrell

**WPKE—Pikeville—1949
 MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 News Service AP
 Station Rep. Continental
 Membership NARTB
 Pres., Gen. Mgr. Jack L. Hatcher

Sales Prom. Mgr. R. W. Tarbeck
 Chief Engineer James K. Hoskins

WPRT—Prestonburg—1952

Frequency: 960 Kc. Power: 1 Kw., d.
 Owned Kentucky Mt. Bcstg. Co.
 Address So. Lake Drive
 News Service UP
 Transcription Service MacGregor
 Comm. Mgr. Rex Osborne

**WPKY—Princeton—1950
 KBS**

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62 North
 Trans. Service Capitol
 Station Rep. Continental
 News Service AP
 Sta. Mgr. Leslie Goodaker
 Comm. Mgr. Ellis Burnam
 Publicity Dir. Wilburn Wilson
 Chief Engineer Marvin Mahoney

WSAC—Radcliff—1955

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By Fort Knox Bcstg. Corp.
 Address Fort Knox, Ky.
 News Service UP
 Transcription Lang-Worth
 President B. E. Cowan
 Vice-Pres. Seymour Goodman
 Secy.-Treas. Gerald W. Howard
 Program Director Clem Cockrel

**WEKY—Richmond—1953
 MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned WEKY, Inc.
 Address McKee Bldg.
 News Service UP
 Transcription Service Thesaurus
 President Dages I. Boyle
 General, Sta. Manager O. C. Halyard Jr.
 Comm. Mgr. Fred Welch
 Program Director John Sullivan
 Promotion Mgr. Jack Pa rish
 Pub. Dir. Ray Hooper
 Chief Engineer Paul Smith

**WRUS—Russellville—1953
 KBS**

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By So. Kentucky Bcsters.
 Address P. O. Box 110
 News Service UP
 Transcription Service World
 Station Representative Hil F. Best
 President Roth E. Hook
 General Manager Woodrow P. Sosh
 Sta. Mgr., Eng. Earl Johnson
 Sales Mgr., Prog. Dir. J. H. Johnson

WSFC—Somerset—1947
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Southeastern Bcstg. Co.
Address Box 740
News Service UP
Transcription Service Theasurus
Membership NARTB
Representative Hill F. Best
Pres., Gen. Mgr. Mike Layman
Commercial Manager Donald Orwin
Program Director John A. Hartnett
Technical Dir. Ralph F. Denton
Chief Engineer John Agostine

WMTC—Vancleve—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By... Kentucky Mt. Holness Assn.
Bus.-Studio Address Vancleve
News Service AP
Representative Continental
President Dr. Lela G. McConnell
General-Station-Comm. Mgr. Wilfred Fisher

Program Dir. Violet Person
Chief Engineer Kenneth Amspaugh

WTCW—Whitesburg—1953

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By... Folkways Bcstg. Co., Inc.
Address Whitesburg
News Service UP
Trans. Service SESAC
President William R. McDaniel
Station Mgr. Donald W. Crosthwait

WWKY—Winchester—1954

Frequency: 1380. Power: 1000 Watts
Owner Winchester Bcstg. Co., Inc.
Address Box 492
News Service AP
Transcription Theasurus
President N. B. Ratliff
General Manager Charles Drew
Commercial Mgr. Tom Wade
Sales Prom. Mgr., Pub. Dir. Jay Watters
Program Director Herman Kelly
Chief Engineer Tommy Bratton

Louisiana

Pop. March 1 (Est.) 3,052,000—Families 839,000
Radio Homes 804,000—TV Homes 576,000—Stations in State 65

KROF—Abbeville—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address P. O. Box 306
News Service AP
Transcription Service World
Membership NARTB
General Manager George P. Martin

KALB—Alexandria—1935
ABC

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Alexandria Bdcstg. Co., Inc.
Address 601 Wash. St.
News Service AP, UP
Transcription Service World
Representative Weed & Co.
Membership NARTB, RAB
President T. B. Lanford
Gen. Manager Walter D. Melson
Station Manager Alex Marchand
Comm. Mgr. Bill DeTournillon
Sls. Prom. Mgr. Barbara LeBlanc
Program Director Jim Gaines
Publicity Director LaJuan Covell
Chief Engineer Eugene Millen

KDBS—Alexandria—1953

Frequency: 1410 Kc. Power: 1 Kw.
Owned Dixie Bcstg. Ser.
Address 915 Fourth St.
News Service UP
General Mgr. Irving Ward-Steinman
Commercial Mgr. D. Ed Pebbles
Station Director W. G. Lynch
Chief Engineer Henry J. Lazarone

KSYL—Alexandria—1947
NBC

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By KSYL, Inc.
Address Box 1489
Rep Exerett-McKinney, Clarke Brown
Membership NARTB
Pres., Comm. Mgr. Milton Fox
Gen., Sta., Sls., Mgr., Pub. Dir. Virgil G. Evans
Program Director Bruce Rainey
Chief Engineer Jim Perkins

WABL—Amite—1955

Frequency: 1570 Kc. Power: 500 Watts
Owned-Oper. By... Amite Broadcasting Co.
Address 118 N.E.R.R. Ave.
News Service UP
Station Mgr. A. M. Smith
Commercial Mgr. Hugh Wall

KTRY—Bastrop—1948

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By... Morehouse Bcstg. Co.
Address Enterprise Bldg.
News Service UP
Transcription World
Membership NARTB
Manager Bill Davis
Program Director Carl Livingston

WAFB—Baton Rouge—1946
MBS

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Modern Bcstg. Co.
Address Government St.



Representative... Adam Young, Clarke Brown
News Service AP
Membership NARTB, RAB
Chairman of the Board... Dwight M. Martin
President..... Tom E. Gibbens
Vice-Presidents.. Edgar B. Stern, Jr., Robert D. Swezey, A. Louis Read
Secretary..... Louis A. Prejean
Treasurer..... Francis H. Lee
Station Mgr...... Owen Elliott

WIBR—Baton Rouge—1948

Frequency: 1300 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... Community Bcstg. Co.
Address P. O. Box 1226
News Service AP
Membership NARTB, RAB
Representative Walker
President..... G. T. Owen
V.P., Gen., Sta. Mgr...... Robert Earle
Comm. Mgr...... Olas Olsen
Prog. Dir...... Scott W. Erwin
Chief Eng...... E. E. Case

WJBO—Baton Rouge—1934
NBC

Frequency: 1150 Kc..... **Power:** 5000 Watts
Owned-Oper. By.. Baton Rouge Bcstg. Co., Inc.
Business-Studio Address..... 444 Florida St.
News. Affil.... State Times, Morning Advocate
News Service AP, INS
Representative George P. Hollingbery
Membership RAB, NARTB
President..... Douglas L. Manship
Gen., Sales Mgr...... Kelly Maddox
Comm. Mgr...... John D. Wooldridge
Pub. Dir...... Catherine Pearson
Program Director..... Jim Cathey
Chief Engineer..... Theodore Hubert

WLCS—Baton Rouge—1946

Frequency: 910 Kc..... **Power:** 1000 Watts
Owned-Operated By..... Air Waves, Inc.
Business Address P. O. Box 240
News Service AP
Transcription Service..... World
Representative Wm. G. Rambeau
Membership NARTB, RAB
President..... Norman Saurage, Jr.
Gen. Manager..... Lamar Simmons
Comm. Mgr...... T. A. LeBlanc
Prog. Dir...... Gene Nelson
Chief Eng...... Edward Van Valkenburg

WXOK—Baton Rouge—1953

Frequency: 1260 Kc.... **Power:** 1000 Watts d.
Owned-Oper. By..... WXOK, Inc.
Address..... 243 Convention St.
Representative..... Forjoe, Clayton Cosse
News Service UP
Transcription Cohen
President..... Jules Paqlin
General Manager..... S. Ray, Jr.
Station Manager..... Thomas L. McGuire
Chief Engineer..... Francis Fendlason

WHXY—Bogalusa—1954

Frequency: 920 Kc..... **Power:** 1 Kw. d.
Owned..... Bogalusa Bcstg. Co.
Address..... P. O. Box 689
News Service AP
Station Rep...... Clark
Station Mgr...... W. A. Stewart
Program Dir...... J. D. Davis

WIKC—Bogalusa—1947—KBS

Frequency: 1490 Kc..... **Power:** 250 Watts
Owned-Operated By... Curt Siegelin, Admin.
Business Address..... P. O. Box 811
News Service AP
Pres., Gen. Mgr...... Curt Siegelin
Comm. Mgr...... J. H. Knight
Prog. Dir...... D. Knight, Jr.
Pub. Dir...... Robt. Germain
Chief Eng...... William Morris

WARB—Covington—1953

Frequency: 730 Kc..... **Power:** 250 Watts d.
Owned-Oper. By..... A. R. Blossman, Inc.
Address Box 568
News Service UP
President D. C. Blossman
General Mgr...... Mark Rey
Program Director..... Rick Webb

KSIG—Crowley—1947

Frequency: 1450 Kc..... **Power:** 250 Watts
Owned-Operated By..... KSIG Bcstg Co., Inc.
Bus.-Studio Address..... 320 N. Parkerson Ave.
News Service AP
Representative..... T. F. Clark
Membership NARTB
President..... Hirsch J. School
General Manager..... Louis M. Basso
Commercial Manager..... Ninia G. Guidry
Prog. Director..... Boyce Jim Trahan
Chief Engineer..... W. H. Bland

KDLA—DeRidder—1951

Frequency: 1010 Kc.... **Power:** 1000 Watts d.
Owned-Oper. By... Sabine Broadcasting Co.
Address P. O. Box 46
News Service UP
Transcription McGregor
Membership NARTB
Co-Owners.. Cyril W. Reddoch and John B. McCrary
General Manager..... Ralph L. Hooks
Comm., Sales Prom. Mgr... Wayne L. Sanders
Prog. Dir., Ch. Eng...... Ted Thompson
Pub. Dir., Sta. Prom. Mgr... Winsett Reddoch

KEUN—Eunice—1952

Frequency: 1490 Kc..... **Power:** 250 Watts
Owned-Operated By... Tri-Parish Bcstg. Co.
Address Crowley Rd.
News Service AP
Transcription Service..... World
Membership NARTB
President Vincent Riehl
General Manager..... John A. Chauvin

KLFT—Golden Meadow—1955

Frequency: 1600 Kc. Power: 500 W. d.
 Owned-Operated By.....Leo J. Theriot
 Address.....Theriot Bldg., Box 368
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, RAB
 Representative.....Best
 General Manager.....Leo J. Theriot
 Sta. Mgr., Chief Eng.....H. Earl Herron
 Comm. Mgr.....S. R. Vidrine

WFPR—Hammond—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Louisiana Bcstrs.
 Business-Studio Address.....Box 432
 News Service.....UP
 Transcription Service.....SESAC, World
 Membership.....NARTB
 General Manager.....Cyril W. Reddoch
 Station Mgr.....Jack Moore

KCIL—Houma—1947

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned.....KCIL, Inc.
 Address.....Bayou Black Drive
 News Service.....AP
 Transcription Service.....World
 Station Rep.....Indie Sales
 Membership.....NARTB
 President.....Denver T. Brannen
 Sec'y-Treas.....L. H. Thesmar
 Commercial Mgr., Pub. Dir.....Les Ryder
 Sales Prom. Mgr., Prog. Dir.....Virginia W. Ryder
 Chief Engineer.....T. J. Chancey

KJEF—Jennings—1950

MBS-KBS

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Jennings Bcstg. Co., Inc.
 Address.....1521 Lake Arthur Ave.
 News Service.....UP
 Membership.....NARTB
 Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey
 Prog. Dir.....Noel Wooley
 Comm. Mgr.....Gerald Dugas

KLFY—Lafayette—1950—ABC

Freq.: 1420 Kc. Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By.....Camellia Bcstg. Co.
 Address.....212 Jefferson St.
 Representative.....William G. Rambeau
 Membership.....NARTB
 President.....Paul H. De Clouet
 General Manager.....Dierrell Hamm
 Sta. Mgr.....Kenneth L. Whitaker

KVOL—Lafayette—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By.....Evangeline Bcstg. Co., Inc.
 Address.....P. O. Box 1070
 Newspaper Affiliation.....Daily Advertiser

News Service.....AP
 Representative.....Meeker
 Membership.....NARTB, RAB
 General Manager.....George H. Thomas
 Comm. Mgr.....Thomas G. Pears
 Station Mgr.....E. H. Hughes
 Publicity Dir.....Donna L. Cox
 Prog. Dir.....J. Richard Aker
 Chief Engineer.....Myrtle E. Case

KAOK—Lake Charles—1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....KAOK, Inc.
 Address.....P. O. Box 1399
 News Service.....UP
 Representative.....Forjoe
 President.....Jules J. Paglin
 Sta. Mgrs.....T. Gresham, R. Rhodes
 Managing Director.....Stanley W. Ray, Jr.

KLOU—Lake Charles—1947

Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Oper. By.....Gulf Bcstg. Co., Inc.
 Bus. Studio Address.....Box 975
 News Service.....AP
 Representative.....Walker
 Membership.....NARTB
 President.....G. T. Owen
 Vice-Pres.....Bob Earle
 General Mgr.....R. S. Davison
 Program Dir.....Rollie Rowlands
 Chief Engineer.....G. M. Meisner

KPLC—Lake Charles—1935

NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Address.....P. O. Box 1521
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NARTB
 President.....T. B. Lanford
 Gen., Sta. Mgr.....P. E. Mills, Jr.
 Commercial Mgr.....R. M. White
 Sales Prom. Mgr.....Catherine Prater
 Publicity Director.....Merle Thomas
 Prog. Dir., C. Eng.....A. B. Craft

KLLA—Leesville—1956

Frequency: 1570 Kc. Power: 250 Watts
 Owned.....Leesville Broadcasting Co.
 Address.....P. O. Box 1323
 News Service.....UP
 Gen. Mgr.....Irving Ward-Steinman
 Comm. Mgr.....Ed Marshall
 Prog. Director.....Bob Hamm
 Woman's Editor.....Gwene Heiser
 Chief Engineer.....Byron Stokes

KDBC—Mansfield—1954

Frequency: 1360 Kc. Power: 1 Kw. d.
 Owned.....DeSoto Bcstg. Corp.
 Address.....P. O. Box 740

News Service UP
 Trans. Ser. Standard
 Representative Hil F. Best
 Gen., Comm. Mgr. Arthur L. Greene

KAPB—Marksville—1954
MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owner Avoyelles Bcstg. Corp.
 Address 110 W. Mark St.
 News Service AP
 Representative Hil F. Best
 Membership NARTB
 President W. L. Billups
 V.P. C. A. Coco
 Gen. Mgr., Prog. Dir. Dave Chapman
 Commercial Mgr. Willie J. Bordelon
 Chief Engineer Charlie Woodside

KAPK—Minden—1952

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Parish Bcstg. Co.
 Address Box 588
 News Service UP
 Pres., Gen. Mgr. Martin Kirsch, Jr.
 Station Mgr. M. E. (Pat) Brown
 Chief Engineer Billy Hyatt

KLIC—Monroe—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Dr. Frank Cerniglia
 Address 626 Bernhardt Bldg.
 Station Rep. Dora-Clayton
 News Service UP
 General Mgr. Dr. Frank Cerniglia

KMLB—Monroe—1930—ABC
NBC

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Liner's Bcstg. Station, Inc.
 Business Address DeSiard St.
 News Service UP
 Representative Pearson
 President Mrs. Robert Gaston, Jr.
 V.P., Gen. Mgr. Charles Price
 Sec'y-Treas. J. C. Liner III
 Program Dir. James Plaisance

KNOE—Monroe—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By James A. Noe
 Business-Studio Address Knoe Bldg.
 News Service AP, UP
 Representative H.R. Reps
 Membership NARTB, RAB
 President James A. Noe
 V.P., General Manager Paul H. Goldman
 Station Mgr. Richard G. Amundson
 Ass'l. Gen. Mgr. Harry Arthur
 Prog. Dir. Bill Enis

KMRC—Morgan City—1954
KBS

Frequency: 1430 Kc. Power: 500 Watts

Owned Tri-City Bcstg. Inc.
 Address P. O. Box 889
 News Service UP
 Transcription Thesaurus
 Membership NARTB
 President Warren J. Fortier
 General Mgr. Earl Wooton
 Treasurer Mortimer Silverman, Jr.
 Secretary Louise Bensabet

KNOC—Natchitoches—1947
KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Natchitoches Bcstg. Co.
 Business-Studio Address Box 74
 News Service AP
 Transcription World
 Membership NARTB
 Pres., Gen. Mgr., Chief Eng. B. H. Bailey, Jr.
 Sta., Comm., Sales Mgr., Prog., Pub. Dir. N. A. Fletcher

KANE—New Iberia—1946
ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By New Iberia Bcstg. Co.
 Address Box 383
 News Service AP
 Transcription Service World
 General Mgr. George H. Thomas
 Sta. Mgr. Donald Bonin
 Commercial Mgr. John Selleck
 Program Dir. June Stein
 Chief Engineer Merle Case

KVIM—New Iberia—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Queen City Bcstg. Co.
 Address P. O. Box 50
 General Manager John H. Coco

WBOK—New Orleans—1951

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Oper. By WBOK, Inc.
 Address 505 Baronne St.
 News Service UP
 Representative Forjoe
 President Jules J. Paglin
 Exec. V.P., Gen. Mgr. Stanley W. Ray, Jr.
 Station Mgr. Ed Prendergast
 Commercial Manager Fred Schwarz
 Sales Prom. Mgr., Prog. Dir. Dave Shaeffer
 Publicity Director Norman Duffour
 Chief Engineer Joan Rhodes

WDSU—New Orleans—1923
NBC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By WDSU Bcstg. Corp.
 Business-Studio Address 520 Royal St.
 News Service AP, UP
 Representative John Blair
 Membership NARTB, RAB
 President Edgar B. Stern, Jr.

Exec. V.P. & Gen. Mgr. Robert Swezey
 V. P. Louis Read
 Manager Harold Mathews
 Program Dir. Hal Fredericks
 Sec'y-Treas. Lester Kabacoff

WJBW—New Orleans—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Louise C. Carlson
 Business-Studio Address Cigall Bldg.
 News Service AP
 Representative Robert S. Keller
 Gen. Mgr. Louise C. Carlson
 Asst. Mgr. Ed Carlson
 Program Dir. Vern Cook

WJMR—New Orleans—1946

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Supreme Bcstg Co., Inc.
 Address Jung Hotel
 Representative Burke-Stuart
 President Chester Owens
 V.P., Gen. Mgr. George A. Mayoral

WMRY—New Orleans—1950

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By Southland Bcstg. Co.
 Address 2906 Tulane Ave.
 Representative Gill-Perna, Dixieland
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 President Lester Kamin
 Gen. Mgr. Mort Silverman
 Sales Prom., Pub. Dir. Al Shea
 Prog. Dir. Larry McKinley
 Comm. Mgr. Mike Verges
 Chief Engineer Samuel Perkins

WNOE—New Orleans—1925

Frequency: 1060 Kc. Power: 50,000 d.; 5000 n.
 Owned-Operated By James A. Noe
 Business-Studio Address St. Charles Hotel
 Representative H-R
 Membership NARTB
 President James A. Noe
 Gen. Mgr. Bill C. Baldwin
 Comm. Mgr. Cleve J. Brien
 Program Director Larry Monroe
 Sales Prom. Mgr., Pub. Dir. Tom Reed
 Chief Engineer A. J. Bourgeois

WSMB—New Orleans—1925
ABC

Frequency: 1350 Kc. Power: 5 Kw. d.; 5 Kw. n.
 Owned WSMB, Inc.
 Address Maison Blanche Bldg.
 Station Rep. Weed
 News Service AP
 Transcription Service World
 Membership NARTB
 President Henry G. Plitt
 General, Sta. Mgr. John R. O'Meallie
 Commercial Mgr. D. V. Donegan
 Program Director Marshall Pearce

Sales Prom. Mgr., Pub. Dir. Louie Grunswald
 Chief Engineer Harold Nebe

WWEZ—New Orleans—1947

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By WWEZ Radio Inc.
 Bus.-Studio Address 614 N. Rampart St.
 Representative Grant Webb
 News Service UP
 President A. L. Chilton
 General Manager Joe A. Oswald

WWL—New Orleans—1922
CBS

Frequency: 870 Kc. Power: 50,000 Watts
 Owned-Operated By Loyola U. of South
 Address Roosevelt Hotel
 News Service UP, AP
 Transcription Service Standard, Thesaurus
 Representative Katz
 Membership NARTB
 General Manager W. H. Summerville
 Comm. Manager Larry Baird

WTIX—New Orleans—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mid-Continent Bcstg. Corp.
 Address 624 Canal St.
 News Service UP
 Membership NARTB



Still 1st, still rocketing

Among New Orleans' 11 radio stations, WTIX (A Storz Station) has been a commanding first for some time now, and maintains or widens its first place audience position. For example, of 220 weekly Hooper quarter hours, 170 belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower.

Another look at new data shows WTIX with double the audience of the nearest network competitor. And wait 'til you see the newest: Pulse! 'Nuff said. It's Storz Station news, music, ideas at work. Put Adam Young to work, or look up WTIX General Manager, Fred Berthelson.

WTIX - New Orleans, La.

"A STORZ STATION"



Station Representative Young
 President Todd Storz
 V.P., General Mgr. Fred Berthelson
 Program Director..... Eddie Clark

General Mgr..... Mort Silverman
 Station Mgr..... Bob Shipley

WTPS—New Orleans—1947

Frequency: 940 Kc..... Power: 1000 d.; 500 n.
 Owned-Oper. By The Times Picayune
 Business Address 615 Howard Ave.
 Transcription Service Associated
 News Service AP
 Membership NARTB
 Representative Branham
 General Mgr..... H. F. Wehrmann
 Prog. Dir..... Carl J. Junker

KENT—Shreveport—1947
MBS

Frequency: 1550 Kc.. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By Frank H. Ford
 Business-Studio Address 311 Milam Bldg.
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB, RAB
 Owner Manager..... Frank H. Ford
 Gen., Comm. Mgr..... Frank H. Ford, Jr.
 Prom., Pub. Dir..... Bill Monroe
 Sales Manager..... William F. Ford
 Prog. Dir..... Sid Knight
 Chief Engineer..... L. J. Carlson

KREH—Oakdale—1953—KBS

Frequency: 900 Kc..... Power: 250 Watts d.
 Owned-Oper. By Louisiana Bcstg. Service
 Address Ville Platt Hiway
 News Service UP
 Membership NARTB
 Commercial Mgr..... Mel Bennett

KSLO—Opelousas—1947
ABC-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By KSLO Bcstg. Co.
 Address KSLO Building
 Representative..... Sears & Ayer
 News Service UP
 Membership NARTB
 General Mgr..... W. Eugene Jones
 Comm. Mgr..... A. B. Read, Jr.
 Prog. Dir..... W. Allegood
 Chief Engineer..... Richard M. Cole

KJOE—Shreveport—1954

Frequency: 1480 Kc..... Power: 1 Kw. d.
 Owned Audiocasting, Inc.
 Address 400 Sklar Bldg.
 News Service AP
 Transcription Lang-Worth
 Station Representative Forjoe
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Joe Monroe
 Station Mgr..... Bobbye Ward
 Comm., Prom. Mgr..... Vern Stierman
 Program Dir..... Jerry Fullerton

KRUS—Ruston—1947—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By Ruston Bcstg. Co.
 Address 105 Railroad
 Newspaper Affil. Leader
 News Service UP
 President..... C. E. Faulk, Jr.
 Station Manager..... Kenneth L. Whitaker
 Chief Eng..... A. T. Moore

KANV—Shreveport—1954

Frequency: 1050 Kc..... Power: 250 Watts
 Owned Northwest La. Bcstg. Corp.
 Address 2730 Talbot St., P. O. Box 3611
 Sta. Rep. Dora-Clayton, United Bdcstng., Oakes
 President..... T. T. Hailey
 Gen., Sta., Comm. Mgr..... Glenn V. Wilson
 Prom., Prog., Pub. Dir..... Doris F. Nargassans
 Chief Engineer..... Carl F. Goulden

KCIJ—Shreveport—1950

Frequency: 980 Kc..... Power: 5000 Watts d.
 Owned-Oper. By Southland Bcstg. Co.
 Address 205 Milam St.
 Representative Gill-Perna, Clarke Brown
 News Service UP, INS

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE

AP

... and **MORE**
 RADIO AND
 TELEVISION STATIONS
 depend on
The Associated Press



KRMD—Shreveport—1928
ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Radio Station KRMD
Bus.-Studio Address..... Box 1712
Representative Weed
Membership NARTB
Station Dir..... W. L. Switzer
Commercial Mgr..... Fred Hosli

KTBS—Shreveport—1922
NBC

Frequency: 710 Kc. Power 10 Kw. d.; 5 Kw. n.
Owned-Oper. By..... KTBS, Inc.
Address 312 East Kings Hwy
News Service UP
Representative Petry
Pres., Gen. Mgr..... E. Newton Wray
Comm. Mgr..... Podge Reed
Promotion Manager..... Mary Lou O'Brien
Sta. Mgr., Prog. Dir..... Michael Roppolo
Pub. Dir..... Vernon Hyles
Chief Engineer C. H. Maddox

KWKH—Shreveport—1925
CBS

Frequency: 1130 Kc. Power: 50,000 Watts
Owned-Operated By.. International Bcstg. Corp.
Bus.-Studio Address.... Commercial Building
Newspaper Affiliation.... Shreveport Times
News Service..... AP, UP
Transcription Service Standard
Representative Branham
Membership NARTB, RAB
President..... William H. Bronson
Exec. V.P., Gen. Mgr..... Henry B. Clay
Comm., Asst. Mgr..... Fred Watkins, Jr.
Prom. Mgr., Pub. Dir..... James T. Briggs
Prog. Director..... Frank Page
Tech. Dir..... W. E. Antony
Chief Engineer..... O. S. Droke

KBSF—Springhill—1954

Frequency: 1460 Kc. Power: 1000 Watts
Owned..... Springhill Broadcasting Co.
Address Box 597
News Service UP
Transcription Thesaurus
Representative Hil F. Best
President Roy M. Fish
Gen., Sta. Mgr..... John K. Hill
Comm., Sales Prom. Mgr., Pub. Dir.
Arthur Dickerson
Prog. Dir..... Howard Clark
Chief Engineer..... Robert Wainwright

KSUL—Sulphur—1955

Frequency: 1310 Kc. Power: 500 W. d.
Owned-Operated By..... Southern Bcstg. Co.
Address Box 895
Representative Best
Transcriptions Standard
Membership NARTB
News Service UP
General Manager..... Carroll A. Wynn

KTLD—Tallulah—1954

Frequency: 1360 Kc. Power: 500 Watts
Owned-Operated By..... Griffith Electric Co.
Address Box 1360
News Service..... UP
Transcription Thesaurus
Representative Hil Best
Membership NARTB
President, C. Eng..... Howard E. Griffith
Gen., Sta., Comm. Mgr..... Si Willing
Program Director..... 'Nap' Nappier

KTIB—Thibodaux—1953

Frequency: 630 Kc. Power: 500 Watts
Owner..... Delta Bcstrs., Inc.
Address Lafourche Comet Building
News Service AP
Representative..... Hil F. Best
Membership NARTB, RAB
President..... F. H. Block
General Mgr..... Ray Saadi

KVPI—Ville Platte—1953

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By..... Ville Platte Bcstg. Co.
Address Box 566
Membership NARTB
News Service AP
President..... Lionel B. Deville
General Manager..... Chris Duplechain

KEVL—White Castle—1955

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Big League Bcstg. Co.
Address 700 Raymond
Bldg., Baton Rouge, La.
Membership RAB

KVCL—Winnfield—1955

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Southern Bcstg. Co.
Address Box 548
News Service UP
Representative Hil F. Best
Manager..... William G. Darland, Jr.
Program Dir..... Charles Christie
Chief Eng..... John Burdue

Maine

Pop. March 1 (Est.) 910,000—Families 264,000
Radio Homes 252,000—TV Homes 197,000—Stations in State 19

WFAU—Augusta—1946 MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....160 Bangor St.
Membership.....NARTB
Transcription Service.....Standard
Representative.....O'Connell, Wheeler
President.....Faust Couture
General Manager.....Norman G. Gallant
Comm. Mgr.....Harry Simons
Program Director.....Mona Toothaker
Supervisory Engineer.....Joseph Roy

WRDO—Augusta—1932—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....WRDO, Inc.
Address.....175 Water Street
Representative.....Weed
News Service.....UP
Transcription.....Thesaurus
Membership.....NARTB, RAB
Manager.....Donald K. Powers

WABI—Bangor—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By...Community Bcstg. Service
Business-Studio Address.....57 State St.
News Service.....AP
Representative.....Hollingbery, Kettell-Carter
Membership.....NARTB, RAB
General Manager.....Leon Gorman, Jr.
Operations Manager.....Walter Dickson
Program Dir.....John F. MacRae
Nat. Sales Mgr.....William J. Mullen

WGUY—Bangor—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned.....Bangor Bcstg. Corp.
Address.....26 Central St.
News Service.....UP
Rep.....O'Connell, Wheeler
President.....Sherwood J. Tarlow
Commercial Mgr.....Nicholas A. Bell
Gen., Sta., Comm. Mgr.....K. A. Manley
Sales Prom. Mgr.....Philip Wolley
Program Director.....Robt. G. Shaw
Publicity Dir.....Dorothy Manley
Chief Engineer.....Donald H. Sylvia

WLBZ—Bangor—1926—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Representative.....Weed
Membership.....NARTB, RAB
Ass't Gen. Mgr.....Edward E. Guernsey

WIDE—Biddeford—1948 MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Biddeford Bdcstg. Corp.
Address.....234 Main St.

News Service.....AP
Transcription Service.....World
Representative.....Raymer, Borgatti
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Arthur Deters
Comm. Mgr.....Carl Swanson
Prog. Dir.....Tom Lummis

WCME—Brunswick—1955

Frequency: 900 Kc. Power: 250 Watts
Owned.....Westminster Broadcasting Co.
Address.....River Road
News Service.....AP
Membership.....NARTB
Pres., Gen. Mgr.....Robert H. Strawbridge
Comm., Sales Prom. Mgr., Clifford Kemberling
Prog., Pub. Dir.....Glenn H. Hilmer
Chief Engineer.....Melville Whitcomb

WABM—Houlton—1950—MBS YANKEE-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Aroostook Bdcstg. Corp.
Address.....1340 North Rd.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Webb
President.....Harry E. Umphrey
General Manager.....Harold D. Glidden
Sta. Mgr., Chief Eng.....Stanley Lyons

WCOU—Lewiston—1938 MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
News Service.....UP
Representative.....O'Connell, Wheeler
President.....Faust Couture
General Comm. Mgr.....John C. Libby
Sls. Prom., Pub. Dir.....Faust Couture
Program Dir.....Annette Howaniec
Chief Engineer.....Carl P. Rounds

WLAM—Lewiston—1947 ABC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By...Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
News Service.....AP
Transcription Service.....Thesaurus
Rep., Everett-McKinney, Kettel-Carter, O'Connell
Membership.....NARTB
Pres., Sta. Mgr.....F. Parker Hoy
General Manager.....Frank S. Hoy
Comm., Sales Prom. Mgr., Romeo E. Sansoucy
Program Director.....Harold W. Dutch

WCSH—Portland—1925 NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By...Maine Radio & TV Co.

Business-Studio Address..... 157 High St.
News Service.....UP
Representative.....Weed
Membership.....NARTB, RAB
President.....Adeline B. Rines
General Manager.....William H. Rines
Sta., Comm. Mgr......Arthur Owens
Pub. Dir., Prom. Mgr......L. T. Pitman
Prog. Dir......Raymond Mercier
Chief Engineer.....Charles R. Brown

WGAN—Portland—1938—CBS

Frequency: 560 Kc.....**Power:** 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
News Service.....AP, INS
Newspaper Affil......Gannett Publishing
Representative.....Avery-Knodel, Foster
Membership.....NARTB
President.....Jean Gannett Williams
Vice-Pres., Gen. Mgr.....Creighton E. Gatchell
Sta. Mgr......Francis H. Farnum, Jr.
Commercial Mgr......R. W. Jennings
Prog. Dir......C. R. Sanford
Sales Prom. Mgr., Pub. Dir...Perleston L. Pert, Jr.
Chief Engineer.....Roger W. Hodgkins

WPOR—Portland—1946
ABC-YANKEE-MBS

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
News Service.....AP

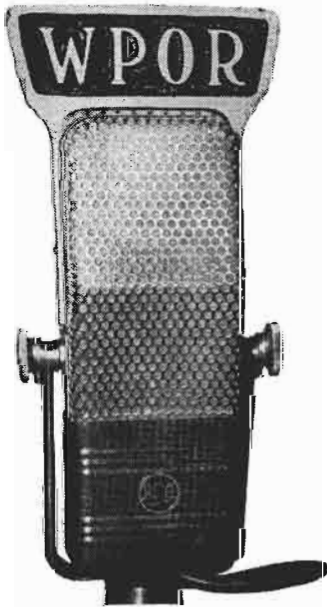
Rep......Kettel-Carter, Hollingsbery
Membership.....NARTB
Pres., Sta., Gen. Mgr......Harold H. Meyer
Commercial Manager.....William J. Mullen
Program Dir......Robert O'Wrl
Chief Engineer.....Thomas Conneen

WAGM—Presque Isle—1931
MBS-YANKEE

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Address.....489 Main St.
News Service.....UP
Representative.....Webb
Transcription Service.....Thesaurus
President.....Harry Umphrey
Pres., Gen. Mgr......Harold D. Glidden
Sta. Dir......Richard B. Marshall
Comm. Mgr......Forrest J. Craig
Chief Engineer.....Elmer Snow

WRKD—Rockland—1952
ABC

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.
Address.....493 Main St.
News Service.....UP
Transcription Service.....Standard
Representative.....Kettell-Carter, Holman
President.....Roland G. Ware
Station Manager.....Paul R. Huber
Commercial Mgr......Vere B. Crockett
Chief Engineer.....Alfred M. Thurlow, Jr.



**WPOR is not
 Portland's only
 station... but**

It's the *only* station in Portland where radio is not a secondary operation.

It's the *only* station in Portland that features Music, News and Sports.

It's the *only* station in Portland that raked up 15 quarter hour firsts out of 24 tested in a recent Survey. It's the *only* station in Portland that doesn't claim or charge you for questionable coverage outside the greater Portland market —

And it's the *only* station in Portland that can truthfully say,

*Portland's Favorite Station —
 Ask Anyone!*

Represented by

George P. Hollingsbery Boston — Kettel-Carter

AMERICAN • MUTUAL • YANKEE • DOWNEAST

PORTLAND, MAINE

WRUM—Rumford—1953
KBS

Frequency: 790 Kc. Power: 1 Kw. d.
Owned-Oper. By.....Rumford Bcstg. Co.
Address.....89 Congress St.
News Service.....AP
Trans. Service.....World, SESAC
Representative.....O'Connell
Membership.....NARTB
President.....Melvin L. Stone
Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis
Commercial Mgr.....G. B. Cunningham
Chief Engineer.....E. J. Tremblay

WKIQ—South Paris—1955

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....Oxford Bcstg. Co.
Address.....Alpine St.
News Service.....AP
Transcription.....Thesaurus
Pres., Comm. Mgr.....Gerald T. Higgins
Station Mgr.....Eldon H. Shute, Jr.
Program Dir.....Dick Dean
Chief Eng.....Donald Winslow

WGHM—Waterville—1956

Frequency: 1150 Kc. Power: 1000 Watts d.

Owned.....Pineland Broadcasting Co.
Address.....89 Congress St., Rumford
News Service.....AP
Transcription Service.....World
Representative.....O'Connell, Holman, Wheeler
President.....Melvin L. Stone
Gen. Mgr.....Harold A. Andrews
Comm. Mgr.....Donald L. Brough
Sales Prom. Mgr.....Harry K. Huestis
Program Director.....Ray Maxwell
Publicity Director.....Jack Dalton
Chief Engineer.....Edward J. Tremblay

WTVL—Waterville—1946
ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
News Service.....UP
Transcription Service.....Standard
Representative.....Hollingbery, Kettell-Carter
Membership.....NARTB, RAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Comm. Sls., Prom. Mgr.....Harold L. Vique
Program Director.....Fred Preble
Pub. Dir.....Ken Chase
Chief Engineer.....Don Sutherland

Maryland

Pop. March 1 (Est.) 2,869,000—Families 792,000
Radio Homes 748,000—TV Homes 677,000—Stations in State 30

WANN—Annapolis—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By.....Annapolis Bcstg. Corp.
Business-Studio Address.....Box 749
News Service.....UP
Membership.....NARTB
Representative.....Dora-Clayton
Gen., Sta., Comm. Mgr.....Morris H. Blum
Chief Engineer.....M. W. Pittman

WASL—Annapolis—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 1551
News Service.....AP
Transcription Service.....Thesaurus
Pres., Gen. Mgr.....Robert L. Blalock
Sta. Mgr.....Muriel Blalock
Comm. Mgr.....Joseph Griscom
Sales Prom. Mgr.....Robert L. Todd
Prog. Dir.....Joseph Raymond
Pub. Dir.....Melville Ruick
Chief Engineer.....Joel J. Lehman

WNAV—Annapolis—1949

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By.....The Capitol Bcstg. Co.
Address.....Box 829
News Service.....AP
Transcription Service.....Thesaurus, World

Representative.....Forjoe
President.....Albert H. MacCarthy
Sta., Comm. Sls. Prom. Mgr. M. A. Campbell, Jr.
Program Director.....Betty Straubel
Chief Engineer.....Alan B. Laffler

WBAL—Baltimore—1925
NBC

Frequency: 1090 Kc. Power: 50,000 Watts
Owned.....Hearst Corp. (Radio & TV. Div.)
Address.....2610 North Charles St.
Transcription Service.....Thesaurus, SESAC
News Service.....AP, INS, UP
Representative.....Christal
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering).....John Wilner
V.P., & Sta. Mgr.....Leslie H. Peard, Jr.
Program Manager.....H. E. Williams
Pub. Dir.....W. W. Matthews
Business Mgr.....W. C. Bareham

WBMD—Baltimore—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
News Service.....UP
Representative.....Charles Bernard
Membership.....NARTB
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.

Program Dir.....Thomas H. O'Connor
Chief Engineer.....Leo W. Karns

WCAO—Baltimore—1922

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plough Bcstg. Co., Inc.
Business-Studio Address...1102 N. Charles St.
News ServiceAP
RepresentativeRadio-TV Reps.
General Mgr.....Harold Burke
Comm. Mgr.....Edward L. Anzmann, Jr.
Program Dir.....Dick Covington

WCBM—Baltimore—1924
CBS

Frequency: 680 Kc..Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address...Harford & North Aves.
RepresentativeBolling
MembershipNARTB
PresidentJohn Elmer
Exec. V.P., Gen. Mgr.....G. H. Roeder
Sales Director.....John K. Healy
Asst. Mgr., Prog. Dir.....Charles A. Roeder

WFBR—Baltimore—1922
ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address10 E. No. Ave.
News ServiceAP, UP
RepresentativeJohn Blair & Co.
MembershipRAB, NARTB
PresidentRobert S. Maslin
V.P. & Gen. Mgr.....Robert B. Jones, Jr.
Sta., Prom., Pub. Mgr...Mrs. Jean Mowbray
Comm., Ass't. Gen. Mgr....Dudley Tichenor
Program Dir.....Bert Hancouer
Chief Engineer.....William R. Hoos

WITH—Baltimore—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Maryland Bcstg. Corp.
Business-Studio Address...7 E. Lexington St.
News ServiceAP
Transcription ServiceStandard
RepresentativeForjoe, Select Sta. Reps.
MembershipRAB
Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
V.P.....Robert C. Embry
Program Director.....Anna Ray Suter
Gen. Sls. Mgr.....G. S. Shaffer

WSID—Baltimore—1947

Frequency: 1010 Kc....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address...912 N. Charles St.
News ServiceINS, UP
Representative...UBC, Oakes, Dora-Clayton
PresidentRichard Eaton
General Manager.....Marvin Mirvis

WWIN—Baltimore—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address1119 N. Charles St.
News ServiceUP
RepresentativeMeeker
Pres., Gen. Mgr.....Thomas F. McNulty
Sls., Prom. Mgr.....A. B. Hartman
Prog. Dir.....Jack Dawson
Ch. Eng., Prog. Dir.....Clifford Inman

WUST—Bethesda—1951

(SEE WASHINGTON, D. C.)

WCEM—Cambridge—1947
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Shore Bcstg Co.
AddressQueen Anne Ave.
News ServiceAP
TranscriptionSESAC
MembershipNARTB
Pres., Gen. Mgr.....G. P. Richards
Sta., Commercial Mgr.....Sam Cannon, Jr.
Prog. Dir.....Bette B. Robbins

WCUM—Cumberland—1948
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
AddressBox 360
News ServiceAP
RepresentativeThomas F. Clark
MembershipRAB
President.....Karl F. Steinmann
Gen. Mgr.....Eldred Steinmann
Comm. Mgr.....Roy S. Knotts
Prog. Dir.....James Webster

WTBO—Cumberland—1928
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Cumberland Valley Bcstg. Co.
AddressByrd Ave.
News Service.....AP
Transcription ServiceThesaurus
RepresentativeBranham
MembershipNARTB
Pres., Gen., Sta. Mgr....A. William German
Sls. Prom. Mgr., Pub. Dir.. Virginia Rosenbaum
Comm. Mgr.....Floyd V. Cozad
Prog. Dir.....Chad Riley
Chief Engineer.....R. Wirgman

WAYE—Dundalk—1955

Frequency: 860 Kc.....Power: 500 W. d.
Owned-Operated By.....Erway Bcstg. Co.



Address.....Dunkirk Bldg., Balto.
 Representative.....Best
 News Service.....UP
 President, Gen. Mgr.....Guy S. Erway
 Commercial Mgr.....Frieda Boessel

WEBB—Dundalk—1955

Frequency: 1360 Kc.....Power 5000 W. d.
 Owned-Operated By.....1360 Bdcstg Co., Inc.
 Address.....Box 6222, Baltimore
 Representative.....Gill-Perna
 News Service.....AP
 Membership.....NARTB
 President.....Leon B. Back
 Gen., Comm., Sales Prom. Mgr....B. A. Stecher
 Sta Mgr., Pub. Dir.....Norman H. Baum
 Prog. Dir.....Wiley E. Daniels
 Chief Engineer.....Leroy Reckling

WFMD—Frederick—1936
 CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Monocacy Bcstg. Co.
 Address.....1 West Seventh St.
 News Service.....AP
 Station Representative.....Gill-Perna
 Membership.....RAB
 President.....Laurence Leonard
 Sta., Comm. Mgr.....Roger A. Beane
 Program Director.....Eve Leonard
 Pub. Dir.....Ted Work, III
 Chief Engineer.....Howard Fisher

WARK—Hagerstown—1947
 CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...United Bcstg. Co., Inc.
 Address.....128 S. Prospect St.
 News Service.....UP
 Station Rep.....United Bcstg.
 President.....Richard Eaton
 General Manager.....Samuel E. Phillips, Jr.
 Sales Prom. Mgr.....Lyn Keller
 Prog. Dir.....Richard Collyer
 Chief Engineer.....G. Harold Brewer

WJEJ—Hagerstown—1932
 MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
 Business-Studio Address.....Franklin Court
 News Service.....AP
 Transcription.....Thesaurus
 Representative.....Burn-Smith
 Membership.....NARTB
 Pres., Gen. Mgr.....Grover C. Crilley
 Sta., Comm., Sls., Prom. Mgr. W. H. Paulsgrove
 Pub., Pgm., Dir.....Robert Leshner
 Chief Engineer.....George McIntire

WASA—Havre De Grace
 1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Chesapeake Bcstg. Corp.
 Address.....P. O. Box 97
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NARTB
 President, General-Station Mgr..Jason T. Pate
 Comm.-Sales Prom. Mgr....Charles W. Irwin
 Chief Engineer.....Gerald D. Johnson

WKIK—Leonardtown—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Southern Md. Bcstrs. Inc.
 Address.....Leonardtown
 News Service.....UP
 President.....J. L. Bittner
 Comm., Sls. Prom. Mgr.....W. C. Redd

WPTX—Lexington Park
 1953—KBS

Frequency: 920 Kc.....Power: 500 Watts
 Owned.....Patuxent Radio Inc.
 Address.....Daugherty Bldg.
 Newspaper Affil.....Clearfield 'Progress'
 News Service.....AP
 President.....W. J. Thomas
 Sitaion Manager.....Sam Stonebraker

WPGC—Morningside—1954

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owner.....WPGC Inc.
 Address. 4421 Southern Ave., S.E., Wash., D. C.
 News Service.....AP
 President.....M. Richmond
 Manager.....Melvin Gene Winters
 Prog. Dir.....John Marquette

WDVM—Pocomoke City—1955

Frequency: 540 Kc.....Power: 500 W. d.
 Owned-Operated By..Eastern Shore Bcstg. Co.
 Address.....Box 210
 Representative.....Rollins
 Transcription Service.....World
 News Service.....AP
 Owner.....G. Russell Chambers
 Manager.....David Welbourne, Jr.
 Prog. Dir.....Phillip Goethals
 Chief Engineer.....Claude Jones

WINX—Rockville—1951

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Montgomery Cty. Bcstg. Co.
 Address.....2900 Tilden St.
 News Service.....UP
 Representative.....Whittig, Thomas
 Membership.....NARTB
 President.....Richard Eaton
 Gen., Sta. Mgr.....Pierre Eaton
 Comm., Sales Mgr.....Peter Giordano

Program Dir.....Richard Denham
 Publicity Dir.....John Robbins
 Chief Engineer.....Arthur A. Snowberger

WBOC—Salisbury—1940
MBS

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...The Peninsula Bcstg. Co.
 Bus.-Studio Address.....Radio TV Park
News ServiceAP
RepresentativeBurn-Smith
 President.....John W. Downing
 Gen., Sta., Comm. Mgr.Charles J. Truitt
 Program Director.....John W. Downing, Jr.
 Chief Engineer.....Jack W. Ward

WGAY—Silver Spring—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Tri-Suburban Bcstg. Corp.
 Business Address.....11306 Kemp Mill Rd.
News ServiceAP
RepresentativeWalker
 MembershipNARTB, RAB
 President.....John W. Kluge
 Gen.-Sta. Mgr.....Joseph L. Brehner
 Comm., Sls., Prom. Mgr....Stuart J. Hepburn
 Program Dir.....Chuck Dulane
 Publicity Dir.....Val Thomas
 Chief Engineer.....Arthur McDougall

WTOW—Towson—1954

Frequency: 1570 Kc. Power: 1000 Watts
 Owned-Oper. By.....WTOW, Inc.
 Address.....26 West Pennsylvania Ave.
News ServiceAP
RepresentativeBreen & Ward
 Pres., Gen. Mgr.....John S. Booth
 Sta., Comm. Mgr.....Edward Hearn
 Sales Prom. Mgr.....Glenn Brillhart
 Program Director.....Edwin Bakey
 Publicity Director.....John Steel
 Chief Engineer.....C. Buffington

WTTR—Westminster—1953

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Carroll County Bcstg. Corp.
 Address.....Uniontown Road
News ServiceUP
 Transcription.....Therausus
 V.P., Gen., Comm. Mgr....Russell H. Morgan

WDOH—Wheaton—1953

Frequency: 1540 Kc. Power: 250 Watts
 Owned.....Commercial Radio Equip. Co.
 Address...1319 F St. N.W., Washington, D. C.
 Gen. Mgr.....Everett L. Dillard
 Commercial Mgr.....James A. Gustafson
 Operations Mgr.....Fred Drake

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An Audience Loyal to the Station and Its Advertisers

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 Radio Homes **Salisbury, Md.**

John W. Downing,
 President

Charles J. Truitt,
 Gen. Mgr.

Massachusetts

Pop. March 1 (Est.) 4,841,000—Families 1,449,000
Radio Homes 1,420,000—TV Homes 1,298,000—Stations in State 56

WCAT—Athol—1956

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By James W. Miller
Address First National Bank Bldg.
News Service AP
Representative Nona Kirby
President James W. Miller
V.P., Gen. Mgr. Robert F. Nims
Program Dir. Brad Drawbridge

WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By Attleboro Radio Assn.
Address 8 N. Main St.
Representative Walker
Station Manager Keith S. Field
Advertising Mgr. William A. Dawson, Jr.
Program Mgr. David P. Mohr

WBMS—Boston—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By WBMS, Inc.
Business-Studio Add. Hotel Somerset
News Service AP
Representative Indie Sales
President Jack Berkman
V.P., Gen. Mgr. Norman B. Furman
Promotion Mgr. Harry Foster

WBZ-WBZA

(Synchronous Operation)
Boston-Springfield—1921

Frequency: 1030 Kc. Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned Westinghouse Bcstg. Co. Inc.
Business-Studio Add. 1170 Soldiers Field Rd.
News Service AP, UP
Membership NARTB, RAB
Representative Peters, Griffin, Woodward
President D. H. McGannon
Station Manager P. E. Mills
Sales Mgr. William J. Williamson
Prom. Mgr. Roy M. Schwartz
Program Manager Grady Edney
Publicity Dir. Robert Messinger
Chief Engineer W. H. Hauser

WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Plough Bdsq. Corp.
Bus. Studio Address 234 Clarendon St.
News Service AP, UP
Transcription Service World
Representative Radio-TV Reps.
President Harold Krelstein
Gen., Sta. Mgr. Roy V. Whisnand
Commercial Mgr. P. T. McGovern
Prog. Dir. Irvin Dierdorff
Chief Engineer Roland C. Hale

WEEI—Boston—1924

CBS

Frequency: 590 Kc. Power: 5000 Watts

Owned-Oper. By CBS
Business-Studio Address 182 Tremont St.
News Service AP, UP
Membership NARTB, RAB
Representative CBS Radio Spot Sales
President Arthur Hull Hayes
Gen. Mgr. Thomas Y. Gorman
Sales Mgr. Robert Sinnott
Sales Prom. Mgr. J. Cullinane
Program Director K. R. Ovenden
Publicity Director Marie H. Houlahan
Chief Engineer Warren J. Stevens

WHDH—Boston—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By WHDH, Inc.
Bus-Studio Address 6 St. James Ave.
Newspaper Affil. Herald-Traveler
Representative John Blair
News Service AP
Transcription Service BMI
Membership NARTB, RAB
President Robert B. Choate
V.P., Managing Dir. William B. McGrath
Commercial Manager Alexander M. Tanger
Program Mgr. John M. Day
Sales Prom. Mgr. William E. Shea
Chief Engineer Philip K. Baldwin

WMEX—Boston—1934

Frequency: 1510 Kc. Power: 5000 Watts
Owned-Oper. By The Northern Corp.
Business-Studio Address 70 Brookline Ave.
News Service INS
Transcription Service SESAC
Pres., Gen. Mgr. W. S. Pote
Comm. Mgr. George Lasker
Sales Promotion Manager Marie Mason
Prog. Pub. Dir. George Kaplan
Chief Engineer William Ferruzzi

WNAC—Boston—1922

MBS-YANKEE-NBC

Frequency: 680 Kc. Power: 50 Kw.
Owned Yankee Div., RKO Teleradio Pictures
Bus. Studio Address 21 Brookline Ave.
News Service INS, UP
Representative H-R Reps.
Membership NARTB, RAB
President Tom O'Neil
Exec. V.P., Gen. Mgr. Norman Knight
Vice President George Steffy
Comm. Mgr. Tom Bateson
Sales Prom. Mgr. George Hallberg
Program Director John D. Maloy
Publicity Director Phyllis Doherty
Chief Engineer I. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By Pilgrim Bcstg. Co.
Address 705 Beacon Street
Representative Headley Reed Co.
News Service AP
Membership NARTB

President.....Joseph A. Dunn
 Gen., Sta., Comm. Mgr.....Arthur E. Haley
 Program Dir.....Stan Richards
 Pub. Dir.....Polly Haddad
 Chief Engineer.....John Parker

WVDA—Boston—1953—ABC

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Vic Diehm Assoc. Inc.
 Address.....Bradford Hotel
 News Service.....AP
 Representative.....Raymer
 Membership.....NARTB, RAB
 President.....Vic Diehm
 Sta. Mgr.....Len Hornsby
 Comm. Mgr.....Yale Lasker
 Prog. Dir.....Jim Pansullo
 Sales Prom. Mgr., Pub. Dir.. Elaine McDonnell
 Continuity Dir.....Arthur Lypscon
 Chief Engineer.....George Jowdy

WBOS—Boston—1948

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Oper. By...Champion Bcstg. Sys., Inc.
 Address.....790 Commonwealth Ave.
 Representative.....Wm. G. Rambeau Co.
 News Service.....UP
 Gen. Mgr.....Ralph Weinman

WBET—Brockton—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.

Owned-Oper. By....Enterprise Publishing Co.
 Business-Studio Address.....60 Main St.
 Newspaper Affil.....Enterprise Pub. Co.
 News Service.....AP
 Membership.....NARTB, RAB
 Representative.....Walker
 General Manager.....Charles A. Fuller
 Commercial Mgr.....Earle G. Clement
 Program Manager.....Arthur B. Jones
 Chief Eng.....Charles O. Nowell

WTAO—Cambridge—1948

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By....Middlesex Bcstg. Corp.
 Address.....439 Concord Ave.
 News Service.....UP
 Representative.....O'Connell
 President.....Frank J. Lyman, Jr.
 General Manager.....Wallace Dunlap
 Comm. Mgr.....Perry J. Brown
 Sls. Promotion Mgr.....Bob Allen
 Publicity Dir.....Ken Wayne
 Program Director.....Edward Pennev, Jr.
 Chief. Eng.....John Ackles

**WACE—Chicopee-Springfield
 1946**

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Regional Bcstg. Co.
 Business Address.....326 Chicopee St.
 News Service.....INS

**BASICALLY
 BOSTON
 WVDA 5000 WATTS
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 Allentown, Pa. Houston, Pa. Bloomsburg, Pa. Bradford-Saco, Me. Boston, Mass. ABC
 NBC-MBS MBS-Yankee

Transcription Thesaurus
 Representative Bolling
 Membership NARTB, RAB
 President John S. Begley
 Gen. Mgr. Ralph J. Robinson
 Prog. Dir. Sy Levy
 Chief Engineer. H. R. Glinka

**WJKO—East Longmeadow
 1949**

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Oper. By Springfield Bdcstg. Co.
 Address P. O. Box 898, Springfield
 News Service UP
 Tran. RCA, CBS, Columbia, Decca, London
 Representative Gill-Perna, Nona Kirby
 Comm. Mgr. E. G. Hewinson, Sr.
 Gen. Mgr., Chief Eng. Chris M. Manitsas

**WALE—Fall River—1948
 MBS-YANKEE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Narragansett Bcstg. Co.
 Address 374 Central St.
 News Service UP
 Representative O'Connell, Wheeler
 Membership NARTB
 Manager. George L. Sisson, Jr.
 Commercial Mgr. Markey Gosciminski
 Business. Madeleine Hamell
 Traffic Ann Kenney

**WSAR—Fall River—1921
 ABC**

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By Fall River Bcstg. Co., Inc.
 Bus-Studio Address. Walker St., So. Somerset
 Newspaper Affiliation. Herald News, Inc.
 News Service UP
 Representative. Headley-Reed, Kettell-Carter
 President. Frank W. Miller, Jr.
 Gen. Mgr., Treas. Lincoln W. N. Pratt
 Commercial Manager. Cornelius Sullivan
 Program Director. Joseph Welch
 Chief Engineer. Arnold Molloy

**WEIM—Fitchburg—1941
 MBS-YANKEE**

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By WEIM, Fitchburg, Inc.
 Business-Studio Address. 717 Main St.
 News Service UP
 Membership NARTB, RAB
 Representative Walker, Kettell-Carter
 Transcription World
 President. Henry G. Molina, Jr.
 General Mgr. James W. Chalmers
 Chief Engineer. Ted Kallin

WFGM—Fitchburg—1950

Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Oper. By Wachusett Bcstg. Corp.
 Address 455 Main Street
 News Service Walker

**MORE NEWS
 MORE FEATURES
 MORE REGIONAL COVERAGE**

AP

**... and MORE RADIO AND TELEVISION STATIONS
 depend on
 THE ASSOCIATED PRESS**

Membership NARTB
President David M. Myers
Gen., Sta. Mgr. Ruane B. Hill
Commercial Mgr. Richard Ziegler
Sales Prom. Mgr. John Emanuelson
Program Director Tal Hood
Publicity Director Kirk Anderson
Chief Engineer Donald L. Coleman, Jr.

WKOX—Framingham—1947

Frequency: 1190 Kc. **Power:** 1000 Watts d.
Owned-Operated By WKOX, Inc.
Bus. Studio Address Mt. Wayte Ave.
Representative Kettell-Carter, Grant Webb
News Service UP
Membership NARTB
Station Manager Richard E. Adams
Commercial Manager Lewis F. Sargent
Program Dir. John Gentri

WGAW—Gardner—1946—ABC

Frequency: 1340 Kc. **Power:** 250 Watts
Owned Gardner Bcstg. Co.
Business Number 3 Pleasant St.
News Service UP
Representative Nona Kirby, Webb
Pres. & Treas. Emilien R. Robillard
V.P., Gen. Mgr. William C. Engel
Commercial Mgr. Robert McDonald
Program Director William Kennedy
Chief Engineer Gordon Wiley

WSBS—Great Barrington—1956

Frequency: 860 Kc. **Power:** 250 Watts
Owned-Oper. By .. Berkshire Bcstg. Co., Inc.
Address Stockbridge Road
News Service UP
Pres., Gen., Comm. Mgr. John T. Parsons
Sales Prom. Mgr. Edward Comstock
Program Director Alan D. Vaber
Publicity Director Norman Hamm

WHAI—Greenfield—1938
MBS-YANKEE

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By Haigis Bdcstg. Corp.
Business-Studio Address 486 Main St.
News Service AP
Transcription SESAC
Representative Walker
Membership RAB, NARTB
Pres., Gen., Sta. Mgr. John W. Haigis, Jr.
Commercial Mgr. Harry J. Frank
Pub. Dir. June Greene
Program Director Ira I. Hewey
Chief Engineer Leland F. Wheeler

WHAV—Haverhill—1947

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By WHAV, Inc.
Business-Studio Address 30 How St.
News Service UP
Representative Nona Kirby Co., Stars Nat'l
Treasurer E. I. Cetlin
General Manager Robert I. Kimel
Program Director James Simmons
Chief Engineer David Cate

WHYN—Holyoke-Springfield
1941—CBS

Frequency: 560 Kc. **Power:** 1000 Watts
Owned-Oper. By ... Hampden—Hamshire Corp.
Address 1300 Liberty St., Springfield
Representative Branham, Weed
Membership NARTB
Gen. Mgr. Charles N. DeRose
Business Manager Patrick J. Montague

WREB—Holyoke-Springfield
1948

Frequency: 930 Kc. **Power:** 500 Watts d.
Owned-Oper. By Valley Bcstg. Corp.
Address Holyoke Nat. Bank Bldg.
Trans. Ser. SESAC, Lang-Worth
News Service AP
Membership NARTB, RAB
Representative Kirby, WREB Radio Sales
Sta. Mgr. John H. Vendell, Jr.
Prog. Dir. William D. Trumbull
Sales Mgr. Robert H. Berger
Chief Engineer Frank T. Cook

WCCM—Lawrence—1947

Frequency: 800 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Lawrence Bdcstg. Co.
Address 9 Valley Street
News Service UP
Pres., Gen. Mgr. Geo. H. Jaspert
Comm. Mgr., Prom. Mgr. Daniel Ruggles, III
Prog., Pub. Dir. Forrest N. Morgan, Jr.
Chief Eng. Norman Round

WCAP—Lowell—1951

Frequency: 980 Kc. **Power:** 1000 Watts d.
Owned-Operated By Northeast Radio Inc.
Address 243 Central St.
News Service UP
Representative Kettell-Carter, Webb
President Israel Cohen
Gen. Mgr. William J. Warren

WLLH—Lowell-Lawrence
1934—MBS-YANKEE

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By Merrimac Bdcstg. Co.
Address 39 Kearney Sq., Lowell
News Service UP
Representative Nona Kirby
President Gerald Harrison
Gen. Mgr. A. N. Armstrong, Jr.
Program Director Tom Clayton
Chief Engineer Anthony G. Michaels

WLYN—Lynn—1946

Frequency: 1360 Kc. **Power:** 1000 Watts d.
Owned-Oper. By ... Puritan Bcst. Service, Inc.
Business-Studio Address 7 Willow St.
News Service UP
Station Representative Walker
President Theodore Feinstein
General Manager Melvin Lahr

WHIL—Medford—1952

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Conant Bcstg. Co.
 Address.....99 Revere Beach Pkwy.
 News Service.....UP
 Rep.....Nona Kirby, Broadcast Time Sales
 Pres., Gen., Sta. Mgr.....Sherwood J. Tarlow
 Commercial Mgr.....Joseph Kruger
 Prog. Director.....Bob Walsh
 Sales Prom. Mgr.....E. O'Donnell
 Pub. Dir.....Jim Aylward
 Chief Engineer.....Sal Fulchino

WBSM—New Bedford—1949

Frequency: 1420 Kc. Power: 1000 Watts
 Owned.....Bay State Broadcasting Co.
 Address.....Pope's Island
 News Service.....UP
 Representative.....Bolling Co.
 Membership.....NARTB
 President.....Joseph P. Duchaine
 Gen. Mgr.....Otto F. A. Arnold
 Comm. Mgr.....Richard G. Evans
 Prog. Dir.....Hal Peterson
 Continuity Director.....Henry S. Galus

WNBH—New Bedford—1921
MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....E. Anthony & Sons, Inc.
 Business-Studio Address.....432 County St.
 News Service.....AP
 Newspaper Affiliation.....Standard-Times
 Representative.....Walker Co.
 Manager.....Henry N. Solomon

WMNB—North Adams—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Northern Berkshire Bcstg. Co.
 Bus-Studio-Transmitter Address...466 Curran
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra, Kirby
 Membership.....NARTB
 Pres., Gen., Comm. Mgr., Chief Eng.
 J. Gordon Keyworth
 Prog. Dir.....Roy M. Anderson

WHMP—Northampton—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Pioneer Valley Bcstg. Co.
 Address.....78 Main St.
 News Service.....UP
 Representative.....Nona Kirby, Webb
 Membership.....NARTB
 President.....John H. Williams
 Gen., Sta., Comm. Mgr....Alexander W. Milne

WBEC—Pittsfield—1947—ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By.....Western Mass. Bcstg. Co.
 Business-Studio Address.....33 Eagle St.
 Newspaper Affiliation.....Evening Eagle
 News Service.....AP
 Transcription Service.....World

Membership.....NARTB
 Rep.....Everett-McKinney, Kettell-Carter
 President.....L. K. Miller
 Gen., Sta. Mgr.....W. Wendell Budrow
 Comm., Sls. Prom. Mgr.....Edward Johnson
 Prog., Pub. Dir.....Paul Edwards
 Chief Engineer.....Walton Ayer

WBRK—Pittsfield—1938
MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Greylock Bcstg. Co.
 Business-Studio Address.....8 Bank Row
 News Service.....UP
 Representative.....Walker
 Membership.....NARTB
 President.....Leon Podolsky
 Gen., Sta. Mgr.....Walter Kearsney
 Comm., Prom. Mgr.....Martin Schechter
 Program Dir.....Richard Bolender
 Publicity Dir.....Robert Burbank
 Chief Engineer.....Leonard Lavendol

WPLM—Plymouth—1955

Frequency: 1390 Kc. Power: 500 Watts
 Owned-Oper. By.....Plymouth Rock Bcstg. Co.
 Address.....294 Court St.
 News Service.....UP
 Representative.....Walker
 Pres., Gen. Mgr.....Jack Campbell

WJDA—Quincy—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....South Shore Bcstg. Co., Inc.
 Business-Studio Address.....Box 373
 News Service.....UP
 Representative.....Kirby
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....James D. Asher
 Prog. Dir.....H. Winslow Bettinson
 Comm., Sales Prom. Mgr.....K. P. Fallon, Jr.
 Chief Engineer.....Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....North Shore Bcstg. Corp.
 News Service.....UP
 Transcription Service.....World
 Station Rep.....Nona Kirby
 Gen. Mgr.....James D. Asher
 Commercial Mgr.....Charles Asher
 Sta. Mgr.....William C. Asher

WESO—Southbridge—1955

Frequency: 970 Kc. Power: 500 Watts
 Owned.....WESO Broadcasting Corp.
 Address.....291 Main Street
 News Service.....UP
 Representative.....Walker
 Membership.....NARTB, RAB
 President.....Joseph L. Rosenmiller
 Vice-president.....Peter A. Bordes
 Gen., Sta. Mgr.....Joseph C. Amatore
 Comm. Mgr.....William Richard
 Prog. Director.....Robert Binet
 Chief Engineer.....Sumner Weisman

WBZA-WBZ
(Synchronous Operation)
Springfield-Boston—1921
NBC

(See Boston Listing)

WHYN—Springfield—1941
CBS

Frequency: 560 Kc. Power: 1000 Watts
Owned-Oper. By. Hampden-Hampshire Corp.
Address. 1300 Liberty St.
Representative. Branham, Ward
Membership. NARTB
General Mgr. Charles N. DeRose
Business Mgr. Patrick J. Montague

WMAS—Springfield—1932
MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. WMAS, Inc.
Business-Studio Address. 101 West St.
News Service. UP
Representative. H-R Reps., R. C. Foster
Membership. NARTB
President. Gerald Harrison
Station Manager. Robert Donahue
Comm. Mgr. Zack Land
Prog. Dir. Roland Dumas
Chief Eng. John Michnovcz

WTXL—Springfield—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Telecolor Corp.
Address. 34 Sylvan St.
News Service. UP
Transcription Service. World
Representative. Walker
Membership. NARTB, RAB
Pres., Gen. Mgr. L. A. Reilly
Commercial Manager. Holland D. Cameron
Station Mgr., Chief Engineer. J. L. Spates

WSPR—Springfield—1936
ABC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By. WSPR, Inc.
Business Address. 63 Chestnut St.
News Service. UP
Representative. Hollingbery, Kettell-Carter
Membership. NARTB, RAB
Pres., Gen. Mgr. Alan C. Tindal
Commercial Manager. John J. Sullivan
Sales Prom. Mgr., Prog., Pub. Dir. Paul Monson
Chief Engineer. Valentino Partyka

WPEP—Taunton—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By. Silver City Bcstg. Corp.
Address. 174 Broadway
News Service. UP
Representative. Walker Co.
Membership. NARTB
Pres., Gen. Mgr. J. Marshall McGregor
Sta. Mgr., Prog. Dir. Joseph G. Quill

Comm. Mgr. Earle Blackwell
Production Dir. Charles S. Williams
Chief Engineer. Lawrence Prado

WARE—Ware—1948
YANKEE-MBS

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By. Central Bcstg. Corp.
Business-Studio Address. East St.
News Service. AP
Rep. Grant Webb, Nona Kirby
President. H. Scott Killgore
Gen., Sta. Mgr. William R. Sweeney
Program Dir. Seth Larrabee

WCRB—Waltham—1948

Freq.: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned. Charles River Bcstg. Co.
Address. 750 South St.
Station Rep. Good Music Broadcasters
News Service. UP
Membership. NARTB
Pres., Gen. Mgr. Theodore Jones
Sta. Mgr. Richard L. Kaye
Sales Mgr. Theodore Jones
Prom. Mgr. Fred L. Bosworth
Prog. Dir. Robert Vail
Pub. Dir. Emmanuel Gilbert
Chief Eng. Leonard Buckwalter

WDEW—Westfield—1957

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By. Westfield Bcstg. Co.
Business-Studio Address. 249 Union St.

WDEW
1000 WATTS
WESTFIELD, MASS.

Serving Entire

Springfield

Area

Local Programming That's
Fresh and Exciting

Temperatures!

News!

Time!

Music Everyone Likes

Phone Air Time Daytime
 News Service UP
 President Albert L. Capstaff

WTXL—West Springfield—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Telecolor Corp.
 Address 34 Sylvan St.
 News Service UP
 Representative Walker
 Membership NARTB, RAB
 Pres., Gen. Mgr. Lawrence A. Reilly
 Asst. Gen. Mgr. James L. Spates
 Commercial Mgr. Holland D. Cameron

WOCB—West Yarmouth—1940
MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Address New Bedford, Mass.
 Representative Walker
 News Service UP
 Newspaper Affil. Standard Times
 President Basil Brewer
 Sta. Mgr. Paul Stiles
 Chief Engineer. Frank L. Lynch

WAAB—Worcester—1931
ABC-MBS-YANKEE-NBC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned by WAAB, Inc.
 Bus.-Studio Address ... Waterman Bcstg. Corp.
 News Service UP
 Transcription Service World
 Membership NARTB, RAB
 Rep. Grant Webb, Kettell-Carter
 Pres., Gen. Mgr. Bernard E. Waterman
 Comm. Mgr. C. Kaminski
 Prog., Pub. Dir. T. C. Sawyer
 Chief Engineer. George Capalbo

WNEB—Worcester—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Address 405 Main St.
 News Service UP
 Representative Bolling
 Membership NARTB, RAB
 President Paul C. Lytle
 Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 Chief Engineer. Vernon P. Wilson

WORC—Worcester—1925

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By WORC, Inc.
 Bus.-Studio Address 50 Franklin St.
 Representative Forjoe, Wheeler
 News Service AP
 Pres., Gen., Sta. Mgr. Robert F. Bryar
 Comm., Sls. Prom. Mgr., Pub. Dir. ... A. A. Coblenz
 Prog. Dir. Shirley Palmer
 Chief Engineer. Herman A. Gruzin

WTAG—Worcester—1924
CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By WTAG, Inc.
 Business-Studio Address 20 Franklin St.
 Newspaper Affil. Telegram & Gazette
 News Service AP
 Representative Henry L. Christal Co.
 Membership NARTB, RAB
 President Robert W. Booth
 Vice Pres., Gen. Mgr. Herbert L. Krueger
 Commercial Manager. Robert J. Brown
 Local Sales Mgr. R. L. Gravel
 Sales Prom. Head. Ben G. Oman, Jr.
 Prod., Pgm. Dir. A. J. Brissette
 Chief Engineer. E. A. Browning

Michigan

Pop. March 1 (Est.) 7,661,000—Families 2,232,000
 Radio Homes 2,198,000—TV Homes 1,967,000—Stations in State 79

WABJ—Adrian—1945—ABC

Frequency: 1490 Kc. Power: 250 Watts d.
 Owned-Oper. By Gerity Bcstg. Co.
 Address 2982 Treat Rd.
 News Service AP
 Transcription Lang-Worth
 Representative Michigan Spot Sales
 Membership NARTB, RAB
 President James Gerity, Jr.
 Gen., Sta. Mgr., Comm. Mgr., Pub. Dir. ... R. W. Cessna
 Program Director. Keith Roper
 Chief Engineer. Galen Stutzman

WALM—Albion—1952—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Calhoun Bcstg. Co.
 Address Box 346
 News Service UP
 General Mgr. William J. Schwoebell

WFYC—Alma—1948—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By WFYC, Inc.
 Address U. S. 27
 News Service UP
 Membership RAB
 Trans. Service Lang-Worth, World
 General Manager. David W. Sommerville
 Sales Mgr. David Van Sluyters

WATZ—Alpena—1946
MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business Address M-32 West
 News Service AP
 Representative Holman
 President Les Biederman
 Station Manager. Drew McClay
 Chief Engineer. William Kiker

**WHRV—Ann Arbor—1946**
ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By...Huron Valley Bcstrs., Inc.
 Address...4230 Packard Rd.
 News Service...AP
 Representative...Walker
 Membership...NARTB
 Pres., Gen. Mgr....J. R. Chapman
 Comm. Mgr....Richard F. Harner
 Sls. Prom., Prog. Dir....Donald A. Herman
 Pub. Director...Richard P. Wotring
 Chief Engineer...Charles F. Richmond

WPAG—Ann Arbor—1945

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By...Washtenaw Bcstg. Co.
 Bus.-Studio Address...3rd Floor, Hutzel Bldg.
 News Service...AP
 Transcription...Thesaurus
 Representative...Everett-McKinney, Inc.
 Membership...NARTB
 Pres., Gen. Sta. Mgr....Edward F. Baughn
 Commercial Manager...Kenneth MacDonald
 Program Dir....Albert Sanborn
 Chief Engineer...D. N. Bowdish

WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Oper. By...Stevens Wismer Bcstg. Co.
 Address...935 S. Van Dyke Rd.
 Rep....Gill-Perna, Michigan Spot Sales
 Trns. Ser....Standard, Lang-Worth, Thesaurus
 Gen. Mgr....John Wismer
 Business Manager...Jim Muehlenbeck

WBCK—Battle Creek—1948
MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By...Michigan Bcstg. Co.
 Address...Security Natl. Bank Bldg.
 News Service...UP
 Transcription Service...World
 Representative...Burn-Smith
 Membership...NARTB, RAB
 President...Robert H. Holmes
 General Mgr....E. F. Cahill
 Chief Engineer...Harley Hammond

WELL—Battle Creek—1925
ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...Federated Publications, Inc.
 Address...Michigan National Bank Bldg.
 News Service...AP
 Newspaper Affil....Enquirer and News
 Transcription Service...Thesaurus, Standard
 Representative...Meeker
 Membership...NARTB, RAB
 President...Robert Miller
 Gen. Sta., Comm. Mgr....P. J. Haller
 Program Dir....Robt. Geerdes
 Publicity Director...Jack Newman
 Chief Engineer...Earl J. Stone

WBCM—Bay City—1925
ABC

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.
 Owned-Operated By...Michigan Bcstg. Co.
 Business-Studio Address...Wenonah Hotel
 News Service...UP
 Transcription Service...World
 Representative...George P. Hollingsbery
 Membership...RAB, NARTB
 President...Robert H. Holmes
 Gen., Sta., Comm. Mgr....Leo A. Jylha
 P.og., Pub. Dir....Hal Shore
 Chief Engineer...Ralph H. Carpenter

WHFB—Benton Harbor—
St. Joseph—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Palladium Publ. Co.
 Address...Michigan and Oak St., B. H.
 News Service...AP
 Newspaper Affil....Palladium, Herald Press
 Transcription Service...World, Thesaurus
 Representative...Hal Holman
 Membership...NARTB, RAB
 President...Stanley R. Banyon
 Station Mgr....J. P. Scherer
 Program Director...Dwight Edmunds
 Comm. Mgr....John Chase
 Chief Engineer...M. U. Robinson

WBRN—Big Rapids—1953

Frequency: 1460 Kc. Power: 1 Kw., d.
 Owned-Oper. By...WBRN, Inc.
 Address...P. O. Box 825
 News Service...AP
 Transcription Service...Thesaurus, SESAC
 Representative...Hil F. Best
 Membership...RAB
 Pres., Gen., Sta., Comm. Mgr. Spencer Denison
 Chief Engineer...R. F. Cook

WATT—Cadillac—1945
MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Midwestern Bcstg. Co.
 Business-Studio Address...U. S. 131, South
 News Service...AP
 Transcription Service...SESAC
 Representative...Hal Holman
 President...Les Biederman
 General Manager...Art Nyhus
 Sales Manager...M. L. Chandler
 Chief Engineer...Bill Kiker

WCBY—Cheboygan—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned...Straits Bcstg. Co.
 Address...Mackinaw Ave.
 News Service...AP
 Transcription Service...Thesaurus
 Representative...Best
 Pres., Gen., Sta., Sls. P. om. Mgr....R. E. Hunt
 Commercial Mgr....Ben Morrow
 Program Director, Pub. Dir....Dick Welsh
 Chief Engineer...Norbert C. Poepelman

For a real Sales
KNOCKOUT

in the Detroit area

CKLW-TV penetrates
a population grand
total area of 5,588,800
in which 87% of all
families own TV sets.

CKLW-TV
channel 9

325,000
WATTS

CKLW
radio 800 kc

50,000
WATTS

CKLW radio covers a
15,000,000 population
area in 5 important
states. The lowest cost
major station buy in
the Detroit area.

**THE
MOST
POWERFUL
RADIO
AND TELEVISION
COVERAGE
IN THE
MARKET!**

Young Television Corp.
Adam Young, Inc.
National Representatives

J. E. Campeau, Pres.
Guardian Bldg., Detroit

WTVB—Coldwater—1949

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.
 Owned-Oper. By ...Twin Valley Bdcstrs. Inc.
 AddressBox 32
 News ServiceAP
 Trans. ServiceWorld
 RepresentativeHil F. Best
 PresidentGeorge Hosek
 Sta., Comm. Mgr., Prog. Dir. E. Harold Munn,
 Jr.
 Sales Prom. Mgr.Normand Moore
 Publicity Dir.Ronald T. Hutson
 Chief EngineerVirgil Royer

**CKLW—Detroit-Windsor
 1932—MBS**

Frequency: 800 Kc.Power: 50,000 Watts
 Owned-Oper. By ..Western Ontario Bcstg. Co.,
 Add. .Essex Bcstrs., Guardian Bldg., Detroit 26
 News ServiceINS, UP
 RepresentativeAdam Young
 Transcription ServiceWorld, Thesaurus
 RepresentativeAdam Young
 MembershipNARTB
 President, General Mgr.J. E. Campeau
 Dir., Oper.S. C. Ritchie
 Commercial Manager.E. Wilson Wardell
 Program DirectorJohn Gordon
 Publicity DirectorArt Gloster
 Chief EngineerW. J. Carter
 (See Page 471)

WJBK—Detroit—1926

Freq.: 1500 Kc.Power: 10 Kw. d., 1 Kw. n.
 Owned-Operated ByStorer Bcstg. Co.
 Bus. Studio Address7441 Second Blvd.
 News ServiceINS, AP
 RepresentativeKatz Agency
 MembershipNARTB, RAB
 PresidentGeorge B. Storer, Sr.
 Managing DirectorHarry Lipson
 Gen. Sales Mgr.Herbert J. Weber, Jr.
 Merchandising Mgr.Dean Davidson
 Publicity DirectorGrace Schilbe
 Chief EngineerLeonard Spragg

WJLB—Detroit—1926

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. By ..Booth Radio & TV Stas.
 Business AddressBroderick Tower
 News ServiceAP
 RepresentativeForJoe
 MembershipNARTB
 PresidentJohn L. Booth
 Gen., Sta. Mgr.Edwin E. Nyy
 Commercial Mgr.Eric V. Hay

WJR—Detroit—1922—CBS

Frequency: 760 Kc.Power: 50,000 Watts
 Owned-Oper. By WJR, The Goodwill Sta., Inc.
 Address2100 Fisher Bldg.
 News ServiceAP, INS, UP
 Trans. Ser.Thesaurus, Lang-Worth
 RepresentativeChristal
 MembershipNARTB, RAB

PresidentJohn F. Patt
 V.P., & Gen. Mgr.Worth Kramer
 Pub. Rel. Dir.James Quello
 V.P., Operations Mgr.F. S. Moore
 V.P., Radio SalesElmer O. Wayne
 Sales Prom. Mgr.Jack Brussel
 Prog. Mgr.Ron Gamble
 Chief EngineerA. Friedenthal

WKMH—Detroit—1946

Freq.: 1310 Kc.Power: 5 Kw.
 Owned-Oper. By ...Knorr Broadcasting Corp.
 AddressWKMH Bldg., Dearborn
 News ServiceUP, AP
 RepresentativeHeadley-Reed
 Transcription ServiceLang-Worth
 MembershipNARTB
 Pres., Gen. Mgr.F. A. Knorr
 Sta. Mgr.John J. Carroll
 Comm., Sales Prom. Mgr.J. O. Gilbert
 Prog., Pub. Dir.Robt. Seymour
 Chief EngineerJerrald Martin

WWJ—Detroit—1920—NBC

Frequency: 950 Kc.Power: 5000 Watts
 Owned-Oper. By ...The Evening News Assn.
 Address622 W. Lafayette
 Newspaper AffiliationDetroit News
 News ServiceAP, UP
 Transcription ServiceThesaurus
 Rep. .Peters, Griffin & Woodward, McDermott
 MembershipNARTB, RAB
 PresidentWarren S. Booth
 General ManagerEdwin K. Wheeler
 Asst. Gen. Mgr.Don DeGroot
 Program Mgr.M. C. Wissman
 Station Mgr.Robert J. McIntosh
 Sales Prom. Mgr.Glen Kyker
 Business Mgr.Henry C. Rogers
 Gen. Eng. Mgr.E. J. Love

WXYZ—Detroit—1925—ABC

Frequency: 1270 Kc.Power: 5000 Watts
 Owned-Oper. ByWXYZ, Inc.
 Business Address1700 Mutual Bldg.
 News ServiceAP, INS
 RepresentativeJohn Blair
 Transcription ServiceStandard
 MembershipRAB, NARTB
 PresidentJames G. Riddell
 Commercial ManagerHarold L. Neal
 Pub. Dir.Douglas E. Nicol
 Prom. Mgr.Page Heldenbrand
 Asst. Radio Sales Mgr.Robert Baldrice
 Chief EngineerCharles Kocher
 (See Page 473)

**WDBC—Escanaba—1941
 MBS**

Frequency: 680 Kc.Power: 1000 Watts
 Owned-Operated ByDelta Bcstg. Co.
 Business-Studio Address606 Lud St.
 News ServiceAP
 Pres., Gen., Comm., Sales Prom. Mgr., Prog. Dir.
 George D. Lindenthal
 Station ManagerF. J. Lindenthal



Publicity Director.....Wm. J. Duchaine
Chief Engineer.....Henry C. Olsen

WAMM—Flint—1955

Frequency: 1420 Kc.....Power: 500 W. d.
Owned-Oper. By...Binder-Carter-Durham, Inc.
Address.....3506 E. Kearsley St.
News Service.....UP
Representative.....Rambeau
Pres., Gen. Mgr.....Richard S. Carter
Comm. Mgr.....Ronald L. Craig
Sales Prom. Mgr.....Charles Speights
Prog. Director.....N. R. Gravelin
Pub. Director.....Albert Binder
Chief Engineer.....Charles Wallace

WBBC—Flint—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations.
Bus-Studio Address.....3076 E. Bristol Rd.
Representative.....Weed
News Service.....AP
President.....John Lord Booth
Sta., Gen., Mgr.....W. Gerald Schroeder

WFDF—Flint—1922—NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Transcription Service.....Standard, Thesaurus
Representative.....Katz
Membership.....NARTB, RAB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....Lester W. Lindow
Comm., Sales Prom. Mgr.....Marvin Levey
Program Director.....Elmer A. Knopf
Chief Engineer.....Gerald Wolpert

WKMF—Flint—1952

Frequency: 1470 Kc.....Power: 1 Kw.
Owned.....Knorr Bcstg. Corp.
Address.....112 W. Water St.
Station Rep.....Mich. Spot Sls., Headley-Reed
Membe-ship.....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....W. Eldon Garner

WMRP—Flint—1946

Frequency: 1570 Kc.....Power: 500 Watts d.
Owned-Oper. By...Methodist Radio Parish, Inc.
Address.....3217 Lapeer St.
Representative.....Best
News Service.....UP
President.....Arthur Howard
Gen. Mgr.....William H. Morford
Chief Engineer.....Robert Swayze

WTAC—Flint—1946—ABC

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned...KPOA-WFBL-KTVR, Founders Corp.
Address.....420 Lexington Ave., N. Y. C.
Station Representative.....Hollingbery
News Service.....UP
President.....John M. Shaheen
Station Mgr.....David Mendelsohn
Program Director.....Michael Joseph

Nat. Sls. Mgr.....T. J. Warner
Comm. Mgr.....Walter L. Dennis
Chief Engineer.....Robert Wheaton

WBFC—Fremont—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Radio Network
Address.....Mt. Pleasant, Mich.
News Service.....AP
Transcription.....Lang-Worth, SESAC
Representative.....Hil F. Best
Membership.....NARTB
President.....Paul A. Brandt
Gen., Sta., Comm. Mgr.....Earl Peterson
Sales Prom. Mgr., Prog. Dir.....Neal Johnson
Publicity Dir.....Lou Walters
Chief Engineers, Charles Holbrook, Dick Carter

**WATC—Gaylord—1950
MBS**

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Midwestern Bcstg. Co.
Address...Paul Bunyan Bldg., Traverse City
Representative.....Holman, Mich. Spot Sales
Gen. Mgr.....Les Biederman

WGHN—Grand Haven—1956

Frequency: 1370 Kc.....Power: 500 Watts
Owned.....Grand Haven Broadcasting Co.
Address.....128 Washington St.
News Service.....UP
Transcription Service.....Thesaurus
President, Prog. Dir.....Bob Runyon
Gen., Sta., Comm., Sls. Prom. Mgr...Bob Kirby
Pub. Dir.....Delrose Heinzleman
Chief Engineer.....Bob Schmitt

WFUR—Grand Rapids—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....399 Gafield Ave., S.W.
News Service.....UP
Transcription Service.....Associated
Pres., Gen., Sta. Mgr.....William Kuiper, Sr.
Commercial Manager...Peter Vanden Bosch
Sls. Prom., Pub. Dir.....William Kuiper, Jr.
Chief Engineer.....Gilbert Waite

WGRD—Grand Rapids—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
News Service.....AP
Transcription Service.....Standard
Representative.....Gill Perna
Membership.....NARTB
Pres., Gen. Mgr.....Paul F. Eichhorn
Sta., Comm. Mgr., Prog. Dir.....Glenn Le Pard
Publicity Dir.....Rudy Pessel
Chief Engineer.....Richard Groenevelt

**WJEF—Grand Rapids—1945
CBS**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. ...Amalgamated Properties, Inc.

Address 187 Monroe N. W.
 Transcription Thesaurus
 Representative Avery-Knodel, Inc.
 President John E. Fetzer
 General Mgr. Carl E. Lee
 Station Manager Martin Giacomo
 Chief Eng. Bruce M. Glycadjis

WLAV—Grand Rapids—1940
ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned. Versluis Radio & Television, Inc.
 Address 6 Fountain St., N.E.
 News Service AP
 Transcription Service Standard
 Representative Burke-Stuart
 President Leonard A. Versluis
 Gen., Sta., Comm. Mgr. Lee G. Stevens
 Prog. Dir. Don Mullen
 Chief Engineer. Carroll Hutchings

WMAX—Grand Rapids—1954

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owner WMAX, Inc.
 Address Keith Theater Bldg.
 News Service UP
 General Manager. Chas. A. Sprague
 Commercial Mgr. Joe Hooker
 Promotion Mgr. Ed Fitzgerald
 Prog. Dir. Bob Trap

WOOD—Grand Rapids—1924
NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By. Consolidated Radio & TV
 Broadcasters, Inc.
 Address 120 College Ave., S.E.
 News Service AP
 Representative Katz Agency
 President H. M. Bitner, Jr.
 General Mgr. Willard Schroeder
 Radio Sales Mgr. Michael Lareau
 Prom. Mgr. Clark Grant
 Prog. Dir. Franklin Sisson
 Publicity Director. Sharon Schneider
 Chief Engineer. Charles Robison

WBSE—Hillsdale—1955

Frequency: 1340 Kc. Power: 100 W.
 Owned-Operated By. Baw Beese Bcstrs., Inc.
 Address 92½ Broad St.
 Representative Best
 News Service AP
 Transcription Thesaurus
 Membership NARTB, RAB
 President Stanley White
 Gen., Sta. Mgr., Chief Eng. E. H. Munn, Jr.
 Comm. Mgr. Lincoln A. Mayo

WHTC—Holland—1948

Frequency: 1450 Kc. Power: 250 Watts

WTAC
RADIO
DOMINATES!

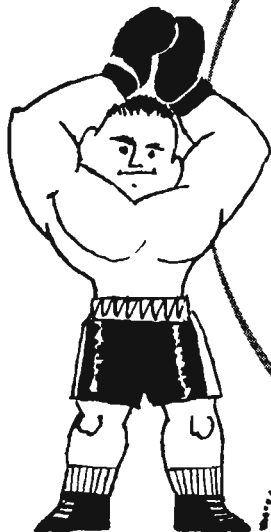
FLINT, MICHIGAN

1st in the Market

All day average 38.3—Nearest competitor 15.8 (Hooper)
 In every quarter-hour, 6 A.M.—6 P.M. (Pulse)
 In twenty of twenty-two half-hours, 7 A.M.—6 P.M. (Hooper)
 National representative — George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founders' group of stations, including
 KPOA, Honolulu, and the Inter-Island Network;
 WFBL, Syracuse, New York; and KTZR,
 Channel 2, Denver, Colorado.





Owned-Operated By.....Holland Bcstg. Co.
 Address 5 E. 8th St.
 News Service AP
 Representative Best
 President W. A. Butler
 Gen. Mgr..... Sandy Meek
 Program Director..... Harold Franken
 News, Pub. Dir..... Brig Young
 Chief Engineer..... Juke Van Oss

WHDF—Houghton—1929
NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Upper Michigan Bcstg. Co.
 AddressHoughton
 News Service AP
 Transcription Service.....Thesaurus
 Representative Walker
 Membership NARTB
 Chief Owner..... G. L. Borgan
 General Manager..... Albert W. Payne
 Program Director..... Earl Norden
 Publicity Director..... F. Grant Richards
 Chief Engineer..... George L. Borgan

WHGR—Houghton Lake
1954

Frequency: 1290 Kc.....Power: 5 Kw.
 Owned.....Sparks Bcstg. Co.
 Address3431 Houghton Lake Dr.
 News Service AP
 Representative Hil F. Best
 President..... Jacob B. Sparks
 General Mgr..... Gordan A. Sparks
 Sta. Mgr., Prog. Dir..... Robert D. Ditmer
 Chief Engr..... Garnet G. Sparks

WION—Ionia—1953

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Oper. By..... Ionia Bcstg. Co.
 AddressBox 143
 News Service AP
 Representative Best
 Transcription ServiceThesaurus
 Membership NARTB
 President..... Monroe MacPherson, Sr.
 Gen. Mgr., Prog. Dir... Monroe MacPherson, Jr.
 Commercial Mgr..... Kenneth R. Chapin
 Chief Engineer..... Erwin Fuller

WMIQ—Iron Mountain—1947
ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned... Iron Mountain-Kingsford Bcstg. Co.
 Address 211 East Ludington Street
 Newspaper Affil..... News
 News Service UP
 Transcription ServiceThesaurus
 Membership NARTB
 President..... Frank J. Russell
 Gen., Sta., Comm., Prom. Mgr.. W. C. Johnson
 Program, Pub. Dir..... Gil Heard
 Chief Engineer..... Richard Gallup

WIKB—Iron River—1949
KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By..... WIKB, Inc.
 Address 221 Genesee St.
 Representative Hil F. Best
 News Service AP
 Transcription Thesaurus
 President..... H. H. Frailing
 Gen., Sta., Comm. Mgr..... Bud Shields
 Program, Pub. Dir..... Milo Jordan
 Sales Prom. Mgr..... Bob Campbell
 Chief Eng..... Les Patten

WJMS—Ironwood—1931

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By...Upper Mich.-Wis. Bcstg. Co.
 Business-Studio Address... 124 E. McLeod Ave.
 Representative Hil F. Best
 Membership NARTB, RAB
 President, Gen. Mgr..... William L. Johnson

WJPD—Ishpeming—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By... Ishpeming Bcstg. Co.
 Business-Studio Address Jenks Block
 News Service AP
 Transcription Service World
 Membership NARTB
 President J. P. Deegan
 Sta. Manager..... Harold Smith
 Comm. Mgr..... Eldon Wallace
 Prog. Dir..... Baker Urdan
 Chief Engineer..... L. Roncoqione

WIBM—Jackson—1925—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Booth Radio & TV Stations, Inc.
 Address 2511 Kibby Rd.
 Station Representative Weed
 Membership NARTB
 Pres., Gen. Mgr..... John L. Booth
 Managing Director..... George P. Lasley

WKHM—Jackson—1951
MBS

Frequency: 970 Kc.....Power: 1000 Watts
 Owned..... Jackson Bcstg. & Tele. Corp.
 Address 441 Wildwood
 Rep..... Headley-Reed, Mich. Spot Sales
 Membership NARTB
 Pres., Gen. Mgr..... Fred A. Knorr
 Managing Director..... Merritt W. Greene

WKLZ—Kalamazoo—1956

Frequency: 1440 Kc.....Power: 500 Watts
 Owned.....The Circle Corporation
 Address 2315 Schippers Lane
 News Service UP
 Pres., Gen., Comm. Mgr..... Joseph F. Butler
 Sta. Mgr., Prog. Dir., Chief Eng.. R. E. Patterson
 Sales Prom. Mgr., Pub. Dir... Leon B. Van Dam

WKMI—Kalamazoo—1947

Freq.: 1360 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Oper. By Steere Bcstg. Co.
 Business-Studio Address State Theatre Bldg.
 News Service UP
 Representative Broadcast Time Sales
 Membership NARTB
 President Howard D. Steere
 Station Manager Emil J. Popke, Jr.
 Commercial Mgr. Barney Doyle
 Prog. Dir. Dan Daniels
 Chief Engineer Kenneth Farrance

WKZO—Kalamazoo—1923
 CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Fetzer Bcstg. Co.
 Business Address 124 W. Michigan Ave.
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NARTB, RAB
 President John E. Fetzer
 V. P. & Mgr. Dir. Carl E. Lee
 Radio Admin. Asst. Otis T. Gaston
 Nat. Sales Director John W. O'Harrow
 Program Director Charles T. Lynch
 Chief Engineer Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Operated By Lansing Bcstg. Co.
 Bus. Studio Address 407 N. Washington
 News Service AP

Representative Venard
 Pres., Gen. Comm. Mgr. John C. Pomeroy
 Sales Prom. Mgr., Pub. Dir. Stanley Kirby

WJIM—Lansing—1934—ABC
 NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Gross Telecasting, Inc.
 Address 2820 East Saginaw
 News Service UP
 Rep. Peters, Griffin, Woodward, Inc.
 Membership RAB
 President, Gen. Mgr. Harold F. Gross
 Station Mgr. Howard K. Finch
 Comm. Mgr. Garvin Meadowcroft
 Prog. Dir. Bertrant Mitchell
 Chief Eng. Carl Musson

WKLA—Ludington—1944
 ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Raymond A. Plank
 Address East Ludington Ave.
 News Service UP
 Representative Best
 Membership NARTB, RAB
 Pres., Gen., Stz. Mgr., Ch. Eng. Ray. A. Plank

WMTE—Manistee—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Manistee Radio Corp.
 Address Box 322
 News Service AP
 Trans. Ser. Thesaurus



W ESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

K ALAMAZOO AND BATTLE CREEK

M ICHIGAN'S BEST REGIONAL BUY

I NFLUENCES OVER TEN COUNTIES OF THE RICHEST FARMERS IN THE LAND (SEE MAP)



• **NOW 5000 WATTS**

• Covering 1,719,000 Population in primary markets

• 270,000 in Metropolitan Kalamazoo • Battle Creek

• 84,000 Prosperous commercial farms

WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN



Representative Best
 Membership NARTB
 President..... James R. Sumbler
 General Manager..... Stephen Cole
 Comm. Mgr..... Edward H. Owens

WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Radio St. Clair, Inc.
 Address..... Marine City Hwy.
 News Service UP
 President Jerry Coughlin
 Station Mgr..... John S. Bell
 Program Dir..... J. A. Sullivan
 Ch. Engs..... Robert Burr, Carlton Goodwin

**WDMJ—Marquette—1931
 MBS**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.. Lake Superior Bcstg. Co., Inc.
 Bus.-Studio Address..... Mining Journal Bldg.
 Newspaper Affil..... Mining Journal
 Membership NARTB, RAB
 Representative..... Superior Ad Agency
 General Manager..... Frank J. Russell, Jr.
 Gen., Sta., Comm. Mgr..... Robert Luke

WAGN—Menominee—1952

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Men-Mar Bcstg. Co.
 Address Glickman Bldg.
 News Service UP
 Pres., Gen. Sta. Mgr..... Vernon Uecker
 Commercial Mgr..... Ed Swartzky
 Chief Eng..... Loren B. Koestling

WMDN—Midland—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..... Rich Publ. House, Inc.
 Address 124 McDonald Street
 Newspaper Affil..... Daily News
 News Service AP
 Transcription Service..... Thesaurus
 Station Rep..... Hill F. Best
 Membership NARTB, RAB
 President..... Phillip T. Rich
 General Mgr..... Peter A. Wolf

WCEN—Mt. Pleasant—1949

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned..... Paul A. Brandt
 Address..... Mt. Pleasant, Mich.
 News Service AP
 Trans. Ser..... Thesaurus, SESAC, Lang-Worth
 Membership NARTB
 Representative..... Hill F. Best
 President Paul A. Brandt
 Manager Russell Holcomb

**WKBZ—Muskegon—1926
 ABC**

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Oper. By..... Ashbacker Radio Corp.
 Business-Studio Address..... 432 Apple Ave.

News Service AP
 Trans. Serv..... Lang-Worth
 Representative Meeker
 Membership NARTB
 Pres., Gen. Sta., Comm. Mgr..... Arch Shawd
 Program Director..... J. L. Roach
 Pub. Dir., Sales Prom. Mgr..... B. L. Bennett
 Chief Engineer..... George Krivitzyk

WKNK—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Nick and Gladys Kuris
 Address Federal Square
 News Service UP
 Representative Gill-Perna
 President Nick Kuris
 Gen., Sta., Comm. Mgr..... W. B. Murphy
 Sales Prom. Mgr..... Bill Musgrave
 Program Director..... Grace Boes
 Publicity Director..... Christmas Early
 Chief Engineer..... James Swanson

**WMUS—Muskegon—1947
 KBS**

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address..... 517 W. Giles Rd.
 News Service AP
 Station Rep..... McGillvra
 V.P., Gen. Mgr..... Dalton C. Hille

WOAP—Owosso—1948—KBS

Frequency: 1080 Kc.....Power: 250 Watts d.
 Owned-Operated By..... Owosso Bcstg. Co.
 Address Owosso
 Representative..... Joseph Hershey McGillvra
 President..... J. E. Campbell
 General Manager..... M. H. Wirth
 Sta., Comm. Prog. Mgr..... Merrill Walker
 Chief Engineer..... Fran Bowles

**WMBN—Petoskey—1946
 MBS**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..... Midwestern Bcstg. Co.
 Bus.-Studio Address..... Traverse City
 Station Rep..... Holman, Mich. Spot Sales
 General Manager..... Les Biederman

WCAR—Pontiac—1939

Frequency: 1130 Kc.....Power: 10,000 Watts
 Owned-Operated By..... WCAR, Inc.
 Address..... Box 55
 News Service..... AP, UP, INS
 General Manager..... H. Y. Levinson
 Commercial Manager..... William G. Lenhard
 Production Manager..... Lawrence W. Bova

WPON—Pontiac—1954

Frequency: 1460 Kc.....Power: 500 Watts
 Owned..... Gerity Bcstg. Co.
 Address Adrian, Mich.
 News Service AP
 Transcription Service..... Thesaurus

Station Representative Michigan Spot Sales
 Membership NARTB, RAB
 President James Gerity, Jr.
 Gen., Sta. Mgr. Russell Gohring
 Prog. Dir. Don Zee
 Commercial Mgr. W. L. Belaney
 Chief Engineer Karl Kuck

WHLS—Port Huron—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Stevens-Wismer Bcstg. Co.
 Address 932 Military St.
 News Service AP
 T ans. Ser. Standard, Lang-Worth
 Rep. Gill-Perna, Michigan Spot Sales
 Membership NARTB
 General Manager John F. Wismer
 Station Mgr. Thomas G. Sicklesteel
 Comm. Mgr. John Shepard
 Chief Engineer Harold Oliver

WTTH—Port Huron—1947
 ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Times Herald Co.
 Address 606 Water St.
 Newspaper Affil. Times-Herald
 News Service AP
 Transcription Service Standard
 Membership NARTB, RAB
 Sta. Mgr. Kenneth Blevins
 General Manager R. S. Sommerville
 Sales Prom. Mgr. Ronald Mires
 Chief Engineer Kenneth Kunze

WHAK—Rogers City—1948

Frequency: 960 Kc. Power: 5000 Watts d.
 Owned-Operated By Rogers City Bcstg. Co.
 Address Moltke Dr.
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 Pres., Gen., Sta. Mgr. Harvey A. Klann
 Comm., Sales Prom., Pub. Mgr. Albert Klann

WEXL—Royal Oak—1923

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sparks Bcstg. Co.
 Business Address Box 190
 News Service AP, INS
 Transcription Service Thesaurus
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Manager Gordon A. Sparks
 Sales Manager Ernest Holder
 V.P., Chief Engineer Garnet G. Sparks

WSJM—Saint Joseph—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Lake Broadcasters
 Address 220 State St.
 News Service UP
 Transcription Lang-Worth, SESAC
 Representative McGillvra
 Membership NARTB, TvB

President Maurice G. Humphrey
 General Mgr. Richard W. Lee
 Comm. Mgr. Ralph W. Newland
 Program Dir. Al Evans
 V. P., Chief Eng. Carl L. Benson

WKNX—Saginaw—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lake Huron Bcstg. Corp.
 Address 221 So. Wash. Ave.
 News Service UP
 Representative Gill-Perna
 Transcription Service World
 Membership NARTB, RAB
 Pres., Gen. Mgr. William J. Edwards
 Vice-President Hon. Alvin M. Bentley
 Station Manager Howard H. Wolfe
 Commercial Mgr. R. M. Chandler
 Business Manager L. L. Purvis
 Program Director Charles Renwick
 Chief Engineer Max W. Thomas

WSAM—Saginaw—1940
 NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Knorr Bcstg. Corp.
 Address 15001 Michigan Ave., Dearborn
 News Service AP
 Rep. Headley-Reed Co., Mich. Spot Sales
 Membership NARTB
 President Fred A. Knorr
 Managing Dir. Richard Schueler
 Chief Eng. O. A. Nordenskjold





**NEWSY
 NEIGHBORHOOD**

In Port Huron let WHLS the
 community-minded station —
 featuring 4 full time newsmen—
 deliver your message between
 news-breaks.



WSGW—Saginaw—1950
MBS

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By . . . Booth Radio & TV Stations
Address 400 Mason Bldg.
Representative Pearson
News Service AP
Pres., Mngg. Dir. John L. Booth
V.P., Gen. Sta., Comm. Mgr. Robert W. Phillips
Program Director Fred Krell
Chief Engineer Harold Volz, Jr.

WSOO—Sault Ste. Marie
1940

Freq.: 1230 Kc. Power: 250 W. d., 100 W. n.
Owned-Operated By . . . Hiawathaland Bcstg. Co.
Business-Studio Address 208 Ashmun St.
Membership NARTB
News Service AP

Transcription Service Thesaurus, SESAC
President Stanley R. Pratt
General Mgr. Richard Y. Burnett

WSTR—Sturgis—1951

Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Operated By WSTR, Inc.
Address P. O. Box 67
Representative Hil F. Best
News Service AP
General Manager E. Harold Munn Jr.
Station Manager Frank B. Cummins

WTCM—Traverse City—1941
MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bdcstg. Co.
Address Paul Bunyan Bldg.
Rep. Hal Holman Co., Mich. Spot Sales
Membership NARTB
General Manager Les Biederman

Minnesota

Pop. March 1 (Est.) 3,271,000—Families 955,000
Radio Homes 920,000—TV Homes 728,000—Stations in State 50

KASM—Albany—1950—KBS

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Stearns Co. Bcstg. Co.
Rep. Continental, UMBS Sales
News Service UP
Translation Lang-Worth
Membership NARTB
President William Blattner
General Manager Urban J. Keppers
Promotion Mgr. Dale Howard

KATE—Albert Lea—1937
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owner Albert Lea-Austin Bdcstg. Co., Inc.
Address 332 South Broadway
News Service UP
Transcription Service Standard
Representative Meeker, Bulmer & Johnson
Membership RAB
President Bennett O. Knudson
Gen. Mgr. E. A. Van Alstyne
Program Director Bill Rudd
Sales Prom. Mgr. Tom Golden
Pub. Dir. Elaine Carlsen
Chief Engineer Robert Holt

KXRA—Alexandria—1949
KBS-ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Alexandria Bcstg. Co.
Address 1315 Broadway
News Service UP
Representative Upper Mid-West Bcstg.
Membership NARTB
Pres., Comm., Sales Prom. Mgr. . . E. Q. Walters
Station Manager Kenneth A. Tessmer
Program Director, Pub. Dir. K. C. Bechtel
Chief Engineer Kenneth Olson

KAUS—Austin—1948
MBS-KBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Minnesota-Iowa TV Co.
Business-Studio Address Austin
News Service AP
Representative Avery-Knodel
President Chet Weseman
Gen. Mgr., Prog. Dir. Gene P. Loffler
Commercial Mgr. Ken Soderberg

KBUN—Bemidji—1946
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned Paul Bunyan Broadcasting Co.
Address 519 Beltrami Ave.
News Service UP
Transcription Service World
President Ben H. Potter Jr.
Gen., Sta., Comm., Sales Prom. Mgr., Prog.,
Pub. Dir. James R. Hambacher
Chief Engineer Robert D. Zellmer

KLIZ—Brainerd—1946

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address 2700 E. Oak
News Service UP
Transcription Service World, Associated
Representative Walker
Membership NARTB
Pres., Gen. Mgr. E. Thomas O'Brien
Station Mgr. Earl R. Johnsen

KBMW—Breckenridge—1948
KBS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By.....Interstate Bdcstg. Corp.
 Address...519 Dakota Ave., Wahpeton, N. D.
 News Service.....UP
 Station Representative.....Continental
 Transcription Service.....Standard, World
 Pres., Gen. Mgr.....Robert E. Ingstad
 Sta., Comm. Mgr.....George Kaufmann

WKLK—Cloquet—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Cloquet Bcstg. Co.
 Address.....Reliable Bldg.
 News Service.....UP
 General Manager.....Richard A. Rall

**KROX—Crookston—1948
 KBS**

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By.....Crookston Bcstg. Co.
 Business-Studio Address.....Eagles Bldg.
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Rep.....Donald Cook, Tracy Moore,
 Upper Midwest Bcstg.
 President, Prog. Dir.....Jerome A. Dahlberg
 General Manager.....William J. Kiewel
 Sales Prom., Comm. Mgr.....E. R. Melbye
 Chief Engineer.....Earl Handyside

**KDLM—Detroit Lakes—1951
 KBS**

Frequency: 1340 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Detroit Lakes Bcstg. Corp.
 Address.....1340 Richwood Rd.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 Representative.....Continental Radio Sales
 Pres., Gen., Sta., Mgr.....G. L. Fox
 Program Director.....Robt. Ackerman
 Commercial Mgr.....Norman Engstrom
 Sales Prom. Mgr.....D. Knutson
 Chief Engineer.....W. Wilson

KDAL—Duluth—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Red River Bcstg. Co., Inc.
 Business-Studio Address.....216 Bradley Bldg.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Dalton Le Masurier
 Sta., Comm. Manager.....Odin S. Ramsland

**WEBC—Duluth—1924
 NBC**

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Head of the Lakes Bcstg. Co.
 Business-Studio Address.....WEBC Bldg.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 President.....Morgan Murphy

Vice Pres.....W. C. Bridges
 General Manager.....Robert J. Rich
 Program Director.....Dennis Murphy
 Chief Engineer.....Norman Gill

WELY—Ely—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owner.....Charles B. Persons
 Address.....WELY Bldg.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 Station Mgr., Chief Eng.....Charles B. Persons

**WEVE—Eveleth—1947
 MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Carl Bloomquist
 Address.....WEVE Bldg.
 Transcription Service.....Standard
 Representative.....UMBS Sales
 Membership.....NARTB
 Owner.....Carl Bloomquist
 General Manager.....Arthur F. Nelson

**KSUM—Fairmont—1949
 MBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Fairmont Bdcstg. Co.
 Address.....306 North Park St.
 News Service.....AP
 Representative.....Rombeau, UMBS Sales
 Trans. Serv.....Thesaurus
 Membership.....NARTB
 General Manager.....Frank Endersbe

KDHL—Faribault—1948

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KDHL Bdcstg. Co.
 Business-Studio Address.....213 Central Ave.
 News Service.....UP
 Transcription.....Capitol, World, Standard
 Representative.....UMBS
 Membership.....NARTB, RAB
 General Mgr.....J. E. Hyde, Jr.
 Commercial Mgr.....Palmer Dragston
 Program Director.....Irv Kuelland

**KGDE—Fergus Falls—1926
 MBS**

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Fergus Radio Corp.
 Business-Studio Address.....Fergus Falls
 News Service.....AP
 Representative.....Bulmer & Johnson
 Membership.....NARTB
 Secy.-Treas., Gen. Mgr.....Harold L. Dell
 Assistant Manager.....Frederick T. Dell

**KOZY—Grand Rapids—1948
 MBS**

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



Address.....207 N. First Ave.
 Membership.....RAB, NARTB
 News Service.....UP
 Pres., General Manager....Robert D. Kennedy

WMFG—Hibbing—1935
NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..Head of the Lakes Bcstg. Co.
 Address.....WMFG Bldg.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....RAB
 General Manager.....Harold Parise

KDUZ—Hutchinson—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned.....North American Broadcasting Co.
 Address.....Box 32
 Representative.....Best
 News Service.....UP
 Transcription.....Standard
 General Manager.....Albert Tedesco
 Commercial Mgr.....Dean Nolt
 Program Director.....Lorrain Lhotka
 Station Manager.....Heinz Fruck
 Sales Prom. Mgr.....C. R. Splittgerber
 Chief Engineer.....Darrel Gander



Nearly unanimous

Hooper, Pulse, Nielsen and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. There's a new listen in Minneapolis-St. Paul. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign.

Storz Station programming quality plus 50,000 watt coverage are doing a big job for an increasing number of national and local accounts whose audience story is up to date. Is yours? See the Blair man, or General Manager Steve Labunski.

WDGY - Mpls. - St. Paul

50,000 watts and nearly perfect-circle daytime signal

"A STORZ STATION"

KLTF—Little Falls—1950

Frequency: 960 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Little Falls Bcstg. Co.
 Address.....105½ Broadway E.
 News Service.....UP
 Transcription Service.....World, Capitol
 Pres., Gen. Sta. Mgr.....John H. Lemme
 Commercial Manager.....Charles McCartney

KTOE—Mankato—1950
ABC

Freq.: 1420 Kc.....Power: 5 Kw.
 Owned-Oper. By..Minnesota Valley Bcstg. Co.
 Address.....Box 550
 News Service.....AP
 Representative.....Pearson
 President.....H. W. Linder
 Gen., Comm. Mgr.....D. O. Linder
 Program Dir.....Wayne Will
 Chief Engineer.....Steve Wolf

KYSM—Mankato—1938
NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....F. B. Clements & Co.
 Address.....101 N. Second St.
 Representative.....Meeker
 Membership.....NARTB, RAB
 Gen., Station, Comm. Mgr..Robert E. Dehaven

KMHL—Marshall—1946
ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry W. Linder
 Business-Studio Address.....KMHL Bldg.
 News Service.....AP
 Representative.....John E. Pearson
 Owner.....Harry W. Linder
 General Manager.....Gilmore F. Frayseth

WDGY—Minneapolis—1923
MBS

Freq.: 1130 Kc.....Power: 50 Kw. d., 25 Kw. n.
 Owned-Oper. By.....Mid-Continent Bcstg. Co.
 Address.....Builders Exchange Bldg.
 News Service.....UP
 Representative.....John Blair
 Membership.....NARTB
 President.....Todd Storz
 General Mgr.....Stephen B. Labunski
 Comm. Mgr.....Cinton B. Clarke, Jr.
 Program Director.....Donald A. Loughname
 Sales Prom. Mgr.....A. W. Carlson
 Pub. Dir.....Ralph Martin
 Chief Engineer.....Kenneth Olson

KEVE—Minneapolis—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Western Bcstg.
 Address.....805 N. Lilac Lane
 News Service.....AP
 Representative.....Gill-Perna
 Transcription.....Standard
 Membership.....RAB
 President.....R. M. Purcell



V.P., Gen. Mgr. R. M. Lester, Jr.
 Program Dir. Bob Kaye
 Chief Engineer Denvy Doty

WCCO—Minneapolis—1924
CBS Radio

Frequency: 830 Kc. Power: 50,000 Watts
 Owned By Midwest Radio-Television, Inc.
 Business-Studio Address 625 Second Ave. S.
 News Service AP, UP, INS
 Transcription Service Standard
 Representative CBS Radio Spot Sales
 Membership NARTB
 Exec. V. P. F. Van Konyenburg
 Gen., Sta. Mgr. Larry Haeg
 Sales Manager Phil Lewis
 Director Research C. H. Smith
 Program Director Bob McKinsey
 Prom., Pub. Dir. C. Kaufman
 Chief Engineer Kermit Sueker

WLOL—Minneapolis—1940

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By BFR Bcstg. Co.
 Address 554 Northwestern Bank Bldg.
 News Service UP, AP
 Representative AM Radio Sales
 Membership NARTB
 President Larry Bentson
 Gen., Comm. Mgr. Wayne Williams
 Prog. Dir. Ray Christensen
 Pub. Director Dan Anderson
 Chief Engineer Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By People's Bdcstg. Co.
 Address 1133 Stinson Blvd.
 Representative Sears and Ayer
 News Service UP
 Pres., Gen., Sta., Comm. Mgr., M. V. Stewart
 Sales Prom. Mgr. Jack I. Moore
 Prog., Pub. Dir. Mrs. B. A. Stewart
 Chief Engineer Gene Chenetti

WTCN—Minneapolis-St. Paul
1931—ABC

Freq.: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned Minnesota TV Public Service Corp.
 Address Calhoun Beach Hotel
 Rep. Katz Agency, Andy McDermott
 Membership RAB
 President Harry M. Bitner, Jr.
 Gen., Sta. Mgr. Miller C. Robertson
 Sales Manager Bill Daley
 Sales Promotion Mgr. M. J. "Clipper" Smith
 Program Director Sev Widman
 Chief Engineer Joseph Kahnke

KDMA—Montevideo—1951
ABC

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Oper. By Midwest Bcstg. Corp.

News Service AP
 Representative Pearson
 Pres. H. W. Linder
 Gen. Mgr. Willard Linder
 Sta. Mgr. Byron Zurn
 Comm. Mgr. Fred Ehlen
 Chief Engineer James Wood

KVOX—Moorhead—1937
MBS

Freq.: 1280 Kc. Power: 1 Kw. d.; 500 Watts n.
 Owned-Operated By KVOX Bcstg. Co.
 Address Box 437
 News Service UP
 Representative McGillvra
 President E. J. McKellar
 Gen., Station Mgr. M. M. Marget
 Commercial Mgr. R. L. Owens
 Sales Prom. Mgr. T. P. Hannaher
 Prog. Dir. Art Steffes
 Chief Engineer Ed Klink

KNUJ—New Ulm—1949
KBS

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By KNUJ, Inc.
 Address 304½ N. Minn. St.
 News Service AP
 Transcription Service Lang-Worth, World
 Membership NARTB, RAB
 General Manager George E. Korenchen

KRFO—Owatonna—1950

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By Owatonna Bcstg. Co.
 Address 301 N. Cedar St.
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. Robert W. Behring
 Sta. Mgr., Chief Eng. Gerald J. Boos
 Comm. Mgr., Publicity Dir. Charlie Va's
 Sales Prom. Mgr. Dick Arnold
 Prog. Director Duane Allen

KLOH—Pipestone—1955

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By Pipestone Bcstg. Corp.
 Address 118 W. Main St.
 News Service UP
 Transcription Service Thesaurus
 Representative Continental
 President C. B. Thomas
 General Manager J. F. Kauper

KCUE—Red Wing—1948

Frequency: 1250 Kc. Power: 1000 Watts
 Owned Hiawatha Valley Bcstg. Co., Inc.
 Address Route 4
 News Service AP
 Representative William G. Rambeau
 Gen. Mgr., V.P. Gene Elston
 Comm. Mgr. Charles Bremer
 Program Dir. Harley Flathers
 Chief Engineer Alan M. Kennedy, Jr.



KLGR—Redwood Falls—1954

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Oper. By.....KLGR Bcstg. Co.
 Address.....209 S. Washington St.
 News Service.....AP
 Representative.....Pearson
 Owner.....H. W. Linder
 General Manager.....Willard Linder
 Comm. Mgr.....Ward Shaw

KROC—Rochester—1935
NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned.....Southern Minnesota Bcstg. Co.
 Address.....100 1st Avenue Bldg.
 Representative.....Meeker, Harry S. Hyett
 Membership.....RAB
 President.....Mrs. Gregory P. Gentling
 Gen., Comm. Mgr.....G. David Gentling
 Sta. Mgr.....Cal Smith

KFAM—St. Cloud—1938
NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Times Publ. Co.
 Address.....Weber Bldg.
 Newspaper Affil.....Daily Times
 News Service.....AP
 Representative.....Pearson
 Membership.....NARTB, RAB
 President.....Frederick C. Schilplin
 Gen., Sta. Mgr.....D. F. Rainsberger
 Sales Prom., Comm. Mgr.....Jack W. Lund
 Program Director.....C. J. Wilms
 Publicity Director.....Mrs. L. Hemberger
 Chief Engineer.....Robert Witschen

WJON—St. Cloud—1950—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Granite City Bcstg. Co.
 Address.....St. Cloud
 Newspaper Affil.....Portage Daily Reg.
 Representative.....Rambeau, Bulmer & Johnson
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....John Haerle

KSTP—St. Paul—Minneapolis
1928—NBC

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned By.....KSTP, Inc.
 Bus.-Studio Address.....3415 University Ave.
 News Service.....AP, UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Edward Petry
 President. Gen. Mgr.....Stanley E. Hubbard
 Asst. Nat. Sales Mgr.....Byron Anderson
 Exec. V.P., Treas.....K. M. Hance
 Production Supervisor.....D. Brooks Henderson
 Promotion-Publicity Director.....Wm. Davey
 Chief Engineer.....William S. Sadler

WMIN—St. Paul—1936

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

Address.....611 Frontenac Place
 News Service.....AP
 Representative.....Headley Reed Co.
 V.P., Gen. Mgr.....Wm. F. Johns, Jr.
 Sales Mgr.....Jack Hazlett
 Program Director.....Ralph R. Smith

WCOW—South St. Paul—1951

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Sparta-Tomah Bcstg. Co.
 Address.....Sparta, Wis.
 News Service.....UP
 Representative.....Wm. G. Rambeau Co.,
 Bulmer & Johnson
 Pres., Gen. Mgr.....John D. Rice
 Vice-Pres.....Victor Tedesco
 Sales Mgr.....Hugh Dickie

WAVN—Stillwater—1949
KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By.....St. Croix Bcstg. Co.
 Address.....126½ S. Main St.
 News Service.....UP
 Pres., Gen., Sta. Mgr.....Richard K. Power
 Comm. Mgr.....James H. McLaughlin
 Sales Prom. Mgr.....Dewey S. Campbell
 Prog. Dir.....J. Roger Erickson
 Publicity Dir.....Henry Sampson
 Chief Engineer.....Elmer L. Christenson

KTRF—Thief River Falls
1947

Frequency: 1239 Kc. Power: 250 Watts
 Owned-Operated By.....KTRF Radio Corp.
 Address.....Box 69
 News Service.....UP
 Transcription Service.....World
 Representative.....Bulmer & Johnson, Inc.
 Membership.....RAB
 Pres., Gen. Mgr.....Don Olsen
 Chief Eng.....Fred Franklin

WHLB—Virginia—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Head of the Lakes Bcstg.
 Address.....WEBC Bldg.
 News Service.....UP
 Newspaper Affil.....Misabi Daily News
 Membership.....NARTB
 Transcription Service.....World
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Walter C. Bridges
 Sta., Comm., Prom. Mgr.....Baldino W. Rodorigo
 Prog. Dir.....Richard Shumavc
 Chief Engineer.....Norman Gill

KWAD—Wadena—1948
MBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By.....KWAD Broadcasting Co.
 Bus.-Studio Address.....First Natl. Bank Bldg.
 News Service.....UP
 Representatives.....Bulmer & Johnson
 President.....Robert E. Ingstad

V.P., Gen. Mgr. Marlin T. Obie
 Commercial Mgr. Harold O. Bakke
 Chief Eng. Dave Sather

KWLM—Willmar—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Lakeland Bcstg. Co.
 Business-Studio Address. 1340 N. 7th St.
 News Service AP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NARTB
 President H. W. Linder
 Sta. Mgr. Willard Linder
 Commercial Manager. Jack Lynch
 Chief Engineer. Francois Peterson

KWNO—Winona—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Winona Radio Service
 Business-Studio Address. 216 Center St.
 News Service AP

Newspaper Affiliation. Daily News
 Transcription Service. Standard, World
 Membership NARTB, RAB
 Representative John E. Pearson
 President M. H. White
 Gen., Sta. Mgr. E. M. Allen
 Prog. Dir. C. E. Williams
 Commercial Manager. H. Rod Hurd
 Chief Engineer. Gene Gappa

KWOA—Worthington—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NARTB
 President R. W. Olson
 General Manager. R. E. Shepard
 Comm. Mgr. Arne Karhu
 Prog. Dir. Walt Jensen
 Chief Engineer. Clint Knapp

Mississippi

Pop. March 1 (Est.) 2,137,000—Families 552,000
 Radio Homes 532,000—TV Homes 234,000—Stations in State 64

WMPA—Aberdeen—1951

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Prairie Bdcstg. Co.
 Address Darracott Rd.
 News Service UP
 Sta., Comm., Sales Prom. Mgr., Chief Eng.
 Don Moore
 Prog. Dir. Mat Moore

WAMY—Amory—1955

Frequency: 1580 Kc. Power: 250 Watts
 Owner. Charles C. Boren, Jr.

WBLE—Batesville—1953

KBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Panola Bcstg. Co.
 Address Drawer No. 73
 News Service AP
 Transcription Thesaurus
 Representative Hil F. Best
 Membership NARTB
 President Harold B. McCarley
 Chief Engineer. Norman R. Phillips

**WLOX—Biloxi—Gulfport
 1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. WLOX Bcstg. Co.
 Address Buena Vista Hotel
 Trans. Service Standard, Lang-Worth
 News Service UP
 Representative Holman, Dora-Clayton
 Membership NARTB
 General Manager. Ray Butterfield
 Commercial Manager. Thomas B. Majure
 Program Director. Mary Miques

WVMI—Biloxi—1950

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Radio Associates
 Address P. O. Box 152
 Rep. John Hershey McGillvra
 Transcription Service. Thesaurus
 News Service UP
 Pres., Gen., Sta. Mgr. Odes E. Robinson
 Prog., Pub. Dir. Richard Crans
 Chief Engineer. Odes E. Robinson, Jr.

WBIP—Booneville—1950

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Booneville Bcstg. Co.
 Address Highway No. 45-S
 News Service UP
 Transcription World
 Representative Hil F. Best
 Gen. Mgr. E. O. Roden
 Comm. Mgr. Don Moore
 Program Director. Jean Cochran

WCHJ—Brookhaven—1955

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By. Rural Broadcasting Co.
 Address P. O. Box 644
 News Service AP
 Representative Hil F. Best
 Membership NARTB
 Patnrs. W. M. Jones, Laura Jane Huff
 Gen., Comm., Prom. Mgr. W. M. Jones
 Station Mgr. Doug Mathis

WJMB—Brookhaven—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Brookhaven Bcstg. Co.
 Address W. Chickasaw St.

Representative Continental
 News Service **AP**
 Transcription Service World
 Pres., Gen. Mgr. Tullius Brady

WDOB—Canton—1953—KBS

Frequency: 1370 Kc. Power: 1 Kw. d.
 Owned-Oper. By... Madison County Bcstg. Co.
 Address Box 182
 News Service **UP**
 Transcription Service Thesaurus
 Representative Indie
 Manager Billy Harris
 Program Dir. Martha Wren

WGLC—Centreville—1951

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By... Southern Bcstg. Co.
 Address Centreville
 News Service **UP**
 Transcription Service Capitol
 Representative Continental Radio Sales
 President Alvin Sansing
 Gen., Sta., Comm., Prom. Mgr. C. W. Wright
 Prog., Pub. Dir. Thelma McCraine
 Chief Engineer E. Case

WKDL—Clarksdale—1955

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By... Coahoma Bcstg. Co.
 Address 1 State St.
 News Service **UP**
 Pres., Gen. Mgr. W. L. Kent
 Sta., Comm. Mgr. Kersh Walters
 Sales Prom. Mgr., Prog. Dir. Al B. Cassady
 Chief Engineer R. N. Meador

WROX—Clarksdale—1944**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Mrs. Birney Imes, Sr.
 Address College St., Columbus, Miss.
 News Service **AP**
 Representative McGillvra, Dixieland
 Membership **NARTB**
 President Mrs. Birney Imes, Sr.
 General Manager Bob McRaney, Sr.
 Sta., Sales Prom. Mgr. P. B. Hinman
 Commercial Manager Helen Sugg
 Chief Engineer C. D. Graves

WCLD—Cleveland—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned Voice of the Delta, Inc.
 Address H'way 61 So.
 News Service **AP**
 Station Representative Best
 President Joseph W. Carson
 V.P., Gen. Mgr. George C. Shurden

WCJU—Columbia—1946**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Lester Williams, WCJU, Inc.

Address P. O. Box 472
 Newspaper Affiliation The Progress
 Pres., Gen. Manager Lester Williams
 Sta. Mgr., Chief Eng. Ray Tolar

WACR—Columbus—1950

Frequency: 1050 Kc. Power: 1 Kw. d.
 Owned J. W. Furr
 Address WACR Bldg.
 Address Main & 4th St. S.
 News Service **UP**
 Representative Best
 Gen. Mgr. J. W. Furr
 Sta. Mgr. Albert E. Cappe
 Program Dir. C. Landis Rogers
 Comm. Mgr. Sydney Thweatt
 Chief Eng. Jay Aldridge

WCBI—Columbus—1940**MBS-KBS**

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.
 Owned Columbus Bcstg. Co., Inc.
 Newspaper Affil. Commercial Dispatch
 News Service **AP**
 Station Representative McGillvra
 Membership **NARTB**
 President B. Imes, Jr.
 Gen., Pub. Mgr. Bob McRaney
 Sta. Mgr. J. W. Eatherton
 Prog. Dir. Jack Cochrane
 Chief Engineer Tom McFerrin

WCMA—Corinth—1945**MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Corinth Bcstg. Co., Inc.
 Business-Studio Address Ray Bldg.
 News Service **UP**
 Transcription Service World
 Representative Headley-Reed
 President Aaron B. Robinson
 Gen. Sta., Sales Prom. Mgr. John E. Bell
 Prog., Pub. Dir. Thomas T. Weaver, Jr.
 Commercial Manager Joe P. Van Dyke
 Chief Engineer James D. Anderson

WMAG—Forrest—1955**KBS**

Frequency: 860 Kc. Power: 500 Watts d.
 Owner-Operated By... Scott County Bcstg. Co.
 Address P. O. Box 188
 News Service **UP**
 General Mgr. Hugh Hughes
 Commercial Mgr. Willie Weems

WDDT—Greenville—1956

Frequency: 900 Kc. Power: 1000 Watts
 Owned The Delta Democrat Times
 Address 207 Main Street
 Newspaper Affil. Delta Democrat Times
 News Service **AP**
 Transcription Thesaurus
 Representative Hil F. Best
 President Hodding Carter

Gen., Sta. Mgr., Pub. Dir. Ross Charles
 Comm., Sales Prom. Mgr. William Deans
 Program Director Richard Breitenfeld
 Chief Engineer Algie Surat

WGVM—Greenville—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By Mid America Bcstg. Co.
 Bus. Studio Address 118 So. B'way
 News Service UP
 Membership NARTB
 Rep. Devney, Melville, Dixieland
 Pres., General Manager David M. Segal
 Comm., Sta. Mgr. Jack Stull
 Sales Prom. Mgr., Prog. Dir. Wallace D. Hoy
 Pub. Dir. James B. Ashley
 Chief Engineer Joseph C. Gunter

WJPR—Greenville—1939
 MBS

Freq.: 1330 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Radio Service Co.
 Business-Studio Address 120 So. Poplar St.
 News Service AP
 Representative Bogner & Martin
 Transcription Service World
 Membership NARTB
 Gen. Sta. Mgr. Emmett H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Mildred Flowers
 Sls. Prom. Mgr. Gene Underwood
 Publicity Dir. Bea Armistead
 Chief Engineer Percy L. Kuhn

WABG—Greenwood—1950
 ABC

Freq.: 960 Kw. Power: 1 Kw. d., 500 w. n.
 Owned-Oper. By Greenwood Bcstg. Co.
 Address P. O. Box 414
 News Service UP
 Membership NARTB
 President, Gen. Mgr. Cy Bahakel
 Sta. Mgr. Don Neil
 Comm. Mgr. Tom Reardon
 Prog. Dir. Erlene Leach
 Chief Engineer Robert Heath

WGRM—Greenwood—1937
 NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Operated By Radio Station WGRM
 Address Walnut St.
 News Service UP
 General Manager F. C. Ewing
 Commercial Mgr. Lew Sadler
 Program Dir. Charles Hester
 Chief Eng. Louis Pierce

WNAG—Grenada—1949
 MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Representative McGillvra

Newspaper Affiliation Dispatch
 President Birney Imes, Jr.
 General Manager Bob McCraney
 Sta., Comm. Mgr., Prog., Pub. Dir. M. Looney
 Chief Engineer Jimmie Pinnix

WDEB—Gulfport—1955

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Denver T. Brannen
 Address P. O. Box 382
 News Service UP
 T anscription Standard
 Representative Thomas F. Clark
 President Denver T. Brannen
 Gen., Sta., Comm. Mgr. L. H. Thesmar
 Sales Prom. Mgr., Ch. Eng. Charles Pearson
 Program Director Charles Stookey
 Publicity Director Earl Blessey

WGCM—Gulfport—1928
 ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WGCM Bcstg. Co.
 Address 15th Ave and 22nd St.
 News Service AP
 Station Representative Bogner & Martin
 Membership NARTB
 Owner & Gen. Mgr. Hugh O. Jones
 Sta., Sales Prom. Mgr. Holton Turnbough
 Commercial Manager Mrs. O. L. Owens
 Prog. Dir. Tommie Meek
 Chief Engineer Donovan Murphy

WBKH—Hattiesburg—1954

Frequency: 950 Kc. Power: 5000 Watts
 Owned Deep South Radio, Inc.
 Address 305 Bay Street
 News Service UP
 Transcription Service Thesaurus
 Representative McGillvra
 Membership NARTB
 President B. L. Blackledge
 Gen. Mgr. F. M. Smith
 Sales Prom. Mgr. Walter L. Smith
 Prog. Director Terry R. Speights
 Chief Engineer C. C. Vogel

WFOR—Hattiesburg—1925
 NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Forrest Bcstg. Co.
 Address 302 Hemphill St.
 News Service UP
 Representative Rambeau, Dixieland
 President C. J. Wright, Sr.
 Program Director Clifton Sessions
 Station Mgr. E. M. Jenkins

WHSY—Hattiesburg—1948
 ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Hub City Bcstg. Co. Inc.
 Address Box 1008

News ServiceAP
Membership RAB
President.....Charles W. Holt
Gen. Mgr......Robert N. Robinson
Chief Engineer.....Charles Sharpin

WMDC—Hazlehurst—1953 KBS

Frequency: 1220 Kc. **Power:** 250 Watts d.
Owned.....Southwestern Bcstg. Co. of Miss.
Address.....P. O. Box 571
News ServiceUP
RepresentativeMcGillvra
General Manager.....Louis Alford
Sta. Mgr., Chief Engr......Mack Smith
Program Director.....Malcolm Jones
Comm. Mgr., Prog. Dir......Malcolm Jones
Publicity Director.....Bob Prather

WCPC—Houston—1955—KBS

Frequency: 1320 Kc. **Power:** 1000 Watts d.
Owned-Oper. By.....WCPC Bcstg. Co.
Address.....Box 552
News ServiceUP
Gen., Sta., Comm. Mgr......Robin H. Mathis
Sales Mgr., Prog., Pub. Dir......Ralph C. Mathis
Chief Engineer.....John B. Skelton, Jr.

WNLA—Indianola—1953 KBS

Frequency: 1380 Kc. **Power:** 500 watts d.
Owned.....Central Delta Bcstg. Co.
Address.....134 Baker St.
News ServiceUP
MembershipNARTB
Co-Owners.....W. L. Kent; J. M. McLendon
Gen., Sta., Comm. Mgr......Kit Carson
Program Director.....Paul Artman
Publicity Director.....John McLendon
Chief Engineer.....Bob Meador

WJDX—Jackson—1929—NBC

Frequency: 620 Kc. **Power:** 5 Kw. d., 1 Kw. n.
Owned.....Lamar Life Insurance Company
Address.....Jackson
News ServiceUP
Transcription ServiceThesaurus
RepresentativeHollingbery
MembershipNARTB
Gen., Sta. Mgr......Fred L. Beard
Comm. Mgr......Frank Gentry
Sales Prom. Mgr., Pub. Dir......Chuck Allen
Prog. Dir......Forrest Cox
Chief Engineer.....Percy G. Root

WJQS—Jackson—1947 CBS

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By.....Mississippi Bcstg. Co.
Business-Studio Address.....Edwards Hotel
News ServiceUP
Transcription ServiceStandard
President, General Manager...Withers Gavin

WJXN—Jackson—1945

Frequency: 1450 Kc. **Power:** 250 Watts
Owned.....Jackson Bcstg. Co., Inc.
Address.....P. O. Box 786
News ServiceUP
Representative.....Webb, Clarke Brown
President.....James T. Ownby
General Manager.....Robert Statham

WOKJ—Jackson—1954

Frequency: 1590 Kc. **Power:** 1 Kw. d.
Owned.....Dixieland Bcstg. Co.
Address.....P. O. Box 2667
News ServiceUP
Station Rep.McGillvra
General Manager.....John M. McLendon
Sta., Sales Prom. Mgr......Jay Gilbert
Comm. Mgr......William Anderson
Prog. Dir......Lee Nowell
Chief Engineer.....Jay Gilbert

WRBC—Jackson—1947—MBS

Freq.: 1300 Kc. **Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125½ So. Lamar
News ServiceAP
Representative.....Rambeau, Dixieland
General Manager.....W. V. Dubard

WSLI—Jackson—1938—ABC

Frequency: 930 Kc. **Power:** 5000 Watts
Owned-Operated By.....Capitol Bcstg Co.
Address.....P. O. Box 8187
Newspaper Affil. Daily News, Clarion Ledger
News ServiceAP
TranscriptionWorld
RepresentativeWeed
MembershipNARTB
President.....T. M. Hederman, Jr.
General Manager.....L. M. Sepaugh
Sta., Comm. Mgr......Richard Voorhis
Sales Prom. Mgr......Dorothy Dawley
Prog., Pub. Dir......B. K. Smith
Chief Engineer.....C. A. Perkins

WKOZ—Kosciusko—1947

Frequency: 1350 Kc. **Power:** 5 Kc. d.
Owned-Oper. By.....Cy N. Bahakel
Address.....109 W. Jefferson
MembershipNARTB
News ServiceUP
TranscriptionWorld
General Manager.....Cy N. Bahakel
Station Manager.....Mims Boswell, Jr.

WAML—Laurel—1932 NBC-KBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By.....New Laurel Radio Station
Bus.-Studio Address.....442 6th Ave.
Transcription ServiceWorld
Representative.....George P. Hollingbery
MembershipNARTB, RAB
President.....Harold Mattison
Gen., Sta. Mgr......Granville Walters



Commercial Manager.....M. M. Cover
 Program Director.....Granville Walters
 Chief Engineer.....Forrest Williams

WLAU—Laurel—1946
ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southland Bcstg. Co.
 Address.....437 N. Magnolia St.
 News ServiceUP
 RepresentativeMcGillvra
 MembershipRAB, NARTB
 President.....C. T. McCallum
 Gen., Sta. Mgr.....Norma H. Leggett
 Comm., Sales Prom. Mgr.....David Stensrud
 Pgm., Pub. Dir.....Jim Gibbon
 Chief Engineer.....W. B. Carter

WLSM—Louisville—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Louisville Bcstg. Corp.
 Address.....Box 111
 News ServiceAP
 Station Representative.....Hil Best
 Station Manager.....William R. Parkes

WMBC—Macon—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....J. W. (Billy) Furr
 Address.....WMBC Bldg.
 News ServiceUP
 Station Rep.....Hil Best
 General Manager.....Bill Atkinson
 Comm. Mgr.....E. C. Farr

WAPF—McComb—1948
KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....S. W. Bcstg. Co. of Miss.
 Address.....Pike Hotel
 Station Rep.....McGillvra
 Transcription Service.....World
 Co-Owners.....Phillip Brady, Louis Alford,
 Mack Smith

WHNY—McComb—1939
ABC-MBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By.....Bcstrs. Service, Inc.
 Address.....P. O. Box 111
 News ServiceAP
 Transcription ServiceCapitol
 Representative.....Thomas F. Clark Co.
 President.....Charles W. Holt
 General Manager.....W. R. Tyler

WCOB—Meridian—1926—CBS

Frequency: 910 Kc..Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Mississippi Bcstg. Co., Inc.
 Business-Studio Address.....Meridian
 News ServiceUP
 Transcription ServiceStandard
 President, General Manager...Withers Gavin

WMOX—Meridian—1945

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Birney Ines, Jr.
 Address.....P. O. Box 1511
 News ServiceAP
 RepresentativeMcGillvra
 Transcription ServiceThesaurus
 General Manager.....Bob McRaney
 Station Manager.....Joseph W. Carson
 Comm. Mgr.....Eddie Holladay

WTOK—Meridian—1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southern TV Corp.
 Address.....Southern Bldg.
 News ServiceAP
 RepresentativeWalker
 President.....Robert F. Wright
 Gen., Sta., Comm. Mgr., Pub. Dir..F. Holifield
 Sales Prom. Mgr., Prog. Dir., Chief Eng.
 Dan Hollingsworth

WMIS—Natchez—1941
NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Natchez Broadcasting Co.
 Address.....City Bank Building
 News ServiceUP
 Transcription ServiceWorld
 Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.
 Comm. Sales Prom. Mgr.....Eddie Phelan
 Program Dir.....Johnny Littlejohn
 Pub. Director.....Bill Wall
 Chief Engineer.....George Wilson

WNAT—Natchez—1949
MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Old South Bcstg. Co.
 Address.....Eola Hotel
 News ServiceUP
 MembershipNARTB
 President.....Mrs. Laurie G. Ratcliffe
 General Manager.....Paul Schilling

WNAU—New Albany—1955
KBS

Frequency: 1470 Kc.....Power: 500 Watts
 Owned-Oper. By.....New Albany Bcstg. Co.
 Address.....202 Bankhead St.
 News ServiceAP
 Transcription ServiceWorld
 Gen., Sta. Mgr., Chief Eng...V. Keith Wroten
 Comm., Sls. Prom. Mgr.....Daniel L. Skilton
 Program Director.....Lee Elman

WSUH—Oxford—1955

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Colonel Rebel Radio
 Address.....University Ave., East; Box 266
 News ServiceUP



Transcription Service..... World
Rep. Hil F. Best
Pres., Gen. Sta. Comm. Mgr..... C. H. Quick
Sales Prom. Mgr..... Quinon Ivy
Program Director..... Netta Quick
Pub. Dir..... Martha Lyles
Chief Engineer..... Mitchell Self

WPMP—Pascagoula—1951 KBS-ABC

Frequency: 1580 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Crest Bcstg. Co., Inc.
Address..... P. O. Box 391
News Service UP
Membership NARTB
Representative Hil F. Best
Pres., Gen. Mgr..... William R. Guest, Jr.
Sales Mgr..... Ollie Bales
Program Dir..... Fred Strother
Publicity Dir..... E. Rae Cole
Chief Eng..... W. H. Collins

WHOC—Philadelphia—1948 KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... William Howard Cole
Address Box 26
News Service UP
Transcription Service Capitol
Representative Hil F. Best
President, Manager..... William Howard Cole
Program Director..... Mrs. D. A. Nichelson
Chief Eng..... Paul M. Miller

WRJW—Picayune—1949

Frequency: 1320 Kc..... Power: 5000 d.
Owned-Oper. By..... Tung Bcstg. Co.
Address Picayune
News Service AP
Representative McGillvra
General Mgr..... Herb Withauer
Prog. Dir..... Archie Rushing, Jr.

WSSO—Starkville—1949 KBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Starkville Bcstg. Co.
Business-Studio Address..... WSSO Bldg.
News Service AP
Transcription Service Capitol
Representative Keystone
Pres., Gen., Comm. Mgr..... Joe Phillips
Prog., Pub. Dir..... Jayne McNeil
Chief Engineer..... Travis Palmer

WELO—Tupelo—1944 MBS-KBS

Frequency: 580 Kc..... Power: 1000 Watts
Owned-Operated By..... Tupelo Bcstg. Co.
Bus.-Studio Address..... 212 S. Spring St.
News Service AP
Transcription Service..... Thesaurus, Capitol
Representative McGillvra
Station Manager..... Bob Evans

Commercial Manager..... E. L. Bowen, Jr.
Prog. Dir..... Edward Cleary
Pub. Dir..... Jack Christil
Chief Engineer..... LeRoy Green Sr.

WTUP—Tupelo—1953

Frequency: 1380 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Lee Bcstg. Co.
Address..... East Main St.
Station Representative..... Hil F. Best
Transcription World
General Mgr..... James E. Reese

WQBC—Vicksburg—1931 MBS-KBS

Freq.: 1420 Kc..... Power: 1 Kw. d. 500 W. n.
Owned-Operated By..... Delta Bcstg. Co., Inc.
Business-Studio Address..... Post-Herald Bldg.
Newspaper Affil..... Evening Post, Morning-Herald
Representative..... Bogner & Martin
President..... L. P. Cashman
General-Station Mgr..... Mary-Van Cashman
Commercial Manager..... L. L. Miller
Program Director..... C. Kahn
Chief Engineer..... Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Radio Miss., Inc.
Business-Studio Address..... 708 Clay St.
Transcription World
Representative..... Thomas F. Clark, Dora-Clayton
General Mgr..... John F. Shea
Station Mgr..... Roy Harris

WABO—Waynesboro—1954

Frequency: 990 Kc..... Power: 250 Watts
Owner..... New Laurel Radio Sta., Inc.
Representative Hil F. Best
President Harold Matison
General Manager..... Granville Walters
Station Manager Paul Carlisle
Sales Prom. Mgr..... Martha King
Prog. Dir..... Gene Perry
Pub. Dir..... N. Shoemaker

WROB—West Point—1947

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Bob McRaney, Sr.
Address WROB Bldg.
Station Rep. McGillvra
Pres., Gen. Mgr..... Bob McRaney Sr.
Station Manager..... Jack King

WAZF—Yazoo City—1947 MBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned WAZF, Inc.
Address Yazoo City
Representative..... Hil F. Best
Manager..... Bruce Gresham
Prog. Dir..... Dennis Hancock, Jr.
Chief Engineer..... Earl B. Neel, Jr.

Missouri

Pop. March 1 (Est.) 4,291,000—Families 1,309,000
Radio Homes 1,274,600—TV Homes 1,074,000—Stations in State 73

KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1000 Watts
Owner.....Wm. R. Tedrick
Address.....KWRT Bldg.
Representative.....Indie
News Service.....AP
Membership.....NARTB
Transcription.....Standard
Owner, Gen. Mgr.....W. R. Tedrick
Sales Mgr.....James R. Gammon

KGHM—Brookfield—1955 KBS

Frequency: 1470 Kc. Power: 500 Watts d.
Address.....308 N. Main
News Service.....AP
Membership.....NARTB
Representative.....Indie Sales, Inc.
President.....Ira J. Williams
Gen., Sta., Comm. Mgr.....Clair W. Peck
Prog., Pub. Dir.....Ron Lutz
Chief Engineer.....Robert Breeding

KFVS—Cape Girardeau—1925 MBS

Freq.: 960 Kc. Power: 1 Kw. d. 500 W. n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
News Service.....AP, UP
Membership.....NARTB, RAB
Representative.....John E. Pearson
President, Gen. Mgr.....Oscar C. Hirsch
Sta. Mgr.....Ralph L. Hirsch

KGMO—Cape Girardeau—1952 KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Address.....Hwys. 61 & 74

KDMO—Carthage—1947 KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
News Service.....AP
Station Rep.....Continental
Membership.....NARTB
Owner, Gen. Mgr.....J. J. Daly

KCRV—Caruthersville—1950 KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Pemisot Bcstg. Co.
Address.....106½ W. 3rd St.
Transcription Service.....Thesaurus
News Service.....UP
Membership.....NARTB
Co-Partners.....Erie Taylor, Walter Y. Cleveland
Gen., Sta., Comm. Mgr.....Ed Dyer, Jr.

Prog., Pub. Director.....Harry A. Moreland
Chief Engineer.....Al Lawrence

KCHR—Charleston—1953 KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Address.....South Main St.
Representative.....Continental Radio Sales
News Service.....AP
Transcription.....Thesaurus
Membership.....NARTB
Pres., Gen. Mgr., Chief Eng.....Kermit Barker
Program Director.....James L. Byrd III

KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By.....Cecil W. & Jane Roberts, Inc.
News Service.....AP
Representative.....Hil F. Best
Gen., Sta., Comm. Mgr.....Howard G. Rion

KDKD—Clinton—1951—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned.....Osage Broadcasting Corp.
Address.....Clinton
News Service.....UP
Representative.....Indie Sales
Gen. Mgr.....William R. Tedrick
Sta. Mgr.....Robert F. Morey
Comm. Mgr.....Irving Nagie
Prog. Dir.....Robert J. Noland
Chief Engineer.....Stuart W. Underwood

KBIA—Columbia—1955

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated by.....Midwest Bdcstg. System
Address.....Mexico Gravel Road
Representative.....Best
News Service.....AP
Gen. Mgr.....Earl L. Whitner
Sales Mgr.....Robert R. Stoner

KFRU—Columbia—1925 ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.....Box 89
Station Rep.....Webb
Membership.....NARTB, RAB
President.....H. J. Walters, Jr.
Station Manager.....Mahlon R. Aldridge
Director of Sales.....Gregory Reeser

KDEX—Dexter—1955

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Stoddard County
News Service.....UP
Representative.....Sears and Ayer
Membership.....NARTB, RAB
General Manager.....Jerome B. Zimmer
Sta. Mgr., Chief Eng.....L. D. Speidel
Prog. Dir.....S. W. Stanton



KREI—Farmington—1947
KBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By. Midwest Bcstg. System
Address. Ozark Federal Bldg.
News Service. AP
Station Rep. Hil F. Best
President. Cecil W. Roberts
Gen., Sta. Mgr. Robert D. Rapp
Comm. Mgr. Ernest Jones
Prog. Dir. Martha M. Rapp
Chief Engineer. Ralph J. Henry

KJCF—Festus—1951

Frequency: 1010 Kc. Power: 250 Watts d.
Owned. Jefferson County Radio & TV Co.
Address. P. O. Box 192
News Service. UP
General Manager. Donald M. Donze
Chief Engineer. Russell Seals, Jr.

KFMO—Flat River—1947
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Lead Belt Bcstg. Corp.
Business-Studio Address. Flat River
News Service. UP
President. Oscar C. Hirsch
Station-Comm. Mgr. James F. Collins
Prom. Mgr. James Strader
Program Director. Lynn Bohs
Pub. Dir. Virginia Collins
Chief Engineer. Gilbert Collins

KFAL—Fulton—1950

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By. Mo. Central Bcstg.
Address. 5th and Market
News Service. UP
Representative. Indie Sales
Transcription Service. Standard
Membership. NARTB, RAB
Gen. Mgr. Robert W. Nickles
Station Dir. Roger P. Fox
Comm. Manager. L. Reed Holt

KHMO—Hannibal—1941
MBS

Freq.: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By. Mt. Rainer Radio TV
Broadcasting Corp.
Business-Studio Address. Box 711
News Service. AP
Representative. Grant Webb
Membership. RAB
President. Lester M. Smith
Gen., Sta. Mgr. F. J. LeGrand
Commercial Manager. William Stephenson
Program Dir. Kenneth Albridge
Pub. Dir. Robt. Dixon
Chief Engineer. Ben Parrish

KIMO—Independence—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Oper. By. Craig Siegfried
Business-Studio Address. 310 N. Osage

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AP

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THE ASSOCIATED PRESS

Newspaper Affil. Daily News, Pictorial Shopper
 News Service AP
 Transcription Service Thesaurus
 Representative Hil F. Best
 Membership NARTB
 President Craig Siegfried
 Gen., Sta., Comm. Mgr., Prog. Dir. Bill Hardt
 Pub. Dir. Donna Tuttle
 Chief Eng. R. Atkeisson

KLIK—Jefferson City—1954

Frequency: 950 Kc. Power: 5 Kw., d.
 Owned. Empire Bcstg. Co.
 Address 410 E. Capital
 Membership NARTB
 Transportation Service. Standard, World
 News Service UP
 President. J. A. Shepherd
 V.P., Gen. Mgr. A. E. Dahl
 Comm. Mgr. James F. Jae
 Sales Prom. Mgr. R. Phillips
 Prog. Dir. Don Steele
 Pub. Dir. Bill Cannady
 Chief Engineer. Ed Scarr

KWOS—Jefferson City—1937
KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Capital Bcstg. Co.
 Business-Studio Address. 210 Monroe St.
 Newspaper Affiliation. News Tribune Co.
 News Service AP
 Station Rep. Bogner & Martin
 President. Mrs. L. R. Goshorn
 General Manager. R. L. Rose
 Station Manager. E. A. Richter

KFSB—Joplin—1948


Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By. Four States Bcsters, Inc.
 Address. 1027 Main St.
 News Service UP
 Transcription Service World
 Representative Meeker
 Membership NARTB
 President Harry Easley
 Sta., Gen. Mgr. W. H. Clark
 Comm. Mgr. Robert A. Barry
 Program Director. Ed Johnson
 Chief Engineer. Lloyd Frazier

KODE—Joplin—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. WSTV, Inc.
 Address. 1928 W. 13 St.
 Representative. William G. Rambeau
 Membership NARTB
 Pres., Gen. Mgr. Austin A. Harrison

WMBH—Joplin—1926—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Joplin Bcstg. Co.
 Business-Studio Address. Frisco Bldg.
 News Service AP
 Transcription Service Thesaurus
 Representative. Sears & Ayer



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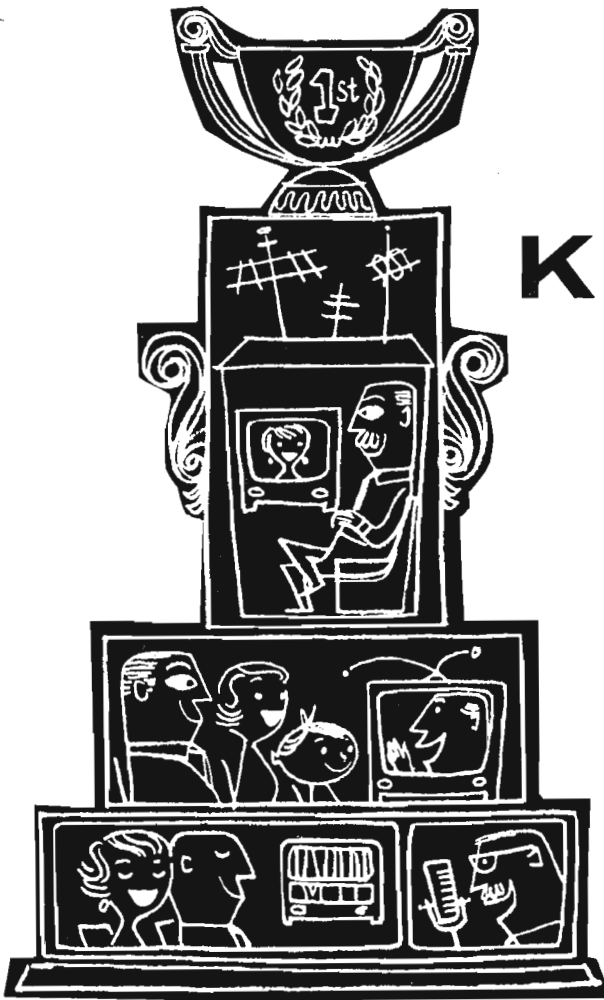
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in Kansas City

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takes the prize*
for good viewing,
good listening

TV

—Channel 5 telecasting from the world's tallest self-supporting TV tower.

AM

—50,000 watts by day, 10,000 watts by night at 810 kilocycles, Kansas City's most powerful station.

FM

—at 94.9 megacycles, Kansas City's only fine music station.



BASIC CBS

*

wins more survey prizes, too,
month after month.

MembershipNARTB
 Pres., Gen., Sta. Mgr.....D. J. Poynor

KCKN—Kansas City—1925

(See *Kansas City, Kansas, listing*)

KCMO—Kansas City—1936
CBS

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....125 E. 31st St.
 News ServiceAP
 RepresentativeKatz
 MembershipNARTB, RAB
 President.....E. T. Meredith
 Gen., Sta. Mgr.....E. K. Hartenbower
 Commercial ManagerR. W. Evans
 Sales Prom., Pub. Dir.....W. W. Cunningham
 Program Director.....George Stump
 Chief Engineer.....Karl Troeglen

KFRM—Kansas City—1947

For KFRM Listing—See Concordia, Kansas

KMBC—Kansas City—1921
ABC-MBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KMBC Bcstg. Co.
 Address.....11th and Central Sts.
 News ServiceAP, UP
 Transcription ServiceWorld
 Representative....Peters, Griffin, Woodward
 MembershipNARTB, RAB
 Pres., Comm. Mgr., Pub. Dir...Donald D. Davis
 Exec. V.P.....John T. Schilling
 V. P., Sales Manager.....George J. Higgins
 Station Manager, Prog. Dir.....Dick Smith
 Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Twin City Adv. Agency
 Address.....2814 E. 23rd St.
 Station Rep.John E. Pearson
 News ServiceAP
 General Manager.....Edward H. Pate
 Commercial Mgr.....Andrew Carter
 Program Director.....Eugenia Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
 Owned.....Heart of America Bcstrs., Inc.
 Address.....1012 Baltimore Bldg.
 News ServiceUP
 Station Representative.....Weed
 MembershipNARTB
 President.....H. Scott Killgore
 Business Mgr.....Harold Backun
 Commercial Mgr.....Irving Schwartz

WDAF—Kansas City—1922
NBC

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By....The Kansas City Star Co.
 Business-Studio Address.....3030 Sommit St.

News ServiceAP
 Newspaper Affil.....Kansas City Star
 Transcription Service....Standard, Thesaurus
 Representative.....H. I. Christal
 President.....Roy A. Roberts
 Gen. Mgr.....H. Dean Fitzer
 Station Manager.....V. S. Patton
 Comm., Sls., Prom. Mgr.....E. Mcanne Russo
 Pgm., Publ. Dir.....Julian Harris
 Chief Engineer.....James Schmidt

WHB—Kansas City—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned.....Mid-Continent Bcstg Co.
 Address.....10th & McGee Sts.
 News Service.....AP, UP, INS
 Station Representative.....John Blair Co.
 MembershipNARTB
 President.....Todd Storz
 V.P. Gen. Mgr.....George W. Armstrong
 Comm. Mgr.....Jack Sampson
 Sales Prom. Mgr.....Ken Greenwood
 Program Director.....John Pearson
 Publicity Dir.....Robt. H. Harris
 Transmitter Supv.....Lewis E. Baird
 Studio Supv.....Roy Nonemaker

KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Kennett Bcstg. Corp.
 Business-StudioKennett



87% renewal

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956! WHB has a higher renewal percentage among both local and national advertisers than any other Kansas City Station.

Thus WHB is Kansas City's RESULTS station . . . and RATINGS station, because WHB is a dominant all-day first on every survey!

Latest Metro Pulse: WHB first 360 of 360 ¼'s!
 Latest Area Pulse: WHB first 263 of 288 ¼'s!
 Latest Area Nielsen: WHB first all day, every day!

Latest Hooper: WHB first all day, every day!
 Talk ratings and results with Blair . . . or General Manager George W. Armstrong.

WHB-Kansas City

10,000 watts—710 kc.

"A STORZ STATION"



News ServiceAP
Transcription ServiceLang-Worth
Pres., Gen. Mgr......Paul C. Jones
Station Manager.....C. H. Harrison
Comm. Mgr......Joe Bankhead
Prog. Dir......John Reeder
Chief Eng......R. H. Conner

KIRX—Kirkville—1947
KBS-ABC

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus-Studio Address.....P. O. Box 726
News ServiceAP
Transcription ServiceThesaurus
MembershipNARTB
RepresentativeBogner & Martin
Gen., Sta. Mgr......Samuel A. Burk
Comm., Sales Prom. Mgr...James J. Dougherty
Program Director.....Robert Carlson
Chief Engineer.....Charles P. Porter

KLWT—Lebanon—1947
MBS-KBS

Frequency 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus-Studio Address.....221 E. Commercial St.
News ServiceUP
Transcription Service.....Langworth, SESAC
General Manager.....O. R. Wright
Program Director.....Jack A. Sellers
Chief Eng......Eugene Clay

KTCB—Malden—1954—KBS

Frequency: 1470 Kc.....**Power:** 1 Kw.
Owned.....Tri-County Bcstg. Co.
Address.....100 W. Main St.
News ServiceUP
Transcription ServiceThesaurus
General Manager.....Dick Wiethaus
Commercial Mgr......Carleton Garner
Promotion Mgr......Mack Howerton

KMMO—Marshall—1949

Frequency: 1300 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
AddressBox 513
Transcription ServiceWorld
Rep.Pearson
News ServiceUP
MembershipNARTB, RAB
General Manager.....Harold Douglas

KNIM—Maryville—1953
KBS

Frequency: 1580 Kc.....**Power:** 250 Watts
OwnedKNIM, Inc.
AddressBox 278
News ServiceAP
Transcription ServiceWorld
MembershipNARTB
PresidentLes Ware
Gen., Sta., Sales Prom. Mgr...Gilbert L. Poese
Prog. Dir., Chief Eng......Jim Shaddock

KXEO—Mexico—1947—MBS

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....1705 E. Liberty
News ServiceAP
Transcription ServiceThesaurus
MembershipNARTB, RAB
Gen., Comm. Mgr......W. Earl Dougherty
Chief Engineer.....Hyle Lemen

KNCM—Moberly—1950

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Jerrell A. Shepherd
MembershipNARTB
News ServiceAP
Gen. Mgr......Jerrell A. Shepherd
Comm. Mgr......James Lipsey
Chief Engineer.....Jim Young

KRMO—Monett—1950

Frequency: 990 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Monett Bcstg. Co.
Address.....P. O. Box 270
News ServiceAP
Rep......Hil F. Best, M. Richard Bradley
MembershipNARTB
General Manager.....L. C. McKenney
Program Director.....Floyd Stewart
Sales Mgr......Marion Pilant

KLRS—Mountain Grove—1955
KBS

Frequency: 1360 Kc.....**Power:** 1000 Watts d.
Owner.....Kickapoo Prairie Bcstg. Co.
Address.....Box 308
News ServiceUP
TranscriptionLang-Worth
RepresentativeHil F. Best
President.....Floyd W. Jones
Gen. Mgr., Prog. Dir......John W. Billingsley
Comm. Mgr......Chester Sieloff
Chief Engineer.....Emory T. Caudill

KBTN—Neosho—1954—KBS

Frequency: 1420 Kc.....**Power:** 500 Watts d.
Owned.....Neosho Broadcasting Co.
Address.....212½ E. Main St.
News ServiceAP
TranscriptionThesaurus
RepresentativeHil F. Best
Gen. Mgr......L. C. McKenney
Station Mgr......Frank Edwards
Program Director.....Bill Bennett
Chief Engineer.....Bill Allen

KNEM—Nevada—1949—KBS

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Radio KNEM, Inc.
Address.....P. O. Box 15
News ServiceUP
Station Rep......Hil Best
Gen. Mgr......Kenneth E. White