

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	394
WAPI	Birmingham, Ala.	1070	5000	311
WAO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	581
WARD	Johnstown, Pa.	1400	250 C.P.	554
WARM	Scranton, Pa.	1400	250	566
WASK	Lafayette, Ind.	1450	250	393
WATL	Atlanta, Ga.	1400	250	365
WATN	Watertown, N. Y.	1240	250	509
WATR	Waterbury, Conn.	1320	1000	350
WATT	Cadillac, Mich.	1240	250	437
WATW	Ashland, Wis.	1400	250	621
WAVE	Louisville, Ky.	970	5000	412
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	479
WAYS	Charlotte, N. C.	610	1000	513
WAYX	Waycross, Ga.	1230	250	374
WAZL	Hazleton, Pa.	1450	250	555
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	394
WBAB	Atlantic City, N. J.	1490	250	477
WBAC	Cleveland, Tenn.	1340	250	582
WBAL	Baltimore, Md.	1090	50000	421
WBAP	Fort Worth, Texas	820	50000	593
WBAX	Wilkes-Barre, Pa.	1240	250	568
WBBB	Burlington, N. C.	920	1000	513
WBBL	Richmond, Va.	1450	250	609
WBBM	Chicago, Ill.	780	50000	378
WBBR	Brooklyn, N. Y.	1330	1000	486
WBBZ	Ponca City, Okla.	1230	250	542
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	437
WBEJ	Elizabethton, Tenn.	1240	250 C.P.	582
WBEN	Buffalo, N. Y.	930	5000	486
WBHD	Petersburg, Va.	1240	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	313
WBIG	Greensboro, N. C.	1470	5000	516
WBIR	Knoxville, Tenn.	1240	250	583
WBLJ	Dalton, Ga.	1230	250	370
WBLK	Clarksburg, W. Va.	1400	250	619
WBML	Macon, Ga.	1240	250	371
WBNS	Columbus, O.	1460	5000 d., 1000 n.	531
WBNX	New York, N. Y.	1380	5000	490
WBNY	Buffalo, N. Y.	1400	250	486
WBOC	Salisbury, Md.	1230	250	427
WBOW	Terre Haute, Ind.	1230	250	394
WBRB	Red Bank, N. J.	1240	250	478
WBRC	Birmingham, Ala.	960	5000	311
WBKE	Wilkes-Barre, Pa.	1340	250	568
WBRK	Pittsfield, Mass.	1340	250	433
WBRW	Welch, W. Va.	1340	250	620
WBRY	Waterbury, Conn.	1590	1000	350
WBT	Charlotte, N. C.	1110	50000	514
WBTA	Batavia, N. Y.	1490	250	483
WBTH	Williamson, W. Va.	1400	250	620
WBTM	Danville, Va.	1400	250	607
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	485
WBZ	Boston, Mass.	1030	50000	429
WBZA	Springfield, Mass.	1030	1000	429
WCAE	Pittsburgh, Pa.	1250	5000	565
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	478
WCAO	Baltimore, Md.	600	5000	421
WCAP	Asbury Park, N. J.	1310	500	477

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCAR	Pontiac, Mich.	1130	1000	449
WCAT	Rapid City, S. D.	1230	100	578
WCAU	Philadelphia, Pa.	1210	50000	557
WCAX	Burlington, Vt.	920	1000	606
WCAZ	Carthage, Ill.	1080	250	378
WCBI	Columbus, Miss.	1310	250	456
WCBM	Baltimore, Md.	1400	250	421
WCBS	Springfield, Ill.	1150	250	386
WCBT	Roanoke Rapids, N. C.	1230	250	519
WCCO	Minneapolis, Minn.	830	50000	453
WCED	Du Bois, Pa.	1230	250	551
WCFL	Chicago, Ill.	1000	10000	379
WCHS	Charleston, W. Va.	580	5000	618
WCHV	Charlottesville, Va.	1450	250	607
WCKY	Cincinnati, O.	1530	50000	528
WCLO	Janesville, Wis.	1230	250	622
WCMA	Corinth, Miss.	1230	250	456
WCMJ	Ashland, Ky.	1310	250	411
WCNC	Elizabeth, N. C.	1400	250	511
WCNH	Concord, N. H.	1190	250 C.P.	476
WCOA	Pensacola, Fla.	1370	1000 d., 500 n.	360
WCOG	Meridian, Miss.	910	1000	458
WCOL	Columbus, O.	1230	250	531
WCOP	Boston, Mass.	1150	500	429
WCOS	Columbia, S. C.	1400	250	574
WCOU	Lewiston, Maine	1240	250	418
WCOV	Montgomery, Ala.	1240	250	313
WCPO	Cincinnati, O.	1230	250	528
WCBS	Greenwood, S. C.	1450	250	577
WCRW	Chicago, Ill.	1240	100	
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	571
WCSE	Portland, Me.	970	5000	418
WDAD	Indiana, Pa.	1450	250	555
WDAE	Tampa, Fla.	1250	5000	361
WDAF	Kansas City, Mo.	610	5000	463
WDAK	Columbus, Ga.	1310	250	370
WDAN	Danville, Ill.	1490	250	381
WDAS	Philadelphia, Pa.	1400	250	557
WDAY	Fargo, N. D.	970	5000	523
WDBC	Escanaba, Mich.	1490	250	443
WDBJ	Roanoke, Va.	960	5000	610
WDBO	Orlando, Fla.	580	5000	358
WDEF	Chattanooga, Tenn.	1400	250	581
WDEL	Wilmington, Del.	1150	5000	351
WDEV	Waterbury, Vt.	550	1000	606
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	452
WDLF	Panama City, Fla.	1230	250	359
WDMJ	Marquette, Mich.	1310	250	418
WDNC	Durham, N. C.	1490	250	514
WDOD	Chattanooga, Tenn.	1310	5000	581
WDBC	Hartford, Conn.	1360	5000	347
WDSM	Superior, Wis.	1230	250	626
WDSU	New Orleans, La.	1280	5000	415
WDWS	Champaign, Ill.	1400	250	378
WDZ	Tuscola, Ill.	1050	1000	387
WEAF	New York, N. Y.	660	50000	491
WEAN	Providence, R. I.	790	5000	573
WEAU	Eau Claire, Wis.	790	5000 d., 1000 n.	621
WEBC	Duluth, Minn.	1320	5000	451
WEBQ	Harrisburg, Ill.	1240	250	385
WEBR	Buffalo, N. Y.	1340	250	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1240	250	381
WEED	Rocky Mount, N. C.	1450	250	519
WEEI	Boston, Mass.	590	5000	429
WEEU	Reading, Pa.	850	1000	566
WEGO	Concord, N. C.	1410	1000	514
WEIM	Fitchburg, Mass.	1340	250	431
WELI	New Haven, Conn.	960	1000 d., 500 n.	349
WELL	Battle Creek, Mich.	1400	250	437
WELO	Tupelo, Miss.	1490	250	459
WEMP	Milwaukee, Wis.	1340	250	623
WENR	Chicago, Ill.	890	50000	379
WENT	Gloversville, N. Y.	1340	250	488
WENY	Elmira, N. Y.	1230	250	488
WEOA	Evansville, Ind.	1400	250	389
WERC	Er'e, Pa.	1230	250	553
WEST	Easton, Pa.	1400	250	552
WESX	Salem, Mass.	1230	250	433
WEVD	New York, N. Y.	1330	5000	491
WEW	St. Louis, Mo.	770	1000	468
WEXL	Royal Oak, Mich.	1340	250	448
WFAA	Dallas, Texas	820	50000	591
WFAS	White Plains, N. Y.	1230	250	511
WFBC	Greenville, S. C.	1330	5000	577
WFBG	Altoona, Pa.	1340	250	551
WFBL	Syracuse, N. Y.	1390	5000	507
WFBM	Indianapolis, Ind.	1260	5000	390
WFBR	Baltimore, Md.	1300	5000	421
WFCI	Pawtucket, R. I.	1420	1000	573
WFDF	Flint, Mich.	910	1000	443
WFEA	Manchester, N. H.	1370	5000	476
WFEB	Sylacauga, Ala.	1340	250	315
WFHR	Wisconsin Rapids, Wis.	1340	250	626
WFIG	Sumter, S. C.	1340	250	578
WFIL	Philadelphia, Pa.	560	1000	559
WFJN	Findlay, O.	1330	1000	533
WFKY	Frankfort, Ky.	1490	250 C.P.	411
WFLA	Tampa, Fla.	970	5000	363
WFMD	Frederick, Md.	930	500	423
WFMJ	Youngstown, O.	1450	250	539
WFNC	Fayetteville, N. C.	1450	250	515
WFOR	Hattiesburg, Miss.	1400	250	457
WFOY	St. Augustine, Fla.	1240	250	360
WFPG	Atlantic City, N. J.	1450	250	477
WFTC	Kinston, N. C.	1230	250	517
WFVA	Fredericksburg, Va.	1290	250	607
		1230 C. P.		
WGAA	Augusta, Ga.	1240	250	369
WGAC	Cedartown, Ga.	1340	250	369
WGAL	Lancaster, Pa.	1490	250	555
WGAN	Portland, Me.	560	5000	418
WGAP	Maryville, Tenn.	1400	250 C.P.	583
WGAE	Cleveland, O.	1220	5000	530
WGAU	Athens, Ga.	1340	250	365
WGBB	Freeport, N. Y.	1240	100	488
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	389
WGBG	Greensboro, N. C.	980	1000	516
WGBI	Scranton, Pa.	940	1000 d., 500 n.	566
WGBR	Goldboro, N. C.	1400	250	515
WGBS	Miami, Fla.	710	10000	356
WGCM	Gulfport, Miss.	1240	250	457

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WGES . . .	Chicago, Ill. . . . .	1390	5000	381
WGGA . . .	Gainesville, Ga. . . . .	1240	250	371
WGH . . .	Newport News, Va. . . . .	1340	250	608
WGIL . . .	Galesburg, Ill. . . . .	1400	250	384
WGKV . . .	Charleston, W. Va. . . . .	1490	100	618
WGL . . .	Fort Wayne, Ind. . . . .	1450	250	390
WGN . . .	Chicago, Ill. . . . .	720	50000	381
WGNC . . .	Gastonla, N. C. . . . .	1450	250	515
WGNX . . .	Newburgh, N. Y. . . . .	1220	1000	489
WGOV . . .	Valdosta, Ga. . . . .	1450	250	374
WGPC . . .	Albany, Ga. . . . .	1450	250	365
WGR . . .	Buffalo, N. Y. . . . .	550	5000 d., 1000 n.	487
WGRC . . .	Louisville, Ky. . . . .	1400	250	412
WGRM . . .	Greenwood, Miss. . . . .	1240	250	456
WGST . . .	Atlanta, Ga. . . . .	920	5000 d., 1000 n.	367
WGTC . . .	Greenville, N. C. . . . .	1490	250	517
WGTM . . .	Wilson, N. C. . . . .	1340	250	521
WGY . . .	Schenectady, N. Y. . . . .	810	50000	504
WHA . . .	Madison, Wisc. . . . .	970	5000	622
WHAI . . .	Greenfield, Mass. . . . .	1240	250	432
WHAM . . .	Rochester, N. Y. . . . .	1180	50000	503
WHAS . . .	Louisville, Ky. . . . .	840	50000	412
WHAT . . .	Philadelphia, Pa. . . . .	1340	100	559
WHAZ . . .	Troy, N. Y. . . . .	1330	1000	507
WHB . . .	Kansas City, Mo. . . . .	880	1000	463
WHBB . . .	Selma, Ala. . . . .	1490	100	314
WHBC . . .	Canton, O. . . . .	1480	1000	528
WHBF . . .	Rock Island, Ill. . . . .	1270	5000	386
WHBI . . .	Newark, N. J. . . . .	1280	2500 d., 1000 n.	478
WHBL . . .	Sheboygan, Wisc. . . . .	1330	1000 d., 250 n.	626
WHBQ . . .	Memphis, Tenn. . . . .	1400	250	581
WHBU . . .	Anderson, Ind. . . . .	1240	250	389
WHBY . . .	Appleton, Wisc. . . . .	1230	250	621
WHCU . . .	Ithaca, N. Y. . . . .	870	1000	488
WHDF . . .	Calumet, Mich. . . . .	1400	250	437
WHDH . . .	Boston, Mass. . . . .	850	5000	429
WHDL . . .	Olean, N. Y. . . . .	1450	250	501
WHEB . . .	Portsmouth, N. H. . . . .	750	1000	477
WHEC . . .	Rochester, N. Y. . . . .	1460	1000 d., 500 n.	503
WHFC . . .	Cicero, Ill. . . . .	1450	250	384
WHGB . . .	Harrisburg, Pa. . . . .	1400	250	553
WHIO . . .	Dayton, O. . . . .	1290	5000	532
WHIS . . .	Bluefield, W. Va. . . . .	1440	1000 d., 500 n.	618
WHIT . . .	New Bern, N. C. . . . .	1450	250	518
WHIZ . . .	Zanesville, O. . . . .	1240	250	539
WHJB . . .	Greensburg, Pa. . . . .	620	250	553
WHK . . .	Cleveland, O. . . . .	1420	5000	530
WHKC . . .	Columbus, O. . . . .	610	1000	531
WHKK . . .	Akron, O. . . . .	640	1000	526
WHKY . . .	Hickory, N. C. . . . .	1290	5000 d., 1000 n.	517
WHLB . . .	Virginia, Minn. . . . .	1400	250	454
WHLA . . .	Niagara Falls, N. Y. . . . .	1290	1000	501
WHLN . . .	Harlan, Ky. . . . .	1230	250	411
WHLS . . .	Port Huron, Mich. . . . .	1450	250	449
WHMA . . .	Anniston, Ala. . . . .	1450	250	311
WHN . . .	New York, N. Y. . . . .	1050	50000	491
WHNC . . .	Henderson, N. C. . . . .	890	250	517
WHO . . .	Des Moines, Iowa . . . . .	1040	50000	397
WHOM . . .	Jersey City, N. J. . . . .	1480	1000 d., 500 n.	478

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHOP	Hopkinsville, Ky.	1230	250	412
WHOT	South Bend, Ind.	1490	250	393
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	553
WHTB	Talladega, Ala.	1230	250	315
WHTD	Hartford, Conn.	1410	5000	347
WHUB	Cookeville, Tenn.	1400	250	582
WHYN	Holyoke, Mass.	1400	250	432
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	633
WIBA	Madison, Wisc.	1310	5000	622
WIBC	Indianapolis, Ind.	1070	5000	391
WIBG	Philadelphia, Pa.	990	10000	559
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wisc.	1240	250	625
WIBW	Topeka, Kans.	580	5000	406
WIBX	Utica, N. Y.	1230	250	509
WICA	Ashtabula, O.	970	1000	528
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	347
WIGM	Medford, Wisc.	1490	250	623
WIL	St. Louis, Mo.	1230	250	468
WILL	Urbana, Ill.	580	5000	387
WILM	Wilmington, Del.	1450	250	351
WINC	Winchester, Va.	1400	250	611
WIND	Chicago, Ill.	560	5000	383
WING	Dayton, O.	1410	5000	532
WINK	Fort Myers, Fla.	1240	250	351
WINN	Louisville, Ky.	1240	250	413
WINS	New York, N. Y.	1010	10000 50000 C. P.	491
WINX	Washington, D. C.	1340	250	352
WIOD	Miami, Fla.	610	5000	357
WIP	Philadelphia, Pa.	610	5000	561
WIRE	Indianapolis, Ind.	1430	5000	393
WIS	Columbia, S. C.	560	5000	575
WISE	Asheville, N. C.	1230	250	513
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	391
WISN	Milwaukee, Wisc.	1150	5000	625
WISR	Butler, Pa.	680	250	551
WITH	Baltimore, Md.	1230	250	421
WIZE	Springfield, O.	1340	250	535
WJAC	Johnstown, Pa.	1400	250	554
WJAG	Norfolk, Neb.	780	1000	473
WJAR	Providence, R. I.	920	5000	573
WJAS	Pittsburgh, Pa.	1320	5000	565
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	355
WJBC	Bloomington, Ill.	1230	250	377
WJBK	Detroit, Mich.	1490	250	439
WJBO	Baton Rouge, La.	1150	5000	414
WJBW	New Orleans, La.	1230	250	416
WJBY	Gadsden, Ala.	1240	250	312
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	457
WJEF	Grand Rapids, Mich.	1230	250 C. P.	443
WJEJ	Hagerstown, Md.	1240	250	427
WJHL	Johnson City, Tenn.	910	1000	582
WJHO	Opelika, Ala.	1400	250 d., 100 n.	314
WJHP	Jacksonville, Fla.	1320	250	355
WJIM	Lansing, Mich.	1240	250	447
WJJD	Chicago, Ill.	1160	20000	381
WJLB	Detroit, Mich.	1400	250	439
WJLD	Bessemer, Ala.	1400	250	311
WJLS	Beckley, W. Va.	560	250	618

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJMC	Rice Lake, Wis.	1240	250	625
WJMS	Ironwood, Mich.	1450	250	445
WJNC	Jacksonville, N. C.	1240	250	518
WJNO	West Palm Beach, Fla.	1230	250	363
WJOB	Hammond, Ind.	1230	250	390
WJOI	Florence, Ala.	1310	250 C.P.	312
WJOL	Joliet, Ill.	1310	250	385
WJPA	Washington, Pa.	1450	250	567
WJPF	Herrin, Ill.	1310	250	385
WJPR	Greenville, Miss.	1340	250	455
WJR	Detroit, Mich.	760	50000	441
WJRD	Tuscaloosa, Ala.	1230	250	315
WJTN	Jamestown, N. Y.	1240	250	488
WJW	Cleveland, O.	850	5000	530
WJXN	Jackson, Miss.	1490	250	457
WJZ	New York, N. Y.	770	50000	493
WJZM	Clarksville, Tenn.	1400	250	582
WKAQ	San Juan, Puerto Rico	620	5000	635
WKAR	East Lansing, Mich.	870	5000	443
WKAT	Miami, Fla.	1360	1000	358
WKAY	Glasgow, Ky.	1490	250 C.P.	411
WKBB	Dubuque, Iowa	1490	250	398
WKBH	La Crosse, Wis.	1410	1000	622
WKBN	Youngstown, O.	570	5000	539
WKBO	Harrisburg, Pa.	1230	250	554
WKBV	Richmond, Ind.	1490	250	393
WKBW	Buffalo, N. Y.	1520	50000	487
WKBZ	Muskegon, Mich.	1490	250	449
WKEU	Griffin, Ga.	1150	250	371
WKEY	Covington, Va.	1310	250	607
WKIP	Poughkeepsie, N. Y.	1450	250	503
WKIX	Columbia, S. C.	1490	250	575
WKLA	Ludington, Mich.	1450	250	417
WKMO	Kokomo, Ind.	1400	250	393
WKNE	Keene, N. H.	1290	5000	476
WKNY	Kingston, N. Y.	1490	250	489
WKOK	Sunbury, Pa.	1240	250	567
WKPA	New Kensington, Pa.	1150	250	556
WKPT	Kingsport, Tenn.	1400	250	583
WKRC	Cincinnati, O.	550	5000 d., 1000 n.	529
WKRK	Columbia, Tenn.	1340	250 C.P.	582
WKRO	Cairo, Ill.	1490	250	378
WKRZ	Oil City, Pa.	1340	250 C.P.	556
WKST	New Castle, Pa.	1280	1000	556
WKVM	Arecibo, Puerto Rico	1230	250	633
WKWF	Key West, Fla.	1600	500	356
WKWK	Wheeling, W. Va.	1400	250	620
WKXL	Concord, N. H.	1450	250	476
WKY	Oklahoma City, Okla.	930	5000	542
WKZO	Kalamazoo, Mich.	590	5000	447
WLAC	Nashville, Tenn.	1510	50000	584
WLAG	La Grange, Ga.	1240	250	371
WLAK	Lakeland, Fla.	1340	250	356
WLAP	Lexington, Ky.	1450	250	412
WLAT	Conway, S. C.	1490	250	575
WLAR	Athens, Tenn.	1450	250 C.P.	581
WLAV	Grand Rapids, Mich.	1340	250	445

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WLAW	Lawrence, Mass.	680	5000	433
WLAY	Musele Shoals City, Ala.	1450	250	314
WLBC	Muncie, Ind.	1310	250	393
WLBJ	Bowling Green, Ky.	1340	250	411
WLBL	Stevens Point, Wis.	930	5000	626
WLBZ	Bangor, Me.	620	5000	418
WLDS	Jacksonville, Ill.	1180	250	385
WLEE	Richmond, Va.	1450	250	609
WLEU	Eric, Pa.	1450	250	552
WLIB	Brooklyn, N. Y.	1190	1000	485
WLLH	Lowell-Lawrence, Mass.	1400	250	433
WLNH	Laconia, N. H.	1340	250	476
WLOF	Orlando, Fla.	1230	250	359
WLOG	Logan, W. Va.	1230	250	619
WLOK	Lima, O.	1240	250	533
WLOL	Minneapolis, Minn.	1330	1000	453
WLPM	Suffolk, Va.	1450	250	611
WLS	Chicago, Ill.	890	50000	383
WLVA	Lynchburg, Va.	1230	250	608
WLW	Cincinnati, O.	700	50000	529
WMAJ	State College, Pa.	1450	250	567
WMAL	Washington, D. C.	630	5000	352
WMAM	Marinette, Wis.	570	250	623
WMAN	Mansfield, O.	1400	250	533
WMAQ	Chicago, Ill.	670	50000	383
WMAS	Springfield, Mass.	1450	250	434
WMAZ	Macon, Ga.	940	5000	371
WMBC	Macon, Miss.	1400	250 C.P.	458
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	385
WMBG	Richmond, Va.	1380	5000	609
WMBH	Joplin, Mo.	1450	250	461
WMBI	Chicago, Ill.	1110	5000	383
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	356
WMBS	Uniontown, Pa.	590	1000	567
WMC	Memphis, Tenn.	790	5000	584
WMCA	New York, N. Y.	570	5000	495
WMEX	Boston, Mass.	1510	5000	431
WMFD	Wilmington, N. C.	1400	250	521
WMFF	Plattsburgh, N. Y.	1340	250	501
WMFG	Hibbing, Minn.	1240	250	451
WMFJ	Daytona Beach, Fla.	1450	250	354
WMFR	High Point, N. C.	1230	250	517
WMFT	Florence, Ala.	1240	250 C.P.	312
WMGA	Moultrie, Ga.	1400	250	373
WMGR	Bainbridge, Ga.	1490	250 C.P.	369
WMIN	St. Paul, Minn.	1400	250	454
WMIS	Natchez, Miss.	1490	250	458
WMJM	Cordele, Ga.	1490	250 d., 100 n.	370
WMLT	Dublin, Ga.	1340	250	370
WMMN	Fairmont, W. Va.	920	5000	619
WMOB	Mobile, Ala.	1230	250	313
WMOG	Brunswick, Ga.	1490	250 d., 100 n.	369
WMOH	Hamilton, O.	1450	250	533
WMOX	Meridian, Miss.	1240	250 C.P.	458
WMPC	Lapeer, Mich.	1230	250	447
WMFS	Memphis, Tenn.	1460	1000 d., 500 n.	581

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMRC	Greenville, S. C.	1490	250	575
WMRF	Lewiston, Pa.	1490	250	556
WMRN	Marion, O.	1490	250	535
WMRO	Aurora, Ill.	1280	250	377
WMSA	Massena, N. Y.	1340	250	489
WMSL	Decatur, Ala.	1400	250	312
WMT	Cedar Rapids, Iowa	600	5000	395
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	476
WMVA	Martinsville, Va.	1450	250	608
WMVG	Milledgeville, Ga.	1450	250 C.P.	373
WNAB	Bridgeport, Conn.	1450	250	347
WNAC	Boston, Mass.	1260	5000	431
WNAD	Norman, Okla.	640	1000	541
WNAX	Yankton, S. D.	570	5000	579
WNBF	Binghamton, N. Y.	1290	5000	483
WNBH	New Bedford, Mass.	1340	250	433
WNBZ	Saranac Lake, N. Y.	1320	100	504
WNEL	San Juan, Puerto Rico	1320	5000	635
WNEW	New York, N. Y.	1130	10000	497
WNEX	Macon, Ga.	1100	250	371
WNHC	New Haven, Conn.	1340	250	349
WNLC	New London, Conn.	1490	250	349
WNOE	New Orleans, La.	1450	250	416
WNOX	Knoxville, Tenn.	990	10000	583
WNVA	Norton, Va.	1450	250 C.P.	609
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Texas	1200	50000	600
WOC	Davenport, Iowa	1420	5000	397
WOCB	W. Yarmouth, Mass.	1240	250	434
WOI	Ames, Iowa	640	5000	395
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	352
WOLF	Syracuse, N. Y.	1490	250	507
WOLS	Florence, S. C.	1230	250	575
WOMI	Owensboro, Ky.	1490	250	413
WOMT	Manitowoc, Wisc.	1240	100 250 C. P.	622
WOOD	Grand Rapids, Mich.	1300	5000	443
WOPI	Bristol, Tenn.	1490	250	581
WOR	New York, N. Y.	710	50000	497
WORC	Worcester, Mass.	1310	1000	435
WORD	Spartanburg, S. C.	1400	250	577
WORK	York, Pa.	1350	1000	570
WORL	Boston, Mass.	950	1000	431
WOSH	Oshkosh, Wisc.	1490	250	625
WOSU	Columbus, O.	820	5000	531
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Neb.	590	5000	475
WOWO	Fert Wayne, Ind.	1190	10000	390
WPAB	Ponce, Puerto Rico	1370	1000	633
WPAD	Paducah, Ky.	1450	250	413
WPAG	Ann Arbor, Mich.	1050	250	437
WPAR	Parkersburg, W. Va.	1450	250	620
WPAT	Paterson, N. J.	930	1000	478
WPAX	Thomasville, Ga.	1240	250	373
WPAY	Portsmouth, O.	1400	250	535
WPDQ	Jacksonville, Fla.	1270	5000	356



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPEN	Philadelphia, Pa.	950	5000	563
WPIC	Sharon, Pa.	790	1000	567
WPIK	Alexandria, Va.	730	250	607
WPOR	Portland, Me.	1450	250	419
WPRA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	633
WPRO	Providence, R. I.	630	5000	573
WPRP	Ponce, Puerto Rico	1420	250	633
WPTF	Raleigh, N. C.	680	50000	518
WPUV	Pulaski, Va.	1230	250 C.P.	609
WQAM	Miami, Fla.	560	5000 d., 1000 n.	357
WQAN	Seranton, Pa.	910	1000 d., 500 n.	566
WQBC	Vicksburg, Miss.	1420	1000	459
WQXR	New York, N. Y.	1560	10000	501
WRAK	Williamsport, Pa.	1400	250	569
WRAL	Raleigh, N. C.	1240	250	519
WRAW	Reading, Pa.	1340	250	566
WRBL	Columbus, Ga.	1230	250	370
WRC	Washington, D. C.	980	5000	352
WRDO	Augusta, Me.	1400	250	417
WRDW	Augusta, Ga.	1480	5000	369
WREC	Memphis, Tenn.	600	5000	584
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	406
WRGA	Rome, Ga.	1490	250	373
WRHI	Rock Hill, S. C.	1340	250	577
WRJN	Racine, Wis.	1400	250	625
WRIC	Toccoa, Ga.	1450	250	374
WRLD	West Point, Ga.	1490	250	374
WRNL	Richmond, Va.	910	5000	610
WROK	Rockford, Ill.	1440	1000 d., 500 n.	386
WROL	Knoxville, Tenn.	630	1000 d., 500 n.	583
WROW	Athens, Tenn.	1490	250 C.P.	581
WROX	Clarksdale, Miss.	1450	250	455
WRR	Dallas, Texas	1310	5000	591
WRRF	Washington, N. C.	930	1000	521
WRRN	Warren, O.	1400	250	539
WRUF	Gainesville, Fla.	850	5000	355
WRVA	Richmond, Va.	1140	50000	610
WSAI	Cincinnati, O.	1360	5000	530
WSAJ	Grove City, Pa.	1340	100	553
WSAM	Saginaw, Mich.	1400	250	448
WSAN	Allentown, Pa.	1470	500	551
WSAP	Portsmouth, Va.	1490	250	609
WSAR	Fall River, Mass.	1480	1000	431
WSAU	Wausau, Wis.	1400	250	626
WSAV	Savannah, Ga.	1340	250	373
WSAY	Rochester, N. Y.	1370	1000	503
WSAZ	Huntington, W. Va.	930	1000	619
WSB	Atlanta, Ga.	750	50000	369
WSBA	York, Pa.	900	1000	569
WSBC	Chicago, Ill.	1240	250	383
WSBT	South Bend, Ind.	960	1000	391
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	314
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	311
WSIX	Nashville, Tenn.	980	5000	584
WSJS	Winston-Salem, N. C.	600	5000	521
WSKB	McComb, Miss.	1230	250	488
WSLB	Ogdensburg, N. Y.	1400	250	501
WSLI	Jackson, Miss.	1450	250	458
WSLS	Roanoke, Va.	1240	250	611
WSM	Nashville, Tenn.	650	50000	586

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSMB	New Orleans, La.	1350	5000	416
WSNJ	Bridgeton, N. J.	1240	250	477
WSNY	Schenectady, N. Y.	1240	250	505
WSOC	Charlotte, N. C.	1240	250	514
WSON	Henderson, Ky.	860	500	411
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	448
WSOY	Decatur, Ill.	1340	250	384
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	577
WSPB	Sarasota, Fla.	1450	250	361
WSPD	Toledo, O.	1370	5000	536
WSPR	Springfield, Mass.	1270	1000	434
WSTC	Stamford, Conn. (Formerly WSRR)	1100	250	350
WSSV	Petersburg, Va.	1240	250	609
WSTP	Salisbury, N. C.	1490	250	519
WSTV	Steubenville, O.	1310	250	535
WSUI	Iowa City, Iowa	910	5000	398
WSUN	St. Petersburg, Fla.	620	5000	361
WSVA	Harrisonburg, Va.	550	1000	608
WSXB	Rutland, Vt.	1380	1000	606
WSYR	Syracuse, N. Y.	570	5000	507
WTAD	Quincy, Ill.	930	1000	386
WTAG	Worcester, Mass.	580	5000	435
WTAL	Tallahassee, Fla.	1340	250	361
WTAM	Cleveland, O.	1100	50000	531
WTAQ	Green Bay, Wis.	1360	5000	621
WTAR	Norfolk, Va.	790	5000	608
WTAW	College Station, Texas	1150	1000	588
WTAX	Springfield, Ill.	1240	100	387
WTBO	Cumberland, Md.	1450	250	423
WTCM	Traverse City, Mich.	1400	250	448
WTGN	Minneapolis, Minn.	1280	5000 d., 1000 n.	452
WTEL	Philadelphia, Pa.	1340	250	561
WTHT	Hartford, Conn.	1230	250	349
WTIC	Hartford, Conn.	1080	50000	349
WTJS	Jackson, Tenn.	1390	1000	582
WTMA	Charleston, S. C.	1250	1000	574
WTMC	Ocala, Fla.	1490	250	359
WTMJ	Milwaukee, Wis.	620	5000	623
WTMV	East St. Louis, Ill.	1490	250	384
WTNJ	Trenton, N. J.	1310	500	479
WTOC	Savannah, Ga.	1290	5000	373
WTOL	Toledo, O.	1230	250	536
WTON	Staunton, Va.	1400	250	611
WTOP	Washington, D. C.	1500	50000	353
WTRC	Elkhart, Ind.	1340	250	389
WTRY	Troy, N. Y.	980	1000	507
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	361
WTTM	Trenton, N. J.	920	1000	479
WVCX	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	620
WWDC	Washington, D. C.	1450	250	353
WWJ	Detroit, Mich.	950	5000	441
WWL	New Orleans, La.	870	50000	416
WWNC	Asheville, N. C.	570	1000; 5000 C.R.	513
WWNY	Watertown, N. Y.	790	1000	509
WWPG	Palm Beach, Fla.	1340	250	359
WWRL	Woodside, N. Y.	1600	250	511
WWSR	St. Albans, Vt.	1420	1000	606
WWSW	Pittsburgh, Pa.	1490	250	565
WWVA	Wheeling, W. Va.	1170	50000	620
WXYZ	Detroit, Mich.	1270	5000	441

# ALABAMA

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## W H M A

ANNISTON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Anniston Broadcasting Co.  
Operated By.....Anniston Broadcasting Co.  
Address.....14th & Noble Streets  
Phone Number.....2380  
Transmitter Location.....14th & Noble Streets  
Time on the Air.....6 a.m. to 12 midnight  
Newspaper Affiliation.....Anniston Star  
News Service.....AP, UP  
Transcription Service.....NBC & Cole  
Representative.....Sears & Ayer, Inc.

### Personnel

Owner.....Harry M. Ayers  
Station-Commercial Manager.....J. W. Buttram  
Program Director.....Ruby Meigs  
Publicity Director.....Mary Toulmen  
Chief Engineer.....James Hudson

## W J L D

BESSEMER—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Johnston  
Broadcasting Company.  
Address.....1800 3rd Ave., N.  
Phone Number.....2300; 2301; 6-6172  
Transmitter Location.....Blue Lake Site  
Time on the Air.....6 a.m. to 12 p.m.  
News Service.....AP  
Transcription Service.....Standard, Cole,  
Keystone Broadcasting System.  
Representatives.....Helen Wood, New York;  
Dewey Long, Atlanta; Gene Grant, Holly-  
wood.

### Personnel

Principal Partner.....George Johnston, Jr.  
General-Station Manager.....William R. Terry  
Commercial Manager.....Clay Coe  
Sales Director.....Carl Ross  
Musical Director.....Robert Tamblin  
Chief Engineer.....Rufus Jones

## W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts

Owned By.....Alabama Polytechnic In-  
stitute, University of Alabama, Alabama  
College.

Licensee.....Voice of Alabama, Inc  
Address.....Protective Life Bldg.  
Phone Number.....3-8116  
Studio Addresses.....Protective Life Bldg.;  
Birmingham, Ala.  
Transmitter Location.....Sandusky, Ala.  
Time on the Air.....5:30 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight.  
News Service.....UP  
Transcription Service.....WBS  
Representative.....Radio Sales

### Personnel

Chairman of Board.....Ed Norton  
President-General Manager.....Thad Holt  
Program Director.....Jimmie Willson  
Chief Engineer.....N. S. Hurley

## W S G N

BIRMINGHAM—EST. 1927

AMERICAN BROADCASTING COMPANY

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.  
Owned-Operated by.....The Birmingham  
News Co.  
Business Address.....P.O. Box 2553  
Studio Address.....Dixie Carlton Hotel  
Phone Number.....4-3434  
Transmitter Location.....Alabama State  
Fair Grounds  
Time on the Air.....5 a.m. to 12 midnight  
Newspaper Affiliation.....Birmingham News  
Company, Birmingham News-Age-Herald.  
News Service.....AP  
Transcription Service.....NBC Thesaurus,  
Langworth, Cole.  
Representative.....Headley-Reed Co.

### Personnel

Exec. V.P.-Managing  
Director.....Henry P. Johnston  
Commercial Manager.....Henry P. Johnston  
Sales Promotion.....Julian A. Flint  
Program Director.....David Loveman  
Chief Engineer.....Gordon Bishop

## W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc.....Power: 5000 Watts

Owned-Operated By..Birmingham Broadcast-  
ing Co., Inc.  
Address.....WBRC Bldg., 1727½ 2nd Ave. N.  
Phone Number .....4-7741  
Transmitter Location...2400 Arkedelphia Rd.  
Time on the Air.....Unlimited  
Transcription Service.....Standard Radio  
& Langworth  
Representative.....Paul H. Raymer Co.

**Personnel**

President-General Manager..W. Walter Tison  
Sales Promotion & Merchandising  
Manager .....John Connolly  
Production Manager.....John Orr  
Musical Director.....Herb Grieb  
Chief Engineer.....Jerry Hayman

(Call Letters to Be Assigned)

**CULLMAN\***

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Cullman Broadcasting  
Company  
Address.....Cullman, Alabama

**Personnel**

Owners.....H. H. Kinney, D. T. Kinney  
\* Construction Permit.

**W M S L**

DECATUR—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Tennessee Valley  
Broadcasting Co.  
Address.....511 Bank St  
Phone Number .....802-3  
Transmitter Location...Danville Rd., Decatur  
Time on the Air.....Unlimited  
News Service.....UP  
Transcription Service...World Broadcasting  
System and Standard.  
Representative.....Headley-Reed Co.

**Personnel**

President.....Melvin Hutson  
Station-Commercial Manager..Kyle G. Frazier  
Program Director.....Letha Coker  
Chief Announcer.....Lewis Blizzard  
Chief Engineer.....J. V. Rozer

**W A G F**

DOTHAN—EST. 1933

MUTUAL BROADCASTING SYSTEM

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

Owned-Operated By...Dothan Broadcasting  
Company  
Address.....204½ E. Main Street  
Phone Number.....1430  
Transmitter Location....Headland Highway,  
Dothan  
Time on the Air.....Daytime license  
Newspaper Affiliation.....Dothan Eagle  
News Service .....AP  
Transcription Service..Standard Radio, World

**Personnel**

Station Manager.....Julian C. Smith  
Commercial Manager.....Fred Moseley  
Program Director and  
Chief Announcer.....Willard Wilkes  
Promotion Manager.....Arthur Creamer  
Chief Engineer.....John T. Hubbard

**W J O I\***  
**FLORENCE**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Florence Broadcasting  
Company  
Address.....Reeder Hotel

**Personnel**

Owners.....Clyde W. Anderson,  
Joe T. Van Sandt  
General Manager.....Joe T. Van Sandt  
\* Construction Permit.

**W M F T\***  
**FLORENCE**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Tri-Cities Broadcasting  
Company  
Address.....Florence, Ala.  
\* Construction Permit.

**W J B Y**

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Gadsden Broadcast-  
ing Co., Inc.  
Address.....108 Broad Street  
Phone Number .....88  
Transmitter Location...108 Broad Street  
Time on the Air.....17½ hours daily

**Personnel**

President ..... B. H. Hopson  
 Station Manager and  
 Program Director ..... Beatrice Tate Benton  
 Commercial Manager ..... Sam Benton  
 Chief Engineer ..... William Pigg

Publicity Director ..... C. L. Smallwood  
 Chief Announcer ..... Charles Saunders  
 Chief Engineer ..... R. B. Hurley

**W B H P**

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM  
 NORTH ALABAMA NETWORK

Frequency: 1230 Kc. .... Power 250 Watts  
 Owned-Operated By ..... W. H. Pollard  
 Address ..... 318 W. Clinton St.  
 Phone Number ..... 313  
 Transmitter Location ..... Athens Pike  
 Time on the Air ..... Unlimited license  
 News Service ..... UP

**W M O B**  
 MOBILE—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... S. B. Quigley  
 Business Address ..... 600 St. Louis St.,  
 (Quigley Building)  
 Phone Number ..... Belmont 2-4566  
 Studio Address ..... 600 St. Louis St.  
 Transmitter Location ..... 600 St. Louis St.  
 Time on the Air ..... Unlimited License  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... The Branham Company

**Personnel**

President-Station Manager and  
 Commercial Manager ..... W. H. Pollard  
 Program Director ..... Margaret Speake  
 Production Manager ..... Hugh McDonald  
 Chief Announcer and  
 Chief Engineer ..... John Garrison

**Personnel**

Station Manager ..... S. B. Quigley  
 Commercial Manager ..... F. E. Busby  
 Sales Promotion Manager ..... Miss Bea Quigley  
 Program Director ..... Miss Clara Malone  
 Production Manager ..... Mrs. Adele Hull  
 Publicity Director ..... Miss Bea Quigley  
 Chief Engineer ..... T. L. Greenwood

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. .... Power: 5000 Watts  
 Owned By ..... W. O. Pope  
 Operated By ..... Pope Broadcasting Co.  
 Address ..... 106 St. Joseph St., AT&N  
 Railroad Bldg.  
 Phone Number ..... Dexter 3-3756  
 Transmitter Location ..... Cochran Bridge  
 Causeway, Baldwin County.  
 Time on the Air ... 5:30 a.m. to 12:00 midnight  
 News Service ..... AP  
 Transcription Service ..... Standard Radio  
 Representative ..... Headley-Reed Co.

**W C O V**

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM  
 ALABAMA NETWORK

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... G. W. Covington, Jr.  
 Business Address ..... P.O. Box 1029,  
 Montgomery, Ala.  
 Phone Number ..... 5781  
 Transmitter Location ..... Narrow Lane Road,  
 Montgomery  
 Time on the Air ..... 6:00 a.m. to 12 midnight  
 News Service ..... INS  
 Transcription Service ..... Standard Radio  
 Representative ..... Howard H. Wilson Co.

**Personnel**

Owner ..... W. O. Pope  
 General Manager ..... H. K. Martin  
 Station Manager ..... H. K. Martin  
 Commercial Manager ..... Al. Treadway  
 Program Director ..... Charles Saunders

**Personnel**

President-Station Mgr. .... G. W. Covington, Jr.  
 Commercial Manager ..... R. B. Raney  
 Musical Director ..... Weston Britt  
 Program Director ..... Sybil I. Winn  
 Chief Engineer ..... W. D. Weatherly

**W S F A**

**MONTGOMERY—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 1440 Kc. Power: 1000 d.; 500 n.

Owned-Operated By.....Montgomery Broadcasting Co., Inc.

Business Address.....P. O. Box 1031

Phone Number.....8361-2

Studio Address.....Jefferson Davis Hotel

Transmitter Location.....Narrow Lane Road.

Time on the Air.....5:45 a.m. to 11:30 p.m.

News Service.....AP

Transcription Service.....NBC Thesaurus

& M. M. Cole.

Representative.....Headley-Reed Co.

**Personnel**

President-General Manager....Howard E. Pill

Station Manager.....John B. DeMotte

Local Sales Manager.....W. W. Hunt

Publicity Director.....John B. DeMotte

Program-Musical Director and

Production Manager.....Caldwell Stewart

Chief Announcer.....Leland Childs

Chief Engineer.....Cliff Shelkofsky

(Call Letters to Be Assigned)

**MONTGOMERY\***

Frequency: 800 Kc. Power: 1000 Watts, Day

Owned-Operated By.....Dixie Broadcasting Company

Address.....Montgomery, Ala.

\* Construction Permit.

**W L A Y**

**MUSCLE SHOALS CITY—EST. 1933**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

**NORTH ALABAMA NETWORK**

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By.....Muscle Shoals Broadcasting Corporation

Address.....Box 230, Sheffield, Ala.

Phone Number.....1450

Transmitter Location.....Sheffield, Ala.

Time on the Air.....6:30 a.m. to 11 p.m.;

News Service.....UP

Transcription Service.....Standard Radio

& Lang-Worth.

Representative.....Sears & Ayer

**Personnel**

President.....F. M. Farris, Jr.

Station and Commercial Manager..E. J. Sperry

Sales Promotion Mgr.....Josephine T. Sperry

Production Manager.....Lynn V. McMoran

Chief Engineer.....Lynn V. McMoran

**W J H O**

**OPELIKA—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power 250 d.; 100 n.

Owned-Operated By.....Opelika Auburn Broadcasting Co.

Address.....1400 Auburn Road

Phone Number.....856

Transmitter Location.....1400 Auburn Road

Time on the Air.....6:00 a.m. to 12:00 mid.

News Service.....UP

Transcription Service.....NBC and Keystone

Broadcasting System

**Personnel**

Station Manager and

Chief Engineer.....F. Marion Hyatt

Commercial Manager.....Guy Mangram

Sales Promotion.....F. Marion Hyatt

**W H B B**

**SELMA—EST. 1935**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 100 Watts

Owned-Operated By...Selma Broadcasting Company, Inc.

Business Address.....209 Washington St.

Phone Number.....1233

Studio Address.....209 Washington St.

Selma, Ala.

Transmitter Location.....Seventh Ave., North

Time on the Air.....7:30 a.m. to 11:00 p.m.

Representative.....Sears & Ayer, Inc.

**Personnel**

Chief Executive.....B. H. Hopson

General-Station Manager.....Julien Smith, Jr.

Sales Promotion.....Erin Reynolds

Program Director.....Erin Reynolds

Chief Engineer.....T. F. Kelly, Jr.

# W F E B

SYLACAUGA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Alabama  
 Broadcasting Company.  
 Business-Studio Address. 527 North Broadway  
 Phone Number 160  
 Transmitter Location. 527 North Broadway  
 Time on Air. 6:00 a.m. to 11:00 p.m.  
 News Service UP  
 Transcription Service NBC

## Personnel

President. E. E. Forbes, Sr.  
 V.P.-General Manager. J. W. Buttram  
 Station Manager. Hugh Webb  
 Sales-Promotion Manager. Hugh Webb  
 Program Director. Bonnie Skelton  
 Production-Publicity. Bill Irby  
 Chief Announcer. Bob Donovan  
 Musical Director. Ralph Bennett  
 Chief Engineer. James Stower

# W J R D

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By James R. Doss, Jr.

Address. First National Bank Bldg.  
 Phone Number. 4464-65  
 Transmitter Location. Greensboro Highway  
 Time on the Air. 7:00 a.m. to 10:00 p.m.  
 Transcription Service. World Broadcasting  
 System  
 Representative. Keystone Broadcasting System

## Personnel

Owner. J. R. Doss, Jr.  
 Program Director. Wilhelmina Doss  
 Chief Announcer. Charles Zennach  
 Chief Engineer. James Arendale

# W H T B

TALLADEGA

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Voice of Talladega, Inc.  
 Address. 122 S. Court Square  
 Phone 2360  
 Transcription Service. Standard  
 News Service. AP

## Personnel

Chief Executive. Harry Held  
 General-Commercial Mgr. R. C. Hammett  
 Program Director. Otis Dodge  
 Sales Promotion. R. C. Hammett  
 Chief Engineer. Julius C. Vessels

# ARIZONA

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# K W J B

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY  
 ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: The Gila Broadcasting  
 Co., Inc.  
 Business Address. Globe, Arizona  
 Phone Number. Globe 41  
 Studio Address. South Globe, Arizona  
 Transmitter Location. South Globe, Arizona  
 Time on the Air. Unlimited  
 Representative. Paul H. Raymer  
 News Service. AP, INS, UP  
 Transcription Service. Standard Radio

## Personnel

President. Louis F. Long

General Manager. Paul Merrill  
 Station Manager. Willard Shoecraft  
 Commercial and Sales  
 Manager. Edward E. Furman  
 Chief Engineer. Frank Toomey  
 Chief Announcer. Robert Coffman

# K S U N

BISBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Carleton W. Morris  
 Address. Box C, Bisbee, Ariz.  
 Phone Number. Bisbee 9  
 Transmitter Location. Noco Rd., Bisbee, Ariz.

Time on the Air.....6:30 a.m. to 11 p.m.  
 News Service.....UP and Transradio  
 Representative.....John Blair & Co.

**Personnel**

President-Owner-Station  
 Manager.....Carleton W. Morris  
 Commercial Manager.....Gilbert C. Alzua  
 Program Director.....Bonnie J. Miller  
 Chief Announcer.....John Earl Hickman  
 Chief Engineer.....David C. Karbach

**K O Y**

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Salt River Valley  
 Broadcasting Company  
 Address.....838 North Central Avenue  
 Phone Number.....4-4144  
 Transmitter Location.....12th St. & Camel-  
 back Rd.  
 Time on the Air.....6 a.m. to 12:00 midnight  
 Newspaper Affiliation.....Arizona Farmer  
 Publishing Co., Arizona Farmer  
 News Service.....UP; Transradio  
 Transcription Service.....World Broadcasting  
 System, Associated Music Service.  
 Representative.....John Blair & Co.

**Personnel**

Chairman of Board.....Burrige D. Butler  
 Commercial Manager.....John L. Hogg  
 General Manager.....Albert D. Johnson  
 Program Director.....John R. Williams  
 Chief Announcer and  
 Production Manager.....Joe Dana  
 Musical Director.....Alfred Becker  
 Chief Engineer.....Lewis Sublett

**K P H O**

PHOENIX—EST. 1941

AMERICAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Phoenix Broadcasting, Inc.  
 Business Address...Adams Hotel, Phoenix, Ariz.  
 Phone Number.....4-7367  
 Studio Address...Adams Hotel, Phoenix, Ariz.  
 Transmitter Location.....24th Ave. & Buckeye Rd.  
 Time on the Air.....6 a.m. to midnight  
 News Service.....INS  
 Transcription Service.....SESAC  
 Representative.....Howard H. Wilson Co.

**Personnel**

President-Owner.....Rex Shepp  
 Station Manager.....Charlie Garland  
 Commercial Manager.....Arnold J. Gregory  
 Program Director.....Frank James  
 Promotion Manager.....Richard Canaday  
 Chief Engineer.....Wayne Fernsyhough

**K T A R**

PHOENIX—EST. 1922

NBC

ARIZONA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KTAR Broadcasting  
 Company  
 Business Address.....711 Heard Building  
 Phone Number.....4-4161  
 Studio Address.....Atop the Heard Building  
 Transmitter Location.....36th St. & East  
 Thomas Road  
 Time on the Air.....6:00 a.m. to 12 midnight;  
 Sundays, 6:45 a.m. to 12:15 a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus,  
 Standard Radio Library.  
 Representative.....Paul H. Raymer Co.

**Personnel**

Chief Owner-Ch. of Bd.....John J. Louis  
 President & General Manager....Dick Lewis  
 Sales-Commercial Manager.....Bill Harvey  
 Sales Promotion-Merchandising  
 Manager.....Arnold LaBenz  
 Program Director.....J. Howard Pyle  
 Production Manager.....John McGreevey  
 Publicity Director.....John Snow  
 Musical Director.....Pierson Bancroft  
 Chief Engineer.....A. C. Anderson

**K Y C A**

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY  
 ARIZONA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwest Broad-  
 casting Company  
 Address.....East Gurley St.  
 Phone Number.....244  
 Transmitter Location.....East Gurley St.  
 Time on the Air.....Unlimited License  
 News Service.....INS and AP  
 Transcription Service.....Standard Library  
 Representative.....Paul Raymer Co.



**Personnel**

President-Owner.....Jack J. Louis  
 Station and Commercial Mgr....Harold Ritter  
 Program Director.....Roberta Pfister  
 Publicity Director.....Marcia Gates  
 Chief Engineer.....George Eitel  
 Sales Promotion Manager...Byron Lee McCall

**K G L U**

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
 ARIZONA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gila Broadcasting  
 Company  
 Address.....Safford, Ariz.  
 Phone Number.....15  
 Transmitter Location.....1218 - 6th Ave.  
 Time on the Air.....7 a.m. -11p.m. daily  
 News Service.....AP; INS; WP  
 Transcription Service.....World  
 Representatives.....Paul H. Raymer Co.

**Personnel**

President.....Louis F. Long  
 Station Manager.....Paul Merrill  
 Commercial and Sales  
 Promotion Manager.....Edward E. Furman  
 Program Director, Production Manager and  
 Chief Announcer.....Norman B. Harrington  
 Chief Engineer.....Herbert Hartman

**K T U C**

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
 ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Tucson Broadcasting  
 Co., Inc.  
 Address.....900 E. B'way  
 Phone Number.....1400  
 Transmitter Location.....900 E. B'way  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Associated Record  
 Program. Service & World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

President.....Burrige D. Butler  
 Station Manager.....Lee Little

Sales Manager.....Lee Little  
 Chief Announcer.....Ray Helgesen  
 Production Manager-Program Director  
 and Musical Director.....Wayne Sanders

**K V O A**

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned By.....KTAR Broadcasting Co., Inc.  
 Operated By.....Arizona Broadcasting  
 Company, Inc.  
 Business Address.....48 E. Broadway  
 Phone Number.....3703  
 Studio Address.....48 East Broadway  
 Transmitter Location.....10th and Lee  
 Time on the Air...5:55 a.m. to 12:00 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus,  
 Standard.  
 Representative.....Paul H. Raymer Co.

**Personnel**

General Manager.....R. B. Williams  
 Station Manager.....R. B. Williams  
 Sales Promotion.....Fred J. Gerletti  
 Program Director.....Ben L. Slack, Jr.  
 Publicity Director.....Fred J. Gerletti  
 Chief Engineer.....Ray H. Holsclaw

**K Y U M**

YUMA—EST. 1940

NATIONAL BROADCASTING COMPANY  
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Yuma Broadcasting Co.  
 Business Address.....Post Office Box 352  
 Phone Number.....Yuma 88  
 Studio Address...19th Avenue and 1st Street  
 Transmitter Location...19th Avenue and 1st St.  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....INS, AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....R. N. Campbell  
 Station Manager.....Ray Smucker  
 Program Director.....Leavenworth Wheeler  
 Chief Engineer.....Leavenworth Wheeler

# ARKANSAS

For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

## K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc. . . . . Power: 1000 Watts  
Owned and Operated By . . . Harold L. Sudbury  
Address . . . . . Sudbury Bldg.  
Phone Number . . . . . 2093  
Transmitter Location . . . . . East Highway 18  
Time on the Air . . . . . 6 a.m. to local sunset  
News Service . . . . . UP  
Transcription Service . . . . . World, Cole  
Representative . . . . . The John E. Pearson Co.

### Personnel

Owner-Manager . . . . . Harold L. Sudbury  
Sales Promotion Manager . . . . . J. T. Sudbury  
Program Director . . . . . Ray Van Hooser  
Chief Announcer . . . . . Russ Hodge  
Publicity Director . . . . . Bill Cherry  
Chief Engineer . . . . . Bob Connor

## K A M D\*

CAMDEN—EST. 1945

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Camden Radio, Inc.  
Address . . . . . 2010 Ft. Worth National Bank  
Bldg., Fort Worth, Tex.

### Personnel

Chief Executive . . . . . W. R. Hussman  
\* Construction Permit.

## K E L D

EL DORADO—EST. 1935

AMERICAN BROADCASTING CO.  
ARKANSAS NETWORK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Radio Enterprises, Inc.  
Business Address . . . . . Exchange Building,  
El Dorado, Ark.  
Studio Address . . . . . Country Club Colony  
Phone . . . . . 1313  
Transmitter Location . . . . . Country Club Colony  
Time on the Air . . . . . 6:45 a.m. to 10:45 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard Radio  
Representative . . . . . Cox and Tanz

### Personnel

President . . . . . T. H. Barton  
Station and General Manager . . . . . Leon Sipes  
Sales Promotion Manager . . . . . W. N. McKinney  
Commercial-Publicity Director . . . . . J. R. Duerson  
Musical-Program Director . . . . . Rodney Smith  
Chief Announcer . . . . . Ed Gideon  
Chief Engineer . . . . . A. W. Hearin

## K G R H\*

FAYETTEVILLE—EST. 1945

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Fayetteville Broadcasting  
Company  
Address . . . . . Fayetteville, Ark.

### Personnel

Owners . . . . . George Bennett, Russell Bennett,  
Hal Douglas  
\* Construction Permit.

## K F P W

FORT SMITH—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Southwestern  
Hotel Co.  
Address . . . . . 1213 Garrison Ave.  
Phone Number . . . . . 4106-4107-7069-5554  
Transmitter Location . . . . . Albert Pike &  
Kelley Highway  
Time on the Air . . . . . 6:00 a.m. to 11:00 p.m.  
Sundays, 8:00 a.m. to 10:00 p.m.  
News Service . . . . . UP and AP  
Transcription Service . . . . . M. M. Cole &  
World Broadcasting System

### Personnel

President and General Mgr. . . . . John A. England  
Station Manager . . . . . J. E. "Pat" Garner  
Commercial-Sales Promotion  
Manager . . . . . Bill Slaten  
Program Director-Production  
Manager . . . . . Dorothy Gibson  
Chief Announcer . . . . . Bill Stapleton  
Musical Director . . . . . Afton Blake  
Record M.C. . . . . Glenn O'Neal  
Chief Engineer . . . . . John M. VanHorn

# K F F A

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM  
ARKANSAS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By: Helena Broadcasting Co.  
Address.....215 York St.  
Phone Number.....Main 59  
Transmitter Location.....215 York St.  
Time on the Air.....7:00 a.m. to 10:15 p.m.  
News Services.....UP  
Transcription Service.....Keystone Broadcasting System & Lang-Worth.

## Personnel

President-General Manager... Sam Anderson  
Production Manager.....Barton Wellborn  
Program Director.....Elizabeth Shepperson  
Publicity Director.....Hugh Smith  
Chief Announcer.....Bill Tappan  
Musical Director.....S. B. Williamson  
Record M.C.....Bill Tappan  
Chief Engineer.....M. C. McKenney

# K T H S

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.

Frequency.....1090 Kc.  
Power.....10,000 d.; 1000 n.  
Owned-Operated By..Radio Broadcasting, Inc.  
Address.....135 Benton Street  
Phone Number.....1160-1161  
Transmitter Location.....Malvern Road  
Time on the Air.....6 a.m. to 12 midnight  
News Service.....UP & AP  
Transcription Service.....Lang-Worth  
Newspaper Affiliation..Shreveport, Louisiana Times.  
Representative.....Branham Company

## Personnel

President.....John D. Ewing  
Station Manager.....K. K. Kellam  
Commercial Manager.....Ed Appler  
Program Director.....William S. Bailey  
Chief Engineer.....Cecil Sult

# K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Clyde E. Wilson

Address.....819½ Central  
Phone Number.....412-3  
Transmitter Location.....819½ Central  
Time on the Air.....7 a.m. to 11 p.m.  
News Service.....AP  
Transcription Service.....Standard Radio.  
Keystone.

## Personnel

Owner.....Clyde E. Wilson  
Station & General Sales  
Manager.....Robert Choate  
Program Director.....Gene Edsal  
Sales Promotion.....Robert Harrison  
Chief Announcer.....Wilson Hurst  
Chief Engineer.....Earl H. Butler

# K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By...Jay P. Beard and Veda F. Beard  
Operated By.....Owners  
Address: KBTM Bldg., Madison at Jackson Sts.  
Phone Number.....597  
Transmitter Location....Tower Place, East of Jonesboro  
Time on the Air.....6:00 a.m. to 10:00 p.m.  
Transcription Service....World Broadcasting System.  
West Coast Representative....Gene Grant

## Personnel

President and General Manager..Jay P. Beard  
Sales Promotion Manager....William H. Cate  
Program Director-Production  
Manager.....Mrs. Estelle Fox  
Publicity Director.....Ted Rand  
Chief Announcer.....Ed Coughlin  
Record M.C.....Bob Hess  
Chief Engineer.....John E. Douglas

# K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts  
Owned-Operated By: Arkansas Radio & Equipment Co.  
Address.....112 East Capitol Ave.  
Phone Number.....LD 224  
Transmitter Location: Jackson Blvd., North Little Rock

Time on the Air....5:30 a.m. to 12 midnight;  
Sundays 6:45-12 midnight.  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Edward Petry & Co.

**Personnel**

President-Owner.....T. H. Barton  
V.P., Gen. Mgr., and Station  
Manager.....G. E. Zimmerman  
Sales-Commercial Manager.....Julian F. Haas  
Program Director-Production  
Manager.....Douglas J. Romine  
Publicity Director.....A. C. Dowden  
Musical Director.....Tommy Scott  
Chief Engineer.....Dan L. Winn

**K G H I**

**LITTLE ROCK—EST. 1927**  
**AMERICAN BROADCASTING CO.**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....KGHI Broadcasting  
Service.  
Address.....P.O. Box 3099, Union Life Bldg.  
Phone Number.....9166  
Transmitter Location.....Gazette Building  
Time on the Air.....6 a.m. to 12:00 midnight  
Transcription Service.....Associated  
Representative.....Walker Co.

**Personnel**

Station and General  
Manager.....S. C. Vinsonhaler  
Commercial Manager.....R. E. Rives  
Sales Promotion.....Rolfe Corbett  
Program Director.....Dorothy Parker  
Chief Engineer.....V. O. Vandusen

**K L R A**

**LITTLE ROCK—EST. 1927**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency:1010 Kc...Power 10000 d.; 5000 n.  
Owned-Operated By...Arkansas Broadcasting  
Company  
Address...Gazette Bldg., 3rd & Louisiana Sts.  
Phone.....5427  
Transmitter Location.....7 miles out on  
Memphis Hi-Way  
Time on the Air.....18 hours 35 minutes,  
per day, Mondays through Saturday; 17  
hours 5 minutes, Sundays.  
Newspaper Affiliation..Gazette Publishing Co.  
News Service.....UP  
Transcription Service....World Broadcasting  
Service  
Representative.....The Katz Agency

**Personnel**

President.....J. N. Heiskell  
General and Station Manager.....Roy Judge  
Program-Publicity Director...James Woodard  
Commercial Manager.....Roy Judge  
Chie. Engineer.....K. F. Tracy

**K A P T**

**NORTH LITTLE ROCK—EST. 1945**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..Arkansas Airwaves Co.  
Address.....217 E. 3rd St.  
\* Construction Permit.

**K O T N**

**PINE BLUFF—EST. 1934**

**MUTUAL BROADCASTING SYSTEM**  
Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Universal Broadcasting  
Corp.  
Address.....505½ Main St.  
Phone Number.....721  
Transmitter Location.....505½ Main St.  
Time on the Air.....6:00 a.m. to 11:00 p.m.  
News Service.....UP and AP  
Transcription Service.....Thesaurus

**Personnel**

President-General Manager.....B. J. Parrish  
Sales Promotion Manager.....R. W. Etter  
Program Director.....Lois Sloan  
Chief Announcer.....Wendell Atchison  
Chief Engineer.....B. J. Parrish

**K U O A**

**SILOAM SPRINGS—EST. 1922**

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....K U O A Incorporated  
Address.....Siloam Springs, Ark.  
Phone Number.....77  
Transmitter Location.....Siloam Springs, Ark.  
Time on the Air.....6:30 a.m. to Local Sunset  
News Service.....UP  
Transcription Service....World Broadcasting  
System, Keystone Broadcasting System  
Representative.....The Walker Company

**Personnel**

President.....John E. Brown  
General Manager.....Storm Whaley  
Sales Director.....Galen O. Gilbert  
Program Director.....Mary Shaw  
Chief Engineer.....Kenneth Maxwell

## **"SPORTS STAR SPECIAL"**

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."

"Cue-In" localizes and personalizes.

*Exclusive in Any Market*

SEE

## **AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA      NEW YORK 20, N. Y.

\*"With all convenient speed"...



\*Madam, I go with all convenient speed.—*Merchant of Venice*, Act IV, Scene 3.

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting—from chain-breaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.



PAUL H. RAYMER CO.  
National Representative

**McClatchy Broadcasting Company**  
SACRAMENTO, CALIFORNIA

# CALIFORNIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## KERN

**BAKERSFIELD—EST. 1932**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1410 Kc. .... Power: 1000 Watts  
Owned-Operated By.. McClatchy Broadcasting  
Address ..... Elks Bldg.  
Phone Number ..... 8-8431  
Transmitter Location..... Ming & Oak Sts.  
Time on the Air..... 6 a.m. to 12 midnight  
Newspaper Affiliation McClatchy Newspapers  
News Service..... AP and INS  
Transcription Service..... Standard Radio,  
SESAC, World  
Representative..... Paul H. Raymer Co.

### Personnel

President..... Eleanor McClatchy  
General Manager..... Harold J. Brown  
Commercial Manager..... Richard Brothers  
Chief Engineer..... Luverne Shatto

## K P M C

**BAKERSFIELD—EST. 1935**

**AMERICAN BROADCASTING CO.**

Frequency: 1560 Kc. .... Power: 1000 Watts  
Owned-Operated By.. Pioneer Mercantile Co.  
Business Address... Box 1709, Bakersfield, Calif.  
Phone Number ..... 8-8581  
Transmitter Location..... 307 East 21st St.  
Time on the Air... 6:30 a.m.-12:00 p.m. week-  
days; 7:00 a.m.-12:00 p.m. Sunday  
News Service ..... UP  
Transcription Service..... NBC Thesaurus,  
Transcription Service.. NBC Thesaurus, Associ-  
ated Music Publishers  
Representative..... W. S. Grant

### Personnel

President ..... F. G. R. Schamblin  
General-Commercial  
Manager..... L. A. Schamblin  
Program Manager..... C. C. Sturm  
Chief Engineer..... John W. Kibby

## K R E

**BERKELEY—EST. 1922**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By..... Central California  
Broadcasters, Inc.  
Address ..... 601 Ashby Avenue  
Phone Number..... Ashberry 7715  
Transmitter Location..... 601 Ashby Avenue  
Time on the Air..... Unlimited  
News Service ..... INS  
Transcription Service ..... Standard Radio

### Personnel

President-Station Manager... Arthur Westlund  
Sales Promotion Manager..... Don Hambly  
Program-Publicity Director..... Les Avery  
Musical Director..... Harrold Hawley  
Chief Engineer ..... McKernan

## K R O P \*

**BRAWLEY—EST. 1945**

Frequency: 1300 Kc. .... Power: 1000 D; 500 N.  
Owned-Operated By.... Broadcasting Corp. of  
America  
Address..... 3401 Russell St., Riverside, Calif.  
\* Construction Permit.

## K H S L

**CHICO—EST. 1935**

**MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM**

Frequency: 1290 Kc. .... Power: 1,000 Watts  
Owned-Operated By..... Golden Empire  
Broadcasting Co., Inc.  
Address..... 336 Broadway  
Phone Number..... Chlco 237-8  
Transmitter Location..... Hooker Oak and  
Madrone Aves.  
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00  
a.m. to 11:00 p.m., Sundays  
News Service..... UP  
Transcription Service..... Standard Radio  
Representative..... W. S. Grant Co.

### Personnel

President ..... Hugh McClung  
Station Manager..... M. F. Woodling  
Commercial Manager..... Jistine A. Pero  
Program Director..... J. Wightman  
Chief Engineer..... Russell Pope

## K X O

**EL CENTRO—EST. 1927**

**MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc. .... Power: 250 Watts 250 N  
Owned-Operated By..... Valradio, Inc.  
Business Address..... Box 140, El Centro  
Address ..... 793 Main St.  
Phone Number..... 1100, 1120  
Transmitter Location..... 793 Main St.  
Time on the Air..... 6:00 a.m. to 11:00 p.m.  
Transcription Service..... Standard Radio,  
Sesac, Cole.  
Representative..... Paul H. Raymer Co.

**Personnel**

President.....Thomas E. Sharp  
 General Manager.....Kenneth H. Thornton  
 Commercial Manager.....Belle Hovey  
 Sales Promotion.....Harold Steckel  
 Program Director.....Virginia Fox  
 Publicity Director.....Kenneth H. Thornton  
 Chief Engineer.....Leroy Bellwood

**K I E M**

**EUREKA—EST. 1933**  
**MUTUAL—DON LEE**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By...Redwood Broadcast-  
 ing Co., Inc.  
 Business Address.....Box 1021  
 Phone Number.....93  
 Studio Address.....Vance Hotel, Eureka Inn  
 Transmitter Location.....McFarland Tract  
 Humboldt Bay  
 Time on the Air.....Unlimited  
 News Service.....INS; UP  
 Transcription Service.....World Broadcasting  
 System, SESAC, MacGregor  
 Representative.....John Blair & Co.

**Personnel**

President and Station  
 Manager.....William B. Smullin  
 Commercial Manager.....Don Telford  
 Program Manager.....C. Paul Corbin  
 Sales Promotion Manager.....Robert Stach  
 Engineer.....Alvor Olson

**K A R M**

**FRESNO—EST. 1938**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By...KARM, The George  
 Harm Station  
 Address.....1333 Van Ness Ave.  
 Phone Number.....4-2966  
 Transmitter Location...Van Ness & Allu-  
 vial Avenues  
 Time on the Air.....6 a.m. to 12 midnight;  
 8 a.m. to 12 midnight, Sunday  
 News Service.....AP and INS  
 Transcription Service.....Standard Radio  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

Owner & President.....Mrs. Hattie Harm  
 Station and General  
 Manager.....Clyde F. Coombs  
 News Director.....Ed Clough  
 Publicity Director.....Eldora Roth  
 Program Director.....John Garrick  
 Chief Engineer.....R. M. Dorothy

**K F R E**

**FRESNO—EST. 1942**

**MUTUAL BROADCASTING SYSTEM**  
**DON LEE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. E. Rodman  
 Address.....T. W. Patterson Bldg.  
 Phone Number.....4-5001  
 Transmitter Location.....Clinton & First Sts.  
 Time on the Air:..5:00 a.m. to 12:00 midnight  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers and World  
 Representative.....John Blair & Co.

**Personnel**

Owner.....J. E. Rodman  
 General Manager.....Paul R. Bartlett  
 Program Director.....Francis L. Quinn  
 Chief Engineer.....Harold R. Brown

**K M J**

**FRESNO—EST. 1922**  
**NATIONAL BROADCASTING CO.**

Frequency: 580 Kc.....Power: 5,000 Watts  
 Owned-Operated By...McClatchy Broadcasting  
 Co.  
 Address.....1559 Van Ness Ave.  
 Phone Number.....3-6277  
 Transmitter Location...North & Madera Aves.  
 Kerman  
 Time on the Air:.....24 hours daily  
 Newspaper Affiliation...McClatchy Newspapers  
 News Service.....UP & AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station Manager.....Keith Collins  
 Sales Manager.....Coyle Chambers  
 Sales Promotion Manager.....Jack Griffith  
 Program and Musical Director...Andy Patterson  
 Publicity Director.....Jack Griffith  
 Chief Engineer.....Wm. N. Wallace

**K I E V**

**GLENDALE—EST. 1933**

Frequency: 870 Kc.....Power: 250 Watts  
 Owned-Operated By: Cannon Broadcasting  
 System, Ltd.  
 Address.....102 N. Glendale Ave.  
 Phone Number.....CItrus 1-1133  
 Transmitter Location...102 N. Glendale Ave.  
 Time on the Air.....Daytime License  
 News Service.....UP  
 Representative.....Biddick



**Personnel**

President.....David H. Cannon  
 General Manager.....L. W. Peters  
 Program Director.....R. W. Muller  
 Chief Engineer.....John W. Tutt

**K F O X**

LONG BEACH—EST. 1924

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By..Nichols & Warriner, Inc.  
 Address.....220 E. Anaheim Street  
 Phone Number.....672-81  
 Transmitter Location...220 E. Anaheim Street  
 Time on the Air.....5:00 a.m. to 11:00 p.m.  
 News Service .....UP  
 Transcription Service.....Standard Radio,  
 Langworth Transcription Service; SESAC  
 Representative .....Biddick

**Personnel**

President, Station Manager and  
 Program Director.....Hal G. Nichols  
 Commercial and Sales Promotion Manager  
 and Chief Engineer..Lawrence W. McDowell

**K G E R**

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Operated By: Consolidated Broadcast-  
 ing Corp.  
 Business Address.....435 Pine Ave.  
 Phone Number.....Long Beach 660-41  
 Studio Addresses: 435 Pine Ave.; 643 So.  
 Olive, Los Angeles  
 Transmitter Location.....Atlantic & Compton  
 Blvds.  
 Time on the Air.....24 hours daily  
 News Service.....AP & INS  
 Transcription Service: World Broadcasting Sys-  
 tem, Standard Radio, Lang-Worth, McGregor  
 and Associated  
 National  
 Representative....Joseph Hershey McGilvra

**Personnel**

President-Gen'l Manager...C. Merwyn Dobyns  
 Commercial Manager.....Lee Wynne  
 Sales Promotion Manager.....Wendell Neely  
 Musical Director.....Helene Smith  
 Chief Engineer..Ronald Oakley and Jay Tapp

**K E C A**

LOS ANGELES—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Operated By..American Broadcasting  
 Co.  
 Address.....1440 No. Highland Ave.  
 Phone Number.....Hillside 8231  
 Transmitter Location....2951 S. Fairfax Ave.  
 Time on the Air.....5:45 a.m. to 12 midnight  
 6:45 a.m. to midnight, Sunday  
 News Service.....UP, AP & INS  
 Transcription Service.....Thesaurus and  
 Lang-Worth.  
 Representative.....ABC Spot Sales

**Personnel**

President .....Mark Woods  
 Station Manager.....Clyde P. Scott  
 Commercial and Sales  
 Manager.....Amos T. Baron  
 Sales Promotion-Merchandising  
 Manager .....Jack O'Mara  
 Program Director.....William J. Davidson  
 Production Manager.....Rollo Hunter  
 Publicity Director.....Virginia West  
 Musical Director.....Buzz Adlam  
 Chief Engineer.....T. B. Palmer

**K F A C**

LOS ANGELES—EST. 1933

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Operated By: Los Angeles Broadcast-  
 ing Company, Incorporated  
 Address.....645 South Mariposa  
 Phone Number .....Fitzroy 1231  
 Transmitter Location.....3725 Chesapeake,  
 L. A., Calif.  
 Time on the Air.....24 hours daily  
 News Service .....AP  
 Transcription Service.....WBS, Associated

**Personnel**

President-General Manager...Calvin J. Smith  
 Sales-Commercial Manager...Calvin J. Smith  
 Production-Program Director.Charles Granville  
 Publicity Director.....Eileen Wheatley  
 Musical Director.....Elmitt Eastcott  
 Chief Announcer.....Charles Granville  
 Chief Engineer.....Calvin J. Smith

BOB HOPE JACK BENNY  
 AMOS 'N' ANDY  
 EDDIE CANTOR  
 INFORMATION PLEASE  
 FRED WARING ONE MAN'S  
 HOUR FAMILY  
 OF CHARM RED SKELTON

FIBBER McGEE  
 BERGEN AND MOLLY  
 AND McARTHUR  
 BOB BURNS  
 BURNS & ALLEN  
 ABBOTT  
 & COSTELLO  
 GINNY SIMMS

BING CROSBY  
 HOAGY  
 CARMICHAEL  
 PEOPLE  
 ARE FUNNY  
 BANDWAGON  
 KAY KYSER  
 GREAT  
 GILDERSLEEVE

# LOS ANGELES

50,000 WATTS — CLEAR CHANNEL — 640 KILOCYCLES

*Earle C. Anthony, Inc.*

## • • • CALIFORNIA • • •

### KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc. Power: 50,000 Watts  
 Owned-Operated By: Earle C. Anthony, Inc.  
 Address: 141 North Vermont Ave.  
 Phone Number: FAirtax 2121  
 Transmitter Location: Buena Park, Calif.  
 Time on the Air: 24 Hours Daily,  
 Except Tues.—12 Hours  
 News Service: UP, City News  
 Transcription Service: Standard Radio, Lang-  
 Worth, World, BMI  
 Representative: Edward Petry & Co., Inc.

#### Personnel

President: Earle C. Anthony  
 General Manager: William B. Ryan  
 Sales Manager: Geo. A. Whitney  
 Program Director: Don McNamara  
 Production Manager: Bob Hiestand  
 Publicity Director: Dean Moxley  
 Director of Promotion and  
 Public Service: J. G. Paltridge  
 Musical Director: Claude Sweeten  
 Chief Engineers: Curtis Mason,  
 H. L. Blatterman

### KFWB

LOS ANGELES—EST. 1925

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By: Warner Bros. Broadcast-  
 ing Corp.  
 Address: 5833 Fernwood Ave.  
 Phone Number: Hempstead 5151  
 Transmitter Location: Baldwin Hills, Culver City  
 Time on the Air: 6:00 a.m. to 1:00 a.m.  
 News Service: AP, UP, INS  
 Representative: William G. Rambeau Co.

#### Personnel

President: C. H. Wilder  
 General Manager: Harry Matzlish  
 Asst. General Mgr.: G. McGuire Pierce  
 Production-Program Director: William Ray  
 Chief Announcer: Harry Hall  
 Musical Director: Dion Romandy  
 Commercial Manager: Berne Wilkins  
 Sales Promotion: Don Ross  
 Chief Engineer: Harry Myers

### KFSG\*

LOS ANGELES—EST. 1924

Frequency: 1150 Kc. Power: 2500 d.; 1000 n.  
 Owned By: Echo Park Evangelistic Ass'n  
 Operated By: Angelus Temple, Church of the  
 Foursquare Gospel.

A PLEA FOR PEACE! Anthony Eden addressing plenary session; Secretary of State Stettinius presiding.

**"In our book KFWB is the No. 1 public service station."**

- JACK HELLMAN, Daily Variety



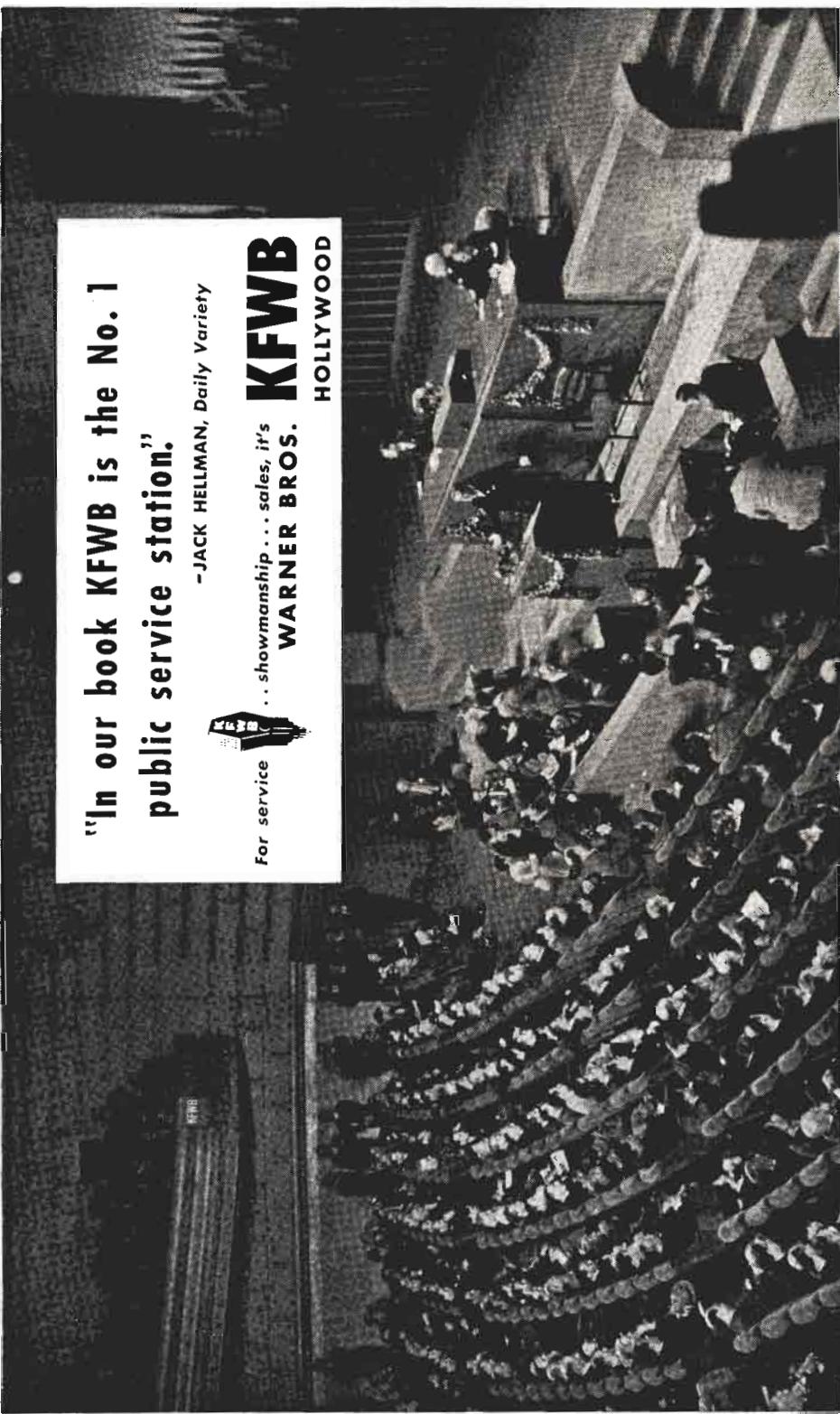
For service

... showmanship ... sales, it's

**WARNER BROS.**

**KFWB**

**HOLLYWOOD**

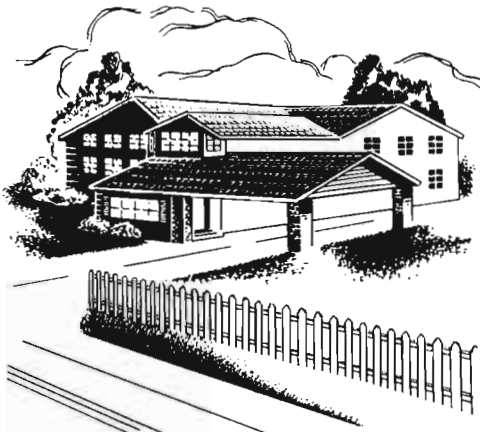


KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.



# KGFJ

New  
HOLLYWOOD  
HOUSE



**R**eflecting KGFJ's ever-enlarging service to the music loving world

is its move to a new home—

Hollywood House—at Sunset and Vine.

Here—at the Cross Roads of Radio, clients and agencies alike will find an easily accessible contact with KGFJ's unique and effective programming.

Pay us a visit. The latch string is always out at Hollywood House.

# KGFJ

1230 KC

*The Twenty-four Hour Station*  
Thelma Kirchner, Manager

Address.....1100 Glendale Blvd.  
Phone Number.....Exposition 1141  
Transmitter Location.....1100 Glendale Blvd.  
Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

### Personnel

President.....Dr. Rolf K. McPherson  
General Manager.....Rev. Jack Carmain  
Program-Musical Director.....John Vitallo  
Chief Announcer.....Marshall Harry  
Chief Engineer.....Harvey Haas

\* Non-Commercial Station.

# KFVD

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts  
Owned-Operated By: Standard Broadcasting Company, Inc.

Address.....338 South Western Avenue  
Phone Number.....Drexel 2391  
Transmitter Location...9300 Cattaraugus St.  
Time on the Air.....6 a.m. to local sundown  
News Service.....UP  
Transcription Service.....Lang-Worth

### Personnel

President-General Manager...J. Frank Burke  
Sales-Commercial Manager....Howard Gray  
Chief Engineer.....Jack Fredericks

# KGFJ

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Operated By.....Ben S. McGlashan  
Address.....6314 Sunset Blvd.  
Phone Number.....Prospect 2434  
Transmitter Location..Washington & Oak Sts.  
Time on the Air.....Unlimited license  
News Service.....INS  
Transcription Service.....Associated Music Publishers.

### Personnel

Owner.....Ben S. McGlashan  
General & Station Manager...Thelma Kirchner  
Sales-Commercial Manager..Thelma Kirchner  
Sales Promotion-Merchandising  
Manager.....Thelma Kirchner  
Program-Publicity Director...Thelma Kirchner  
Production Manager-Musical  
Director.....Thelma Kirchner  
Chief Engineer.....Homer Obuchon

**K H J**

LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By: Don Lee Broadcasting System

Business Address.....5515 Melrose Ave.  
Phone Number.....HOLLYWOOD 8111  
Transmitter Location..Venice Blvd. and Fairfax  
Time on the Air:24 hours daily; Monday, 12:00  
midnite to 6:00 a.m.

News Service.....AP, INS  
Transcription Service: World Broadcasting System  
Representative.....John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
Vice-President and  
General Manager.....Lewis Allen Weiss  
Vice President and  
Assistant Manager.....Willet H. Brown  
Commercial Manager.....Sydney Gaynor  
Publicity Director.....Harriet Crouse  
Program Director.....Pat Campbell  
Chief Announcer.....Tony La Frano  
Musical Director.....Harry Zimmerman  
Chief Engineer.....Frank Kennedy

**K L A C \***

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts  
Owned-Operated By.....Dorothy S. Thackrey

Address.....1000 Cahuenga Blvd.  
Phone Number.....Hillside 1161  
Transmitter Location.....1000 Cahuenga Blvd.  
Time on the Air.....5:30 a.m. to 1:00 a.m.  
News Service.....INS, AP, UP  
Transcription Service..Lang-Worth; Standard Radio.

Representative .....Burn-Smith Co.

**Personnel**

General Manager.....Don J. Feddersen  
Program Manager.....Jim Strain  
Commercial Manager.....H. R. Land  
Chief Announcer.....Al Warner  
Musical Director.....Oreste Tomasso  
Chief Engineer.....Earl Buchanan

\* Formerly *KTMR*.

**K N X**

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc.... Power: 50,000 Watts  
Owned-Operated By ..Columbia Broadcasting System, Inc.

Address.....6121 Sunset Blvd.  
Phone Number.....Hollywood 1212  
Transmitter Location...Columbia Park, Torrance, Calif.

Time on the Air.....6:00 a.m. to 1:05 a.m.  
News Service.....AP; INS; UP  
Transcription Service..Lang-Worth, Associated Representative.....Radio Sales

**Personnel**

Vice President and General  
Manager.....Donald W. Thornburgh  
Ass't Gen'l Mgr. and Director of  
Network Sales.....Harry W. Witt  
Pacific Coast Sales Mgr.....Charles Morin  
Sales Manager (KNX).....J. A. Morton  
Sales Promotion Manager.....Ralph Taylor  
Merchandising & Sales Service  
Manager.....Ernest H. Martin  
Radio Sales Representative.....Meredith Pratt  
Program Manager.....Tom Hargis  
Chief Engineer.....Lester H. Bowman  
Director of Public Relations.....Chet Huntley  
Director of Press Information..Lloyd Brownfield  
Operations Manager.....Ben Puley  
CBS Western Musical Director...Lud Gluskin  
Musical Director (KNX).....Wilbur Hatch  
Continuity Chief.....Everett Tomlinson  
Production Manager.....Edith Todesca  
Managing News Editor.....John F. Beck  
Stations Relations Manager...E. W. Buckalew

**K R K D**

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.  
Owned-Operated By.....Radio Broadcasters, Incorporated

Business Address.....541 So. Spring Street  
Phone Number.....Tucker 7111  
Studio Addresses...312 Spring Arcade Bldg.;  
541 So. Spring St.

Transmitter Location.....1100 Lemoyne  
Time on the Air.....Shares Time with KFSG  
News Service.....INS  
Transcription Service.....SESAC

**Personnel**

Chief Executive.....Frank P. Doherty  
General Manager.....Ned Connor  
Program Director.....Venna Taylor  
Chief Engineer.....Willis O. Freitag



"Free Speech  
Mike"



You can count on progressive programming to keep KMPC always out in front of the Western radio parade. KMPC sets the leader's pace with *better* programs built from sparkling new talent by top staff names. As a result, *more* listeners are spending *more* time with the "Station of the Stars". And more and more advertisers are lining up their advertising dollars behind the WEST'S GREATEST INDEPENDENT—KMPC. Join the parade. Remember, you're always in good company when you advertise on KMPC.

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE



LOS ANGELES, CALIFORNIA

330

# KMPC

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts  
 Owned By: KMPC, The Station of the Stars, Inc.  
 Address.....5939 Sunset Blvd.  
 Phone Number.....Hollywood 5341  
 Transmitter Location.....12755 Burbank Blvd.  
 Time on the Air.....6 a.m. to midnight  
 News Service.....UP and AP  
 Transcription.....Associated, World  
 Representative.....Paul H. Raymer Co.

## Personnel

President.....G. A. Richards  
 V. P. & Gen. Mgr.....Robert O. Reynolds  
 Commercial Manager.....Herbert Wixson  
 Production Manager.....Charles Calvert  
 Program Manager.....C. G. Renier  
 Promotion-Publicity Director...Willard Hanes  
 Musical Director.....Ted Steele  
 Chief Engineer.....Lloyd Cigmon

# KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Marysville-Yuba City  
 Broadcasters, Inc.  
 Address.....P. O. Box 631, Marysville, Calif.  
 Phone Number.....2080  
 Transmitter Location.....Three miles north of  
 Marysville on Laurellan Road  
 Time on the Air.....6:30 a.m. to 12 midnight'  
 News Service.....UF  
 Transcription Service...World and M. M. Cole  
 Representative.....W. S. Grant Co

## Personnel

President.....Horace Thomas  
 Station and Commercial Manager..Joe D. Carroll  
 Program Director and  
 Production Manager.....Jayn Feller  
 Chief Engineer.....Joe D. Carroll  
 Chief Announcer.....Hedley Hall  
 Musical Director.....George Davidson

# KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Business Address.....P. O. Box 717  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Merced Broadcasting  
 Company  
 Phone Numbers.....1430; 1431

Studio Address....."G" Street Grade  
 Transmitter Location....."G" Street Grade  
 Time on the Air.....5:30 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 National Sales Office.....582 Market St.,  
 San Francisco  
 Representative.....W. S. Grant

## Personnel

General Director.....Hugh McClung  
 Station Manager.....Mel Marshall  
 Commercial Manager.....J. C. MacFarland  
 Program Director.....W. L. Musladin  
 Chief Engineer.....Malcolm R. Beavers

# KTRB

MODESTO—EST. 1933

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned-Operated By..KTRB Broadcasting Co.,  
 Business Address.....P. O. Box 593  
 Phone Number.....774  
 Studio and Transmitter.....Norwegian Ave.  
 News Service.....INS  
 Transcription Service.....World, Lang-Worth  
 Representative.....W. S. Grant

## Personnel

President-Station Manager..Wm. H. Bates, Jr.  
 Sales Manager.....Virgil V. Risley  
 Program Director.....Cecil Lynch  
 Chief Engineer.....Wm. H. Bates, Jr.

# KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Monterey Peninsula  
 Broadcasting Co.  
 Business Address.....275 Pearl St.  
 Phone Number:.....Monterey 8501  
 Studio Addresses ..275 Pearl St.; 137 Mon-  
 terey St., Salinas  
 Transmitter Location.....Municipal Wharf  
 Time on the Air.....6:30 a.m. to 11:15 p.m.;  
 Sunday 7:30 a.m.  
 Newspaper Affiliation...Monterey Peninsula  
 Herald; Salinas, Californian  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Associated

## Personnel

President.....Paul H. Caswell  
 Station Manager.....Reed Pollock  
 Sales Promotion Manager.....George Ross  
 Program Director.....Edward Duty, Jr.  
 Production Manager.....Ford Warner  
 Publicity Director.....George Ross  
 Chief Announcer.....Orel Phillips  
 Chief Engineer.....Omar Wright

**K W B R**

OAKLAND—EST. 1921

Frequency: 1310 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Warner Brothers  
 Operated by . . . . . Warner Brothers  
 Address . . . . . 327-21st Street  
 Phone Number . . . . . Higate 1212  
 Transmitter Location . . . . . 327-21st Street  
 Time on the Air . . . . . 24 hours  
 News Service . . . . . INS  
 Representative . . . . . Wm. G. Rambeau

**Personnel**

President-General Manager . . . . . S. W. Warner  
 Station-Sales-Commercial  
 Manager . . . . . F. Wellington Morse  
 Program Director . . . . . Sylvia L. Chandler  
 Chief Announcer . . . . . Dave Moore

**K L X**

OAKLAND—EST. 1922

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Tribune Building Corp.  
 Address . . . . . Tribune Tower, 13th & Frank-  
 lin Streets  
 Phone Number . . . . . Glencourt 0860  
 Transmitter Location . . . . . Tribune Tower  
 Time on the Air . . . . . 6:45 a.m. to 1:00 a.m.  
 Newspaper Affiliation . . . . . Oakland Tribune  
 News Service . . . . . AP  
 Transcription Service . . . . . World Broadcasting  
 System and Associated  
 Representative . . . . . Joseph Hershey McGillvra

**Personnel**

President-Owner . . . . . J. R. Knowland, Jr.  
 General Manager . . . . . Glenn Shaw  
 Sales Promotion Manager . . . . . Ellis F. Rehn  
 Program Director-Production Manager  
 and Publicity Director . . . . . Jerry Morton  
 Chief Announcer . . . . . Bill Stevens  
 Musical Director . . . . . Paul Scheiner  
 Chief Engineer . . . . . Roswell Smith

**K R O W**

OAKLAND—EST. 1925

Frequency: 960 Kc. . . . . Power 1000 Watts  
 Owned-Operated By . . . . . KROW, Inc.  
 Business Address . . . . . Radio Center Building,  
 464 - 19th Street  
 Phone Number . . . . . Glencourt 8774  
 Studio Addresses . . . . . 464 19th St., San Francisco  
 Newsreel Theatre, Oakland, Calif.  
 Transmitter Location . . . . . 1522 - 8th Avenue  
 Time on the Air . . . . . 17½ hours daily

News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio;  
 Langworth

**Personnel**

President-General Mgr. . . . . Sheldon Sackett  
 Commercial Manager-Station  
 Manager . . . . . Wilton Guzendorier  
 Production Manager . . . . . R. W. Wassenberg  
 Publicity Director . . . . . Mercedes Prosser  
 Chief Engineer . . . . . C. E. Downey

**K X L A**

PASADENA—EST. 1942

Frequency: 1110 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By: Pacific Coast Broadcast-  
 ing Co.  
 Business Address . . . . . 1401 South Oak Knoll Ave.  
 Phone Number . . . . . RYan 1-6991  
 Studio Address . . . . . 1401 Oak Knoll Ave.  
 Transmitter Location . . . . . El Monte, Calif.  
 Time on the Air . . . . . 24 Hours  
 News Service . . . . . INS  
 Transcription Service: Lang-Worth; Associated  
 Music Publishers  
 Representative . . . . . Joseph Hershey McGillvra, Inc.

In 5 years (by official census)  
**OAKLAND GROWS**  
**31.6% . . . to 401,257**

(Metropolitan Oakland near million)

It's official . . . just certified to the U. S.  
 Bureau of Census. A special count places  
 Oakland fourth (pos-  
 sibly third) among  
 Coast cities . . . at least  
 26th in the nation!  
 Oakland is increas-  
 ingly a market all its  
 own. And you can't  
 overlook the fact  
 that . . .



**K R O W**

"The Home Interest Station"

IS Oakland's Leading Radio Station

RADIO CENTER BLDG., OAKLAND 12, CALIF.

National Representatives: Radio Advertising Co.



**Personnel**

General Manager.....Loyal K. King  
 Station-Commercial Manager...Loyal K. King  
 Program-Publicity Director...Norman Rodgers  
 Chief Announcer.....Carl Saunders  
 Chief Engineer.....Jack Reader

**K C M J**

**PALM SPRINGS—EST. 1946**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Dick Joy, Donald C. McBain  
 Operated By...Palm Springs Broadcasting Co.  
 Address.....Box KK  
 Phone Number.....2253-4  
 Studio-Transmitter Location..North Indian Ave.  
 Time on the Air.....6:30 a.m. to midnight;  
 Sunday, 8 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Homer Griffith Co., Inc.

**Personnel**

Co-owner-Program Director.....Dick Joy  
 Co-owner.....Donald C. McBain  
 General Manager.....Clinton Jones  
 Commercial-Promotion Mgr....George E. Irwin  
 Office Manager.....Margaret Lord  
 Chief Engineer.....William Murtough

**K P P C\***

**PASADENA—EST. 1924**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By: Pasadena Presbyterian  
 Church  
 Address.....585 East Colorado St.  
 Phone Number.....Sycamore 3-4363  
 Transmitter Location...585 East Colorado St.  
 Time on the Air....Sundays, 9 a.m. to 9 p.m.;  
 Wednesdays, 7 p.m. to 9:30 p.m.

**Personnel**

General Manager.....Rev. George E. Petrie  
 Program-Musical Director.....Leon Hall  
 Chief Engineer.....N. V. Parsons  
 \*(Non-Commercial Station)

**K W K W**

**PASADENA—EST. 1942**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Southern California  
 Broadcasting Co.  
 Address.....425 East Green St.  
 Phone.....Ryan 1-6744  
 Transmitter Location.....San Gabriel  
 Time on the Air.....6:00 a.m. to local sunset

News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

Owners.....Marshall S. Neal, Paul Buhlig  
 General-Sales Manager.....William J. Beaton  
 Sales Promotion-Publicity.....Claire Hughes  
 Program Dir.-Chief Ann.....George Sanders  
 Musical Director.....Rowland Gibbs  
 Chief Engineer.....Paul W. Spargo

**K V C V**

**REDDING—EST. 1936**

**MUTUAL—DON LEE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By: Golden Empire Broad-  
 casting Co.  
 Business Address.....Central Office, KYOS,  
 Merced, Calif.  
 Studio Address.....Highway No. 99  
 Transmitter Location.....Highway No. 99  
 Time on the Air.....6:00 a.m. to 12:00 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 C. P. MacGregor  
 Representative.....Will Grant

**Personnel**

Station Manager.....Fred M. Stuelpnagel  
 Commercial Manager.....H. E. McCarty  
 Sales Promotion Manager....Orville Burda  
 Program Director.....Charles Castor  
 Production Manager.....Lyle Mathis  
 Publicity Director.....Ted Dooley  
 Chief Announcer-Musical Dir...Charles Kinsley  
 Chief Engineer.....Russell Pope

**K P R O**

**RIVERSIDE—EST. 1941**

**AMERICAN BROADCASTING CO.**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By: Broadcasting Corpora-  
 tion of America  
 Business Address: 3401 Russell St., Riverside,  
 Calif.  
 Phone Number: Riverside 6290, San Bernar-  
 dino 5157  
 Studio Address: 3401 Russell St., Riverside  
 480th 5th St., San Bernardino  
 Transmitter Location:.....3401 Russell St.  
 Time on the Air.....5:30 a.m. to 1 p.m.  
 News Service.....AP  
 Transcription Service: Associated Music Pub-  
 lishers and Cole  
 Representative.....Adam J. Young, Jr.

**Personnel**

President-General Manager....W. L. Gleeson  
 Station Manager.....Gene Williams  
 Sales-Commercial Manager....Gene Williams  
 Sales Promotion-Merchandising  
 Manager.....Mildred Thorne

Program Director.....Kenyon E. Linn  
 Production Manager.....Ed McLean  
 Publicity Director.....Mildred Thorne  
 Chief Announcer.....Lee Lawley  
 Musical Director.....Marlene White  
 Chief Engineer.....Cecil Caves  
 Record m.c.....Ralph James

## K C R A

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By...Central Valleys Broadcasting Co.  
 Business Address.....Calif. State Life Bldg.  
 Phone Number.....2-0758  
 Studio Address.....Calif. State Life Bldg.  
 Transmitter Location...27th & American River  
 Time on the Air.....6:00 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....World Broadcasting System  
 National Representatives.....Helen Wood and W. S. Grant

### Personnel

General Manager.....Ewing C. Kelly  
 Sales Manager.....Frank Coumont  
 Program Director.....Irving Phillips  
 Publicity Director.....Hill Armfield  
 Record m.c.....Edwin Carlson  
 Chief Engineer.....Marvin D. Myers

## K F B K

SACRAMENTO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1530 Kc.....Power: 10,000 Watts  
 Owned-Operated By: McClatchy Broadcasting Co.  
 Business Address.....708 Eye St.  
 Phone Number.....2-5011  
 Transmitter Location.....Yola County  
 Time on the Air.....24 hours daily  
 Newspaper Affiliation..McClatchy Newspapers  
 News Service.....UP and AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

### Personnel

President.....Eleanor McClatchy  
 Station Manager.....Leo O. Ricketts  
 Program Director.....James Eakins  
 Publicity Director.....Marjorie Kistie  
 Sales Manager.....Richard Brothers  
 Chief Announcer.....Tony Koester  
 Chief Engineer.....Stam Sronce

## K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Royal Miller, Marion Miller, L. H. Penney, and Gladys W. Penney.  
 Operated By.....Royal Miller Radio  
 Address.....Hotel Sacramento Bldg.  
 Phone Number.....3-2525  
 Transmitter Location....65th St. at 14th Ave.  
 Time on the Air:6:15 a.m. to 12:00 midnight,  
 Sundays, 7:00 a.m. to 12 midnight.  
 News Service.....UP  
 Transcription Service...Associated Recorded  
 PGM. Library  
 Representative.....Avery

### Personnel

President-Owner.....Mrs. Royal Miller  
 Station Manager.....Mrs. Royal Miller  
 Public Relations Manager.....Howard Smiley  
 Program Director.....Howard Smiley  
 Chief Engineer.....Howard Martineau

## K X O A

SACRAMENTO—EST. 1945

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts  
 Owned-Operated by.....Lincoln Dellar  
 Business-Studio Address.....30th & P Sts.  
 Phone Number.....6-4728  
 Transmitter Location.....30th & P Sts.  
 Time on the Air.....18 Hours Daily  
 News Service.....UP  
 Transcription Service.....Associated, Cole  
 Representative.....John Blair & Co.

### Personnel

Owner-General Manager.....Lincoln Dellar  
 Commercial-Sales Promotion...Morton Sidley  
 Program-Publicity Director...Robert W. Dumm  
 Production Manager.....Earl Russel  
 Chief Engineer.....Neal Black

## K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....J. C. and E. W. Lee  
 Operated By.....Lee Bros. Broadcasting Co.  
 Address.....512 Fifth St.  
 Phone Number.....4-761, 4-762  
 Transmitter Location.....990 Colton Ave.  
 Time on the Air.....5:45 a.m. to 12 midnight  
 Sunday 6:00 a.m.  
 News Service.....UP

Transcription Service.....World Broadcasting System  
 Representative.....John Blair & Co.

**Personnel**

Partners .....J. C. & E. W. Lee  
 Station Manager.....Maury A. Vroman  
 Program Director.....Eberle T. Shields  
 Production Manager-Chief  
 Announcer .....Paul C. Lynde  
 Chief Engineer.....George W. Ewing

**K F M B**

SAN DIEGO—EST. 1941

AMERICAN BROADCASTING CO.

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

The Jack Gross Broadcasting Co.

Address.....1375 Pacific Blvd.  
 Phone Number .....Main 2114  
 Transmitter Location .....Spreckles Bldg.  
 Time on the Air.....18 Hours per Day  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....The Branham Co.

**Personnel**

President, Station and  
 Commercial Manager.....Jack Gross  
 Sales Promotion Manager.....Shirley Hawley  
 Program Director and  
 Production Manager.....Paul Baron  
 Chief Engineer.....Caleb Frisk  
 Publicity Director.....Shirley Hawley

**K F S D**

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Airian Radio Corporation, Ltd.

Address .....326 Broadway  
 Phone Number .....Franklin 6353  
 Transmitter Location .....326 Broadway  
 Time on the Air.....6 a.m. to Midnight,  
 Sunday 8 a.m. to Midnight

Transcription Service.....NBC Thesaurus;  
 Representative .....Paul H. Raymer Co.

**Personnel**

President-Owner and  
 Station Manager.....Thomas E. Sharp  
 Assistant Manager.....M. R. Harris  
 Commercial-Sales Manager.....Larry Scalf  
 Program Director.....Alys Phreamer  
 Publicity-Sales Promotion.....M. R. Harris  
 Production-Musical Director.....Russ Plummer  
 Chief Announcer.....Len Lundmark  
 Chief Engineer.....Richard Gartner

**KFMB**  
*Sells*  
**SAN DIEGO**

Son Diego County is important on any marketing map . . . and KFMB is important in covering this 'concentrated market from "within." 373,000 persons live within 15 miles of our antenna.

**KFMB**  
 BASIC AMERICAN NETWORK  
 (Pacific Coast)  
**SAN DIEGO, CALIF.**

Owned and Managed by JACK GROSS  
 Represented by the BRANHAM CO

# K G B

**SAN DIEGO—EST. 1931**

**MUTUAL—DON LEE**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By: Don Lee Broadcasting System

Address: 1017 First Ave.  
Phone Number: Franklin 6151  
Transmitter Location: Pickwick Hotel  
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: AP, INS, UP  
Transcription Service: World Broadcasting System

Representative: John Blair & Co.

## Personnel

President: Thomas S. Lee  
Genl. Mgr.: Lewis Allen Weiss  
Station Manager: F. D. Ide  
Commercial-Sales Promotion

Manager: William A. Evans  
Production Manager: Jerry Lee Pecht  
Program and Musical Director: James Dillon  
Chief Engineer: William G. Collins  
Publicity Director: Willis I. Bramin  
Record m.c.: Jerry Lee Pecht

# K F R C

**SAN FRANCISCO—EST. 1924**

**MUTUAL—DON LEE BROADCASTING SYSTEMS**

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Operated By: Don Lee Broadcasting System

Address: 1000 Van Ness Avenue  
Phone Number: Prospect 0107  
Transmitter Location: 1000 Van Ness Ave.  
Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight

News Service: AP, INS  
Transcription Service: World Broadcasting System

Representative: John Blair & Co.

## Personnel

President: Thomas L. Lee  
Station-General Manager: William D. Pabst  
Sales Manager: Merwyn McCabe  
Program-Production Manager: Mel Venter  
Publicity Manager: R. L. Templeton  
Musical Director: Lyle Bardo  
Chief Engineer: Jim McArdle

# K G O

**SAN FRANCISCO—EST. 1924**

**AMERICAN BROADCASTING CO.**

Frequency: 810 Kc. Power 7500 Watts

Owned-Operated By:

American Broadcasting Co.  
Address: 155 Montgomery St.  
Phone Number: Exbrook 6544  
Transmitter Location: 5433 E. 12th St., Oakland  
Time on the Air: 24 hours daily;  
Midnight to 5:45 a.m., Mondays

News Service: AP, INS, UP  
Transcription Service: Standard, Associated, NBC Thesaurus, BMI

National Sales Office: ABC Spot Sales  
Representative: ABC Spot Sales

## Personnel

President: Mark Woods  
Station Manager: Gayle V. Grubb  
Sales Manager: Byron H. Nelson  
Promotion-Publicity

Manager: Robert F. Laws  
Program Director: Robert H. Wesson  
Chief Engineer: A. E. Evans  
Musical Director: Phil Bovero  
Record Master of Ceremony: George Fenneman

# K J B S

**SAN FRANCISCO—EST. 1925**

Frequency: 1100 Kc. Power: 500 Watts  
Owned By: KJBS Broadcasters  
Operated By: KJBS Broadcasters  
Address: 1470 Pine Street  
Phone Number: Ordway 4148  
Transmitter Location: 1470 Pine Street  
Time on the Air: 5:00 a.m. to local sunset, 10:00 p.m. to 3:00 a.m.

News Service: INS; UP; AP  
Transcription Service: Standard  
Representative: Headley-Reed Co.

## Personnel

President: E. P. Franklin  
General Manager: E. P. Franklin  
Sales Manager: S. G. Breyer  
Program Manager:  
Production Manager: C. F. Pendleton  
Musical Director: Mildred Bowyer  
Record m.c.: Frank Cope  
Chief Engineer: William Nielsen

# K P O

**SAN FRANCISCO—EST. 1922**

**NATIONAL BROADCASTING COMPANY**

Frequency: 680 Kc. Power: 50,000 Watts  
Owned-Operated By: National Broadcasting Company

Address: Taylor & O'Farrell Sts.  
Phone Number: Graystone 8700  
Transmitter Location: Belmont  
Time on the Air: 6:00 a.m. to 2:00 a.m.

• • • CALIFORNIA • • •

News Service.....AP; INS; UP  
Transcription Service.....NBC Thesaurus;  
Standard Radio  
National Representative.....NBC Spot Sales

**Personnel**

General Manager.....John W. Elwood  
Sales Manager.....Alfred Crapsey  
Program Director.....Wendell Williams  
Publicity Director.....Louise Landis  
Chief Announcer.....Floyd Farr  
Sales Promotion Manager.....Hunter L. Scott  
Station Engineer.....Curtis D. Peck

**K S A N**

**SAN FRANCISCO—EST. 1922**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....Golden Gate Broad-  
casting Corp.

Address .....1355 Market St.,  
Merchandise Mart Bldg.

Phone Number.....Market 8171

Transmitter Location.....1357 Market St.

Time on the Air.....18 Hours

News Service.....AP

Transcription Service.....Langworth

Representative.....Wm. G. Rambeau Co.

**Personnel**

President .....S. H. Patterson  
Station and Commercial

Manager .....Jerry Akers

Production-Program Director.....Lee Giroux

Sales Promotion.....Bob Woodmansee

Publicity Director.....John Ross

Chief Announcer.....Bill Braly

Musical Director.....Jack Buckingham

Chief Engineer.....N. J. Patterson

**K S F O**

**SAN FRANCISCO—EST. 1925**

Frequency: 560 Kc...Power: 5000 d.; 1000 n.  
Owned-Operated By....The Associated Broad-  
casters, Inc.

Address.....Mark Hopkins Hotel

Phone Number.....Exbrook 4567

Transmitter Location.....San Francisco

Time on the Air.....6:00 a.m. to 12 Midnight

News Service.....INS, UP

Transcription Service.....Lang-Worth,

Standard, World Associated

Representative.....Weed & Company

**Personnel**

President.....W. I. Dumm

Sales Manager.....John H. Schacht

Program Director-

Production Manager.....Richard M. Oddie

Public Relations Director....David C. Spencer

Chief Announcer.....Robert W. Day

Musical Director.....Sam Moore

Vice-President Engineering..Royal V. Howard

If you have Availability  
Chills

and

Spots Before the Eyes

TAKE THE CURE  
WITH "CUE-IN"

SEE

**A P R A D I O  
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

*One of America's Outstanding Independent Stations*

RADIO STATION

**K Y A**

*San Francisco* 5000 watts - Days  
1000 watts - Nights 1260 KC

**K Y A**

**SAN FRANCISCO—EST. 1926**

Frequency: 1260 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Palo Alto Radio Station, Inc.  
 Address... Hearst Bldg., 3rd & Market Sts.  
 Phone Number... DOuglas 2536  
 Transmitter Location... Candlestick Point, Bay View Park  
 Time on the Air... 6:00 a.m. to 1:00 a.m.  
 News Service... INS, AP and UP  
 Transcription Service... Associated Music Publishers and Standard Library Service  
 Representative... Adam Young

**Personnel**

President and Station Manager... Don Fedderson  
 Sales and Sales Promotion Manager... D. E. Lundy  
 Program Director... William Brown  
 Chief Engineer... Paul C. Schulz  
 Chief Announcer... Ellis Lind

**K Q W**

**SAN JOSE—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 740 Kc. Power: 5000 Watts  
 Owned-Operated By... Pacific Agricultural Foundation, Limited  
 Business Address... San Jose; Palace Hotel San Francisco  
 Phone Numbers... Ballard 2616 (San Jose), EXbrook 3233  
 Studio Address... 89 E. San Antonio St. San Jose; Palace Hotel, San Francisco  
 Transmitter Location... Alviso, California  
 Time on the Air... 5:30 a.m. to 12 midnight  
 News Service... INS; UP; AP  
 Transcription Service... Standard Radio; NBC Thesaurus, Cole.  
 Representative... Edward Petry & Co., Inc.

**Personnel**

President... Ralph R. Brunton  
 General Manager... C. L. McCarthy  
 Vice President and Publicity-Sales Promotion Manager... Wade Thompson  
 Program Director... Fred Ruegg  
 Production Manager... Grant Holcomb  
 Commercial Manager... D. M. Greene  
 Chief Engineer... Ken Owen

**K V E C**

**SAN LUIS OBISPO—EST. 1937**

**MUTUAL—DON LEE**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned & Operated By... Christina M. Jacobson trading as Valley Electric Co.

Business Address... 851 Higuera Street  
 Phone Number... San Luis Obispo 264  
 Studio Address... Mt. View & Hill Streets  
 Transmitter Location... Roosevelt Highway—1½ miles north of San Luis Obispo  
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:00 a.m. to Midnight  
 News Service... AP  
 Transcription Service... Standard Radio and World  
 Representative... W. S. Grant Company

**Personnel**

Owner... Christina M. Jacobson  
 Manager... Les Hacker  
 Commercial and Sales Promotion Manager... Joe Shuttleworth  
 Program Director... William Barton  
 Production Manager... Aram Rejabian  
 Chief Announcer-Musical Dir... Clark Blocher  
 Chief Engineer... Earle Travis

**K V O E**

**SANTA ANA—EST. 1926**

**DON LEE — MUTUAL**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... The Voice of the Orange Empire, Inc., Ltd.  
 Business Address... 206 No. Main St.  
 Phone Number... 4901-R  
 Studio Address... 2825 West 5th St.  
 Transmitter Location... 2825 West 5th St.  
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.  
 Transcription Service... C. P. MacGregor  
 Representative... W. S. Grant Co.

**Personnel**

President and General Manager... Ernest L. Spencer  
 Commercial Manager... L. S. Nicholson  
 Sales Promotion Manager... Marjory Marsh  
 Production Manager... Bill Elliott  
 Chief Engineer... Stan Guenther

**K D B**

**SANTA BARBARA—EST. 1921**

**MUTUAL—DON LEE BROADCASTING SYSTEMS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Don Lee Broadcasting System  
 Address... 1309 State St.  
 Phone Number... Santa Barbara 4131  
 Transmitter Location... 17 East Haley  
 Time on the Air... 6:45 a.m. to 12:15 a.m.  
 Transcription Service... World Broadcasting System  
 Representative... John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
 Manager.....Lewis Allen Weiss  
 Commercial Manager.....James S. Blomfield  
 Sales Promotion Manager.....Donald C. Roberts  
 Program Director.....Fin Hollinger  
 Production Manager.....Donald C. Roberts  
 Publicity Director.....Elizabeth Goddard  
 Record m.c.....Raymond Dietrich  
 Chief Engineer.....William C. Buckley

**K T M S**

**SANTA BARBARA—EST. 1937**

AMERICAN BROADCASTING CO.

Frequency: 1250 Kc. ....Power: 1000 Watts  
 Owned-Operated By....News-Press Publish-  
 ing Co.  
 Address.....De LaGuerra Plaza  
 Phone Number.....6111  
 Transmitter Location.....Goleta, Calif.  
 Time on the Air.....18 Hours, Mon.-Sat.;  
 16 Hours, Sun.  
 Newspaper Affiliation.....Santa Barbara  
 News-Press  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President-Owner.....T. M. Storke  
 Station-General and  
 Commercial Manager.....Jack Heintz  
 Sales-Promotion Manager.....R. A. Harding  
 Program Director and  
 Production Manager.....Frank P. Weltmer  
 Musical Director.....Ernie Dugue  
 Chief Engineer.....Albert Nicolay

**K S M A**

**SANTA MARIA—EST. 1946**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By....H. G., C. A., M. C.  
 Shurtliff & C. A. Center  
 Address....3437 Hedges Ave., Fresno, Calif.

(Call Letters to Be Assigned)

SAN MATEO\*

Frequency: 1050 ks. ....Power: 250-D  
 Owned-Operated By....San Mateo County  
 Broadcasters  
 Address.....San Mateo, Calif.

**Personnel**

Chief Executive.....Edmund Scott  
 \* Construction Permit.

**K S R O**

**SANTA ROSA—EST. 1937**

Frequency: 1350 Kc. ....Power: 1000 Watts  
 Operated By.....Ruth W. Finley  
 Owned By.....Ruth W. Finley  
 Business Address.....Press-Democrat Bldg.  
 Phone Number.....110  
 Studio Address.....427 Mendocino Ave.  
 Casa de Vallejo Hotel, Vallejo  
 Transmitter Location Fresno and Finley Aves.  
 Time on the Air....6:00 a.m. to 10:00 p.m.  
 News Service.....UP, AP  
 Transcription Service:  
 World Broadcasting System; Standard  
 and Cole

**Personnel**

President.....Ruth Finley  
 Station Manager.....Eddie Handley  
 Chief Engineer.....Howard McCauley  
 Sales Manager.....Ted Hall

**K G D M**

**STOCKTON—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc. ....Power: 5000 Watts  
 Owned-Operated By.....E. F. Peffer  
 Address.....517 E. Market St.  
 Phone Number.....4-4551  
 Transmitter Location...S.E. 3 miles on 99 hiway  
 Time on the Air....6:00 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service...World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

Owner.....E. F. Peffer  
 Manager.....E. Smith  
 Program Director.....M. Dinsmore  
 Chief Engineer.....M. B. Greene

**K W G**

**STOCKTON—EST. 1921**

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By....McClatchy Broad-  
 casting Co.  
 Address.....Hotel Wolf  
 Phone Number.....22727  
 Transmitter Location.....Weber & E Sts.



Time on the Air.....6 a.m. to 12 midnight;  
 Sunday, 7 a.m. to 12 midnight  
 Newspaper Affiliation:  
 McClatchy Newspapers  
 News Service.....UP, AP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station & Sales Manager...Howard L. Bailey  
 Program Director.....James E. Longe  
 Publicity Director.....Gail K. Mayers  
 Chief Engineer.....Russell Bennett

**K C O K**

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Herman Anderson  
 Address.....Box 873  
 Phone Number.....800  
 News Service.....UP  
 Transcription Service.....SESAC, Standard  
 Representative.....Homer Griffith

**Personnel**

Chief Executive.....Herman Anderson  
 General Manager.....Sheldon Anderson  
 Commercial Manager.....Richard Wegner  
 Program Director-Chief  
 Engineer.....Harold Sparks  
 Promotion Manager.....Bob Lane

**K T K C**

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts  
 Owned-Operated By..Tulare-Kings Counties  
 Radio Associates  
 Business Address.....Post Office Box 511  
 Phone Number.....575  
 Studio Address.....Hotel Fresno, Fresno, Calif.  
 Transmitter Location...1¾ miles southwest  
 of Visalia, California  
 Time on the Air....5:45 a.m. to 12:10 Midnight  
 News Service.....AP  
 Transcription Service....World Broadcasting  
 System, Standard  
 National Sales Office Address:  
 Wm. Rambeau, Chicago and New York  
 Representatives: Wm. Grant Co., San Fran-  
 cisco

**Personnel**

Station Manager.....Chas. P. Scott  
 Sales Manager.....Milliard Kibbe  
 Production Manager.....Bill Gracey  
 Chief Engineer.....Bert Williamson  
 Chief Announcer.....Bill Ott  
 Publicity Director.....Jean Banks

**K H U B**

WATSONVILLE—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Operated By.....Luther E. Gibson  
 Owned By.....Luther E. Gibson  
 Business Address.....Atkinson Lane  
 Phone Number.....1700-1  
 Studio Address.....Atkinson Lane  
 Transmitter Location.....Atkinson Lane  
 Time on the Air.....6:45 a.m. to 11:15 p.m.  
 News Service.....AP  
 Transcription Service....World Broadcasting  
 System  
 Representative.....W. S. Grant Co.

**Personnel**

President.....Luther E. Gibson  
 Station Manager.....Roger R. Hunt  
 Commercial Manager.....Knight Johnston  
 Program Director.....Don De Wald  
 Chief Announcer.....Don Malone  
 Chief Engineer.....George Kenville

**"STAR TIME"**

Intensely interesting dramati-  
 zations of personalities of  
 interest to women.

Through the unique, new  
 "Cue-In" technique, the sta-  
 tion's local women's program  
 editor participates with the  
 star.

"Cue-In" localizes and per-  
 sonalizes the program—15-  
 minutes, transcribed.

*Exclusive in Any Market*

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PRESS ASSOCIATION, INC.  
 50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.

# COLORADO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## KGIW

ALAMOSA—EST. 1929

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: E. L. Allen  
 Address: Alamosa  
 Phone Number: 26  
 Transmitter Location: East Alamosa  
 Time on the Air: 7:00 a.m. to 9:30 p.m.  
 News Service: UP  
 Transcription Service: Keystone

### Personnel

Owner: E. L. Allen  
 Sales Manager: Lloyd Allen  
 Program Director: Kay Allen  
 Chief Engineer: George H. Kettle

Address: Antlers Hotel  
 Phone Number: Main 278  
 Transmitter Location: 2803 E. Platte Avenue  
 Time on the Air: 6:30 a.m. to 11:30 p.m.;  
 Saturdays, 7:00 a.m. to 12 midnight  
 Newspaper Affiliation: Oklahoma  
 Publishing Co.  
 News Service: AP  
 Transcription Service: World Broadcasting  
 System  
 Representative: The Katz Agency

### Personnel

President: E. K. Gaylord  
 Station Manager: Everett Shupe  
 Commercial Manager: Orville W. Suhre  
 Chief Engineer: H. C. Strang

## KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By: Outwest Broad-  
 casting Company

## KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By: Eugene P. O'Fallon,  
 Inc.  
 Address: Albany Hotel



1946...

4th YEAR

FOR THE

KFEL NEWS HOUR

- 9:00 P.M. News by Associated Press, I.N.S. and the KFEL Staff  
 9:15 P.M. Exclusive Foreign Service of THE CHICAGO DAILY NEWS  
 9:30 P.M. "Top of the News" by FULTON LEWIS, JR. (MBS)  
 9:45 P.M. "The Inside of Sports" by BILL BRANDT (MBS)

**KFEL — "THIS IS MUTUAL IN DENVER"**

950 Kilocycles—with 5,000 Watts 24 hours a day

Managed by Gene O'Fallon

Represented by John Blair & Co.

• • • **COLORADO** • • •

Phone Number .....KEystone 0178  
Transmitter Location ...5350 West 20th Ave.  
Time on the Air.....24 Hours Daily  
News Service.....AP & Chicago Daily News  
Transcription Service.....Standard Radio  
and Associated Record, SESAC, Cole  
Representative.....John Blair & Co.

**Personnel**

President-Manager.....Gene O'Fallon  
Director .....Frank Bishop  
Program Director.....Paul Godt  
Chief Engineer.....Tom Atherstone  
Musical Director.....Paul Godt

•  
**K L Z**

**DENVER—EST. 1920**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By.....KLZ Broadcasting  
Company, Inc.

Address .....Shirley Savoy Hotel  
Phone Number .....Main 4271  
Transmitter Location.....South Franklin at  
Hampden, Englewood, Colo.

Time on the Air....6:00 a.m. to 12:15 a.m.  
News Service.....INS, AP  
Transcription Service .....Standard,  
C. P. MacGregor, M. M. Cole

Representative .....The Katz Agency

**Personnel**

President .....E. K. Gaylord  
Station Manager .....Hugh B. Terry  
Commercial Manager.....Fred C. Mueller  
Promotion-Publicity Manager.Roger Rambeaux  
Musical Director.....Les Weelans  
Chief Engineer.....Harvey Wehrman

•  
**K M Y R**

**DENVER—EST. 1941**

Frequency: 1340 Kc. ....Power: 250 Watts  
Owned-Operated By..KMYR Broadcasting Co.  
Address.....1626 Stout Street  
Phone Number.....Main 4161  
Transmitter Location.....1626 Stout Street  
Time on the Air.....6:00 a.m. to 2:00 a.m.  
News Service.....UP and AP  
Transcription Service.....World Broadcasting  
and Cole.

Representative.....William G. Rambeau Co.

**Personnel**

Owner .....F. W. Meyer  
Station Manager.....A. G. Meyer  
Commercial Manager.....Ben Bezoff

Publicity Manager.....E. H. Meyers  
Program Director.....Dolores Pleded  
Production Manager.....Leo Cross  
Chief Announcer.....Bill Butterfield  
Musical Director.....Martha Goetz  
Chief Engineer.....Glen James  
Record MC.....Dick Schmidt

•  
**K O A**

**DENVER—EST. 1924**

**NATIONAL BROADCASTING CO.**

Frequency: 850 Kc. ....Power: 50,000 Watts  
Owned-Operated By...National Broadcasting  
Company

Address .....1625 California Street  
Phone Number.....Main 6211

Transmitter Location.....Aurora, Colorado  
Time on the Air.....19¼ Hours  
News Service .....AP; INS; UP  
Transcription Service.....NBC Thesaurus,  
Standard

**Personnel**

President, National Broadcasting Co.  
Station Manager.....Niles Trammell  
Lloyd E. Yoder

Sales Manager.....James R. MacPherson  
Program Director.....Clarence C. Moore  
Sales Promotion Manager..T. Ellsworth Stepp  
Production Manager.....Earle Ferguson  
Publicity Director.....T. Ellsworth Stepp  
Chief Announcer.....Gilbert Verba  
Musical Director.....Milton Shrednik  
Chief Engineer.....Robert H. Owen

•  
**K P O F \***

**DENVER—EST. 1928**

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....Pillar of Fire

Address .....1845 Champa Street  
Phone Number.....Tabor 3733  
Transmitter Location..Bellevue Junior College,  
Westminster, Colo.

Time on the Air.....Shares Time

**Personnel**

President .....Bishop Alma White  
Station Managers.....Dr. A. K. White and  
Dr. Ray B. White  
Program Director.....Kathleen M. White  
Musical Director.....Orland A. Wolfram  
Chief Engineer.....Paul H. Schissler  
\*(Non-Commercial Station)

# KVOD

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Operated By: Colorado Radio Corp.  
 Address: Midland Savings Bldg.  
 Phone Number: Tabor 2291  
 Transmitter Location: North of Denver  
 Time on the Air: Unlimited license  
 News Service: UP  
 Transcription Service: Associated Music  
 Publishers: Lang-Worth; C. P. MacGregor  
 Representative: Joseph Hershey McGillvra, Inc.

## Personnel

President and General Manager: W. D. Pyle  
 Station & Commercial Manager: T. C. Ekrem  
 Sales Promotion Manager: Con Hecker  
 Program Director: V. W. Corbett  
 Publicity Director: B. H. Stanton  
 Chief Announcer: Donald B. Vest  
 Auditor: J. N. Hile  
 Assistant Program Director: Thelma Smallemberger  
 Secretary: Elaine Barcroft  
 Chief Engineers: W. D. Pyle and T. C. Ekrem

# KIUP

DURANGO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: San Juan Broadcasting Co.  
 Address: 2800 Main Ave.  
 Phone Number: 117  
 Transmitter Location: 2800 Main Ave.  
 Time on the Air: 7:00 a.m. to 10:00 p.m.  
 News Service: UP  
 Transcription Service: Keystone Broadcasting System, SESAC, Cole

## Personnel

Station Manager: Raymond M. Beckner  
 Chief Engineer: John L. Antic  
 Chief Announcer: Don Hoover

# KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By: Western Slope Broadcasting Co.  
 Address: P. O. Box 30  
 Phone Number: Grand Junction 126 and 142  
 Transmitter Location: Hillcrest Manor

Time on the Air: 6 a.m. to 11:00 p.m.  
 News Service: UP  
 Transcription Service: World Broadcasting System, Standard and SESAC  
 Representative: Walker Company

## Personnel

Station and Sales Manager: Rex Howell  
 Sales Manager: Roger Kelly  
 Chief Announcer: Jack Lund  
 Chief Engineer: D. E. Towne  
 Auditor: Charles Howell  
 Program Director: Mildred Fuller

# KFKA

GREELEY—EST. 1921

Frequency: 910 Kc. Power: 1000 Watts  
 Owned: Mid-Western Radio Corp.  
 Address: 620 - 8th Ave.  
 Phone Number: Greeley 450-451  
 Transmitter Location: Hoover Park  
 Time on Air: Shares Time  
 News Service: UP  
 Transcription Service: Lang-Worth, Cole

## Personnel

Managing Director: H. E. Green  
 General Manager: Francis Price  
 Program Director: Charles E. Sumerau  
 Chief Engineer: Ray E. Smith

# KOKO

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned & Operated By: The Southwest Broadcasting Co.  
 Business Address: P. O. Box 485  
 Transmitter Location: U. S. Highway No. 50  
 Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-8:45 p.m.  
 Phone Number: 42  
 News Service: UP  
 Transcription Service: Keystone  
 Transcription Service: Keystone Broadcasting System, Standard Radio, SESAC  
 Representative: Thomas F. Clark Co.

## Personnel

Chief Owner-Secy.-Treas.: Leonard E. Wilson  
 Station Manager: Leonard E. Wilson  
 Sales Manager: Margaret W. Johnson  
 Production Manager: Leonard E. Wilson  
 Chief Engineer: Leonard E. Wilson

# K G H F

PUEBLO—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc. . . . . Power: 1000 d.; 500 n.  
 Owned-Operated By . . . . . Curtis P. Ritchie  
 Address . . . . . P.O. Box 293  
 Phone Number . . . . . 3877  
 Studio Address . . . . . 304 North Main  
 Transmitter Location: 3 miles south on High-  
 way 85  
 Time on the Air: 6:00 a.m.-11 p.m. daily; 7 a.m.-  
 11p.m. Sundays  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System  
 Representative . . . . . Joseph H. McGillvra, Inc.

## Personnel

Owner . . . . . Curtis P. Ritchie  
 Station Manager . . . . . Curtis P. Ritchie

Commercial Manager . . . . . Maxson I. Bevens  
 Chief Engineer . . . . . Willis C. Shanks  
 Program Director  
 Chief Announcer . . . . . Cliff Hendrix  
 Publicity Director . . . . . Maxson I. Bevens

# K G E K

STERLING—EST. 1926

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Elmer G. Beehler  
 Address . . . . . Fleming Road  
 Phone Number . . . . . 679  
 Transmitter Location . . . . . Sterling  
 Time on the Air . . . . . 11:30 a.m. to 1:30 p.m.  
 Representative . . . . . Thomas F. Clark Co., Inc.

## Personnel

Owner . . . . . Elmer G. Beehler  
 Sales Manager . . . . . Glenn Presser  
 Chief Engineer . . . . . Elmer G. Beehler

## "SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

*Exclusive in Any Market*

SEE

# AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



*Connecticut has a great inheritance: the first democratic constitution, adopted in 1636. Above: Seat of government in Hartford.*

# EVERYTHING HERE IS CAPITAL . . .

- 1. THE CAPITAL CITY** of Connecticut, Hartford is the center of the busy political, financial and industrial life of the state.
- 2. THE CAPITAL MARKET** of the country, the Hartford Trading Area is the Major Market in a state which leads all others in Effective Buying Income per family.
- 3. THE CAPITAL STATION** in this market, WDRC is a capital buy, with one low uniform rate for all advertisers, national, regional and local.

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC - FM

BASIC CBS HARTFORD REPRESENTED BY PAUL H. RAYMER

# CONNECTICUT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.  
Owned-Operated by The Yankee Network, Inc.

Address Stratfield Hotel  
Phone Number 6-1121  
Transmitter Location Pleasure Beach, Bridgeport

Time on the Air 6 a.m. to 2 a.m.  
News Service AP  
Transcription Service Associated; Standard Radio, SESAC

Representative Edward Petry & Co., Inc.

### Personnel

President Wm. F. O'Neil  
Chairman of Board John Shepard, 3rd  
Station Manager Joseph Lopez  
Assistant Manager Thomas O'Neil  
Sales Manager Norman Whittaker  
Sales Promotion James S. Powers  
Program Director Florence Robinson  
Chief Engineer George Keich

## W N A B

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Harold Thomas  
Address 991 Broad Street  
Phone Number 3-3112  
Transmitter Location Locomobile Point—(Inner Harbor)

Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to midnight

News Service UP  
Transcription Service Standard Radio  
Representative William G. Rambeau Co.

### Personnel

Owner Harold Thomas  
General Manager Bruff W. Olin, Jr.  
Sales Manager Terry McGough  
Chief Engineer Vinnie De Laurentis  
Sales Promotion Sidney Peters  
Sales Promotion Bruff W. Olin, Jr.  
Publicity-Production Director Peter Bochan

## W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By WDRG, Inc.  
Address 750 Main St.  
Phone Number 7-1188-9  
Transmitter Location 839 Blue Hills Ave., Bloomfield, Conn.

Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays

News Service AP & UP  
Transcription Service World  
Representative Paul H. Raymer Co., R. C. Foster & Company

### Personnel

President and Station  
Station Manager Walter B. Haase  
Commercial and Sales Promotion  
Manager William F. Malo  
Program Director and  
Production Manager Harvey Olson  
Publicity Director Jack Zaiman  
Chief Announcer Larry Colton  
Chief Engineer Italo A. Martino  
Record m.c.'s Roy Hensen; Larry Colton; James Garrett; Dean Luce

## W H T D

(Formerly Known as WNBC)  
HARTFORD—EST. 1935

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By The Yankee Network  
Address 54 Pratt St. (Hartford)  
Phone Number Hartford 7-9131  
Transmitter Location Newington, Conn.  
Time on the Air: 6 a.m. to 1 a.m.; Sun., 8 a.m. to 1 a.m.

News Service UP  
Transcription Service Standard Radio and Associated  
National Sales Office Edward Petry & Co., Inc. Company, New York, Detroit, Chicago

### Personnel

Ch. of Bd. of Directors of  
The Yankee Network John Shepard, III  
Station Supervisor Ralph D. Kanna  
Sales Manager Linus Travers  
Promotion Manager Robert Mooney  
Chief Engineer Rogers Holt

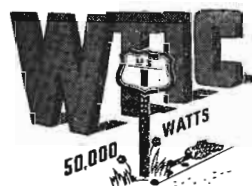


# TRY SOME?



During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders *have* tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.



**DIRECT ROUTE TO  
SALES IN**  
*Southern New England*  
The Travelers Broadcasting Service Corporation  
Affiliated with NBC  
and New England Regional Network  
Represented by WEED & COMPANY,  
New York, Boston, Chicago,  
Detroit, San Francisco and Hollywood



# W T H T

HARTFORD—EST. 1936

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Hartford Times, Inc.  
Address.....555 Asylum St.  
Phone Number.....2-0237  
Transmitter Location.....555 Asylum St.  
Time on the Air.....6:30 a.m. to midnight;  
Sunday, 8a.m. to midnight  
Newspaper Affiliation.....Hartford Times  
News Service.....AP  
Transcription Service.....Lang-Worth  
Standard  
Representative.....J. P. McKinney & Son

## Personnel

Station Manager.....C. Glover DeLaney  
Commercial Manager...Leonard R. Schoenfeld  
Sales Promotion Manager.....John S. Lloyd  
Program Director-  
Production Manager.....F. E. Bieber  
Musical Director.....Charlotte Anderson  
Chief Engineer.....Charles S. Masini  
Record m.c.'s.....Joseph W. Girand,  
Mitchell C. Betters

# W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts  
Owned-Operated By...The Travelers Broad-  
casting Service Corporation  
Address.....26 Grove Street  
Phone Number.....2-3181  
Transmitter Location.....Avon, Connecticut  
Time on the Air.....5:30 a.m. to 1 a.m.  
Sundays, 8 a.m. to 1 a.m.  
News Service.....AP; INs; Transradio  
Transcription Service.....Lang-Worth, NBC,  
Thesaurus  
Representative.....Weed & Company

## Personnel

General Mgr.-Station Mgr....Paul W. Morency  
Asst. General Manager-  
Commercial Manager.....Walter Johnson  
Sales Promotion Manager...James F. Clancy  
Program Manager.....Leonard J. Patricelli  
Production Manager.....Paul Lucas  
Publicity Director.....James F. Clancy  
Chief Announcer.....Bernard Mullins  
Musical Director.....Moshe Paranov  
Plant Manager.....H. D. Taylor

# W E L I

NEW HAVEN—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 960 Kc. Power: 1,000 d.; 500 n.

Owned-Operated By...Conn. Radio Foundation,  
Inc.

Address.....221 Orange Street  
Phone Number.....8-1133  
Transmitter Location.....Hamden, Conn.  
Time on the Air.....Unlimited  
News Service.....UP  
Transcription Service.....World Broadcasting  
System Library  
Representative.....Headley-Reed Co.

## Personnel

President.....H. C. Wilder  
Vice-President.....W. A. Ripley  
General-Station Manager...Richard W. Davis  
Commercial Manager.....Edwin H. Schweitzer  
Sales Promotion Manager-  
Publicity Director.....Dudy Frank  
Program Director.....Charles Wright  
Chief Announcer.....Jack Ryan  
Record m.c.....Clive Dill  
Chief Engineer.....Fred King

# W N H C

NEW HAVEN—1944

Frequency: 1340 Kc. Power: 350 Watts  
Owned-Operated By.....The Elm City  
Broadcasting Corp.  
Business Address.....1110 Chapel Street  
Phone Number.....8-3151  
Transmitter Location.....350 Kimberly Ave.  
Time on the Air.....6:30 a.m. to 1 a.m.  
Representative.....Wm. G. Rambeau Co.  
News Service.....AP  
Transcription Service.....Standard

## Personnel

President.....Patrick J. Goode  
General-Station Manager...James T. Milne  
Merchandising Manager...Vincent Callanan  
Program Director.....Kenneth Carter  
Production Manager.....George Chapmar  
Publicity Director.....Margaret Wilson  
Chief Engineer.....Garro W. Ray  
Record m.c.'s.....Richard Jessens, Dave  
Harris, Joseph Burns

# W N L C

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE  
NETWORK & CONNECTICUT STATE  
NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Thames Broadcasting  
Corporation  
Address.....Mohican Hotel,  
281 State Street

CONNECTICUT

Phone Number .....New London 4900  
Transmitter Location.....Winthrop Point  
Time on the Air: 7:30 a.m. to 12 midnight;  
News Service .....AP  
Representative .....Bertha Bannon

Personnel

General Manager.....Gerald J. Morey  
Sales-Merchandising  
Manager.....Edwrd F. Darrell, Jr.  
Program Director-Production  
Manager.....Leslie S. Morson  
Record m.c.....Milton Warren  
Chief Engineer.....Gerald J. Morey

WSRR

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Western Conn.  
Broadcasting Co.  
Address .....270 Atlantic St.  
Phone Number .....4-7575  
Transmitter Location ...Lindstrom Rd., Ship-  
pan Point, Conn.  
Time on the Air.....6:30 a.m. to 12 midnight  
News Service .....UP  
Transcription Service ....World Broadcasting  
System  
Representatives..Bertha Bannan, Helen Wood

Personnel

Station Manager.....Harold H. Meyer  
Sales Manager.....Wharton Ford  
Sales Promotion Manager.....K. MacEwen  
Program Director.....C. H. Shadwell  
Publicity Director.....D. Hay  
Chief Engineer.....Edward Markman  
Musical Director.....Wharton Ford

WATR

WATERBURY—EST. 1934

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK—YANKEE

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned By.....The Watr Co.  
Operated By.....Harold Thomas  
Address.....71 Grand St.  
Phone Number.....3-5161  
Transmitter Location.....Baldwin Avenue  
Time on the Air.....7:30 a.m. to 12 midnight  
News Service .....Transradio  
Representative.....Wm. G. Rambeau Co.

Personnel

President Gen'l Mgr.....Harold Thomas  
Station Sales Manger.....Sam Elman  
Sales Promotion Manager.....Sam Elman  
Chief Engineer.....Russel Jensen

W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;  
Owned-Operated By.....American Re-  
publican, Inc.  
Address.....136 Grand St.  
Phone Number.....3-1125  
Transmitter Location.....Boyden Street  
Time on the Air.....8 a.m. to 12 midnight  
Newspaper Affiliation.....Waterbury Ameri-  
can; Waterbury Republican  
News Service .....AP  
Transcription Service .....NBC Thesaurus  
Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape  
Station-Promotion Manager.....E. J. Frey  
Program Director.....Charles Lynch  
Commercial Manager.....H. A. DeVorken  
Chief Engineer.....Frank Hales

WSRR

STAMFORD, CONNECTICUT

Ask  
Anyone!

# DELAWARE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. ....Power: 5000 Watts  
Owned-Operated By.....WDEL, Inc.  
Address.....10th & King Sts.  
Phone Number.....7268  
Transmitter Location..35th St. & Bellevue Ave.  
Time on the Air.....6 a.m. to 1 a.m.  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....Paul H. Raymer Co.

### Personnel

Station Executive.....Clair R. McCollough  
Station Manager.....J. Gorman Walsh  
National Sales Manager.....J. Robert Gulick  
Program Manager.....Harvey Smith  
Technical Director.....J. E. Mathiot

## WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. ....Power: 250 Watts  
Owned-Operated By Delaware Broadcasting  
Co.  
Address.....920 King St.  
Phone Number.....Wilmington 4-7771  
Transmitter Location..35th St. & Bellevue Ave.  
Time on the Air.....6 a.m. to 1 a.m.;  
Sunday, 7 a.m. to 1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Joseph Hershey McGilvra

### Personnel

President.....Alfred G. Hill  
General-Station Mgr.....George L. Sutherland  
Sales-Merchandising Mgr..Chauncey Eames, Jr.  
Musical Director.....Delamere Parks

**WDEL**

**WILMINGTON  
DELAWARE**

**5000 WATTS  
DAY & NIGHT**

Your dollars  
are profitably  
spent on this  
vital station

Its rich, diversified mar-  
ket includes: Delaware,  
Southern New Jersey,  
parts of Pennsylvania,  
Maryland and Virginia.  
Representative: RAYMER

*NBC Basic Network*

# DISTRICT OF COLUMBIA

*For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255*

## WINX

**WASHINGTON, D. C.—EST. 1940**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By.. WINX Broadcasting Co.  
 Address ..... 8th & Eye Sts., N.W.  
 Phone Number..... Republic 8000  
 Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00  
 a.m. to 1:00 a.m. Sun.  
 News Service..... INS, AP, UP  
 Transcription Service..... Standard Radio,  
 Langworth and Associated, World

### Personnel

President ..... Eugene Meyer  
 General Manager..... Wayne Coy  
 Sales Manager..... Regis O'Donnell  
 Program Director..... Richard C. McNamara  
 Production Managers..... Betti Allen and  
 Paul Hume  
 Publicity Director..... Phil Reilley  
 Chief Announcer..... George Crawford  
 Chief Engineer..... Ralph Cannon

## WMAL

**WASHINGTON, D. C.—EST. 1926**

AMERICAN BROADCASTING CO.

Frequency: 630 Kc..... Power: 5000 Watts  
 Owned & Operated By..... The Evening Star  
 Broadcasting Co.  
 Address ..... 724-14th St., N.W.  
 Phone Number..... National 5400  
 Transmitter Location.... Cedar Lane, Bethesda,  
 Md.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 7 a.m. to 1 a.m.  
 Newspaper Affiliation.. Washington Evening  
 Star  
 News Service..... AP; UP; Reuters  
 Transcription Service..... NBC Thesaurus;  
 Standard Radio  
 Representative..... ABC Spot Sales

### Personnel

President..... S. H. Kaufman  
 General Manager..... K. H. Berkeley  
 Assistant General Manager and  
 Commercial Manager.... Ben B. Baylor, Jr.  
 Sales Promotion Manager.. William R. Willison  
 Program Director..... Gordon Hubbel  
 Production Manager..... John MacKercher  
 Publicity Director..... Bryson Rash

Chief Announcer..... Harold Stepler  
 Musical Director ..... Sidney  
 Record m.c..... Traiton Robertson  
 Chief Engineer..... Daniel Hunter

## WOL

**WASHINGTON, D. C.—EST. 1927**

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... Cowles Broadcasting  
 Company  
 Address ..... 1627 K Street, N.W.  
 Phone Number ..... Metropolitan 0010  
 Transmitter Location.... Silver Springs, Md.  
 Time on the Air..... 19½ hours daily;  
 17½ hours Sunday  
 News Service..... UP, AP, Washington News  
 Service  
 Transcription Service.. Lang-Worth; Standard  
 Radio; Associated  
 Representative..... The Katz Agency, Inc.

### Personnel

President..... Gardner Cowles, Jr.  
 Ch. of Board..... John Cowles  
 Vice-President..... T. A. M. Craven  
 Vice-Pres. & Gen. Mgr..... Merle S. Jones  
 Sales Manager..... Henry V. Seay  
 Promotion Manager..... Tom Means  
 Production Manager..... Jay Caldwell  
 Publicity Director..... Jack Paige  
 Chief Announcer..... Karl Bates  
 Musical Director..... Charles Keaton  
 Record m.c's..... Russ Hodges., Dale Morgan

## WRC

**WASHINGTON, D. C.—EST. 1923**

NATIONAL BROADCASTING CO.

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Operated By .. National Broadcasting  
 Company  
 Address ..... 724 - 14th St., N. W.  
 Phone Number..... Republic 4000  
 Transmitter Location... Ager Rd., Bethesda, Md.  
 7:30 a.m. to 1 a.m.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.  
 News Service ..... AP; INS; UP  
 Transcription Service..... NBC Thesaurus.  
 Associated, Standard  
 Representative .... National Broadcasting Co.



# FLORIDA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W M F J

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....W. Wright Esch  
Address .....126½ Magnolia Ave.  
Phone Number .....91-2  
Transmitter Location ....126½ Magnolia Ave.  
Time on the Air.....7 a.m. to midnight,  
Sunday, 8 a.m. to midnight  
News Service .....AP  
Transcription Service.....NBC Thesaurus

### Personnel

Owner.....W. Wright Esch  
General Manager.....Billee B. Esch  
Station Manager.....Ray Clancy  
Traffic Manager.....Oliver Thornburg  
Sales-Commercial Manager.....John S. Pitts  
Program Director.....Oliver Thornburg  
Publicity Director.....Crystal Palmer  
Chief Engineer.....W. Wright Esch

## WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..Fort Myers Broadcasting  
Co.  
Business Address.....54 East First St.,  
WINK Bldg.  
Phone Number .....818  
Studio Address...54 East First St., WINK Bldg.  
Transmitter Location.....54 East First St.,  
WINK Bldg.  
Time on the Air.....7 a.m. to 12 midnight  
News Service .....AP  
Transcription Service.....NBC Thesaurus  
Representative.....John E. Pearson

### Personnel

President.....Ronald B. Woodyard  
Sales Manager.....Harry Thrift  
Chief Engineer.....Al Scott

# W M F J

## DAYTONA BEACH, FLORIDA

**(Call Letters to Be Assigned)**  
**FORT LAUDERDALE\***

Frequency: 1400 kc.....Power: 250 Watts  
Owned-Operated By.....Fort Lauderdale  
Broadcasting Co.  
Address.....Fort Lauderdale, Fla.

**(Call Letters to Be Assigned)**  
**FORT PIERCE\***

Frequency: 1400 kc.....Power: 250 Watts  
Owned-Operated By.....Indian River  
Broadcasting Co.  
Address.....Fort Pierce, Fla.  
\* Construction Permit.

**WRUF**

**GAINESVILLE—EST. 1928**  
MUTUAL BROADCASTING SYSTEM  
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc.....Power: 5,000 Watts  
Owned by.....State of Florida  
Operated by.....University of Florida  
Address.....University of Florida  
Phone Number.....1000, Branch 55  
Transmitter Location....Campus, University of  
Florida

Time on the Air.....18 Hours Monday-Sat.,  
17 Hours on Sunday  
News Service.....UP  
Transcription Service.....Langworth, Cole  
Representative.....Burn-Smith Co., Inc.

**Personnel**

Director-General Mgr....Maj. Garland Powell  
Station Office Manager.....John Berry  
Commercial Manager.....Rem James  
Merchandising Manager.....Paul Acosta  
Musical Director.....Helen S. Edwards  
Chief Engineer.....Dr. Palmer Craig

**WJAX**

**JACKSONVILLE—EST. 1925**  
NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.  
Owned, Operated By...City of Jacksonville, Fla.  
Address.....No. 1 Broadcast Place  
Phone Number.....5-5821  
Transmitter Location...Hyde Park Country Club  
Time on the Air.....6 a.m. to 1 a.m.  
News Service.....AP  
Transcription Service.....NBC Thesaurus  
and Associated  
Representative.....John Blair & Co.,  
Harry Cummings

**Personnel**

Commissioner in Charge.....Thos. C. Imeson  
Station Manager and Chief  
Engineer.....John T. Hopkins, III

Program Director.....Evelyn Boote  
Production Manager.....J. W. Douglass  
Chief Announcer.....Grant Frankish  
Musical Director.....Frank Morris

**WJHP**

**JACKSONVILLE—EST. 1940**  
MUTUAL BROADCASTING SYSTEM  
FLORIDA NETWORK

Frequency: 1320 Kc.....Power: 250 Watts  
Owned-Operated By.....The Metropolis Co.  
Address.....500 Laura St.  
Phone Number.....5-7610  
Transmitter Location....Reed and Alamo Sts.  
Time on the Air.....18 Hours Daily,  
16 Hours Sunday.

Newspaper Affiliation...Jacksonville Journal  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....John H. Perry Associates

**Personnel**

Owner.....John H. Perry  
Station Manager.....Ted Chapeau  
Chief Engineer.....B. Hayford  
Commercial Manager.....R. R. Powell  
Program Manager.....George Jesse

**WJAX**

**JACKSONVILLE, FLORIDA**

**THE  
MUNICIPAL  
BROADCASTING  
STATION**

**NBC  
RED NETWORK**

930 Kc.—Maximum Power 5000 Watts  
Phone Jacksonville 5-5821

**Representatives**

John Blair & Co., New York, Chicago  
Detroit and West Coast  
H. E. Cummings, Southeast

Barnett Bank Bldg.  
Jacksonville, Fla.  
Phone 30381

## W M B R

JACKSONVILLE—EST. 1928  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned, Operated By . . . Florida Broadcasting  
Company  
Address . . . . . 118 West Adams St.  
Phone Number . . . . . 5-4387  
Transmitter Location . . . Vines and Mass. Ave.  
Time on the Air . . . . . 6 a.m. to 12:05 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Weed & Co.

### Personnel

President-Station Manager . . . . . Frank King  
Commercial-Sales Promotion Manager  
Glenn Marshall, Jr.  
Program Director . . . . . Madelinn Chace  
Production Manager . . . . . Roger Van Duzer  
Chief Announcer . . . . . E. D. Hill  
Musical Director . . . . . Allen Holmes  
Chief Engineer . . . . . E. B. Vordermark

## W P D Q

JACKSONVILLE—EST. 1942  
AMERICAN BROADCASTING CO.  
FLORIDA MUTUAL GROUP

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
Owned-Operated By:  
Jacksonville Broadcasting Corp  
Address . . . . . Gulf Life Bldg.  
Phone Number . . . . . 5-6781  
Transmitter Location . . . Seven miles west of  
Jacksonville on Lenox Ave.  
Time on the Air . . . . . 6:30 a.m. to 12:05 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . George P. Hollingbery Co.

### Personnel

President . . . . . James R. Stockton  
Station Manager . . . . . Robert R. Feagin  
Commercial and Sales  
Manager . . . . . Frank Taylor, Jr.  
Sales Promotion Manager . . . . . Sid Beighley  
Program Director . . . . . Gary Allen  
Production Manager . . . . . Bernie Adams  
Publicity Director . . . . . Edith Cooper  
Record m.c. . . . . Fred Bradshaw  
Chief Engineer . . . . . J. R. Donovan

## W K W F

KEY WEST—EST. 1946  
MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc. . . . . Power: 500 Watts  
Owned-Operated By . . . . . John M. Spottswood  
Address . . . . . Stock Island  
Phone Number . . . . . 510  
Transcription Service . . . . . NBC Thesaurus

### Personnel

General-Commercial Mgr. . . John M. Spottswood  
Program-Promotion Dir. . . . John M. Spottswood  
Chief Engineer . . . . . Harold G. Scholz

(Call Letters to Be Assigned)

## LAKE CITY—EST. 1946

Frequency: 1340 ks. . . . . Power: 250 Watts  
Owned-Operated By . . Deep South Radioways  
Address . . . . . Lake City, Fla.

### Personnel

Chief Executive . . . . . Alfred H. Temple

## W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned, Operated By . . . . . S. O. Ward  
Address . . . . . 1412 East Lime St.  
Phone Number . . . . . 2127  
Transmitter Location . . . . 1412 East Lime St.  
Time on the Air . . . . . 6 a.m. to 12:05 a.m.  
News Service . . . . . UP  
Representative . . . . . John E. Pearson Co.

### Personnel

President and Station Manager . . . S. O. Ward  
Commercial Manager . . . . . Powell Adams  
Program Director . . . . . Maxine Tyner  
Chief Announcer-Engineer . . . . Wm. P. Lee

## W G B S

MIAMI—EST. 1939

AMERICAN BROADCASTING CO.  
FLORIDA-AMERICAN GROUP

Frequency: 710 Kc. . . . . Power: 10,000 Watts  
Owned by . . . . . The Fort Industry Co.  
Operated by . . . . . The Fort Industry Co.  
Address . . . . . 1605 Biscayne Blvd., Miami  
Studio Address . . . . . 1605 Biscayne Blvd.  
Phone Number . . . . . 9-2401 Miami  
Transmitter Location . . Highway No. 26, 9 miles  
W. of Ft. Lauderdale, Fla.



Time on the Air.....6:30 a.m. to 1 a.m.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 and Lang-Worth  
 Representative.....Headley-Reed Co.

**Personnel**

Owner.....Comdr. Geo. B. Storer  
 Station Manager.....Robert Venn  
 Sales Manager.....M. N. Babcock  
 Promotion Manager.....M. McGrath  
 Program Director  
 and Production Manager....George Ballou  
 Publicity Director.....M. McGrath  
 Chief Announcer.....Jack Williams  
 Musical Director.....Judy Strubhar  
 Record m.c.....Donald M. Butler  
 Chief Engineer.....Al Rutherford

**WIOD**

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Isle of Dreams Broad-  
 casting Corporation  
 Business Address.....600 Biscayne Blvd.  
 Phone Number.....3-6444  
 Studio Address.....600 Biscayne Blvd.  
 Transmitter Location....North Bay Causeway

Time on the Air...Weekdays, 6:00-12:05 a.m.:  
 Sundays, 8:00-12:05 a.m.  
 Newspaper Affiliation.....Miami Daily News  
 News Service.....AP, INS, UP  
 Transcription Service.....Standard Radio;  
 Associated Music Publishers  
 Representative....George P. Hollingbery Co.;  
 Harry E. Cummings

**Personnel**

President.....D. J. Mahoney  
 General Manager.....James M. Legate  
 Commercial Manager.....T. O. McCullough  
 Promotion Manager.....Martha Henriquez  
 Program Director.....Robert Fidler  
 Musical Director.....Earle Barr Hanson  
 Chief Studio Engineer.....Milton C. Scott

**WQAM**

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.,  
 1000 Watts, n  
 Owned-Operated....Miami Broadcasting Co.  
 Address.....Box 3741  
 Phone Number.....26121  
 Transmitter Location.....Biscayne Bay  
 Time on the Air.....6:30 a.m. to 1:05 a.m.  
 News Service.....AP



National Representatives  
 GEORGE P. HOLLINGBERY CO.  
 Southeast Representative  
 HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

Transcription Service.....World Broadcasting System  
 Representative .....John Blair & Co.

**Personnel**

President and General Manager  
 Fred W. Borton  
 Commercial Manager.....F. W. Mizer  
 Promotion and Publicity  
 Manager.....W. P. Carey  
 Chief Engineer.....Earle Lewis

**W K A T**

MIAMI BEACH—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By.....A. Frank Katzentine  
 Address.....1759 N. Bay Rd.  
 Phone Number .....5-7471  
 Transmitter Location.....1759 N. Bay Rd.  
 Time on the Air....6:30 a.m. to 12 midnight,  
 Weekdays: 8:00 a.m.-12 midnight, Sundays  
 News Service .....UP  
 Transcription Service.....AMP, Cole  
 Representative.....Radio Advertising Co.

**Personnel**

Owner.....A. Frank Katzentine  
 Station Manager.....John I. Prosser  
 Commercial and Sales Promotion  
 Manager.....John I. Prosser  
 Program Director.....Sam Parker  
 Musical Director.....Betty Lee Taylor  
 Engineers.....Tom Magee, Arthur Smith

**W D B O**

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By...Orlando Broadcasting Co., Inc.  
 Business Address.....563 N. Orange Ave.  
 Phone Number .....6181  
 Transmitter Location..Dubsdread Country Club  
 Time on the Air.....24 hours daily  
 News Service.....UP and AP  
 Transcription Service.....World Broadcasting System and NBC Thesaurus  
 Representatives.....John Blair & Co. and Harry E. Cummings  
**Personnel**  
 President-Station Manager  
 Col. George C. Johnston

ONE-FOURTH OF FLORIDA'S RADIO HOMES ARE SERVED BY THE 5000 WATTS OF FLORIDA'S ONLY 24 HOUR STATION LOCATED IN ORLANDO, THE CENTER OF THE SUN EMPIRE.

**WDBO**



**580** ON YOUR DIAL  
 COLUMBIA NETWORK

In our twenty-one years of continuous operation, we have learned the 'know-how' of providing those uncontracted services of Promotion and Publicity — those important added services which make clients happy.

Maybe that's why our advertisers continue to renew contracts for our complete facilities again, and again, and again!

Represented nationally by John Blair & Co.

Executive Officer.....Harold P. Danforth  
 National Sales Mander ad  
 Program Director.....William G. McBride  
 Local Sales Manager.....John M. Pedrick  
 Production Manager.....H. Carter Scofield  
 Publicity Director.....Rosalind Boggs  
 Chief Announcer.....H. Carter Scofield  
 Musical Director.....Dorothy Morton Parks  
 Record m. c.....Tom Sawyer  
 Chief Engineer.....James E. Yarbrough

•  
**W T M C**

**OCALA—EST. 1939**

**BLUE NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power 250 Watts  
 Owned-Operated By...Ocala Broadcasting Co.  
 Address .....P.O. Box 831  
 Phone Number .....128  
 Studio Address.....1 Broadcast Place  
 Transmitter Location...Anthony & Henry Sts.  
 Time on the Air...7:00 a.m. to 12:00 Midnight  
 Unlimited  
 Newspaper Affiliation.....John H. Perry  
 Newspapers  
 News Service.....UP  
 Transcription Service.....Lang-Worth and  
 Keystone  
 Representative.....John H. Perry Associates

**Personnel**

President.....John H. Perry  
 Station and Commercial  
 Manager.....T. S. Gilchrist, Jr.  
 Program Director.....John F. Nickolson  
 Chief Announcer.....John F. Nickolson  
 Chief Engineer.....Donald N. Richardson

•  
**W L O F**

**ORLANDO—EST. 1940**

**AMERICAN BROADCASTING CO.**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hazlewood, Inc.  
 Business Address.....Angebilt Hotel Bldg.  
 Phone Number .....8163-8164  
 Studio Address.....Angebilt Hotel Bldg.  
 Transmitter Location.....Near Orlando  
 Time on the Air...6:30 a.m. to 12 midnight;  
 Sun., 7:30 a.m. to 12 midnight

News Service ..... INS  
 Transcription Service .....Lang-Worth  
 Representative.....Burn-Smith Co., Inc.;  
 Frank Cook

**Personnel**

General Manager.....Victor Buisset

•  
**W W P G**

**PALM BEACH—EST. 1941**

**AMERICAN BROADCASTING CO.**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Palm Beach  
 Broadcasting Corp.  
 Business Address.....South Ocean Blvd.  
 Phone Number.....West Palm Beach 21515,  
 Lake Worth 500  
 Transmitter Location.....South Ocean Blvd.  
 Time on the Air.....7:00 a.m. to Midnight  
 News Service .....AP  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative.....Joseph Hersey McGillvra

**Personnel**

President.....Charles E. Davis  
 Station Manager.....Donald S. Greenleaf  
 Chief Engineer.....Clyde E. Walkden  
 Commercial Manager.....D. S. Greenleaf  
 Program Director.....Alice Danahy  
 Promotion Manager.....Louise Adler

•  
**W D L P**

**PANAMA CITY—EST. 1940**

**MUTUAL**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Panama City Broad-  
 casting Co., Inc.  
 Address.....Mercer & Beach Drive  
 Phone Number .....777  
 Transmitter Location...Mercer & Beach Drive  
 Time on the Air.....6:45 a.m. to 11:00 p.m.  
 News Service .....UP  
 Newspaper Affiliation.....Panama City News  
 Herald  
 Representative.....John H. Perry Associates

**Personnel**

Station Manager.....Byron Hayford  
 Chief Engineer.....Elmer Scott  
 Commercial Manager.....Byron Hayford  
 Program Director.....Byron Hayford  
 Publicity Director.....John Thomas  
 Chief Announcer.....Elmer Scott

**WCOA**

**PENSACOLA—EST. 1926**

**NATIONAL BROADCASTING CO.**

Frequency: 1370 Kc.... Power 1000 d.; 500 n.  
 Owned-Operated By... Pensacola Broadcasting  
 Co.  
 Address ..... Box 1669  
 Phone Number ..... 4111-4112  
 Transmitter Location... Pensacola Bay Bridge  
 Time on the Air..... 6 a.m.-12 Midnight  
 News Service..... UP  
 Transcription Service ..... World  
 Representative ..... John H. Perry Associates

**Personnel**

President ..... John H. Perry  
 General and Commercial  
 Manager ..... Jack Rathbun  
 Program Director and Promotion  
 Manager ..... Jack Rathbun  
 Chief Engineer..... Bert Meade

**WFOY**

**COLUMBIA BROADCASTING SYSTEM**

**FLORIDA BROADCASTING SYSTEM**

**ST. AUGUSTINE—EST. 1936**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Fountain of Youth  
 Broadcasting Co.  
 Address..... Magnolia Ave., Box 588  
 Phone Number ..... 1622  
 Transmitter Location..... Magnolia Ave.  
 Time on the Air..... 6:30 a.m. to 12:05 a.m.;  
 Sunday, 7:30 a.m. to 12:05 a.m.  
 News Service ..... UP  
 Representative..... Weed & Co.  
 Transcription Service..... NBC Thesaurus

**Personnel**

President-General Mgr.... Glenn Marshall, Jr.  
 Station-Commercial Mgr..... John Cummins  
 Program Director-Production  
 Manager ..... Frank'e Collyer Walker  
 Publicity Director..... Bernice McCarter  
 Chief Announcer-Chief Engineer.. Pat Bernhard

**85% of the 97,585 persons in  
 PENSACOLA and ESCAMBIA COUNTY, FLORIDA  
 Listen MOST Night AND Day to . . .**

**WCOA**

PENSACOLA, FLORIDA  
**NBC AFFILIATE**

**ONLY Station For COMPLETE Coverage  
 OF NORTHWEST FLORIDA**

WCOA SERVES almost exclusively nine  
 Florida and Alabama counties with  
 estimated population of 400,000

PENSACOLA and ESCAMBIA COUNTY  
 —Buying Income \$85,000,000

PENSACOLA—FLORIDA'S 4th MAR-  
 KET

PENSACOLA—Florida's Fastest Grow-  
 ing INDUSTRIAL and SHIPPING  
 CENTER

**KEY TO RADIO SELLING IN NORTHWEST FLORIDA**

**"A John H. Perry Station"**

Jack Rathbun, Gen. and Sales Mgr.  
 Represented by John H. Perry Associates

**WSUN**

**ST. PETERSBURG—EST. 1927**

**AMERICAN BROADCASTING CO.**

Frequency: 620 Kc. ....Power: 5000 Watts  
 Owned-Operated By...City of St. Petersburg.  
 Address.....P. O. Box 240, Municipal Pier  
 Phone Number.....4747-4748  
 Transmitter Location...Bayview near Tampa.  
 Time on the Air....6:45 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service...Associated Music, Cole  
 Representative .....Weed & Company

**Personnel**

Station Manager.....Norman E. Brown  
 Commercial Manager.....Vera M. New  
 Sales Promotion Manager...Norman E. Brown  
 Program Director-Engineer.....Louis J. Link  
 Musical Director.....Edith Ginn

**WTSP**

**ST. PETERSBURG—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1380 Kc. ....Power 1000 d.; 500 n.  
 Owned-Operated By...Pinellas Broadcasting Co.  
 Address.....470 First Avenue South  
 Phone Number.....8108  
 Transmitter Location...35th Ave. and 4th St.,  
 North  
 Time on the Air.....6:55 a.m. to midnight,  
 Sundays, 7:30 a.m. to 12 midnight  
 Newspaper Affiliation...St. Petersburg Times  
 Transcription Service .....World  
 News Service .....UP  
 Representative.....John E. Pearson Co.

**Personnel**

President-General Manager..Irwin A. Simpson  
 Commercial Manager.....Coburn Gum  
 Program Director.....Herbert T. Anderson  
 Promotion Manager.....Jean Allyn  
 Chief Engineer.....William D. Mangold

**WSPB**

**SARASOTA—EST. 1939**

**COLUMBIA BROADCASTING SYSTEM  
 FLORIDA WEST COAST GROUP**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.  
 Business Address.....P. O. Box 1110  
 Phone Number.....2565  
 Studio Address.....City Island, Sarasota  
 Time on the Air.....7 a.m. to 11:15 p.m.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 National Representative...John E. Pearson Co.

**Personnel**

President.....R. C. Jones, Jr.  
 Station Manager.....John Browning  
 Sales-Merchandising Manager...Ken Randolph  
 Chief Engineer.....James E. Grant, Jr.

**WTAL**

**TALLAHASSEE—EST. 1943**

**MUTUAL**

Frequency: 1340 Kc. ....Power: 250 d.; 250 n.  
 Owned-Operated  
 By.....Capitol City Broadcasting Corp.  
 Manager Theresa M. Myers  
 Address.....Thomasville Road  
 Phone Number .....2160  
 Time on the Air....7:00 a.m. to 12:00 midnight  
 News Service.....UP and AP  
 Transcription Service...Standard & Thesaurus  
 National Representative..Thomas F. Clarke Co.

**Personnel**

President.....Mrs. John H. Phipps  
 Station Manager.....Mrs. Teresa M. Myers  
 Commercial Manager.....Mrs. Betty C. Perkins  
 Sales Promotion-Merchandising  
 Manager.....Mrs. Harriet B. Carson  
 Program Director.....Sadie L. Wooley  
 Production Manager.....Mrs. Helen Todd  
 Publicity Director.....Mrs. Harriet B. Carson  
 Musical Director.....Mrs. Betty C. Perkins  
 Chief Announcer-Chief  
 Engineer.....William A. Snowden, Jr.

**WDAE**

**TAMPA—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1250 Kc. ....Power: 5000 Watts  
 Owned-Operated By...Tampa Times Company  
 Business Address.....112 N. Franklin St.  
 Phone Number.....M 1818  
 Studio Address.....Tampa Terrace Hotel  
 Transmitter Location...Forest Hills Country  
 Club Area  
 Time on the Air.....6:45 a.m. to 12:05 a.m.  
 Newspaper Affiliation...Tampa Daily Times  
 News Service .....AP  
 Transcription Service...World Broadcasting  
 Representative .....The Katz Agency

**Personnel**

President .....David E. Smiley  
 Sales Promotion.....L. Spencer Mitchell  
 Station Manager.....L. S. Mitchell  
 Chief Engineer.....William Pharr Moore

If you have Availability Chills

and

Spots Before the Eyes

**TAKE THE CURE WITH "CUE-IN"**



*SEE*

**A P R A D I O P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

# WFLA

TAMPA—EST. 1925

ORANGE NETWORK

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

Owned-Operated By.....Tampa Tribune

Address.....Lafayette & Hyde Park Ave.

Phone Number.....Tampa H 1828

Transmitter Location.....East Entrance

Davis Causeway, Columbus Drive

Time on the Air.....6:45 a.m. to 12:02 a.m.

Newspaper Affiliation.....Tampa Tribune

News Service.....UP

Transcription Service.....NBC Thesaurus;

Standard and Lang-Worth

Representative.....John Blair & Co.

## Personnel

Station Manager.....Charles G. Baskerville

Local Sales Manager.....Bert Arnold

Production Manager.....Paul M. Jones

Musical Director.....Frank Grasso

Chief Engineer.....Joe Mitchell

# WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....WJNO, Inc.

Business Address.....P. O. Box 189

Phone Number.....3638

Transmitter Location.....1500 N. Flagler Drive

Time on the Air.....6:30 a.m. to 1:05 a.m.

News Service.....UP

Transcription Service.....World and Cole

Representative.....Radio Advertising Co.

## Personnel

Owner.....Marshall Heminway

General Manager.....Stephen Willis

Sales Promotion-Merchandising

Manager.....Harry Forster

Program Director.....Rebecca Frazier

Production Manager.....Davies Webster

Publicity Director.....Harry Forster

Chief Announcer.....Davies Webster

Musical Director.....Ruth Shockley

Chief Engineer.....Otis C. Wright

YOUR RED CROSS  
MUST CARRY ON



GIVE!



# Lest We Forget . . .



THE  
SCHOOL



THE  
CHURCH

**RADIO**  
*is a*  
**PUBLIC  
SERVANT**



VETERANS  
REHABILITATION



THE  
FARM

## WATL WRBL WGPC

ATLANTA

1400 KC MBS

COLUMBUS

1230 KC CBS

ALBANY

1450 KC CBS

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.



# GEORGIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . Herald Publishing Co.  
Address . . . . . Albany Theater Arcade Bldg.  
Phone Number . . . . . 389  
Transmitter Location . . . . . Leesburg Road  
Time on the Air . . . . . 6:45 a.m. to 11:20 p.m.  
Newspaper Affiliation . . . . . Albany Herald  
News Service . . . . . AP  
Transcription Service . . . . . World Broadcasting  
Representative . . . . . Burn-Smith Co.; Frank Cook

### Personnel

President . . . . . H. T. McIntosh  
Station Manager . . . . . Abner M. Israel  
Commercial Manager . . . . . Guy Hamilton  
Sales Promotion Manager . . . . . Abner M. Israel  
Program Director . . . . . Betty Cooper  
Publicity Director . . . . . A. M. Israel  
Musical Director . . . . . Guy Hamilton  
Record m.c. . . . . Jim Rounsley  
Chief Engineer . . . . . William Alford

## W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Albany Broadcasting Co.  
Address . . . . . 125½ N. Jackson St.  
Phone Number . . . . . 1370; 1371  
Transmitter Location . . . . . Gillionville Road  
Time on the Air . . . . . 6:45 a.m. to 11:15 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . George P. Hollingberry

### Personnel

President . . . . . J. W. Woodruff, Jr.  
Station Manager . . . . . Margaret Kinnett  
Program Director . . . . . Margaret Kinnett  
Chief Announcer . . . . . Theora Brown  
Chief Engineer . . . . . Chas. M. Kinnett

## W G A U

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . J. K. Patrick & Co.  
Address . . . . . Bobbin Mill Road  
Phone Number . . . . . 1741  
Transmitter Location . . . . . Bobbin Mill Road  
Time on the Air . . . . . 7:00 a.m. to 12:00 midnight  
Transcription Service . . . . . Standard Radio  
and Keystone

### Personnel

General Manager . . . . . Robert Lewis Doster  
Program Director . . . . . Marguerite Williams  
Chief Announcer . . . . . Bob Vandiver  
Chief Engineer . . . . . Phillip F. Jones

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA SPORTS NETWORK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Georgia Broadcasting System  
Operated by . . . . . Atlanta Broadcasting Co.  
Address . . . . . Henry Grady Building  
Phone Number . . . . . Walnut 4377  
Transmitter Location . . . . . Henry Grady Building  
Time on the Air . . . . . 12 midnight;  
Saturday, 6 a.m. to 1 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . George P. Hollingberry

### Personnel

President . . . . . J. W. Woodruff, Jr.  
Station Manager . . . . . Walter P. Speight, Jr.  
Sales Manager . . . . . Sam Kane  
Program Director . . . . . Dan Hornsby  
Production Manager . . . . . Larry Millert  
Publicity Director . . . . . Bill Penny  
Chief Announcer . . . . . Ted Fenster  
Music Director . . . . . Cliff Cameron  
Chief Engineer . . . . . R. W. Minton



## Clear and Strong

A radio station's effectiveness starts with the power to be heard — *in the right places*. WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population — 49% of its radio homes and 49.5% of its retail sales.

Add to the *power to be heard* the appeal of *something worth bearing* and a tested plan for stimulating the *desire to listen* and you have the formula through which WAGA has become one of the South's most successful stations.



**WAGA**  
ATLANTA

5000 Watts on 590 Kcs.

• Represented by Headley-Reed  
American Broadcasting Co.

# WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc...Power: 5000 d.; 1000 n.  
Owned By ..... Georgia Institute of  
Technology, State of Georgia  
Operated By.....Radio Committee—Board of  
Regents, State of Georgia  
Address.....Box 674, Atlanta, Ga.  
Phone Number.....Walnut 8441  
Transmitter Location...Cheshire Bridge Rd.  
Time on the Air.....6 a.m. to 12:05 a.m.  
News Service .....AP  
Transcription Service.....World Broadcasting  
System and NBC Thesaurus  
Representative ..... The Katz Agency

## Personnel

Associate Managers.....Frank Gaither (Sales),  
John Fulton (Programs)  
Production & Publicity Director....Don Naylor  
Musical Director.....Lola Allen Wallace  
Chief Engineer .....Ben Akerman

# WAGA

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc.....Power: 5,000 Watts  
Owned By.....Fort Industries Company  
Operated By.....Liberty Broadcasting Corp.  
Address.....Western Union Bldg.  
Phone Number.....MAin 5101  
Transmitter Location:  
1299 North Druid Hills Road  
Time on the Air.....5:55 a.m. to 12 midnight  
News Service .....AP  
Transcription Service.....NBC Thesaurus  
and Lang-Worth  
Representative.....Headley-Reed Co.

## Personnel

President.....Comm. George B. Storer  
Station Manager...Charles A. Smithgall, Jr.  
Commercial Manager.....James Bailey  
Sales Promotion and  
Publicity Manager.....Hugh E. Mackenzie  
Program Director-Production  
Manager.....M. C. Gregory  
Production Manager.....John Barlett  
Musical Director.....Frances Wallace  
Chief Engineer.....Al Jones

You ring the bell  
every time with  
WGST.

- Merchandising
- Promotion
- Programming
- Listeners
- CBS Affiliate

A member of the  
Georgia Major  
Market Trio.

WGST, Atlanta  
WTOC, Savannah  
WMAZ, Macon

For complete  
coverage of  
Georgia at one  
low cost.



GEORGIA TECH STATION

# WGST

ATLANTA

Represented Nationally By  
THE KATZ AGENCY, INC.

*The*  
**OLDEST CALL LETTERS IN THE SOUTH**  
ATLANTA'S

**WSB**

**GEORGIA'S ONLY**  
**50,000 WATT**  
**CLEAR CHANNEL STATION**

Owned and operated by  
The Atlanta Journal.  
N B C Affiliate.

**750 K. C.**

— with a record of public service which  
guarantees a dominance in postwar develop-  
ment of this great market. W S B is truly  
*The Voice of The South.*

For further information, address  
**EDWARD PETRY and CO., INC.**  
National Representatives



**W S B**

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts  
Owned-Operated By: The Atlanta Journal Company

Address: Biltmore Hotel  
Phone Numbers: Hemlock 1045  
Transmitter Location: Tucker, Ga.  
Time on the Air: 5:00 a.m.-12:30 a.m. daily;  
7:00 a.m.-12:30 a.m. Sunday

Newspaper Affiliation: The Atlanta Journal  
News Service: AP, UP and INS  
Transcription Service: Standard Radio, World  
Representative: Edward Petry & Co.

**Personnel**

President: James M. Cox, Jr.  
General Manager: John M. Outler, Jr.  
Sales Promotion Manager: Tom Downing  
Production Manager: M. K. Toolson  
Musical Director: Albert Coleman  
Chief Engineer: C. F. Daugherty

**W G A C**

AUGUSTA—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: The Twin States Broadcasting Company

Address: Augusta  
Phone Number: 2-2692  
Transmitter Location: Augusta, Ga.  
Time on the Air: 6:30 a.m. to 12:05 a.m.;  
Sunday, 7:45 a.m. to 12:05 a.m.

News Service: AP  
Transcription Service: NBC Thesaurus and Standard  
Representative: Headley-Reed Company

**Personnel**

President: J. B. Fuqua  
Sales Manager: Donald Kelly, Jr.  
Chief Engineer: John P. Jopling

**W R D W**

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5,000 Watts  
Owned-Operated By: Augusta Broadcasting Company

Address: 8th & Broad Streets  
Phone Numbers: 2-8805, 8806, 8807  
Transmitter Location: Berckmans Road  
Time on the Air: 6 a.m. to 12 midnight;  
Sundays, 7:00 a.m. to 12:00 midnight

News Service: UP  
Transcription Service: World Broadcasting System, Lang-Worth  
Representative: George P. Hollingsbery

**Personnel**

President: Wm. K. Jenkins  
Station Manager: W. R. Ringson  
Commercial Manager: Wm. B. Smart  
Chief Engineer: Harvey Aderhold

**W M G R \***

BAINBRIDGE

Frequency: 1490 kc. Power: 250 Watts  
Owned-Operated By: S. Marvin Griffin  
Address: P. O. Box 367

**Personnel**

Owner: S. Marvin Griffin  
\* Construction Permit.

**W M O G**

BRUNSWICK—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.  
Owned-Operated By: Coastal Broadcasting Company

Address: St. Simons Island Causeway  
Phone Number: 1500  
Transmitter Location: St. Simons Causeway  
Time on the Air: 7 a.m. to 10 p.m.  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: Clark

**Personnel**

President: Mrs. Alma W. King  
General and Sales Manager: Kenneth E. White  
Chief Engineer: Kenneth E. White

(Call Letters to Be Assigned)

**CARTERSVILLE\***

Frequency: 1450 kc. Power: 250 Watts  
Owned-Operated By: W. R. Frier  
Address: 111-113 W. Main St.

**Personnel**

Owner: W. R. Frier  
\* Construction Permit.

**W G A A**

CEDARTOWN—EST. 1941

ABC

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Northwest Georgia Broadcasting Co.

Operated By: R. W. Rounsaville  
Address: West Theater Bldg.  
Phone Number: 777 and 570  
Transmitter Location: Cave Spring Rd.  
Time on the Air: 17½ hours daily  
News Service: AP  
Transcription Service: World  
Representative: Headley-Reed

**Personnel**

President-General Manager.....O. C. Lam  
 Station, Sales-Commercial  
 Manager .....Thomas Carr  
 Sales Promotion-Merchandising  
 Manager .....Thomas Carr  
 Program Director.....Rowena Whitfield  
 Production Manager.....Bill Ostrander  
 Chief Engineer.....Luther Martin  
 Record m.c.....Bill Ostrander

**W D A K**

**COLUMBUS—EST. 1940**

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Columbus, Inc.  
 Address .....1028½ Broadway  
 Phone Number.....3-2771  
 Transmitter Location.....Brick Yard Rd.;  
 Phenix City, Ala.

Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....AP  
 Representative.....Headley-Reed Co.  
 Transcription Service.....World

**Personnel**

President-General Mgr.....Allen M. Woodall  
 Sales-Commercial Manager...James W. Hicks  
 Sales Promotion-Merchandising Mgr. Ben Lucas  
 Program Director.....Dora Anna Gay  
 Production Manager.....Dennis Brown  
 Publicity Director.....Henry East  
 Chief Announcer.....Joe Byars  
 Musical Director.....Gertrude Handley  
 Record m. c.....Tommy Tucker  
 Chief Engineer.....DeForrest Layton

**W R B L**

**COLUMBUS—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned and Operated By...Columbus Broad-  
 casting Company

Address .....1420 Second Avenue  
 Phone Number.....2-0601  
 Transmitter Location.....3009½ Howard Ave.  
 Time on the Air.....6:00 a.m. to 12:05 a.m.;  
 Sundays, 7:45 a.m. to 1:05 a.m.

News Service .....UP  
 Transcription Service...Lang-Worth and SESAC  
 Representative.....George P. Hollingberry

**Personnel**

President.....J. W. Woodruff  
 Commercial Manager.....W. S. Massie  
 Sales Promotion Manager...Ed J. Hennessy  
 Program Director.....Tony Barrett  
 Publicity Director.....Ed J. Hennessy  
 Musical Director.....Miss Jewel Casey  
 Chief Engineer.....H. J. Smith

**W M J M**

**CORDELE—EST. 1940**

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.  
 Owned-Operated By...Cordell Dispatch Pub-  
 lishing Company  
 Business Address.....20th Ave. and B St.  
 Phone Number .....666  
 Studio Address.....20th Ave. & B St.  
 Transmitter Location.....20th Ave. & B St.  
 Time on the Air.....7 a.m. to 8:00 p.m.;  
 Sundays, 7:00 a.m. to 12:00 p.m.

News Service .....UP  
 Transcription Service...Keystone Broadcasting  
 Representative.....Thomas F. Clarke

**Personnel**

President.....James S. Rivers  
 General-Commercial Mgr...James T. Ownby  
 Chief Engineer.....John B. Broughton

**W B L J**

**DALTON—EST. 1940**

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Dalton Broadcasting  
 Address.....111 So. Pentz Street  
 Phone Number.....Dalton 684  
 Transmitter Location.....River Bend Rd.  
 Time on the Air.....6:45 a.m. to 10:00 p.m.  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Cox & Tanz

**Personnel**

President .....H. C. Kenemer  
 Manager.....W. V. Williams  
 Sales Promotion Manager...F. H. McMilan  
 Publicity Program Director.....Bill Armond  
 Production Manager.....Bill Armond  
 Chief Announcer.....Ed Craigmiles  
 Chief Engineer.....John S. Andrews

**W M L T**

**DUBLIN—EST. 1945**

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 kc.....Power: 250 Watts  
 Owned-Operated By...Dublin Broadcasting Co.  
 Address .....Box 604  
 Phone Number .....87L  
 News Service .....AP  
 Transcription Service...Standard, Lang-Worth

**Personnel**

Chief Executive .....George T. Morris  
 General-Commercial Manager...Al Robinson  
 Program Director.....Betty Page  
 Sales Promotion.....Al Robinson  
 Chief Engineer.....J. B. Benonis

**W G G A**

**GAINESVILLE—EST. 1941**  
MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Blue Ridge Broadcasting  
Company  
Address.....Athens Road  
Phone Number.....1600-1601  
Time on the Air.....6 a.m. to 11:30 p.m.  
News Service.....UP  
Transcription Service...Lang-Worth and Cole

**Personnel**

President.....Charles Smithgall  
Vice-President.....H. Russ Holt  
Sales Manager.....E. F. MacLeod  
Program Director.....Mildred Thompson  
Chief Engineer.....C. M. Callicott

**W K E U**

**GRIFFIN—EST. 1934**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
Address.....Griffin Hotel, Griffin  
Time on the Air.....Daytime License  
Transcription Service.....SESAC  
Representative.....Sears & Ayer, Inc.

**Personnel**

Manager & Owner.....A. W. Marshall, Jr.

**W L A G**

**LA GRANGE—EST. 1941**

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...LaGrange Broadcasting  
Address.....303 Broome St.  
Phone Number.....1700  
Transmitter Location.....La Grange  
Time on the Air.....Unlimited  
Newspaper Affiliation...LaGrange Daily News  
News Service.....UP  
Transcription Service.....World

**Personnel**

President.....Roy C. Swank  
Station Manager.....Edwin Mullinax  
Sales Promotion-Merchandising  
Manager.....Herb Wells  
Program Director.....John Boggess  
Chief Engineer.....J. M. McKay

**W B M L**

**MACON—EST. 1940**  
AMERICAN BROADCASTING CO.  
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Middle Georgia  
Broadcasting Company  
Address.....First National Bank Building  
Phone Number.....2728  
Transmitter Location....8th & Cherry Streets  
Time on the Air.....6 a.m. to 12 midnight;  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Joseph H. McGillvra

**Personnel**

President.....Ernest D. Black  
General Manager.....Charles W. Pittman  
Commercial Manager.....Walter Graham  
Sales Promotion Manager.....Harold Beaty  
Chief Engineer.....H. S. Goodrich

**W M A Z**

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

Frequency: 940 Kc.....Power: 5000 Watts  
Owned-Operated By...Southeastern Broad-  
casting Company, Inc.  
Address.....Bankers Insurance Bldg.  
Phone Number.....3131  
Transmitter Location.....Forsyth Road  
Time on the Air.....5:30 a.m. to 12:30 a.m.  
News Service.....INS, AP  
Transcription Service...World Broadcasting  
System; Lang-Worth  
Representative.....The Katz Agency

**Personnel**

President, Chief Engineer...George P. Rankin  
Station Manager.....Wilton E. Cobb  
Commercial & Sales Promotion  
Mgr. ....Frank Crowther

**W N E X**

**MACON—EST. 1945**  
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Macon Broadcasting Co.  
Address.....Bibb Building  
Phone Number.....8211  
News Service.....AP  
Transcription Service.....NBC Thesaurus  
Representative.....Burn-Smith

**Personnel**

Chief Executive.....E. M. Lowe  
General Manager.....A. L. Lowe  
Commercial Manager.....Carl Williams  
Chief Engineer.....Clarence Landress

**THE HALF MILLION PEOPLE  
LIVING IN THE COASTAL  
EMPIRE SECTION OF GEORGIA  
AND SOUTH CAROLINA TUNE**

**IN REGULARLY TO**

**W T O C**

**DUE TO SEVENTEEN**

**YEARS OF GOOD**

**"LISTENER-EXPERIENCE"**



**(Call Letters to Be Assigned)**

**MARIETTA\***

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Chattahoochie Broad-  
 casters  
 Address.....75 Marietta St., Atlanta, Ga.

**Personnel**

Chief Executives.....Fred B. Wilson,  
 Channing Cope  
 \* Construction Permit.

**WMVG\***

**MILLEDGEVILLE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Jere N. Moore  
 Address.....E. Hancock St.

**Personnel**

Owner.....Jere N. Moore  
 \* Construction Permit.

**WMGA**

**MOULTRIE—EST. 1939**

**SOUTH GEORGIA NETWORK**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Frank R. Pidcock, Sr.  
 Address.....Box 310, Moultrie  
 Phone Number.....999  
 Transmitter Location.....Moultrie  
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,  
 8 a.m. to 10 p.m.

News Service.....UP  
 Transcription Service.....Standard Radio,  
 Keystone, World

**Personnel**

Owner.....Frank R. Pidcock, Sr.  
 Manager.....John F. Pidcock  
 Commercial Manager.....James M. Wilder  
 Chief Engineer.....James Wilder

**WRGA**

**ROME—EST. 1929**

**MUTUAL BROADCASTING SYSTEM**

**GEORGIA SPORTS NETWORK**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Rome Broadcasting  
 Corp.

Address.....National City Bank Building  
 Phone Number.....6589  
 Transmitter Location...Seventh Ave., Rome  
 Time on the Air.....6 a.m. to midnight;  
 Sunday, 7:45 a.m. to midnight

News Service.....UP  
 Representative.....Maurice C. Coleman &  
 Associates

**Personnel**

President.....John W. Quarles  
 Gen'l Mgr. & Treasurer.....Happy Quarles  
 Sales Manager.....Price Selby

Production-Program Director..George Eubanks  
 Sales Promotion.....Mather Payne  
 Chief Engineer.....Doc Williams

**WSAV**

**SAVANNAH—EST. 1939**

**NATIONAL BROADCASTING CO.**

**ATLANTIC SPORTS NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Address.....Liberty National Bank Building  
 Phone Number.....5600  
 Transmitter Location...East President Street  
 Time on the Air.....6:30 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....George P. Hollingbery

**Personnel**

President.....Harben Daniel  
 Station Manager.....Harben Daniel  
 Commercial Manager.....N. W. Brandon  
 (U. S. Army)  
 Sales Promotion Manager.....L. H. Thesmar  
 Program Director.....Clarence M. Garnes  
 Publicity Director.....L. H. Thesmar  
 Chief Engineer.....Meredith E. Thompson

**WTOC**

**SAVANNAH—EST. 1929**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned By...Savanna Broadcasting Com-  
 pany

Operated By.....Savannah Broadcasting Co.  
 Address.....516 Abercorn Street  
 Phone Number.....20127  
 Transmitter Location...Central Junction  
 Time on the Air: 6:00 to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service.....UP  
 Transcription Service.....Lang-Worth;  
 Standard Radio and World  
 Representative.....The Katz Agency

**Personnel**

President and Station Mgr....W. T. Knight, Jr.  
 Sales-Merchandising Manager. J. D. Sheppard  
 Local Sales Mgr.....Ben Williams  
 Program Director.....Ben Quick  
 Publicity Director.....R. M. Charlton  
 Chief Engineer.....Claude M. Gray

**WPAX**

**THOMASVILLE—EST. 1934**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....H. Wimpy  
 Address.....117 Remington Avenue

Phone Number..... 909  
 Transmitter Location... 117 Remington Avenue  
 Time on the Air..... 7:30 a.m. to 10:00 p.m.;  
 Sunday, 9 a.m. to 6 p.m.  
 News Service .....UP  
 Transcription Service.....M. M. Cole

**Personnel**

Owner-Station Manager.....H. Wimpy  
 Commercial Manager.....Al Feinberg  
 Chief Announcer and Engineer. James W. Poole

**W R L C**

**TOCCOA—EST. 1941**

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By ..... R. G. LeTourneau  
 Address ..... Prather Bridge Road  
 Phone Number..... 1751  
 Transmitter Location... Prather Bridge Road  
 Time on the Air..... 7 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Lang-Worth; BMI;  
 Keystone, World and Cole

**Personnel**

Owner..... R. G. LeTourneau  
 General Manager.....Jack Salvador  
 Station Manager.....Virgle E. Craig  
 Sales Promotion-Merchandising  
 Manager .....Sam A. Gaines  
 Program Director-Production  
 Manager-Chief Announcer.....Carroll Lee  
 Chief Engineer.....Ernest Church

**W G O V**

**VALDOSTA—EST. 1940**

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By..... E. D. Rivers  
 Address ..... Valdosta, Ga.  
 Phone Number ..... 1420  
 Transmitter Location..... Valdosta, Ga.  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....The Walker Co.

**Personnel**

Owner..... E. D. Rivers  
 Station Mgr.....Mrs. E. D. Rivers  
 Sales Manager .....W. R. Link  
 Program Director.....J. Marion Harman  
 Chief Engineer.....W. P. Callahan

**W A Y X**

**WAYCROSS—EST. 1936**

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By ..... Jack Williams  
 Address ..... 620 Plant Avenue  
 Phone Number ..... 965  
 Transmitter Location ..... Waycross  
 Time on the Air..... 7 a.m. to midnight  
 Newspaper Affiliation .... Waycross Journal-  
 Herald  
 News Service ..... UF  
 Transcription Service .... World Broadcasting  
 System, M. M. Cole  
 Representative .....The Walker Company

**Personnel**

President .....Jack Williams  
 Station Manager.....John J. Tobola  
 Sales-Commercial Manager.....R. C. Tuten  
 Sales Promotion-Merchandising  
 Manager.....R. C. Tuten  
 Program Director.....Gwen Thomas  
 Production Manager.....R. C. Tuten  
 Publicity Director.....Dorothy Smith  
 Chief Announcer.....Clyde C. Davis  
 Record m. c. ....Raymond Williamson  
 Chief Engineer.....John J. Tobola

**W R L D**

**WEST POINT—EST. 1944**

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned-Operated By: Valley Broadcasting Co.  
 Address ..... Gen. Tyler Hotel Bldg.  
 Phone Numbers..... 173 or 193  
 Studio Address... Gen. Tyler Hotel Bldg. and  
 Cherry St., Lanett, Ala.  
 Time on the Air..... 6 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 Representative .....Headley-Reed

**Personnel**

Chief Partner & Gen. Mgr.....L. J. Duncan  
 Station Manager.....Alden H. Haight  
 Sales Manager.....J. Sidney Laird  
 Chief Engineer.....Dige Bishop

# IDAHO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.  
Owned By.....Mrs. G. M. Phillips  
Operated By.....Mrs. G. M. Phillips  
Address.....Hotel Boise  
Phone Numbers.....660; 661; 682  
Transmitter Location...4½ miles northwest of  
City  
Time on the Air.....Full Time  
News Service.....UP and AP  
Transcription Service...World Broadcasting  
System  
Representative.....John Blair & Company

### Personnel

President.....Mrs. G. M. Phillips  
Commercial-Sales Promotion.Boyd Braithwaite  
General Manager.....Walter E. Wagstaff  
Chief Engineer.....James Johnitz

(Call Letters to Be Assigned)  
BURLEY\*

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Jessica Longston  
Address.....Burley, Idaho

### Personnel

Owner.....Jessica Longston  
\* Construction Permit.

(Call Letters to Be Assigned)  
COEUR d'ALENE

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Operated By.....Coeur d'Alene  
Broadcasting Co.  
Address.....Coeur d'Alene, Idaho

## K I D

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM  
WESTERN

Frequency: 1350 Kc.....Power: 5000 d.;  
500 n.  
Owned-Operated By.....Idaho Radio Corp.  
Address.....KID Building  
Phone Number.....4  
Transmitter Location.....Ammon Road  
Time on the Air...6:30 a.m. to 11 p.m. daily;  
Sunday, 7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....World  
National Representative

Joseph Hershey McGillvra

### Personnel

Manager.....Eugene M. Halliday  
Sales Manager.....Leonard Wasden  
Chief Engineer.....C. N. Layne

## K R L C

LEWISTON—EST. 1935

MUTUAL BROADCASTING SYSTEM  
DON LEE

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....H. E. Studebaker  
Address.....Lewis-Clark Hotel Building  
Phone Number.....1950  
Transmitter Location...Lewiston Orchards  
Time on the Air.....6:30 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service...World Broadcasting  
Representative.....Howard H. Wilson Co.

### Personnel

Owner.....H. E. Studebaker  
Station Manager.....Donald A. Thomas  
Commercial Manager.....David Peterson  
National-Regional Sales Mgr....Donald Wike  
Chief Engineer.....Gene Wilson

## K F X D

NAMPA—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Frank E. Hurt & Son  
Business Address...1024 Twelfth Ave., South  
Phone Number.....1200  
Studio Addresses: 1024 Twelfth Ave., South;  
809 Main St., Boise, Idaho  
Transmitter Location..1024 Twelfth St., South;  
Radio Sta. KSL, Salt Lake City, Utah  
Time on the Air.....6 a.m. to 11 p.m.  
News Service.....UP-AP  
Transcription Service: NBC Thesaurus; Lang-  
Worth

### Personnel

Owner.....Frank E. Hurt  
and Edward P. Hurt  
Sales Manager.....Doyle Cain  
Chief Engineer.....Edward Hurt

## K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.  
Owned-Operated By.....Radio Service  
Corporation  
Address.....Yellowstone Highway

**In the Chicago area . . .**

**8**  
OUT OF THE FIRST  
**10**

**28**  
OUT OF THE FIRST  
**40**



*. . . The favorite programs are heard over **WMAQ!***



**A Service of Radio  
Corporation of America**

Independent surveys prove that year after year the nation's favorite programs are heard over WMAQ. These NBC shows are the combined result of NBC program direction, top-flight talent and expert production facilities—all made possible by America's leading radio advertisers and their capable agencies.

Through the station coverage afforded by WMAQ these astute advertisers reach our country's number two market, Chicagoland, where 2,855,700 families annually spend over \$3,500,000,000. And the same advantages await those interested in either local or spot campaigns. For WMAQ—morning, noon or night—is the Chicago station that reaches the people who listen and buy.

*The Chicago station most people listen to most of the time*

**670 ON YOUR DIAL**

Phone Number .....960  
 Transmitter Location..... Pocatello  
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
 8:30 a.m. to 11 p.m.  
 News Service..... UP  
 Transcription Service..... Standard and Cole  
 Representatives.....The Walker Co. (East);  
 Homer Owen Griffith (West)

**Personnel**

President .....O. P. Soule  
 Vice-Pres.-General Manager.....Henry H. Fletcher  
 Chief Engineer.....Henry H. Fletcher

**K T F I**

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio Broadcasting  
 Corp.  
 Address .....241 Main Ave. W.  
 Phone Number..... 2400  
 Transmitter Location.....Highway No. 30,  
 west of Twin Falls  
 Time on the Air..... 6 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service..... Standard Library,  
 Lang-Worth, Cole.  
 Representatives.....Weed & Co.;  
 John Keating, Northwest Rep.

**Personnel**

President .....O. P. Soule  
 General Manager.....F. M. Gardner  
 Sales Promotion.....Don E. Evans  
 Chief Engineer.....William Richardson

(Call Letters to Be Assigned)

**TWIN FALLS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southern Idaho  
 Broadcasting and Television Corp.  
 Address.....Twin Falls, Idaho

(Call Letters to Be Assigned)

**TWIN FALLS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Sales Corp.  
 Address.....Twin Falls, Idaho

**K W A L**

WALLACE—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Silver Broadcasting Co.  
 Operated By.....R. G. Binyon  
 Address .....Tabor Bldg.  
 Phone Number..... 330  
 Transmitter Location.....Silverton, Idaho  
 Time on the Air..... 7 a.m. to 1 a.m.  
 News Service .....UP  
 Transcription Service...World Library, SESAC

**Personnel**

President.....Dr. J. R. Binyon  
 V.P.-General Manager.....R. G. Binyon  
 Program Director.....W. Mondell Spencer  
 Chief Engineer.....Howard Olsen

**ILLINOIS**

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**W M R O**

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts  
 Owned-Operated By.....Martin R. O'Brien  
 Address.....34 S. River St.  
 Phone Number.....Aurora 4215  
 Transmitter Location.....N. Aurora  
 Time on the Air...Local sunrise to local  
 sunset  
 News Service..... AP  
 Transcription Service: Keystone Broadcasting  
 System; Standard Radio

**Personnel**

Owner-General Manager...Martin R. O'Brien  
 Commercial Manager.....Vincent G. Cofey  
 Chief Engineer.....Phillip Olson

**W J B C**

BLOOMINGTON—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...A. M. McGregor, Hugh  
 L. Gately  
 Business Address.....209 E. Washington  
 Phone Number..... 2635-0  
 Transmitter Location.....West Gregory Ave.  
 Normal, Ill.  
 Time on the Air..... 6 a.m. to 10:30 p.m.  
 Transcription Service.....Lang-Worth  
 News Service .....UP  
 Representative .....Sears and Ayer, Inc.

**Personnel**

General Manager.....A. M. McGregor  
 Sales-Commercial Manager...Hugh L. Gately  
 Chief Engineer.....Ted Baily

**W K R O**

CAIRO—EST. 1942

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Oscar C. Hirsch  
 Business Address 324 B'way,  
 Cape Girardeau, Mo.  
 Phone Number 1490  
 Transmitter Location Cairo  
 Time on the Air 7:30 a.m. to 10 p.m.;  
 Sunday, 8 a.m. to 9 p.m.  
 News Service UP  
 Representative John E. Pearson Co.

**Personnel**

Owner Oscar C. Hirsch  
 Station Manager Merrill C. Currier  
 Chief Engineer Ralph L. Hirsch

**W C A Z**

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 1080 Kc. Power: 250 Watts  
 Owned-Operated By Superior Broadcasting  
 Service, Inc.  
 Business Address Marine Trust Co. Bldg.  
 Phone Number 520  
 Studio Address Carthage; Macomb, Ill.  
 Transmitter Location Carthage  
 Time on the Air Daytime to local sunset  
 News Service UP  
 Representative Thomas F. Clark Co., Inc.

**Personnel**

President Bob Compton  
 Station-Commercial Manager John Palmer

**W D W S**

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

MISSISSIPPI VALLEY

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Champaign News-  
 Gazette, Inc.  
 Address 48 Main St.  
 Phone Number 6-1855  
 Transmitter Location 1 mile south of Champaign  
 Time on the Air 16 hours  
 Newspaper Affiliation Champaign News-  
 Gazette  
 News Service UP  
 Transcription Service World  
 National Sales Office 360 N. Michigan Ave.,  
 Chicago  
 National Representative Advertising Time  
 Sales Co.

**Personnel**

General Manager J. A. McDermott  
 Station Manager Frank R. Mills

Sales Manager Frank R. Mills  
 Program Director Katherine Scheurich  
 Chief Engineer Jack R. Baum

**W A A F**

CHICAGO—EST. 1922

Frequency: 950 Kc. Power: 1000 Watts  
 Owned-Operated By Drovers' Journal Pub-  
 lishing Co.  
 Address Palmer House  
 Phone Number Randolph 1932  
 Transmitter Location 1001 Exchange Ave.  
 Newspaper Affiliation Drovers Journal  
 Publishing Co., Inc.  
 Time on the Air 6:30 a.m. to local sunset  
 News Service UP, AP, Transradio  
 Transcription Service Standard Radio  
 Representative George P. Hollingbery Co.

**Personnel**

President Ward A. Neff  
 Station and Commercial  
 Manager Bradley R. Eidmann  
 Sales Promotion Manager Eleanore Stechbart  
 Program Director-Production  
 Manager Cynthia Coyle  
 Publicity Director Eleanore Stechbart  
 Record mc Bill Bruer  
 Chief Engineer Carl Ulrich

**W A I T**

CHICAGO—EST. 1923

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By Radio Station WAIT  
 Address 360 N. Michigan Avenue  
 Phone Number Franklin 0680  
 Transmitter Location Church Road,  
 Elmhurst, Ill  
 Time on the Air Local sunrise to sunset  
 News Service UP, Transradio  
 Transcription Service World, Associated,  
 SESAC  
 Representative Howard Wilson Co.

**Personnel**

Managing Director Gene T. Dyer  
 Station Manager Earl Withrow  
 Program Director Lorraine Dwyer  
 Chief Engineer Ellery Plotts

**W B B M**

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 50,000 Watts  
 Owned-Operated By The Columbia Broad-  
 casting System, Inc.



Address ..... 410 North Michigan Ave.  
 Phone ..... Whitehall 6000  
 Transmitter Location ..... Itaska, Ill.  
 Time on the Air ..... 5:30 a.m. to 1:30 a.m.;  
 Sundays, 7:00 a.m. to 1:30 a.m.  
 News Service ..... AP; INS; UP  
 Transcription Service ..... Lang-Worth, World,  
 Associated Recorded Program Service  
 Representative ..... Radio Sales

**Personnel**

Chief Executive ..... H. Leslie Atlas  
 General Manager ..... Frank Falknor  
 Commercial Manager ..... E. H. Shomo  
 Sales Promotion-Merchandising  
 Manager ..... Tom Rooney  
 Program Director ..... Walter Preston  
 Production Manager ..... Al Morey  
 Publicity Director ..... Don E. Kelley  
 Chief Announcer ..... Bob Cunningham  
 Musical Director ..... Caesar Petrillo  
 Chief Engineer ..... James Beloungy

**W C F L**

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1000 Kc. .... Power: 10000 Watts  
 Owned-Oper. By. . Chicago Federation of Labor  
 Address ..... 666 Lake Shore Drive  
 Phone Number ..... Superior 5300  
 Transmitter Location... Downers Grove, Illinois  
 Time on the Air... 6:00 a.m. to 12:00 Midnight;  
 Sundays, 7:45 a.m. to 12 midnight.  
 News Service ..... UP  
 Transcription Service... World Broadcasting  
 Representative ..... The Katz Agency

**Personnel**

President ..... John Fitzpatrick  
 Commercial and Sales Manager. M. B. Wolens  
 Program Director ..... Roy Franklin  
 General Manager ..... Maurice Lynch  
 Sales Promotion Manager... Melvin B. Wolens  
 Production Manager ..... Roy Franklin  
 Musical Director ..... Jack Kelly  
 Chief Engineer ..... Richard Pappin  
 Record M. C. .... Howard Roberts

**W C R W**

CHICAGO—EST. 1926

Frequency: 1240 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Clinton R. White  
 Address ..... 2756 Pine Grove Ave.  
 Phone Number ..... Diversey 4440  
 Transmitter Location... 2756 Pine Grove Ave.  
 Time on the air: 11 .m. to 2 p.m. nd 5 p.m. to  
 7 p.m.

**Personnel**

Owner ..... Clinton R. White  
 General Manager ..... J. A. White

**W E N R**

CHICAGO—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 890 Kc. .... Power: 50000 Watts  
 Owned-Operated By... American Broadcasting  
 Company

Address ..... 20 No. Wacker Dr.  
 Phone Number ..... Delaware 1900  
 Transmitter Location ..... Tinley Park, Ill.  
 Time on the Air: Monday thru Friday, 3:00 p.m.-  
 6:00 p.m. and 8:00 p.m.-1:00 am.; Saturday,  
 3:00 p.m.-6:00 p.m. and 12:00 Midnight-100  
 am.; Sunday, 12:00 Noon to 7:00 p.m. and  
 8:00 p.m.-1:00 a.m.

News Service ..... AP; INS; UP  
 Transcription Service ..... Standard Radio  
 Representatives ..... ABC, Spot Sales

**Personnel**

Chief Executive-General Mgr. .... E. R. Borroff  
 Station-Sales Manager ..... R. McLaughlin  
 Sales Promotion-Merchandising  
 Manager ..... K. R. Sutphin  
 Program Director-Production Mgr. Gene Rouse  
 Publicity Director ..... E. Henry  
 Supervisor of Announcers ..... E. Kasser  
 Musical Director ..... Rex Maupin  
 Chief Engineer ..... E. C. Horstman



*Thanks to all at*

**WENR**

*who have been so  
 helpful during*

**12 YEARS**

*of broadcasting my*

**“Breakfast Club”**

*—Don McNeill*

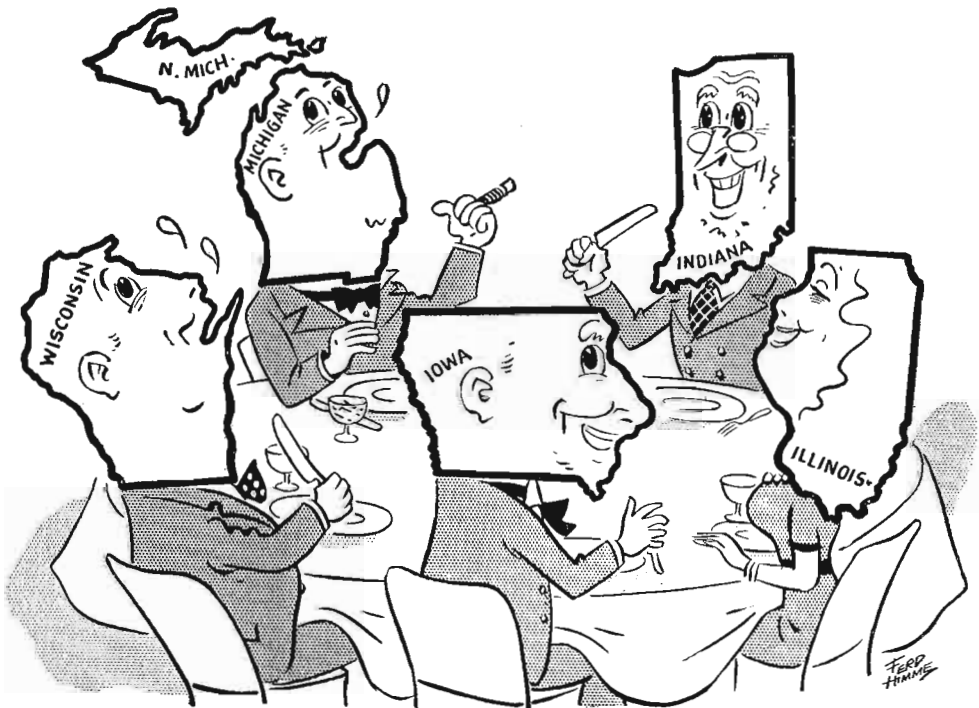


# SERVING THE MIDDLE WEST

# WGN

Chicago 11, Illinois  
50,000 WATTS  
72 On Your Dial

Mutual Broadcasting Company





**W E D C**

**CHICAGO—EST. 1926**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Emil Denmark, Inc.  
 Address: 3860 Ogden Ave.  
 Phone Number: Crawford 4100  
 Transmitter Location: 3860 Ogden Ave.  
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to  
 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.;  
 12 midnight to 6 a.m.  
 News Service UP

**Personnel**

President: Emil Denmark  
 General and Commercial  
 Manager: Frank J. Koinour  
 Program Director and Chief  
 Announcer: Bill Mack  
 Musical Director: Bill Brady  
 Chief Engineer: Chester Lewicki

**W G E S**

**CHICAGO—EST. 1924**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned and Operated: Radio Station WGES  
 Address: 2708 W. Washington Blvd.  
 Phone Number: Sacramento 1700  
 Transmitter Location: 8601 So. Kedzie Ave.  
 Time on the Air: 7:00 a.m. to 12:00 midnight  
 News Service UP  
 Transcription Service World

**Personnel**

Station Manager: John A. Dyer  
 Commercial Manager: E. M. Hinzman  
 Sales Promotion Manager: K. P. Freda  
 Program Director: Herbert Rudolph  
 Production Manager: M. E. Clemens

**W G N**

**CHICAGO—EST. 1924**

MUTUAL

Frequency: 720 Kc. Power: 50000 Watts  
 Owned-Operated By: WGN, Inc.  
 Address: 441 N. Michigan Ave.  
 Phone Number: Superior 0100  
 Transmitter Location: Roselle, Illinois  
 Time on the Air: 5:30 a.m. to 1:05 a.m.; Satur-  
 days, 5:30 a.m. to 1:35 a.m.; Sundays, 7 a.m.  
 to 1:05 p.m.  
 Newspaper Affiliation: The Chicago Tribune  
 News Service: AP, UP, Chicago Tribune  
 Transcription Service: World Broadcasting  
 System: Associated Music Publishers and  
 Standard Radio  
 Representative: WGN, Inc. (N. Y.)

**Personnel**

President: Col. Robert R. McCormick  
 Station Manager: Frank P. Schreiber  
 Commercial Manager: William A. McGuineas

Program Director: Buckingham W. Gunn  
 Publicity Director: Bruce Dennis  
 Production Manager: Edmund F. Kahn  
 Sales Promotion: William Meyers  
 Musical Director: Henry Weber  
 Chief Engineer: Carl J. Meyers

**W J J D**

**CHICAGO—EST. 1932**

Frequency: 1160 Kc. Power: 20000 Watts  
 Owned-Operated By: Field Enterprises, Inc.  
 Address: 230 North Michigan Ave.  
 Phone Number: STate 5466  
 Transmitter Location: Desplaines, Illinois  
 Time on the Air: 4 a.m. to sundown, Salt Lake  
 City  
 Transcription Service: World, Cole  
 Newspaper Affiliation: Chicago Sun  
 News Service: AP, UP  
 Representative: Lewis H. Avery

**Personnel**

President: Marshall Field  
 General-Station Manager: Arthur F. Harre  
 Sales-Commercial Manager: Fred G. Harm  
 Sales Promotion-Merchandising Mgr.: Bob Ward  
 Program Director-Production  
 Manager: Randy Blake

the New

**W J J D**

20,000 WATTS OF  
 SELLING POWER

**CHICAGO**

A Marshall Field Station  
 represented nationally  
 by Lewis H. Avery



LIKE THE TAILOR fitting a suit, WLS program builders plan their programs to fit the needs of Midwest listeners. They know the WLS listening family and their requirements. In educational, spiritual and entertainment features, WLS serves the interests of a friendly, growing audience.

**tailored to fit**

"School Time" brings progressive education to one million youngsters in 30,000 classrooms . . . Dr. John Holland, WLS staff pastor, gives daily inspiration to listening millions. There are the farm features: Art Page's Dinnerbell Time, radio's oldest farm service program; a quarter hour of farm news at 6 a.m. and again at 11:45; frequent daily market reports; and an evening quarter hour of rural service with different subjects from day to day: farming in other lands, questions and answers, livestock, new farm equipment, and similar information.

This combination of service, inspiration and entertainment is planned to fill a need, to fit the pattern of daily living in Midwest America. It's one of the reasons why *WLS Gets Results!*



*A Clear Channel Station*

CHICAGO 7

MANAGEMENT AFFILIATED WITH

*The Arizona Network*

ALL STATIONS AFFILIATED WITH CBS

**KSUN**

Bisbee-Lowell-Douglas  
Carl Morris, Mgr.  
1230 Kilocycles  
250 Watts

**Key**  
550  
KILOCYCLES

PHOENIX  
AL JOHNSON  
MANAGER

**KTUC**

TUCSON  
Lee Little, Mgr.  
1400 Kilocycles  
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

Publicity Director.....Bob Ward  
Musical Director.....Kennedy Nelson  
Chief Engineer.....Walter Meyers  
Record M. C.....Irvin Victor

**WIND**  
CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By...Johnson-Kennedy Radio Corp.  
Business Address...230 North Michigan Ave.  
Phone Number.....State 4176  
Transmitter Location...25 miles S.E. of Chicago  
Time on the Air.....24 Hours a Day  
News Services.....AP, INS, UP  
Transcription Service.....Standard.  
World and Thesaurus  
Representative.....John E. Pearson Co.

**Personnel**

President-Owner.....Ralph L. Atlass  
Station Manager.....Ralph L. Atlass  
Sales Manager.....John T. Carey  
Program Director.....Ralph L. Atlass  
Publicity Director.....Joan Kauffman  
Chief Announcer.....Brooks Connally  
Chief Engineer.....Ellery C. Plotts

**WLS**

CHICAGO—EST. 1924  
AMERICAN BROADCASTING CO.

Frequency: 890 Kc.....Power: 50000 Watts  
Owned-Operated By...Agricultural Broadcast-  
ing Co.  
Address.....1230 W. Washington Blvd.  
Phone Number.....Monroe 9700  
Transmitter Location.....Tinley Park, Ill.  
Time on the Air: Sat., 5:00 a.m.-3:00 p.m.;  
and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00  
a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.;  
Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-  
8:00 p.m.

News Service.....AP, UP, Transradio  
Transcription Service.....Standard  
Representative.....John Blair & Co.

**Personnel**

President.....Burridge D. Butler  
V-P and General Manager.....Glenn Snyder  
Sales Manager.....C. M. Freeman  
Sales Promotion Manager...Donald E. Finlayson  
Program Director.....Harold Safford  
Production Manager.....Al Boyd  
Publicity Director.....Wilma Gwilliam  
Chief Announcer.....Jack Holden  
Musical Director.....Osgood Westley  
Chief Engineer.....Thomas L. Rowe

**WMAQ**

CHICAGO—EST. 1922  
NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts  
Owned-Operated By

National Broadcasting Co., Inc.  
Address.....Merchandise Mart  
Phone Number.....Superior 8300  
Transmitter Location.....Elmhurst, Ill.  
Time on the Air.....5:30 a.m. to 1 a.m.; Sun-  
days, 8:00 a.m. to 1:00 a.m.

News Service.....AP, INS, UP  
Transcription Service.....NBC Thesaurus,  
Standard Radio  
Representative.....National Broadcasting Co.

**Personnel**

President.....Niles Trammell  
V-P, WMAQ Mgr.....Harry C. Kopf  
Division Engineer.....Howard C. Lutgens  
Supervisor of Music Library...D. A. Marcotte  
Chief Announcer.....William Kephart  
Publicity Director.....Jack Ryan  
Continuity Editor.....William Murphy  
Production Mgr.....Frederick A. Jacobson, Jr.  
Sales Manager.....Oliver Morton  
Business Manager.....John F. Whalley  
Program Manager.....Jules Herbuveaux  
Advertising and Sales Promotion Manager,  
Emmons C. Carlson

Musical Director.....Roy Shield  
Director of Public Programs...Judith Waller  
(See Page 376)

**WMBI**

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Moody Bible  
Institute of Chicago

Address.....153 Institute Place  
Phone Number.....Michigan 1570  
Transmitter Location.....Addison, Ill.  
Time on the Air.....Limited time  
News Service.....AP  
Transcription Service.....NBC Thesaurus,  
World

**Personnel**

General Manager.....Henry C. Crowell  
Program Director.....Robert Parsons  
Production Manager.....Pierce Hiscock  
Publicity Director.....Russell T. Hitt  
Musical Director.....Sheldon Fardig  
Chief Engineer.....A. P. Frye

**WSBC**

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Station WSBC  
Address.....2400 West Madison St.  
Phone Number.....Monroe 9060

Transmitter Location.....2400 West Madison St.  
 Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,  
 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.  
 News Service.....UP  
 Transcription Service.....SESAC, MacGregor,  
 M. M. Cole

**Personnel**

General Manager.....Robert O. Miller  
 Commercial Manager.....Julius Miller  
 Sales Promotion Manager.....M. V. Baker  
 Program Director.....Robert O. Miller  
 Musical Director.....Arnold B. Miller

**W H F C**

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WHFC, Inc.  
 Address.....6138 W. Cermak Road  
 Phone Number.....Lawndale 8228  
 Transmitter Location.....6138 W. Cermak Road  
 Time on the Air.....7:00 a.m.-12 Midnight  
 News Service.....UP

**Personnel**

General Manager.....R. W. Hoffman  
 Manager.....M. E. Clifford  
 Chief Announcer.....George Haywood  
 Chief Engineer.....Frank Linhardt

**W D A N**

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Northwestern Publishing Co.  
 Operated By.....Northwestern Publishing Co.  
 Address.....Hotel Wolford  
 Phone Number.....1700  
 Transmitter Location.....1500 Washington Ave.  
 Time on the Air.....7 a.m. to 10:15 p.m., Mon.  
 ..to Sat.; Sun., 8 a.m. to 10:45 p.m.  
 Newspaper Affiliation.....Danville Commer-  
 cial News  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....J. P. McKinney & Son

**Personnel**

General Manager.....E. C. Hewes  
 Commercial Manager.....Robert J. Burow  
 Program Director.....Honore E. Ronan  
 Chief Engineer.....Ted Magin  
 Publicity Director.....Joan Randolph

**W S O Y**

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Commodore Broad-  
 casting, Inc.

Address.....351-357 No. Main St.  
 Phone Number.....5371-2  
 Transmitter Location.....1891 No. Oakland Ave.  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 7:30 a.m. to 12:05 a.m.  
 Newspaper Affiliation.....Decatur Newspapers  
 Inc.  
 News Service.....AP  
 Transcription Service.....Standard Radio, NBC  
 Representative.....Weed & Co.

**Personnel**

President.....Frederick Schaub  
 General Manager.....F. Merrill Lindsay, Jr.  
 Sales-Commercial Manager.....Charles F. Bruce  
 Program Director.....Buren C. Robbins  
 Chief Announcer.....E. B. Pennhallegon  
 Chief Engineer.....Paul A. Wnorowski

**W T M V**

EAST ST. LOUIS—EST. 1935

ASSOCIATED BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mississippi Valley  
 Broadcasting Co., Inc.  
 Address.....Broadview Hotel, 5th and Broadway  
 Phone Number.....East 4390 and Bridge 3424  
 Transmitter Location.....Broadview Hotel, 5th  
 and Broadway  
 Time on the Air.....6:30 a.m. to 1:05 a.m.;  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Regional Radio Sales

**Personnel**

President.....William F. Johns  
 General Manager-Station  
 Manager.....Michael Henry  
 Sales Manager-Commercial  
 Manager.....Frank J. Prendergast  
 Program Director.....Paul M. Enright  
 Chief Announcer.....Bob Terry  
 Musical Director.....Bill Hart  
 Record M. C.....Bob Baker  
 Chief Engineer.....Erle E. White

**W G I L**

GALESBURG—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Galesburg Broad-  
 casting Co.  
 Address.....Hill Arcade Bldg.  
 Phone Number.....4626 Main  
 Transmitter Location.....Hill Arcade Bldg.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 and SESAC  
 Representative.....Sears & Ayer

**Personnel**

General Manager..... Klaus Nordgren  
 Sales-Commercial Manager. Kenneth Schliefer  
 Publicity Director..... Jack Lawrence  
 Chief Engineer..... R. K. Pratt

**W E B Q**

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI VALLEY NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harrisburg Broad-  
 casting Company  
 Address.....100 East Poplar St.  
 Phone Number.....28  
 Transmitter Location.....100 East Poplar St.  
 Time on the Air.....6 a.m. to 10 p.m.  
 News Service.....UP  
 Representative.....Howard H. Wilson & Co.

**Personnel**

Station Manager.....I. M. Taylor  
 Program-Musical Director.. Wanda Ruth Owen  
 Production Manager-Publicity  
 Director.....Eddie Wise  
 Chief Engineer.....Joseph R. Tate  
 Sales Promotion Mgr.... Kenneth E. Hamilton

**W J P F**

HERRIN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Orville W. Lyerla  
 Address.....P. O. Box 179  
 Phone Number.....382 and 383  
 Transmitter Location.....Herrin  
 Time on the Air.....6 a.m. to 10:15 p.m.  
 News Service.....UP  
 Transcription Service... World and M. M. Cole

**Personnel**

President.....Orville W. Lyerla  
 Station and Commercial Manager. Charles R.  
 Cook  
 Production Manager.....Betty Kinler  
 Chief Engineer.....Marian F. Sawyer

**W L D S**

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI VALLEY NETWORK

Frequency: 1180 Kc.....Power: 250 Watts  
 Owned-Operated By.....Stephenson, Edge &  
 Korsmeyer  
 Address.....Fox-Illinois Theater Bldg.  
 Phone Number.....1180  
 Transmitter Location.....1½ miles east of  
 Jacksonville

Time on the Air.....Daytime license  
 News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

General Manager.....E. J. Korsmeyer  
 Program Director.....La Fern Coultas  
 Chief Engineer.....C. J. Cassens

**W J O L**

JOLIET—EST. 1926

KEYSTONE BROADCASTING SYSTEM  
 MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.... Joliet Broadcasting Co.  
 Address.....601 Walnut St., Joliet & 362 E.  
 Court St., Kankakee, Ill.  
 Phone Number.....4761  
 Transmitter Location... 601 Walnut St., Joliet  
 Time on the Air.....6 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....World Library

**Personnel**

President-General Manager.... R. L. Bowles  
 Program Director.....Marcia Mitchell  
 Chief Engineer.....Lester DeCosta

(Call Letters to Be Assigned)

**PEKIN\***

Frequency: 1140 kc.....Power: 250 D.  
 Owned-Operated By...Pekin Broadcasting Co.  
 Address.....Pekin, Illinois  
 ..\*Construction Permit

**W M B D**

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Peoria Broadcasting  
 Company  
 Address.....200 Alliance Life Bldg.  
 Phone Number.....7133  
 Transmitter Location.....Highway No. 29,  
 halfway between Peoria and Pekin  
 Time on the Air.....19½ hours daily;  
 18 hours Sunday  
 News Service.....UP & AP  
 Transcription Service... World Broadcasting  
 System and NBC Thesaurus  
 Representative.....Free & Peters, Inc.

**Personnel**

President and Manager.....Edgar L. Bill  
 Vice-President.....Charles C. Caley  
 Commercial Manager.....Joe Raber  
 Promotion Manager.....Vernon A. Nolte  
 Chief Engineer.....Ted A. Giles

# WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By...Lee Broadcasting, Inc.  
 Address.....W.C.U. Bldg., 510 Main St.  
 Phone Number.....6200  
 Transmitter Location.....Quincy Gardens  
 Time on the Air.....5:45 a.m. thru 12:05 a.m.;  
 Sunday, 6:30 a.m. to 12:05 a.m.  
 News Service.....AP; UP  
 Newspaper Affiliation...Mason City Globe  
 Gazette  
 Transcription Service.....Standard  
 Representative.....The Katz Agency

## Personnel

President.....Lee Loomis  
 General Manager.....Walter J. Rothschild  
 Local Sales Manager.....Bill Burghart  
 Program Director.....C. Arthur Fifer  
 Promotion-Publicity.....Jean Verheyen  
 Production Manager.....Dick Falser  
 Chief Announcer.....Dick Falser  
 Musical Director.....Jean Fessler  
 Chief Engineer.....Urlin Whitman  
 Record M. C.....Hal Barton

# WROK

ROCKFORD—EST. 1923

ABC

Frequency: 1440 Kc.....Power: 1000 d. 500 n.  
 Owned-Operated By...Rockford Broadcasters,  
 Inc.  
 Address.....News Tower  
 Phone Number.....Main 5632  
 Transmitter Location.....Kilburn Ave. Rd.  
 Time on the Air.....6 a.m. to midnight  
 Newspaper Affiliation.....Rockford Morning  
 Star, Rockford Register Republic  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Headley-Reed Co.

## Personnel

President-Owner.....Albert G. Simms  
 General Manager.....Walter Koessler  
 Comm. Manager.....John J. Dixon  
 Program Director.....Morey Owens  
 Promotion Director.....Wm. R. Traum  
 Chief Engineer.....Maurice H. Nelson,  
 W. A. Smith, FM and Tele

# WHBF

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Rock Island Broad-  
 casting Co.  
 Business Address.....1800 Third Ave.  
 Phone Number.....918

Studio Addresses...1800 Third Ave., Fifth Ave.  
 Bldg., Moline

Transmitter Location....23rd Ave. and 52 St.,  
 Moline, Ill.

Time on the Air.....6 a.m. to 1:00 a.m.;  
 Sundays, 8 a.m. to 1:00 a.m.

Newspaper Affiliation...The Rock Island Argus  
 News Service.....AP, UP

Transcription Service.....Standard Radio,  
 NBC Thesaurus, Cole

Representative...Howard H. Wilson Company

## Personnel

President.....John W. Potter  
 Station Manager.....L. C. Johnson  
 Sales Manager.....Maurice Corken  
 Program Director.....Ted F. Arnold  
 Production Manager.....Forest W. Cooke  
 Chief Engineer.....Robert J. Sinnett

# WCBS

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Operated By.....WCBS, Inc.  
 Address.....523 E. Capital  
 Phone Number.....9855

**WROK**

THE *Only* STATION IN  
**ROCKFORD, ILLINOIS**

1000 WATTS  
**AMERICAN NETWORK**

NATL. REP.:  
**HEADLEY-REED CO.**

Transmitter Location . . . . . 2200 S. 6th  
 Time on the Air . . . . . 18 hrs. daily  
 Newspaper Affiliation . . . . . Illinois State Journal  
 News Service . . . . . AP  
 Representative . . . . . Sears & Ayer, Inc.

**Personnel**

President and Chief  
 Engineer . . . . . Harold L. Dewing  
 Station Manager-Sales  
 Promotion Manager . . . . . C. W. Neeld  
 Local Sales Manager . . . . . F. A. Harbauer  
 Musical Director . . . . . John C. Geil

**WTAX**

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. . . . . Power: 100 Watts  
 Owned-Operated By . . . . . WTAX, Inc.  
 Business Address . . . . . 202 Reisch Bldg.  
 Phone Number . . . . . 2-4441  
 Studio Address . . . . . 202 Reisch Bldg.  
 Transmitter Location . . . . . 117-119 S. 5th St.  
 Time on the Air . . . . . 18 hours, 5 min. daily;  
 17 hours, 5 min. Sunday

News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed & Co.

**Personnel**

President and Manager . . . . . Jay A. Johnson  
 Program Director . . . . . Gladys McGrew  
 Chief Engineer . . . . . Eli Swaringen  
 Sales Manager . . . . . Jay A. Johnson  
 Merchandising Manager . . . . . Clarence Evans  
 Musical Director . . . . . Betty Cole

**WDZ**

TUSCOLA—EST. 1921

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . WDZ Broadcasting  
 Company  
 Address . . . . . 101½ N. Main St.  
 Phone Number . . . . . 431  
 Transmitter Location . . . . . Intersection of U. S.  
 Highways 36 and 45  
 Time on the Air . . . . . Sunrise to local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Texas  
 Ranger Library  
 Representative . . . . . Howard H. Wilson Co.

**Personnel**

President . . . . . Edgar L. Bill

General Manager . . . . . Ralph L. Stufflebam  
 Sales Promotion . . . . . Robert E. Koehnemann  
 Chief Engineer . . . . . T. A. Giles

**WILL**

URBANA—EST. 1922

Frequency: 580 Kc. . . . . Power: 5000 W.  
 Owned-Operated By . . . . . University of Illinois  
 Business Address . . . . . 1010 S. Wright St.  
 Phone Number . . . . . 7-2616  
 Studio Address . . . . . 1010 S. Wright St.  
 Transmitter Location . . . . . 1 mile south on First  
 St. Road, Champaign, Ill.  
 Time on the Air . . . . . 7:00 a.m. to local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus

**Personnel**

President . . . . . A. C. Willard  
 General Manager . . . . . Joseph F. Wright  
 Program Director . . . . . Frank E. Schooley  
 Publicity Director . . . . . Art Wildhagen  
 Musical Director . . . . . Kenneth Cutler  
 Chief Engineer . . . . . A. James Ebel  
 Production Manager . . . . . George H. Sharp  
 Record M. C. . . . . Phil Spradling

**"SPECIAL  
 ASSIGNMENT"**

Exciting dramatizations based on  
 the unusual stories of top-flight  
 news reporters.

It's 15-minutes of *action, thrills  
 and chills.*

An easy sales-winner for any spon-  
 sor of transcribed programs.

*Exclusive in Any Market*

SEE

**AP RADIO  
 PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.



# DEAR TO THE HEART OF HOOSIERLAND

## THE 500 MILE RACE

In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

## SOLDIERS' AND SAILORS' MONUMENT

The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

## WFBM—INDIANA'S *First* RADIO STATION

Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.



# WFBM



COLUMBIA  
BROADCASTING  
SYSTEM

REPRESENTED NATIONALLY BY THE KATZ AGENCY



# INDIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W H B U

ANDERSON—EST. 1922

ABC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Anderson Broad-  
 casting Corp.  
 Business Address . . . . . Citizens Bank Bldg.  
 Phone Number . . . . . 7791  
 Studio Address . . . . . 640 Citizens Bank Bldg.  
 Transmitter Location . . . . . 1110 Meridian St.  
 Time on the Air: 6:30 a.m. to midnight; 7:00  
 a.m. to midnight Sun.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Weed & Company

### Personnel

President . . . . . C. Bruce McConnell  
 General Managers . . . . . R. E. Bausman,  
 John R. Atkinson  
 Station Manager . . . . . John R. Atkinson  
 Commercial Manager . . . . . R. E. Bausman  
 Program Director . . . . . E. R. Allen  
 Chief Engineer . . . . . L. F. Podhaski

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Evansville On The  
 Air, Inc.  
 Address . . . . . 519 Vine St.  
 Phone Number . . . . . 2-1171  
 Transmitter Location . . . . . Evansville  
 Time on the Air . . . . . 6:30 a.m. to 12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System and Standard  
 Representative . . . . . Weed & Co.

### Personnel

President . . . . . Alvin Q. Eades  
 Station Manager . . . . . Clarence Leich  
 Commercial Manager . . . . . Guy R. Crecelius  
 Program Director . . . . . Mrs. Pat Roper  
 Publicity Director . . . . . Mrs. Louise Chapman  
 Chief Announcer . . . . . Fred Rollison  
 Chief Engineer . . . . . Erwin P. Schoeny

## W T R C

ELKHART—EST. 1931

NBC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Truth Publishing Co., Inc.  
 Address . . . . . Hotel Elkhart  
 Phone Number . . . . . 948  
 Transmitter Location . . . . . Oakland Avenue and  
 Mishawaka Road  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . Elkhart Daily Truth  
 News Service . . . . . UP  
 Transcription Service . . . . . World; Standard Radio  
 Representative . . . . . Burn-Smith Company, Inc.

### Personnel

President . . . . . C. D. Greenleaf  
 General Manager . . . . . Tom H. Keene  
 Station Manager . . . . . R. R. Baker  
 Sales Promotion Manager . . . . . B. B. Baker  
 Program Director . . . . . Margaret Lantz  
 Chief Announcer . . . . . Louis Glass  
 Chief Engineer . . . . . Lester Zellmer

## W G B F

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Operated By . . . . . Evansville On The  
 Air, Inc.  
 Address . . . . . 519 Vine St.  
 Phone Number . . . . . 2-1171  
 Transmitter Location . . . . . Evansville  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System and Standard  
 Representative . . . . . Weed & Co.

### Personnel

President . . . . . Alvin Q. Eades  
 Station Manager . . . . . Clarence Leich  
 Commercial Manager . . . . . Guy R. Crecelius  
 Program Director . . . . . Mrs. Pat Roper  
 Publicity Director . . . . . Mrs. Louise Chapman  
 Chief Announcer . . . . . Fred Rollison  
 Chief Engineer . . . . . Fay A. Gehres

**WGL**

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Farnsworth Television  
 and Radio Corp.  
 Business Address . . . . . 201 W. Jefferson St.  
 Phone Number . . . . . Eastbrook 3366  
 Transmitter Location . . . . . Atop Keenan Hotel  
 Time on the Air . . . . . 6 a.m. to 12 midnight,  
 Sundays 7 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio,  
 Thesaurus  
 Representative . . . . . Headley-Reed

**Personnel**

President . . . . . E. A. Nichols  
 Station Manager . . . . . Frank V. Webb  
 Commercial Manager . . . . . William R. Aldrich  
 Sales Promotion Manager-Publicity  
 Director . . . . . Norman C. Widenhofer  
 Program Director . . . . . James D. Westover  
 Production Manager . . . . . Rosemary Stanger  
 Chief Announcer . . . . . Paul Havens  
 Musical Director . . . . . James Westover  
 Chief Engineer . . . . . Howard Beck

**WJOB**

HAMMOND—EST. 1928

HOOSIER BROADCASTING NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Adair-Richardson-Adair  
 Address . . . . . 449 State St.  
 Phone Number . . . . . Hammond 10,000  
 Transmitter Location . . . . . 449 State St.  
 Time on the Air . . . . . 7 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . Joseph Hershey McGillvra,  
 Inc.

**Personnel**

General Manager . . . . . O. E. Richardson  
 Commercial Manager . . . . . Robert C. Adair  
 Sales Promotion Manager . . . . . Stanley Davis  
 Chief Announcer and  
 Program Director . . . . . Sam Weller  
 Production Manager . . . . . R. C. Adair  
 Publicity Director . . . . . Stanley Davis  
 Musical Director . . . . . J. Gibbs Spring  
 Chief Engineer . . . . . Stanley Strasburg

**WOWO**

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By . . . Westinghouse Radio  
 Stations, Inc.  
 Address . . . . . 925 So. Harrison St.  
 Phone Number . . . . . A-2136  
 Transmitter Location . . . . . Routes 2 and 6,  
 Lincoln Highway West  
 Time on the Air . . . . . 5 a.m. to 1 a.m.;  
 Sunday, 7 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Services . . . World Broadcasting  
 Representative . . . . . National Broadcasting Co.

**Personnel**

Vice-President . . . . . Walter Evans  
 General Manager . . . . . Paul E. Mills  
 Commercial Manager . . . . . H. D. Longworth  
 Production Program Director . . . Carl Vandagriff  
 Publicity Director . . . . . Roger Vornholt  
 Sales Promotion . . . . . Hilda C. Woehrmeyer  
 Farm Program Director . . . . . Jay Gould  
 Chief Announcer . . . . . J. Howard Ackley  
 Musical Director . . . . . Guy Fitzsimmons  
 Chief Engineer . . . . . Bruce Ratts

**WFBM**

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WFBM, Inc.  
 Address . . . . . 48 Monument Circle  
 Phone Number . . . . . Lincoln 8506  
 Transmitter Location . . . . . 2 miles northeast of  
 Millersville, Indiana  
 Time on the Air . . . . . 6 a.m. to 12:05 a.m.  
 News Service . . . . . AP; INS  
 Transcription Service . . . . . Associated Music  
 Publishers  
 Representative . . . . . The Katz Agency

**Personnel**

President . . . . . H. M. Bitner, Sr.  
 Station Manager . . . . . Frank O. Sharp  
 Commercial Manager . . . . . William F. Kiley, Jr.  
 Sales Promotion Mgr . . . . . Edward Schneider  
 Chief Announcer . . . . . Lyell Ludwig  
 Program Director . . . . . Mrs. Jean Bitner  
 Publicity Director . . . . . Norman Travis  
 Musical Director . . . . . Walter H. Reuleaux  
 Chief Engineer . . . . . Harold Holland  
 Record M. C. . . . . Paul K. Roberts

(See Page 388)

# WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc...Power: 5000 d.; 1000 n.  
 Owned By.....Indiana Broadcasting Corp.  
 Operated By.....The Indianapolis News  
 Address .....30 32 W. Washington St.  
 Phone Number.....Li 2305  
 Transmitter Location.....New Augusta, Ind.  
 Time on the Air.....5 a.m. to 1 a.m. daily;  
 Sunday, 7 a.m. to 1 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Associated  
 Representative.....John Blair & Co.

## Personnel

President.....C. Walter McCarty  
 General Manager.....George C. Biggar  
 Commercial Manager.....J. J. Flanigan  
 Sales-Promotion Manager...Samuel R. White  
 Merchandising Manager.....W. A. Spencer  
 Program Director.....Ed Mason  
 Production Manager.....Bradford DeMarcus  
 Publicity Director.....Norm Perry, Jr.  
 Chief Announcer.....Everett Howard  
 Musical Director.....Walter Jackson  
 Chief Engineer.....Harry S. Adams

# WISH

INDIANAPOLIS—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By....Capitol Broadcasting Corporation  
 Address .....Board of Trade Building  
 Phone Number.....Market 6345  
 Transmitter Location...Post Road and Rawls Ave.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Free & Peters, Inc.

## Personnel

President-Gen. Manager...C. Bruce McConnell  
 Station-Commercial Mgr...Robert E. Bausman  
 Program Director.....Reid Chapman  
 Production-Chief Announcer...Wm. Frosch, Jr.  
 Record M. C.....Jack Morrow  
 Musical Director.....James H. Boyer  
 Chief Engineer.....Stokes Gresham, Jr.  
 Sales Promotion Mgr...Robert B. McConnell

# WIBC



# The Indianapolis News Station

★ C. WALTER McCARTY, *President*  
 GEORGE C. BIGGAR, *General Manager*

● Owned and operated by *The Indianapolis News* . . . one of America's Great Newspapers . . . and dedicated to the public interest.

Music, drama, fun; news, commentaries, and discussions of public interest; education and religion; special events . . . all of these are woven into a program schedule that appeals to all Indiana . . . all the time . . . as reflected in rising Hoopers and a fast increasing number of advertisers.

5 A.M. to 1 A.M. every day . . . (7 A.M. to 1 A.M. on Sundays) . . . WIBC sends out a clear signal on 1070 kilocycles that can be heard all over Indiana.

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

OWNED AND OPERATED BY **WIBC**  
 THE INDIANAPOLIS NEWS  
 MUTUAL OUTLET IN INDIANAPOLIS

**WANT A  
CHOICE  
PROGRAM?**

**—OR A  
GOOD  
SPOT?**

**—NEED A  
'LIVE WIRE  
PERSONALITY?**

**—THEN IT'S  
WIRE**

**WIRE**

**BASIC NBC • 5000 WATT  
JOHN E. PEARSON COMPAN  
NEW YORK • CHICAGO • KANSAS CI)**

**AFFILIATED WITH**

**THE INDIANAPOLIS STA**

# WIRE

INDIANAPOLIS—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By Indianapolis Broad-  
casting, Inc.

Address Claypool Hotel  
Phone Number Riley 1541  
Transmitter Location 44th & Knollton Rd.  
Time on the Air 6 a.m. to 12 midnight  
News Service UP  
Transcription Service World Broadcasting,  
Thesaurus  
Representative John E. Pearson Co.

## Personnel

President & Gen. Mgr. Eugene C. Pulliam  
Commercial Manager Rex Schepp  
Program Director Bill Dean  
Musical Director Harry Bason  
Chief Engineer Eugene E. Alden

# WKMO

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Kokomo Broadcast-  
ing Co.

Address College Bldg.  
Phone Number 5171-5172  
Transmitter Location Morgan & Ohio Sts.  
Time on the Air 6:00 a.m. to 12:05 a.m.  
News Service UP  
Representative Howard Wilson Company

## Personnel

President Dr. R. Spencer Taylor  
General and Sales Mgr. John Carl Jeffrey  
Program Director Ward Charles Glenn  
Chief Engineer George Palmer

# WASK

LAFAYETTE—EST. 1942

MISSISSIPPI VALLEY NETWORK  
MUTUAL

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By WFAM, Inc.  
Business Address Wallace Bldg.  
Studio Address Wallace Bldg.  
Phone Number Lafayette 4300  
Transmitter Location No. River Road,  
West Lafayette

Time on the Air 6 a.m. to 12 midnight  
News Service UP  
Transcription Service World Broadcasting  
System  
National Representative Joseph Hershey  
McGilvra

## Personnel

President O. E. Richardson  
Station and Sales Manager J. Gibbs Spring  
Program Director Bayne Spring  
Chief Announcer William Warren, Sr.  
Chief Engineer Harry C. Garba

# WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Donald A. Burton  
Business Address WLBC, Muncie  
Phone Number 4403

Transmitter Location Radio Center, U. S. High-  
way No. 35, So. of Muncie  
Time on the Air 6:30 a.m. to 12:10 a.m.  
News Service AP  
Transcription Service Standard Radio  
Representative Hal Holman, Chicago;  
The Walker Co., New York

## Personnel

Owner-Station Manager Donald A. Burton  
Commercial Manager Wm. F. Craig  
Program-Musical Director June Johnson  
Chief Engineer Maurice Crain

# WKBV

RICHMOND—EST. 1926

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By,

Central Broadcasting Corp.  
Address 25 S. 9th St.  
Phone Number 1156  
Transmitter Location Richmond  
Time on the Air 7 a.m. to 10:30 p.m.  
News Service UP  
Transcription Service World, Standard  
Representative William G. Rambeau Co.

## Personnel

President J. Robert Quigg  
General Manager G. F. Albright  
Commercial-Sales Promotion  
Manager R. L. Nusbaum  
Program Director-Production  
Manager Marie Robbins  
Chief Engineer Louis Dunning

# WHOT

SOUTH BEND—EST. 1944

ABC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: South Bend Broadcasting  
Corp.

Business Address St. Joseph & Monroe Sts.

Phone Number ..... 3-4155  
 Studio Address and Transmitter Location: St. Joseph and Monroe Sts.  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 News Service ..... AP  
 Transcription Service..... World and Standard  
 Representative..... Weed and Company

**Personnel**

President..... C. Bruce McConnell  
 General Manager..... Robert E. Bausman  
 Station Manager..... Ford Billings  
 Commercial Manager..... Charles W. Hines  
 Sales Promotion Manager-Publicity ..  
 Director ..... Dan Richardson  
 Program Director-Production  
 Manager..... Harold M. Cook  
 Musical Director..... Violet Joy  
 Chief Engineer..... Jack E. Wilson

**W S B T**

**SOUTH BEND—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 960 Kc..... Power: 1000 Watts  
 Owned-Operated By..... South Bend Tribune  
 Address..... 225 W. Colfax Ave.  
 Phone Number..... 3-6161  
 Transmitter Location: 5 miles south of South Bend on Ironwood Road  
 Time on the Air..... 6 a.m. to midnight; Sundays, 8 a.m. to 11:15 p.m.  
 Newspaper Affiliation..... South Bend Tribune  
 News Service..... UP  
 Transcription Service.. Lang-Worth; Associated and Standard  
 Representative..... Paul H. Raymer Co.

**Personnel**

President ..... F. A. Miller  
 Station Manager..... Franklin D. Schurz  
 Commercial Manager..... R. H. Swintz  
 Program Director..... Marc Boyden  
 Chief Announcer..... Morton L. Linder  
 Publicity Director..... Neal B. Welch  
 Musical Director..... Harlan Hogan  
 Chief Engineer..... H. G. Cole

**W B O W**

**TERRE HAUTE—EST. 1925**

**NATIONAL BROADCASTING CO.**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned By..... Banks of the Wabash, Inc.  
 Operated By..... Banks of the Wabash, Inc.  
 Address..... 303 South Sixth Street  
 Phone Number..... Crawford 5034  
 Transmitter..... First St. and Peyton Ave.  
 Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday  
 Newspaper Affiliation..... Saturday Spectator  
 News Service ..... UP-AP

Transcription Service..... Standard, World  
 Representative..... Weed & Company

**Personnel**

President ..... Alvin Eades  
 Gen.-Com. Manager..... George M. Jackson  
 Sales Promotion..... Aline Arnold  
 Chief Engineer..... Don Aldrich

**W A O V**

**VINCENNES—EST. 1940**

**MUTUAL**

**MISSISSIPPI VALLEY NETWORK**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By .. Vincennes Newspapers, Inc.  
 Studio Address..... Grand Hotel  
 Business Address..... 320 Busseron St.  
 Phone Number..... 787-788  
 Transmitter Location: US 41, north of Vincennes  
 Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays  
 Newspaper Affiliation ..... Vincennes Sun-Commercial  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... John E. Pearson Co.

**Personnel**

President..... Eugene C. Pulliam  
 General Manager..... Howard N. Greenlee  
 Station Manager-Sales  
 Promotion Manager..... Victor H. Lund  
 Commercial Manager..... Richard B. Harris  
 Publicity Director..... Gene Allison  
 Chief Announcer..... Edward Raasch  
 Chief Engineer..... Eugene E. Alden

**W B A A**

**WEST LAFAYETTE—EST. 1922**

Frequency: 920 Kc... Power: 5000 d.; 1000 n.  
 Owned-Operated By..... Purdue University  
 Address..... Hall of Music, West Lafayette  
 Phone Number ..... 92-2128  
 Transmitter Location..... 6 miles south of Lafayette  
 Time on the Air..... 9 a.m. to 9 p.m.  
 News Service..... AP  
 Transcription Service..... Standard Radio and Thesaurus

**Personnel**

President ..... Frederick Hovde  
 Station Manager..... J. W. Ditamore  
 Program Director..... Jim Miles  
 Production Manager..... John Henderson  
 Publicity Director..... Phil Wygant  
 Chief Announcer..... John DeCamp  
 Musical Director..... Jo Hamiford  
 Record M. C..... George Yack  
 Chief Engineer..... Robert King

# IOWA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

## W O I \*

AMES—EST. 1921 (9Y1)

ABC

Frequency: 640 Kc. Power: 5000 Watts Day  
Owned By: Iowa State College  
Operated By: Iowa State College  
Address: Ames, Iowa  
Phone Number: 2500; Extension 281  
Transmitter Location: Service Building  
Time on the Air: 6 a.m. to local sunset  
News Service: AP  
Transcription Service: World and Standard

### Personnel

President (of Iowa State College):  
Charles E. Friley  
Station Director: W. I. Griffiths  
Program Director and  
Station Manager: Richard B. Hull  
Production Manager: Edward Wegener  
Publicity Director: Alfred T. Mitchell  
Chief Announcer: Richard Vogl  
Musical Director: Edward Wegener  
Chief Engineer: L. L. Lewis  
Record M. C.: William Merrill  
\*(Non-Commercial Station).

## K F G Q \*

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts  
Owned-Operated By: Boone Biblical College  
Business Address: 924 West Second Street  
Phone Number: 1119-W  
Transmitter Location: 924 West Second St.  
Time on the Air: Daytime License  
\*(Non-Commercial Station)

## K B U R

BURLINGTON—EST. 1941

AMERICAN BROADCASTING SYSTEM  
TALL CORN NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Burlington Broadcasting  
Co.  
Address: National Bank Bldg.  
Phone Numbers: 680; 681  
Transmitter Location: National Bank Bldg.  
Time on the Air: 6 a.m.-11 p.m.  
News Service: UP

Transcription Service: World, Cole  
Representative: Willam G. Rambeau Co.

### Personnel

President-General Manager: G. B. McDermott  
Commercial Manager: George B. J. Adkisson  
Sales Promotion Mgr.: G. B. McDermott  
Program Director: Lucile Weinrich  
Chief Engineer: John Gallno

## W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS—MBS

MID-STATES GROUP

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By: American Broadcasting  
Stations, Inc.  
Addresses: Paramount Bldg., Cedar Rapids;  
Russell Lamson Hotel, Waterloo  
Phone Numbers: 6127 (Cedar Rapids); 3618  
(Waterloo)  
Transmitter Location: Marion, Iowa  
Time on the Air: 5:30 a.m. to 12:05 a.m.;  
Sundays, 7:55 a.m. to 12:05 a.m.  
News Services: AP; UP  
Transcription Service: Lang-Worth & Standard  
Representative: The Katz Agency

### Personnel

Executive Vice-President: William B. Dolph  
General Manager: William B. Quarteron  
Studio Manager: V. A. L. Linder (Waterloo)  
Commercial Manager: Donald D. Sullivan  
Merchandising Manager: Leo F. Cole  
Program Director: Douglas B. Grant  
Production Manager: Robert Leefera  
Publicity Director: Leo F. Cole  
Chief Engineer: George P. Hixenbaugh  
Record M. C.: Dean Landfear

## K R O S

CLINTON—EST. 1941

MUTUAL—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Clinton Broadcasting  
Corp.  
Business Address: Jacobsen Bldg.  
Phone Number: 448  
Studio Address: Jacobsen Bldg.  
Transmitter Location: Jacobsen Bldg.  
Time on the Air: Unlimited License

**IN CENTRAL IOWA *KSO*  
IS DOING A TERRIFIC JOB**

Folks in our own backyard . . .  
who know which Central Iowa station  
is really delivering the goods . . .  
choose KSO.

More than 147

Des Moines advertisers used KSO  
last year . . . and it's hard to fool  
your neighbors, especially when  
they know what's going on here at KSO.

***KSO***

DES MOINES, IOWA      5000 Watts

Kingsley H. Murphy, Owner - - George J. Higgins, General Manager  
Represented by Headley-Reed Co.





News Service..... UP  
 Transcription Service... Standard Radio, Cole  
 Representative... George Webber, Des Moines,  
 Wm. Rambeau Co.

**Personnel**

President..... W. S. Jacobsen  
 General and Promotion Mgr... Morgan Sexton  
 Program Director..... Lucille DeLeers  
 Sales Manager..... Walter Jeich  
 Chief Engineer..... Gilbert Andrew

**W O C**

DAVENPORT—EST. 1922

ABC

Frequency: 1420 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Tri-City Broadcasting  
 Company

Address..... 1002 Brady Street  
 Phone Number..... 3-3661  
 Transmitter Location..... R. F. D. No. 1  
 Time on the Air: 18 hours daily; 16 hours  
 (Sunday)

News Service..... UP, AP  
 Transcription Service..... World, Lang-Worth  
 Representative..... Free & Peters, Inc.

**Personnel**

President..... Col. B. J. Palmer  
 General Manager..... J. Buryl Lottridge  
 Commercial Manager..... L. O. Fitzgibbons  
 Sales Promotion and

Publicity Manager..... Jane Boom  
 Program Director..... Marshall Dane  
 Chief Engineer..... Paul Arvidson

**K W L C \***

DECORAH—EST. 1926

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Luther College  
 Business Address... 600 Leiv Eiriksson Drive  
 Phone Number..... 690  
 Studio Address..... C. K. Preus Gymnasium  
 Transmitter Location... C. K. Preus Gymnasium  
 Time on the Air... Operating four hours daily  
 for the duration

**Personnel**

President (of Luther College)... Dr. O. J. H. Preus  
 Station Manager and

Program Director..... Kenneth L. Berger  
 Publicity Director..... Ruth Kaines  
 Musical Director..... Helen Trilhus  
 Chief Announcer..... Olive Sharpee  
 Chief Engineer and

Production Manager..... O. M. Elttrim  
 \* (Non-Commercial Station)

**K R N T**

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc..... Power: 5000 Watts  
 Owned-Operated By: Cowles Broadcasting  
 Company

Address..... 715 Locust St.  
 Phone Number..... 3-2111  
 Transmitter Location... S. E. 22nd & Park  
 Ave.

Time on the Air: 6:00 a.m. to 12 midnight  
 Newspaper Affiliation... Des Moines Register  
 and Tribune

News Service..... AP; UP  
 Transcription Service..... Standard Radio,  
 Associated

Representative..... The Katz Agency

**Personnel**

President..... Gardner Cowles, Jr.  
 General Manager..... Phil Hoffman  
 Commercial Manager..... Bob Dillon  
 Program Director..... Charles Miller  
 Production Manager..... George Cremeens  
 Record M. C's..... Gene Emerald,  
 Myron J. Bennett

Sales Promotion Manager..... Robert Dillon  
 Publicity Director..... Mary Little  
 Chief Engineer..... Charles Quentin

**K S O**

DES MOINES—EST. 1921

CBS

Frequency: 1460 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Kingsley H. Murphy  
 Address..... 800 Old Colony Bldg.  
 Phone Number..... 3-0571  
 Transmitter Location... S.E. 22nd & Park  
 Avenue

Time on the Air... 6 a.m. to 1 a.m., weekdays  
 News Service..... AP; UP  
 Transcription Service... World, M. M. Cole  
 Representative..... Headley-Reed Co.

**Personnel**

President..... Kingsley H. Murphy  
 General Manager..... George J. Higgins  
 Sales Promotion Manager... Nancy M. Halsor  
 Program Director..... Edmund J. Linehan  
 Record M. C..... R. J. Nash  
 Chief Engineer..... F. E. Bartlett

**W H O**

DES MOINES—EST. 1924

NBC & CORNBELT WIRELESS

Frequency: 1040 Kc..... Power: 50000 Watts  
 Owned-Operated By... Central Broadcasting Co.  
 Business Address..... 914 Walnut St.  
 Phone Number..... 3-7147

Transmitter Location..... Mitchellville, Iowa  
 Time on the Air..... 5:30 a.m. to 12:30 a.m.  
 News Service..... INS, UP, AP  
 Transcription Services..... NBC Thesaurus;  
 Lang-Worth, M. M. Cole  
 Representative..... Free & Peters, Inc.

**Personnel**

President..... B. J. Palmer  
 Station Manager..... J. O. Maland  
 Sales Manager..... E. H. Bondurant

**K D T H**

**DUBUQUE—EST. 1941**  
 MUTUAL BROADCASTING SYSTEM  
 IOWA TALL CORN NETWORK

Frequency: 1370 Kc..... Power: 1000 Watts  
 Owned By..... Telegraph-Herald  
 Operated By..... Telegraph Herald  
 Address..... 8th and Bluff  
 Phone Number..... 1603  
 Transmitter Location..... East Dubuque, Ill.  
 Time on the Air..... 6 a.m. to 12 midnight  
 Newspaper Affiliation..... Telegraph-Herald  
 News Service..... AP  
 Representative..... William G. Rambeau

**Personnel**

General Manager..... K. S. Gordon  
 Commercial Manager..... Robert S. Graham  
 Sales Promotion Manager..... Gordon K. Downey  
 Program Director..... Arnie Stierman  
 Musical Director..... Jerry Chandler  
 Chief Engineer..... Charles Cain

**W K B B**

**DUBUQUE—EST. 1933**  
 AMERICAN BROADCASTING CO.

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Dubuque Broadcast-  
 ing Co.  
 Address..... Hotel Julien  
 Phone Number..... 572  
 Transmitter Location... R. R. No.2, Dubuque,  
 Iowa  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Howard H. Wilson Co.

**Personnel**

Vice President and Station  
 Manager..... James D. Carpenter  
 Local Sales Manager... Harry Hatzenbuehler  
 Program Director..... Jeanne F. Wiedner  
 Chief Announcer and Production  
 Manager..... L. Vaughn Gayman  
 Musical Director..... Samuel Ham  
 Publicity Director..... L. Vaughn Gayman  
 Record M. C..... Robert Gilliam  
 Chief Engineer..... Leonard Carlson

**K V F D**

**FORT DODGE—EST. 1939**  
 MUTUAL BROADCASTING SYSTEM  
 NCBS AND IOWA TALL CORN NETWORK  
 Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... Northwest Broadcasting Co.  
 Operated By..... Edward Breen, President &  
 General Manager  
 Address..... Warden Bldg., Fort Dodge  
 Phone Number..... Walnut 3761-2-3  
 Transmitter Location.. S.W. of Ft. Dodge, 1 mile  
 Time on the Air..... 6 a.m. to 12 midnight  
 News Service..... UP  
 Transcription Service..... Cole  
 Representative..... Burn-Smith and  
 William G. Rambeau

**Personnel**

President..... Edward Breen  
 Sales Manager..... Jon Shafer  
 Merchandising Manager-Publicity  
 Manager..... Kenneth Peterson  
 Program Director..... Drexel Peterson  
 Chief Engineer..... David G. Sinclair

**W S U I \***

**IOWA CITY—EST. 1919**

Frequency: 910 Kc..... Power: 5000 Watts  
 Owned-Operated By.. The State University of  
 Iowa  
 Address..... Iowa City  
 Phone Number..... 2111-237  
 Transmitter Location..... Iowa City  
 Time on the Air..... Unlimited  
 News Service..... AP

**Personnel**

Station Director..... Carl H. Menzer  
 Program Director..... Armon Bonney  
 Chief Engineer..... S. J. Ebert  
 \*(Non-Commercial Station)

**K F J B**

**MARSHALLTOWN—EST. 1923**  
 MUTUAL—TALL CORN NETWORK  
 MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Marshall Electric  
 Company  
 Address..... 1603 West Main Street  
 Phone Number..... 3361  
 Transmitter Location: 2 miles northwest of  
 Marshalltown  
 Time on the Air..... 6 a.m. to midnight  
 News Service..... UP  
 Transcription Service..... SESAC  
 Representative..... William G. Rambeau Co.

**Personnel**

Chief Executive.....Kenneth Durham  
 General Manager.....Warren J. Binkley  
 Commercial Manager.....Theodore M. Silva  
 Program Director.....Charles T. Webb  
 Promotion Manager.....La Verne Koenig  
 Chief Engineer.....James A. Dickens

**K G L O**

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Radio, Inc.  
 Address.....12 2nd St., N.E.  
 Phone Number.....2800  
 Transmitter Location.....Highway 18, west  
 of Mason City  
 Time on the Air.....6 a.m. to 12 p.m.  
 News Service.....AP; UP  
 Transcription Service.....Standard  
 Representative.....Weed & Co.

**Personnel**

President.....Lee P. Loomis  
 Station Manager.....F. C. Eighmey  
 Commercial Manager.....Herbert Ohrt  
 Sales Promotion.....Dominie Haynes  
 Program Director.....Merritt Milligan  
 Publicity Director.....Charles Hilton  
 Chief Engineer.....Roger Sawyer

**K B I Z**

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Address.....117 E. Main St.  
 Phone Number.....5600  
 Transmitter Location.....Community Gardens  
 Time on the Air.....6:00 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....World

**Personnel**

President-Owner.....James J. Conroy  
 Sales Manager.....Eleanor M. Haling  
 Program Director.....Gene Milner  
 Publicity Director.....Dorothy Lindley  
 Chief Engineer.....J. C. Haley

**K F N F**

SHENANDOAH—EST. 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.  
 Owned-Operated By.....KFNF, Inc.  
 Address.....405 Sycamore St.  
 Phone Number.....1  
 Transmitter Location.....Shenandoah  
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.  
 to 12 mid., weekdays; 7 a.m.-3:30 p.m. & 6  
 p.m.-12 mid., Sundays

News Service.....AP  
 Transcription Service.....Standard Radio  
 and World

**Personnel**

President.....Henry Field  
 General Manager.....John L. Nicolson  
 Station-Commercial Manager.....T. F. Stubbs  
 Musical Director.....Ermal Dilley  
 Chief Announcer.....Melvin Eyeberg  
 Chief Engineer.....Robert N. Barkman

**K M A**

SHENANDOAH—EST. 1925

ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By.....May Broadcasting Co.  
 Address.....N. Elm St.  
 Phone Number.....192  
 Transmitter Location.....Route 48  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service.....Langworth  
 Representative.....Free & Peters, Inc.

**Personnel**

President.....Earl E. May  
 General Manager.....Owen Saddler  
 Station & Commercial Mgr.....J. C. Rapp  
 Sales Manager.....Howard O. Peterson  
 Farm Service Director.....Merrill Langfitt  
 Sales Promotion.....Harriet Lingo  
 Program Director.....Terry Moss  
 Production Manager.....Hugh Aspinwall  
 Publicity Director.....Harriet Lingo  
 Musical Director.....Mabel McFarland  
 War Program Director.....Owen Saddler  
 Chief Engineer.....Ray Schroeder

**K S C J**

SIoux CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Perkins Bros. Co.  
 Address.....415 Douglas Street  
 Phone Number.....5-7993  
 Transmitter Location.....N.W., 7 miles on  
 Highway 75  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP  
 Newspaper Affiliation.....Journal-Tribune  
 Transcription Service.....C. P. MacGregor  
 and World  
 Representative.....Geo. P. Hollingbery Co.

**Personnel**

President.....William R. Perkins  
 General Manager.....Eugene T. Flaherty  
 Sales Manager.....Eugene T. Flaherty  
 Program Director.....Elizabeth Sammons  
 Publicity-Sales Promotion.....Jean Harraday  
 Production-Chief Announcer.....Lawrence E. Coke  
 Musical Director.....Berniece Ewing  
 Chief Engineer.....Stephen S. Dier



*Things Look Mighty Good  
at KXEL out here in IOWAY!*

*Josh Higgins*

**KXEL**

Represented by John Blair & Company

**50,000 WATTS**  
**CLEAR CHANNEL BASIC AMERICAN**  
**JOSH HIGGINS BROADCASTING CO.**  
**WATERLOO, IOWA**