

ALABAMA

Estimated Population 2,968,536—Radio Homes 519,644
Stations in State 35

WCTA

ANDALUSIA—EST. 1946
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.. Andalusia Broadcasting
Co., Inc.
Address.....Samford Road
Phone Number.....844
Time on the Air.....5:55 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service....World Broadcasting
System, Keystone Broadcasting System
Membership....NAB, Alabama Broadcasters
Assoc.

Personnel

President.....R. B. Anderson
General Manager.....James T. Ownby
Sales Manager.....James T. Ownby
Program Director.....J. Dige Bishop
Chief Engineer.....J. Dige Bishop

WHMA

ANNISTON—EST. 1938
AMERICAN BROADCASTING CO.
ALABAMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By.....Anniston Broadcasting Co.
Operated By.....Anniston Broadcasting Co.
Business Address.....Radio Bldg.
Phone Number.....2380
Transmitter Location.....15th & Boylton
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....UP
Transcription Service.....NBC
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

Owner.....Harry M. Ayers
General Manager.....J. W. Buttram
Sales Manager.....J. W. Buttram
Program Director.....Malcolm Street
Production Manager.....Malcolm Street
Publicity Director.....Joe Caldwell
Chief Announcer.....Bob Davidson
Musical Director.....Jessie Clark
Chief Engineer.....James Hudson

WJLD

BESSEMER—EST. 1942
MUTUAL BROADCASTING SYSTEM
KBS

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 Tambllyn
Chief Engineer.....Rufus Jones

WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts
Owned By.....Alabama Polytechnic In-
stitute, University of Alabama, Alabama
College.
Operated By.....Voice of Alabama, Inc.
Address.....Protective Life Bldg.
Phone Number.....3-8116
Transmitter Location.....Sandusky, Ala.
Time on the Air...5:45 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight.
News Service.....UP
Transcription Service.....WBS
Representative.....Radio Sales
Membership.....NAB, BMB

Personnel

Chairman of Board.....Ed Norton
President-Treasurer.....Thad Holt
General Manager.....Thad Holt
Operations Manager.....Lionel Baxter
Sales Manager.....Thad Holt
Sales Promotion Manager.....Lionel Baxter
Program Director.....Jimmie Willson
Musical Director.....Stanleigh Malotte
Chief Engineer.....Norman S. Hurler

WBRC

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 Number4-7741
Transmitter Location...2400 Arkedelphia Rd.
Time on the Air.....Unlimited
News Service.....INS
Transcription Service.....Standard Radio
& Langworth
Representative.....Paul H. Raymer Co.
Membership.....BMB, NAB

Personnel

President.....Eloise Smith Hanna
General Manager.....Eloise Smith Hanna
Station Manager.....Howell C. Cobb
Sales Managers.....L. W. Connors,
Don D. Campbell
Program Director.....Howell C. Cobb
Production Manager.....Ira Leslie
Publicity Director.....John T. Orr
Chief Announcer.....Fox Lightfoot
Musical Director.....Herbert Grieb
Chief Engineer.....G. P. Hamann

W K A X

BIRMINGHAM—EST. 1946

Frequency: 900 Kc.....**Power**: 1000 Watts
Owned-Operated By....Courier Broadcasting
Service, Inc.
Address....1710 6th Ave. No., P.O. Box 2190
Phone Number.....54-2541
Transmitter Location.....231 2nd St., West
Time on the Air.....Daytime only
News Service.....AP
Transcription Service.....Associaed Program
Service

Personnel

Owner.....Dr. Glenn V. Tingley
General Manager.....Ganus C. Scarborough
Station Manager.....Ganus C. Scarborough
Program Director.....Horace Pumphrey
Production Manager...Frank Hamilton Accorsi
Publicity Director.....Maurice Jackson
Chief Announcer.....Horace Pumphrey
Musical Director.....Wanda Houghton
Chief Engineer.....Stanley Hawkins
Record MC.....Maurice Jackson

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.....1 a.m. weekdays, 6:30
a.m. to 1 a.m. Sundays
Newspaper Affiliation.....Birmingham News
Company, Birmingham News-Age-Hera'd.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

V.P.-Managing Director....Henry P. Johnston
Commercial Manager.....Julian A. Flint
Sales Promotion & Publicity
Mgr.....Mrs. Mary F. Childers
Program Director.....Eugene M. Plumstead
Chief Engineer.....Gordon Bishop
Record Mc's.....James Cleary, Charles
Atchison, Craig Lowe, William Grimm,
Hugh McDonald

W T N B

BIRMINGHAM—EST. 1946
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....**Power**: 250 Watts
Owned By.....Thomas N. Beach
Operated By.....Mrs. Evelyn S. Hicks
Address.....117 North 21st St.
Phone Number.....4-4511
Transmitter Location...3429 27th Ave., North
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....WTS
Representative.....George P. Hollingsbery
Membership.....NAB

Personnel

Owner.....Thomas N. Beach
Vice-President-General
Mgr.....Mrs. Evelyn Stafford Hicks
Station Manager.....Mrs. Evelyn S. Hicks
Assistant Manager.....J. D. Shacklett
National Sales Promotion..Mrs. Anna Brunker
Traffic Department.....Miss Margaret Cotton
Production Manager..Mrs. Evelyn Perling Allen
Publicity Director....Mrs. Evelyn Perling Allen
Chief Announcer.....Joe Ford
Chief Engineer.....Frank J. Murphee, Jr.

W K U L

CULLMAN—EST. 1946

KBS

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

Personnel

Owners.....H. H. Kinney, D. T. Kinney

W M S L

DECATUR—EST. 1935

**MUTUAL BROADCASTING SYSTEM
NORTH ALABAMA NETWORK—KBS**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Tennessee Valley
Broadcasting Co., Inc.
Address: 522 Bank St.
Phone Number: 802-3
Transmitter Location: Danville Rd., Decatur
Time on the Air: 6:00 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: World Broadcasting
System
Representative: Headley-Reed Co.

Personnel

President: Melvin Hulson
Commercial Manager: Kyle G. Frazier
Program Director: Lewis C. Blizzard
Chief Engineer: J. V. Roser

W A G F

DOTHAN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1403 Kc. Power: 250 Watts
Owned-Operated By: Dothan Broadcasting
Company
Address: 204½ E. Main Street
Phone Number: 1403-2002
Transmitter Location: Headland Highway,
Dothan, Ala.
Time on the Air: Week Days: 7:00 a.m. to
11:00 p.m.; Sunday: 8:00 a.m. to 10:30 p.m.,
CST

Newspaper Affiliation: Dothan Eagle, Stock
News Service: AP
Transcription Service: Standard Radio, SESAC
Representative: Headley-Reed Co.
Membership: NAB

Personnel

Station Manager: Julian C. Smith
Commercial Manager: Fred Moseley
Program Director: Willard Wikes
Production Manager: Willard Wikes
Publicity Director: Arthur Creamer
Chief Announcer: Arthur Creamer
Chief Engineer: John T. Hubbard

W J O I

FLORENCE—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
Owned By: Clyde W. Anderson, Joe T.
Van Sandt
Operated By: Florence Broadcasting Company
Address: 850 S. Court St.
Time on the Air: 5:00 a.m. to midnight
Transcription Service: World, M. M. Cole

Personnel

Owners: Clyde W. Anderson,
Joe T. Van Sandt
General Manager: Joe T. Van Sandt
Station Manager: Joe T. Van Sandt
Sales Manager: Joe T. Van Sandt
Program Director: Dave Bigley
Publicity Director: Dave Bigley
Chief Announcer: Dave Bigley
Musical Director: Dave Bigley
Chief Engineer: Maurice McKinney
Record MC: Dave Bigley

W M F T

FLORENCE—EST. 1945

AUBURN FOOTBALL NETWORK

NORTH ALABAMA NETWORK (Special)

NORTH ALABAMA POLITICAL NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tri-Cities Broadcasting
Company
Address: P. O. Box 477
Phone Number: Florence 42 & 1934
Transmitter Location: 800 Cypress Mill Rd.
Time on the Air: 6:00 a.m. to 11:05 p.m. (CST)
News Service: AP
Transcription Service: NBC Thesaurus
Representative: John E. Pearson Co.
Membership: NAB

Personnel

President-Station Manager: Franklin L. Bush
Chief Announcer: Sandford J. Willis
Chief Engineer: Sandford J. Willis

W G A D

GADSDEN—EST. 1946

Frequency: 1350 Kc. Power: 1000 Watts
Owned By: Coosa-Valley Broadcasting Co.
Operated By: J. W. Buttram
Address: Pioneer Life Bldg.
Phone Number: 207
Transmitter Location: Attalla, Ala.
Time on the Air: 6:00 a.m. to 12 midnight
News Service: UP
Transcription Service: NBC

Personnel

President-Owner: E. L. Roberts
General Mgr.-Station Mgr.: J. W. Buttram

W G N H

GADSDEN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: General Newspapers, Inc.
Business Address: P. O. Box 1016, Macon, Ga.
Phone Number: 6500

Studio Address....520 Chestnut St., Gadsden, Ala.
 Time on the Air.....7:00 a.m. to 12 midnight
 Newspaper Affiliation..General Newspapers, Inc.
 News Service.....INS
 Transcription Service.....WBS
 Representative..Burke Kuipers & Mahoney, Inc.

Personnel

President.....Carmage Walls
 General Manager.....Henry A. Jones
 Sales Manager.....A. B. Letson

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Gadsden Broadcasting Co., Inc.
 Address108 Broad Street
 Phone Number.....62 & 88
 Transmitter Location.....108 Broad Street
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Representative.....Sears & Ayer

Personnel

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

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

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

W F U N

HUNTSVILLE—EST. 1946

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

Address.....410 W. Holmes St.
 Phone Number.....2424
 Transmitter Location.....410 W. Holmes St.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....WBS

Personnel

President-Owner-Station Mgr...John Garrison
 Commercial Manager.....E. H. Duffey
 Program Director.....W. J. Keown
 Publicity Director.....Jammy Trippe
 Chief Engineer.....Lauren Mickle
 Record MC.....Frank Short

W H B S

HUNTSVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Huntsville Times Co., Inc.
 Address.....Cor. of Gallatin & Clinton Sts.
 Phone Number.....2345
 Transmitter Location.....N. Church St.
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 Newspaper Affiliation.....Huntsville Times
 News Service.....AP
 Representative.....Headley-Reed Co.
 MembershipNAB

Personnel

General Mgr.-Station Mgr.....A. L. Smith
 Commercial Manager....Mrs. Barbara Terrell
 Program Director-Chief Announcer...John P. Culver, Jr.
 Chief Engineer.....James L. Sanderson

W W W B

JASPER—EST. 1946

PARAMOUNT BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Bankhead Broadcast- ing Co.
 Address.....Bankhead-Long Bldg.
 Phone Number.....100 & 200
 Transmitter Location.....Bankhead Highway
 Time on the Air.....Full time
 News Service.....AP
 Transcription Service.....WBS
 MembershipNAB

Personnel

President-Owner.....W. W. Bankhead
 General Mgr.-Station Mgr.....James E. Reese
 Program Dir.-Publicity Dir....Charles Metcalfe
 Chief Announcer.....Charles Metcalfe
 Musical Director.....Freda Hilton
 Chief Engineer.....Jack Copeland

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned By.....W. O. Pope
 Operated By.....Pape 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.

Personnel

Owner.....W. O. Pope
 General Manager.....H. K. Martin
 Station Manager.....H. K. Martin
 Commercial Manager.....Al. Treadway
 Program Director.....Charles Saunders
 Publicity Director.....C. L. Smallwood
 Chief Announcer.....Charles Saunders
 Chief Engineer.....R. B. Hurley

W K R G*

MOBILE

Frequency: 710 Kc.....Power: 1000 Watts
 Licensee.....Giddens & Rester

*C.P.

W M O B

MOBILE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Nunn Broadcasting Corp.
 Business Address.....P. O. Box 1117
 Phone Number.....Belmont 2-4566-7
 Studio Address.....458 Government St.
 Transmitter Location.....600 St. Louis St.
 Time on the Air...Monday-Saturday: 6 a.m.
 to midnight; Sunday: 7:00 a.m. to midnight
 News Service.....UP
 Transcription Service...NBC Thesaurus, WBS
 National Sales Office.....P. O. Box 1360,
 Lexington, Ky.
 Representative.....The Branham Company
 Membership.....NAB, BMB

Personnel

President.....Gilmore N. Nunn
 Station Manager.....Archie S. Grinalds
 Sales Promotion Mgr.....Joseph S. Muth
 Program Director.....Wallace B. Dunlap
 Publicity Director.....Joseph S. Muth
 Chief Announcer.....Wallace B. Dunlap
 Chief Engineer.....T. L. Greenwood

(CALL LETTERS TO BE ASSIGNED)

MOBILE*

Frequency: 840 Kc.....Power: 1000 Watts
 Licensee.....Pursley Broadcasting Service

*C.P.

W C O V

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...G. W. Covington, Jr.
 Business Address.....P. O. Box 1029
 Phone Number.....5781-2
 Studio Address.....Exchange Hotel
 Transmitter Location...Narrow Lane Road.
 Time on the Air.....6:00 a.m. to 11:05 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

President-Station Mgr.G. W. Covington, Jr.
 Commercial Manager.....R. B. Raney
 Sales Promotion Manager.....E. J. Duke
 Program Dir.-Production Mgr....Weston Britt
 Publicity Director.....Dorothea Askins
 Chief Announcer.....Hollis Carlton
 Musical Director.....Alonzo Meek
 Chief Engineer.....W. D. Weatherly

W M G Y

MONTGOMERY—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By...Dixie Broadcasting Co.
 Business Address.....P. O. Box 2271
 Phone Number.....5245-6
 Studio Address...Cor. Dexter Ave. & Perry St.
 Transmitter Location.....Lincoln Road
 Time on the Air.....Sunrise to Sunset
 News Service.....INS
 Transcription Service.....WBS
 Representative.....Radio Adv. Co.
 Membership.....NAB

Personnel

President.....Dr. S. D. Suggs
 Station Manager.....Leland Childs
 Sales Promotion Manager-Publicity Dir. Edward
 L. De Motte
 Program Dir.-Musical Dir. .E. Caldwell Stewart
 Chief Announcer.....Ed Mohr
 Chief Engineer.....John D. Lamar
 Record MC.....Bob Donaldson

W S F A

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
 500 n., (CP 1000)
 Owned-Operated By.....Montgomery
 Broadcasting Co., Inc.
 Business Address.....Jefferson Davis Hotel
 Phone Number8361-2
 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.
 Membership.....NAB, BMB, Ala. Br. Assoc.

Personnel

President.....Howard E. Pill
 Sales Manager.....W. W. Hunt
 General Mgr.-Station Mgr.....David E. Dunn
 Program Director.....Robert Hope
 Publicity Director.....Esther Mahoney
 Chief Announcer.....Marvin Reuben
 Musical Director.....Martha Darden
 Chief Engineer.....C. I. Shelkofsky

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.....1450-1
 Studio Address....Hamilton Ave. & 2nd St.,
 Muscle Shoals City, Ala.
 Transmitter Location....Hamilton Ave. & 2nd
 St., Muscle Shoals City, Ala.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 & Lang-Worth.
 Representative.....The Branham Co.
 Membership.....NAB

Personnel

President.....F. M. Farris, Jr.
 Station Manager.....Henry B. Clay
 Commercial Manager.....Richard B. Biddle
 Program Dir.-Chief Ann...James C. Miller, III
 Production Manager.....William Cooper
 Musical Director.....Evelyn Reeburg
 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.
 Sunday: 7:00 a.m. to 12 mid.

News Service.....UP
 Transcription Service.....NBC, SESAC
 Membership.....NAB, BMB

Personnel

General Mgr.-Publicity Dir.....F. Marion Hyatt
 Commercial Manager.....Guy Mangram
 Program Director.....Lowell Takles
 Musical Director.....Ben F. Parsons
 Chief Engineer.....John B. Venters

W G W C

SELMA—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Cwned-Operated By....G. W. Covington, Jr.
 Address.....Selma, Ala.
 Phone Number.....1739
 Transmitter Location....Birmingham Highway
 Time on the Air.....16 hrs., 35 mins.
 News Service.....INS
 Representative.....Howard H. Wilson Co.

Personnel

Owner.....G. W. Covington, Jr.
 Station Manager.....Frank Ford
 Commercial Manager.....W. L. Rowland
 Program Director.....Bill Steadman
 Chief Engineer.....John L. Townshend

W H B B

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 ALABAMA STATE

Frequency: 1490 Kc.....Power: 250 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.....North Church St.
 Time on the Air.....7:30 a.m. to 10:30 p.m.
 Representative.....Sears & Ayer, Inc.

Personnel

President.....B. H. Hopson
 General-Station Manager....Julien Smith, Jr.
 Sales Promotion.....Erin Reynolds
 Program Director.....Eleanor Falkenberry
 Publicity Director.....Julia Craig Miller
 Chief Announcer.....Evans Bruce
 Chief Engineer.....T. F. Kelly, Jr.

W F E B

SYLACAUGA—EST. 1935

MUTUAL BROADCASTING SYSTEM

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

Owned-Operated ByAlabama
Broadcasting Company.
Business-Studio Address..527 North Broadway
Phone Number160
Transmitter Location....527 North Broadway
Time on Air.....6:00 a.m. to 11:00 p.m.
News ServiceUP
Transcription ServiceNBC

Personnel

President.....E. E. Forbes, Sr.
V.P.-General Manager.....J. W. Buttram
Station Manager.....Hugh Webb
Sales Manager.....Ben R. Rath
Sales-Promotion Manager.....Walter Welch
Program Director.....Chris Weber
Production Manager.....James Pate
Publicity Director.....Whitt Parrott
Musical Director.....Walter Welch
Chief Engineer.....James Stowers, Jr.

WHTB

TALLADEGA

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Talladega, Inc.
Address.....P. O. Box 43
Phone2360
Studio Address.....122 S. Court Sq.
Transmitter Location.....Isbell Springs
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....ZP
Transcription Service.....Standard, SESAC
Membership.....NAB, BMB

Personnel

President.....Harry Held
V.-P.-Gen. Mgr.....R. C. Hammett
Sales Promotion Mgr.....C. Glenn Cooke
Acting Program Dir.....Otis Dodge
Production Manager.....Ed Gomon
Publicity Director.....Brice Brown
Chief Engineer.....Ira A. Smith, Jr.

(CALL LETTERS TO BE ASSIGNED)
TROY*

Frequency: 1490 Kc.....Power: 250 Watts
Licensee.....Troy Broadcasting Corp.

*C.P.

WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated ByJames 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 Zennah
Chief Engineer.....James Arendate

ARIZONA

Estimated Population 638,204—Radio Homes, 146,070
Stations in State 19

KSUN

BISBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....P. O. Drawer "C", Lowell Sta.
Phone Number.....Bisbee 9
Transmitter Location.....Noco Rd.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP and Transradio
Representative.....John Blair & Co.
Transcription Service.....WBS
MembershipNAB, BMB

Personnel

Owner-Station Manager....Carleton W. Morris

Commercial Manager.....Eugene V. Packer
Program Director.....Gilbert C. Alzua
Chief Engineer.....John E. Hickman

(CALL LETTERS TO BE ASSIGNED)
(DOUGLASS*)

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Carlton W. Morris

*C.P.

(CALL LETTERS TO BE ASSIGNED)
FLAGSTAFF—Est. 1947

Frequency: 1240 Kc.....Power: 250 Watts

Owned By.....Gene Burke Brophy
 Business Address.....P. O. Box 1365
 Time on the Air.....Unlimited

Personnel

Owner.....Gene Burke Brophy
 General Manager.....John D. Morgan
 Chief Engineer.....Russell Davis

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.....6:00 a.m. to 11:00 p.m.
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer
 Membership.....BMB

Personnel

President.....Louls F. Long
 General Manager.....Paul Merrill
 Station Manager.....Willard Shoecraft
 Commercial and Sales
 Manager.....Edward E. Furman
 Chief Announcer.....Paul Hallett
 Chief Engineer.....Frank Toomey

K A R V

MESA—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Arizona Radio &
 Television, Inc.
 Address.....Box 31, Radio Center, Pepper
 Lane, Mesa, Ariz.
 Phone Number.....678
 Transmitter Location...Radio Center, Pepper
 Lane, Mesa, Ariz.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....Phoenix Republic &
 Gazette, Ariz. State Wire
 Transcription Service.....Lang-Worth
 Representative.....Forjoe & Co.
 Membership.....NAB

Personnel

President.....Kenneth W. Houston
 General Manager
 Station Manager.....John C. McPhee
 Sales Manager.....Norman E. Iverson
 Program Director
 Production Manager.....Al Stein

Musical Director.....Shirley Brundage
 Chief Engineer.....Gordon Kelly
 Record MC.....Al Stein

K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 THE ARIZONA NETWORK

Frequency: 1550.....Power: 1000 Watts
 Owned-Operated By.....Salt River Valley
 Broadcasting Company
 Business Address.....P. O. Box 2671
 Phone Number.....4-4144
 Studio Address...836-838 North Central Ave.
 Transmitter Location....12th St. & Camel-
 back Rd.
 Time on the Air.....6 a.m. to 12:15 p.m.
 Newspaper Affiliation.....Arizona Farmer
 Publishing Co., Arizona Farmer
 News Service.....UP; Transradio
 Transcription Service.....World Broadcasting
 System, Associated Record Program Service
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

Chairman of Board.....Burrige D. Butler
 Commercial Manager.....John L. Hogg
 Station Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Chief Announcer.....Joe Dana
 Musical Director.....Alfred Becker
 Chief Engineer.....Lewis Sublett
 Record MC.....Kenneth Bagwell

K P H O

PHOENIX—EST. 1940

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 &
 Transmitter Bldg.
 Transmitter Location....R.F.D. Buckeye Rd.
 Time on the Air.....6 a.m. to midnight
 News Service.....INS
 Transcription Service.....McGregor, Cole
 Representative.....Homer Griffith Co.

Personnel

President-Owner.....Rex Shepp
 Station Manager.....Charlie Garland
 Commercial Manager.....Arnold J. Gregory
 Program Director.....Bill Deddick
 Chief Announcer, Musical Dir....Bill Reddick
 Chief Engineer.....Louis Halpern
 Record MC.....Bill Lindsay

KPSC*

PHOENIX

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Sun County Broadcasting Co.

*C.P.

KRUX

PHOENIX-GLENDALE—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Gene Burke Brophy
Business Address....P. O. Box 1365, Phoenix
Phone Number.....3-8790
Time on the Air.....Unlimited

Personnel

Owner.....Gene Burke Brophy
General Manager.....John D. Morgan
Chief Engineer.....Russell Davis

KTAR

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
News Service.....AP; PA
Transcription Service.....NBC Thesaurus, Standard Radio Library, Capitol
Representative.....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

Chief Owner-Ch. of Bd.....John J. Louls
President & General

Manager.....Richard O. Lewis
Business Manager.....B. R. Fulbright
Sales-Commercial Manager.....Bill Harvey
Sales Promotion-Merchandising

Manager.....John Edwin Miller
Program Director.....J. Howard Pyle
Production Manager.....Paul Hughes
Publicity Director.....John Snow
Musical Director.....Pierson Bancroft
Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasting Company

Address.....East Gurley St.
Phone Number.....244
Transmitter Location.....East Gurley St.
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....INS and AP
Transcription Service.....Standard Library
Representative.....Paul Raymer Co.
Membership.....NAB, BMB

Personnel

President-Owner.....Harold Ritter
Program Director.....Robertta Pfister
Publicity Director.....Marcia Gates
Chief Engineer.....Byron Lee McCall

KGLU

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. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representatives.....Paul H. Raymer Co.
Membership.....BMB

Personnel

President.....Louis F. Long
Station Manager.....Paul Merrill
Commercial and Sales

Promotion Manager.....Edward E. Furman
Program Director,

Production Manager...Norman B. Harrington
Chief Announcer.....Richard G. Salerno
Musical Director.....William F. Parady
Chief Engineer.....Herbert Hartman

KOPO

TUCSON—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old Pueblo Broadcasting Co.

Address.....77 N. Court St.
Phone Number.....2128
Transmitter Location.....Stone & Drachman
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....McGregor
Representative.....Homer Griffith

Personnel

President.....John Rockwell
 V. P. & Gen. Mgr.....Charles H. Garland
 Chief Announcer.....Allan Brown
 Chief Engineer.....Selwyn Kirby

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, Box 390
 Phone Number1400
 Transmitter Location.....900 E. B'way
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service....Associated & World
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Burrige D. Butler
 Station Manager.....Lee Little
 Program Director.....Wayne Sanders
 Chief Announcer.....Ray Helgesen
 Production Manager.....Gerry O'Brien
 Chief Engineer.....Cliff Livingston

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...3:55 a.m. to 12:00 midnight
 News ServiceAP
 Transcription Service.....NBC Thesaurus,
 Standard, Capitol
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President.....John J. Louis
 General Manager.....R. B. Williams
 Sales Commercial Mgr.....R. B. Williams
 Sales Promotion.....Fred J. Gerletti
 Program Director.....Ben L. Slack, Jr.
 Production Manager.....Jean T. Lely
 Publicity Director.....Fred J. Gerletti

Chief Announcer.....George T. Callison
 Chief Engineer.....Ray H. Holsclaw
 Record MC.....Bill Warren

(CALL LETTERS TO BE ASSIGNED)
TUCSON*

Frequency: 1490 Kc.....Power: 250 Watts
 Licensee.....Sun County Broadcasting Co.

*C.P.

(CALL LETTERS TO BE ASSIGNED)
TUCSON*

Frequency: 1340 Kc.....Power: 250 Watts
 Licensee.....The Catalina Broadcasting Co.

*C.P.

K S O L

YUMA—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned ByGene Burke Brophy
 Business Address.....P. O. Box 1365, Phoenix
 Time on the Air.....Unlimited

Personnel

President-Owner.....Gene Burke Brophy
 General Manager.....John D. Morgan
 Chief Engineer.....Russell Davis

K Y U M

YUMA—EST. 1940

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Operated By.....Yuma Broadcasting Co.
 Owned By.....Arizona Broadcasting System
 Business Address.....Yuma, Ariz.
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location.....Yuma, Ariz.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS, AP, UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Ray Smucker
 Commercial Manager.....Roy Jorgensen
 Sales Promotion Mgr.....Paul Dawson
 Musical Dir.-Program Director.....Sam Ewing
 Production Manager.....Pal Goolsby
 Publicity Director.....Stan Siegle
 Chief Announcer.....Judd Wilson
 Chief Engineer.....Leavenworth Wheeler
 Record MC.....Hig Higgins

ARKANSAS

Estimated Population 1,876,042—Radio Homes 350,567
Stations in State 19

K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated By...Harold L. Sudbury
AddressSudbury 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

K A M D

CAMDEN—EST. 1946

KBS

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

Personnel

General Manager.....Frank O' Myers
Manager.....John W. Edwards

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.....Home Finance Bldg.
Studio Address.....Country Club Colony
& Home Finance Bldg.
Phone1313
Transmitter Location...2½ miles North of El
Dorado, Ark.
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Standard Radio,
M. M. Cole
Representative.....Cox and Tanz
Membership.....NAB, BMB

Personnel

President.....W. N. McKinney
V.-P. & Gen. Mgr.....Leon Sipes
Sales Promotion Manager.....J. R. Duerson
Chief Announcer.....Tex Pickens
Chief Engineer.....S. F. Eckhardt

K G R H

FAYETTEVILLE—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Fayetteville Broadcasting
Company
Business Address.....922 Leverett St.
Phone Number862
Transmitter Location.....922 Leverett St.
Time on the Air.....Unlimited
News ServiceAP
Transcription ServiceStandard
MembershipNAB

Personnel

President-ManagerRussell Bennitt
Commercial Manager.....Alton Collier
Program Director.....Lee Belding
Production Manager.....Peter Harkins
Chief Announcer.....Lee Belding
Chief Engineer.....George W. Dotson

K F P W

FORT SMITH—EST. 1930

MUTUAL BROADCASTING SYSTEM

RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Southwestern
Hotel Co.
Address.....1215 Garrison Ave.
Phone Number4106-4107-7069-5554
Transmitter LocationAlbert Pike &
Kelley Highway
Time on the Air.....6:00 a.m. to 11:00 p.m.
Sundays, 8:00 a.m. to 11:00 p.m.
News Service.....UP and AP
Transcription Service.....M. M. Cole &
World Broadcasting System
National Sales Office.....The Walker Co.
Station Representatives.....The Walker Co.;
England Adv. Co.
Membership.....NAB, BMB

Personnel

President and General Mgr...John A. England
Station Mgr.-Publicity Dir...J. E. "Pat" Garner
Sales Promotion Mgr.....E. H. Patterson
Program Director.....Dorothy Gibson
Production Manager.....W. A. Stapleton
Chief Announcer.....Harvey Marsh
Musical Director.....Afton Blake
Record M.C.....Kruger Muse
Chief Engineer.....John M. VanHorn

K W H N*

FT. SMITH—EST. 1946

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By..KWHN Broadcasting Co.
 Address.....P. O. Box 799
 Phone Number.....3141, LD 29
 Transmitter Location..N. E. of Ft. Smith, Ark.
 News Service.....AP
 MembershipNAB

Personnel

President.....Allen Whiteside
 Sec.-Treas.....H. S. Nakdimen
 Station Manager.....Bill Slates

*Construction Permit

K H O Z

HARRISON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Harrison Broadcasting Corp.
 Address.....Radio Cit Addition
 Transmitter Location.....Radio Cit Addition
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....R. C. Wheeler (Regional)

Personnel

President.....Dene O. Hester
 General Mgr.-Station Mgr.....Merwyn Love
 Sales Mgr.-Sales Pro. Mgr.....Bob Wheeler
 Program Dir.-Chief Announcer...Wilson Hurst
 Production Manager.....J. Grant
 Publicity Director.....John Scott
 Musical Director.....Judy Coates
 Chief Engineer.....L. C. Watkins
 Record M.C.....James Jobs

K F F A

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM
 ARKANSAS NETWORK—KBS

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.....6:00 a.m. to 11:00 p.m.
 News Services.....UP
 Transcription Service..Lang-Worth, M. M. Cole
 Representatives...Cox & Tanz, Gene Grant & Co.
 Membership.....NAB, BMB

Personnel

Managing Partner-General Mgr. Sam Anderson

Commercial Manager.....Barton Wellborn
 Program Director.....Elizabeth Wellborn
 Sales Pro. Mgr.-Publicity Dir.....Hugh Smith
 Chief Announcer.....Jim Lipsey
 Musical Director.....S. B. Williamson
 Record M.C.....Barton Wellborn
 Chief Engineer.....A. P. Decker

K T H S

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.
 ARKANSAS NETWORK

Frequency1090 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
 near Hot Springs, Ark.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription ServiceLang-Worth
 Newspaper Affiliation..Shreveport, Louisiana
 Times.
 Representative.....The Branham Co.
 Membership.....NAB, BMB

K H O Z

HARRISON, ARK.

"IN THE HUB
OF THE OZARKS"

SERVING NORTH
CENTRAL ARKANSAS
WITH THE BEST IN
MUSIC, SPORTS, NEWS.

MUTUAL AFFILIATE

250 WATTS 1240 Kc

Personnel

President.....John D. Ewing
 Station Manager.....J. John Wolever, Jr.
 Nat'l Sales Manager.....J. John Wolever, Jr.
 Local Sales Manager.....Edward C. Appler
 Program Dir.-Production Mgr.....Jon F. Karber
 Chief Announcer.....Bill Bailey
 Musical Director.....Harry E. Lockhart
 Chief Engineer.....Cecil L. Suitt
 Traffic Manager.....Helen Ashley

K W F C

HOT SPRINGS—EST. 1940

KBS

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clyde E. Wilson
 Address.....819½ Central
 Phone Number.....312-3
 Transmitter Location.....819½ Central
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio,
 Keystone, M. M. Cole
 Representative.....Sears & Ayers
 Membership.....BMB

Personnel

Owner.....Clyde E. Wilson
 Station & General Sales
 Manager.....Robert Choate
 Sales Promotion.....Robert Harrison
 Chief Engineer.....Tom Wilson

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Regional Broadcasting Co.
 Operated By.....Jay P. Beard
 Address.....KBTM Bldg., 603 Madison St.
 Phone Number.....597-8
 Transmitter Location.....East Jonesboro
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 Transcription Service.....World Broadcasting
 System, SESAC
 West Coast Representative.....Gene Grant
 Membership.....NAB, BMB

Personnel

President and General Manager..Jay P. Beard
 Sales Promotion Manager.....William H. Cate
 Program Director-Production
 Mgr.-Musical Dir.....Eleanor Lane
 Publicity Director.....Jay P. Beard
 Chief Announcer.....Paul Harvey
 Record M.C.....Bruce McLean
 Chief Engineer.....John H. Hill

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 & Equip-
 ment Co.

Address.....Radio Center Bldg.
 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.
 Membership.....NAB, BMB

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....Union Life Insurance Bldg., 306 W.
 3rd St.

Phone Number.....9166
 Transmitter Location.....No. 10 Highway
 Time on the Air.....6 a.m. to 12:00 midnight
 Transcription Service..Associated, M. M. Cole
 Representative.....Walker Co.

Personnel

Partnership.....A. L. Chilton, L. H. Chilton,
 S. C. Vinsonhaler
 Station and General
 Manager.....S. C. Vinsonhaler
 Commercial Manager.....R. E. Rives
 Sales Promotion.....D. R. Corbett
 Program Director.....Dorothy Parker
 Chief Engineer.....V. O. Vandusen

K L R A

LITTLE ROCK—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
 Owned-Operated By...Arkansas Broadcasting
 Company

Address...Gazette Bldg., 3rd & Louisiana St.
 Phone5-5427
 Transmitter Location.....Highway No. 70
 Time on the Air.....5:30 a.m. to 12 midnight
 Newspaper Affiliation..Gazette Publishing Co.
 News Service.....UP
 Transcription Service....World Broadcasting
 Service, Langworth
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....J. N. Heiskell
 Managing Supervisor....Edward V. Murphy
 General and Station Manager.....Roy Judge
 Program-Musical Director.....Harris Owen
 Commercial Manager.....Roy Judge
 Chief Engineer.....K. F. Tracy

KXLR

NORTH LITTLE ROCK—EST. 1946
 MUTUAL BROADCASTING SYSTEM
 RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Arkansas Airwaves
 Co., Inc.
 Address...Cottonbelt Bldg., 300 Washington
 Phone Number.....2-2155
 Transmitter Location....Cottonbelt Bldg., 300
 Washington
 Time on the Air...6:00 a.m. to 12 mid.; Sun-
 day: 7:00 a.m. to 12 mid.
 News Service.....UP
 Transcription Service.....Standard
 National Sales Office..Joseph Hershey McGilvra
 MembershipNAB

Personnel

President-General Manager.....John F. Wells
 Commercial Manager.....Phillip G. Back
 Chief Engineer.....Melvin P. Spann

KDRS

PARAGOULD—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Progressive Broadcasting
 Co.
 Address.....Box 387
 Transmitter Location.....½ mile East of
 Paragould, Highway 25
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....AP
 Transcription Service.....Standard
 MembershipNAB

Personnel

Partners.....T. M. Self, J. E. Douglas, G. T.
 Rand
 General Manager.....G. T. Rand
 Station Manager.....J. E. Douglas
 Chief Engineer.....J. E. Douglas

KOTN

PINE BLUFF—EST. 1934
 MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Universal Broadcasting Corp.
 Operated By.....B. J. Parrish
 Address505½ Main St.
 Phone Number721
 Transmitter Location.....505½ Main St.
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription ServiceThesaurus
 Membership.....NAB, BMB

Personnel

President-General Manager.....B. J. Parrish
 Sales Promotion Manager.....R. W. Etter

KUOA

SILOAM SPRINGS—EST. 1922
 KBS

Frequency: 1290 Kc.....Power: 5000 Watts
 d. only
 Owned-Operated By....KUOA Incorporated
 Address.....Siloam Springs, Ark.
 Phone Number77
 Transmitter Location....Siloam Springs, Ark.
 Time on the Air.....6:30 a.m. to Local Sunset
 News Service.....UP
 Transcription Service.....World, Standard,
 Keystone
 RepresentativeThe Walker Company
 Membership.....NAB, BMB

Personnel

General Manager.....Storm Whaley
 Chief Engineer.....Kenneth Maxwell

KWEM

WEST MEMPHIS—EST. 1946

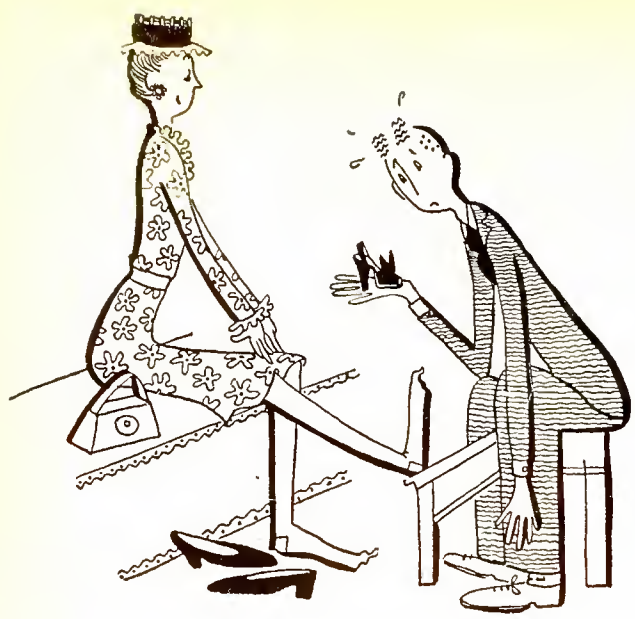
Frequency:990 Kc.....Power: 1000 Watts. d.
 only
 Owned-Operated By.....West Memphis
 Broadcasting Corp.
 Address.....229 East Broadway
 Transmitter Location.....N. W. Corner U. S.
 Engineers
 Time on the Air.....Sun up to sun down
 News Service.....UP
 Transcription Service....Lang-Worth, Capitol

Personnel

Manager.....George P. Mooney
 Commercial Manager.....Bill Trotter
 Chief Engineer.....Vernon Dillaplain
 Program Director (Temporary) &
 Continuity Editor.....Jean Mooney

**For the *greatest*
in news reliability . .**

AP



It's impossible ❀

❀ You can't cover
California's Bonanza Beeline
 without on-the-spot radio

• Take California's vast central valleys . . . add neighboring Reno and prosperous western Nevada. And you've got the Beeline market. A bonanza market with total buying power now almost half again that of St. Louis!

But it's a market set apart by mountains — mountains that stop most outside radio signals cold. To radio-sell California's Bonanza Beeline, you need *on-the-spot* radio.

So let the five **BEELINE** stations introduce you to these people with all that "buyability." Each of these stations dominates its area. **KMJ** Fresno, for instance, maintains an audience of 6 to 20 times that of the next best Fresno station. The flexible Beeline group is not a network or a chain. You can buy it any way you want it — one or all five. Find out how much these stations can sell for you.



MCCLATCHY BROADCASTING COMPANY

KFBK

Sacramento (ABC)
 10,000 watts 1530 kc.

KOH

Reno (NBC)
 1000 watts 630 kc.

KERN

Bakersfield (CBS)
 1000 watts 1410 kc.

KWG

Stockton (ABC)
 250 watts 1230 kc.

KMJ

Fresno (NBC)
 5000 watts 580 kc.

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

CALIFORNIA

Estimated Population 8,866,991—Radio Homes 2,824,982
Stations in State 86

KAFY

BAKERSFIELD—EST. 1946
MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bakersfield
Broadcasting Co.
Address.....Box 1432
Phone Number.....44751 and 88700
Transmitter Location.....¼ mile South of
Rosedale Road on Poplar Ave.
Time on the Air.....5:00 a.m. to 12 midnight
News Service.....UP
Transcription Service..Lang-Worth, M. M. Cole
Representative.....Homer Griffith
Membership.....NAB

Personnel

President.....George B. Crome
Vice-President.....Fiske Harlow
Secretary-Treasurer.....Sheldon Anderson
Station Manager.....Frank Wilbur
Commercial-Sales
Promotion Manager.....Gene Chenault
Chief Announcer-Record MC.....John Bowen
Chief Engineer.....James Welch

KERN

BAKERSFIELD—EST. 1932
COLUMBIA BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
Address.....Elks Bldg.
Phono 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

KERO

BAKERSFIELD—EST. 1946
NATIONAL BROADCASTING COMPANY
Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....J. E. Rodman
Address.....1420 Truxton Ave.
Phone Number.....44549
Transmitter Location.....19th and "I" Streets
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Capitol, Associated
Membership.....NAB

Personnel

Owner.....J. E. Rodman
General Manager.....Paul R. Bartlett
Station Manager.....Gene DeYoung
Commercial Manager.....Hugh Gordon
Chief Engineer.....Steven Weber

KPMC

BAKERSFIELD—EST. 1932
AMERICAN BROADCASTING CO.

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number.....8-8157
Transmitter Location.....307 East 21st St.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....UP, AP
Transcription Service.....NBC Thesaurus,
Associated
Representative.....W. S. Grant
Membership.....NAB

Personnel

President-General Mgr....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Sales Promotion-Publicity Dir.....Art Mason
Chief Engineer.....L. P. Marvis

KRE

BERKELEY—EST. 1922

Frequency: 1370 Kc.....Power: 250 Watts
Owned-Operated By.....Central California
Broadcasters, Inc.
Address.....601 Ashby Avenue
Phone Number.....Ashberry 7715
Time on the Air.....Full Time
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB, BMB

Personnel

President-Station Manager...Arthur Westlund
Sales Promotion Manager.....Don Hambly
Chief Engineer.....Phillip McKernan
Record MC.....Les Ready

K R O P

BRAWLEY—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1300 Kc. Power: 1000 D; 500 N.
Owned-Operated By. Broadcasting Corp. of
America

Address. P. O. Box No. 987, Riverside, Calif
Phone Number. Brawley 980-1
Transmitter Location. Del Rio Country
Club Grounds

Time on the Air. 5:30 a.m. to 12.05 a.m.
News Service. AP
Transcription Service. World
National Sales Office. Gene Williams,
c/o Radio Station KPRO

Representative. John E. Pearson Co.
Membership. NAB

Personnel

President. W. L. Gleeson
Station Manager. Stanley G. Reynolds
Commercial Manager. William L. Simpson
Publicity Director. Lilliam Phillips
Chief Engineer. J. G. Schaeffer

**(CALL LETTERS TO BE ASSIGNED)
CALEXICA***

Frequency: 1130 Kc. Power: 250 Watts
Licensee. Radio Dinuba Co.

*C.P.

K R D U

DINUBA—EST. 1947

Frequency: 1130 Kc. Power: 250 Watts d. only
Owned-Operated By. Radio Dinuba Co.
Address. Janzen Bldg.
Phone Number. 113-J
Transmitter Location. Engleheart & Nebraska
Time on the Air. Jan. 1947 (expectant)
News Service. AP
Transcription Service. McGregor, Langworth
National Sales Office. Hoffman Agency
Representative. Hoffman Agency

Personnel

President. Egon A. Hofer
General Manager. Egon L. Hofer, Jr.
Station-Commercial Manager. Troy L. Banks
Chief Engineer. John M. Banks

K H S L

CHICO—EST. 1935

MBS—DON LEE

Frequency: 1290 Kc. Power 1,000 Watts

Owned-Operated By. Golden Empire
Broadcasting Co., Inc.

Address. 336 Broadway
Phone Number. Chico 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
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.
Address. 793 Main St.
Phone Number. 1100

Transmitter Location. 793 Main St.
Time on the Air. 6:00 a.m. to 12 midnight
Newspaper Affiliation. The El Centro Post;
The El Centro Press; The Brawley News

Transcription Service. Standard Radio,
Sesac

Representative. Paul H. Raymer Co.
Membership. BMB

Personnel

President. Paul Jenkins
Vice-President-General Manager. Doyle Osman
Assistant Manager. Robert E. Mabry
Commercial Manager. Belle Hovey
Sales Promotion Manager. Richard Berry
Chief Engineer. Leroy Bellwood

K H U M

EUREKA—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Carroll R. Hauser
Address. Gross Bldg., 5th & "F" Sts.
Phone Number. 1436 R

Transmitter Location. Foot of Murray St. on
Humboldt Bay Shore

Time on the Air. 6:00 a.m. to 12 midnight
News Service. AP
Transcription Service. NBC Thesaurus, Capitol
Membership. NAB

Personnel

Owner-General Manager. Carroll R. Hauser
Chief Engineer. Charles Breeding

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
 Transmitter Location Eureka, Inlet,
 Humboldt Bay
 Time on the Air 6:30 a.m. to 11:30 p.m.
 News Service INS; UP
 Transcription Service World Broadcasting
 System, Standard, MacGregor
 Representative John Blair & Co.
 Membership NAB, BMB

Personnel

President and Station
 Manager William B. Smullin
 Commercial Manager Don Telford
 Program Manager Paul Corbin
 Office Manager George Thomson
 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 Library
 Representative Edward Petry & Co., Inc.
 Membership NAB

Personnel

Owner & President Mrs. Hattie Harm
 Station and General
 Manager Clyde F. Coombs
 News Director Ed Clough
 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 330 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
 Sunday: 5:30 a.m. to 12:00 midnight
 News Service UP
 Transcription Service Associated,
 World, Capitol
 Representative John Blair & Co.
 Membership NAB, BMB

Personnel

Owner J. E. Rodman
 General Manager Paul R. Bartlett
 Business Manager Herb N. Ferguson
 Chief Engineer Harold R. Brown

K M J

FRESNO—EST. 1922

**NATIONAL BROADCASTING CO.
 McCLATCHY 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.
 Kernan, Calif.
 Time on the Air Full Time
 Newspaper Affiliation . McClatchy Newspapers
 News Service UP & AP
 Transcription Service NBC Thesaurus,
 C. P. MacGregor, SESAC
 Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy
 Station Manager Keith Collins
 Sales Manager Coyle Chambers
 Publicity Director Jack Griffith
 Chief Engineer Wm. N. Wallace

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc. . . Power: 250 Watts d. only
 Owned-Operated By: Cannon Broadcasting
 System, Ltd.
 Address Glendale Hotel
 Phone Number . . Citrus 11133 & Chapman 52388
 Transmitter Location Glendale Hotel
 Time on the Air 6:00 a.m. to local sunset
 News Service UP
 Transcription Service Standard
 Membership NAB

Personnel

President David H. Cannon
 General Mgr.-Station Mgr. Jack Heintz
 Chief Announcer-Record MC. Charles R. Rogers
 Chief Engineer Vern Schumann

STARS OVER CALIFORNIA



Bill Anson

*with us
now!*

...IN WARNER BROS. **KFUB** CONSTELLATION

Martin Block



*coming
June 1st.*

*Glowing stars
in the sky of
radio entertainment!*

*Two of the
many leading talents
in the KFUB galaxy!*



And still another "star"
Look for our 1947 June Card
something really new is being added!

WARNER BROS. **KFUB** HOLLYWOOD
200 BICYCLES

DIVISION OF WARNER BROS. PICTURES, INC. • HARRY MAILICH, GENERAL MANAGER
NEW YORK • CHICAGO • HOLLYWOOD

K F W B

HOLLYWOOD—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcasting 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.
 Membership.....NAB

Personnel

General Manager-
 Station Manager.....Harry Maizlish
 Production-Program Director.....William Ray
 Chief Announcer.....Harry Hall
 Musical Director.....Dion Romandy
 Commercial Manager.....Berne Wilkins
 Sales Promotion.....Gilbert Simon
 Chief Engineer.....Harry Myers

K G F J

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....Ben S. McGlashan
 Address.....6314 Sunset Blvd.
 Phone Number.....Hillside 0201
 Transmitter Location..Washington & Oak Sts.
 Time on the Air.....Full time
 News Service.....INS
 Transcription Service.....Associated Music Publishers.
 Membership.....NAB

Personnel

Owner.....Ben S. McGlashan
 General & Station Manager...Thelma Kirchner
 Sales-Commercial Manager..Thelma Kirchner
 Sales Promotion-Merchandising
 Manager.....Paul Forrest
 Production Manager.....Eddie Albright
 Publicity Director.....Paul Forrest
 Chief Announcer.....David Ballard
 Musical Director.....Clark Hayden
 Chief Engineer.....Homer Obuchon
 Record MC.....Ted Lenz

K N X

HOLLYWOOD—EST. 1920

COLUMBIA BROADCASTING SYSTEM
 COLUMBIA PACIFIC NETWORK

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.....Associated
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Vice President, General Manager,
 Station Manager...Donald W. Thornburgh
 Ass't Gen'l Mgr.,
 Ass't. Station Mgr.....Harry W. Witt
 Sales Manager (KNX).....J. A. Morton
 Sales Promotion Manager.....Ralph Taylor
 Program Director.....Tom Hargis
 Chief Engineer.....Lester H. Bowman
 Publicity Director.....Lloyd Brownfield
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Production Manager.....Edith Todesca
 Record MC.....Tom Hanlon



HOLLYWOOD'S FASTEST
 GROWING STATION

SUNSET AND VINE • HOLLYWOOD
 THELMA KIRCHNER, *Manager*

K R E O

INDIO—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Broadcasting Corp. of America
 Address: P. O. Box 3046
 Phone Number: 7403
 Transmitter Location: Calhoun Drive
 Time on the Air: 6:00 a.m. to 12 midnight
 News Service: AP
 Transcription Service: NBC Thesaurus
 Membership: NAB

Personnel

President-General Mgr.: William L. Gleeson
 Station Mgr.-Sales Mgr.: Riley R. Gibson
 Chief Engineer: Stan Reynolds

K C V R

LODI—EST. 1946

Frequency: 1570 Kc. Power: 250 Watts, d. only
 Owned-Operated By: Central Valley Radio
 Address: P. O. Box 600
 Phone Number: 1700
 Transmitter Location: Lower Sacramento Rd., 2 miles N.W. of Lodi
 Time on the Air: Daytime only
 News Service: UP
 Transcription Service: Standard, NBC Thesaurus
 Representative: Homer Griffith Co., Inc.

Personnel

Owners: Herbert W. Brown, David A. Brown
 General-Sales Promotion Mgr.:
 Publicity Dir.: Herbert W. Brown
 Station Mgr.-Chief Announcer:
 Program Dir.: Harold C. O'Donnell
 Sales Manager: L. G. Baker
 Production Mgr.-Musical Dir.: David A. Brown
 Chief Engineer: James L. Smith

K F O X

LONG BEACH—EST. 1924

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: Nichols & Warinner, Inc.
 Address: 220 E. Anaheim Street
 Phone Number: Long Beach 327-75
 Transmitter Location: 220 E. Anaheim Street
 Time on the Air: 5:00 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard Radio, Langworth Transcription Service; SESAC, BMI
 National Sales Office: Burn-Smith
 Representative: Biddick
 Membership: NAB, BMB

Personnel

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

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 727-85
 Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
 Transmitter Location: Atlantic & Compton Blvds.
 Time on the Air: 7:00 a.m. to 12 midnight
 News Service: AP
 Transcription Service: World Broad. System, Standard Radio, Lang-Worth, Associated National Representative: Joseph Hershey
 McGilvra, Inc.
 Membership: NAB, BMB

Personnel

President-Gen'l Manager: Lee Wynne
 Program Director: Felix Adams
 Publicity Director: Earl Rutledge
 Musical Director: Helene Smlth
 Chief Engineer: 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: 5:30 a.m. to 1:00 a.m. 7:00 a.m. to 1:00 a.m. Sunday
 News Service: UP, AP
 Transcription Service: Thesaurus and Lang-Worth.
 Representative: ABC Spot Sales
 Membership: NAB, BMB

Personnel

President: Mark Woods
 Station Manager: Clyde P. Scott
 Commercial and Sales
 Manager: Amos T. Baron
 Program Director: William J. Davidson
 Publicity Director: Virginia West
 Chief Engineer: T. B. Palmer
 Record MC: Ralph Langley

K F A C

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcast-
ing Company, Incorporated

Address.....645 South Mariposa
Phone Number.....Fltzy 1231
Transmitter Location.....3725 Chesapeake
Time on the Air.....24 hours daily
News Service.....AP
Transcription Service.....Associated
Membership.....NAB, BMB

Personnel

Owner.....E. L. Cord
President-General Manager....Calvin J. Smith
Station & Sales-

Commercial Manager.....Calvin J. Smith
Publicity Director.....Eileen Wheatley
Musical Director.....Elmitt Eastcott
Chief Engineer.....Ron Oakley

K F I

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.....FAirfax 2121
Transmitter Location.....Buena Park, Calif.
Time on the Air.....24 Hours Daily
News Service.....UP, AP
Transcription Service....Lang-Worth, Capitol
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Sales Manager.....Geo. A. Whitney
Program Director.....Charles S. Brown
Production Manager.....Bob Hiestand
Publicity Director.....Dean Moxley
Director of Public Service...James Vandiver
Chief Engineers.....Curtis Mason,
H. L. Blatterman

K F S G*

LOS ANGELES—EST. 1922

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
Owned-Operated By....Echo Park Evangelistic
Ass'n

Address.....1100 Glendale Blvd.
Phone Number.....Expositon 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight;
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
Membership.....NAB

Personnel

President.....Dr. Rolf K. McPherson
General Manager.....Rev. Jack Carmain
Chief Engineer.....C. Harvey Haas
* Non-Commercial Station.

K F V D

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.....5526 E. Cortland,
Lynwood, Calif.

Time on the Air.....6 a.m. to local sundown
News Service.....UP
Transcription Service Lang-Worth, L. M. Cole,
partial MacGregor

Membership.....NAB

Personnel

President-General Manager...J. Frank Burke
Sales-Commercial Manager....Howard Gray
Program Dir.-

Publicity Mgr.....Carl N. Brewster
Chief Engineer.....Jack Fredericks

Check **KFYD**

Right
Down
the
Line!

CONVENIENCE
1020 KC...CENTER OF
THE DIAL!

COVERAGE ..
5000 WATTS ..BLANKETS
4 MILLION MARKET!

VALUE . . .
HIGHEST IN RESULTS
PER \$!

1020 KC.
5000 WATTS
Check **KFYD**
LOS ANGELES

K H J

LOS ANGELES—EST. 1922

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.....5901 Venice Blvd.
Time on the Air:.....6:00 a.m. to 1:00 p.m.
News Service.....AP, INS
Transcription Service: World Broadcasting System

National Sales Office.....John Blair & Co.
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Thomas S. Lee
Vice-President and
General Manager.....Lewis Allen Weiss
Vice President and
Assistant Manager.....Willett H. Brown
General Sales Mgr.....Sydney Gaynor
Sales Promotion Mgr.....Herbert Sonnenberg
Publicity Director.....Mark Finley
Program Director.....Charles Bulottl, Jr.
Chief Announcer.....Tony La Frano
Musical Director.....Harry Zimmerman
Chief Engineer.....Frank Kennedy

KLAC

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power 5000 Watts
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....Hillside 1161
Transmitter Location.....1000 Cahuenga Blvd.
Time on the Air.....6:00 a.m. to 1:00 a.m.
Sundays: 7:00 a.m. to 1:00 a.m.

News Service.....AP, UP
Transcription Service.....Lang-Worth; Standard Radio, Capitol, SESAC
Representative.....Adam J. Young, Jr.
Membership.....NAB

Personnel

President.....Bartley C. Crum
General Manager
Station Manager.....Don J. Fedderson
Commercial Manager.....D. E. Lundy
Sales Promotion Manager.....Bob Klein
Chief Announcer.....Al Warner
Musical Director.....Barclay Allen
Chief Engineer.....Paul C. Schulz
Record MC.....Al Jarvis

K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 50,000 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 12 midnight
News Service.....UP, AP, City News Service
Transcription...Associated, World, Langworth
Representative.....Paul H. Raymer Co.
Membership.....BMB

Personnel

Owner & President.....G. A. Richards
V. P. & Gen. Mgr.....Robert O. Reynolds
Asst. to Pres.....Harry Wismer
Commercial Manager.....Herbert Wixson
Production Manager.....Charles Calvert
Program Manager.....C. G. Renier
Promotion-Publicity Director..Betty Ann Hudson
Chief Announcer.....Vance Graham
Musical Director.....Charles Calvert
Chief Engineer.....Lloyd Sigmon

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 Address.....312 Spring Arcade Bldg.
Transmitter Location.....Glendale Blvd.
Time on the Air.....5:30 a.m. to 7:45 p.m.
News Service.....INS
Transcription Service.....SESAC, Associated
Membership.....NAB

Personnel

General Manager.....Ned Connor
Program Director.....Venna Taylor
Chief Engineer.....Wills O. Freitag

K M Y C

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.....Laurellan Road,
N. W. of Marysville
Time on the Air.....6:30 a.m. to 12 midnight'
News Service.....UP
Transcription Service...World, C. P. McGregor

Representative.....W. S. Grant Co
National Sales Office.....W. S. Grant Co.
Membership.....NAB

Personnel

General Manager-
Station Manager.....Joe D. Carroll
Commercial Manager.....Hedley W. Hall
Sales Promotion Manager.....Jim Craig
Program Director.....A. J. Powell, Jr.
Production Manager.....Wm. Cleveland
Chief Engineer.....Lloyd McQueary

KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Merced Broadcasting
Company
Business Address.....P. O. Box 717
Phone Numbers.....1430; 1431
Transmitter Location...1¾ miles E. of Merced
on "G" St. Grade
Time on the Air.....5:30 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.
Membership.....NAB

Personnel

Chief Executive-
General Manager.....Hugh McClung
Station Manager.....Charles J. Kinsley, Jr.
Sales Promotion Mgr.....A. J. Krisik
Program Director-
Production Manager.....Becky Bedeson
Publicity Director.....Beverly Voit
Chief Announcer.....Donald Rayment
Chief Engineer.....Malcolm Beavers
Record MC.....George Tschumy

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 or 3211
Studio and Transmitter.....Norwegian Ave.
Time on the Air.....5:00 a.m. to 1:00 a.m.
Sundays: 6:45 a.m. to 1:00 a.m.
News Service.....INS, UP
Transcription Service....World, Lang-Worth,
McGregor, Cole
Representative.....W. S. Grant Co.

Personnel

President-Station Manager..Wm. H. Bates, Jr.
Sales Promotion Mgr.....Milton Hibdon

Chief Engineer.....Wm. H. Bates, Jr.
Record MC.....Charles McEwen

KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Monterey Peninsula
Broadcasting Co.
Business Address.....468 Calle Principal
Phone Number.....TWinoaks 9600
Studio Addresses ..275 Pearl St.; 137 Mon-
terey St., Salinas
Transmitter Location.....Monterey Municipal
Wharf
Time on the Air.....18 hours daily
Newspaper Affiliation...Monterey Peninsula
Herald; Salinas, Californian
News Service.....UP
Transcription Service.....NBC Thesaurus,
Associated
Membership.....NAB

Personnel

President.....Paul H. Caswell
General Mgr.-Station Mgr.....Reed Pollock
Sales Promotion Manager.....George Ross
Program Director.....Reed Pollock
Production Manager.....Bob Sabin
Publicity Director.....Wayne Anderson
Chief Announcer.....Orel Phillips
Chief Engineer.....Omer Wright
Record MC.....Bill Crabbe, Jr.

KLX

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Tribune Building Corp.
Operated By.....Oakland Tribune
Address ...Tribune Tower, 13th & Frank-
lin Streets
Phone Number.....Glencourt 0660
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.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

President-Owner.....J. R. Knowland, Jr.
General Manager-
Station Manager.....Glenn Shaw
Program Operations Mgr.....Anne E. Traux
Chief Announcer.....Deane Banta
Musical Director.....Ed Ropolo
Chief Engineer.....Roswell Smith

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc.Power 1000 Watts
 Owned-Operated By.....KROW, Inc.
 Business AddressRadio Center Building,
 464 - 19th Street
 Phone Number.....TWinoaks 9600
 Studio Addresses..464 19th St., San Francisco
 Newsreel Theatre, Oakland, Calif.
 Transmitter Location.....1520 - 8th Avenue
 Time on the Air.....6:00 a.m. to 12 midnight;
 Sunday: 7:00 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard Radio,
 Associated
 Membership NAB

Personnel

President.....Sheldon F. Sackett
 General Manager-Commercial
 ManagerWilton Gunzendorfer
 Asst. to the Gen. Mgr.....Richard C. D. Bell
 Program Director.....Russ Coughlan
 Publicity Director.....Mercedes Prosser
 Chief Engineer.....C. E. Downey

K W B R

OAKLAND—EST. 1920

Frequency: 1310 Kc.Power: 1000 Watts
 Owned By.....Warner Brothers
 Operated byWarner Brothers
 Address327-21st Street
 Phone NumberHigate 1212
 Transmitter Location.....327-21st Street
 Time on the Air.....24 hours
 News Service.....UP
 Transcription Service..Lang-Worth, M. M. Cole
 Representative.....Wm. G. Rambeau Co.
 Membership NAB

Personnel

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

K C M J

PALM SPRINGS—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Palm Springs
 Broadcasting Co.
 Address.....The Center, Suite "H,"
 174 N. Palm Canyon Dr.
 Phone Number2253-4
 Studio-Transmitter Location..Ncrth Indian Ave.
 Time on the Air.....7:00 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News ServiceUP
 Transcription ServiceStandard
 National Sales Office...W. S. Grant Co., Inc.
 Representative.....W. S. Grant Co., Inc.
 Membership NAB

Personnel

Co-owner-Program Director.....Dick Joy
 Co-owner.....Donald C. McBain
 General Manager.....Clinton Jones
 Chief Engineer.....Don McBain
 Record MC.....Carson Pinkley

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

Now ... for the first time!

YOU CAN BUY

OAKLAND
 ALAMEDA
 BERKELEY

AND THE ENTIRE
 SAN FRANCISCO BAY AREA

RADIO MARKET
 MORE INTELLIGENTLY!

WITH THE NEW
 OAKLAND HOOPER AUDIENCE RATINGS
 (Quarter Hour and Half Hour Ratings)



19th and BROADWAY, OAKLAND 12, CALIF.

Established 1925

"The Station That Led the 1946
 Summer Sport Parade"

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, Sycamore 2-6155
 Transmitter Location.....924 N. Vista,
 San Gabriel, Calif.
 Time on the Air.....5:30 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Forjoe & Co.

Personnel

Chief Owner.....Marshall S. Neal
 General Manager-
 Station Manager.....William J. Beaton
 Promotion Mgr.....Claire Hughes
 Program Dir.-Chief Ann.....Ken Barton
 Musical Director.....Rowland Gibbs
 Chief Engineer.....Paul W. Sparao
 Record MC.....Crowell Beach, Jack Volheye

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.....Sy 6-5724
 Studio Address.....1401 Oak Knoll Ave.
 Transmitter Location...Lexington Gallatin Rd.,
 El Monte, Calif.
 Time on the Air.....24 Hours
 News Service.....AP
 Transcription Service: Lang-Worth; Associated
 Music Publishers, World
 Representative. Joseph Hershey McGillvra, Inc.

Personnel

President.....W. I. Dumm
 General Manager.....Loyal K. King
 Station-Commercial Manager....Loyal K. King
 Program-Publicity Director... Norman Rogers
 Chief Announcer.....Carl Saunders
 Musical Director.....Newton Yates
 Chief Engineer.....Jack Reader

K P R L

PASO ROBLES—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned & Operated By...Leslie Henry Hacker
 Address.....Paso Robles
 Time on the Air.....Full Time License
 Representative.....W. S. Grant Co., Inc.

Personnel

General Manager.....Les Hacker
 Chief Engineer.....Frank Fortine

K P M O

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Operated By..Valley Broadcasting Co.
 Business Address.....1240 E. Holt Ave.
 Transmitter Location.....1240 E. Holt Ave.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....JP
 Transcription Service.Standard, World, Capiol
 Representative.....W. S. Grant & Co.

Personnel

General Manager & Co-owner.Dean Wickstrom
 Commercial Manager.....John Pearson
 Program Director.....John Pearson
 Chief Engineer.....Dean Wickstrom

KPMO

Serving The Fruitful

Pomona Valley



KPMO

1240 East Holt Ave.

Pomona, Calif.

KTIP

PORTERVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....J. F. Tighe
 Broadcasting Co.
 Address.....600 N. Main
 Phone Number.....Porterville 1190-1
 Transmitter Location.....Newcombe Dr. &
 Grand Ave.
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol, Associated
 National Sales Office.....Gene Grant

Personnel

President-Owner.....J. F. Tighe
 General Mgr.-Sales Mgr....Robert B. McGinnis
 Chief Engineer.....James Tennyson

KBLF

RED BLUFF—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Robert L. Weeks
 Address.....346 Oak St.
 Phone Number.....354
 Transmitter Location.....East Red Bluff
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World, Langworth
 Representative.....Homer Griffith

Personnel

Owner-General Mgr.-
 Station Manager.....Robert L. Weeks
 Chief Engineer.....Howard Parsons

KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.
 Business Address.....Highway 99, South
 Phone Number.....1646-7
 Transmitter Location...Highway No. 99 South
 Time on the Air.....6:00 a.m. to 12:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....W. S. Grant

Personnel

President-General Mgr.....Hugh McClung
 Station Manager.....Fred M. Stuelpnagel
 Commercial Manager.....H. E. McCarty
 Chief Engineer.....Orville Burda

KPRO

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 12.30 a.m.
 News Service.....AP
 Transcription Service: Associated Music Pub-
 lishers and Cole
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President-General Manager....W. L. Gleeson
 Station Manager.....William L. Simpson
 Sales-Commercial Manager..Richard Williams
 Sales Promotion-Merchandising
 Manager.....Mildred Thorne
 Program Director.....Larry Sutton
 Production Manager.....Ed McLean
 Publicity Director.....Marjorie Sharpe
 Chief Announcer.....Lee Lawley
 Musical Director.....Hark Johann
 Chief Engineer.....Walter Phipps
 Record MC.....Richard Blanchard

KCRA

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By...Central Valleys Broadcasting Co.
 Business Address...604 Calif. State Life Bldg.
 Phone Number.....2-0758
 Studio Address.....604 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 Sales Office.....Weed & Co.
 National Representatives.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Ewing C. Kelly
 Sales Manager.....Ralph Miller
 Publicity-Program Director....Irving Phillips
 Production Manager.....Robert Alexander
 Chief Engineer.....Marvin D. Myers
 Record M.C.....Hill Armfield

KFBK

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.....Yolo County
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..McClatchy Newspapers
 News Service.....UP and AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

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

KROY

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harmco, Inc.
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location.....65th St. at 14th Ave.
 Time on the Air.....18 hours per day
 News Service.....UP
 Transcription Service...Associated Recorded
 PGM. Library
 Representative.....Avery

Personnel

Vice-Pres.-Gen. Mgr.....Clyde F. Coombs
 Program Director.....William J. Ratcliff
 Chief Engineer.....Howard Martineau

KXOA

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 & "Q" Sts.
 Phone Number.....6-4728
 Transmitter Location.....30th & "Q" Sts.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP

Transcription Service...Associated, Langworth
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, BMB

Personnel

Owner-General Manager.....Lincoln Dellar
 Commercial-Sales Promotion.....Morton Sidley
 Program-Publicity Director...Robert W. Dumm
 Chief Engineer.....Paul Leake
 Record M.Cs.....Fred Hall, Bob Tutt

KFXM

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-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;
 5:45 a.m. to 1 a.m. Saturday; 6:45 a.m. to
 12 midnight Sunday.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.
 Membership.....NAB

Personnel

Partners.....J. C. & E. W. Lee
 Station Manager.....Maury A. Vroman
 Chief Engineer.....George W. Ewing

KFSD

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Wath.
 Owned-Operated By.....Airfan Radio
 Corporation, Ltd.
 Address...U. S. Grant Hotel, 326 Broadway
 Phone Number.....Franklin 6353
 Transmitter Location.....U. S. Grant Hotel,
 326 Broadway
 Time on the Air.....6 a.m. to Midnight,
 Sunday 8 a.m. to Midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President-Owner.....Thomas E. Sharp
 Station Manager.....Marion R. Harris
 Commercial-Sales Manager.....Larry Sealf
 Chief Engineer.....Richard Gartner

From The Inside! ✻

KFMB *Sells* San Diego

THE NO. 1 CITY IN THE U.S. IN CONSUMER SALES INCREASES

The San Diego market is Going UP! San Diego's tremendous war-time gains have been consolidated into peacetime permanence and stability. Sales Management's Index for the first quarter of '46 gives San Diego first place in the U. S. in consumer sales increases. And day and night, KFMB gives you the kind of concentrated coverage that enables you to cover this important area with IMPACT. Post-war Agricultural-Industrial San Diego is EXPANDING in a Big Way! So is KFMB. That's why we go well together. You can plan to reach the BUYERS in this vital market at lowest cost on KFMB.

Inside Facts

- More than 80% of San Diego County's Retail Dollars are spent in San Diego (1)
- Sales and Service in San Diego are UP 243.16% since 1939 (2)
- San Diego's population has increased 78% over 1940 (3)
- Employment gains since 1940 average over 70% (4)
- Agricultural expansion and farm incomes have doubled (5)
- Primary ABC (American) Network's top-flight programs assure maximum audiences.

- (1) U. S. Dept. of Commerce Retail Indices
- (2) U. S. Dept. of Commerce Retail Indices
- (3) U. S. Census Bureau
- (4) Bureau of Labor Statistics
- (5) Dept. of Agriculture crop forecasts

✻
465,720 people (by actual 1946 U. S. Census) live within 15 MILES of KFMB'S ANTENNA. (All but 9500 within 5 miles of downtown San Diego.)



KFMB

Basic American Network, Pacific Coast
KFMB-FM NOW ON THE AIR

SAN DIEGO • CALIFORNIA • Owned and managed by JACK GROSS • Represented by The BRANHAM Co

K F M B

SAN DIEGO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack O. Gross
 Address.....1375 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....607 Spreckles Bldg.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President, Station and
 Commercial Manager.....Jack Gross
 Sales Promotion Manager.....Shirley Hawley
 Program Director and
 Production Manager.....John Harrison
 Chief Engineer.....Vern Milton
 Publicity Director.....Shirley Hawley
 Record M.C.....Jimmy Pantages

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; Sun-
 days, 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 Director.....James Dillon
 Chief Engineer.....William G. Collins

K S D J

SAN DIEGO—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1170 Kc.....Power: 5000 Watts
 Owned-Operated By:
 Finley-McKinnon Broadcasting Co.

Address.....1450 Fifth Ave.
 Phone Number.....Franklin 8282
 Transmitter Location...62nd & El Cajon Aves.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 Newspaper Affiliation.....The San Diego
 Daily Journal

Daily Journal
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Representative.....Free & Peters, Inc.
 Membership.....NAB

Personnel

Co-owner.....Clinton D. McKinnon
 General Manager.....Purnell H. Gould
 Sales Manager.....George Smith
 Program Director.....Edgar G. Tidwell
 Production Mgr.-Chief Announcer..Deane Long
 Publicity Director.....Lisle Shoemaker
 Chief Engineer.....Keith Mealey

K Y O R

SAN DIEGO—EST. 1946

Frequency: 1130 Kc.....Power: 250 Watts
 Owned-Operated By...Silver Gate Broadcast-
 ing Co.

Address.....399 W. Broadway
 Phone Number.....Franklin 9-5121
 Transmitter Location.....399 W. Broadway
 Time on the Air.....Sun-up to sun-down
 News Service.....AP
 Transcription Service....McGregor, Standard

Personnel

General Manager.....Albert E. Furlow
 Station Mgr.-Sales Mgr....William A. Evans
 Publicity Director.....Virgil Wyatt
 Chief Engineer (Supervising).....George W.
 Berger

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

Business Address.....5515 Melrose Ave.,
 Hollywood, Calif.
 Phone Number.....Prospect 0107,
 and Hollywood 8111
 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.
 Membership.....NAB, BMB

Personnel

President.....Thomas S. 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 Announcer.....Lewis Pfeifer
 Chief Engineer.....E. G. Underwood,
 Asst. J. J. 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
 Studio Address.....Radio City, Taylor &
 O'Farrell Sts.

Transmitter Location..5433 E. 12th St., Oakland
 Time on the Air.....6 a.m. to 12:30 a.m.;
 Sunday: 6 a.m. to 12 midnight

News Service.....AP, INS, UP
 Transcription Service: Standard, Associated,
 Capitol

National Sales Office.....ABC Spot Sales
 Representative.....ABC Spot Sales
 Membership.....NAB, BMB

Personnel

President.....Mark Woods
 Station Manager.....Gayle V. Grubb
 Sales Manager.....Kirk Torney
 Chief Engineer.....A. E. Evans
 Musical Director.....Phil Bovero

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 1000 Watts
 Owned-Operated 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

General Mgr.-Station Mgr.....E. P. Franklin
 Sales Manager.....S. G. Breyer
 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.....NBC
 Address.....Taylor & O'Farrell Sts.
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus
 National Representative....NBC Spot Sales
 Membership.....NAB, BMB

Personnel

General Manager.....John W. Elwood
 Asst. Gen. Mgr.....George Graves
 Sales Manager.....Alfred Crapsey
 Sales Promotion Mgr.....David Lasley
 Publicity Director.....Louise Landis
 Station Engineer.....Curtis D. Peck

K S A N

SAN FRANCISCO—EST. 1925

UNITED PACIFIC

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.....6 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight

News Service.....AP
 Transcription Service.....Langworth
 Representative.....Wm. G. Rambeau Co.
 Membership.....NAB

Personnel

President.....S. H. Patterson
 Station and Commercial
 Manager.....Jerry Akers
 Program Director.....Lois Thille
 Chief Engineer.....N. J. Patterson

K S F O

SAN FRANCISCO—EST. 1933

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.....Islais Creek

Time on the Air.....Unlimited
 News Service.....INS, UP
 Transcription Service.....Standard.

Associated, MacGregor
 Representative.....Universal Radio Sales
 Membership.....NAB, BMB

Personnel

President.....W. I. Dumm
 Vice-Pres. & Gen. Mgr.-Station Mgr.-
 Sales or Commercial Mgr...Philip G. Lasky
 Sales Promotion Manager.....David Meblin
 Program Director.....Keith Kerby
 Production Manager.....Richard S. Burdick
 Publicity Director.....David Meblin
 Chief Announcer.....Jim Moore
 Director of Engineering.....Royal V. Howard

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 Pub
 lishers and Standard Library Service
 RepresentativeAdam Young
 MembershipNAB, BMB

Personnel

President.....Bartley Crum
 Station Manager.....Don Fedderson
 Sales and Sales Promotion
 Manager.....D. E. Lundy
 Program Director.....Vernon Wilson
 Publicity Director.....H. B. Rossen
 Musical Director.....Dude Martin
 Chief Engineer.....Paul C. Schulz

KEEN

SAN JOSE—EST. 1947

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By...United Broadcasting Co.
 Business Address.....Hotel De Anza
 Phone Number.....Columbus 4000
 Transmitter Location...Oakland Highway at
 Wayne Ave.
 Time on the Air.....8 a.m. to 12 midnight
 Transcription ServiceAssociated
 MembershipNAB

Personnel

President-Assoc. Owner..George M. Mardikian
 Program Manager-Assoc.
 Owner.....George D. Snell
 Eng. Supt.....Samuel A. Melnicoe

K L O K

SAN JOSE—EST. 1946

Frequency: 1170 Kc..Power: 5000 Watts, d. only

Owned-Operated By..Valley Broadcasting Co.
 Address.....40 W. San Antonio St.
 Phone Number.....Columbia 3798 W
 Transmitter Location.....Route 3, Box 327-A
 News ServiceAP
 Transcription Service.....Capitol
 RepresentativeHomer Griffith
 MembershipNAB

Personnel

Owner-Gen. Mgr.-Station Mgr.....E. L. Baker
 Sales Mgr.-Promotion Mgr....Richard E. Ryan
 Chief Engineer.....Ted Bindner

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.....140 Jessie St.,
 San Francisco
 Phone Numbers.....Ballard 2616 (San Jose),
 EXbrook 3233
 Transmitter Location.....Aviso, California
 Time on the Air.....5:50 a.m. to 12 midnight
 News Service.....INS; UP; AP
 Transcription Service.....Standard Radio;
 NBC Thesaurus, MacGregor
 Representative.....Edward Petry & Co., Inc.
 MembershipNAB, BMB

Personnel

President.....Ralph R. Brunton
 Vice-Pres. & Gen. Mgr.....C. L. McCarthy
 Sales Manager.....D. M. Greene
 Sales Promotion Manager...Walter S. Zahrt
 Program Director.....Fred Ruegg
 Production Manager.....Stella Bianco
 Publicity Director.....Grant Holcomb
 Musical Director.....Ray Hackett

K S J O

SAN JOSE—EST. 1946

Frequency: 1590 Kc...Power: 1000 w. d. only
 Owned-Operated By....Santa Clara Broad-
 casting Co.
 AddressBox 995
 Phone Number.....Ballard 3660
 Transmitter Location..Storey & Lucretia Aves.
 Time on the Air.....Daytime
 News Service.....UP
 Representative....William S. Grant Co., Inc.
 MembershipNAB

Personnel

President.....Frank C. Mitchell
 Gen. Mgr.-Chief Engineer...John G. Bauriedel
 Sales Manager.....Don H. Telford
 Program Director.....Dave Simmons
 Production Manager.....Norman Paul

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 920 Kc. Power: 1000 Watts, d.;
500 Watts, n.
Owned & Operated By... Christina M. Jacobson
trading as The Valley Electric Co.
Business Address.....851 Higuera Street
Phone Number.....San Luis Obispo 1100-1
Studio Address.....Mt. View & Hill Streets
Transmitter Location...Roosevelt Highway—
1½ miles north of San Luis Obispo
Time on the Air.....6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
News Service.....**AP**
Transcription Service.....Standard Radio,
NBC Thesaurus
Representative.....W. S. Grant Company
Membership**NAB**

Personnel

Owner.....Christina M. Jacobson
Manager.....Les Hacker
Assistant Manager.....Aram Rejebian
Commercial and Sales
Promotion Manager.....Joe Shuttleworth
Program Director.....William Barton
Chief Engineer.....Earle Travls

K S M O

SAN MATEO—EST. 1946

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By...Amphlett Printing Co.
Address.....811 "B" St.
Phone Number.....S. M. 4-4112
Studio Address..Arthur Bldg., 9th & "B" Sts.
Transmitter Location...E. Bayshore Highway
Time on the Air.....18 hours daily
Newspaper Affiliation.....San Mateo Times
(Amphlett Printing Co.)
News Service.....**AP**
Transcription ServiceStandard
Representative.....George D. Close, Inc.

Personnel

President.....J. Hart Clinton
General Manager.....John H. Schacht
Chief Engineer.....H. Neil Black

K V S M

SAN MATEO—EST. 1946

Frequency: 1050 Kc. .Power: 250 Watts d. only
Owned-Operated By.....San Mateo County
Broadcasters
Address.....279 Baldwin Ave.
Phone Number.....S. M. 4-4385

Transmitter Location.....Seal Creek
Time on the Air.....Sunrise to sunset (local)
News Service**UP**
Transcription Service.....Associated,
SESAC, Capitol

Personnel

President-General Manager....Hugh H. Smith
Station Manager.....Gordon D. France
Commercial Manager.....Fred Weingarth
Program Director-
Production Manager.....Clinton W. Price
Publicity Director.....Hugh Wayne
Chief Announcer-Record M.C. ...Pat O'Brien
Chief Engineer.....M. F. Planting

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By.....The Volce of the
Orange Empire, Inc., Ltd.
Business Address.....206 No. Main St.
Phone Number.....4901-R
Transmitter Location...12531 E. Willowick Dr.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 7:00 a.m. to 11:00 p.m.
Transcription Service.....C. P. MacGregor.
SESAC
Representative.....W. S. Grant Co., Inc.

Personnel

President and General Manager.
Ernest L. Spencer
Commercial Manager.....L. S. Nicholson
Sales Promotion Manager.....Marjory Marsh
Production Manager.....Bill Elliott
Chief Announcer.....Les Chatfield
Chief Engineer-
Program Director.....Wallace S. Wiggins

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...15-17 East Haley St.
Time on the Air.....6:30 a.m. to 12:15 a.m.
Transcription Service...World Broadcasting
System
RepresentativeJohn Blair & Co.

Personnel

President.....Thomas S. Lee
Manager.....Lewis Allen Wells
Station Manager.....Fin Hollinger

Program Director.....Fin Hollinger
 Publicly Director.....Elizabeth Goddard
 Chief Engineer.....Forrest Choate

KIST

SANTA BARBARA—EST. 1946

NATIONAL BROADCASTING COMPANY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry C. Butcher
 Address.....Benjamin Franklin Bldg.
 Phone Number.....4000
 Transmitter Location..Benjamin Franklin Bldg.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated, Capitol
 Representative....Joseph Hershey McGillvra,
 Inc.
 Membership.....NAB

Personnel

Owner.....Harry C. Butcher
 Gen. Mgr.-Station Mgr.....Fox Case
 Sales Promotion Manager....Harold C. Pike
 Chief Engineer.....William J. Pickering

KTMS

SANTA BARBARA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1250 Kc.Power: 1000 Watts
 Owned-Operated By....News-Press Publish-
 ing Co., Inc.
 Address.....De LaGuerra Plaza
 Phone Number.....6111
 Transmitter Location.....Goleta, Calif.
 Time on the Air.....6:30 a.m. to 12 midnight;
 16 Hours, Sun.
 Newspaper Affiliation.....Santa Barbara
 News-Press, Santa Maria Courier
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President.....T. M. Storke
 General Manager.....Charles A. Storke

KCOY*

SANTA MARIA

Frequency: 1400 Kc.....Power: 250 Watts
 Licensee.....News Press Pub. Co.

*C.P.

KSMA

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....Hugh G. Shurtliff
 Address.....Post Office Box 407
 Phone Number.....24
 Transmitter Location...One Mile No. of Santa
 Maria
 Representative.....Homer Griffith Co.

Personnel

Manager.....Verne L. Charles
 Commercial Manager.....Ken Randolph

KSRO

SANTA ROSA—EST. 1938

Frequency: 1350 Kc.Power: 1000 Watts
 Owned-Operated By.....Ruth W. Finley
 Address.....425 Mendocino Ave.
 Phone Number.....110-1
 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
 Representative.....W. S. Grant Co., Inc.
 Membership.....NAB

Personnel

Station Manager.....Eddie Handley
 Program Director.....Jack Murphy

KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Address.....519 E. Market St.
 Phone Number.....4-4551
 Transmitter Location..S.E. 3 miles on 99 hwy
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....INS
 Transcription Service...World Broadcasting
 System
 Representative.....John Blair & Co.
 Membership.....NAB

Personnel

Owner-General Manager.....E. F. Peffer
 Manager.....E. Smith
 Program Director.....M. Dinsmore
 Production Manager.....E. Flower
 Chief Announcer.....W. Ramsey
 Chief Engineer.....M. B. Greene

K W G

STOCKTON—EST. 1921

**AMERICAN BROADCASTING CO.
McCLATCHY BEELINE**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McClatchy Broad-
casting Co.
Address Hotel Wolf
Phone Number2-2727
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....Capitol, MacGregor,
SESAC
Representative Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station & Sales Manager...Howard L. Bailey
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.....P. O. Box 119
Phone Number800
Transmitter Location.....Mooney Blvd.
Time on the Air.....5 a.m. to 12 midnight;
News ServiceUP
Transcription Service....Associated, Standard
Representative.....Homer Griffith Co., Inc.
Membership.....NAB, BMB

Personnel

Chief Executive.....Herman Anderson
Gen. Mgr. Station Mgr.....Sheldon Anderson
Commercial Manager.....Dick Wegener
Program Director.....Harold Sparks
Record M.C.....Jimmie Morrison

K K I N

VISALIA—EST. 1946

SAN JOAQUIN VALLEY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....D. O. Kinnie
Address119 E. Acequia St.
Phone Number1650
Transcription Location. One mile N. of Visalia
Time on the Air.....6:00 a.m. to 12 midnight

News ServiceUP
Transcription Service..Capitol, C. P. McGregor
RepresentativeForjoe & Co.

Personnel

President-Owner.....D. O. Kinnie
General Manager, Station Manager,
Promotion Manager.....Stanley S. Simpson
Commercial Manager.....Byron Corwin
Chief Engineer.....Kenneth Aitken
Record MCBob Lewis

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 Number575
Studio Address....Hotel Fresno, Fresno, Calif.
Box 511, Visalia, Calif.
Transmitter Location...1¼ miles southwest
of Visalia, California
Time on the Air.....18 hours daily
News ServiceAP
Transcription Service....World Broadcasting
System, Standard
Representatives: Wm. Grant Co. (Pacific Coast);
William G. Rambeau Co.

Personnel

Station Manager.....Chas. P. Scott
Sales Manager.....Milliard Kibbe
Sales Promotion Manager.....Charles Niete

K H U B

WATSONVILLE—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Luther E. Gibson
AddressP.O. Box 349
Phone Number1700-1
Transmitter Location.....Radio Lane
Time on the Air.....6:30 a.m. to 11:00 p.m.
News ServiceAP
Transcription ServiceWorld Broadcasting
Representative.....W. S. Grant Co., Inc.
Membership.....NAB, BMB

Personnel

President.....Luther E. Gibson
Station Manager.....Roger R. Hunt
Chief Engineer.....George Kenville
Record MC.....Don DeWald

COLORADO

Estimated Population 1,161,721—Radio Homes 305,605
Stations in State 19

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



KBOL

BOULDER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... J. Herbert Hollister
Address..... 1617 Pearl Street
Transmitter Location..... 28th and Pearl

Personnel

Owner..... J. Herbert Hollister
General Manager-Station Manager.. Jack Todd



KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Pikes Peak
Broadcasting Co.
Business Address..... Alta Vista Hotel
Phone Number..... Main 1125
Transmitter Location..... Alta Vista Hotel
Time on the Air..... Unlimited
News Service AP
Transcription Service Standard
Membership NAB

Personnel

President-Owner-Manager Joe Rohrer
Commercial Manager..... Cecil Seavey
Program Director..... Mildred Fuller
Publicity Director..... Jean Gitz
Musical Director..... Jean Gitz
Chief Engineer..... Charlie Eining

KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By..... Outwest Broad-
casting Company
Address..... Exchange National Bank Bldg.
Phone Number..... Main 278
Transmitter Location... 2803 E. Platte Avenue
Time on the Air: 6:30 a.m. to 11:30 p.m.;
Saturdays, 6:30 to 12 midnight
Newspaper Affiliation Oklahoma
Publishing Co.
News Service AP
Transcription Service..... World Library
National Sales Office..... Katz Agency

Personnel

President E. K. Gaylord
Station Manager..... Everett Shupe
Program Director..... Conrad M. Brown
Chief Engineer..... H. C. Strang

**For the
best interpretive
news . . .**

AP

KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated ByEugene P. O'Fallon,
Inc.

Address Albany Hotel
Phone NumberKEystone 0178
Transmitter Location ...5350 West 20th Ave.
Time on the Air.....24 Hours Daily
News Service..AP, Chicago Daily News & INS
Transcription Service.....Standard Radio
and Associated Record, SESAC, Cole
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President-General Manager....Gene O'Fallon
DirectorFrank Bishop
Sales Manager.....Mark Crandall
Sales Promotion.....Don McCaig
Production Manager.....Paul Godt
Publicity Director.....Don McCaig
Chief Announcer.....Norman Teska
Program Director.....Paul Godt

Chief Engineer.....Tom Atherstone
Musical Director.....Paul Godt
Record M.C.....Ray Perkins

KLZ

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

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

AddressShirley Savoy Hotel
Phone NumberMain 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 ServiceStandard.

C. P. MacGregor, M. M. Cole
RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station ManagerHugh B. Terry
Promotion-Publicity Manager..E. Lee Fowdren
Chief Engineer.....Harvey Wehrman

1947
SILVER
ANNIVERSARY
YEAR

GENE
O'FALLON

The Lengthened Shadow of Men Who
KNOW HOW from EXPERIENCE

Managed by Gene O'Fallon Since 1923 - Represented by Blair Since 1937

KFEL
DENVER
This is Mutual
5000 WATTS

KMYR

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 1:30 a.m.
 News Service.....UP and AP
 Transcription Service...World, Capitol, M. M. Cole
 Representative.....William G. Rambeau
 Membership.....NAB, BMB

Personnel

General Manager.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Sales Manager.....Ben Bezoff
 Sales Pro. Mgr.-Publicity Dir.....E. H. Meyer
 Program Director.....Dolores Pledsted
 Production Manager.....Lowell Switzer
 Chief Announcer.....Bill Butterfield
 Musical Director.....Wilma Lundy
 Chief Engineer.....Glen James

KOA

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...5:55 a.m. to 12:45 a.m.,
 Monday through Saturday; Sign-on Sunday
 6:30 a.m.
 News ServiceAP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Standard
 National Sales Office...NBC, New York City
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB

Personnel

President.....Niles Trammell
 General Mgr.-Station Mgr....Lloyd E. Yoder
 Sales Manager.....James R. MacPherson
 Sales Promotion Manager....Randy F. Smith
 Program Director.....Clarence C. Moore
 Production Manager.....Earle Ferguson
 Publicity Director.....William B. Balance
 Chief Announcer.....Bob Young
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

KPOF*

DENVER—EST. 1920

Frequency: 910 Kc.....Power: 1000 Watts

Owned-Operated By.....Pillar of Fire
 Address.....1845 Champa Street
 Phone Number.....Tabor 3733
 Time on the Air.....Shares Time
 Representative.....L. S. Wolfgang
 Membership.....NAB

Personnel

President.....Arthur K. White
 General Manager.....Ray B. White
 Station Managers.....Kathleen M. White,
 Wesley O. Tomlin
 Program Director.....Kathleen White
 Chief Engineer.....Paul Schissler
 Record M.C.....Theodore Volz
 *(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...5:30 a.m. to 12 midnight;
 Sunday: 7:00 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers: Lang-Worth; Cole
 Representative..Joseph Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President.....Wm. D. Pyle
 Station Manager.....T. C. Ekrem
 Sales Manager.....Con Hecker
 Chief Engineer.....W. D. Pyle

KIUP

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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, Spot Sales
 Representatives...Thomas F. Clark Co., Inc. (East); Homer Griffith Co., Inc. (West)
 Membership.....BMB

Personnel

Station Manager.....Raymond M. Beckner
 Chief Engineer.....John L. Antic

KCOL

FT. COLLINS—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...The Northern Colorado
 Broadcasting Co.
 Business Address.....Armstrong Hotel
 Phone Number.....812
 Transmitter Location.....1600 La Porte Ave.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Homer Griffith
 Membership.....NAB

Personnel

Partners.....Douglas D. Kahle,
 John L. Hitchcock, Wilbur Rocchio, Warren
 Brainard
 General Manager.....Douglas D. Kahle
 Station Manager.....Douglas D. Kahle
 Commercial Manager.....Marvin Griswold
 Sales Manager.....John L. Hitchcock
 Program Director.....John L. Hitchcock
 Publicity Director.....John L. Hitchcock
 Chief Engineer.....Douglas D. Kahle

KGHF

PUEBLO—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By...Colorado Broadcasting
 Co., Inc.
 Owned-Operated By.....Curtis P. Ritchle
 Address.....P.O. Box 293
 Phone Number.....3877
 Studio Address.....304 North Main
 Transmitter Location: 3 miles south on High-
 way 87
 Time on the Air. 6:00 a.m.-12 midnight daily;
 7 a.m.-12 midnight Sundays
 News Service.....UP
 Transcription Service... World Broadcasting
 System, SESAC, Cole
 Representative.....Joseph H. McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.-Station Mgr....Gifford S.
 Phillips
 Sales Manager.....Maxson I. Bevens
 Program Director.....Clifford Hendrix
 Publicity Director.....Ludlow Flower
 Chief Announcer.....William W. Bruce
 Chief Engineer.....Willis C. Shanks

KGEK

STERLING—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 d., 100 n.
 Owned-Operated By.....Elmer G. Beehler

Address.....Fleming Road
 Phone Number.....679
 Transmitter Location.....Fleming Road
 Time on the Air.....11:30 a.m. to 1:30 p.m.
 News Service.....Transradio
 Representative.....Thomas F. Clark Co., Inc.

Personnel

Owner-Gen. Mgr.-Station Mgr.Elmer G. Beehler

KCRT

TRINIDAD—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. L. Corley
 Address.....South Country Club Drive
 Phone Number.....338
 Transmitter Location.South Country Club Drive
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....UP
 Transcription Service.....Standard, SESAC,
 Keystone, BMI

Personnel

President-Owner-Gen. Mgr.....H. L. Corley
 Publicity Director.....John M. O'Connor
 Chief Engineer.....H. L. Corley

KSFT

TRINIDAD—EST. 1946

ABC—SOUTHERN COLO. NET

Frequency: 1280 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By...Trinidad Broadcasting
 Corp.
 Address.....First Nat'l Bank Bldg.
 Phone Number.....414-5-6
 Transmitter Location.....U. S. Highway 350
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service..NBC Thesaurus, Capitol
 National Sales Office...Taylor-Howe-Snowden

Personnel

President-Gen. Mgr.....Stanley N. Schultz
 Station Manager.....Ernest Mark
 Sales Manager.....John Gann
 Sales Promotion Manager.....Robert Dibble
 Program Director.....William Grive
 Musical Director.....Leno Cimimo
 Chief Engineer.....Lloyd Wilson
 Record M.C.....George Scott

KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By ..Western Slope Broad-
 casting Co.
 Address.....Hillcrest Manor, P. O. Box 30
 Phone Number.....Grand Junction 1300-1

Transmitter Location.....Hillcrest Manor
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service...World Broadcasting
 System, Standard and SESAC
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.-Station & Sales Mgr...Rex
 Howell
 Sales Auditor.....Chas. Howell
 Sales Pro. Mgr.-Program Dir....Mildred Fuller
 Publicity Director.....Rosa Lee Samuels
 Chief Announcer.....Jack Lund
 Musical Director.....Paul Reed
 Chief Engineer.....Chas. Hay
 Record M.C.....Don Roberts

K F K A

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.N. 11th Ave., Highway 85
 Time on Air.....Shares Time
 News ServiceUP
 Transcription Service.....Lang-Worth, Cole
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Mgr.....Francis A. Price

Managing Director.....H. E. Green
 Program Director.....Donald R. Boyce
 Chief Engineer.....Ray E. Smith
 Record M.C.....A. L. Gentry

K O K O

LA JUNTA—EST. 1937

**KEYSTONE BROADCASTING SYSTEM
 SOUTHERN COLORADO NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned & Operated By.....The Southwest
 Broadcasting Co.

Business Address.....P. O. Box 485
 Transmitter Location...4 miles W. of La Junta
 on U. S. Highway No. 50
 Time on the Air.....7:15 a.m. to 3:00 p.m.;
 5:30 p.m. to 10:00 p.m.

Phone Number42
 News ServiceUP
 Transcription ServiceKeystone
 Transcription Service...Keystone Broadcasting
 System, Standard Radio, SESAC
 Representative....Thomas F. Clark Co., Gene
 Grant & Co.

Personnel

Sec.-Treas.-Mgr.....Leonard E. Wilson
 Sales Manager.....Margaret Johnson
 Program Director.....Boyd W. Young
 Production Mgr.-Chief Announcer....James N.
 Johnson
 Chief Engineer.....Will M. Thomas

For the *best* in business and
 financial news . . .

AP

IF IT'S EDELWEISS YOU WANT...

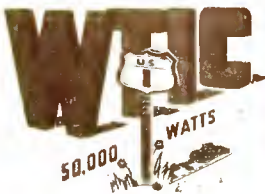
Use an Alpenstock in the Alps!



IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford,
dominates the prosperous
Southern New England Market.



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, Atlanta, San Francisco and Hollywood

CONNECTICUT

Estimated Population 1,939,956—Radio Homes 517,286
Stations in State 15

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 Net-
work, Inc.

Address.....21 Brookline Ave.
Phone Number.....Commonwealth 0800
Studio Address.....144 Golden Hill St.
Transmitter Location.....Pleasure Beach,
Bridgeport

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

Representative....Edward Petry & Co., Inc.
MembershipNAB

Personnel

General Manager.....Joseph T. Lopez
Sales Manager.....Norman Whittaker
Program Dir.-Publicity Dir..Florence Robinson
Chief Announcer.....Louis La Haye
Musical Director.....Louis Capucci
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 Number3-3112
Transmitter Location ...Locomobile Point—
(Inner Harbor)

Time on the Air: 7:00 a.m. to midnight; Sun-
days, 9 a.m. to 12:05 a.m.

News Service.....AP
Transcription Service.....Standard Radio
Representative....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Owner.....Harold Thomas
Gen. Mgr.-Station Mgr.-Sales Mgr....Fullerton
T. M-Gough
Sales Promotion Manager..Thomas R. Cox, Jr.
Program Dir.-Publicity Dir.....Jack Dahlby
Production Mgr.-Chief Ann....Harry Osborne
Chief Engineer.....Vincent DeLaurentis

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM*

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WDRG, Inc.
Address750 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
Representative.....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

Station Manager.....Walter B. Haase
Sales Manager.....William F. Ma'o
Program Director.....Harvey Olson
Production Manager.....Robert Provan
Publicity Director.....Jack Zaiman
Musical Director.....Otto Neubauer
Chief Engineer.....Italo A. Martino

W O N S*

HARTFORD—EST. 1935

MUTUAL, YANKEE

Frequency: 1410 Kc..... Power: 5000 Watts
Owned-Operated By...The Yankee Network

Address.....54 Pratt St.
Phone Number.....7-9131
Transmitter Location.....Newington, Conn.

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

News Service.....UP
Transcription Service...Associated, Standard
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

Chief Executive.....William O'Neil
Chairman of the Board...John Shepard, 3rd
Station Manager.....Ralph D. Kanna
Sales ManagerLinus Travers
Program Director.....Jack Lacy
Musical Director.....Morris Sechtman
Chief Engineer.....Rogers Holt

*Formerly WHTD

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 Number2-0237
Transmitter Location.....555 Asylum St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 8 a.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.....5:25 a.m. to 1 a.m.
Sundays, 8 a.m. to 1 a.m.
News ServiceAP; INS; Transradio
Transcription Service.....Lang-Worth, NBC,
Thesaurus, B.M.I.
Representative Weed & Company
Membership.....NAB, BMB

Personnel

Vice-Pres.-General Mgr.-Station. Mgr..Paul W.
Morency
Assistant General Manager...Walter Johnson
Sales Promotion Manager....P. W. Morency
Program Manager.....Leonard J. Patricelli
Production Manager.....George Bowe
Publicity Director.....James F. Clancy
Chief Announcer.....Philip Becker
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

W K N B

NEW BRITAIN—EST. 1946

Frequency: 840 Kc....Power: 1000 Watts, d.
only
Owned-Operated By.....The New Britain
Broadcasting Co.
Address.....213 Main St.
Phone Number.....702
Transmitter Location.....1056 Willard Ave.,
Newington, Conn.
Time on the Air.....Sunrise to sunset (local)
News Service.....AP
Transcription Service...Capitol, World, BMI
Representative.....Adam J. Young, Jr., Inc.
MembershipNAB

Personnel

PresidentJulian Gross
Station Mgr.-Sales Mgr...Walter M. Windsor
Secretary.....William H. Ray
Program Director.....David Scott
Publicity Director.....Hal Graves
Musical Director.....Al DeCaro
Chief Engineer.....William R. Atkinson

W E L I

NEW HAVEN—EST. 1935

**AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK**

Frequency: 960 Kc...Power: 1,000 d.; 500 a.
Owned-Operated By...Conn. Radio Foundation,
Inc.
Address221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World Broadcasting
System Library
RepresentativeHeadley-Reed Co.
MembershipBMB

Personnel

President.....H. C. Wilder
General Mgr.-Station Mgr...Richard W. Davis
Sales Manager.....Edwin H. Schweitzer
Program Director.....Charles H. Wright
Publicity Director.....Rudy Frank
Chief Engineer.....Fred King
Record M.C.....Clive Dill

W N H C

NEW HAVEN—1944

Frequency: 1340 Kc....Power: 250 Watts
Owned-Operated By.....The Elm City
Broadcasting Corp.

Business Address.....1110 Chapel Street
Phone Number.....8-3151
Transmitter Location.....350 Kimberly Ave.
Representative.....Wm. G. Rambeau Co.
News Service.....AP
Transcription Service.....Standard
Time on the Air.....7:00 a.m. to 12:05 a.m.
Representative.....William G. Rambeau Co.;
Bertha Bannan (in New England only)
Membership.....NAB, BMB

Personnel

President.....Patrick J. Goode
General Mgr.-Station Mgr.....James T. Milne
Sales Manager.....Aldo DeDominicis
Sales Promotion Manager...Vincent Callanan
Program Director.....David K. Harris
Musical Director.....James Morgan
Chief Engineer.....Vincent DeLaurentis

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..The Thames Broadcasting
Corporation
Address.....Mohican Hotel,
281 State Street
Phone Number.....New London 4900
Transmitter Location.....Winthrop Point,
E. New London
Time on the Air.....7:30 a.m. to 12 midnight
News Service.....AP
Representative.....Edward F. Darrell

Personnel

President-Gen. Mgr.-Station Mgr...Gerald J.
Morey
Sales Manager.....Edward F. Darrell
Sales Promotion Manager.....Leo B. Keegan
Musical Director.....Leslie Morson
Chief Engineer.....Gerald J. Morey

W N O C

NORWICH—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Norwich Broadcasting
Co.
Address.....91 Main St.
Phone Number.....3325
Transmitter Location.....Thamesville, New
London Turnpike
Time on the Air..7:00 a.m. to 11:00 p.m.; Sun-
day: 8:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Keystone
National Sales Office..Howard H. Wilson Co.

Personnel

General Managers.....J. Eric Williams, H.
Ross Perkins
Sales Promotion Manager..Richard Landsman
Musical Director.....Henry Sennet
Chief Engineer.....Joseph Seilski

W S T C

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.....4-7573
Transmitter LocationLindstrom Rd., Ship-
pan Point
Time on the Air...6:00 a.m. to 12:05 a.m.;
Sunday: 9:00 a.m. to 12:05 a.m.
Transcription Service...World Broad. System
Representatives..Bertha Bannan, Helen Wood
Membership.....NAB, BMB

Personnel

President.....Kingsley Gillespie
General Mgr.-Station Mgr....Harold H. Meyer
Sales Mgr.-Musical Dir.....Wharton Ford
Program Director.....Fred Daiger

WSTC

STAMFORD, CONNECTICUT

*Ask
Anyone!*

Publicity Director.....D. Hay
 Chief Announcer.....Don Rustici
 Chief Engineer.....Edward L. Markman

W A T R

WATERBURY—EST. 1934
 AMERICAN BROADCASTING CO.
 CONNECTICUT STATE NETWORK

Frequency: 1320 Kc.Power: 1000 Watts
 Owned-Operated By.....Harold Thomas
 Address.....71 Grand St.
 Phone Number.....3-5161
 Transmitter Location.....Baldwin Avenue
 Time on the Air.....7:00 a.m. to 12 midnight
 News ServiceTransradio
 Representative.....Wm. G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

Owner-General Manager.....Harold Thomas
 Station Manager-Commercial Mgr..S. R. Elman
 Sales Promotion Manager.....Thomas R. Cox
 Program Dir.-Production Mgr.-Chief Ann..Ed-
 mund Waller
 Publicity Director.....Jean Greenblatt
 Musical Director.....Edith Sacco
 Chief Engineer.....Norman R. Blake
 Record M.C.....Jean Vallin

W B R Y

WATERBURY—EST. 1934
 CBS

Frequency: 1590 Kc.....Power: 5000 Watts;
 Owned-Operated By.....American Re-
 publican, Inc.
 Business Address.....61 Leavenworth St.
 Studio Address.....136 Grand St.
 Phone Number.....3-1125
 Transmitter Location.....Boyden Street
 Time on the Air.....17 hours daily
 Newspaper Affiliation.....Waterbury Ameri-
 can; Waterbury Republican
 News Service AP
 Transcription Service.....WBS
 Representative ..Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

President.....W. J. Pape
 General Manager.....James H. Darcey
 Station Manager.....Eric Pape
 Commercial Manager.....Harry A. DeVorcen
 Sales Promotion Mgr.....Wilder J. Greeley
 Program Director.....Walter Howard
 Publicity Director.....E. Christy Erk
 Chief Announcer.....Jimmy Parker
 Chief Engineer.....Frank B. Hales
 Record M.C.....Jimmy Parker

W W C O

WATERBURY—EST. 1946
 MUTUAL—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Mitchell G. Meyers,
 Ruben E. Aronheim, Milton Meyers
 Address.....119 W. Main St.
 Phone Number.....4-5141
 Transmitter Location.....Thomaston Ave.
 Timer on the Air...6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Haudard
 Representative.....Edward Pety & Co.
 Membership.....NAB, BMB

Personnel

General Manager.....Mitchell G. Meyers
 Station Manager.....Milton H. Meyers
 Commercial Manager.....Mort Silverman
 Sales Promotion Manager.....Al DeGoia
 Chief Announcer.....Al Vestro
 Musical Director.....Jerry Arthur
 Chief Engineer.....Louis Stady
 Record M.C.....Daird Lee

For the
best interpretive
 news . . .

AP

DELAWARE

Estimated Population 302,168—Radio Homes 77,034
Stations in State 2

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 ServiceUP
Transcription Service....NBC Thesaurus, WBS
Representative.....Radio Adv. Co.
Membership.....NAB, BMB

Personnel

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

WILM

WILMINGTON—EST. 1928

MUTUAL BROADCASTING SYSTEM

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

Address920 King St.
Phone Number.....Wilmington 4-7771
Transmitter Location....Governor Prinze Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News ServiceAP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGilvra
Membership.....NAB, BMB

Personnel

President.....Alfred G. Hill
General Mgr.-Station Mgr...Geo. L. Sutherland
Sales or Commercial Mgr...Chauncy Eanes, Sr.
Sales Promotion Mgr.....James Finucune
Musical Director.....George Kelly
Chief Engineer.....Edwin Kennedy
Record MC.Del Parks

WDEL

**WILMINGTON
DELAWARE**

**5000 WATTS
DAY & NIGHT**

SELLS
for you, consistently,
profitably

For full information write
Sales Representative:
RADIO ADVERTISING CO.
New York Dallas Chicago
San Francisco Hollywood

NBC Basic Network

DISTRICT OF COLUMBIA

Estimated Population 914,120—Radio Homes 242,212
Stations in District 7

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
Transmitter Location 8th & Eye Sts., N.W.
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
a.m. to 1:00 a.m. Sun.
Newspaper Affiliation Washington Post
News Service INS, AP, UP
Transcription Service Standard Radio,
Langworth and Associated, World
Representative Headley-Reed Co.
Membership NAB, BMB

Personnel

President Phillip Graham
Station Manager R. C. O'Donnell
Sales Manager L. C. Sweatt
Program Director Richard C. McNamara
Publicity Director Ralph Dubrowin
Musical Director Paul Hume
Chief Engineer Ralph E. Cannon, Jr.

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 Green Tree Road,
Bethesda, Md.
Time on the Air 6 a.m. to 1 a.m.
Newspaper Affiliation Washington Evening
Star
News Service AP, UP
Transcription Service Standard Radio,
Associated, Langworth
National Sales Office ABC Spot Sales
Membership NAB, BMB

Personnel

President S. H. Kauffmann
General Manager K. H. Berkeley
Sales Manager Ben B. Baylor, Jr.
Sales Promotion Manager William R. Willison
Program Director Gordon Hubbel
Publicity Director Tom Dolan
Chief Engineer Daniel Hunter
Record MC James Gibbons

WOL

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By. Cowles Broadcasting
Company
Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Brookville Road, Silver
Springs, Md.
Time on the Air 6:00 a.m. to 1:00 a.m.;
Sunday: 7:30 a.m. to 1:00 a.m.
Newspaper Affiliation Des Moines Register
& Tribune, Minneapolis Star & Journal
News Service UP, AP
Transcription Service Press Assoc., Wash.
City News Wire, Standard Radio, Associated
National Sales Office Cowles Broadcasting Co.
Representative The Katz Agency, Inc.
Membership NAB, BMB

Personnel

President Gardner Cowles
Board Chairman John Cowles
General Mgr.-Station Mgr. Merle S. Jones
Sales Manager William D. Murdock
Sales Promotion and Merchandising
Manager Tom Means
Program Director Arthur Casey
Production Manager Hollis Seavey
Publicity Director Lou Brott
Musical Director Charles Keaton
Chief Engineer Harold Reed

WQQW

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc. Power: 500 Watts d. only
Owned-Operated By. Metropolitan
Broadcasting Corp.
Address 2627 Conn. Ave., N.W.
Phone Number Columbia 6331
Transmitter Location Falls Church, Va.
Time on the Air Sunrise to sunset (local)
News Service AP
Membership NAB

Personnel

General Mgr.-Station Mgr. Edward M. Brecher
Sales Manager Martin Schadi
Musical Director Pierson Underwood
Chief Engineer Robert Martin

W R C

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.
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.
Membership NAB

Personnel

President Niles Trammell
Vice-President Frank M. Russell
General Manager Carleton D. Smith
Sales Manager Mahlon A. Glascock
Sales Promotion Manager . . . James W. Seiler
Chief Engineer A. E. Johnson
Record MC Bill Herson

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (250 w. booster)

Address 1000 Connecticut Ave.

Phone Number National 7203

Transmitter Location 61 Pierce St., N.E.

Time on the Air 24 hours daily;

News Service AP, UP

Transcription Service Standard, Capitol, NBC Thesaurus

Representative Forjoe & Co.

Membership NAB, BMB

Personnel

President Joseph Katz

General Mgr.-Station Mgr. Ben Strouse

Sales Manager Helen Moberley

Program Director Norman Reed

Production Manager Ira Walsh

Publicity Director Rick LaFalce

Musical Director Leonard Friendly

Chief Engineer Ross Beville

W T O P

WASHINGTON, D. C.—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By . . . Columbia Broadcasting System

Address Earle Bldg.

Phone Number Metropolitan 3200

Transmitter Location Wheaton, Md.

Time on the Air: 5:30 a.m. to 1:05 a.m.;

Sundays, 7:30 a.m. to 1:05 a.m.

News Service AP, UP, Wash.

City News Service

Transcription Service World Broadcasting

System, Langworth

Representative Radio Sales

Membership NAB, BMB

Personnel

Vice-Pres. Washington Office

(CBS) Earl H. Gammons

General Manager Carl J. Burkland

Sales Manager Maurice Mitchell

Program Manager Richard Linkroom

Production Manager Roy Passman

Chief Washington Correspondent and

Director CBS Washington News

Bureau Eric Sevareid

Chief Engineer Clyde Hunt

Our listeners got
a 50 million dollar
raise this year

WWDC

Washington's entertainment station

COMING SOON—WWDC • FM

Represented Nationally by Forjoe & Company

FLORIDA

Estimated Population 2,241,944—Radio Homes 504,710
Stations in State 37

WDHL

BRADENTON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Manatee Broadcasting
Co., Inc.
Address.....Municipal Pier
Phone Number.....35-531
Transmitter Location.....Municipal Pier
Time on the Air.....7:00 a.m. to 10:30 p.m.
News Service.....AP
Transcription Service.....Standard

Personnel

President-Sales Mgr.....N. A. Perry
General Mgr.-Station Mgr.-
Chief Engineer.....Joe E. Foster
Sales Promotion Manager..Geo. S. Wehrman

WMFJ

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.....17½ hours daily
News Service.....AP
Membership.....NAB, BMB

Personnel

Owner.....W. Wright Esch
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy
Sales-Commercial Manager.....John S. Pitts
Chief Engineer.....W. Wright Esch

WMFJ

DAYTONA BEACH, FLORIDA

WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Fort Lauderdale
 Broadcasting Co.
 Address.....P.O. Box 187
 Phone Number.....3890
 Transmitter Location.....S.E. 15th St. at
 Inland Waterway
 Time on the Air.....6:45 a.m. to 1:00 a.m.
 News Service.....UP
 Transcription Service.....Associated Libraries

Personnel

Owner-Chief Executive.....Gene T. Dyer
 Vice-Pres. Station Mgr.....Reggie Martin
 Commercial Manager.....
 Sales Promotion Manager....James McCulla
 Chief Announcer.....Claude Green
 Chief Engineer.....William R. Needs

WINK

FORT MYERS—EST. 1939
 COLUMBIA BROADCASTING SYSTEM
 FLORIDA WEST COAST—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Fort Myers Broadcasting
 Co.
 Business Address.....54 East First St.,
 WINK Bldg.
 Phone Number.....818 & 1153
 Transmitter Location.....54 East First St.,
 WINK B'dg.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Keystone
 Representative.....John E. Pearson
 Membership.....BMB

Personnel

President-General Mgr... Ronald B. Woodyard

WIRA

FORT PIERCE—EST. 1946
 MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By... Indian River Broad. Co.
 Address.....Fort Pierce
 Phone Number.....970-1
 Transmitter Location.....Orch Blvd.
 Time on the Air.....6:33 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio

National Sales Office.....Thomas F. Clark
 Membership.....NAB

Personnel

President-General Manager-
 Station Manager.....Douglas Silver
 Sales Manager-Publicity
 Director.....J. Tom Watson, Jr.
 Program Director.....Marjorie B. Silver
 Production Manager..Thomas Ballard Newsom
 Chief Announcer.....John Sadler
 Musical Director.....Edna Nobles
 Chief Engineer.....Conrad S. Clemans

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, Ex. 267
 Transmitter Location.....Campus, University
 Time on the Air.....18 Hours Monday-Sat.,
 17 Hours on Sunday
 News Service.....AP
 Transcription Service.....Langworth, SESAC
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB

Personnel

Director.....Major Garland Powell
 Commercial Manager.....Paul Acosta
 Production Manager.....J. Sam Fouts
 Chief Engineer.....Dr. Palmer Craig

WFVL

HOLLYWOOD—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts, d. only
 Owned-Operated By... Hollywood Broad. Co.
 Address.....Gt. Southern Hotel, Hollywood
 or Cadillac Hotel, Miami Beach, Fla.
 Transmitter Location... Sunny Isles, N. Miami
 Beach, Fla.
 Time on the Air.....6:00 a.m. to 6:00 p.m.
 News Service.....AP
 Transcription Service.....Langworth
 Membership.....NAB

Personnel

President.....Jonas Weiland
 General Mgr.-Chief Announcer..Bob Bingham
 Sales Manager.....Charles Dameron
 Chief Engineer.....John Newman

W J A X

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
 Membership.....BMB

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

W J H P

JACKSONVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
FLORIDA NETWORK

Frequency: 1320 Kc.....Power: 5000 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

W M B R

JACKSONVILLE—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned, Operated By...Florida Broadcasting
 Company
 Address.....675 Main St., So.
 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, Cole,
 Lang-Worth
 Representative.....Weed & Co
 Membership.....NAB, BMB

Personnel

President-General Mgr.....Frank King
 Station Manager.....Carroll Gardner
 Sec.-Treas.-Sales Mgr.....Glenn Marshall, Jr.
 Program Director.....Chas. M. Stone
 Chief Announcer.....Larry Scarborough
 Musical Director.....Roger Van Duzer
 Chief Engineer.....E. B. Vordermark
 Record MC.....Jack Walters

W P D Q

JACKSONVILLE—EST. 1942
AMERICAN BROADCASTING CO.
FLORIDA-AMERICAN NETWORK

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By:
 Jacksonville Broadcasting Corp

W J A X
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

Address.....Gulf Life Bldg.
 Phone Number.....5-6781
 Transmitter Location...Seven miles west of
 Jacksonville on Lenox Ave.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....James R. Stockton
 General Mgr.-Station Mgr.....Robert R. Feagin
 Sales Manager.....Frank Taylor, Jr.
 Sales Promotion Manager.....Sid Beighley
 Program Director-Production
 Manager.....Bernie Adams
 Publicity Director.....Lillian Nunn
 Musical Director.....Dick Catherwood
 Chief Engineer.....J. R. Donavan

WKWF

KEY WEST—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc.....Power: 500 Watts
 Owned-Operated By.....John M. Spottswood
 Address.....Spottswood Bldg.
 Phone Number.....510
 Transmitter Location.....Stock Island
 Time on the Air.....7:00 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Owner-Station Manager
 Sales Mgr.-General Mgr. John M. Spottswood
 Program Director
 Production Manager...John M. Spottswood
 Publicity Director.....C. E. Smith, Jr.
 Chief Engineer.....Fred F. Moore

WDSR

LAKE CITY—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Deep South Radioways
 Address.....126 N. Marion St.
 Phone Number.....525
 Transmitter Location.....One mile So. of
 Lake City on U.S. Highway No. 41
 Time on the Air.....5:00 a.m. to 10:05 p.m.;
 Sunday: 8:00 a.m. to 10:05 p.m.
 News Service.....AP
 Transcription Service.....WBS
 Membership.....NAB

Personnel

President-General Manager-
 Station & Sales Manager...Alfred H. Temple
 Program Director-Production
 Manager-Musical Dir.....Edward A. Baumel
 Chief Engineer.....T. Neal Kenyon

WLAK

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.
 FLORIDA WEST COAST GROUP

Frequency: 1340 Kc.....Power: 250 Watts
 Owned, Operated By.....S. O. Ward
 Address.....P.O. Box 1211
 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.
 Membership.....NAB, BMB

Personnel

Owner-General Mgr.-Production Mgr.
 Station Manager.....S. O. Ward
 Assistant Mgr.....Bill Reeves
 Sales Manager.....Powell Adams
 Program Director.....Maxine Tyner
 Publicity Director.....Bill Reeves
 Chief Announcer.....William P. Lee
 Musical Director-Record MC...George Friend
 Chief Engineer.....Bill Lee

WGBS

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.
 Phone Number.....9-2401
 Transmitter Location.....10 miles
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 Station Manager.....Stanton P. Kettler
 Sales Manager.....M. N. Babcock
 Sales Promotion Manager.....Frank Jaffe
 Musical Director.....Virginia Taylor

W I O D

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
 Owned By.....Miami Daily News, Inc.
 Operated By.....Isle of Dreams Broad. Corp.
 Business Address.....600 Biscayne Blvd.
 Phone Number.....3-6444
 Transmitter Location.....Cameo Island, 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.....AMP, Standard
 Representative...George P. Hollingbery Co.;
 Harry E. Cummings
 Membership.....NAB, BMB

Personnel

President.....Daniel J. Mahoney
 General Mgr.-Station Mgr...James M. Legate
 Sales Manager.....Robert L. Fidler
 Sales Promotion Manager..Martha Henriquez
 Program Director.....Warren Sinot
 Musical Director.....Earle Barr Hanson
 Chief Engineer.....Milton C. Scott

W Q A M

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: \$60 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated..The Miami Broadcasting Co.
 Address.....327 N.E. 1st Ave., Box 3741
 Phone Number.....2-6121
 Studio Address.....Postal Pacific Bldg.
 Transmitter Location.....Biscayne Bay
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....AP
 Transcription Service....World Broadcasting
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President-General Mgr.....Fred W. Borton
 Asst. to President.....Hazel McGuire
 Sales Manager.....Fred W. Mizer
 Sales Promotion Mgr.....Laura Eggleston
 Program Dir.-Publicity....Marjorie Christopher
 Production Manager.....Walter Svehla
 Chief Engineer.....Earle Lewis



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



JAMES M. LeGATE, Gen. Manager

5,000 WATTS * 610 KC * NBC



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 Bay Road
Phone Number.....5-5711
Transmitter Location.....1759 Bay Road
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Cole, Standard, BMI
Representative.....Radio Advertising Co.
Membership.....NAB

Personnel

Owner.....A. Frank Katzentine
General Manager.....John I. Prosser
Business Manager.....Arthur C. Wampler
Program Manager.....Robert Beutel
Engineers.....Art Smith, Tom Magee
Record MC.....Dick Stern

WINZ

MIAMI BEACH—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts d. only
Owned-Operated By..Hollywood Broadcasting
Co., Inc.
Address.....Cadillac Hotel
Transmitter Location.....North Miami Beach
Studio Address.....Alcazar Hotel, Miami;
Great Southern Hotel, Hollywood, Fla.
Time on the Air.....6:30 a.m. to 5:45 p.m.

Personnel

President.....Jonas Wel'and
General Manager.....Wells F. Bruen

W T M C

OCALA—EST. 1939

MUTUAL-KBS

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By...Ocala Broad. Co., Inc.
Address.....Anthony Rd. at Henry St.
Phone Number.....128 and 185
Studio Address.....1 Broadcast Place
Transmitter Location.....Anthony Rd.
Time on Air.....6:00 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
General Manager.....T. S. Gilchrist, Jr.
Chief Engineer.....Donald H. Richardson

W D B O

ORLANDO—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Broadcasting
Business Address.....563 N. Orange Ave.
Phone Number.....6181
Transmitter Location..Dubsread Country Club
Time on the Air.....4:55 a.m. to 1:05 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting
System and NBC Thesaurus
Representatives.....John Blair & Co. and
Harry E. Cummings
Membership.....NAB, BMB

Personnel

President and General
Manager.....Colonel George C. Johnston
Vice-Pres. and Exec. Officer, Harold P. Danforth
National Sales and Program
Director.....W. G. McBride
Local Sales Manager.....J. M. Pedrick
Copy Chief.....Walter Barden
Musical Director.....Walter D. Kimble
Chief Engineer.....James E. Yarbrough

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
Transmitter Location.....Near Orlando
Time on the Air.....6:00 a.m. to 12:05 a.m.
Sunday: 7:00 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service.....Lang-Worth
Membership.....NAB, BMB

Personnel

General Manager.....Victor Bulsset

W O R Z

ORLANDO—EST. 1946

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Florida
Broadcasting Co.
Address.....P.O. Box 2231
Phone Number.....2-0552
Studio Address.....790 N. Orange Ave.
Transmitter Location.....Winter Garden Rd.
News Service.....AP
Representative.....Weed & Co.
Membership.....NAB

Personnel

President James Dandelake
 Station Manager Eugene D. Hill
 Program Director Paul Parker
 Chief Engineer H. B. Greene

W W P F*

PALATKA—EST. 1946

Frequency: 800 Kc.....Power: 250 Watts
 Owned-Operated By.....Palatka Broad. Co.
 Address.....105½ N. Second St.
 Transmitter Location.....East Palatka
 Time on the Air.....Sunrise to sunset (local)
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

Owners.....J. E. Massey, L. C. McCall
 General Mgr.-Chief Engineer.....L. C. McCall
 Commercial Manager.....H. A. Carlton

*Construction Permit

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 ServiceAP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Joseph Hersey McGillvra

Personnel

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

W D L P

PANAMA CITY—EST. 1940
MUTUAL—KBS

ALABAMA STATE FOOTBALL NETWORK
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Panama City Broad-
 casting Co., Inc.
 Address.....West Beach Drive

Phone Number777
 Transmitter Location.....West Beach Drive
 Time on the Air.....5:30 a.m. to 11:00 p.m.
 Sunday: 7:30 a.m. to 10:15 p.m.
 News ServiceAP
 Transcription Service.....World
 Newspaper Affiliation....Panama City News
 Herald
 Representative.....John H. Perry Associates
 MembershipNAB

Personnel

PresidentJohn H. Perry
 General Mgr.-Station Mgr.-
 Sales Manager.....Byron Hayford
 Sales Promotion Mgr.....John Thomas
 Program Director.....Byron Hayford
 Chief Announcer-Chief Engineer...Elmer Scott
 Record MCDon Brookins

W B S R

PENSACOLA—EST. 1946

AMERICAN BROADCASTING COMPANY

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Escambia Broad. Co.
 Address.....San Carlos Hotel, P.O. Box 926
 Phone Number6173-4
 Transmitter Location.....Moreno at "O" Sts.
 Time on the Air.....5:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth,
 NBC Thesaurus
 MembershipNAB

Personnel

President-General Mgr.....Miss Ruth Braden
 Station Manager.....Irving F. Welch
 Commercial Manager.....Robert O. Forsyth
 Program Manager.....Miss Judith Lawton
 Chief AnnouncerRussell Hirsch
 Chief Engineer.....G. E. Bert Mead
 Record MC.....Roger Nash

W C O A

PENSACOLA—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.
 Owned-Operated By..Pensacola Broadcasting
 Co.
 Address.....San Carlos Hotel, Box 1669
 Phone Number4111-4112
 Transmitter Location.....Foot of Bay Bridge
 Time on the Air.....18 hours daily:
 Sunday: 16 hours.
 Newspaper AffiliationNews-Journal
 News Service.....UP
 Transcription ServiceWorld
 Representative.....John H. Perry Associates
 MembershipNAB

Personnel

President.....John H. Perry
 General Mgr.....Jack Rathbun
 Program Director.....W. R. Johnston
 Musical Director.....Jane Smith
 Chief Engineer.....Harold Heath

WFOY

ST. AUGUSTINE—EST. 1936

COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM

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 Manager...Frankie Collyer Walker
 Publicity Director.....Bernice McCarter
 Chief Announcer-Chief Engineer..Pat Bernhard

WSUN

ST. PETERSBURG—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Wat*
 Owned-Operated By..City of St. Petersburg,
 Address.....P. O. Box 240, Municipal Pier
 Phone Number.....4747-4748
 Transmitter Location.....Clearwater, Fla.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated Music,
 SESAC
 Representative.....Weed & Company
 Membership.....NAB, BMB

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 Sexton

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

Studio Address...Times Bldg., St. Petersburg
 Transmitter Location...35th Ave. and 4th St., N.
 Time on the Air.....6:30 a.m. to 12 midnight,
 Sundays, 7:30 a.m. to 12 midnight
 Newspaper Affiliation.....St. Petersburg
 Morning Times
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....Irwin A. Simpson
 General Manager.....Herbert T. Anderson
 Commercial Manager.....Coburn Gum
 Publicity Director.....Jack Faulkner
 Program Director.....Herbert T. Anderson
 Chief Announcer.....Dick Bingham
 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.....City Island, Sarasota
 Phone Number.....2564-5
 Transmitter Location...City Island, Sarasota
 Time on the Air.....6:00 a.m. to 11:30 p.m.
 Saturday: 6:00 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 National Representative...John E. Pearson Co.
 Membership.....BMB

Personnel

President.....Robert C. Jones, Jr.
 General Mgr.-Station Mgr....John B. Browning
 Sales or Commercial Mgr....Robert C. Neff
 Program Director.....Dawn Provost
 Chief Engineer.....James E. Grant

WRHP

TALLAHASSEE—EST. 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Tallahassee
 Appliance Corp.
 Address.....Hotel Floridan
 Phone Number.....500
 Transmitter Location.....East Park Avenue
 Time on Air.....Full Time License
 Representative.....Thomas F. Clark Co., Inc.

Personnel

Pres. and Gen. Mgr.....Frank W. Pepper
 Commercial Manager.....W. B. Fraker

WTAL

TALLAHASSEE—EST. 1943

MUTUAL

Frequency: 1340 Kc.....Power: 250 d.; 250 n.
Owned-Operated
By.....Capitol City Broadcasting Corp.
Address.....P.O. Box 989
Phone Number.....2160
Transmitter Location.....Thomasville Rd.
Time on the Air.....18 hours daily;
17 hours Sunday
News Service.....UP and AP
Transcription Service...Standard & Thesaurus
National Representative..John H. Perry Assoc.
Membership.....NAB

Personnel

President.....John H. Phipps
General Manager.....Teresa M. Myers
Station Manager.....O. Jennings; Knox
Commercial Manager.....Harriet B. Carson
Sales Promotion-Merchandising
Manager.....Archibald Withers
Program Director.....Read W. Wynn
Production Manager.....Anne Alfriend
Publicity Director.....Myrtle Johnson
Musical Director.....Donald A. Phillips
Chief Announcer.....Garth Bowen
Chief Engineer.....William A. Snowden, Jr.
Record MC.....McNeil Withers

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Tampa Times Company
Business Address.....114 N. Franklin St.,
P.O. Box 2409
Phone Number.....M-1818
Studio Address.....Tampa Terrace Hotel
Transmitter Location..Forest Hills Country
Club Area
Time on the Air.....Full Time
Newspaper Affiliation...Tampa Daily Times
News Service.....AP
Transcription Service.....World, MacGregor
Representative.....The Katz Agency, Inc.
Membership.....NAB

Personnel

President.....David E. Smiley
General Mgr.-Station Mgr.-
Sales Manager.....L. Spencer Mitchell
Program Director-Production Mgr.-
Publicity Director.....Kenneth W. Skelton
Chief Announcer-Record MC...Sol Fleischman
Musical Director.....Ed C. Walker
Chief Engineer.....William Pharr Moore

WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....The Tribune Co.
Address.....Lafayette & Hyde Park Ave.,
P.O. Box 1410
Phone Number.....Tampa H 1828-9
Transmitter Location.....East Entrance
Davis Causeway, Columbus Drive
Time on the Air.....6:30 a.m. to 12:05 a.m.
Newspaper Affiliation.Tampa Morning Tribune
News Service.....UP
Transcription Service.....NBC Thesaurus,
Lang-Worth
Representative.....John Blair & Co.
Membership.....NAB

Personnel

President.....J. S. Mims
General Mgr.-Station Mgr..Chas. G. Baskerville
Sales Manager.....Bert Arnold
Sales Promotion Mgr.....Lucille Youmans
Production Mgr.-Program Dir....Paul M. Jones
Publicity Director.....Tom Matthews
Chief Announcer.....Mardi Liles
Musical Director.....Frank Grasso
Chief Engineer.....Joseph Mitchell

(CALL LETTERS TO BE ASSIGNED)

TAMPA*

Frequency: 1110.....Power: 250 Watts
Permittee.....W. Walter Tison

*C.P.

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Address.....1500 N. Flagler Dr.
Phone Number.....3638-9-40
Transmitter Location....1500 N. Flagler Drive
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World, Capitol, Cole
Representative.....Radio Advertising Co.
Membership.....NAB

Personnel

General Mgr.-Station Mgr.-
Sales Manager.....Steve Willis
Program Director-Publicity
Director.....Matt Gettings
Chief Announcer.....Dave Webster
Musical Director-Record MC.....Cal Morrow
Chief Engineer.....Otis Wright

*Atlanta's
New*



"WHERE PEACHTREE MEETS PONCE DE LEON"
STUDIOS AND GENERAL OFFICES
GEORGIAN TERRACE HOTEL

MIKE BENTON, PRESIDENT

MAURICE COLEMAN, GENERAL MANAGER

General Broadcasting Company

'47's the year!

TWO GREAT STATIONS BECOME GREATER

To Better Serve a Growing South..

WRBL COLUMBUS, GA.
1420 KC (CBS)

WATL ATLANTA, GA.
1380 KC (MBS)

Increasing to **5000** watts
(UNLIMITED TIME)

NATIONALLY REPRESENTED BY

George P. Hollingbery Co.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

LOS ANGELES

ATLANTA

GEORGIA

Estimated Population 3,241,516—Radio Homes 580,054
Stations in State 47

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 & 3256
Transmitter Location.....Leesburg Road
Time on the Air.....6:55 a.m. to 11:30 p.m.
Newspaper Affiliation.....Albany Herald
News Service.....AP
Transcription Service....World Broadcasting
Representative....Burn-Smith Co.; Frank Cook
Membership.....NAB, BMB

Personnel

President.....Henry T. McIntosh
General Mgr.-Station Mgr.-Sales
Promotion Mgr.-Pub. Dir....Abner M. Israel
Chief Announcer-Record MC.....Herb Harris
Chief Engineer.....George Waldon

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.....1370-1
Transmitter Location.....Gillionville Road
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service.....UP
Transcription-Service.....NBC Thesaurus
Representative.....George P. Hollingberry
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....J. W. Woodruff, Jr.
Station Manager.....Leonard M. George
Musical Director.....Royce Jones

W G A U

ATHENS—EST. 1938

CBS—KBS

GEORGIA SPORTS-NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address.....Bobbin Mill Road
Phone Number.....1741-2
Transmitter Location.....Bobbin Mill Road
Time on the Air.....Unlimited
Transcription Service.....Standard Radio
and Keystone
Membership.....NAB, BMB, GAB

Personnel

General Mgr.-Station Mgr..Robert Lewis Doster
Chief Engineer.....William J. Evans

W A G A

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc.....Power: 5,000 Watts
Owned By.....The Fort Industry Company
Operated By.....Liberty Broadcasting Co.
Address.....Western Union Bldg.
Phone Number.....Main 5101
Transmitter Location....1299 N. Druid Hills Rd.
Time on the Air....5:25 a.m. to 12 midnight
News Service.....AP, INS
Transcription Service.....NBC Thesaurus
and Lang-Worth
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....George B. Storer
Acting Mgr.-Sales Mgr....James E. Bailey
Sales Promotion Mgr.....Ewald Kockritz
Chief Engineer.....Arry Brown

W A T L

ATLANTA—EST. 1931

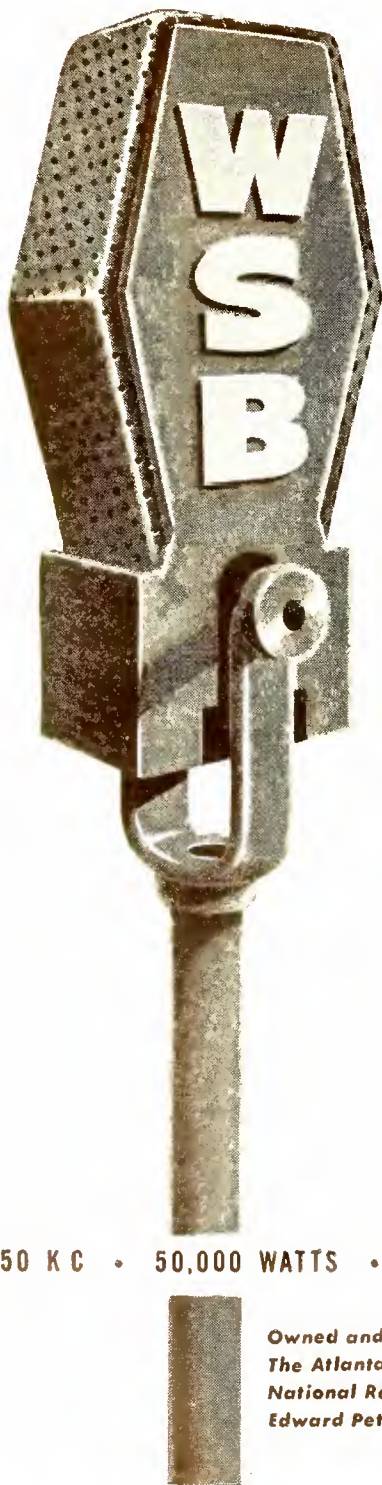
MUTUAL BROADCASTING SYSTEM
GEORGIA RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone Number.....Walnut 4377
Transmitter Location....Henry Grady Building
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service....Lang-Worth, Standard
Representative....George P. Hollingberry Co.
Membership.....NAB

Personnel

Owner.....J. W. Woodruff
Vice-Pres.-Exec. Mgr.....J. W. Woodruff, Jr.
General Manager.....Walter P. Speight, Jr.
Sales Manager.....Samuel W. Kane
Program Director.....James M. Hardin
Musical Director.....Cliff Cameron
Chief Engineer.....Henry Fincher
Record MC.....Jerry Sears

ONE OF AMERICA'S GREAT STATIONS



GEORGIA'S
Big **STATION**

Not merely big in power—though it is—but big in attitude... and big in recognition of its opportunity to serve. Be they commercial or not, WSB does big jobs for its patrons. It has the mass audience needed to sell an idea or a product in a big way. If you are interested in the South you will be interested in...

WSB
The Voice of the South
ATLANTA

750 KC • 50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE

*Owned and operated by
The Atlanta Journal.
National Representative:
Edward Petry & Co., Inc.*

WBGE

ATLANTA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By.....General
Broadcasting Co.

Address.....Georgian Terrace Hotel
Transmitter Location.....West Peachtree and
Pine Sts.

Phone Number.....Vernon 1194
Time on the Air.....24 Hours Daily
News ServiceAP

Personnel

PresidentMike Benton
General Manager.....Maurice Coleman

** Incomplete At Press Time
See Page 371*

WGST

ATLANTA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc..Power: 5000 d.; 1000 n.
Owned-Operated By.....Regents of the
University System of Ga.

Address.....Forsyth Bldg.
Phone Number..Walnut 8441

Transmitter Location....Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12 midnight
News ServiceAP
Transcription Service.....World Broadcasting
System and NBC Thesaurus
Representative The Katz Agency
Membership.....NAB, BMB

Personnel

Chair. Radio Comm.....Frank Spratlin
General Mgr.-Sales Mgr.....John Fulton
Sales Promotion-Publicity Dir.....Dixon Babb
Program Director.....Jack Kelly
Production Manager.....Don Naylor
Musical Director.....Lola Wallace
Chief Engineer.....Ben Akerman

WSB

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

GEORGIA TECH STATION

WGST

Georgia's 2nd Station
IN FAMILY COVERAGE*

- ▶ GOOD PROGRAMS
- ▶ MERCHANDISING
- ▶ PROMOTIONS

Represented Nationally by the **KATZ Agency**

* Broadcast Measurement Bureau

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

Personnel

Managing Director.....J. Leonard Reinsch
 General Manager.....John M. Outler, Jr.
 Sales Manager.....Frank Gaither
 Sales Promotion Mgr.....Lorin Myers
 Program Director.....Marcus Bartlett
 Production Manager.....M. K. Toalson
 Publicity Director.....Jean Hendrix
 Chief Announcer.....Roy McMillan
 Musical Director.....Albert Coleman
 Chief Engineer.....C. F. Daugherty

W B B Q

AUGUSTA—EST. 1947
MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Savannah Valley
 Broadcasting Co.
 Business Address.....Augusta, Ga.
 Studio Address.....Sand Bar Ferry Rd.
 Time on the Air.....5 a.m.-12:30 a.m.;
 Sundays 7:55 a.m.-12:30 a.m.
 News Service.....AP, INS
 Transcription Service.....Associated,
 Cole, Standard
 Representative Joseph Hershey McGillvra, Inc.
 Membership.....NAB

Personnel

President-Owner-Gen. Mgr.-
 Station Mgr.....George G. Weiss
 Commercial Manager.....John Watkins
 Program-Production Director....George Scott
 Promotion Director.....Charon Page
 Chief Announcer.....George Scott
 Record MC-Musical Director....Robert Nelson
 Chief Engineer.....David Freeman

W G A C

AUGUSTA—EST. 1940
AMERICAN BROADCASTING CO.

Frequency: 580 Kc.....Power: 5000 Watts d.;
 Owned-Operated By...The Twin States Broad-
 casting Company
 Address.....7th at Broad St.
 Phone Number.....2-5858
 Transmitter Location.....Martinez, Ga.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 and Standard
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Pres.-Owner or Chief Exec.-Vice-Pres.
 General Mgr.-Station Mgr.....J. B. Fuqua
 Sales or Comm. Mgr.....D. M. Kelly, Jr.
 Program Director-
 Chief Announcer.....Steve D. Manderson
 Production Manager.....Lonny Moore
 Publicity Director.....Margaret Keel
 Musical Director.....John B. Vance
 Chief Engineer.....Jack Jopling
 Record MC.....Lonny Moore

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.....2-8805-6-7
 Transmitter Location.....Berckmans Road
 Time on the Air.....18 hrs.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System, Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB

Personnel

President.....Wm. K. Jenkins
 Station Manager.....W. R. Ringson
 Commercial Manager.....Wm. B. Smart
 Program-Production Mgr.....Joe G. Hunt
 Chief Engineer.....Harvey Aderhold

W M G R

BAINBRIDGE—EST. 1946
MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK
KBS

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated By.....S. Marvin Griffin
 Address.....Callahan Bldg.
 Phone Number.....77
 Transmitter Location.....Faceville Highway
 Time on the Air.....7:00 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Post-Searchlight
 News Service.....AP
 Transcription Service.....SESAC, Keystone

Personnel

Owner.....S. Marvin Griffin
 Gen. Mgr.-Station Mgr.-
 Sales Manager.....Dixon Babb
 Program Director.....Barbara Ann Johnson

W M O G

BRUNSWICK—EST. 1940
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Coastal Broadcasting
 Company, Inc.
 AddressSt. Simons Island Causeway
 Phone Number 1500
 Transmitter Location...St. Simons Causeway
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativeClark
 Membership BMB

Personnel

President.....Mrs. Alma W. King
 General Mgr.-Station Mgr.-
 Sales Mgr.-Chief Engineer..Kenneth E. White
 Sales Promotion Mgr.....Valentine Peck
 Program Director-Chief Announcer
 Record MC.....Bob Martin

W B H F

CARTERSVILLE—EST. 1946

KBS

Frequency: 1450 Kc.....Power 250 Watts
 Owned and Operated By.....W. Ryan Frier
 AddressCartersville
 Transmitter Location.....Cartersville

Personnel

General Manager.....John H. French

W G A A

CEDARTOWN—EST. 1941

ABC

KEYSTONE BROADCASTING SYSTEM

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

AddressWest Theater Bldg.
 Phone Number.....777 and 570
 Transmitter Location.....Cave Spring Rd.
 Time on the Air.....18½ hours daily
 News ServiceAP
 Transcription ServiceWorld
 Representative.....William B. Estes
 Membership.....NAB, BMB

Personnel

President.....O. C. Lam
 Station Mgr.-Sales Mgr.....William B. Estes
 Chief Engineer.....Chessley Hooper
 Record MC.....Ed Reilly

W D A K

COLUMBUS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Radio Columbus, Inc.

Address1028½ 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 ServiceWorld

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
 GEORGIA SPORTS NETWORK**

Frequency: 1230 Kc. (CP-1420).....Power:
 250 Watts (CP-5000 Watts)

Owned and Operated By....Columbus Broad-
 casting Company

Address1420 Second Avenue
 Phone Number.....2-0601
 Transmitter Location.....3009½ Howard Ave.
 Time on the Air.....5:45 a.m. to 1:00 a.m.:
 Sunday: 6:30 a.m. to 1:00 a.m.

News ServiceUP
 Transcription Service..Lang-Worth, Thesaurus.
 SESAC

Representative.....George P. Hollingberry
 Membership NAB

Personnel

Chief Executive.....J. W. Woodruff
 Exec. & National Sales Manager-
 Station Manager.....J. W. Woodruff, Jr.
 Local Sales Manager.....W. S. Masste
 Sales Promotion Mgr.-
 Publicity Director.....Ed J. Hennessey
 Program-Production Mgr.....Gale Martin
 Chief Engineer.....Joe Gamble

W M J M

CORDELE—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power 250 d.; 100 m.
 Owned By....Cordele Dispatch Publishing Co.
 Operated By.....James S. Rivers
 Address.....P.O. Box 432

Phone Number666
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Cordele Dispatch
 Publishing Co.
 News ServiceUP
 Transcription Service.....WBS
 Membership.....NAB, BMB

Personnel

PresidentJohn W. Greer
 General Manager-Sales
 Promotion Manager.....James S. Rivers
 Sales Manager.....Tiny Turner
 Publicity Director-Record MC..William Blizzard
 Chief Announcer.....Bruce Smith
 Musical Director.....Tiny Turner
 Chief Engineer.....William Hill

WMOC

COVINGTON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Covington News, Inc.
 AddressCovington, Ga.
 Phone Number.....2275
 Transmitter Location.....Covington, Ga.
 Time on the Air.....6:00 a.m. to 11:00 p.m.;
 Sunday: 8:00 a.m. to 11:00 p.m.
 Newspaper Affiliation....Covington News, Inc.
 News Service.....AP
 Transcription Service.....World

Personnel

President.....A. Belmont Dennis
 General Mgr.-Station Mgr.-
 Chief Engineer.....Willard E. Botts
 Sales Mgr.-Program Director....Melvin Merz

WBLJ

DALTON—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK—KBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Dalton Broad. Corp.
 Address.....Kenemer Bldg.
 Phone Number.....Dalton 684
 Transmitter Location.....Fifth Ave.
 Time on the Air.....17½ hours daily
 News ServiceUP
 Transcription Service...Lang-Worth, Keystone
 RepresentativeCox & Tanz
 Membership.....NAB, BMB

Personnel

President.....H. C. Kenemer
 General Manager.....W. V. Williams
 Publicity Director.....J. F. McGinley
 Musical Director.....E. E. Graigmiles
 Chief Engineer.....John S. Andrews

(CALL LETTERS TO BE ASSIGNED)
DOUGLAS*

Frequency: 860 Kc.....Power: 1,000 Watts
 Permittee.....Downing Musgrove

*C.P.

WMLT

DUBLIN—EST. 1945

MUTUAL BROADCASTING SYSTEM—KBS

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By..Dublin Broadcasting Co.
 Address.....Box 659
 Phone Number87L
 Transmitter Location...Franklin & Moore Sts.
 Time on the Air.....7:00 a.m. to 11:05 p.m.
 News ServiceAP
 Transcription Service...Standard, Lang-Worth
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

President.....George T. Morris
 General Mgr.-Station Mgr.-Sales
 Mgr.-Production Mgr.T. K. Vassy
 Chief Engineer.....Wendell C. Roberts
 Record MC.....Chuck Saunders

WSGC

ELBERTON—EST. 1946

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Elberton Broad. Co.
 AddressP.O. Box 603
 Phone Number.....525
 Transmitter Location.....Jones St. & Lake
 Forest Drive
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 RepresentativeCox & Tanz

Personnel

Exec. Vice-Pres.-
 Station Manager.....John L. Barnes
 Chief Engineer.....Ernest Church

WBHB

FITZGERALD—EST. 1946

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. Paul Stone &
 R. M. Ware, Jr.
 Address.....680 Block W. Roanoke Dr.
 Phone Number.....740
 Transmitter.....600 Block Roanoke Dr.
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

Owners.....J. Paul Stone, R. M. Ware, Jr.
 General Mgr.-Station Mgr.-
 Chief Engineer R. M. Ware, Jr.
 Program Dir.-Production Mgr.....Sidney King
 Chief Announcer-Record MC.....Jack Owens

WGGA

GAINESVILLE—EST. 1941

MUTUAL

GEORGIA SPORTS NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Blue Ridge Broadcasting
 Company
 Address.....Athens Road
 Phone Number.....1600-1601
 Transmitter Address.....Athens Road
 Time on the Air.....6 a.m. to 11:30 p.m.;
 Sunday: 7:55 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB

Personnel

Chief Executive.....Chas. H. Smithgall
 General Manager.....H. Russ Holt
 Station Manager.....L. H. Christian
 Sales Manager.....E. F. MacLeod
 Chief Announcer-Musical Director-
 Record MC.....James A. Hartley
 Chief Engineer.....L. H. Christian

WKEU

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.

WLAG

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM—KBS

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, M. M. Cole
 Representative.....Thomas F. Clark, Inc.
 Membership.....NAB

Personnel

President.....Roy C. Swank
 Station Manager.....Edwin Mullinax
 Program Director.....John Boggess
 Chief Engineer.....J. M. McKay

WBML

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.....NBC, Associated
 Representative.....Joseph H. McGillivra
 Membership.....NAB, BMB

Personnel

President.....E. D. Black
 Vice-Pres.....E. G. McKenzie
 General Manager.....Chas. W. Pittman
 Sales Manager.....Walter Graham
 Sales Promotion Mgr.....Harold Beaty
 Publicity Director.....Lewis Smith
 Chief Announcer.....Tommy Snellgrove
 Chief Engineer.....H. S. Goodrich

WMAZ

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 Number3131
 Transmitter Location.....Forsyth Road
 Time on the Air.....5:45 a.m. to 12:15 a.m.
 News Service.....INS, AP
 Transcription Service.....World Broadcasting
 System; Lang-Worth
 RepresentativeThe Katz Agency
 Membership.....NAB, BMB

Personnel

President-Chief Engineer...George P. Rankin
 General Mgr.-Station Mgr.-
 Publicity Director.....Wilton E. Cobb
 Sales or Commercial Mgr.....Frank Crowther
 Production Manager.....Frank Hubbs
 Record MCLloyd Harris

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, Cherry St.
 Phone Number.....8211-2-3
 Transmitter Location.....320 Rogers Ave.
 Time on the Air.....6:00 a.m. to 12:35 a.m.
 News ServiceAP
 Transcription Service...NBC Thesaurus, Capitol
 RepresentativeBurn-Smith
 MembershipNAB

Personnel

President.....Ed. M. Lowe
 General Mgr.-Station Mgr.-
 Program DirectorAlfred Lowe
 Sales or Commercial Manager-Sales
 Promotion or Merchandising
 ManagerCarl M. Williams
 Chief Announcer.....Raymond Penner
 Musical Director.....Beverly McKenzie
 Chief Engineer.....Ambrose Kibler
 Record MC.....Ed Sharpe

W F O M

MARIETTA—EST. 1946

KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned and Operated
 By.....Chattahoochie Broadcasters
 Address.....P.O. Box 131
 Time on Air.....Unlimited License

Personnel

General Manager.....A. L. Jones

W M V G

MILLEDGEVILLE—EST. 1946

MUTUAL—KBS

GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Jere N. Moore
 AddressOld State Capitol Bldg.
 Phone Number.....250
 Transmitter Location.....No. Side of Fishing
 Creek, E. Side of Wayne St., S.
 Time on the Air.....7:00 a.m. to 11:15 p.m.
 Newspaper Affiliation.....Union Recorded
 News Service.....AP
 Transcription Service.....World, NBC
 Thesaurus, KBS

Personnel

Owner.....Jere N. Moore
 General Mgr.-Sales Mgr.....Michael T. Landy
 Program-Publicity Director-
 Record MCJack O'Connor
 Chief Announcer.....Douglas Henson
 Chief Engineer.....Robert Hattaway

W M G A

MOULTRIE—EST. 1939

SOUTH GEORGIA NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Frank R. Pidcock, Sr.
 Address.....P.O. Box 310
 Phone Number.....999
 Transmitter Location.....P.O. Box 310
 Time on the Air.....6:00 a.m. to 11:00 p.m.;
 Sunday: 8:00 a.m. to 11:00 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus,
 Keystone, World
 Representative.....Thomas F. Clark Co.

Personnel

Owner.....John F. Pidcock
 General Mgr.-Chief Engineer.Thomas R. Barber
 Chief Announcer.....Robert S. Mansfield

W K M A*

QUITMAN—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned and Operated By.....Radio South

*Personnel not available at time of going to press.

W R G A

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.
 Time on the Air.....6 a.m. to midnight;
 Sunday, 7:00 a.m. to midnight
 News ServiceUP
 Membership.....NAB, BMB

Personnel

President.....John W. Quarles
 General Manager.....Happy Quarles
 Station Manager.....Mather Payne
 Sales Manager.....Price Selby
 Sales Promotion Manager.....Pinkie Talley
 Program Director-Production Manager-
 Record MC.....George Eubanks
 Publicity Director.....Al Kirby
 Chief Announcer.....Jim Roberts
 Chief Engineer.....R. L. Starr

W C C P

SAVANNAH—EST. 1946

MUTUAL

GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Dixie Broadcasting Co.
 Operated By.....Carter C. Peterson
 Business Address...P.O. Box 943, 140 Bull St.
 Phone Number.....2-4182
 Transmitter Location.....West Gwinnett St.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB

Personnel

Pres.-Owner-General Mgr.. Carter C. Peterson
 Station Manager.....Weldon Harris
 Sales Promotion Manager... Louis H. Shepard
 Program Director.....Robert Mann
 Chief Engineer.....William E. Mocts

W D A R

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....A. C. Neff

Business Address.....14 W. Bay St.
 Phone Number.....3-8807
 Studio Address.....34 E. Bryan St.
 Transmitter Location.....E. Hull St.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service....Standard, McGregor
 Representative.....Lew Avery
 Membership.....NAB

Personnel

President-OwnerA. C. Neff
 General Mgr.-Station Mgr.
 Commercial Mgr.-Sales Mgr.... John P. Dyer
 Program Director-Production Mgr..Robert Finch
 Chief Engineer.....Howard Jewett

W F R P

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Broad. Co.
 Address219 E. Charlton St.
 Transmitter Location.....Perry Lane
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP
 Transcription Service.....Associated

Personnel

President-General Mgr.....James M. Wilder
 Commercial Manager.....Al H. Evans
 Sales Promotion Mgr.-Publicity
 DirectorJames Hayes
 Program Director.....Roy Zess

W S A V

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WSAV, Inc.
 AddressLiberty National Bank Building
 Phone Number.....30234
 Transmitter Location...President St. Extension
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 RepresentativeGeorge P. Hollingbery
 Membership.....NAB, BMB

Personnel

President-General Mgr.....Harben Daniel
 Asst. Station Manager.....N. W. Brandon
 Commercial Manager.....L. H. Thesmar
 Sales Promotion Manager....N. W. Brandon
 Chief Engineer.....Meredith E. Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By....Savannah Broad. Co.
 Address.....516 Abercorn St., P.O. Box 645
 Phone Number.....2-0127
 Transmitter Location.....Central Junction
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service....Lang-Worth, Capitol,
 World
 Representative.....The Katz Agency
 Membership.....NAB, BMB

Personnel

President-General Mgr.....Wm. T. Knight, Jr.
 Commercial Mgr.....Ben Williams
 Program Director.....Ben Quick
 Production Manager.....Dwight J. Bruce
 Publicity Director.....R. M. Charlton
 Chief Announcer.....Eddie Davis
 Musical Director.....Jean Wallace
 Chief Engineer.....Reeve Owen
 Record MC.....W. O. King, Jr.

W W N S

STATESBORO—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Alfred Dorman
 Address.....Statesboro
 Transmitter Location.....E. Olliff St.
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard

Personnel

President-Owner.....Alfred Dorman
 General Mgr.-Commercial Mgr...Paul R. Sauve

W P A X

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.....7:00 a.m. to 10:00 p.m.;
 Sunday, 9 a.m. to 6 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB, BMB

Personnel

Owner-General Manager.....
 Station Manager.....H. Wimpy
 Commercial Manager.....Al Feinberg
 Program Director.....Robert W. Oakman
 Chief Announcer.....William H. Ward
 Chief Engineer.....James W. Poole

W R L C

TOCJOA—EST. 1941

MUTUAL BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK—KBS

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 11:15 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth; BMI;
 Keystone, World and Cole
 Representative.....Thomas F. Clark
 Membership.....NAB, BMB

Personnel

President-Owner.....R. G. Letourneau
 General Manager.....Jack Salvador
 Station Manager.....Virgil E. Craig
 Commercial Mgr.-Record MC...Sam A. Gaines
 Program Director-Production
 Manager.....Carroll S. Lee
 Publicity Director.....Roy E. Gaines
 Chief Announcer.....George Rountree
 Chief Engineer.....Keith Brown

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Address.....Valdosta, Ga.
 Phone Number.....1420
 Transmitter Location.....Lakeland Rd.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday 7 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World, Cole
 Representative.....Hal Holman Co.

Personnel

Owner.....E. D. Rivers
 General Manager.....Mrs. E. D. Rivers
 Station Mgr.....J. R. Bartlett
 Sales Manager.....J. Marion Harman, Jr.
 Program Director.....Jim V. Bowler
 Chief Engineer.....Don Ellis

WAYX

WAYCROSS—EST. 1936
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address620 Plant Avenue
Phone Number965
Transmitter Location Waycross
Time on the Air.....7 a.m. to 12 midnight
Newspaper AffiliationWaycross Journal-Herald
News ServiceUP
Transcription Service.....World Broadcasting System, M. M. Cole
RepresentativeHal Holman Co.
Membership.....NAB, BMB

Personnel

Owner-General Mgr.....Jack Williams
Station Mgr.-Commercial Mgr....John J. Tobola
Program Dir.-Musical Dir.....Gwen Crosby
Production Manager-Chief
AnnouncerClyde C. Davis
Publicity Director.....Dorothy Smith
Chief Engineer.....John E. Legare
Record MC.....Raymond Williamson

WRQN

VIDALIA—EST. 1946
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Broad. Co.
AddressVidalia, Ga.
Phone Number.....327
Transmitter Location.....N.S. U.S. Route 280,
¾ mile W. Vidalia
Time on the Air.....6:30 a.m. to 11:05 p.m.
Newspaper Affiliation...The Vidalia Advance
News ServiceUP
Transcription Service.....World
Membership NAB

Personnel

Part-Owner.....R. E. Ledford
General Mgr.-Station Mgr.....R. W. Sockwell
Commercial Mgr.-Sales Mgr.
Program Director.....Al Robinson
Chief Announcer.....W. O. Herbosen
Chief Engineer.....Ben A. Jones

WRLD

WEST POINT—EST. 1944
AMERICAN BROADCASTING CO.
KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Valley Broadcasting Co.
AddressGen. Tyler Hotel Bldg.
Phone Numbers.....173 or 193
Transmitter Location.....58 Cherry St.,
Lanett, Ala.
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....World Broadcasting
RepresentativeHeadley-Reed
MembershipNAB, BMB

Personnel

President-General Mgr.....L. J. Duncan
Station Mgr.-Sales Mgr.....Miles Ferguson
Program Director.....Cathryn Smith
Chief Announcer-Record MC...Robert Hubbell
Chief Engineer.....Luther W. Martin

For the *best*
in human interest
news . . .

AP

IDAHO

Estimated Population 512,840—Radio Homes 130,395
Stations in State 17

K G E M

ABC

BOISE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Idaho Broadcasting &
Television Co.
Address.....Owyhee Hotel
Telephone.....533
Transmitter Location....4th Ave. & Roosevelt
Time on Air.....Unlimited
Representative.....Homer Griffith Co.

Personnel

General Manager.....Fentress H. Kuhn
Station and Commercial
Manager.....Kenyon R. Bennett

K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned-Operated By.....KIDO, Inc.
Address.....Hotel Boise
Phone Number.....660
Transmitter Location...4½ miles N.W. of City
Time on the Air.....6:00 a.m. to 12 midnight;
Sunday: 7:00 a.m. to 12 midnight
News Service.....UP and AP
Transcription Service...World Broadcasting
System, Standard
Representative.....John Blair & Company
Membership.....NAB, BMB

Personnel

President.....Georgia Davidson
General Manager.....Walter E. Wagstaff
Commercial Manager.....Boyd Braithwaite
Merchandising Manager.....Kieth Mathers
Program Director.....Hub Warner
Production Manager.....Wilder Wylie
Publicity Director.....Kieth Mathers
Chief Announcer.....Vern Moore
Chief Engineer.....Jimmy Johnitz

K B I O

BURLEY—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica L. Longston
Address.....P.O. Box 499

Phone Number.....Burley 10
Transmitter Location.....1 mile W. of City on
Highway 30
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard Library
Representative.....Homer Griffith

Personnel

President-Owner.....Jessica L. Longston
General Manager.....Edward J. Jansen
Commercial Manager.....Frank Krahka
Program Director.....Katherine Lick
Chief Engineer.....Rodney Sams

K V N I

COEUR d'ALENE—EST. 1946

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Coeur d'Alene
Broadcasting Co.
Address.....Desert Hotel Bldg.
Transmitter Location.....Blackwell Island
Representative.....Gilman, Nicol & Ruthman

Personnel

President.....Burl C. Hagadone
Station Manager.....C. E. Rodell

K I D

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK—KBS

Frequency: 1350 Kc.....Power: 5000 d.;
500 n.
Owned-Operated By.....Idaho Broad. Co.
Address.....Box 701
Phone Number.....4
Studio Address.....Bonneville Hotel
Transmitter Location.....On Ammon Road
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, KBS
National Representative..Lewis H. Avery, Inc.
Membership.....NAB, BMB

Personnel

President.....Cecil Hart
General Mgr.-Station Mgr.....Arch Madsen
Commercial Manager-
Merchandising Manager...Leonard Warden

Program Director-Production
 Manager Gene Ackerley
 Publicity Director-Chief
 Announcer Jimmy Lawrence
 Musical Director Beth West
 Chief Engineer C. N. Layne

KIFI

IDAHO FALLS—EST. 1947
 ABC—GEM STATE—ROCKY MT.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By... Eastern Idaho Broad. &
 Television Co.
 Address 339 Broadway
 Phone Number 1054
 Transmitter Location... Yellowstone H'way,
 2 miles N. of Idaho Falls
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation..... The Post Register
 News Service AP
 Transcription Service..... NBC Thesaurus
 Representative Homer Griffith Co.

Personnel

President-General Manager..... J. M. Brady
 Commercial Manager..... Dan W. Kelly
 Program Director..... Clyde Abel
 Chief Engineer..... J. P. Sorensen

KRLC

LEWISTON—EST. 1935
 MUTUAL BROADCASTING SYSTEM
 DON LEE

Frequency: 1350 Kc.....Power: 1000 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 AP
 Transcription Service... World Broadcasting
 Representative Lang-Worth
 Membership..... NAB, BMB

Personnel

President-Owner..... H. E. Studebaker
 General Manager..... Donald A. Thomas
 National-Regional Sales Mgr.... Donald Wike
 Sales Promotion Manager... William A. Dodel
 Program Director..... Virginia Taylor
 Chief Announcer..... Milton Cummings
 Chief Engineer..... Gene Wilson

KRPL*

MOSCOW—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Interstate Radio, Inc.
 Address P.O. Box 101
 Transmitter Location..... Route 3

Time on the Air 6:00 a.m. to 1:30 a.m.;
 Sunday: 9:00 a.m. to 9:30 p.m.
 News Service..... AP
 Transcription Service... M. M. Cole, Keystone
 Membership NAB (applying)

Personnel

President..... Ted R. Ferrier
 General Manager..... Bert McAllister
 Publicity Director Bert McAllister

*Construction Permit

KFXD

NAMPA—EST. 1929
 MUTUAL BROADCASTING SYSTEM
 INTERMOUNTAIN NETWORK

Frequency: 580 Kc.....Power: 1000 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..... 3 miles So. of
 Meridian, Idaho
 Time on the Air..... 6 a.m. to 11 p.m.
 News Service UP-AP
 Transcription Service: NBC Thesaurus; Lang-
 Worth
 Representative..... Louis H. Avery
 Membership..... NAB, BMB

Personnel

Pres.-Owner General Mgr..... Frank E. Hurt
 Commercial Manager..... Doyle H. Cain
 Merchandising Manager..... Doyle H. Cain
 Publicity Director..... Shirl Black
 Chief Engineer..... Edward P. Hurt
 Record MC..... Ralph Paulson

KEIO

POCATELLO—EST. 1946
 ABC—ROCKY MOUNTAIN NETWORK
 GEM STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Eastern Idaho Broad. &
 Television Co.
 Address Bannock Hotel
 Phone Number 3400
 Transmitter Location. Cedar St. & Pole Line Rd.
 Time on the Air..... Unlimited
 Newspaper Affiliation..... The Post-Register
 News Service AP
 Transcription Service..... Thesaurus
 Representative..... Homer Griffith Co.
 Membership..... NAB, BMB

Personnel

President..... J. M. Brady
 General Manager..... John Taylor
 Chief Engineer..... Lynn Johnson

K S E I

POCATELLO—EST. 1926
NATIONAL BROADCASTING CO.
 Frequency: 930 Kc. Power: 1000 d.; 250 n.;
 (CP-5000) d. & n.
 Owned-Operated By..... Radio Service
 Corporation
 Address Yellowstone Highway
 Phone Number 960
 Transmitter Location... Yellowstone Highway
 (CP-Reservation & Philbin Roads)
 Time on the Air..... 6 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12 midnight
 News Service..... UP
 Transcription Service... Standard, Lang-Worth,
 Cole
 Representatives.....The Walker Co. (East);
 Homer Owen Griffith (West)
 Membership.....NAB, BMB

Personnel

President..... O. P. Soule
 General Mgr.-Station Mgr.... Henry H. Fletcher
 Commercial Manager..... Henry H. Fletcher
 Merchandising Manager..... Olive M. Leeney
 Chief Engineer..... Henry H. Fletcher

(CALL LETTERS TO BE ASSIGNED)
POCATELLO*

Frequency: 1490 Kc. Power: 250 Watts
 Permittee..... Pocatello Broadcasting Co.

*C.P.

(CALL LETTERS TO BE ASSIGNED)
POCATELLO*

Frequency: 1240 Kc. Power: 250 Watts
 Permittee..... Radio & Television Broad. Co.

*C.P.

KLIX*

TWIN FALLS

Frequency: 1490 Kc. Power: 250 Watts
 Permittee..... Southern Idaho Broadcasting &
 Television Co.

*C.P.

K T F I

TWIN FALLS—EST. 1928

NBC

Frequency: 1270 Kc. Power: 5000 d.; 1000 n.
 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
 Representatives..... Weed & Co.;
 John Keating, Northwest Rep.
 Membership..... NAB, BMB

Personnel

President..... O. P. Soule
 General Mgr.-Station Mgr..... F. M. Gardner
 Commercial Mgr..... Kenneth W. Montgomery
 Sales Promotion Mgr..... L. Otto
 Musical Dir..... Anne Strelfus
 Chief Engineer..... George Malone
 Record MC..... John Eddington

K V M V

TWIN FALLS—EST. 1946

MUTUAL-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Radio Sales Corp.
 Address..... Idaho Theatre Bldg.,
 126½ Shoshone St. E.
 Phone Number..... 2002
 Transmitter Location..... Highway 93
 Time on the Air..... 6:00 a.m. to 11:00 p.m.
 News Service..... UP
 Transcription Service..... World, Associated
 Representative..... Lewis H. Avery, Inc.
 Membership..... NAB

Personnel

President and Station Mgr.... Charles Crabtree
 Commercial Manager..... Jack Thomas
 Chief Engineer..... F. Ver Cox
 Record MC..... Bruce Vanderhoof

K W A L

WALLACE—EST. 1939

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By..... Silver Broadcasting Co., Inc.
 Operated By..... R. G. Binyon
 Address Tabor Bldg.
 Phone Number..... 330
 Transmitter Location..... Silverton, Idaho
 Time on the Air..... 7 a.m. to 12 midnight
 News Service..... UP
 Transcription Service... World Library, SESAC
 Membership..... BMB

Personnel

V.P.-General Manager..... R. G. Binyon
 Chief Engineer..... Howard Olson



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belongs to the American people and
we consider it a sacred trust."

COLONEL ROBERT R. McCORMICK

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

WGN

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Illinois
50,000 Watts
720
On Your Dial



MBS

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West Coast Representatives: Keenan and Eickelberg
411 W. Fifth St.; Los Angeles 13 • 235 Montgomery St., San Francisco 4

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THESE ARE
OUR
PEOPLE

Ottawa Township
High School
Students visiting
WLS Dinner Bell
and other programs



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A **MILLION** LETTERS A YEAR . . .

For further facts about our 14,000,000
Midwest folks and their response to
WLS advertisers, see a John Blair
man or write —



The
**PRAIRIE
FARMER
STATION**

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

A Clear Channel Station

CHICAGO 7

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The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

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



KTUC
TUCSON
Lee Little, Mgr.
1400 Kilocycles
250 Watts

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

ILLINOIS

Estimated Population 8,286,362—Radio Homes 2,250,328
Stations in State 48

WMRO AURORA—EST. 1938 KBS

Frequency: 1280 Kc.....Power: 250 d., 100 n.
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Lake St. Rd.
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....Keystone, World, Standard

Personnel

Owner-Manager.....Martin R. O'Brien
General Mgr.-Station Mgr....Martin R. O'Brien
Commercial Manager.....Vincent G. Cofey
Sales Promotion or Merchandising ManagerVincent G. Cofey
Program Director.....Dorothy N. O'Brien
Production Manager.....Dorothy N. O'Brien
Publicity Director.....V. G. Cofey
Chief Announcer.....Michael O'Brien
Musical Director.....Dorothy N. O'Brien
Chief Engineer.....Arthur W. Joswick

WIBV

BELLEVILLE—EST. 1946

Frequency: 1060 Kc.....Power: 250 w. d. only
Owned-Operated By.....Belleville Broad. Co.
Address.....2100 W. Main St.
Transmitter Location.....2100 W. Main St.
Time on the Air...Local sunrise to local sunset
News Service.....AP

Personnel

General Manager.....Paul A. Wnorowski
Commercial Manager.....Paul A. Wnorowski
Program Director.....Joseph Yaegel
Chief Announcer.....John Lewis
Musical Director.....Marvin True
Chief Engineer.....John Schultz

WJBC

BLOOMINGTON—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..A. M. McGregor, Hugh L. Gately
Business Address.....209½ E. Washington

Phone Number.....2635-0
Transmitter Location.....West Gregory Ave.
Normal, Ill.
Time on the Air.....6 a.m. to 11:05 p.m.
Transcription Service.....Lang-Worth
News ServiceUP
RepresentativeSears and Ayer, Inc.
MembershipNAB

Personnel

Owners.....A. M. McGregor & Hugh L. Gately
Executive Secretary.....Marion Gillespie
Station Manager.....A. M. McGregor
Commercial Manager.....Hugh L. Gately
Chief Engineer.....Fred Bailly

WKRO

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 LocationCairo
Time on the Air.....6:00 a.m. to 10 p.m.;
Sunday, 8 a.m. to 9 p.m.
News ServiceUP
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Owner-General Mgr.....Oscar C. Hirsch
Station Manager.....Merrill C. Currier

WCIL

CARBONDALE—EST. 1946

Frequency: 1020 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Southern Illinois
Broadcasting Partnership
Address.....219 W. Main St.
Phone Number.....167
Transmitter Location.....2½ miles W. of
Carbondale
Time on the Air...Local sunrise to local sunset
News ServiceAP
Transcription Service.....World
Representative.....Howard H. Wilson
MembershipNAB

Personnel

General Manager.....Paul F. McRoy
Commercial Manager.....Walter Schafer
Chief Engineer.....Marion Sawyer

W C A Z

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 990 Kc. . . . Power: 1000 w. d. only
 Owned-Operated By. . . Superior Broadcasting Service, Inc.
 Business Address. . . . Marine Trust Co. Bldg.
 Phone Number. 520
 Studio Address. Carthage; Macomb, Ill.
 Transmitter Location. . . . RFD, Carthage, Ill.
 Time on the Air. Daytime
 Transcription Service. Capitol
 News Service UP
 Representative. Homer Griffith
 Membership BMB

Personnel

President-Chief Engineer. Bob Compton
 Station-Commercial Manager. . . . John Palmer
 Program Director. Antoinette Palmer

W C N T

CENTRALIA—EST. 1946

Frequency: 1210 Kc. . . . Power: 1000 w. d. only
 Owned-Operated By. Hobart Stephenson
 Address. Centralia, Ill.
 Phone Number. 234
 Transmitter Location. . . . U.S. Highway 51, N.
 Time on the Air. . . . Local sunrise to local sunset
 News Service UP
 Transcription Service. NBC Thesaurus,
 Lang-Worth
 Representative. Adam Young

Personnel

President-Owner Hobart Stephenson
 General Manager Hobart Stephenson
 Commercial Manager. J. L. Fredericks
 Program Director. Anne Collins
 Publicity Director. Doris Green
 Chief Announcer. Jay Giles
 Musical Director. Clarence Lewis
 Chief Engineer. Hobart Stephenson, Jr.
 Record MC. Jim Travis

W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
KBS

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

Station Manager. Marajen S. Horton
 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 w. d. only
 Owned-Operated By. . . . Drovers' Journal Publishing Co.
 Address Palmer House
 Phone Number Randolph 1932
 Transmitter Location. . . . Exchange Bldg., Union Stock Yards
 Newspaper Affiliation. . . . Drovers Journal Publishing Co., Inc.
 Time on the Air. . . . 6:00 a.m. to local sunset
 News Service. UP, AP, Transradio
 Transcription Service Standard Radio
 Representative. . . . George P. Hollingbery Co.
 Membership NAB

Personnel

President Ward A. Neff
 General Mgr.-Station Mgr. Bradley R. Eidmann
 Commercial Manager. . . Bradley R. Eidmann
 Merchandising Manager. . . Nicholas E. Frank
 Publicity Director. . . . Vivian A. Bradshaw

W A I T

CHICAGO—EST. 1923

Frequency: 820 Kc. . . . Power: 5000 Wats
 Owned-Operated By. . . Radio Station WAIT
 Address. 360 N. Michigan Avenue
 Phone Number Franklin 0660
 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

General Manager. 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..... Itasca, Ill
Time on the Air..... 4:30 a.m. to 1:35 a.m.
News Service..... AP; INS; UP
Transcription Service..... Lang-Worth, World,
Associated Recorded Program Service
Representative Radio Sales
Membership..... NAB, BMB

Personnel

President..... William S. Paley
General Manager..... H. Leslie Atlass
Station Manager..... Frank Falknor
Commercial Manager..... E. H. Shomo
Sales Promotion-Merchandising
Manager..... Robert J. Savage
Program Director..... Walter Preslon
Production Manager..... Al Morey
Publicity Director..... Don Kelley
Chief Announcer..... Bob Cunningham
Musical Director..... Caesar Petrillo
Chief Engineer..... George Sherman
Record MC..... Jim Conway

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

Commercial and Sales Manager... M. B. Wolens
General Manager..... Maurice Lynch
Sales Promotion Manager... Melvin B. Wolens

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 a.m. to 2 p.m.;
5 p.m. to 7 p.m.

Personnel

Owner..... Clinton R. White
General Manager..... J. A. White
Chief Announcer..... Randall C. Goff
Chief Engineer..... Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Emil Denmark, Inc.
Address..... 3860 W. Ogden Ave.
Phone Number..... Crawford 4100-2436
Transmitter Location... 3860 W. 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.
News Service UP
Membership NAB

Personnel

President Emil Denmark
General Mgr.-Station Mgr.... Frank J. Kotnour
Commercial Manager..... Frank J. Kotnour
Merchandising Manager.... Frank J. Kotnour
Program Director-Publicity Director.. Bill Mack
Chief Announcer..... Bill Mack
Musical Director..... William P. Brady
Chief Engineer..... Chester Lweicki

W E N R

CHICAGO—EST. 1923

AMERICAN BROADCASTING CO.

Frequency: 890 Kc. Power: 50000 Watts
Owned-Operated By... American Broadcasting
Company
Address..... 20 No. Wacker Dr.
Phone Number..... Delaware 1900
Studio Address..... Merchandise Mart,
222 W. N. Bank Dr.

Transmitter Location..... Tinley Park, Ill.
Time on the Air: Monday thru Friday, 3:00 p.m.-
6:00 p.m. and 800 p.m.-1:00 am.; Saturday,
3:00 p.m.-6:00 p.m and 12:00 Midnight-10
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
Representative..... Roy McLaughlin
Membership..... NAB, BMB

Personnel

Vice-Pres. in charge of ABC Central
Division..... E. R. Borroff
General Manager..... C. T. Hagman
Station Manager..... Roy McLaughlin
Sales Manager..... Roy McLaughlin
Sales Promotion Manager... Karl R. Sutphin

Program Director.....Harold Stokes
 Production Manager.....Fred Killian
 Publicity Director.....Elliott W. Henry
 Announcers' Supervisor.....Ed Kasser
 Musical Director.....Rex Maupin
 Chief Engineer.....E. C. Horstman
 Public Service Director.....Robert B. White

WGES

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.....86th & Kedzie Ave.
 Time on the Air.....7:00 a.m. to 12:00 midnight
 News Service.....UP
 Transcription Service.....World

Personnel

President-General Mgr.....John A. Dyer
 Commercial Manager.....E. M. Hinzman
 Production Manager.....K. P. Freda
 Program Director.....Herbert Rudolph
 Chief Engineer.....Ellery L. Plotts

WGN

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.
 Newspaper Affiliation.....The Chicago Tribune
 News Service.....AP, UP, INS, Reuters
 Transcription Service.....World Broadcasting
 System, Thesaurus, Standard Radio
 Representative.....Keenan & Eickelberg
 Membership.....BMB

Personnel

President.....Col. Robert R. McCormick
 General Manager.....Frank P. Schreiber
 Assistant to the Manager.....Paul C. Brines
 Commercial Manager.....Wm. A. McGuineas
 Merchandising Manager.....Wm. C. Meyers
 Program Director.....Buckingham W. Gunn
 Production Manager.....Edmund Kahn
 Publicity Director.....Bruce Dennis
 Continuity Director.....Francis Coughlin
 Musical Director.....Henry Weber
 Chief Engineer.....Carl Meyers

See Page 387

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
 Studio Address.....230 N. Michigan Ave.,
 Chicago, Ill.; 504 Broadway, Gary, Ind.
 Transmitter Location.....Gary, Ind.
 Time on the Air.....24 Hours a Day
 Newspaper Affiliation.....Chicago Daily News
 News Services.....AP, INS, UP
 Transcription Service.....Standard,
 World and Thesaurus
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President-Owner.....Ralph L. Atlas
 General Mgr.-Station Mgr.....Ralph L. Atlas
 Commercial Manager.....John T. Carey
 Merchandising Manager.....John D. Morgan
 Program Director.....Howard Miller
 Production Manager.....Easter Straker
 Chief Engineer.....Kenneth Shirk
 Record MC.....Russ Patch

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.....5 a.m. to 4:30 p.m.;
 Saturdays: 6:30 p.m. to 12 p.m.; Sundays:
 5 a.m. to 4:45 p.m.; 6:00 p.m. to 8:00 p.m.;
 Weekdays: 8:00 a.m. to 12 noon; 7 p.m. to
 8:00 p.m.
 News Service.....AP, UP, Transradio
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Burrige D. Butler
 General Mgr.-Station Mgr.....Glenn Snyder
 Sales Manager.....Charles M. Freeman
 Sales Promotion Mgr.....Donald E. Finlayson
 Program Director.....Harold Safford
 Production Manager.....Al Boyd
 Publicity Director.....Wilma Gwilliam
 Musical Director.....Osgood Westley
 Chief Engineer.....Tom Rowe

See Page 388

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
 Owned-Operated By.....Field Enterprises, Inc.
 Address.....230 North Michigan Ave.
 Phone Number.....STAt 5466
 Transmitter Location.....Des Plaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City, Utah
 Transcription Service.....Capitol, Cole
 Newspaper Affiliation.....Chicago Sun
 News Service.....AP, UP
 Representative.....Avery-Knodel, Inc.
 Membership.....NAB

Personnel

President.....Marshall Field
 General Mgr.-Station Mgr.....Arthur F. Harre
 Commercial Manager.....Frederick G. Harm
 Merchandising Manager.....Edward Short
 Program Director.....Arthur F. Harre
 Production Manager.....Mark Russell
 Publicity Director.....Edward Short
 Musical Director.....Kennedy Nelson
 Chief Engineer.....Walter F. Myers
 Record MC.....Ernie Simon

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
 Representative.....NBC Spot Sales
 Membership.....NAB

Personnel

President.....Niles Trammell
 General Manager.....I. E. Showerman
 Business Manager.....John F. Whalley
 Sales Manager.....Oliver Morton
 Sales Promotion Mgr.....Emmons C. Carlson
 Program Manager.....Jules Herbeveux
 Publicity Director.....Jack Ryan
 Musical Director.....Joseph Gallicchio
 Chief Engineer.....Howard C. Luttgens
 Director of Public Service.....Judith Waller
 Director, News & Special Events..Wm. R. Ray

MORE SELLING POWER!

NOW
20,000 WATTS

SOON
50,000 WATTS

WJJD

CHICAGO

A *Marshall Field* STATION

REPRESENTED NATIONALLY BY **AVERY-KNODEL, INC.**

W M B I*

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 w. d. only
 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...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

General Manager.....Robert L. Constable
 Program Director.....Robert Parsons
 Supervisor of Production.....Pierce Hiscock
 Director of Public Relations....Russell T. Hitt
 Supervisor of Announcers.....Harlan Harris
 Supervisor of Music.....Sheldon Fardig
 Chief Engineer.....A. P. Frye
 Supervisor of Continuity.....Miron Canaday
 Supervisor of Traffic.....Stanley Payne
 Supervisor of Children's
 Programs.....Theresa Worman

*Non-Commercial Station

W S B C

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.....6:00 a.m. to 8:30 a.m.;
 2:00 p.m. to 3:30 p.m.; 8:00 p.m. to 10 p.m.;
 11:00 p.m. to 12 midnight
 News Service.....UP
 Transcription Service....SESAC, MacGregor,
 M. M. Cole
 Representative.....Forjoe & Co.

Personnel

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

W H F C

CICERO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.
 Address.....2136 S. 61st St. Ct.
 Phone Number..Lawndale 8228; Olympic 4305

Transmitter Location.....2136 S. 61st St. Ct.
 Time on the Air.....7:00 a.m.-12 Midnight
 News Service.....UP
 Transcription Service.....Langworth, SESAC
 Membership.....NAB

Personnel

President.....R. W. Hoffman
 General Manager.....M. E. Clifford
 Station Manager.....F. J. Summers
 Commercial Manager.....R. W. Hoffman
 Program Director.....J. Ostrode
 Musical Director.....Frank Linhart
 Chief Engineer.....E. P. Hayes

W D A N

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Northwestern Pub. Co.
 Address.....Hotel Wolford
 Phone Number.....1700-1
 Transmitter Location...1500 Washington Ave.
 Time on the Air.....6:45 a.m. to 10:15 p.m.;
 Sunday: 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
 Membership.....NAB, BMB

Personnel

General Manager.....E. C. Hewes
 Station Manager.....Robert J. Burow
 Commercial Manager.....Robert J. Burow
 Merchandising Manager.....Robert J. Burow
 Program Director.....Honore E. Ronan
 Publicity Director.....Shirley Mauck
 Chief Announcer.....Max Shaffer
 Chief Engineer.....Ted Magin

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,
 Associated

Representative Weed & Co.
 Membership NAB, BMB

Personnel

President Frederick W. Schaub
 General Manager Merrill Lindsay
 Commercial Manager Charles F. Bruce
 Program Director Bernard Johnson
 Publicity Director Mary Estelle Hayes
 Chief Announcer Bernard Johnson
 Chief Engineer Paul A. Wnorowski

W T M V

EAST ST. LOUIS—EST. 1935

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
 Studio Address Broadview Hotel, East St.
 Louis, Mo.; Arcade Bldg., St. Louis, Mo.
 Transmitter Location Broadview Hotel, 5th
 and Broadway
 Time on the Air Full Time
 News Service UP
 Transcription Service World
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President Myles H. Johns
 General Manager Michael Henry
 Station Manager Michael Henry
 Commercial Manager ... Frank J. Prendergast
 Merchandising Manager Dodd Boyer
 Program Director Paul M. Enright
 Production Manager Dodd Boyer
 Publicity Director Dodd Boyer
 Musical Director William H. Hart
 Chief Engineer Erle E. White

**(CALL LETTERS TO BE ASSIGNED)
 EVANSTON***

Frequency: 1500 Kc. Power: 1000 Watts
 Permittee Evanston Broadcasting Co.

*C.P. Application

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 midnlight

Newspaper Afiliation Daily Galesburg
 Register-Mail
 News Service UP
 Transcription Service Standard Radio
 and SESAC
 Representative Don Cooke, Inc.
 Membership NAB, BMB

Personnel

President Klaus Nordgren
 General Mgr.-Station Mgr. Klaus Nordgren
 Commercial Manager Robert Lundeen
 Merchandising Manager Robert Lundeen
 Program Director Ken Schleifer
 Production Manager Ken Schleifer
 Publicity Director Elizabeth Ann Harler
 Chief Announcer Owen Buck
 Musical Director Rosemary Lundeen
 Chief Engineer Marion F. Sawyer
 Record MC Owen Buck

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Harrisburg Broad. Co.
 Address 100 East Poplar St.
 Phone Number 28
 Transmitter Location 100 East Poplar St.
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Representative Howard H. Wilson & Co.
 Membership NAB, BMB

Personnel

General Mgr.-Station Mgr. Inglis M. Taylor
 Commercial Manager Ken Hamilton
 Merchandising Manager Ken Hamilton
 Program Director Wanda R. Owen
 Production Mgr.-Publicity Mgr. Eddie Wise
 Musical Director Wanda R. Owen
 Chief Engineer Joseph R. Tate
 Record MC Jim Duncan

W J P F

HERRIN—EST. 1940

MUTUAL—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Orville W. Lyster
 Address Herrin, Ill.
 Phone Number 382 and 383
 Transmitter Location Herrin, Ill.
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 6:45 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson Co.
 Membership NAB, BMB

Personnel

President.....Orville W. Lyerla
 General Mgr.-Station Mgr.....Chas. R. Cook
 Commercial Manager.....Fred Simmons
 Program Director.....Doug Hadley
 Production Manager.....Betty J. Strong
 Publicity Director.....Fred J. Reinhardt
 Chief Announcer.....James C. Harper
 Chief Engineer.....Gino Monaco

W L D S

JACKSONVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc.....Power: 250 Watts
 (CP-1000) d. only
 Owned-Operated By.....Milton Edge,
 E. J. Korsmeyer
 Address.....Fox-Illinois Theater Bldg.
 Phone Number.....1180
 Transmitter Location.....E. State Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Membership.....NAB

Personnel

Owners.....Milton Edge, E. J. Korsmeyer
 General Mgr.-Station Mgr.....E. J. Korsmeyer
 Sales or Commercial Manager...Nate Egner
 Chief Engineer.....G. J. Cassens
 Record MC.....Bill Meyer

W J O L

JOLIET—EST. 1926

KEYSTONE BROADCASTING SYSTEM

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.....7 a.m. to midnight
 News Service.....UP, Transradio
 Transcription Service.....World Library
 Representative....Joseph Hershey McGillvra
 Membership.....BMB

Personnel

Vice-Pres.-General Mgr.....R. L. Bowles
 Program Director.....Charles Mornmtain
 Chief Engineer.....Robert Schmidt

W K A N

KANKAKEE—EST. 1946

Frequency: 1320 Kc...Power: 1000 w. d. only

Owned-Operated By.....Kankakee Daily
 Journal Co.
 Address.....183 N. Schuyler Ave.
 Transmitter Location.....Highway 113-S
 3 miles N.W. of Kankakee
 Time on the Air...Local sunrise to local sunset
 Newspaper Affiliation.....Kankakee Daily
 Journal Co.
 News Service.....AP

Personnel

General Manager.....Burnell Small
 Station Manager.....Bruce Brown
 Chief Engineer.....Robert Harrell

W L B H

MATTOON—EST. 1946

Frequency: 1170 Kc....Power: 250 w. d. only
 Owned-Operated By.....Mattoon Broad. Co.
 Address.....17th & Broadway Ave.
 Phone Number.....3997
 Studio Address.....National Bank Bldg.,
 1632½ Broadway
 Transmitter Location...1 mile N. of Mattoon
 on Highway 45
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Sandard

Personnel

Pres. and Gen. Mgr.....Ray Livesay
 Commercial Manager.....Rolland Looper
 Chief Announcer.....Larry King
 Musical Director.....Gene McCormick
 Chief Engineer.....Ray Livesay
 Record MC.....Bob Guess

W Q U A

MOLINE—EST. 1946

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..Moline Broadcasting Co.
 Address.....Radio Center
 Phone Number.....Moline 7000
 Transmitter Location.....7th St. Extension
 Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Bruff W. Olin, Jr.
 Commercial Manager.....Marvin L. Rosene
 Production Manager.....Don L. Stevens
 Chief Engineer.....George W. Travis

WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc. Power: 250 w. d. only
 Owned-Operated By...Pekin Broadcasting Co.
 AddressArcade Bldg.
 Phone Number.....1747-1539
 Transmitter Location.....Route 98,
 4 miles N. of Pekin

Time on the Air.....6:30 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard, SESAC
 Representative.....Sears & Ayer
 Membership NAB

Personnel

Owners.....W. K. Patterson, G. C. Udry,
 E. L. Prabdoni
 General Manager.....W. Kenneth Patterson
 Commercial Manager.....J. Ed Henry
 Program Director.....Les Carmichael
 Musical Director.....Charles Timm
 Chief Engineer.....Emil L. Prandoni

WEEK

PEORIA—EST. 1946

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By...West Central Broad. Co.
 Address.....1001 Commercial Bank Bldg.
 Phone Number.....3-3688
 Transmitter Location.....Bartonville, Ill.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....The Katz Agency

Personnel

Chairman of the Board.....Robert S. Kerr
 President.....E. K. Gaylord
 General Manager.....Edgar T. Bell
 Station Manager.....Stanley E. White
 Commercial Manager.....Fred L. Vance
 Program Director.....Harry Eldred
 Production Manager.....Martin Bouhan
 Musical Director.....Herman Hampy
 Chief Engineer.....E. C. Callahan

WIRL

PEORIA—EST. 1947

ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned By...Illinois Valley Broadcasting Co.
 Business Address...912 Central Nat'l Bank Bldg.
 Phone Number.....33881
 Transmitter Location.....4½ miles S. of
 Peoria Coal Ho'l'ow Rd.

Personnel

President-Owners.....Edward J. Altortier,
 John H. Altortier, John M. Camp, Katherine A.
 Swain, Timothy W. Swain
 General Manager.....John M. Camp

WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By...Peoria Broadcasting Co.
 Address.....First National Bank Bldg.
 Phone Number.....7133
 Transmitter Location.....Highway No. 29.
 Time on the Air.....19¼ hours daily;
 News Service.....UP & AP
 Transcription Service.....NBC Thesaurus
 Representative.....Free & Peters, Inc.

Personnel

President.....Edgar L. Bill
 General Manager.....Edgar L. Bill
 Exec. Vice-President.....Charles C. Caley
 Merchandising Manager.....Howard G. Bill
 Chief Engineer.....A. James Ebel

WIMJ

PEORIA—EST. 1946

Frequency: 1020 Kc. Power: 1000 w. d. only
 Owned-Operated By.....Mid-State Broad. Co.
 Address.....Fulton at Jefferson
 Phone Number.....8527
 Transmitter Location.....Highview Rd.,
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....John E. Pearson Co.

Personnel

President and Gen. Mgr.....Wm. J. Kutsch
 Commercial Manager....Albert E. Kauffman
 Chief Engineer.....T. A. Giles

WWXL

PEORIA—EST. 1947

Frequency: 1580 Kc. Power: 1000 Watts d. only
 Owned-Operated By...Central Illinois Radio
 Corp.
 Business Address.....Hotel Jefferson
 Phone Number.....9106
 Transmitter Location.....Creve Coeur
 Time on the Air.....6 a.m. to local sunset
 News Service.....INS, UP
 Transcription Service.....Associated, SESAC
 MembershipNAB

Personnel

President-Owner.....Joseph H. Giddan
 Commercial Manager.....A. B. Kershenbaum
 Chief Engineer.....Chuck Bilyue

WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By...Lee Broadcasting, Inc.

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

NOW . . . WHBF is QUAD-CITIES' Basic ABC Station!

- The only ABC station that can be consistently heard in the Quad-City Metropolitan Area.
- WHBF shows a BETTER BMB Audience Report than does any other Quad-City Radio Station. Ask for it!
- Covering the largest metropolitan market in Illinois and Iowa, outside of Chicago.
- WHBF's primary area reaches 401,610 radio homes — \$561 million annually in retail sales.
- The average family income in the Quad-Cities last year was over \$4,000.
- WHBF is the first station in the Quad-City area to apply for and receive an F.M. grant.



1270 KC **WHBF** 5000 Watts Full Time
and WHBF-FM

LES JOHNSON
Vice-President & General Manager



Affiliate of
ROCK ISLAND ARGUS

Exclusive Representatives: AVERY-KNODEL, INC. • New York • Chicago • Los Angeles • San Francisco

Address.....W.C.U. Bldg., 510 Main St.
 Phone Number.....6200
 Transmitter Location.....Quincy Gardens,
 3 miles So. of Quincy
 Time on the Air.....6 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.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Secretary-Treasurer.....F. C. Eighmey
 General Manager.....F. C. Eighmey
 Asst. to Gen. Manager.....George Arnold
 Commercial Manager for
 Lee Stations.....W. T. Burghart
 Director of National Sales... W. J. Rothschild
 Merchandising Manager.....Gerald Staten
 Program Director.....Merritt Milligan
 Production Manager.....C. Arthur Fier
 Publicity Director.....Gerald Staten
 Chief Announcer.....Merritt Milligan
 Musical Director.....Jean Fessler
 Technical Director.....Leo Born
 Chief Engineer.....Urlin Whitman
 Record MC.....Hal Barton

W H B F

ROCK ISLAND—EST. 1925

ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By...Rock Island Broad. Co.
 Address.....1800 Third Ave., Moline, Ill.
 Phone Number.....918
 Transmitter Location...23rd Ave. and 53rd St.,
 Moline, Ill.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays: 7:55 a.m. to 12 midnight
 Newspaper Affiliation..The Rock Island Argus
 News Service.....AP, UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Lewis H. Avery, Inc.
 Membership.....NAB, BMB

Personnel

President.....John W. Potter
 Vice-Pres. and Gen. Mgr....Leslie C. Johnson
 Commercial Manager.....Maurice J. Corken
 Merchandising Manager...Maurice J. Corken
 Program Director.....Ted Arnold
 Production Chief.....Bill Selah
 Publicity Director.....Ferne Hawks
 News Director.....Charles Harrison
 Chief Engineer.....Robert J. Sinnett

W R O K

ROCKFORD—EST. 1923

ABC

Frequency: 1440 Kc.....Power: 1000 d. 500 a.
 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.
 Membership.....NAB, BMB

Personnel

President.....A. G. Simms
 General Manager.....Walter Koessler
 Commercial Manager.....John J. Dixon
 Sales Promotion.....Wm. R. Traum
 Program Director.....Morey Owens
 Musical Director.....Lorna Lane
 Chief Engineer.....W. A. Smith
 Record MC.....Martin Bouhan

To W R O K . . .

for **PROMOTION** in '46



- ★ 1st Prize in Promotion Contest for "Counterspy."
- ★ City College of New York All-Over Promotion, Honorable Mention.
- ★ 1st Prize in Promotion Contest for Longines-Wittnauer series.
- ★ Annual ABC Award for Outstanding Promotion (To WROK for 3rd year).
- ★ One of Top Ten ABC Stations in Tom Breneman Promotion.



ABC in **ROCKFORD, ILLINOIS**

1000 w

✓ **HEADLEY-REED**

WCVS*

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....WCBS, Inc.
 Address.....523 E. Capitol Ave.
 Phone Number.....9855
 Transmitter Location.....3000 S. 4th St.,
 Southern View
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation Illinois State Journal
 News Service.....AP
 Transcription ServiceWorld,
 C. P. MacGregor Co.
 Representative.....Sears & Ayer, Inc.
 Membership.....NAB, BMB

Personnel

President.....Harold L. Dewing
 Manager-Station Mgr.....Carroll W. Needl
 Commercial Manager.....Carroll W. Needl
 Publicity Director.....John W. Midgley
 Musical Director.....John Geil
 Chief Engineer.....Harold L. Dewing

*Formerly WCBS

WTAX

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....117-119 So. Fifth St.
 Phone Number.....2-4441
 Transmitter Location.....117-119 S. 5th St.
 Time on the Air.....18 hours daily
 News Service.....UP
 Transcription Service.....Thesaurus
 RepresentativeWeed & Co.
 Membership.....NAB, BMB

Personnel

President and Manager.....Oliver J. Keller
 Assistant Manager.....Jay A. Johnson
 Program Director.....Gladys McGrew
 Merchandising Manager.....Clarence Evans
 Chief Engineer.....E. Swaringen

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....1½ miles N.-1 mile E.
 Junction, U. S. 36 and 45
 Time on the Air.....Sunrise to local sunset

News ServiceUP
 Transcription Service.....M. M. Cole
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....Edgar L. Bill
 General Manager.....R. L. Stulllebam
 Program Director.....F. H. Booton
 Chief Engineer.....A. James Ebel
 Record MC.....Bill Miller

WILL*

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
 Owned-Operated By.....University of Illinois
 Business Address.....1010 S. Wright St.
 Phone Number7-2616
 Studio Address1010 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

*Does not sell time.

**For the best
 in human interest
 news . . .**

AP

INDIANA

Estimated Population 3,692,046—Radio Homes 1,003,514
Stations in State 25

WCBC*

ANDERSON—EST. 1946

Frequency: 1470 Kc. Power 1000 w. d. only
Owned-Operated By. Civic Broadcasting Corp.
Address Anderson, Ind.
Transmitter Location. Junction of State
Route 9 and 67
News Service. AP
Transcription Service. World

Personnel

President Lloyd Gallimore
General Manager. Donald W. Cogley
Station Manager. Donald W. Cogley
Chief Engineer. Paul Bender

*Construction Permit

WHBU

ANDERSON—EST. 1922

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Anderson Broad-
casting Corp.
Address. 640 Citizens Bank Bldg.
Phone Number. 7791
Transmitter Location. 640 Citizens Bank Bldg.
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 The Walker Co.
Membership NAB, BMB

Personnel

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

WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1000 w. d. on'y
Owned-Operated By. Radio Station
WSUA, Inc.
Address 117½ W. Kirkwood
Phone Number. 7277

Transmitter Location. 3½ miles S. of
Bloomington on Ind. Highway 37
Time on the Air. Daytime only
News Service UP
Transcription Service World
Representative. Burn-Smith Co., Inc.
Membership NAB

Personnel

President-General Mgr. Warren G. Davis
Account Executive. Lyle Warrick
Chief Engineer. L. J. (Jim) Rolfe
Record MC. Lyle Warrick

WTOM

BLOOMINGTON—EST. 1946

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By. Fred O. Grimwood
Address. P. O. Box 41
Phone Number. Bloomington 2593
Transmitter Location. Allens Lane,
Nr. Walker St.
Time on the Air. 6 a.m. to 12 midnight
News Service AP
Membership NAB

Personnel

President. Fred O. Grimwood
General Manager. Thomas Grimwood
Commercial Manager. Cleo Garner
Sales Manager. Verne Katman

WTRC

ELKHART—EST. 1931

NBC—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Truth Publishing Co., Inc.
Address. Hotel Elkhart
Phone Number. 948
Transmitter Location. 1 mile S. of Elkhart
city limits on Oakland Ave. Rd.
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.
Membership. NAB, BMB

Personnel

President. C. D. Greenleaf
General Manager. R. R. Baker
Commercial Manager. Dick Holloway
Chief Engineer. L. W. Zellmer

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 Representative.....Katz Agency, Inc.

Personnel

General Manager.....Don Menke

Time on the Air.....6 a.m. to 12 midnight,
 Sundays 7 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 RepresentativeHeadley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....E. A. Nicholas
 General Manager.....Pierre Boucheron
 Asst. to General Mgr.....William T. Davies
 Commercial Manager.....William R. Aidrich
 Sales Promotion Manager-
 Publicity Director...Norman C. Widenhofer
 Program Director.....Paul M. Havens
 Musical Director.....Marge Warren
 Chief Engineer.....Howard J. Beck
 Record MC.....Paul Price

W G B F

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated ByEvansville On The
 Air, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 RepresentativeWeed & Co.

Personnel

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

W O W O

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.....Anthony 2136
 Transmitter Location.....Route 30
 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.....NBC Spot Sales
 MembershipBMB

Personnel

PresidentWaiter Evans
 General Manager.....J. B. Conley
 Station Manager.....Robert G. Duffield
 Commercial Manager.....Paul E. Mills
 Merchandising Mgr....Hiida C. Woehrmeyer
 Program Director.....Cari Vandagriff
 Production Manager.....Fred Freehand
 Traffic Manager.....J. Howard Ackley
 Publicity Director.....Hiida C. Woehrmeyer
 Educational Director.....Ben A. Hudelson
 Musical Director.....Guy Fitzsimmons
 Chief Engineer.....Bruce Ratts
 Musical Librarian.....Bonnie Wire

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By...Farnsworth Television
 and Radio Corp.
 Business Address.....201 W. Jefferson St.
 Phone Number.....Eastbrook 3366
 Transmitter Location.....201 W. Jefferson St.

W J O B

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....South Shore
 Broadcasting Corp.
 Address.....449 State St.

INDIANA

Phone Number.....Sheffield 8400
Transmitter Location.....449 State St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

General Manager.....O. E. Richardson
Commercial Manager.....R. C. Adair
Chief Engineer.....Stanley Strasberg

WIBC

INDIANAPOLIS—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Indiana Broadcasting Corp.
Operated By.....The Indianapolis News
Publishing Co.
Address.....30-32 W. Washington St.
Phone Number.....LI 2305
Transmitter Location.....New Augusta, Ind.
Time on the Air.....5 a.m. to 12:15 a.m.:

Sunday: 7 a.m. to 12:15 a.m.; Saturday:
5 a.m. to 1 a.m.
Newspaper Affiliation.....Indianapolis News
News Service.....AP, UP
Transcription Service.....Lang-Worth, Associated
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....C. Walter McCarty
General Manager.....George C. Biggar
Merchandising Manager.....Samuel R. White
Program Director.....Ed Mason
Production Manager.....Brad DeMarcus
Publicity Director.....Samuel R. White
Musical Director.....Walter Jackson
Chief Engineer.....Harry Adams
Record MC.....Sydney Mason

WBBW*
INDIANAPOLIS

Frequency: 1550 Kc.....Power: 250 Watts
Permittee.....Associated Broadcasters, Inc.

*C.P.

"IBCing you" . . . in INDIANAPOLIS

TOPS IN LIVE TALENT—
FOR TOP SALES RESULTS!

If you're eager to see Indiana sales increase, put your product across to Hoosiers *Hoosier-style* . . . with a pre-tested WIBC Live Talent Show! The live talent staff at WIBC—fastest growing radio station in Indianapolis—is the largest in the capital city . . . versatile, experienced, complete in every detail. For the full facts on WIBC Live Talent Shows—ready-made or tailored to your own sales specifications—see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC


1070 KC
5000 WATTS
BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION



**WANT A
CHOICE
PROGRAM?**

**— OR A
GOOD
SPOT?**



**— NEED A
'LIVE WIRE
PERSONALITY?**

**— THEN IT'S
WIRE**

WIRE

**BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY**

AFFILIATED WITH

THE INDIANAPOLIS STAR

W F B M

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
Membership.....NAB, EMB

Personnel

President.....Harry M. Bitner, Jr.
General Manager.....Harry M. Bitner, Jr.
Station Manager.....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Sales Promotion Mgr.....Ted Nicholas
Merchandising Manager.....Edward Schneider
Program Director.....Frank O. Sharp
Production Manager.....Joe Pierson
Publicity Director.....Norman Travis
Chief Announcer.....Lyell Ludwig
Musical Director.....Walter Reuleaux
Chief Engineer.....Harold Holland
Record MC.....Paul K. Roberts, Sam Sims

W I S H

INDIANAPOLIS—EST. 1941
AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting
Corporation
Address.....215 Board of Trade Bldg.
Phone Number.....Market 6345
Transmitter Location...Post Road and Rawls
Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP-PA
Transcription Service.....Standard Radio
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
Station Manager.....Robert B. McConnell
Merchandising Manager..Robert B. McConnell
Program Director.....Wm. F. Froch, Jr.
Production Manager.....Reid Chapman
Publicity Director.....Robert B. McConnell
Chief Announcer.....Wm. F. Frosch, Jr.
Musical Director.....James H. Boyer
Chief Engineer.....Stokes Gresham, Jr.
Record MC.....John Morrow

W I R E

INDIANAPOLIS—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated ByIndianapolis Broad-
casting, Inc.
AddressClaypool Hotel
Phone Number.....Riley 1541
Transmitter Location.....44th & Ralston Rd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Indianapolis Star
News Service.....UP, AP
Transcription Service...World Broadcasting,
Theaurus
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
General Manager.....Rex Schepp
Station Manager.....Rex Schepp
Commercial Manager.....Rex Schepp
Merchandising Manager.....Bill Dean
Production Manager.....Bill Dean
Publicity Director.....Molly Star
Chief Announcer.....Tom Peden
Musical Director.....John Winn
Chief Engineer.....Eugene Alden

W K M O

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Kokomo Broad. Corp.
Address.....208 College Bldg.
Phone Number5171-5172
Transmitter Location.....S.E. Cor. Morgan &
Ohio Sts.
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service.....UP
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

President.....Dr. R. Spencer Taylor
General Manager.....John Carl Jeffrey
Commercial Manager.....John Carl Jeffrey
Merchandising Manager...Frank L. Gregory
Program Director.....Sid Collins
Publicity Director.....Frank L. Gregory
Chief Announcer.....Dick Aker
Musical Director.....Jack Rabb
Chief Engineer.....George Palmer
Record MC.....Jack Rabb

W A S K

LAFAYETTE—EST. 1942
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, Ind.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting
System
National Representative.....Joseph Hershey
McGilvra
Membership.....NAB, BMB

Personnel

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

W L B C

MUNCIE—EST. 1927
COLUMBIA BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Address.....P.O. Box 27L
Phone Number.....4403
Transmitter Location: Radio Center, U. S. High-
way No. 35, S.E. of Muncie
Time on the Air.....6:30 a.m. to 12:07 a.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Hal Holman, Chicago;
The Walker Co., New York
Membership.....NAB, BMB

Personnel

President.....Donald A. Burton
General Manager.....Donald A. Burton
Commercial Manager.....William F. Craig
Merchandising Manager.....William F. Craig
Program Director.....Lee W. Allerton
Publicity Director.....Fred Hinshaw
Musical Director.....Stuart Bebout
Chief Engineer.....Maurice M. Crain

W K B V

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.....25 S. 9th St.
Time on the Air.....6 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

General Manager.....G. F. Albright
Office Manager.....A. F. Schroy
Commercial Manager.....R. L. Nusbaum
Program Director.....Royden Parke
Musical Director.....Royden Parke
Chief Engineer.....Louis J. Duning
Record MC.....Al Edmunds

W H O T

SOUTH BEND—EST. 1944
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: South Bend Broadcasting
Corp.
Address.....434 S. St. Joseph St.
Phone Number.....3-4155
Transmitter Location.....Cor. St. Joseph and
Monroe Sts.
Time on the Air.....6:30 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World and Standard
Representative.....Weed and Company
Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Commercial Manager.....Charley Hines
Merchandising Manager.....Cash Pajakowski
Program Director.....Harold Cook
Production Manager.....Ted Vernasco
Publicity Director.....Viola Colpaert
Chief Announcer.....Harold Cook
Musical Director.....Violet Joy
Chief Engineer.....Jack Willson
Record MC.....Bruce Saunders

W S B T

SOUTH BEND—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 960 Kc.....Power: 1000 Watts
(CP-5000)
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 12:05 a.m.
 Newspaper Affiliation....South Bend Tribune
News Service..... UP
 Transcription Service....Associated, Standard
 Representative..... Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President..... F. A. Miller
 Secretary-Treasurer..... F. D. Schurz
 General Manager..... Robert H. Swintz
 Commercial Manager..... Neal B. Welch
 Program Director..... Mark Boyden
 Production Manager..... Oliver Parcher
 Publicity Director..... Rose T. Bell
 Chief Announcer..... Mort Linder
 Musical Director..... Harlan Hogan
 Chief Engineer..... Herbert Cole
 Record MC..... Sanford Reece, Bob Whitcomb

W B O W

TERRE HAUTE—EST. 1929
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Banks of the Wabash, Inc.
 Address 303 South Sixth Street
 Phone Number..... Crawford 5034
 Transmitter Location..First St. and Peyton Ave.
 Time on the Air.....17½ hrs. daily; 16½ hrs. Sunday
 Newspaper Affiliation.....Saturday Spectator
News ServiceUP-AP
 Transcription Service.....World
 Representative..... Weed & Company
 Membership.....NAB, BMB

Personnel

Station Manager.....Martin L. Leich
 Commercial Manager..... Wm. F. Rippetoe
 Program Director.....Leo J. Baxter
 Publicity Director.....Madeline Barry
 Chief Engineer.....Donald Aldrich

(CALL LETTERS TO BE ASSIGNED)
TERRE HAUTE*

Frequency: 1480 Kc.....Power: 1000 Watts
 Permittee.....Wabash Valley Broad. Corp.

*C.P.

W A O V

VINCENNES—EST. 1940
 MUTUAL

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 AffiliationVincennes Sun-Commercial
News Service..... UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Vice-Pres.-General Mgr..Howard N. Greenlee
 Station Manager.....Victor H. Lund
 Sales-Commercial Mgr....Emmett M. Jackson
 Sales Promotion Mgr.....Victor H. Lund
 Program Director.....Edward Raasch
 Publicity Director.....Vern Paule
 Chief Announcer.....Vern Paule
 Musical Director.....Ann Wagner
 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
 Phone Number.....92-2147
 Transmitter Location.....6 miles south of Lafayette
 Time on the Air.....9 a.m. to 10 p.m.
News Service..... AP
 Transcription Service.....NBC Thesaurus
 MembershipBMB

Personnel

President.....F. L. Hovde
 General Manager.....Jim Miles
 Program Director.....Jim Miles
 Production Manager.....John DeCamp
 Educational Supervisor.....John Henderson
 Chief Announcer.....Tom McCrum
 Musical Director.....Jo Hamiford
 Chief Engineer.....Ralph Townsley
 Record MC.....Don Cripe

*Does not sell time.

IOWA

*Estimated Population 2,431,533—Radio Homes 639,264
Stations in State—27*

W O I *

AMES—EST. 1923
ABC

Frequency: 640 Kc. Power: 5000 w. d. only
Owned-Operated By. Iowa State College
Address Ames, Iowa
Phone Number. 2500
Transmitter Location. Service Building, Iowa
State College
Time on the Air. 6 a.m. to local sunset
News Service. AP, UP
Transcription Service World
and Standard
Membership NAEB

Personnel

D.r. of Radio-Gen. Mgr. Richard B. Hull
Educational Director. W. L. Griffith
Program Director. Richard B. Hull
Program Manager. Edward Wegener
Publicity Director. Gordon Munson
Chief Engineer. L. L. Lewis
Record MC. Bob Allbaugh

**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

Personnel

President-Gen. Manager. Lois Crawford
Chief Announcer. Josephine Griffin
Musical Director. Lydia Smolik
Consulting Engineer. L. L. Lewis

**Non-Commercial Station*

K B U R

BURLINGTON—EST. 1937

**AMERICAN BROADCASTING SYSTEM
IOWA 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. to 11 p.m.
News Service. UP
Transcription Service World
National Sales Office. Donald Cooke, Inc.
Membership. NAB, BMB

Personnel

President. Dan T. Riley
General Manager. G. B. McDermott
Station Manager. G. B. McDermott
Commercial Manager. George B. J. Adkisson
Merchandising Manager. G. B. McDermott
Program Director. Layton Hurst
Publicity Director. George B. J. Adkisson
Chief Announcer. Richard Mosena
Musical Director. Robert Hutchison
Chief Engineer. John Gallino

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS—MBS

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: 6:55 a.m. to 12:05 a.m.
News Services. AP, UP, INS
Transcription Service. Lang-Worth, World,
M. M. Cole, McGregor
Representative The Katz Agency
Membership. NAB, BMB

Personnel

Owner. Mrs. Helen Mark
Exec. Vice-President. Wm. B. Dolph
General Manager. Wm. B. Quarton
Station Manager. Wm. B. Quarton
Studio Mgr. (Waterloo). R. J. McElroy
Sales Manager. D. D. Sullivan
Sales Promotion Manager. Leo F. Cole
Program Director. Douglas B. Grant
Publicity Director. Leo F. Cole
Chief Announcer. Robert C. Leifers
Musical Director. June Caldwell
Chief Engineer. George P. Hixenbaugh
Record MC. Dean Landear

K R O S
CLINTON—EST. 1941
MUTUAL—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Broad. Corp.
 Address 246 Fifth Ave., So.
 Phone Number 448
 Transmitter Location Jacobsen Bldg.
 Time on the Air Unlimited License
 News Service UP
 Transcription Service Standard Radio
 National Sales Office George Webber
 Representative Donald Cooke, Inc.
 Membership NAB, BMB

Personnel

President-Owner W. S. Jacobsen
 General Manager Morgan Sexton
 Station Manager Morgan Sexton
 Sales-Commercial Mgr. Walter Teich
 Sales Promotion Mgr. Verne Gielow
 Program Director Jack Hubbard
 Chief Engineer Gilbert Andrew

KSIB

CRESTON—EST. 1946
IOWA TALL CORN

Frequency: 1520 Kc. Power: 1000 w. d. only
 Owned-Operated By Southwest Iowa
 Broadcasting Co.
 Address 107 North Maple
 Phone Number 831
 Transmitter Location Radio Center
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Standard
 National Sales Office Don Cooke, Inc.
 Representative George Webber
 Membership NAB

Personnel

President Arthur Horning
 General Manager E. M. Horning
 Station Manager E. M. Horning
 Sales Manager Charles T. Webb
 Merchandising Manager Charles T. Webb
 Program Director D. Cole McMartin, Jr.
 Publicity Director E. M. Horning
 Musical Director Dorothy Lindley
 Chief Engineer Wayne J. Haichett
 Record MC D. Cole McMartin, Jr.

KSTT

DAVENPORT—EST. 1946
MUTUAL

Frequency: 750 Kc. Power: 250 w. d. only

Owned-Operated By Davenport Broadcasting
 Co., Inc.

Address 324 Main Street
 Phone Number 2-3525
 Transmitter Location 2505 Rockingham Rd.
 Time on the Air Local sunrise to local sunset
 News Service UP
 Transcription Service Standard, SESAC
 Representative Sears & Ayer, Inc.

Personnel

President-General Mgr. Hugh R. Norman
 Commercial Manager George M. Jackson
 Program Director Richard C. Cooper
 Musical Director Bob Mohr
 Chief Engineer David A. Brelster

W O C

DAVENPORT—EST. 1922
NBC

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, INS
 Transcription Service World, Lang-Worth
 Representative Free & Peters, Inc.
 Membership NAB, BMB

Personnel

President B. J. Palmer
 Vice-Pres., General Mgr. Beryl Lottridge
 Station Manager Buryl Lottridge
 Sales Manager L. O. Fitzgibbons
 Sales Promotion Mgr. Jane Boom
 Program Director Charles R. Freburg
 Publicity Director Jane Boom
 Musical Director George O. Sontag
 Chief Engineer Paul G. Arvidson

KWLC*

DECORAH—EST. 1926

Frequency: 1240 Kc. Power: 250 w. d. only
 Owned-Operated By Luther College
 Business Address 600 Leiv Eiriksson Drive
 Phone Number 690
 Transmitter Location C. K. Preus Gymnasium
 Time on the Air Local sunrise to local sunset
 Membership NAEB

Personnel

President (Luther College) Dr. O. J. H. Preus
 Station Manager Kenneth L. Berger
 Program Director Gerry Karlton

Production Manager.....Roland Dain
 Publicity Director.....Paul Eorge
 Chief Announcer.....Kenneth L. Bjerke
 Musical Director.....Carolyn Hanson
 Chief Engineer.....O. M. Eittreim
 Record MC.....Wally Moe

*Non-Commercial Station

K R N T

DES MOINES—EST. 1936

A B C

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 ServiceAP; UP
 Transcription Service.....Standard Radio,
 Associated

RepresentativeThe Katz Agency
 Membership.....NAB, BMB

Personnel

PresidentGardner Cowles
 Gen. Manager-Station Manager..Phil Hoffman
 Sales-Commercial Manager.....Robert Dillon
 Sales Promotion Manager.....Leon Taylor
 Program Director.....Charles D. Miller
 Production Manager.....Charles McCuen
 Publicity Director.....Mary Little
 Chief Engineer.....Charles Quentin
 Record MC.....Don Bell, Gene Emerald

K S O

DES MOINES—EST. 1932

C B S

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By..Murphy Broadcasting Co.
 Address.....10th at Grand Ave.

Phone Number3-0571
 Transmitter Location.....E. 38th & B'way
 Time on the Air.....6 a.m. to 1 a.m.;

Sundays: 7 a.m. to 1 a.m.

News Service.....AP; UP
 Transcription Service.....World, M. M. Cole
 RepresentativeHeadley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....Kingsley H. Murphy
 Vice-Pres., Gen. Manager...George J. Higgins
 Sales Promotion Manager....Don Shoemaker
 Program Director.....Edmund J. Linehan
 Musical Librarian.....Norma Dungan
 Chief Engineer.....F. E. Bartlett

W H O

DES MOINES—EST. 1924

N B C

Frequency: 1040 Kc.....Power: 50000 Watts
 Owned-Operated By..Central Broadcasting Co.
 Business Address.....914 Walnut St.

Phone Number3-3151
 Transmitter Location.....Mitchellville, Iowa
 Time on the Air.....5:30 a.m. to 12:30 a.m.;

Sunday: 7:30 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.
 Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
 Vice-Pres. & Gen. Manager.....J. O. Maland
 Gen. Sales Mgr.....Harold W. Fulton
 Sales Promotion.....Maurice E. McMurray
 Program Director.....Harold Fair
 Production Manager.....Jack Kerrigan
 Publicity Director.....Woody Woods
 Chief Announcer.....Ernie Sanders
 Chief Engineer.....Paul A. Loyet

(CALL LETTERS TO BE ASSIGNED) DES MOINES*

Frequency: 1390 Kc.....Power: 1000 Watts
 Permittee.....Capitol Broadcasting Co.

*C.P.

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 Broadcasting Co.
 Address.....505 Main St.
 Phone Number.....572
 Transmitter Location.....R.R. No. 2
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

Exec. Vice-Pres.....James D. Carpenter
 General Manager.....James D. Carpenter
 Sales Manager.....Harry Hatzenbuehler
 Program Director.....Paul Schuster
 Production Manager.....Virginia Wagner
 Publicity Director.....Robert Gilliam
 Chief Engineer.....Leonard T. Carlson
 Record MC.....Robert Gilliam

K V F D

FORT DODGE—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Broad. Co.
 Address.....Warden Bldg., 921 1st Ave., S.
 Phone Number.....Walnut 3761-2-3
 Transmitter Location..S.W. of Ft. Dodge, 1 mile
 Time on the Air.....Full Time
 News Service.....UP
 Transcription ServiceCole
 Representative.....Burn-Smith Co.
 Membership.....NAB

Personnel

President-Gen. Manager.....Edward Breen
 Promotion.....Kenneth Peterson
 Program Director.....Drexel Peterson
 Publicity Director.....Edward Breen
 Chief Announcer.....Ray Bennett
 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
 AddressIowa City
 Phone Number.....2111-237
 Transmitter Location...2 miles W. of Iowa City

Time on the Air.....Unlimited
 News Service.....AP

Personnel

Station Director.....Carl H. Mensor
 Program Director.....John P. Highlander
 Chief Engineer.....S. J. Ebert

*Non-Commercial Station

K F J B

MARSHALLTOWN—EST. 1923
 MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Marshall Electric
 Company
 Address.....1603 West Main Street
 Phone Number.....3361
 Transmitter Location...2.2 miles northwest of
 Marshalltown
 Time on the Air.....6 a.m. to midnight;
 Sunday: 7:30 a.m. to midnight
 News ServiceUP
 Transcription Service.....SESAC
 National Sales Offices....George W. Webber;
 Donald Cooke, Inc.
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President.....Kenneth Durham
 General Mgr.-Station Mgr.....H. R. Hurd
 Commercial Manager.....Al. Fairchild
 Sales Promotion Manager.....Al. Fairchild
 Publicity Director.....Al. Fairchild
 Musical Director.....Thelma W. LaValley
 Chief Engineer.....James A. Dickens
 Record MC.....Allan N. Schrock

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 12:05 a.m.
 News Service.....AP; UP
 Transcription ServiceStandard
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Lee P. Loomis
 General Manager.....F. C. Eighmey
 Sales Manager.....Herbert R. Ohrt
 Sales Promotion Mgr.....Dominie V. Haynes

Program Director.....William G. Suter
 Production Manager.....Douglas F. Sherwin
 Public Relations Director.....Henry B. Hook
 Technical Director.....Leo W. Born
 Musical Director.....Ralph Geer
 Chief Engineer.....Roger Sawyer

KWPC

MUSCATINE—EST. 1946
 IOWA TALL CORN NETWORK

Frequency: 860 Kc.....Power: 250 w. d. only
 Owned-Operated By...Muscatine Broadcasting
 Co., Ltd.
 Address.....Mulberry & Houser
 Phone Number.....860
 Transmitter Location.....Mulberry & Hauser
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representatives.....Donald Cooke.
 George Webber
 Membership.....NAB

Personnel

General Manager.....George J. Volger
 Commercial Manager...Phillip J. Dusenbury
 Program Director.....Virgil Godfrey
 Production Manager.....Virgil Godfrey
 Musical Director.....Thelma M. Volger

KBIZ

OTTUMWA—EST. 1941
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....117-119 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.....James J. Conroy
 General Manager.....James J. Conroy
 Station Manager.....Eleanor M. Haling
 Sales Promotion Manager.....Eugene Miller
 Publicity Director.....Eugene Miller
 Chief Announcer.....Paul Pappas
 Chief Engineer.....Leonard Heggstrom
 Record MC.....Woody Hirsch

KFNF

SHENANDOAH—EST 1924

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

Owned-Operated By.....KFNF, Inc.
 Address.....407 N. Sycamore
 Phone Number.....PBX-1
 Transmitter Location.....407 N. Sycamore
 Time on the Air.....6 a.m. to 3 p.m. and
 6 p.m. to 12 mid.; Sundays: 6:30 a.m. to
 3:30 p.m. and 6 p.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard Radio
 and World
 Membership.....NAB, BMB

Personnel

President.....John Nicolson
 General Manager.....Frank Stubbs
 Program Director.....Marian Stubbs
 Production Manager.....Earl D. Blakesley
 Public Service Director...Shirley M. Barkman
 Publicity Director.....Frank Stubbs
 Musical Director.....Ermal (Buck) Dilley
 Chief Engineer.....Robert N. Barkman
 Record MC.....Marian Stubbs

KMA

SHENANDOAH—EST. 1925
 ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell & Elm Sts.
 Phone Number.....192 or 133
 Transmitter Location.....1 mile N.E. of
 Shenandoah on Highway 48
 Time on the Air.....Unlimited license
 News Service.....UP, AP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Lewis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Edward May
 General Manager.....Owen Saddler
 Sales Manager.....Howard O. Peterson
 Merchandising Manager.....W. H. Bailey
 Program Director.....Terry Moss
 Production Manager.....Hugh M. Aspinwall
 Publicity Director.....W. H. Bailey
 Musical Director.....Mabel McFarland
 Chief Engineer.....Ray Schroeder

KSCJ

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.....Highway 75 N.E.
 Leeds, Ia.

Time on the Air.....6 a.m. to 12 midnight:
 Sunday: 7 a.m. to 12 midnight
 News Service..... AP
 Transcription Service.....C. P. MacGregor,
 World, Cole
 Representative.....Geo. P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....W. R. Perkins
 General Manager.....Eugene T. Flaherty
 Station Manager.....Eugene T. Flaherty
 Sales-Commercial Mgr....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harraday
 Musical Director.....Bernice Ewing
 Chief Engineer.....S. C. Dier

K T R I

SIoux CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Sioux City Broadcasting
 Company
 Business Address.....Commerce Building
 Phone Number.....8-0165
 Transmitter Location.....Commerce Building
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers
 Representative.....Don Cooke
 Membership.....NAB, BMB

Personnel

President.....Dietrich Dirks
 General Manager.....Dietrich Dirks
 Sales Promotion Manager....Fred Sandman
 Program Director.....Al Triggs
 Production Manager.....Sheldon Singer
 Publicity Director.....Ben Walsh
 Chief Announcer.....Fred Taylor
 Chief Engineer.....Will Easterly
 Record MC.....Wayne Ross

K I C D

SPENCER—EST. 1941
MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Iowa Great Lakes
 Broadcasting System
 Address.....P.O. Box 631
 Phone Number.....46 and 46
 Transmitter Location.....North of Spencer
 on Highways 18 and 71
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceAP
 Transcription Service...Lang-Worth, Standard,
 Cole, RCA Victor Red Seal
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President-Manager.....Ben B. Sanders
 Sales Manager.....Tom Steensland
 Sales Promotion Manager...Tom Steensland
 Program Director.....Staton A. Dixon
 Production Manager.....Thomas Edwards
 Publicity Director.....Lee Harris
 Chief Announcer.....Thomas Edwards
 Musical Director.....Thomas Edwards
 Chief Engineer.....Rudolph T. Luukinen
 Record MC.....Thomas Edwards

K X E L

WATERLOO—EST. 1942
ABC

Frequency: 1540 Kc.....Power: 50000 Watts
 Owned-Operated By.....Josh Higgins
 Broadcasting Co.
 AddressInsurance Bldg.
 Phone Number3-3371
 Transmitter Location.....Dysart, Iowa
 Time on the Air.....5:30 a.m. to midnight
 News Service AP
 Transcription Service.....Standard
 National Representative...Avery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

President.....Joe DuMond
 General ManagerJoe DuMond
 Sales Manager.....Joe DuMond
 Sales Promotion Manager..Elizabeth M. Gahre
 Program Director.....Em Owen
 Publicity Director.....Elizabeth M. Gahre
 Musical Director.....George Timm
 Chief Engineer.....Don Kassner
 Record MC.....Herb James

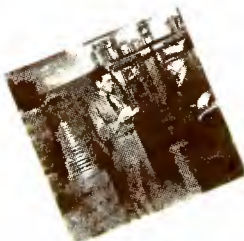
WIBW Serves the First families of



Over 90% of the farm men and women in this five-state area turn first to WIBW for helpful information and sound, dependable guidance concerning every phase of farming operation.*

AGRICULTURE

ON its first broadcast almost a quarter-century ago, WIBW was dedicated to the service of American Agriculture. We have never lost sight of this goal. Each passing year has brought additional services that would help our listeners increase yields, save work, make farming more profitable, and farm life more attractive.



Because we've never given him a bum steer, the man of the house has absolute confidence in the hands we recommend. He asks for and buys them by name.



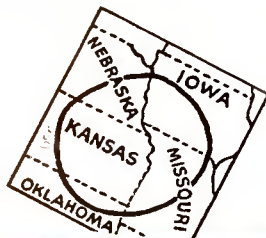
Because our years of homemaking suggestions have helped the women of these "First Families" make their homes more attractive and their housework easier, they are quick to act upon our buying suggestions. Just ask any merchant how much faster WIBW-advertised products move.



Through carefully planned programs and close cooperation with farm organization and 4-H Club leaders, WIBW is building a second generation of those who buy because they "heard it on WIBW."

The First Families of Agriculture LIVE HERE

Here is our 1/2 m.v. line. It encloses the accumulated buying power from years of bumper crops—plus that of 1946, the largest ever harvested and sold at such high prices. Here too are the homes where WIBW is the "most-listened-to" station.*



* Kansas Radio Audience, 1946.

WIBW

IN TOPEKA

"The Voice of Kansas"

BEN LUDY COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka General Manager KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

Estimated Population 1,816,837—Radio Homes 475,414
Stations in State 19

(CALL LETTERS TO BE ASSIGNED) ARKANSAS CITY*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....The Travelers Pub. Co.

*C.P.

K V A K

ATCHISON—EST. 1939
MUTUAL—KBS

Frequency: 1450 Kc.....(CP-1200)
Power: 250 Watts.....(CP-1000)
Owned-Operated By.....S. H. Patterson
Address.....422½ Commercial St.
Phone Number.....1420
Transmitter Location.....East Atchison, Mo.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....KBS, McGregor, BMI
Representative.....William G. Rambeau
Membership.....NAB, BMB

Personnel

Owner.....S. H. Patterson
General Manager.....Jerry Akers
Manager.....David G. Roberts
Sales Manager.....Les Cox
Program Director.....Allen R. Menefee
Publicity Director.....Allen R. Menefee
Chief Announcer.....Frank "Toby" Wizardi
Chief Engineer.....Harry P. Elliott, Jr.
Record MC.....Gordon Morris

K G G F

COFFEYVILLE—EST. 1930
ABC

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location..South Coffeyville, Okla.
Time on Air.....Sundays, 7 a.m.-11 p.m.;
Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service...NBC Thesaurus, World
Representative.....Weed & Co.

Personnel

Owner.....Hugh J. Powell
Station Manager.....Bert H. Powell

K G N O

DODGE CITY—EST. 1930
KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broad-
casting Co.
Address.....705 Second Avenue
Phone Number.....1100
Transmitter Location.....West Park Rd.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation..Dodge City Daily Globe
News Service.....AP
Transcription Service.....World
Representative.....Arthur H. Haqq and
Associates
Membership.....NAB, BMB

Personnel

President.....J. C. Dealous
Station Manager.....N. C. Petersen
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

K T S W

EMPORIA—EST. 1939
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcast-
ing Co., Inc.
Address.....613 Merchant St.
Phone Number.....153
Transmitter Location...South Edge of Emporia
City limits
Time on the Air.....6:30 a.m. to 12 mid.
Sundays: 7:30 a.m. to 12 mid.
News Service.....AP
Transcription Services.....World, Standard
Membership.....NAB, BMB

Personnel

President.....J. Nelson Rupard
General Manager.....J. Nelson Rupard
Sales Manager.....Wendell Elliott
Sales Promotion Mgr.....Burton D. Harrison
Program Director.....Grenville Darling
Publicity Director.....Burton D. Harrison
Chief Announcer.....Grenville Darling
Musical Director.....John R. Mickey
Chief Engineer.....Paul H. Daniels

K I U L

GARDEN CITY—EST. 1935
MUTUAL—KBS

KANSAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....F. D. Conrad
Operated By.....Al Pyatt
Business Address.....509 N. Main
Phone Number.....666
Studio Address.....509 N. Main
Transmitter Location.....Warner Terrace
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....C. P. McGregor,
Keystone
Representatives.....Cox & Tanz
Membership.....NAB

Personnel

President.....Frank D. Conrad
Gen. Manager-Station Mgr.....Al Pyatt
Program Director.....John L. Melcum
Chief Announcer.....Ed Watts
Chief Engineer.....Robert Bryant
Record MC.....Howard Knox

K V G B

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....(CP-1590)
Power: 250 Watts.....(CP-5000)
Owned-Operated By.....KVGB, Inc.
Address.....Cork Bldg.
Phone Number.....1080-1
Transmitter Location...2 miles S. of city on
highway 281 (CP-6 miles S.)
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 7:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representatives...John E. Pearson Co., SESAC
Membership.....NAB, BMB

Personnel

President.....R. C. Russell
Vice-Pres. & Gen. Manager....Clem Morgan
Sales Manager.....Perry W. Reed
Sales Promotion Mgr....Kay Lovitt, Perry Reed
Program Director.....Ray Beals
Publicity Director.....Kay Lovitt
Musical Director.....Ray Beals
Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Wm. Wyse
Operated By.....The Nation's Center
Broadcasting Co.
Address.....101 East Avenue A
Phone Number.....5202
Transmitter Location.....101 East Avenue A
Time on the Air.....Unlimited Time
News Service.....AP
Transcription Service...Lang-Worth, Standard
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....William Wyse
Sales Manager.....William Campbell
Program Director.....Warren Edmundson
Publicity Director.....Dick King
Chief Announcer.....George Alden
Musical Director.....Warren Edmundson
Chief Engineer.....John Swafford
Record MC.....Jack Campbell

K C K N

KANSAS CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM
(After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Capper Publications, Inc.
Operated By....The KCKN Broadcasting Co.
Address.....300 Waltower Bldg., Kansas
City, Mo.
Phone Number.....Victor 3864
Transmitter Location.....901 North 8th St.,
Kansas City, Kans.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.The Kansas City Kansan
News Service.....AP & UP
Transcription Service.....Standard Radio
Representative.....Capper Publications, Inc.
Membership.....NAB, BMB

Personnel

General Manager.....Ben Ludy
Station Manager.....Ellis Atteberry
Sales-Commercial Manager.....Joe Story
Production Manager.....George Stump
Chief Announcer.....Eddie Clarke
Chief Engineer.....Max Williams

For **BUYING POWER** that pays off in **SALES,**



look to
GREATER KANSAS CITY...

**GREATER KANSAS CITY
MARKET DATA**

COUNTIES (and Important Cities)	O.P.A. Civilian pop. 2-15-44	Net Effective Buying Income (After Taxes)
Jackson (Mo.)....	485,900	\$672,286,000
Kansas City.....	431,700	615,119,000
Wyandotte (Ks.)..	144,500	180,556,000
Kansas City.....	135,000	169,100,000
Johnson (Ks.).....	40,200	23,771,000

COUNTIES (and Important Cities)	Total Retail Sales	Homes with Radios
Jackson (Mo.)....	\$400,347,000	133,067
Kansas City.....	373,286,000	112,945
Wyandotte (Ks.)..	73,602,000	36,676
Kansas City.....	68,559,000	31,163
Johnson (Ks.).....	12,009,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 10, 1946. (Reprinted with permission.)

and for **RADIO ADVERTISING**
that pays off in **RESULTS,**
hire **KCKN**

Yes, for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like.

Thus, through KCKN, you may sell a substantial share of Greater Kansas City's eight hundred million dollar buying power (AFTER taxes) *without* the rate penalty of out-state coverage.

Wire or phone your nearest Capper office for availabilities.

MUSIC BY DAY—MUTUAL AT NIGHT



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY **WIBW**, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MONAWK 4: 3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUBE BUILDING DOUGLAS 5220 KANSAS CITY 6: 390 WALTOWER BUILDING VICTOR 2094

K W H K

HUTCHINSON—EST. 1946

KEYSTONE

Frequency: 1190 Kc...Power: 1000 w. d. only
 Owned-Operated By.....James E. Murray
 Address.....12 W. 5th Street
 Phone Number.....3-100
 Transmitter Location.....Hutchinson, Kans.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Griffith Co., Inc.
 Membership.....BMB, NAB (applying)

Personnel

Owner.....James E. Murray
 General Manager.....Vern Minor
 Sales Manager.....Frank Bartley
 Program Director.....Sherwood Parks
 Chief Announcer.....Adrian Leonida
 Musical Director.....Bruce Murray
 Chief Engineer.....Millard H. Clary

K F K U *

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Phone Number.....K. V. Exchange
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN
 News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
 Chief Engineer.....R. P. Stringham

**Non-Commercial Station*

W R E N

LAWRENCE—EST. 1926

ABC

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By..The WREN Broadcasting
 Co., Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....16½ hours daily;
 16 hours Sunday
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hoilingsbery Co.
 Membership.....NAB

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Commercial Manager.....Larry Cotton
 Merchandising Manager...John P. Bondeson
 Program Director.....Arden Booth
 Publicity Director.....John P. Bondeson
 Musical Director.....Arden Booth
 Chief Engineer.....Carl Bliesner

K S A C *

MANHATTAN—EST. 1924

Frequency: 580 Kc....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 Address.....College Campus
 Phone Number.....3395 or 4463
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....Milton S. Eisenhower
 General Manager.....Dean H. Umberger
 Station Manager.....Dean H. Umberger
 Program Director.....L. L. Longsdorf
 Chief Announcer.....Grant A. Salishury
 Chief Engineer.....Bernard P. Holbert

**Non-Commercial Station*

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 860 Kc....Power: 5000 Watts, day
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.
 Address.....P.O. Box 603
 Phone Number.....2165
 Studio Address.....Commerce Bldg.
 Transmitter Location.....3½ miles E. of
 Pittsburg
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Chief Announcer.....Louis Martin
 Chief Engineer.....Leo Stafford

K S A L

SALINA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK**

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By.....**KSAL, Inc.**
 Address.....Journal Bldg.
 Phone Number.....100
 Transmitter Location.....State Street Rd.
 Time on the Air.....18 hours daily,
 Sunday, 17 hours
 News Service.....**AP**
 Transcription Service.....Lang-Worth,
 SESAC, Standard
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President.....R. J. Laubengayer
 General Manager.....R. J. Laubengayer
 Station Manager.....R. V. Jensen
 Sales Manager.....R. V. Jensen
 Chief Engineer.....N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Capper Publications,
 Inc.
 Business Address.....1035 Topeka Ave.
 Phone.....3-2377
 Studio Address.....1035 Topeka Ave.
 Transmitter Location...Seven miles west of
 Topeka
 Time on the Air.....Shares Time
 Newspaper Affiliation....Capper Publications,
 Inc.
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 Representative.....Capper Publications, Inc.

Personnel

President.....H. S. Blake
 General Manager.....Ben Ludy
 Sales Manager.....Ben Ludy
 Program Director.....Maude Carlson
 Publicity Director.....Bob McClure
 Musical Director.....Maude Carlson
 Chief Engineer.....K. G. Marquardt
 See Page 414

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Kansas Broadcasting, Inc.
 Address.....1015 North Broadway
 Phone Number.....4-2387
 Transmitter Location.....Lassen Hotel Bldg.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP

Transcription Service.....NBC Thesaurus;
 Standard
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
 General Manager.....Archie Taylor
 Sales Manager.....H. W. Allen
 Merchandising Manager.....V. E. Rugh
 Program Director.....Bob Drake
 Publicity Director.....V. E. Rugh
 Chief Engineer.....Ted Heithecker
 Record MC.....Paul Wilson

KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station KFH
 Company
 Address.....KFH Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita,
 Kansas
 Time on the Air.....6:00 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....M. M. Murdock
 Station Manager.....Plez S. Clark
 Sales Manager.....Clark A. Luther
 Program Director.....Vernon Reed
 Chief Engineer.....Amos Dadisman

KFBI

WICHITA—EST. 1923

ABC-MBS

KANSAS STATE NETWORK

Frequency: 1070 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By....Farmers and Bankers
 Broadcasting Corporation
 Address.....1st & Market Sts.
 Phone Number.....2-1447
 Transmitter Location....42nd and Broadway
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS & UP
 Transcription Service.....World, Cole
 Representative.....George P. Hollingberry Co.

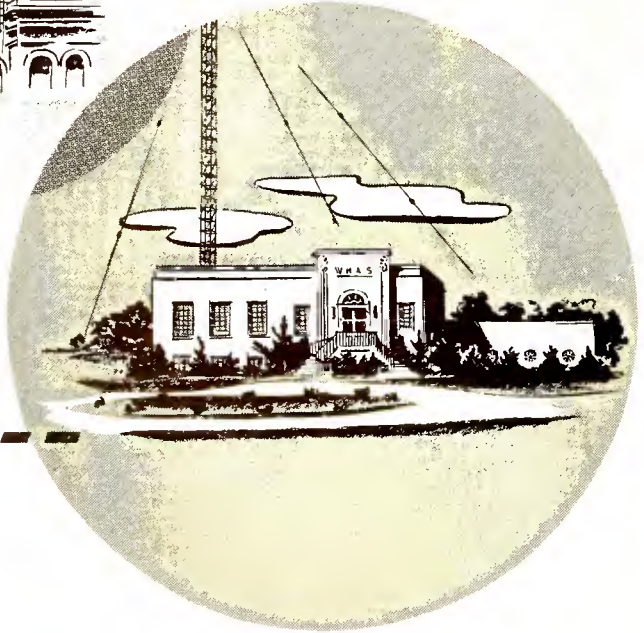
Personnel

General Manager.....Robert K. Lindsley
 Commercial Manager.....D. W. McCoy
 Chief Engineer.....K. W. Pyle



1922

1947



WHAS

LOUISVILLE

enters its 25th year on the air
A respected pioneer today as yesterday

A radio pioneer in fact as well as spirit, WHAS went on the air July 18, 1922 with a power of 500 watts. Today, twenty-five years later, broadcasting on a clear channel frequency of 840 kilocycles with a power of 50,000 watts, WHAS continues its leadership in radio.

Power . . . receptibility . . . program and technical excellence—these represent only one side of the WHAS story. The interests, the sympathies, the labors of WHAS are part-and-parcel of its millions of listeners. Through service during flood and prosperity, in peace and war, Radio Station WHAS has become indigenious to the market it serves. There is no greater tribute.

WHAS is again pioneering with the first and only operating FM station in Louisville: WCJT, 24 kc, 99.5 mc.

50,000 watts, clear channel
CBS Affiliate

Represented nationally by
Edward Petry and Co., Inc.

KENTUCKY

Estimated Population 2,751,245—Radio Homes 553,602
Stations in State 23

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Ashland Broadcasting Co.
Operated By.....The Nunn Stations
Address.....Box 949
Phone Number.....3010
Studio Address.....20th & Front Streets,
Radio Center
Transmitter Location.....4803 Clay St.
Time on the Air.....6:30 a.m. to 1:05 a.m.,
Weekdays: 7 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus,
World
National Sales Office.....The Nunn Stations
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Gilmore N. Nunn
General Manager.....Joseph B. Matthews
Station Manager.....Joseph B. Matthews
Sales Manager.....Joseph B. Matthews
Merchandising Manager.....James Cross
Program Director.....John W. Fell
Chief Engineer.....Clarence W. Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broad-
casting Corp.
Address.....Fairview & Lehman Aves.
Phone Number.....1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

President & Station Manager....Ken D. Given
Sales Manager.....Ken D. Given
Promotion Manager.....Helen Given
Production Manager.....William Kuznitsof
Publicity Director.....Jaunita Britt

Program Director.....Joe Hamilton
Chief Engineer.....Joe Pentecost
Record MC.....Fred Bradshaw

W C T T

CORBIN—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Corbin Times-
Tribune, Inc.
Address.....Corbin, Ky.
Transmitter Location.....Corbin, Ky.
Time on the Air.....16 hours planned
Newspaper Affiliation....The Corbin Times-
Tribune
News Service.....AP
Membership.....NAB, BMB

Personnel

President-Owner.....J. Springer Robinson
Station Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

W F K Y *

FRANKFORT

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Frankfort Broadcasting Co.
Address.....317 Ann St.
Phone Number.....421
News Service.....AP

Personnel

President.....J. Sneed Yager
Gen.-Com. Manager.....Clarence H. Fleming
Program-Promotion Man....Marshall L. Peace

*Construction Permit.

W K A Y

GLASGOW—EST. 1946

SOUTHERN KENTUCKY NETWORK

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By Glasgow Broadcasting Co.
Address.....P.O. Box 407 or
Happy Valley Road
Phone Number.....598 & 632
Transmitter Location.....Happy Valley Road
Time on the Air.....6 a.m. to 11 p.m.;
Sunday: 7 a.m. to 11 p.m.

KENTUCKY

News Service.....UP
 Transcription Service.....World, Capitol
 Membership.....NAB, BMB

Personnel

President.....Gordon E. Brown
 General Mgr.-Sales Mgr....Charles W. Powers
 Station Manager.....Charles W. Powers
 Chief Announcer.....Loel Passe
 Chief Engineer.....Edward C. Lockwood

WHLN

HARLAN—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Blantox Radio
 Company, Incorporated
 Address.....So. Main St.
 Phone Number.....625
 Transmitter Location.....So. Main St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co.

Personnel

General Manager.....R. B. Helms
 Sales-Commercial Mgr.....C. E. Whitehart
 Program Director.....Eula Jones
 Chief Engineer.....J. Francke Fox
 Record MC.....Harry Day

WSON

HENDERSON—EST. 1941
 MUTUAL

Frequency: 860 Kc....Power: 500 w. d. only
 Owned-Operated By.....Henderson Broad-
 casting Co., Inc.
 Address.....Zion Rd.
 Phone Number.....3923
 Transmitter Location.....Zion Rd.
 Henderson
 Time on the Air.....Local sunup to local
 sundown
 News Service.....UP & AP
 Transcription Service...NBC Thesaurus, Asso-
 ciated Music
 Representative....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Station Mgr....Hecht S. Lackey
 Sales Manager.....Hecht S. Lackey
 Sales Promotion Mgr.....Vernon R. Nunn
 Program Director.....Martha Jane Reed
 Publicity Director.....Vernon R. Nunn

Chief Announcer.....Martin E. Schaeffer
 Musical Director.....Eddie Duncan
 Chief Engineer.....B. A. Smith
 Record MC.....Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1939
 COLUMBIA BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hopkinsville Broad-
 casting Co., Inc.
 Address.....P.O. Box 539, Cadiz Rd.
 Phone Number.....1025, 1026
 Transmitter Location.....Cadiz Road
 Time on the Air.....6 a.m. to 11:30 p.m.:
 Sunday: 7 a.m. to 11:05 p.m.
 News Service.....UP & AP
 Transcription Service....World Broadcasting
 System, M. M. Cole
 Representative....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Secretary.....F. Ernest Lackey
 Sales Promotion Manager...Katherine Peden
 Program Director.....Katherine Peden
 Publicity Director.....Katherine Peden
 Chief Engineer.....T. E. Brewer
 Record MC.....Leo Wilson, Charles Stratton

WKLX

LEXINGTON—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By..Fayette Broadcasting Co.
 Address.....Phoenix Hotel
 Phone Number.....8115
 Transmitter Location.....Greendale Rd.
 Time on the Air.....5 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth,
 Standard, Cole
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB

Personnel

President.....Philip Ardery
 General and Commercial Mgr...Dewey H. Long
 Sales Manager.....Robert H. Moore
 Asst. Mgr. & Program Director..Phil Sutterfield
 Production Manager.....Floyd William Hess
 Publicity Director.....Phil Sutterfield
 Chief Announcer.....Floyd William Hess
 Musical Director.....Betty Brady
 Chief Engineer.....Royce O. Woodward
 Record MC.....Bill Moore, Arty Kay

W L A P

LEXINGTON—EST. 1933

AMERICAN BROADCASTING CO.

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

Address...Radio Bldg., Walnut and Short Sts.
Phone Numbers.....1721-22-23-70
Transmitter Location...Mason-Headley Road
Time on the Air.....5 a.m. to 12:05 a.m.;
Sunday: 7:30 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service.....World, Thesaurus
National Sales Office.....John Ballard
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....Gi'more N. Nunn
Station-Commercial Manager..Miller A. Welch
Program Director.....J. B. Faulconer
Production Manager.....Henry Allin
Chief Engineer.....Sanford Heli

W L E X

LEXINGTON—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Kentucky Broadcasting Co.

Address.....Box 985
Phone Number.....2901
Transmitter Location..Russell Cave Rd., R.R. 3
News Service.....AP
Transcription Service.....SESAC, Capitol, Associated
Membership.....NAB

Personnel

President.....J. Douglas Gay, Jr.
General and Station Mgr.....Neil Cline
Chief Engineer.....Theodore E. Jones

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.

Time on the Air.....5 a.m. to 12 midnight
News Service.....INS, AP
Transcription Service.....NBC Thesaurus, Lang-Worth

Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Sales-Commercial Mgr.....James F. Cox
Merchandising Mgr.....Eugene W. Leake, Jr.
Program Director.....George Patterson
Production Manager.....H. B. Blackwell
Musical Director.....Earle Keller
Chief Engineer.....W. E. Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Northside Broad. Corp.
Address.....Kentucky Home Life Bldg.
Phone.....Wabash 8871
Transmitter Location..Preston & Woodbine Sts.
Time on the Air.....5 a.m. to 2 a.m.;
Sunday: 6 a.m. to 2 a.m.

News Service.....AP & UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....J. Porter Smith
Vice-Pres. & General Mgr...Charles L. Harris
Station Manager.....Charles L. Harris
Sales Manager.....J. Porter Smith
Promotion Manager.....H. R. Hunter
Asst. Mgr. in charge of Programs.....Ward Hatcher
Production Manager.....W. S. Lukenbill
Chief Announcer.....Gerald Fordyce
Dir. of Engineering.....Perry W. Esten
Record MC.....John Watkins

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood, Ky.
Time on the Air.....24 Hours Daily
Newspaper Affiliation...Courier-Journal and Louisville Times

News Service.....AP, UP
Transcription Service.....World, Associated
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

President Barry Bingham
 General Manager Mark Ethridge
 Station Manager W. Lee Coulson
 Sales Manager Joe Eatcn
 Promotion Manager J. M. Wynn
 Program Director R. E. Fischer
 Religious Co-Ordinator Rev. C. E. Burns
 Agricultural Co-Ordinator Frank H. Cooley
 Chief Announcer Paul Clark
 Musical Director Robert Hutsell
 Chief Engineer Orrin W. Towner
 Asst. Chief Engineer D. C. Summerford
 Record MC Jack Wilson

See Page 420

WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Kentucky Broad. Co.
 Address 10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number Wabash 5148
 Transmitter Location 10th Floor, Tyler Hotel
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service AP
 Transcription Service C. P. MacGregor &
 Standard
 Representatives Broadcast Sales Co.,
 Homer Griffith
 Membership NAB, BMB

Personnel

President Nelle M. Kendrick
 General Manager Harry McTigue
 Sales Manager G. F. Bauer
 Program Director M. K. McCarten
 Production Manager Edwin Kalloy
 Chief Announcer Edwin Kalloy
 Musical Director Claude Fraul
 Chief Engineer E. G. Rinn

WCIF

MADISONVILLE—EST. 1946

Frequency: 730 Kc. Power: 250 w. d. only
 Owned-Operated By Madisonville Broad-
 casting Co., Inc.
 Address Madisonville, Ky.
 Phone Number 1297-8-9
 Studio Address Providence Rd.
 Transmitter Location Hanson Rd.
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Standard

Representative Sears & Ayer, Helen
 Wood & Colton
 Membership NAB

Personnel

President Pierce E. Lackey
 General Manager F. Ernest Lackey
 Chief Announcer John Hatcher
 Chief Engineer C. R. Frederick

WKTM

MAYFIELD—EST. 1946

Frequency: 1050 Kc. Power: 250 w. d. only
 Owned-Operated By Mayfield Broadcasting
 Co., Inc.
 Address Mayfield, Ky.
 Phone Number 46
 Studio Address Mayfield Hotel
 Transmitter Location 2½ miles on Highway 98
 Time on the Air Daylight hours
 News Service AP
 Transcription Service Standard
 Representative Sears & Ayer, Helen
 Wood & Colton

Personnel

President Frank O. Evans
 Vice-Pres. & Gen. Mgr. Pierce E. Lackey
 Station Manager Wayne R. Morgan
 Chief Announcer Ralph L. Haskins
 Chief Engineer Ernest J. Pell

(CALL LETTERS TO BE ASSIGNED)
MAYFIELD*

Frequency: 910 Kc. Power: 1000 Watts
 Permittee Purchase Broadcasting Co., Inc.

*C.P. Pending

WNGO*

MAYFIELD

Frequency: 1320 Kc. Power: 1000 Watts
 Licensee Mayfield Broadcasting Co.

*C.P.

WMIK*

MIDDLEBORO

Frequency: 560 Kc. Power: 500 Watts
 Licensee Middleboro Broadcasting Co.

*C.P. (Hearing 7-25-46 resulted in original ap-
 plication for 250 Watts on 1450 Kc. being amended
 as above.)

W O M I

OWENSBORO—EST. 1938

MUTUAL—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Owensboro Broad-
 casting Co.
 Address.....P.O. Box 536
 Phone Number.....420, 421
 Transmitter Location.....Owensboro, Ky.
 Time on the Air.....7 a.m. to 11:30 p.m.
 Newspaper Affiliation..Owensboro Messenger,
 Owensboro Inquirer
 Transcription Service.....Lang-Worth
 News Service.....AP
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB, KBA

Personnel

President.....Lawrence Hager
 General Manager.....Hugh O. Potter
 Station Manager.....Hugh O. Potter
 Asst. Manager.....Marshall Bruner
 Merchandising Manager....Marshall Bruner
 Program Director.....Cliffordean Potter
 Production Manager.....Alan Reinhardt
 Publicity Director.....Hugh Potter
 Chief Engineer.....Leslie Goodaker
 Record MC.....Norman Hall

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Paducah Broadcast-
 ing Co., Inc.
 Business Address.....Taylor Bldg., 4th and
 Broadway
 Phone Numbers4100-1-2
 Studio Address.....Taylor Bldg.
 Transmitter Location.....9th & Terrell Sts.
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....World, Cole
 Representative.....Sears & Ayer,
 He'en Wood
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....Pierce E. Lackey
 Station Manager.....W. Prewitt Lackey
 Sales-Commercial Mgr....W. Prewitt Lackey
 Sales-Merchandising Manager....Gene Peak
 Program Director.....Evelyn Carroll
 Production Mgr.-Publicity Dir....Gene Peak
 Chief Announcer.....Ray Mofield
 Musical Director.....Lynn Wolfe
 Chief Engineer.....U. C. Morris
 Record MC.....J. B. Fowler

W K Y B

PADUCAH—EST. 1946

MUTUAL

Frequency: 800 Kc....Power: 1000 w. d. only
 Owned-Operated By....Paducah Newspapers,
 Inc...
 Address.....504 Kentucky Ave.
 Phone Number.....800
 Transmitter Location....5 miles S. of Paducah
 on U.S. Highway 45
 Time on the Air....Local sunrise to local sunset
 Newspaper Affiliation.....The Paducah Sun-
 Democrat
 News Service.....AP
 Transcription Service....Thesaurus, Standard
 National Sales Office.....Burke, Kuipers &
 Mahoney, Inc.
 Membership.....NAB

Personnel

President.....Edwin J. Paxton, Sr.
 General Manager.....Edwin J. Paxton, Jr.
 Commercial Manager.....Sam Livingston
 Sales Merchandising Mgr....Sam Livingston
 Musical Director.....Neil McIntyre
 Chief Engineer.....C. G. Sims

**For the best
 in Broadway and
 Hollywood news . . .**

AP



- New Orleans *ONLY* 24-hour Radio Station!
- Accents local programming & public-interest broadcasts.
- Carries *BOTH* Associated Press & United Press News Service, assuring listeners complete news coverage around the clock.
- 5,000 Watts, delivering 20,000 Watts in the populated areas of South Louisiana & the Gulf Coast.
- First in Daytime Listening (Hooper).
- Occupies the Central dialing position of — 1280.
- Affiliate of the American Broadcasting Company.



JOHN BLAIR, Representative

LOUISIANA

Estimated Population 2,555,547—Radio Homes 485,482
Stations in State 19

KALB

ALEXANDRIA—EST. 1935

ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Alexandria Broad-
casting Co., Inc.
Address 505½ Johnston St.
Phone Numbers 3335-6
Transmitter Location Wardville, La.
Time on the Air 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:35 p.m.
News Service INS-AP
Transcription Service World
Representatives Weed & Co.

Personnel

President Walter H. Allen
General-Commercial Manager E. R. Cappellini
Program Director Janet Baker Immler
Chief Announcer Ed Rand
Chief Engineer Jesse Sexton

KPDR

ALEXANDRIA—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Central Louisiana
Broadcasting Corp.
Address 1710 Jackson, P.O. Box 1867
Phone Number 9568
Transmitter Location Upper Fourth St.
Time on the Air 6 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.
News Service AP
Transcription Service NBC Thesaurus

Personnel

President-General Mgr. E. Levy
Manager Joel M. Hirsch
Commercial Manager N. S. Cruse
Program Director J. Church
Publicity Director N. S. Cruse
Chief Engineer H. Shean

KSYL*

ALEXANDRIA

Frequency: 1400 Kc. Power: 250 Watts
Licensee Fox Broadcasting Co.

*C.P.

WJBO

BATON ROUGE—EST. 1934

NBC

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By Baton Rouge Broad-
casting Co., Inc.
Address 444 Florida St.
Phone Number 5271-2
Transmitter Location Roosevelt Road
Time on the Air 6 a.m. to midnight;
Sunday, 7 a.m. to midnight
Newspaper Affiliation Baton Rouge State-
Times, Baton Rouge Morning Advocate
News Service AP, UP
Transcription Service World Broadcasting,
Standard
Representative Geo. P. Hollingbery Company
Membership NAB, BMB

Personnel

President Charles P. Manship, Jr.
Executive Vice-Pres. H. V. Anderson
Station Manager J. Roy Dabadie
Sales Manager T. E. Gibbens
Program Director Ralph H. Sims
Production Manager Robert H. Scearce
Publicity Audrey Stoizenthaler
Chief Announcer John E. Ferguson
Music Lela LeBlanc
Chief Engineer Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Air Waves, Inc.
Address 204 North St.
Phone Number 2-4411
Transmitter Location 3399 Broussard St.
Time on the Air 6 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight
News Service AP, INS
Transcription Service NBC Thesaurus,
Associated
Representative Joseph Hershey McGillvra, Inc.
Membership NAB

Personnel

President-Owner Harry B. Nelson
General Manager Earl H. Smith
Commercial Manager Earl H. Smith
Program Director Quitman Henley
Chief Engineer William H. Bland, Jr.
Record MC Dan Willis



***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this \$103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!



REPRESENTED
BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

KCIL

HOUMA—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Address P.O. Box 1031
 Phone Number 2047
 Studio Address Bayou Black Dr.
 Transmitter Location Bayou Black Dr.
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 Representative William G. Rambeau Co.
 Membership NAB

Personnel

President-Owner Charles W. Lamar, Jr.
 General Manager Frank Conwell
 Sales Manager Dick Walsh
 Program Director Keith Kenney
 Publicity Director Mary E. Conwell
 Chief Engineer J. Fredrick Darby
 Record MC John Bowie

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Calcasieu Broad-
 casting Co.
 Address P.O. Box 1521, Majestic Hotel
 Phone Number 2713, 2714
 Studio Address Majestic Hotel
 Transmitter Location South & La Grange St.
 Time on the Air 6 a.m. to 11:07 p.m.
 News Service AP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Radio Sales

Personnel

President T. B. Lanford
 General Manager David Wilson
 Sales Manager Jerry Bozeman
 Sales Promotion Manager Felham Mills, Jr.
 Program Director Joe Campbell
 Production Manager James Toth
 Publicity Director Jerry Bozeman
 Chief Announcer A. B. Craft
 Musical Director James Toth
 Chief Engineer Earl C. Moses
 Record MC A. B. Craft

KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Evangeline Broad-
 casting Company, Inc.
 Address 519 Buchanan St.
 Phone Numbers 336, 2062, 2101
 Studio Address 519 Buchanan
 Transmitter Location Scott Road
 Time on the Air 6:20 a.m. to 11 p.m.
 Newspaper Affiliation Lafayette Daily
 Advertiser Gazette, Inc.
 News Service AP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Membership NAB, EMB

Personnel

General Manager George H. Thomas
 Sales Manager B. Hillman Bailey, Jr.
 Sales Promotion Manager Lucille LeBlanc
 Program Director Lucille LeBlanc
 Production Manager Lowell Wallace McCrary
 Publicity Director Alison Theriot, Jr.
 Chief Engineer Louis Pilcher
 Record MC Albert Schnyder

KMLB

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
 LOUISIANA NETWORK

Frequency: 1460 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Liner's Broadcasting
 Station, Inc.
 Address P. O. Box 1723
 Phone Number L.D. 25
 Studio Address Francis Hotel
 Transmitter Location Millhaven Rd.
 Time on the Air 5 a.m. to midnight
 News Service UP
 Transcription Service Standard Radio,
 Lang-Worth
 Membership NAB, BMB

Personnel

President J. C. Liner
 General Manager J. C. Liner
 Sales Promotion Manager J. C. Liner, Jr.
 Program Director Otta B. Green
 Production Mgr.-Chief Announcer Joe Pearce
 Chief Engineer O. L. Morgan

KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.
 & LOUISIANA NETWORK

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By James A. Noe
 Business Address Bernhardt Bldg.

Phone Number912
 Transmitter Location.....Louisville & 23rd St.
 Time on the Air.....6 a.m. to midnight
 Transcription Service.....Thesaurus, M. M. Cole
 News Service.....AP
 Representative Joseph Hershey McGillvra, Inc.
 Membership NAB

Personnel

Owner.....James A. Noe
 General Mgr. Station Mgr.....Frank A. Browne
 Sales-Commercial Mgr.....Mrs. Ruth Surguine
 Program Director.....C. R. Mumphrey
 Chief Engineer.....D. K. Strong

KANE

NEW IBERIA—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..New Iberia Broad. Co.
 Address.....P.O. Box 15
 Phone Number.....965, 163
 Studio Address.....104 W. St. Peters St.
 Transmitter Location.....West Main St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard

Personnel

President.....J. J. Davidson, Jr.
 General Manager.....George H. Thomas
 Sales-Commercial Mgr.....L. I. Femrite
 Sales Promotion Manager.....L. I. Femrite
 Program Director.....Jimmie Cooper
 Production Manager.....Shirley DeBlanc
 Publicity Director.....Louissette B. Stagq
 Chief Announcer.....Louis R. DeGravelles
 Chief Engineer.....Jimmie Cooper

WDSU

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
 Cwned By.....Stephens Broadcasting Co.
 Address.....Hotel Monteleone
 Phone Number.....Raymond 7135
 Transmitter Location.....Algiers, La.
 Time on the Air.....24 hours daily
 News Service.....UP, AP
 Transcription Service.....Associated
 Representative.....John Blair Co.
 Operated By.....Fred Weber, E. A. Stevens,
 H. G. Wall
 Membership.....NAB, BMB

Personnel

Managing-PartnerFred Weber

Sales Manager.....Charles Price
 Sales Fromction Manager..Jeanne Spoonemore
 Program Director.....Stanley Holiday
 Publicity Director.....Jeanne Spoonemore
 Special Events Director.....Warren Kennedy
 Musical Director.....Joseph Schramm
 Chief Engineer.....Charles Whitney

See Page 426

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles C. Carlson
 Address.....611 Canal St.
 Phone Number.....Magnolia 3438-9
 Transmitter Location.....3317 Bruxelle St.
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP
 Representative.....William C. Rambeau Co.
 Transcription Service.....Capitol
 Membership NAB

Personnel

President-General Mgr.....Charles C. Carlson
 Station & Sales Mgr.....Cy Newman
 Sales Promotion Manager.....Mildred Barr
 Program Director.....Harry Nigocia
 Production Manager.....Jeff Hugg
 Publicity Director.....Cy Newman
 Chief Announcer.....Harry Nigocia
 Musical Director.....John Merlin
 Chief Engineer.....Karl G. Siebold
 Record MC.....Harry Nigocia

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....James A. Noe
 Address.....St. Charles Hotel, 211 St.
 Charles St.
 Phone Numbers.....Raymond 0423-4-3558
 Transmitter Location...Broad & Euphrosine St.
 Time on the Air.....21 hours daily
 News ServiceAP
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

President-Owner.....James A. Noe
 General Manager.....James E. Gordon
 Sales Manager.....James E. Gordon
 Program Director.....Eeverly C. Brown
 Publicity Director.....Bill Elliott
 Chief Engineer.....Al J. Bourgeois
 Record MC.....Ken Elliott

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

SOUTH CENTRAL NETWORK

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: WSMB, Inc.
 Address: 901 Canal St.
 Phone Number: MA 5921
 Transmitter Location: Algiers, La.
 News Service: AP
 Time on the Air: 7 a.m. to 12 midnight
 Transcription Service

NBC Thesaurus Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
 General Manager: H. Wheelahan
 Chief Engineer: H. G. Nebe

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 5000 Watts
 Owned-Operated By: Loyola University
 Address: Roosevelt Hotel
 Phone Number: Raymond 2194-5-6-7
 Transmitter Location: Kenner, La.
 Time on the Air: 5 a.m. to 1 a.m.
 News Service: UP, AP
 Transcription Service: Standard Radio
 and World

Representative: The Katz Agency
 Membership: NAB, BMB

Personnel

President: Rev. Thomas J. Shields
 General Mgr.-Station Mgr.: W. H. Summerville
 Sales Manager: A. Louis Read
 Sales Promotion Manager: Tom Holbrook
 Program Director: Henry Dupre
 Musical Director: Irvine Vidacovich
 Chief Engineer: J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1926

ABC—LOUISIANA STATE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KRMD, Inc.
 Business Address: P. O. Box 1712
 Phone Number: 6171-2
 Transmitter Location: New Jefferson Hotel
 Time on the Air: 6 a.m. to 11 p.m.
 Transcription Service: World
 Membership: NAB

Personnel

Owners: R. M. Dean, T. B. Lanford
 General Manager: Glenn V. Wilson
 Station Manager: William Switzer
 Sales Manager: Glenn V. Wilson
 Sales Promotion Manager: Glenn V. Wilson
 Program Director: Elizabeth Allford
 Publicity Director: Jane Reed
 Chief Engineer: Howard Hargrove

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS
 Studio Address: Commercial Building,
 P.O. Box 1121

Transmitter Location: Harts Island Road
 Phone Number: 3-3673
 Time on the Air: 6:30 a.m. to midnight
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth

Representative: Edward Petry & Co.
 Membership: NAB, BMB

Personnel

General Manager: C. K. Beaver
 Program Director: James P. Turner
 Chief Engineer: C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
 Owned-Operated By: International Broad-
 casting Corp.

Studio Address: Commercial Building
 Transmitter Location: Near Dixie, La.
 Phone Number: 2-8711
 Time on the Air: 5 a.m. to 1:05 a.m.;
 Sundays, 6 a.m. to 1:05 a.m.

Newspaper Affiliation: The Shreveport Times
 News Service: AP, UP
 Transcription Service: Standard
 Representative: The Branham Co.
 Membership: NAB, BMB

Personnel

President: John D. Ewing
 Manager: K. K. Kellam
 Commercial Manager: Dean Upson
 Sales Promotion Manager: James T. Briggs
 Program Director: B. G. Robertson
 Chief Engineer: W. E. Antony

MAINE

Estimated Population 848,394—Radio Homes 206,657
Stations in State 12

WFAU

AUGUSTA—EST. 1948

MUTUAL—YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By The Twin City
Broadcasting Co., Inc.

Address 160 Bangor St.
Phone Number 2540
Transmitter Location 160 Bangor St.
Time on the Air 6 a.m. to 12 midnight
News Service AP
Transcription Service Standard
Representative Forjoe & Co.
Membership NAB

Personnel

President Faust Couture
General Manager Robert I. Payne
Commercial Manager Robert I. Payne
Program Director Norman Gallant
Chief Announcer Dwight Wheeler
Chief Engineer Robert Parker

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

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

Address 175 Water St.
Phone Number 2285
Transmitter Location Chelsea, Me.
Time on the Air 6:30 a.m. to 12:05 a.m.
News Service UP
Transcription Service World
Representatives Weed & Company
Bertha Bannan
Membership NAB

Personnel

President Adeline B. Rines
General Manager Jack S. Atwood
Sales Manager Walter Weightman
Program Director Danny I. Kelly
Production Manager Don K. Powers
Publicity Director Leslie Hubley
Chief Announcer Elliott E. Hold
Chief Engineer Harold Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. 1000 Watts. C.P. 5000
Watts

Owned-Operated By Community Broad-
casting Service, Inc.

Address 57 State St.
Phone Number 6446
Transmitter Location Brewer, Me.
Time on the Air 6:30 a.m. to 12:05 a.m.
News Service AP
Transcription Service Associated Library
Representative Adam J. Young, Jr.
Membership BMB

Personnel

President and Station Manager F. B. Simpson
Commercial Manager Guy Corey
Program Dir.-Musical Dir. Harold Dorr
Chief Engineer Walter Dickson

WJOR

BANGOR—EST. 1946

MUTUAL—YANKEE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Bangor Broadcasting
Service

Address 22 State St.
Phone Number 5612
Transmitter Location 340 Stillwater Ave.
Time on the Air 6:30 a.m. to 12 mid.
News Service AP
Transcription Service World

Personnel

Owners Sidney Slon, Lawrence Slon,
Stephen Velardi
General Mgr.-Program Director Sidney Slon
Sales Manager Lawrence Slon
Chief Engineer Stephen Velardi

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Maine Broad. Co., Inc.

Address 100 Main St.
Phone Number 6023
Transmitter Location Bangor
Time on the Air 5:30 to 12 midnight
Transcription Service NBC Thesaurus
News Service UP
Representative Weed & Co., Bertha Bannan
Membership BMB

Personnel

President.....William H. Rines
 Station Manager.....Edward E. Guernsey
 Program Director.....Irving Hunter
 Chief Engineer.....John Wibby

W C O U

LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broadcast-
 ing Co., Inc.
 Address.....223 Lisbon St.
 Phone Number.....3140
 Transmitter Location.....East Ave.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative...Forjoe & Co., Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Faust Couture
 General Manager.....John C. Libby
 Program Director.....Eugene Parker
 Chief Announcer.....John Marsh
 Musical Director.....Marion Payne Louissell
 Chief Engineer.....Donald Mason

W C S H

PORTLAND—EST. 1925
NBC—NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Congress Square
 Hotel Co.
 Business Address.....157 High St.
 Phone Number.....2-0180
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location.....Scarboro, Me.
 Time on the Air.....5:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 News Service.....UP & AP
 Transcription Service.....MBC Thesaurus
 Representative...Weed & Co. & Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Adeline B. Rines
 Managing Director.....William H. Rines
 National Adv. Director...Rudolph O. Marcoux
 Commercial Manager.....Albert W. Smith
 Farm Editor.....Linwood Brofee
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Chief Engineer.....G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.
 Address.....645a Congress St.
 Phone Number.....2-7489
 Transmitter Location.....Riverton, Portland
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.
 Membership.....NAB

Personnel

President.....Guy P. Gannett
 Station Manager.....Creighton E. Gatchell
 Sales Manager.....Arthur K. Atherton
 Program Director.....Richard E. Bates
 Chief Announcer...Samuel G. Henderson, Jr.
 Chief Engineer.....Roger W. Hodgkins

Covering Central Maine

WCOU

of Lewiston

and its kid brother

WFAU

of Augusta

**MUTUAL
 YANKEE**

Represented Nationally by
Forjoe & Company
New York

W P O R

PORTLAND—EST. 1946
NEW ENGLAND

AMERICAN BROADCASTING CO.

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By...Oliver Broadcasting Co.
Address.....21 Preble St.
Phone Number.....3-8111
Transmitter Location.....Baxter Blvd.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Lewis H. Avery,
Kette'I-Carter
Membership.....NAB

Personnel

Owners.....Humboldt J. Greig,
Murray Carpenter
General Manager.....Humboldt J. Greig
Station Manager.....Murray Carpenter
Sales Manager.....Keith Field
Sales Promotion Manager..Marshall Miltimore
Program Director.....Gordon Lewis
Publicity Director.....Marshall Miltimore
Chief Engineer.....Roger Perry

W M T W

PORTLAND—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Yankee Network, Inc.
Address.....Falmouth Hotel
Transmitter Location.....Falmouth Hotel
Time on the Air.....Full time license
Representative.....Edward Petry & Co.

Personnel

Chairman of the Board.....John Shepard, III
Station Supervisor.....Charles W. Curtin

W A G M

KBS

PRESQUE ISLE—EST. 1931

Frequency: 1450 Kc. Power: 100 Watts (CP-250)
Owned-Operated By.....Aroostook Broadcast-
ing Corporation
Address.....180 State St., W.
Phone Number.....3821
Transmitter Location...U.S. 1, 4 miles N. of
Presque Isle
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, M. M. Cole,
SESAC
Representative.....Cox & Tanz
Membership.....NAB, BMB

Personnel

President-Owner or
Chief Executive.....Harry E. Umphrey
General Manager.....H. D. Glidden
Sales Promotion Mgr.....J. A. Flesay
Program Director.....Ted Coffin
Production Manager.....Art Vaughn
Publicity Director.....J. B. Dillon
Chief Announcer.....Ted Coffin
Musical Director.....Clayton Smith
Chief Engineer.....L. E. Hughes
Record MC.....Clayton Smith

W T V L

WATERVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Kennebec Broad. Co.
Address.....36 Silver St.
Phone Number.....370
Transmitter Location.....Benton Ave.,
Winslow, Me.
Time on the Air.....6:30 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Standard
Representative.....Kettell-Carter, Inc.;
Radio Advertising Co.
Membership.....NAB

Personnel

President-General Mgr....Carleton D. Brown
Commercial Representative..E. William Hucke
Sales Promotion Manager...Chester I. Munson
Program Director.....Warren M. Greenwood
Chief Engineer.....Donald H. Sutherland

For the best
in Broadway and
Hollywood news . . .

AP



Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

WBAL

*Means Business
in Baltimore*



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles...manufacturing...everything is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MARYLAND

Estimated Population 2,200,458—Radio Homes 547,344
Stations in State 12

WANN

ANNAPOLIS—EST. 1946

Frequency: 1190 Kc. Power: 1000 w. d. on'y
Owned-Operated By: Annapolis Broad. Co.
Address: P.O. Box 749
Phone Number: Annapolis 2500
Studio Address: Church Circle & School St.
Transmitter Location: Bay Ridge Road
(awaiting FCC approval)
Time on the Air: Daytime only
News Service: AP
Membership: NAB

Personnel

President-General Mgr.: Morris H. Blum
Chief Engineer: Benjamin Wolfe

(CALL LETTERS TO BE ASSIGNED) ANNAPOLIS*

Frequency: 810 Kc. Power: 250 Watts
Permittee: Chesapeake Radio Corp.

*C.P. Application

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: Lexington Bldg.
Phone Number: Lexington 4900
Transmitter Location: Winans Rd.
Randallstown, Md.
Time on the Air: 19¼ hours daily,
17 hours Sunday
News Service: INS; UP & AP
Transcription Service: World Broadcasting
System
Representative: Edward Petry & Co.
Membership: NAB, BMB

Personnel

President: Charles B. McCabe
General Manager: Harold C. Burke
Station Manager: Harold C. Burke
Sales Manager: Kenneth L. Carter
Sales Service Director: John A. Toppin
Program Director: Don DeGroot
Production Manager: Edward H. Harvey
Publicity Director: John A. Toppin
Musical Director: Joseph C. Miller
Chief Engineer: Richard D. Duncan

WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental
Radio Company
Address: 811 West Lanvale St.
Phone Number: Madison 7220-1-2-3-4
Transmitter Location: Park Heights Ave.
News Service: INS, AP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Company
Membership: NAB, BMB

Personnel

President: Lewis M. Milbourne
Vice-Pres.-General Mgr.: L. Waters Milbourne
Asst. Mgr. in charge of Sales
and Promotion: Leslie H. Peard, Jr.
Program Director: Gordon A. Scheihing
Publicity Director: Leslie H. Peard, Jr.
Chief Engineer: Martin L. Jones
Record MC: George L. Filing

WCBM

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcast-
ing Corporation
Address: Community House
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring
Lane
Time on the Air: 6:30 a.m. to midnight
News Service: INS, UP
Transcription Service: Lang-Worth,
Associated, BMI, McGregor
Representative: Free & Peters, Inc.
Membership: NAB, BMB

Personnel

President: John Elmer
General Manager: George H. Roeder
Sales Manager: John Elmer
Program Director: Charles A. Roeder
Publicity Director: Lou Corbin
Public Service Director: Newell A. Warner
Chief Engineer: G. Porter Houston
Record MC: Thom Severin

• • • MARYLAND • • •

W F B R

BALTIMORE—EST. 1922
AMERICAN BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By Baltimore Radio
Show, Inc.
Business Address 10 East North Ave.
Phone Number Mulberry 1300
Studio Address Radio Center
Transmitter Location Waterview Ave.
Time on the Air 6 a.m. to 1 a.m.
News Service AP, UP.
Transcription Service World
Representative John Blair & Co.
Membership NAB, BMB

Personnel

President Robert S. Maslin
Exec. Vice-President Hops H. Barroll, Jr.
Director of National Sales Wm. S. Pirie, Jr.
Director of Local Sales Wm. R. Dohard
Sales Promotion Mgr. Guy G. Griffen
Program Director Bert Hanauer
Production Manager Henry Hickman
Publicity Director Robert S. Maslin, Jr.
Chief Announcer Henry Hickman
Musical Director Joseph Imbrogulio
Chief Engineer William Q. Ranft

W I T H

BALTIMORE—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Maryland Broad. Co.
Address 7 E. Lexington St.
Phone Number Lexington 7808
Transmitter Location 1230 Curtain St.
Time on the Air 24 hours a day
News Service AP, Transradio
Transcription Service Lang-Worth;
Standard Radio, Cole
Representative Headley-Reed Company
Membership NAB, BMB

Personnel

President Thomas Garland Tinsley, Jr.
General Manager Thomas Garland Tinsley, Jr.
Station Manager Helen Powers
Sales Manager Robert C. Embry
Sales Promotion Manager Robert C. Embry
Program Director Wallace W. Ashley
Publicity Director Mae Hughes
Chief Announcer Alston Stevens
Musical Director Wallace W. Ashley
Chief Engineer James S. Duff

See Page 435

WTBO

your

Tri-STATE

Voice



NBC
Affiliation

Cumberland, Maryland

W T B O

CUMBERLAND—EST. 1928

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Cumberland
 Broadcasting Co.
 Operated By.....Aurelia S. Becker,
 Charles Z. Haskett
 Address.....31 Frederick St.
 Phone Number.....Cumberland 298 and 299
 Transmitter Location.....Reservoir Ave.
 Time on the Air.....7 a.m. to 12 midnight;
 Sundays: 8 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....World Broadcasting
 System
 Membership.....NAB, BMB

Personnel

President.....Aurelia S. Becker
 Station Manager.....Aurelia S. Becker
 Chief Engineer.....David Jefferies

W F M D

FREDERICK—EST. 1935

**COLUMBIA BROADCASTING SYSTEM
 MARYLAND COVERAGE NETWORK**

Frequency: 930 Kc.....Power: 500 Watts
 Owned-Operated By.....Monocacy Broadcast-
 ing Company
 Business Address.....Winchester Hall
 Phone Number.....Frederick 1626
 Studio Addresses.....Winchester Hall,
 Transmitter Location.....Butterfly Lane, nr.
 Frederick
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays: 7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

President.....Laurence Leonard
 General Manager.....William E. Hardy
 Program Director.....Evelyn Leonard
 Production Manager.....Bill Sell
 Publicity Director.....William E. Hardy
 Musical Director.....Bill Cook
 Chief Engineer.....James W. Robertson
 Record MC.....Roger Carroll

W J E J

HAGERSTOWN—EST. 1932

**MUTUAL BROADCASTING SYSTEM
 MARYLAND COVERAGE NETWORK**

Frequency: 1240 Kc.....Power: 450 Watts

Owned-Operated By.....Hagerstown Broad-
 casting Co.

Address.....Franklin Court
 Phone Numbers.....2322-23-24
 Transmitter Location.....Carroll Heights
 Time on the Air.....6:30 a.m. to 12 midnight
 Transcription Service..Associated, Lang-Worth
 News Service.....AP
 Transcription Service..Associated, Lang-Worth
 Membership.....NAB, BMB

Personnel

General Manager.....Grover C. Crilley
 Sales Manager.....William H. Paulsgrove
 Sales Promotion Manager..Wm. H. Paulsgrove
 Program Director.....Amos L. Harper
 Publicity Director.....Pat Crilley
 Record MC.....Will Groff

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Peninsula
 Broadcasting Co.
 Address.....Radio Park
 Phone Number.....Salisbury 2480-2481
 Transmitter Location..1 mile north of Salisbury
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
 8:25 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

General Manager.....Charles J. Truitt
 Program Director.....Gladys Stearns
 Chief Engineer.....Peter A. Alfonsi

W G A Y

SILVER SPRING—EST. 1946

Frequency: 1050 Kc.....Power: 1000 w. d. only
 Owned-Operated By.....Tri-Suburban
 Broadcasting Corp.
 Address.....Silver Spring, Md.
 Phone Number.....SHepherd 1050
 Transmitter Location.....Kemp Mill Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....World, Lang-Worth,
 SESAC
 Membership.....NAB

Personnel

President-Owner.....John W. Kluge
 Secretary-Treasurer.....Joseph L. Brechner
 Station Manager.....Joseph L. Brechner
 Sales Manager.....John W. Kluge
 Program Director.....Don Bell
 Chief Engineer.....Charles E. Chrismon



This little budget went
to WORL. Boston

MASSACHUSETTS

Estimated Population 4,501,555—Radio Homes 1,168,280
Stations in State 27

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc.....Power: 50000 (WBZ),
1000 (WBZA)

Owned and Operated By.....Westinghouse
Radio Stations, Inc.

Addresses..1619 Walnut St., Philadelphia, Pa.
Phone Number.....Rittenhouse 6870 (Phila.)
Station Address.....275 Tremont St., Boston
Transmitter Locations.....Hull, Mass.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio
and NBC Thesaurus

Representative.....NBC Spot Sales
Membership.....BMB

Personnel

President.....Walter Evans
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. H. Masse
Sales Promotion Manager.....Lynn Morrow
Publicity Representative.....W. A. Davis
Chief Engineer.....W. H. Hauser

WCOP

BOSTON—EST. 1935

ABC NEW ENGLAND GROUP

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Massachusetts
Broadcasting Corp.

Address.....485 Boylston St.
Phone Number.....COPley 0123
Transmitter Location.....Lexington, Mass.
Time on the Air.....6 a.m. to 1 a.m.;
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation.....Des Moines Register
and Tribune, Minneapolis Star Journal

News Service.....INS, AP, UP
Representative.....Katz Agency, Inc.
Transcription Service.....Standard Radio
and Lang-Worth

National Sales Office.....H. T. Enns
Membership.....NAB, BMB

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Craig Lawrence
Sales.....A. N. Armstrong, Jr.
Sales Promotion.....Harry D. Goodwin

Chief Engineer

Record M.C.....Roland C. Hale

Roland C. Hale

Nelson E. Braag

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

CBS NEW ENGLAND NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting
System

Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location...Mystic Valley Park-
way, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.

News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Harold E. Fellows
Sales Manager.....Kingsley Horton
Sales Promotion Manager...Guy Cunningham
Production Manager.....Ray Girardin
Publicity Director.....Marie Houlahan
Chief Engineer.....Harold Dorschug
Record M.C.'s.....Sherman Feller,
Evelyn Howe

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By...The Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....73 W. Squantum St.,
Quincy, Mass.

Time on the Air.....7:30 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Lang-Worth, World,
Associated, SESAC

Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Acting Pres.....Alfred J. Pote
Genl. Mgr.-Sales Mgr.....William S. Pote
Program Director.....John Kiley
Chief Engineer.....John Memishian

It's an Old New

To Have Pie for Breakfast

To Be Fond of Fish



Courtesy of Vanguard Press, Publishers of
"It's An Old New England Custom"
by Edwin Valentine Mitchell.

England Custom

To Reach a Ripe Old Age

To Serve Turkey and Cranberry Sauce

To Beat the Drum

To listen to Yankee home-town stations!

24 YANKEE "HOME-TOWN" STATIONS

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg, Mass.
WHA1	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth- Dover, N. H.
WEAN	Providence, R.I.
WSYB	Rutland, Vt.
WWSR	St. Albans, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

Plus FM Stations

WGTR	Boston
WMNE	Mt. Washington

A YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose cooperation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: Matheson Radio Co., Inc.
 Address: 6 St. James Ave.
 Phone Number: Hancock 5500
 Transmitter Location: Saugus, Mass.
 Time on the Air: 6:15 a.m. to 12:15 a.m.;
 Sunday: 8 a.m. to 12:30 a.m.
 News Service: UP and AP
 Newspaper Affiliation: Boston Herald-Traveler Corp.
 Transcription Service: World, Associated, Lang-Worth, Standard, Capitol
 Representative: John Blair & Co.

Personnel

President: Robert Choate
 General Manager: William B. McGrath

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc.
 Address: 21 Brookline Ave.
 Phone Number: COMMONwealth 0800
 Transmitter Location: Montclair, Mass.
 Time on the Air: 6 a.m. to 1 p. m.;
 Sundays, 8 a.m. to 1 a.m.
 News Service: AP, Reuters
 Transcription Service: Standard, Associated, SESAC
 Representative: Edward Petry & Co., Inc.
 Membership: NAB, BMB

Personnel

President: William O'Neil
 Gen. Mgr.-Ch. of Board: John Shepard, III
 Sta. Mgr.-Exec. V-P-Sales Mgr.: Lewis Travers
 Sales Promotion Mgr.: James S. Powers
 Program Director: George Steffy
 Publicity Director: Phyllis Doherty
 Musical Director: Robert Norris
 Chief Engineer: Irving T. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Service Organization, Inc.
 Address: 216 Tremont St.
 Phone: Liberty 4540

Transmitter Location: Needham, Mass.
 Time on the Air: 6:30 a.m. to Sunset
 News Service: AP and UP
 Representative: Forjoe & Co.

Personnel

Chief Executive: Harold A. LaFount
 General Manager: George Lasker
 Program Director: Robert N. Perry
 Chief Engineer: John Parker

W A C E

CHICOPEE—EST. 1946

Frequency: 730 Kc. Power: 1000 w., d. only
 Owned-Operated By: The Regional Broadcasting Co.
 Address: Chicopee St.
 Transmitter Location: Chicopee St.
 Time on the Air: Local sunrise to local sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 Membership: NAB

Personnel

President: David Hayes
 General Manager: John S. Lloyd
 Sales Manager: David Hayes
 Program Director: Terry Colwell
 Production Manager: Terry Colwell
 Chief Engineer: Ralph Robinson
 Record M.C.: Lee Smith

W S A R

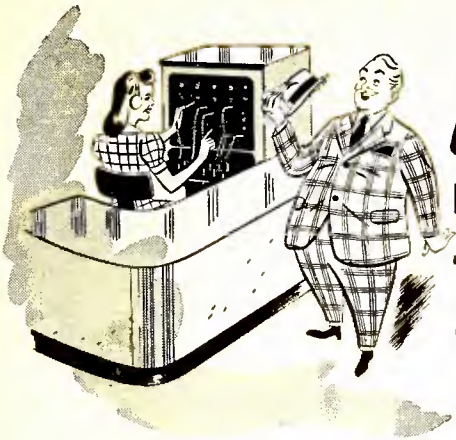
FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: The Fall River Broadcasting Co., Inc.
 Address: Academy Bldg.
 Phone Number: 7-9477-8
 (Transmitter)
 Transmitter Location: So. Somerset, Mass.
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Newspaper Affiliation: Fall River Herald News
 Transcription Service: Lang-Worth, Thesaurus
 Representative: Lang-Headley Reed Co., Bertha Bannon
 Membership: NAB, BMB

Personnel

President-Gen. Mgr.: Melvin Lahr
 Sales Manager: John Harrington
 Sales Promotion Manager: John Crowley
 Program Director: Angus Bailey
 Publicity Director: John Crowley
 Chief Engineer: John Pavao
 Record M.C.: Wallace O'Hara



DIAL 850, SIR

**FOR A DIRECT WIRE
TO NEW ENGLAND!**

THAT'S

WHDH

New England's Fastest-Growing Independent Station!

Acceptance isn't easily won. That's why it's smart to direct your sales talks to New Englanders over their own INDEPENDENT station. The WHDH policy of better programming, to suit New England tastes, guarantees enthusiastic acceptance for advertisers.

WHDH
LEADS IN NEW ENGLAND
WITH

NEWS

**EVERY HOUR
ON THE HALF-HOUR**

All news periods completely written and edited by Station's independent news staff.

Special news commentary daily by Ray Kierman, one of New England's foremost news analysts.

SPORTS

BASEBALL

American League Champions
Boston Red Sox

Boston Braves

FOOTBALL

Harvard and other
college games

Boston Yanks professional
games

HOCKEY

Boston Bruins

MUSIC

"MUSIC FOR BREAKFAST"

•

"CARNIVAL OF MUSIC"

•

"BACK BAY MATINEE"

•

*Three of Boston's
Leading Participation Shows*

•

WHDH

Check Now For Availability

6 ST. JAMES AVE., BOSTON, MASS.

5000 WATTS . . . 850 ON THE DIAL

Represented by Jahn Blair & Company

WEIM
FITCHBURG—EST. 1941
MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Mitchell G. Meyers,
 Ruben E. Aronheim, Milton H. Meyers
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 Main Street
 Phone Numbers.....Fitchburg 1600-1
 Transmitter Location.....Summer St.
 Time on the Air.....6:45 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB, BMB

Personnel

Operating Partner.....Milton H. Meyers
 Gen. Mgr.-Station Mgr.-
 Sales Manager.....Earle G. Clement
 Program Dir.-Chief Announcer....Dick Tucker
 Chief Engineer.....Ted Kalin
 Record M.C.'s.....Dick Tucker, Ed Johnson

WHOB

GARDNER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Gardner
 Broadcasting Co.
 AddressColonial Hotel
 Phone Number.....Gardner 1490
 Transmitter Location...1 mile from center of
 town on Green St.
 Time on the Air.....7 a.m. to 11:30 p.m.;
 Sunday; 8 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service..NBC Thesaurus, SESAC
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

President.....David M. Richman
 General Manager.....J. Gordon Keyworth
 Sales Promotion Manager...Henry E. Gendron
 Program Director.....Robert E. Fuller
 Commercial Rep.....Henry E. Gendron
 Chief Engineer.....James Drake
 News Editor.....Hugh McCoy

WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John W. Haigis
 Address354 Main St.
 Phone Number.....4301
 Transmitter Location.....Woodard Rd.

Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....John W. Haigis
 Gen. Mgr.-Station Mgr.....James L. Spates
 Sales Mgr.- Sales Promotion
 Manager.....Horace W. Nichols
 Program Director.....John W. Haigis, Jr.
 Publicity Director.....Graydon Spragg
 Musical Director.....Fred Grebe
 Chief Engineer.....Lee Wheeler

WHAV

HAVERTHILL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Haverhill Gazette Co.

Personnel

General Manager.....John T. Russ
 Commercial Manager.....James Dunbar
 Program Manager.....L. Taylor
 Chief Engineer.....Herbert W. Brown

WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ...Hampden-Hampshire
 Corporation

Address.....180 High St.
 Phone Numbers.....8238, 8239
 Studio Addresses.....180 High St., Holyoke;
 Canal St., South Hadley Falls; Nonotuck
 Bldg., Northampton
 Transmitter Location. South Hadley Falls, Mass.
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....The Holyoke-
 Transcript, The Hampshire Gazette
 News Service.....UP
 Transcription Service.....World, Associated
 Membership.....NAB, BMB

Personnel

President.....William Dwight
 General Manager.....Charles N. De Rose
 Sales Manager.....Patrick J. Montague
 Program Dir.-Publicity Dir.....Jay Heitin
 Chief Engineer.....Thomas Humphrey

W L A W

LAWRENCE—EST. 1937
ABC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers
Company
Address.....278 Esscx Street
Phone Number.....Lawrence 4107
Studio Address.....278 Essex St., Lawrence;
Fairburn Bldg., Lowell
Transmitter Location.....River Road,
Andover, Mass.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....Eagle-Tribune
News Service.....UP
Transcription Service..Standard Radio & World
Representative.....Weed & Company
Membership.....NAB, BMB

Personnel

Pres. & Treas.....Irving E. Rogers
Gen. Mgr.-Station Mgr.....Harold B. Morrill
Sales Manager.....David M. Kimel
Sales Promotioin Mgr.....Fred A. Sullivan
Program Director.....James T. Mahoney
Chief Engineer.....George W. Hinckley
Record M.C.....Robert S. Moore

W L L H

LOWELL-LAWRENCE—EST. 1934
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ..Merrimac Broadcasting
Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715;
Lawrence 2-2148
Transmitter Location: 39 Kearney Square,
Lowell; Cregg Building, Lawrence
Time on the Air....6:30 a.m. to 12 midnight
News ServiceAP
Transcription Service: Associated Music Pub-
lishers
Representative.....Edward Petry & Co., Inc.
MembershipBMB

Personnel

President.....A. S. Moffat
Vice-PresidentGerald Harrison
Station Manager.....Dana W. Fitzgerald
Sales Manager.....Haskell Bloomberg
Program Director.....Tom Clayton
Production Manager.....Dana W. Fitzgerald
Chief Engineer.....Anthony G. Michaels

**With 50,000 watts
NEW ENGLAND'S
Best Radio Buy!**

Tagged to serve a Buying Market.
With a jump from 5000 to 50,000 watts, WLAW gives you the vital New England market with millions of listeners. It's the logical choice to strengthen your sales record. Let us send you coverage facts.

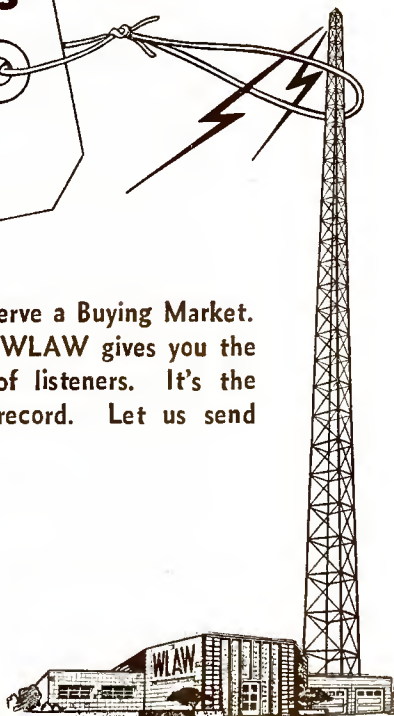
W L A W

LAWRENCE, MASS.

ON 680 KILOCYCLES

Represented Nationally by WEED & CO.

447



WNBH

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bristol Broadcasting
 Co., Inc.
 Business Address.....588 Pleasant
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air.....7 a.m. to 11:15 p.m.
 Newspaper Affiliation.....New Bedford
 Standard Times
 News Service.....AP
 Transcription Service.....World
 Representative.....William G. Rambeau,
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

President.....Basil Brewer
 General Manager.....James M. Patt
 Station Manager.....James M. Patt
 Sales Manager.....Theo. M. Healy
 Program Director.....Thos. J. Wertenbaker, Jr.
 Chief Engineer.....Arthur Deters
 Record M.C.....James Lanagan

WBRK

PITTSFIELD—EST. 1938

MUTUAL—YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Monroe B. England
 Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Owner.....Leon Podolsky
 President-Station Manager.....Monroe B. England
 General Manager.....John Parsons
 Commercial Manager.....Robert H. Burbank
 Program Director.....John Lotas
 Chief Engineer.....Leonard Lavendol

WESX

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....49-53 Washington St.
 Phone Number.....Salem 5670

Transmitter Location.Nagus Head, Marblehead
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....World, Lang-Worth,
 Thesaurus
 Representative.....Bertha Bannon

Personnel

President.....Charles W. Phelan
 Gen. Mgr.-Station Mgr.....Edmund L. Phelan
 Sales Manager.....Robert Taylor
 Sales Promotion Manager.....John Shaw
 Production Manager.....William Hubbard
 Publicity Director.....Edward Meaney
 Musical Director.....Leonard Powers
 Chief Engineer.....Richard I. Hammond

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Address.....Hotel Charles
 Phone Number.....7-1414
 Transmitter Location.....Pyncheon Park
 Time on the Air.....6:30 a.m. to midnight;
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President.....A. S. Moffat
 Gen. Mgr.-Station Mgr.....Robert Donahue
 Sales Manager.....Robert M. Feldman
 Sales Promotion Mgr.-
 Program Director.....Turner Cook
 Chief Engineer.....Earle Hewinson
 Record M.C.....Paul Monson

WSPR

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day;
 500 Night
 Owned-Operated By.....WSPR, Inc.
 Address.....63 Chestnut Street
 Phone Number.....Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air.....7 a.m. to 12:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representatives: Geo. P. Hollingsbery & Co.;
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr. Quincy A. Brackett
 Vice-Pres.-Station Mgr. Milton W. Stoughton
 Sales Manager. William H. Burleigh
 Promotion Manager. Howard S. Keefe
 Program Director. Wayne H. Latham
 Chief Engineer. Lawrence A. Reilly
 Record M.C.'s. Charles F. A. Page,
 Edward V. Peck

W O C B

WEST YARMOUTH —EST. 1944

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.
 Owned-Operated By
 Bristol Broadcasting Co., Inc.
 Business Address. South Sea Ave.,
 West Yarmouth, Mass.
 Phone Number. Hyannis 502
 Transmitter Location. South Sea Ave.,
 West Yarmouth, Mass.
 Representatives. Wm. G. Rambeau Co.

Personnel

Manager Don Sellers
 Chief Engineer. Everett Parker

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By. The Yankee Network,
 Inc.
 Address. 34 Mechanic St.
 Phone Number. 2-5611
 Transmitter Location. Holden,
 Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight
 News Service AP & INS
 Transcription Service. Associated Music
 Publishers and Standard
 Representative. Edward Petry & Co., Inc.

Personnel

President. William F. O'Neil
 Chairman of the Board and
 General Manager. John Shepard, 3rd
 Sales Manager. Linus Travers
 Station Manager. H. William Koster
 Sales Promotion Manager. Arthur Lathrop
 Chief Engineer Joseph Grahn

W O R C

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By. Alfred F. Kleindienst
 Address. 65 Elm Street
 Phone Number. 5-3101
 Transmitter Location. Auburn, Mass.
 Time on the Air. 7 a.m. to 12 midnight;
 News Service. INS
 Transcription Service Lang-Worth
 Representative. Weed & Co.

Personnel

Owner-Operator. Alfred F. Kleindienst
 Managing Director. Mildred P. Staton
 Musical Director. Maurice Diamond

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By. WTAG, Inc.
 Address. 18 Franklin St.
 Phone Number. 5-4321
 Transmitter Location. Holden, Mass.
 Time on the Air. 6 a.m. to 12:05 a. m.;
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service. AP, Reuters
 Transcription Service WBS-AMP
 Representative. Paul H. Raymer Co.

Personnel

Executive Vice-President. E. E. Hill
 General Manager. Robert W. Booth
 Chief Engineer. Elliot A. Browning

W N E B

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. New England
 Broadcasting Co.
 Address Park Building
 Phone Number 6-4672
 Time on the Air. Unlimited License
 News Service UP
 Transcription Service. NBC Thesaurus, Capitol
 Representative. Adam Young, Jr., Inc.
 (for Boston, Kettel-Carter)

Personnel

General Manager. John J. Hurley
 Business Manager. Paul C. Lytle
 Technical Supervisor. Kenneth B. Murray
 Commercial Manager. Leslie F. Smith
 Chief Engineer. Vernon P. Wilson



Showmanship... the first prerequisite of successful public contact—including broadcasting—is constantly evident in the skilled programming and exploitation of WWJ features. This combination of science and artistry has won outstanding audience loyalty for WWJ during the past 26 years . . . maintaining the leadership expected from the *first radio station in the nation!* A pioneer always, WWJ will be on the air this winter with television through its sister station, WWDT. Obviously advertisers can anticipate—and are assured—impressive results from sales messages which capitalize on WWJ's penetration of *America's 4th market!*



NEC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — First in Detroit

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

Estimated Population 5,927,582—Radio Homes 1,577,008
Stations in State 42

W A B J

ADRIAN—EST. 1946

Frequency: 1500 Kc....Power: 250 w. d. only
Owned-Operated By...The Adrian Broad. Co.
Address.....111 E. Maumee St.
Phone Number.....1599
Transmitter Location.....2982 Treat Rd.
Time on the Air..Local sunrise to local sunset
News Service.....UP
Transcription Service.....Thesaurus

Personnel

Chief Executives.....Gail D. Griner,
Alden M. Cooper
General Managers.....Gail D. Griner,
Program Director.....Alden M. Cooper
Chief Engineer.....Gail D. Griner

Address.....106 E. Liberty Bldg.
Phone Number.....2-5517
Studio Address.....Hutzel Bldg., Ann Arbor;
Unity Bldg., Ypsilanti
Transmitter Location.....1795 Maple Rd.
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service.....Standard, World
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

Exec. Vice-President.....Edward F. Baughn
General Manager.....Edward F. Baughn
Sales Manager.....Amherst H. Turner
Chief Engineer.....George D. Stearns
Record MC.....Bill Mazer

W A T Z

ALPENA—EST. 1946

MUTUAL—WOLVERINE—PAUL BUNYAN
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Broad. Co.
Address.....Alpena
Phone Number.....Alpena 1049
Studio Address.....Michigan 32 West
Transmitter Location.....Alpena Township
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Representative.....Hal Holman Co.

Personnel

President and Gen. Manager...Les Biederman
Station Manager.....Drew McClay

W E L L

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Federated Publi-
cations, Inc.
Address.....Michigan National Bank Bldg.
Phone Numbers.....5655; 7166
Transmitter Location.....Michigan National
Bank Bldg.
Time on the Air.....Unlimited license
News Service.....AP
Newspaper Affiliation.....Enquirer & News
Transcription Service...Lang-Worth, Standard
Representative.....Burn-Smith Company, Inc.
Membership.....NAB, BMB

Personnel

President.....A. L. Miller
General Manager.....Dan E. Jayne
Sales Manager.....E. P. Mills, Jr.
Musical Director.....Bruce O'Leary
Chief Engineer.....Earl J. Stone

W P N A *

ALPENA

Frequency: 1340 Kc.....Power: 250 Watts
Permittee.....Alpena Broadcasting Corp.

*C.P.

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc....Power: 250 w. d. only
Owned-Operated By
Washtenaw Broadcasting Co., Inc.

W B C M

BAY CITY—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
500 n.
Owned-Operated By...Bay Broadcasting Co.,
Inc.
Address.....Wenonah Hotel

Phone Numbers.....Bay City 7551-7552
 Transmitter Location.....Tuscola Road,
 Hampton Township
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....George P. Hollingbery
 Membership.....BMB

Personnel

Representative.....George P. Hollingbery Co.
 President.....Harley D. Peet
 General Manager.....H. A. Giesel
 Sales-Commercial Mgr.....H. A. Giesel
 Program Director.....Ralph H. Carpenter
 Publicity Director.....Frank E. Catto
 Musical Director.....Lionel H. DeRemer
 Chief Engineer.....Ralph H. Carpenter

W H F B

**BENTON HARBOR—ST. JOSEPH
 EST. 1946**

Frequency: 1060 Kc.....Power: 1000 w. d. only
 Owned-Operated By...Palladium Publishing Co.
 Address.....65 Wall St.
 Phone Number.....Benton Harbor 8141
 Transmitter Location.....Fairplane Ave.
 Time on the Air.....Limited
 Newspaper Affiliation...The News-Palladium
 (Benton Harbor) The Herald Press (St. Joseph)
 News Service.....AP
 Membership.....NAB

Personnel

President-Owner.....Stanley R. Banyon
 General Manager.....Jacob P. Scherer

W A T T

**CADILLAC—EST. 1945
 MUTUAL—WOLVERINE—KBS—
 PAUL BUNYAN**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern
 Broadcasting Co.
 Business Address.....P. O. Box 219
 Phone Number.....Cadillac 1270
 Studio Address.....U. S. 131 South
 Transmitter Location...Clam Lake Township
 Time on Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Representative.....Hal Holman Co.
 Membership.....NAB, BMB

Personnel

President-General Manager...Les Biederman
 Station Manager.....Richard H. Wolgast

W H D F

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Upper Michigan Broad-
 casting Co.
 Business Address.....Community Bldg.,
 Houghton, Mich.
 Phone Number.....Houghton 1
 Studio Address.....515 Scott St.
 Transmitter Location...Laurium, Michigan
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation...Daily Mining Gazette
 Transcription Service.....World
 News Service.....AP
 Representative.....Sears & Ayer
 Membership.....NAB, BMB

Personnel

Exec. Vice-President.....John W. Rice
 Station Manager.....Albert W. Payne
 Program Director.....Earl Norden
 Chief Engineer.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...James F. Hopkins, Inc.
 Address.....6559 Hamilton Avenue
 Phone Number.....Trinity 2-2000
 Transmitter Location...15555 Woodrow Wil-
 son Avenue
 Time on the Air.....24 hours a day
 News Service.....AP
 Transcription Service.....Thesaurus;
 World and Standard
 Representatives.....Forjoe & Company,
 Hal Holman

Personnel

President-Station Manager...James F. Hopkins
 Commercial Manager.....George Millar
 Program Director.....Sybil Krieghoir
 Promotion Manager.....N. W. Hopkins
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. . Booth Radio Stations, Inc.
 Address. 600 Buhl Bldg.
 Phone Numbers. . Cadillac 7600, Randolph 0220
 Transmitter Locations. Boulevard Bldg.
 Time on the Air. 24 hours
 News Service. **AP**
 Transcription Service. World
 Representative. Burn-Smith Co.

Personnel

President. John Lord Booth
 General Manager. John Lord Booth
 Station Manager. Hugh M. Gray
 Sales Manager. Eric V. Hay
 Sales Promotion Manager. Eric V. Hay
 Program Director. Herbert Mertz
 Production Manager. Viola Smith
 Publicity Director. Henry LoPrete
 Chief Announcer. George Kendall
 Musical Director. Herbert Mertz
 Chief Engineer. Edward H. Clark
 Record MC. Mel Jerome

**For the best
 in human interest
 news . . .**

AP

CLINCH *your coverage
 of the vital*

**DETROIT
 MARKET**

with **W J B K**

250 Watts . . . 24 Hours a Day

**it takes
more
than
a**

**SHARP
PENCIL**

to make a LOW RATE

IT TAKES COVERAGE! On, and bounded by Lake Erie, Lake Huron and the Detroit River, CKLW beams its 5,000 watt clear channel signal via the water route to a 10,000,000 population area with a buying power second to none in America. This power, plus our middle-of-the-dial frequency—800 kc.—coupled with the lowest rate of any major station in this market, makes CKLW your No. 1 buy!

in the DETROIT-WINDSOR area, it's

5,000 WATTS
DAY & NIGHT
at 800 KC.

CKLW

MUTUAL
and CBC
SYSTEM

*Adam J. Young, Jr., New York Rep. • H. M. Stovin, Toronto Rep.
J. E. Campeau, Vice-Pres. and General Manager*

CKLW

DETROIT-WINDSOR—EST. 1932
MUTUAL (U.S.A.)
CBC (CANADA)

Frequency: 800 Kc. Power: 5000 Watts
 Owned By... Western Ontario Broad. Co., Ltd.
 Operated By... Western Ontario Broadcasting
 Co., Ltd., Windsor; Essex Broadcasters, Inc.,
 Detroit

Addresses... Guaranty Trust Bldg., Windsor;
 Union Guardian Bldg., Detroit, Mich.

Phone Numbers: 4-1155 (Windsor) Cadillac
 7200 (Detroit)

Transmitter Location... Highway 3—6 miles from
 Windsor in Essex County

Time on the Air.....5:30 a.m. to 4 p.m.
 News Service.....UP, PN, BUP

Transcription Service.... World Broadcasting
 System; United T. S.; Standard

Representative... H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U.S.A.)

Membership.....NAB, BMB

Personnel

President.....Malcolm G. Campbell
 Vice-Pres. and General Mgr....J. E. Campeau
 Station Manager.....W. J. Carter
 Sales-Commercial Mgr.....Richard E. Jones
 Sales Promotion-Merchandising
 Manager.....Barbara MacFarland
 Program Director.....S. Campbell Ritchie
 Production Manager....S. Campbell Ritchie
 Publicity Director.....F. Darling
 Musical Director.....Gord. Fleming
 Chief Engineer.....W. J. Carter
 Record MC.....Larry Gentile

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc. Power: 50000 Watts
 Owned-Operated By ... WJR, The Goodwill
 Station, Inc.

Address.....2105 Fisher Building

Phone Number.....Madison 4440

Transmitter Location...Route 2, Wyandotte,
 Mich.

Time on the Air.....5 a.m. to 1 a.m., daily;
 Sundays, 8 a.m. to 1 a.m.

News Service.....AP, INS & UP

Transcription Service.... World Broadcasting
 System, Standard Radio, Lang-Worth, NBC
 Thesaurus

Representative.....Edward Petry & Co., Inc.
 Membership.....NAB

Personnel

President.....George A. Richards
 Asst. to Pres.....Harry Wismer
 General Manager.....Owen F. Uridge
 Sales Manager.....Charles G. Burke

Sales Promotion Manager...Robert F. Anthony
 Program Director.....Worth Kramer
 Production Manager.....Norman L. White
 Publicity Director.....Robert F. Anthony
 Chief Engineer.....George F. Leydorf
 Record MC's....Ross Mulholland, Toby David

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Evening News Association

Business Address.....630 W. Lafayette Ave.
 Phone NumberRandolph 2000

Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Detroit, Michigan

Time on the Air.....5:30 A.M.-2 A.M.

Newspaper Affiliation.....The Detroit News
 News Service.....UP, AP

Transcription Services.....Standard
 Representative....George P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....W. E. Scripps
 General Manager.....Harry Bannister
 Station Manager.....Edwin Wheeler
 Gen. Sales Manager.....Harry Betteridge
 Gen. Program Manager.....Melvin Wissman
 Promotion Manager.....Jane Albert
 Publicity Director.....Lanny Pittman
 Musical Director.....Mischa Kotler
 Chief Engineer.....E. J. Love
 Record MC.....Walter Bashan

(See Page 450)

WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By...The American Broad. Co.

Business Address.....1700 Stroh Building
 Phone NumberCherry 8321

Studio Address8415 East Jefferson Ave.
 Transmitter Location...Joy Rd. and Greenfield

Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceUP and INS

Transcription Service....Lang-Worth, Standard
 Membership.....BMB

Personnel

General Manager.....James G. Riddell
 Station Manager.....Jack McCarthy
 Sales Manager.....Harold Christian
 Sales Promotion Mgr....Wm. J. Hendricks, Jr.
 Program Director.....Jack McCarthy
 Production Manager.....John Pival
 Chief Engineer.....Charles Kotcher
 Record MC.....Eddie Chase, Hugh Holder

W K A R *

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
 Owned-Operated By...Michigan State College
 Address.....Campus, East Lansing
 Phone Number.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location..... Campus
 Time on the Air.....Full Daytime
 News Service.....AP
 Transcription Service.....Thesaurus

Personnel

General Mgr.-Station Mgr...Robert J. Coleman
 Program Supervisor.....Lawrence Frymire
 Production Manager.....J. Kenneth Richards
 Publicity Director.....Tom Waber
 Chief Engineer.....Norris E. Grover

**Non-Commercial Station*

W D B C

ESCANABA—EST. 1941

MUTUAL—KBS—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number 787
 Transmitter Location....First and Ludington
 Time on the Air.....Full Daytime
 News ServiceUP

Personnel

General Manager.....Gordon H. Brozek

W B B C

FLINT—EST. 1946

MUTUAL

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Booth Radio Stations, Inc.
 Address.....600 Bihl Bldg., Detroit, Mich.
 Phone Number.....Randolph 0220
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....World

Personnel

President-General Mgr.....John L. Booth
 Commercial Mgr.-Sales Mgr.....Eric V. Hay
 Production Manager.....Hugh M. Gray
 Chief Engineer.....Edward H. Clark

W F D F

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Flint Broadcasting Co.
 AddressMott Bldg.
 Business Office Studios..Mott Bldg., Flint, Mich.
 Phone Number2-7158
 Transmitter Location.....E. Bristol Road
 Time on the Air.....6 a.m. to midnight daily;
 Sundays: 8 a.m. to midnight

News ServiceAP
 Transcription Service.....Lang-Worth,
 Standard, Thesaurus, Capitol
 Representative.....Burn-Smith, Inc.
 Membership.....NAB, BMB

Personnel

President.....Howard M. Loeb
 General Mgr.-Station Mgr...Howard M. Loeb
 Sales Manager.....Fred S. Loeb
 Sales Promotion Mgr.....Jon R. McKinley
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopl
 Publicity Director.....H. M. Loeb
 Chief Announcer.....Marvin Levey
 Musical Director.....William Gaylor
 Chief Engineer.....Frank D. Fallain
 Record MC.....Bill Magner

W M R P

FLINT EST. 1946

Frequency: 1510 Kc....Power: 250 w. d. only
 Owned-Operated By.....Methodist Radio
 Parish, Inc.
 Address.....573 Mary St.
 Phone Number3-5112
 Transmitter Location.....3217 Lapeer Rd.
 Time on the Air.....Limited
 News Service.....UP
 Transcription Service.....Standard, Capitol

Personnel

Pres.-Owner-Chief Exec.....Daniel M. Robins
 General Mgr.-Station Mgr...William H. Morlord
 Sales-Commercial Mgr.....John Koss
 Program Director.....Cedric Harger
 Production Manager.....R. Mark Ferris
 Chief Engineer.....Homer Blumerich

W T C B

FLINT—EST. 1947

NATIONAL BROADCASTING CO.

Frequency: 600 Kc.....Power: 1000 Watts
 Licensee.....Central Broadcasting Corp.

WJEF

GRAND RAPIDS—EST. 1945
CBS

Frequency: 1233 Kc.....Power: 250 Watts
Owned-Operated By...Fetzer Broadcasting Co.
Business Address.....P. O. Box 52
Phone Number.....6-8512
Studio Address.....Pantlind Hotel
Transmitter Location.....Pantlind Hotel
Time on the Air.....6:45 a.m. to 12:05 a.m.
News ServiceAP
Transcription ServiceAssociated
Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
General Manager.....Edward H. Bronson
Sales Manager.....John W. O'Harrow
Chief Engineer.....Carl E. Lee

WLA V

GRAND RAPIDS—EST. 1940
ABC—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St.,
N.E.
Phone Number6-5461
Transmitter Location...6 Fountain St., N.E.
Time on the Air.....6:45 a.m. to midnight
News ServiceUP
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.
MembershipBMB

Personnel

Owner.....Leonard A. Versluis
Station Manager.....Hy M. Steed
Sales-Commercial Mgr.....Hy M. Steed
Program Director.....Evelyn Moxon
Chief Engineer.....Lee G. Stevens
Record MC.....John C. Marshall

WOOD

GRAND RAPIDS—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broad-
casting Corporation
Address.....14th Floor Grand Rapids National
Bank Building
Phone Number.....9-4211
Transmitter Location.....633 - 60th St.

Time on the Air.....17½ hours daily
News Service.....UP
Transcription Service.....Lang-Worth, World,
SECAC
Representative.....Paul H. Raymer Co.
MembershipBMB

Personnel

General Mgr.-Sales Mgr....Stanley W. Barnett
Merchandising Manager....Paul F. Eichhorn
Program Director.....Sandy Meek
Production Manager.....Bob Smith
Publicity Director.....Lenore Little
Chief Engineer.....Fred W. Russell

WIKB

IRON MOUNTAIN—EST. 1946
MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan
Wisconsin Broadcasting Co., Inc.
Address.....Dickinson Hotel
Transmitter Location.....West "C" St.
Time on the Air.....6:30 a.m. to 11 p.m.;
Sunday: 7:30 a.m. to 11 p.m.
News ServiceUP
Transcription Service.....World
RepresentativeThe Walker Co.
Membership.....NB, BMB

Personnel

PresidentWilliam L. Johnson
General Mgr.-Station Mgr....J. W. Huss
Sales Mgr.-Sales Promotion Mgr...J. A. Marta
Program Director.....Herb Michael
Production Manager.....Don Ethier
Publicity Director.....J. A. Marta
Chief Announcer.....Don Ethier
Chief Engineer.....Eugene Kaari

WJMS

IRONWOOD—EST. 1931
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wiscon-
sin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Numbers.....20 & 21
Transmitter Location.....Cloverdale Dr.
Time on the Air....6:30 a.m. to 11 p.m. daily;
Sunday: 7:30 a.m. to 11 p.m.
News ServiceUP
Transcription ServiceWorld
Representative.....The Walker Co.
Membership.....NAB, BMB

**YOU MAY BE ABLE TO LIFT
1836 POUNDS*—**



**BUT—YOU CAN'T “RAISE” WESTERN MICHIGAN
WITHOUT WKZO-WJEF!**

Everybody knows about the veritable *wall* of fading that keeps outside stations from “raising” much of an audience in Grand Rapids, Kalamazoo and Greater Western Michigan. But look at what a two-station *inside* com-

bination can do—WKZO at Kalamazoo, and WJEF at Grand Rapids! The following Hooper report figures (Spring, 1946) are the latest available as the Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF-WKZO	OTHER CBS	ALL ABC	ALL MBS	ALL NBC	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	17.5	34.0	11.2	22.5	6.2	24.0	2.1	6481
12:00 NOON—6:00 PM (MON. thru FRI.)	18.1	37.4	11.7	13.8	6.4	27.3	3.4	9798
6:00 PM—10:00 PM (SUN. thru SAT.)	29.5	37.3	6.7	11.0	6.7	36.9	1.4	18,161

If you are trying to cover Western Michigan with radio—or with any other medium—you deserve to know the *real facts* about the situation here. Our studies of this market are certain to be helpful. Call us—or Avery-Knodel, Inc.

* Thomas Topham did it in Derby, England, in 1741.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

Personnel

President.....William L. Johnson
 General Mgr.-Station Mgr.....J. W. Huss
 Sales Manager.....J. A. Marta
 Sales Promotion Manager.....J. A. Marta
 Program Director.....Herb Michael
 Production Manager.....Don Hoover
 Publicity Director.....J. A. Marta
 Chief Announcer.....Don Hoover
 Musical Director.....Laura Johnson
 Chief Engineer.....Arne Dahlbacka

W I B M

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByWIBM, Inc.
 AddressHotel Hayes
 Phone Number6121
 Transmitter Location.....Hotel Hayes
 News ServiceAP
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 Representative.....Forjoe & Company

Personnel

President Herman Radner
 V.-P. & General Manager.....Roy Radner
 Station-Commercial Manager...William Cizek
 Sales Promotion Mgr.....Warren Augustine
 Record M. C.....Jack Underwood
 Chief Engineer.....C. W. Wirtanen

W K Z O

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Broad. Co.
 Business Address.....Burdick Hotel
 Phone Number3-1223
 Transmitter Location.....Parchment, Michigan
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service.....World, Standard
 Representative.....Lewis H. Avery, Inc.
 Membership.....NAB, BMB

Personnel

Managing Director.....John E. Fetzer
 Sales Manager.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Production Manager.....Harold Fitzgerald
 Publicity Director.....Leonard Colby
 Chief Announcer.....Marion Stutes
 Chief Engineer.....Carl E. Lee
 Record MC.....Harold Fitzgerald

W J I M

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....WJIM, Inc.
 Address15th Floor, Bank of Lansing,
 Bldg.
 Phone Number.....2-1333-45
 Transmitter Location...Bank of Lansing Bldg.
 Time on the Air.....6 a.m. to midnight
 News ServiceUP
 Transcription Service.....Standard, World
 Representative.....Broadcast Sales Co.
 MembershipNAB

Personnel

Pres.-Gen. Mgr.-Station Mgr..Harold F. Gross
 Program Director.....Howard K. Finch
 Publicity Director.....Robert F. Innes
 Musical Director.....William Boyd
 Chief Engineer.....N. Stanley Poynt
 Record MC.....Warren Anderson

W M P C*

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Liberty Street
 Gospel Church
 Address803 Liberty St.
 Phone Numbers.....455-J; 455-M
 Transmitter Location.....803 Liberty St.
 Time on the Air.....Specified Hours

Personnel

President-Station
 Manager.....Frank S. Hemingway

**Non-Commercial Station*

W K L A

LUDINGTON—EST. 1944

MUTUAL—KEYSTONE—WOLVERINE

Frequency 1450.....Power 250 Watts
 Owned & Operated By..Ludington Broadcast-
 ing Co.
 AddressStearns Bldg.
 Phone842
 Transmitter Location.....E. Ludington Ave.
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription ServiceKeystone
 Representatives ...Joseph Hershey McGillvra
 MembershipNAB

Personnel

Partners . . . K. L. Ashbacker, Grant F. Ashbacker
 General Manager Karl L. Ashbacker
 Sales Promotion Manager Peter. A. Mars
 Chief Engineer N. Hale Blakely
 Sports Announcer and Special Events
 Joseph Michaels

W D M J

MARQUETTE—EST. 1931
MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address 146 W. Washington
 Phone Number 616
 Transmitter Location 146 W. Washington
 Time on the Air Unlimited license
 Newspaper Affiliation Daily Mining Journal
 News Service UP
 Transcription Service World Broadcasting

Personnel

General Manager Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1934
MUTUAL—WOLVERINE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Ashbacker Radio
 Corp.
 Business Address 432 Apple Ave.
 Phone Number 26-051
 Studio Address 432 Apple Ave.
 Transmitter Location Forest & Crescent Sts.
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGilvra
 Membership NAB

Personnel

President-Owner Grant F. Ashbacker
 General Manager Leonard A. Anderson
 Sales Manager Fred W. Wagenvoord
 Program Director Howard Hoffman
 Publicity Director Fred W. Wagenvoord
 Chief Engineer Stephen Garcia

W M U S

MUSKEGON—EST. 1946

Frequency: 1090 Kc. Power: 1000 w. d. only
 Owned-Operated By Greater Muskegon
 Broadcasters, Inc.
 Address 1769 Peck St.
 Phone Number 25-414
 Transmitter Location Giles Rd.

Time on the Air Daytime
 News Service AP
 Transcription Service NBC Thesaurus,
 Associated
 Representative Howard H. Wilson Co.
 Membership NAB

Personnel

President-Gen. Manager William C. Wester
 Sales Promotion Mgr. Clinton W. Raymond
 Program Director John Marshall
 Production Manager Clinton W. Raymond
 Chief Announcer Ed Kihn
 Musical Director Charles Bird
 Chief Engineer N. L. Kessler

W M B N

PETOSKEY—EST. 1946

MUTUAL—WOLVERINE—PAUL EUNYAN
 Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Broad. Co.
 Address Anderson Bldg., Traverse
 City, Mich.
 Phone Number Traverse City 1150
 Studio Address U.S. 131 South
 Transmitter Location Bear Creek Township
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Representative Hal Holman Co.

Personnel

President-General Mgr. Les Biederman
 Station Manager R. E. Detwiler

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc. Power: 1000 Watts
 Owned-Operated By Pontiac Broadcasting
 Company
 Address 6th Floor Riker Building
 Phone Number Pontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Pontiac, Michigan
 Time on the Air: Local sunrise to local sunset
 News Service INS and AP
 Transcription Service Standard
 Representatives John E. Pearson Co.
 Membership BMB

Personnel

President and General
 Manager H. Y. Levinson

W H L S

PORT HURON—EST. 1938
MUTUAL BROADCASTING SYSTEM
WOLVERINE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Fort Huron Broadcasting
 Co.
 Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Time on the Air.....7 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Gene Grant & Co.

Personnel

President-Station Manager..Harmon L. Stevens
 Sales-Commercial Manager...Robert L. Mackin
 Chief Engineer.....Leslie C. Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Royal Oak Broad. Co.
 Address.....212 West Sixth Street
 Phone Numbers.....Elmhurst 6523-4,
 Royal Oak 0315
 Transmitter Location.....2201 Woodward
 Heights B'vd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News Service.....INS, AP
 Membership.....NAB

Personnel

President.....George B. Hartrick
 Station Mgr.-Sales Mgr.....Ellis C. Thompson
 Program Director.....Kirk Knight
 Chief Annuncer.....Gordon Sparks
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Address.....610 Eddy Bldg.
 Phone Number.....2-5109
 Transmitter Location.....Bay & Weiss Sts.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service...Standard Radio, World
 Representative.....Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr....Milton L. Greenebaum
 Station and Comm. Mgr...Robert W. Phillips
 Sales Promotion Mgr.....Lee Chetek

Program Director.....Robert P. Ritter
 Publicity Director.....Lee Chetek
 Musical Director.....Fred Krell
 Chief Engineer.....Harold McCullen
 Record MC.....Fred Krell

(CALL LETTERS TO BE ASSIGNED)
SAGINAW*

Frequency: 1210 Kc.....Power: 1000 Watts
 Permittee.....Lake Huron Broadcasting Co.

*C.P.

W S O O

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc....Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.
 Address107 West Portage Avenue
 Phone Number3000
 Transmitter LocationU. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11:45 p.m.
 Newspaper AffiliationSault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service..Standard Radio, SESAC

Personnel

President and Gen. Mgr.....Stanley R. Pratt
 Sales-Commercial Manager.....R. Y. Burnett
 Chief Annuncer, Record M. C....Roy Ulbrich
 Chief Engineer.....E. Kaari

W T C M

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 casting Company
 AddressAnderson Building
 Phone NumberTraverse City 1150
 Transmitter Location.....Elmwood Township
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Representative.....Hal Holman Co.
 Membership.....BMB

Personnel

President-General Manager...Les Biederman
 Station Manager.....R. E. Detwiler
 Program Director.....William H. Kiker
 Chief Engineer.....Drew McClay



MAIN ENTRANCE
Minneapolis-St. Paul MARKET

● Selecting the radio station to do your selling job in this market doesn't necessarily pose "The Lady or The Lion?" question, we know. And we'll readily admit that a side road sometimes can get you where you want to go ... even if it is the long way. But if you want to reach the rich retail market in the Minneapolis-St. Paul territory most effectively, KSTP is the right door ... the main entrance ... to fastest results. Programming and promotion combine to do the job you want done when you enter the Minneapolis—St. Paul Market through the main entrance ... KSTP!

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

MINNESOTA

Estimated Population 2,726,998—Radio Homes 686,021
Stations in State 24

K A T E

ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.

DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin
Broadcasting Company

Address332 So. Broadway
Phone Number2338

Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight

News Service.....UP
Transcription Service.....SESAC

RepresentativeJohn E. Pearson Co.

Personnel

President and Station Manager...E. L. Hayek
Assistant Station Mgr....Warner C. Tidemann
Commercial Manager.....E. L. Hayek
Chief Engineer.....Lawrence Lawson

K B U N

BEEMIDJI—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Bemidji Broadcasting
Co., Inc.

Address.....419½ Beltrami Ave.
Phone Number.....10

Transmitter Location.....Midway Drive
Time on the Air.....7 a.m. to 11 p.m.

News ServiceUP
Transcription Service.....Lang-Worth

Personnel

President.....Harry F. Pihl
General Manager.....R. W. Bradford
Chief Engineer.....Dick Noble

K L I Z

BRAINERD—EST. 1946

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.
Address.....East Oak Street

Time on the Air.....Unlimited License
Representative....North Central Broad. System

Personnel

Pres. and Gen. Mgr.....E. Thomas O'Brien
Sales Manager.....Ralph Hegman, Jr.

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned By....Red River Broadcasting Co., Inc.

Operated By.....Dalton LeMasurier
Address.....218 Bradley Building

Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W.

Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to midnight

News Service.....AP
Transcription Service...Lang-Worth; Standard

RepresentativeAvery-Knodel, Inc.

Personnel

President-Gen. Manager....Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Chief Engineer.....R. A. Dettman

W E B C

DULUTH—EST. 1924

NBC-ARROWHEAD NETWORK-
NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated ByHead of The Lakes
Broadcasting Co.

Address.....WEBC Bldg.
Phone Number.....Melrose 2873

Transmitter Location.....40th and Tower,
Superior, Wisc.

Time on the Air.....Unlimited License
News ServiceUP

Transcription Service...NBC Thesaurus, World,
Cole, SESAC

RepresentativeGeorge P. Hollingbery

Personnel

Station Manager.....Walter C. Bridges
Dir. of Operations.....H. E. Westmoreland
Chief Engineer.....William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc..Power: 250 d.; 100 n.
Owned-Operated By.....Fergus Radio Corp.

Address.....Fergus Falls
Phone Number.....3986

Transmitter LocationFergus Falls
Time on the AirUnlimited license

News ServiceAP

Personnel

Secretary-Treasurer.....Harold L. Dell
 General Manager.....Don L. Albertson
 Chief Announcer.....Milo Henry
 Record MC.....Clarence Thielman

W M F G

HIBBING—EST. 1935

**NATIONAL BROADCASTING CO.
 ARROWHEAD**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.

AddressAndroy Hotel
 Phone Number1150
 Transmitter Location.....Androy Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....Telegram
 Newspaper Affiliation.....Superior (Wis.)
 Telegram

News ServiceUP
 Representative.....George P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....Morgan Murphy
 General Manager.....W. C. Bridges
 Station Mgr.-Sales Mgr.....H. S. Hyett
 Program Director.....Ruth E. Coe
 Publicity Director.....James McDougall
 Chief Engineer.....William Lounsbury

K Y S M

MANKATO—EST. 1938

NBC

**SOUTHERN MINNESOTA NETWORK
 NORTHWEST NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....F. B. Clements & Co.
 Address.....101 North 2nd Street
 Phone Number4673
 Transmitter Location...Belgrade Hill—North
 Mankato, Minn.

Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC, Thesaurus &
 Lang-Worth
 RepresentativeJohn E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....F. B. Clements
 General Manager.....John F. Mcagher
 Program Director.....Bob Gardner
 Production Manager.....Jerry Deane
 Publicity Director.....Del Brudelle
 Chief Engineer.....James Houts
 Record MC.....Lloyd Grant

K M H L

MARSHALL—EST. 1946

**MBS-GREAT NORTHERN BROADCASTING
 SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...KMHL Broadcasting Co.
 Address.....1 mile E. of City, Highway 19
 Transmitter Location.....1 mile E. of City,
 Highway 19
 Time on the Air.....6 a.m. to 12 mid.
 News ServiceUP
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Pres.-Owner.....Harry W. Linder
 Vice-President.....H. Willard Linder
 Manager.....Gilmore F. Frayseth
 Chief Engineer.....Corwin Ost

K U O M*

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 w. d. only
 Owned-Operated By...University of Minnesota
 Address.....Eddy Hall, Main Campus,
 University of Minn.
 Phone Number...Main 8177, Ext. 419 or 6322
 Transmitter Location.....North Cleveland
 Avenue & Roselawn, St. Paul
 Time on the Air.....10:30 a.m. to local sunset
 News ServiceAP

Personnel

Program Director.....Kenn R. Barry
 Production Manager.....Ruth Swanson
 Chief Announcer.....Robert Boyle
 Musical Director.....Paul Brissey
 Chief Engineer.....Berten Holmberg

*Non-Commercial Station

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Business Address.....625 Second Avenue So.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hamm Bldg., St. Paul 2
 Transmitter Location.....Anoka, Minn.
 Time on the Air.....5 a.m. to 1 a.m.
 News ServiceAP; UP
 Transcription Service.....Lang-Worth and
 Standard
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Station Manager.....A. E. Joscelyn
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager.....Carl Ward
 Program Director.....Eugene Wilkey
 Production Manager.....E. W. Ziebarth
 Publicity Director.....Carl Ward
 Musical Director.....Wallace Olson
 News Editor & Special Events
 Director.....S'g Mickelson
 Chief Engineer.....J. J. Belourgy

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923
 Frequency: 1130 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Twin Cities Broad-
 casting Corp.
 Address.....Nicollet Hotel
 Phone Number.....ERidgeport 2271 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location..Wayzata Pk., 5 miles W.
 of City
 Time on the Air.....6 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Lcwis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Charles T. Stuart
 Station Manager.....Melvin Drake
 Sales Promotion Mgr.....Vic Williams
 Program Director.....Ken Crane
 Publicity Director.....Craig Campbell
 Chief Engineer.....Charles Winkler

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940
MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Independent Merchants
 Broadcasting Co.
 Business Address.....1730 Hennepin Ave.
 Phone Numbers.....Atlantic 0406 (Mpls.);
 Midway 4043 (St. Paul)
 Studio Address...1730 Hennepin Ave., Mpls.
 Transmitter Location...1730 Davern, St. Paul
 Time on the Air.....24 hours daily
 News Service.....INS, UP
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

Owner & Chief Exec.....Ralph L. Atlas
 General Manager.....Norman Boggs
 Sales Manager.....Norman Boggs

Chief Announcer.....Robert Bouchier
 Musical Director.....Verne Rooney
 Chief Engineer (Studio).....Gene Brautigam
 (Transmitter).....Wallace Miller
 Record MC.....Glen Harris

W T C N

MINNEAPOLIS—EST. 1934
ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Operated By...Minnesota Broadcasting Corp.
 Owned By.....Minnesota Tribune Co.,
 St. Paul Pioneer Press
 Address.....Wesley Temple Building
 Phone Numbers.....Main 6562; Nestor 8661
 Transmitter Location: Snelling Road E. Rose
 Township
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers & Langworth
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....B. H. Ridder
 General Manager.....F. Van Konynenburg
 Sales Manager.....Robert Ekstrum
 Sales Promotion Mgr.....Cliff J. Rian
 Program Director.....Judy Bryson
 Production Manager.....Max Karl
 Musical Director.....William E. Metchnek
 Chief Engineer.....John M. Sherman
 Record MC.....Marv Conn, Jim Boysen

K V O X

MOORHEAD—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..KVOX Broad. Co., Inc.
 Address.....Wright Bldg.
 Phone Number.....3-1523
 Transmitter Location..14th St. and 12th Ave.,
 South
 Time on the Air.....6 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....SESAC
 Representatives: North Central Broadcasting
 System
 Membership.....NAB, BMB

Personnel

President.....David C. Shepard
 General Mgr.-Station Mgr.....M. M. Marget

Sales Manager.....Arv Johnson
 Sales Promotion Mgr.....Wm. Hurley
 Program Director.....Ken Hollis
 Publicity Director.....Wm. Hurley
 Chief Announcer.....Earl Warren
 Musical Director.....Arv Johnson
 Chief Engineer.....Harry Vose
 Record MC.....Sterling Kuhlmeier

WCAL*

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By.....St. Olaf College
 Business Address.....St. Olaf College
 Phone Number.....Northfield 770
 Transmitter Location.....St. Olaf College
 Time on the Air.....Shares Time
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NAEB, BMB

Personnel

Operations Director.....Milford C. Jensen
 Promotional Director.....Martin Hegland
 Program Director.....David Johnson
 Publicity Director.....Rueben Monson
 Chief Announcer.....Bill Lundquist
 Program Asst. in Music.....Melba Sands
 Chief Engineer.....Milford C. Jensen

*Non-Commercial Station

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Minnesota
 Broadcasting Co.
 Address.....100 First Ave. Building
 Phone Number.....3924-5
 Transmitter Location.....Highway 14, 2 miles
 N. of Rochester
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President.....Mrs. G. P. Gentling
 General Manager.....Maxine Jacobs
 Sales Manager.....G. David Gentling
 Sales Promotion Mgr.....Walter Bruzek
 Chief Engineer.....Fred C. Clarke
 Record MC.....Bernard N. Lusk

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Address.....20 Sixth Ave., North St. Cloud
 Phone Number.....3330, 3331
 Studio Address.....Weber Bldg.
 Transmitter Location.....Washington Memorial
 Dr. & 16th St. on Highway 15
 Time on the Air.....6 a.m. to midnight;
 Newspaper Affiliation.....St. Cloud Daily Times
 News Service.....AP
 Transcription Service.....NBC Thesaurus, Lang-
 Worth
 Regional Sales Office.....KSTP, Radio City,
 Minneapolis
 Membership.....NAB, BMB

Personnel

President.....Fred Schilplin
 General Manager.....Frederick C. Schilplin
 Program Director.....Patricia Pattison
 Publicity Director.....Patricia Pattison
 Chief Engineer.....Robert Witschen
 Record MC.....Bob Wayne

KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
 Owned-Operated By.....KSTP, Inc.
 Address.....Hotel Saint Paul (St. Paul),
 Radio City (Minneapolis)
 Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air.....5 a.m. to 2 a.m.
 News Service.....AP, UP
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative.....Edward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....Stanley E. Hubbard
 General Manager.....Stanley E. Hubbard
 Vice-Pres. and Station Mgr.....Kenneth M. Hance
 Sales Manager.....Miller C. Robertson
 Sales Promotion Mgr.....Sam Levitan
 Production Manager.....Brooks Henderson
 Publicity Director.....Sam Levitan
 Farm Director.....Gary Wiegand
 Musical Director.....Leonard L. Leigh
 Chief Engineer.....John N. Fricker

(See Page 462)

W M I N

**ST. PAUL & MINNEAPOLIS
EST. 1936**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting
Company

Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number.....Nestor 6501
Transmitter Location...1287 St. Anthony Ave.
Time on the Air.....12:05 a.m.;

Sunday: 7:30 a.m. to 12:05 a.m.

News Service.....AP
Transcription Service.....Standard Radio
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Edward Hoffman
General Manager.....Edward Hoffman
Asst. Gen. Manager.....Frank M. Devaney
Commercial Manager.....Charles Michaud
Program Director.....Robert E. A. Lee
Musical Director.....Helene Wachter
Chief Engineer.....Warren Fritze

K T R F *

THIEF RIVER FALLS—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Henry K. Arneson
Address.....P.O. Box 191
Phone Number.....13

Transmitter Location.....Thief River Falls
Time on the Air....7 a.m. to 11 p.m. (proposed)
News Service.....UP
Transcription Service.....NBC Thesaurus
Membership.....NAB

Personnel

President-Owner.....Henry K. Arneson
General Manager.....Henry K. Arneson
Station Manager.....Wallace J. Jorgenson
Sales Manager.....Alvin Christofferson
Publicity Director.....Henry K. Arneson
Musical Director.....Richard G. Biddick

*Construction Permit

W H L B

**VIRGINIA—EST. 1936
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK**

Frequency 1400 Kc.....Power: 250 Watts
Owned By.....Morgan Murphy
Operated By...Head of the Lakes Broad. Co.
Address...Radio Station WEBC, Duluth, Minn.
Phone Number.....Melrose 2873
Studio Address.....WHLB, Virginia, Minn.;

WEBC, Duluth, Minn.

Transmitter Location.....Virginia
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation...Missabi Daily News
Transcription Service.....SESAC
National Sales Office...George P. Hollingbery
Representative.....O. H. Peterson

Personnel

Owner.....Morgan Murphy
General Manager.....Walter C. Bridges
Chief Engineer.....Conrad Gabrielson

K W L M

WILLMAR—EST. 1940

ABC

**NORTH CENTRAL BROADCASTING SYSTEM
DAIRYLAND**

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Lakeland Broadcasting Co.
Operated By.....H. W. Linder
Address.....War Memorial Auditorium
Phone Number.....1340
Studio Address.....Willmar, Montevideo,
Redwood Falls, Minn.

Transmitter Location.....Willmar
Time on the Air.....18 hours daily
News Service.....UP
Transcription Service.....M. M. Cole
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....H. W. Linder
General Manager.....H. W. Linder
Program Director.....Ralph Shepard
Chief Engineer.....Clinton W. Knapp

K W N O

WINONA—EST. 1938

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Address.....216 Center St.
Phone Number.....3314-5
Transmitter Location.....West Sarnia St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 7:30 a.m. to midnight

Newspaper.....Winona Republican Herald
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....M. H. White
Gen. Mgr.-Station Mgr.....L. L. McCurnin
Sales Promotion Mgr.....Gordon Closway
Chief Engineer.....L. L. McCurnin

MISSISSIPPI

Estimated Population 2,166,339—Radio Homes 357,566
Stations in State 24

WROX

CLARKSDALE—EST. 1943

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Clarksdale Broadcasting Co.
Operated By.....Birney Imes, Sr.
Business Address.....WROX Building
Phone Number.....1566-7
Studio Address.....WROX Building
Transmitter Location.....9/10 mile from
Clarksdale

Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....The Commercial
Dispatch

News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, BMB

Personnel

Pres.-Owner.....Birney Imes, Sr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Sales Manager.....Howard Gurney
Program Director.....Thomas Reardon
Chief Announcer.....Mel Deschene
Musical Director.....Mel Deschene
Chief Engineer.....Gartley Tavel
Record MC.....Mel Deschene

WCJU

COLUMBIA—EST. 1946

REBEL NETWORK—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broad. Co.
Address.....513 South Main St., P.O. Box 472
Phone Number.....755-6
Transmitter Location.....Highway 24 West
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....KBS
Representative.....George P. Hillingbery Co.

Personnel

President.....C. J. Wright
General Manager.....Charles J. Wright, Jr.
Commercial Manager.....Frank Hollifield
Chief Engineer.....B. B. McLemore

WCBI

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM

MID-SOUTH NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Operated By.....Birney Imes, Jr.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Address.....Gilmer Hotel; MSCW Campus
Transmitter Location.....Foot of Main St. at
Tombigbee River Bridge

Time on the Air.....Unlimited
Newspaper Affiliation.....Columbus Commercial
Dispatch

News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, EMB

Personnel

President Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sales Manager.....J. W. Eatherton
Sales Promotion Manager.....Drew Shankle
Program Director.....Charles Newman
Chief Announcer.....Jack Dix
Chief Engineer.....Holt Dyess

WCMA

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By

Corinth Broadcasting Co., Inc.
Address.....Ray Building
Representative.....Burn-Smith

Personnel

General Manager.....Aaron B. Robinson
Commercial Manager.....Wm. Bigley
Chief Engineer.....W. M. Essary

WJPR

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Service Co., WJPR
Address.....107 So. Poplar St.
Phone Number.....1773-1
Transmitter Location.....North on Highway
No. 1

Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, NBC Thesaurus
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

General Manager... Emmet H. M-Murry, Jr.
 Station Manager..... Emmet H. McMurry, Jr.
 Sales Manager..... Frank W. Baldwin
 Sales Promotion Manager..... Ben F. Rogers
 Program Director..... Robert P. Thompson
 Production Manager..... Ben F. Rogers
 Publicity Director..... Robert P. Thompson
 Chief Announcer..... Bill McHan
 Musical Director..... Barbee Ashley
 Chief Engineer..... Percy Lee Kuhn
 Record MC..... Paul Artman

W G R M

GREENWOOD—EST. 1938

NBC—KBS

MISSISSIPPI STATE—TRIANGLE NETWORK
 Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... P. K. Ewing
 Address 222 Howard Street
 Phone Numbers 1900-1
 Transmitter Location..... 2 miles N. of City
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... AP
 Membership NAB
 Transcription Service Standard
 Representative..... Wm. G. Rambeau

Personnel

President-Owner..... P. K. Ewing
 Gen. Manager-Station Mgr..... F. C. Ewing
 Program Director..... Shelton Morgan
 Publicity Director..... Grace Harris
 Chief Announcer..... Van Power
 Musical Director..... T. D. Shanks
 Chief Engineer..... Bill Hand

W G C M

GULFPORT—EST. 1929
 AMERICAN BROADCASTING CO.

KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned and Operated By..... WGCM, Inc
 Address....Hewes-Martin Bldg., P.O. Box 1032
 Phone Number..... Gulfport 1110
 Studio Addresses.....Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location..... Arlington Heights
 Time on the Air..... 6 a.m. to 11 p.m.
 Sundays: 7:55 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service..... Standard, Keystone
 Membership NAB, BMB

Personnel

General Manager.....Hugh O. Jones
 Program Director-Production.....C. E. Vann
 Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926
 NATIONAL BROADCASTING CO.
 REBEL NETWORK—KBS

Frequency: 1430 Kc.....Power: 250 Watts
 Owned-Operated By.....Forrest Broadcasting
 Co.
 Address..... 302 Hemphill St., P.O. Box 312
 Phone Number.....1866-67
 Transmitter Location.....W. Seventh St. and
 25th Ave.
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... UP
 Transcription Service..... World, Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

President..... C. J. Wright
 General Mgr.-Station Mgr..... C. J. Wright
 Chief Engineer..... B. B. McLemore

W J D X

JACKSON—EST. 1929
 NATIONAL BROADCASTING CO.
 SOUTH CENTRAL QUALITY

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Lamar Life Insurance
 Company
 Address.....P.O. Box 2171
 Phone Numbers.....2-1183 (Com'l Dept.),
 2-2341 (Studios)
 Studio Address.....Heidelberg Hotel
 Transmitter Location..... U. S. Highway No. 51
 Time on the Air..... Unlimited
 News Service UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....George P. Hollingbery

Personnel

General Manager.....Wiley P. Harris
 Chief Engineer.....Percy G. Root

W J Q S *

JACKSON—EST. 1946

CBS—MISSISSIPPI BROADCASTING CO.

Frequency: 1430 Kc.....Power: 100 Watts
 Owned-Operated By.....Mississippi Broadcasting
 Co., Inc.
 Address.....Wathall Hotel
 Transmitter Location.....Pleasant Ave.
 News Service AP
 Transcription Service.....Capitol

Personnel

President & Gen. Manager.....Withers Gavin

*Construction Permit

WJXN

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By...Ewing Broadcasting Co.
Address.....1200 N. State St.
Phone Number.....4-8871
News Service.....INS
Transcription Service.....Standard
Representative.....William G. Rambeau Co.

Personnel

Owners.....F. C. Ewing, P. K. Ewing, Jr.
General Manager.....Guy Corley
Commercial Manager.....Ernest Watson
Chief Engineer.....Murray Ellington

WSLI

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Standard Life Broad-
casting Co.

Address.....Robert E. Lee Hotel,
P. O. Box 1847

Phone Number.....3-2783
Transmitter Location.....Foot of High St.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

President.....G. W. Covington
General Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....M. B. Wray
Program Director.....E. K. Smith
Publicity Director.....Charlie Rawls
Chief Engineer.....C. A. Perkins

WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.

REBEL NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....New Laurel Radio
Station, Inc.

Address.....535½ Central Ave.
Phone Number.....288, 1575
Transmitter Location.....Ellisville Blvd.
Time on the Air.....6 a.m. to 11:05 p.m.;
Sunday: 7:30 a.m. to 11:05 p.m.

News Service.....AP & UP
Transcription Service...World, SESAC, Keystone
Representative.....George P. Hollingsberry Co.

Personnel

President.....D. A. Matison
General Manager.....Ward A. Coleman
Commercial Manager.....M. M. Cover
Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MUTUAL

Frequency: 190 Kc.....Power: 250 Watts
Owned-Operated By...Scuthland Broad. Co.
Address.....437½ N. Magnolia St.
Phone Number.....420
Transmitter Location.....East 19th St.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau
Membership.....NAB

Personnel

General Manager.....Hugh M. Smith
Chief Engineer.....Lloyd Hilbun

WMBC

MACON—EST. 1946

MISSISSIPPI BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Mississippi Broadcasting
Co.

Address.....Macon Hotel
Transmitter Location.....Pearl St.
News Service.....AP
Transcription Service.....Capitol

Personnel

President-Gen. Manager.....Withers Gavin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McComb Broadcasting
Corp.

Business Address.....Box 111
Phone Number.....37
Studio Address.....WSKB Bldg.
Transmitter Location.....Pike County
Time on the Air.....6 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Cox & Tanz

Personnel

General and Commercial
Manager.....George Blumenstock
Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

MISSISSIPPI BROADCASTING CO.

Frequency: 910 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By...Mississippi Broad-
casting Co., Inc.

Address.....Threefoot Building
Phone Number.....1042
Transmitter Location...Highway No. 45 North
Time on the Air.....6 a.m. to 12:10 a.m.

News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard, Cole

Personnel

President-Gen. Manager.....Withers Gavin
 Program Director-Musical
 DirectorMrs. Withers Gavin

W M O X

MERIDIAN—EST. 1945

KBS

Frequency: 1240kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes Jr.
 Address.....23rd & Ninth Street
 Phone Number.....495
 Transmitter Location.....1 mile out
 Time on the Air.....Full Time License
 Representative.....Scars & Ayer, Inc.

Personnel

General Manager.....Bob McRaney
 Station Manager.....Gene Tibbett

W T O K

MERIDIAN—EST. 1946

Frequency: 1453 Kc.....Power: 250 Watts
 Owned-Operated by

Meridian Broadcasting Co.

Address.....Citizens Nat'l Bank Bldg.
 Phone.....1570
 Transmitter Location...3rd Ave. and 20th St.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Langworth
 RepresentativeHeadley-Reed

Personnel

Pres. & Gen. Mgr.....Robert F. Wright
 Sales Commercial Mgr.....William B. Crooks
 Chief Engineer.....Joe Saxon

W M I S

NATCHEZ—EST. 1941

NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Natchez Broad. Co.
 Operated By.....P. K. Ewing, Jr.
 Address.....City Bank & Trust Co. Bldg.,
 407 Franklin St.

Phone Number580-1
 Transmitter Location...Highway No. 61, North
 Time on the Air.....6:55 a.m. to 11:05 a.m.
 News ServiceAP
 RepresentativeWm. G. Rambeau
 Membership.....NAB, BMB

Personnel

President.....P. K. Ewing
 General Manager.....P. K. Ewing, Jr.
 Commercial ManagerPaul Schilling
 Record MC.....Bill Slatter

W E L O

TUPELO—EST. 1944

**MUTUAL BROADCASTING SYSTEM
 MID-SOUTH—KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....The Tupelo Broad. Co.
 Operated By.....Birney Imes, Jr.
 Business Address.....WELO Bldg.
 Phone.....908 & 1242
 StudioWELO Bldg.
 Transmitter Location.....Highway 45 South
 Time on the Air.....17 hours daily
 News Service.....AP
 TranscriptionWorld
 Representatives.....Sears & Ayers
 MembershipNAB

Personnel

President.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Bob Evans
 Chief Engineer.....LeRoy Greene

W Q B C

VICKSBURG—EST. 1931

ABC—KBS

Frequency: 1420 Kc...Power: 1000 Watts d.,
 500 Watts n.

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

Address.....Hotel Vicksburg
 Phone Number.....312
 Transmitter Location.....2½ miles S.E. of
 Vicksburg

Time on the Air.....7 a.m. to 11:05 p.m.
 News Service.....AP
 Newspaper Affiliation....Vicksburg Evening
 Post, Vicksburg Morning Herald
 Transcription Service.....World Broadcasting
 Representative.....Sears & Ayer, Inc.

Personnel

President.....L. P. Cashman
 General Manager.....Mary Van Cashman
 Commercial Manager.....O. W. Jones
 Chief Engineer.....C. E. Drake

W D U E *

PHILADELPHIA

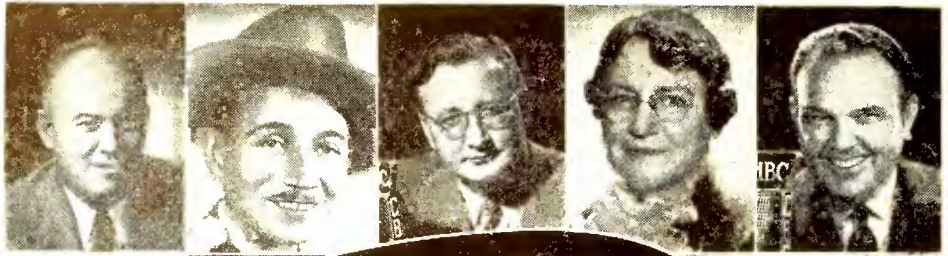
Frequency: 1490 Kc.....Power: 250 Watts
 Licensee.....Duke H. Thornton

*C.P.

**(CALL LETTERS TO BE ASSIGNED)
 YAZOO CITY***

Frequency: 1230 Kc.....Power: 250 Watts
 Permittee.....Barrier & Holmes

*C.P. (Was pending)



Many of radio's brightest stars
have had their beginning at

KMBC

OF KANSAS CITY

"the station with a network operation"

THESE AMBASSADORS HERE
of entertainment and information
are representative of KMBC's
great talent staff today which is
winning friends and influencing listeners
in the advertiser's behalf.



MISSOURI

Estimated Population 3,804,733—Radio Homes 979,536
Stations in State 26

K F U O*

CLAYTON—EST. 1924

Frequency: 850 Kc....Power: 5000 w. d. only
Owned-Operated By.....Lutheran Church
Missouri Synod

Address.....801 DeMun Ave., St. Louis, Mo.
Phone Number.....DELMar 3030-1
Transmitter Location.....Concorda Seminary
Campus

Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....World

Personnel

Director.....Rev. Herman H. Hohenstein
Production Manager-Chief
Announcer.....Rev. Elmer Knoernschild
Chief Engineer.....Albert Wiese

*Non-Commercial Station

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location...3 miles north west of
Cape Girardeau on Highway No. 61

Time on the Air.....6:30 a.m. to 10 p.m.;
Sunday: 8 a.m. to 9 p.m.

News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Oscar C. Hirsch
General Manager.....Oscar C. Hirsch
Commercial Manager.....Ralph L. Hirsch
Sales Promotion Manager....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141
Transmitter Location.....Hickman Hall,
Stephens College

Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....St. Louis Star-Times
News Service.....AP & UP
Transcription Service.....Lang-Worth
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Elzey Roberts
General Manager.....Mahion R. Aldridge, Jr.
Station Manager.....Mahion R. Aldridge, Jr.
Sales Promotion Mgr....Mahion R. Aldridge, Jr.
Program Director.....Harold Douglas
Chief Engineer.....Robert Haigh
Record MC.....Dave Allen

K H M O

HANNIBAL—EST. 1941

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Courtier Post Publish-
ing Co.

Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....5:30 a.m. to 12 midnight;
Sundays: 6 a.m. to 12 midnight

News Service.....AP
Transcription Service.....NBC, World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

General Manager.....Wayne W. Cribb
Commercial Manager.....Wayne W. Cribb
Program Director.....U. S. Smith, Jr.
Publicity Director.....Mary Ann Mc Nerney
Chief Engineer.....Ben Parrish
Record MC.....Carl Muklo-

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Capital Broadcasting Co.
Address.....210 Monroe St.
Phone Number.....4000
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation....News-Tribune Co.



**EXPANDED COVERAGE FOR
E - X - P - A - N - D - I - N - G
MID-AMERICA**

There's no doubt about it — Mid-America is growing. You see it in the expanding industrial areas — and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc, (nearing completion), your sales messages will reach every corner of this rich and expanding market.

KCMO

Basic ABC

•

Kansas City 6, Mo.

JOHN E. PEARSON CO., National Representative

MISSOURI

News Service AP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership BMB

Personnel

President R. C. Goshorn
 General Manager R. L. Rose
 Station Manager Ray Manning
 Commercial Manager R. L. Rose
 Sales Promotion Manager Ray Manning
 Program Director Paul Schrimpf
 Chief Announcer Paul Schrimpf
 Chief Engineer Harold White

K S W M

JOPLIN—EST. 1946
 CBS

Frequency: 1230 Kc. Power 250 Watts
 Owned-Operated By Air Time, Inc.
 Address Hotel Connor
 Phone Number 7260
 Transmitter Location 1928 West 13th
 Time on the Air 6:30 a.m. to 12 mid.
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB

Personnel

President-General Mgr. Austin A. Harrison
 Commercial Manager Warren D. Lowry
 Sales Manager Roger Page, Jr.
 Program Director Roger Page, Jr.
 Production Manager Noel Ball
 Chief Engineer Austin A. Harrison
 Record MC Noel Ball

W M B H

JOPLIN—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By ... Joplin Broadcasting Co.
 Address Frisco Bldg., Sixth and Main Sts.
 Phone Number 330
 Transmitter Location 1334 Roosevelt Ave.
 Time on the Air 18 hours daily,
 17 hours Sunday
 Newspaper Affiliation Joplin Globe
 Publishing Co.
 News Service AP
 Transcription Service ... Thesaurus, Standard,
 M. M. Cole
 Representative Sears & Ayer
 Membership NAB, BMB

Personnel

Pres. & Gen. Mgr. D. J. Poynor
 Commercial Manager Abe Radunsky
 Sales Promotion Manager Charles D. Blair
 Program Director Roy Wilson
 Publicity Director Charles D. Blair
 Chief Announcer Charles McIntire
 Musical Director Roy Wilson
 Chief Engineer Richard Meek

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K C M O

KANSAS CITY—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc. (CP-810 Kc.)
 Power: 5000 d. (CP-50,000 d.)
 5000 n. (CP-10,000 n.)
 Owned-Operated By: KCMO Broadcasting
 Company
 Address 1515 Commerce Building
 Phone Number Victor 0900
 Transmitter Location Hardesty & Washington
 Sts. (CP-Nashua, Mo.)
 Time on the Air 5 a.m. to 1 a.m.;
 Sunday, 7:30 a.m. to midnight
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 Representative John E. Pearson Co.
 Membership NAB, BMB

Personnel

President T. L. Evans
 General Manager E. K. Hartenbower
 Asst. Manager C. E. Breazeal
 Commercial Manager C. E. Morrill
 Sales Promotion Manager F. C. Strawn
 Program Director S. B. Tremble
 Production Manager Kenneth Heady
 Publicity Director F. C. Strawn
 Chief Announcer Dal Stallard
 Musical Director Gene Moore
 Chief Engineer Karl Troeglen

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Broad-
 casting Co.

MISSOURI

Address Pickwick Hotel
Phone Number Harrison 2650
Transmitter Location.... 50th & Bellinder Road
Time on the Air..... 5 a.m. to 12:05 a.m.
Sundays: 7 a.m. to 12:05 a.m.
News Service..... AP, UP, TP.
Transcription Service..... World
Representative Free & Peters, Inc.
Membership..... NAB, BMB

Personnel

President..... Arthur B. Church
General Manager..... Arthur B. Church
Vice-Pres. and Managing Director Karl Koerper
Vice-Pres. and Sales Director... Sam H. Bennett
Sales Promotion-Press Relations Director E. P. J. Shurick
Program Director..... Roderick Cupp
Production Manager..... Fran Heyser
Director of Research... Dr. Charles Church, Jr.
Director of Spec. Features... Gene W. Dennis
Chief Announcer..... Lee Stewart
Musical Director..... P. Hans Flath
Chief Engineer..... A. R. Moler
Studio Director..... Kenneth Krahl
Artists Bureau..... James W. McConnell

(See Page 472)

W D A F

KANSAS CITY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 610 Kc..... Power: 5000 Watts
Owned-Operated By..... The Kansas City Star Company
Address..... 1729 Grand Ave
Phone Number..... Harrison 1200
Transmitter Location..... 82nd and Mission Road, Johnson County, Kans.
Time on the Air..... Unlimited
Newspaper Affiliation... The Kansas City Star
News Service..... AP
Transcription Service..... Standard
Representative..... Edward Petry and Company

Personnel

President..... Earl McCollum
Station Manager..... Dean Fitzer
Program Director..... Harry J. Kaufmann
Publicity Director..... Joe Stewart
Chief Engineer..... Joseph Flaherty

K S D

ST. LOUIS—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 550 Kc..... Power: 5000 d., 1000 n.

Owned-Operated By... The Pulitzer Publishing Company
Address..... 12th & Olive Sts.
Phone Number..... Main 1111
Transmitter Location..... 12th and Olive Sts.
Time on the Air..... 5:30 a.m. to 1 a.m.;
Sundays: 7 a.m. to 1 a.m.
Newspaper Affiliation..... St. Louis Post-Dispatch
News Service AP
Transcription Service..... NBC Thesaurus, Long-Worth
Representative..... Free & Peters, Inc.
Membership..... NAB, BMB

Personnel

President..... Joseph Pulitzer
General Manager..... George M. Burbach
Commercial Manager..... Edward W. Hamlin

(See Page 264)

K W K

ST. LOUIS—EST. 1927
MUTUAL BROADCASTING SYSTEM
Frequency: 1380 Kc..... Power: 5000 d., 1000 n. (CP 5000)
Owned-Operated By..... Thomas Patrick, Inc.
Address... Hotel Chase, Lindell & Kingshighway
Phone Number..... Rosedale 3210
Transmitter Location..... B'way & Logan St.
Time on the Air..... 6 a.m. to midnight; Sunday, 7 a.m. to 12:15 a.m.
News Service..... AP & UP
Transcription Service..... World Broadcasting System
Representative..... Paul H. Raymer Company
Membership..... NAB, BMB

Personnel

President-Owner..... Robert T. Convey
General Manager..... Robert T. Convey
Station Director & Vice-President..... Ray E. Dady
Commercial Manager & Vice-President..... V. E. Carmichael
Sales Promotion..... T. E. Richter
Program Director..... Russell C. Kaiser
Production Manager..... John Traxler
Publicity Director..... T. E. Richter
Chief Engineer..... N. J. Zehr
Record MC's..... Gil Newsome, Ed Wilson

K X O K

ST. LOUIS—EST. 1938
ABC
Frequency: 630 Kc..... Power: 5000 Watts
Owned-Operated By..... Star-Times Pub. Co.

MISSOURI

Address.....12th and Delmar Bvds.
 Phone Number.....CHestnut 3700
 Transmitter Location.....Eagle Park, Ill.;
 P.O. Box, Madison, Ill.
 Time on the Air.....5:30 a.m. to 1 a.m. daily;
 Sunday: 6 a.m. to 1 a.m.
 Newspaper Affiliation....St. Louis Star-Times
 News Service.....AP, INS, UP, Reuters
 Transcription Service.....Associated Music
 Publishers; Standard Radio
 Representative.....John Blair & Company
 Membership.....NAB, BMB

Personnel

President-Owner.....Elzey Roberts
 General Mgr.-Station Mgr.....C. L. Thomas
 Commercial Manager.....V. N. Springgate
 Sales Promotion Mgr.....Foster H. Brown
 Program Director.....Elmer Muschany
 Production Manager.....Robert Holt
 Publicity Director.....Ralph J. Gentiles
 Musical Director.....Emmett Schuster
 Chief Engineer.....Arthur Rekart
 Record MC.....Rush Hughes

Transmitter Location.....Melbourne Hotel,
 3601 Lindell Blvd.
 Time on the Air.....7 a.m. to 11 p.m.;
 Saturdays: 7 a.m. to 2:30 a.m.; Sundays:
 8 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth, MacGregor
 Representative.....William G. Rambeau Co.
 Membership.....NAB

Personnel

President.....L. A. Benson
 Vice-Pres.-Gen. Mgr.....C. W. Benson
 Commercial Manager.....Kenneth M. Parke
 Sales Promotion Manager..Robert L. Brockman
 Chief Engineer.....Edward Goodberlet
 Membership.....NAB, BMB

Personnel

President.....Earl McCoilum
 Station Manager.....Dean Fitzner
 Chief Engineer.....Joseph A. Flaherty

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc....Power: 1000 w. d. only
 Owned-Operated By...The St. Louis University
 Address.....3642 Lindell Blvd.
 Phone Numbers.....FRanklin 5665-6-7
 Transmitter Location.....3642 Lindell Blvd.
 Time on the Air.....6 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Standard Radio,
 Lang-Worth; World
 Representative.....John E. Pearson

Personnel

President.....Rev. Patrick J. Holloran, S. J.
 General Manager.....Nicholas Pagliara
 Sales Manager.....Leonard Frankei
 Program Director.....Don Lochner
 Production Manager.....Syi Binkin
 Publicity Director.....Clifford Lanctot
 Chief Announcer.....O. J. McQuigg
 Musical Director.....Ralph Stein
 Chief Engineer....Brother George Rueppel, S.J.

WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Missouri Broadcasting
 Corp.
 Address...Melbourne Hotel, 3601 Lindell Blvd.
 Phone Number.....Jefferson 8403

WHB

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts
 Owned-Operated By..WHB Broadcasting Co.
 Address.....Scarritt Building
 Phone Number.....Harrison 1161
 Transmitter Location.....North Kansas City
 Time on the Air.....Daytime license
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr., Inc.

Personnel

President and Commercial
 Manager.....Donald Dwight Davis
 General Manager.....John T. Schilling

KWOC

POPLAR BLUFF—EST. 1938

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McCarthy-Tedrick-
 Wolpers
 Address.....1801 North Main St.
 Phone Number.....1310
 Transmitter Location.....1801 North Main St.
 Time on the Air.....7 a.m. to 10 p.m.;
 Sundays: 8 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....O. A. Tedrick
 General Manager.....Wm. R. Tedrick
 Sales-Production Mgr.....Byron Kearnby, Jr.
 Merchandising Manager..Thomas E. Hunnicutt
 Program Director.....James L. Haworth, Jr.
 Publicity Director.....Thomas E. Hunnicutt
 Chief Announcer.....Lionel D. Speidel
 Musical Director.....James L. Haworth, Jr.
 Chief Engineer.....Don M. Lidenton
 Record MC.....Thomas E. Hunnicutt

K F E Q

ST. JOSEPH—EST. 1924

ABC—MUTUAL

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....KFEQ Building
 8th & Frederick Ave.
 Phone Number.....4-0813
 Transmitter Location.....Highway 7L
 Time on the Air..5:45 a.m. to midnight daily; 7
 a.m. to midnight, Sunday
 Newspaper Affiliation.....The News Corp.
 News Service.....UP
 Transcription Service.....NBC Thesaurus.
 Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....BMB

Personnel

President.....Barton Pitts
 General Manager.....Barton Pitts
 Station Manager.....Barton Pitts
 Sales-Commercial Manager..Glen G. Griswold
 Sales Promotion Manager....J. Ted Branson
 Program Director.....H. H. Packard
 Production Manager.....Rollin Mabie
 Publicity Director.....J. Ted Branson
 Chief Announcer.....Dee D. Denver, Jr.
 Musical Director.....Constance Savage
 Record MC.....E. Carlton Schirmer
 Chief Eginer.....J. Wesley Kock

K R E S

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Missouri Valley
 Broadcasting, Inc.
 Address.....113 So. 7th St., Commerce
 Loan Co. Bldg.

Phone Number.....46346
 Transmitter Location.....Highway 59
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Paul E. Roscoe
 Traffic Manager.....Dorha Killgore
 Commercial Manager.....J. J. Fitzgerald
 Sales Promotion Manager.....Paul E. Roscoe
 Program Director.....Edward A. Moore
 Production Manager.....Hank Henry
 Chief Announcer.....Joe Killgore
 Musical Director.....Minor Clites
 Chief Engineer.....Charles Wiesemann
 Record MC.....Hank Henry

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Address.....401 South Twelfth Blvd.
 Phone Number.....Central 8240
 Transmitter Location....12 miles northeast of
 St. Louis
 Time on the Air.....5 a.m. to 1:30 a.m.;
 Sundays: 6 a.m. to 1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Owner.....Columbia Broad. System, Inc.
 General Manager.....Wendell B. Campbell
 Sales Manager.....Carter Ringlep
 Sales Promotion Mgr.....C. W. Doebler
 Program Director.....Jack Sexton
 Production Manager.....Blaine Cornwell
 Publicity Director.....Robert Hennessy
 Musical Director.....Seth Greiner
 Chief Engineer.....Louis Mc C. Young

K D R O

SEDALIA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

M I S S O U R I

Owned-Operated By.....Milton J. Hinlein
Address.....Broadway at State Fair Blvd.
Phone Numbers.....4004, 4005
Transmitter Location.....Broadway at State
Fair Blvd.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Milton J. Hinlein
General Mgr.-Station Mgr....Herbert Brandes
Commercial Manager.....William W. Davis
Sales Promotion Mgr.....Milton Hinlein
Program Director.....Maxine Fisher
Chief Engineers..Wayne Pash, Herbert Young

K G B X

SPRINGFIELD—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By..Springfield Broadcasting
Co.

Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....Bolivar Road
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Springfield News-
papers, Inc.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingsberry Co.
Membership.....NAB

Personnel

President.....Tams Bixby, Jr.
General Manager.....J. Gordon Wardell
Commercial Manager.....J. Gordon Wardell
Sales Promotion Manager.....Vern Williams
Program Director.....Carl Fox
Production Manager.....Wilma McCollum
Publicity Director.....Dudley Morris
Chief Announcer.....Dudley Morris
Chief Engineer.....E. Dennis White
Record MC.....Ralph Reynolds

K T T S

SPRINGFIELD—EST. 1941
COLUMBIA
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broad-
casting Co.

Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce
Bldg.

Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....World Broadcasting
System, MacGregor, BMI

Representative.....Sears & Ayer, Inc.
Membership.....BMB

Personnel

President.....J. H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Sales Promotion Manager..G. Pearson Ward
Program Director.....A. W. Smith
Musical Director.....Frank Shipe
Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—EST. 1933
AMERICAN BROADCASTING CO.

Frequency: 560 Kc....Power: 5000 d.: 1000 n.
Owned-Operated By...Ozarks Broad. Co., Inc.
Address.....508 St. Louis St.
Phone Number.....1360
Transmitter Location.....Scuth Fremont Rd.
Time on the Air.....5 a.m. to midnight;
Sunday: 6:30 a.m. to midnight

News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....R. D. Foster
Asst. Manager-Station Mgr...Leslie L. Kennon
Program Director.....William J. McCord
Production Manager.....William L. Ring
Chief Announcer.....Charles Seiford
Musical Director.....Virgil Phillips
Chief Engineer.....Fritz Bauer

K W P M *

WEST PLAINS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Robert Neathery

*Construction Permit.

MONTANA

Estimated Population 509,648—Radio Homes 131,509
Stations in State 15

KANA

ANACONDA—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Address.....P.O. Box 727
Phone Number.....136
Transmitter Location...1½ miles E. of Anaconda
Time on the Air.....7 a.m. to 12 midnight;
Sunday: 9 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....NAB

Personnel

President-Owner.....A. J. Mosby
General Manager.....Don Jones
Commercial Manager.....Robert Carroll
Program Director.....Marwood Patterson
Production Manager.....Barbara Nicholson
Chief Engineer.....Charles Currie

KBMY

BILLINGS—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Broad. Co.
Address.....Box 1101
Phone Number.....3838
Transmitter Location....1 mile W. of Billings
Time on the Air.....6 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Homer Griffith Co., Inc.
Membership.....NAB

Personnel

President.....Robert E. Mulvaney
General Manager.....Franz J. Robischon
Commercial Traffic Mgr....George C. Martin
Program Director.....Charles du Bois
Chief Announcer.....Charles du Bois
Chief Engineer.....Richard E. Kaiser

KGHL

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By.....Northwestern Auto
Supply Co., Inc.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location...6 miles west of Billings
Time on the Air.....6 a.m. to midnight;
Sundays, 7 a.m. to midnight
News Service.....UP
Transcription Service.....Standard, NBC
Thesaurus, World
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....C. O. Campbell
General Manager.....Ed Yocum
Station Manager.....M. V. Braunberger
Commercial Manager.....Ed Yocum
Sales Promotion.....June Leff
Program Director.....M. V. Braunberger
Production Manager.....E. E. Cooney
Publicity Director.....Marijean Isaac
Chief Announcer.....Harry Turner
Musical Director.....Harry Turner
Chief Engineer.....Jeff Kiichli

KRBM

BOZEMAN—EST. 1939

NBC—Z NET—PACIFIC NORTHWEST

BROADCASTERS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..KRBM Broadcasters, Inc.
Address.....103 W. Main St.
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....7:30 a.m. to 10:45 p.m.
News Service.....UP
Transcription Service...Lang-Worth, Keystone
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President-Owner.....E. B. Craney
General Mgr.-Station Mgr....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Sales Promotion Mgr.....Betty Haskell
Program Director.....Norman Penwell
Production Manager.....Gordon Linscott
Publicity Director.....J. Ray Bridges
Chief Announcer-Musical Dir...Ernest A. Neath
Chief Engineer.....Jack Provis
Record MC.....Norman Penwell

KGIR

BUTTE—EST. 1929
 NATIONAL BROADCASTING CO.
 Z NET—PACIFIC NORTHWEST
 BROADCASTERS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Address.....Box 1956
 Phone Number.....2-2344
 Transmitter Location.....Nissler, Mont.
 Time on the Air.....7 a.m. to midnight;
 Sundays: 9 a.m. to 11:15 p.m.
 C. P. McGregor, KBS, SESAC
 News Service.....UP
 Transcription Service.....Lang-Worth;
 C. P. McGregor
 Representatives.....East: Wythe Walker;
 West: Tracy Moore
 Membership.....NAB, BMB

Personnel

President.....E. B. Craney
 General Manager.....E. B. Craney
 Station Manager.....Arne E. Anzjon
 Commercial Manager.....S. J. Schile
 Sales Promotion Manager.....Jack Kennedy
 Program Director.....Mel Jass
 Publicity Director.....Jack Kennedy
 Chief Engineer.....W. J. Provis
 Record MC.....George Oechsli

KBOW*

BUTTE—EST. 1946

Frequency: 1483 Kc. Power: 250 Watts
 Owned-Operated By....Copper City Radio Co.
 Address.....Box 1932
 Time on the Air.....Unlimited

Personnel

President.....Frank Reardon

*Construction Permit

KFBB

GREAT FALLS—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By...Butrey Broadcast, Inc.
 Address....605 First National Bank Building
 Phone Number.....4377, 4378
 Transmitter Location..4½ miles west of Great
 Falls
 Time on the Air...6 a.m. to 11:30 p.m. daily;
 8 a.m. to 11:30 p.m. Sunday
 News Service.....UP
 Transcription Service.....NBC Thesaurus.
 M. M. Cole
 Representative.....Weed & Company.
 Membership.....NAB, BMB

Personnel

OwnerFred Birch
 General ManagerJ. P. Wilkins
 Station Manager.....J. P. Wilkins
 Sales Promotion Mgr.....Helen Kickbusch
 Program Director.....LeRoy Stahl
 Chief Engineer.....Wilbur L. Myhre

(CALL LETTERS TO BE ASSIGNED) GREAT FALLS*

Frequency: 1400 Kc. Power: 250 Watts
 Permittee.....Great Falls Broadcasting Co.

*C.P. (Pending at time of going to press.)

KPFA

HELENA—EST. 1937

ABC—NBC—Z BAR NET

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..Peoples Forum of the Air
 Address.....1306 Eleventh Ave.
 Phone Number.....1240
 Transmitter Location.....Helena
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co., Pacific
 Northwest Broadcasters

Personnel

Eastern Sales Mgr.....Wythe Walker
 Western Sales Mgr.....Tracy Moore

KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc. 100 Watts
 Owned-Operated By.....Donald C. Treloar
 Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)
 Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93
 Time on the Air.....7 a.m. to 10 p.m.;
 Sunday: 9 a.m. to 7 p.m.
 News Service.....UP
 Transcription ServiceWorld
 Membership.....NAB, BMB

Personnel

President.....Donald C. Treloar
 General Manager.....Donald C. Treloar
 Station Manager.....Donald C. Treloar
 Commercial Manager.....Glenn Millhouse
 Sales Promotion Mgr.....Glenn Millhouse
 Program Director.....Maurice Driscoll
 Production Manager.....Paul Johnston

Publicity Director.....Maurice Driscoll
 Chief Engineer.....William Patterson
 Record MC.....James Robischon

KXLO

LEWISTON—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Broad. Co.
 Address.....513 Main St.
 Phone Number.....1210
 Transmitter Location...East end of Main St.
 at City limit
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation....Lewiston-Democrat-
 News
 News Service.....AP
 Transcription Service.....RCA Thesaurus

Personnel

President and Gen. Manager...George Bennett
 Station Manager.....Jack Plummer
 Chief Engineer.....G. W. Dotson

KPRK

LIVINGSTON—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Yellowstone Amuse. Co.
 Address.....Box 952
 Phone Number.....1000
 Studio Address.....E. Park St. (U.S. High-
 way No. 10)
 Transmitter Location....E. Park St. (U.S. High-
 way No. 10)
 Time on the Air.....6:30 a.m. to 10:15 p.m.
 News Service.....AP, Transradio (pending)
 Transcription Service.....Lang-Worth,
 SESAC, W. E. Long
 Membership.....NAB

Personnel

President.....Paul B. McAdam
 General Manager.....Walter R. Carle
 Commercial Manager.....Jack M. Swenson
 Program Director.....Bob Greer
 Chief Engineer.....John Boor

KRJF

MILES CITY—EST. 1941

MUTUAL—INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Star Printing Co.
 Operated By.....W. F. Flinn
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Transmitter Location.....Haynes Avenue
 Time on the Air.....Unlimited

Newspaper Affiliation...Miles City Daily Star
 News Service.....UP
 Transcription Service....World Broadcasting
 Membership.....NAB, BMB

Personnel

President.....W. F. Flinn
 General Manager.....Don Tannehill
 Sales Promotion Manager.....Norm Carson
 Program Director.....Bob Wilson
 Publicity Director.....Bob Wilson
 Chief Engineer.....I. A. Elliot
 Record MC.....Charles Scofield

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....127 E. Main St.
 Phone Number.....2155-7668
 Transmitter Location.....4 miles N.W. of
 Missoula on Highway No. 10
 Time on the Air.....6:30 a.m. to midnight;
 Sunday: 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....A. J. Mosby
 Sales Manager.....Marion E. Dixon
 Program Director.....W. C. Blanchette
 Production Manager.....Bill Strothman
 Chief Engineer.....Lawrence B. Smith
 Record MC.....Don Hopkins

KGCS

SIDNEY—EST. 1926

MUTUAL

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....109 So. Central Ave.
 Phone Number.....408
 Studio Address.....109 So. Central Ave.,
 Sidney, Mont.; Masonic Bldg., Williston, N.D.
 Transmitter Location...4½ miles No. of Sidney
 Time on the Air.....6 a.m. to 10 p.m.
 Transcription Service.....NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....E. E. Krebsbach
 General Manager.....E. E. Krebsbach
 Station Manager.....E. Clair Krebsbach
 Program Director.....G. M. King
 Chief Announcer.....G. M. King
 Chief Engineer.....Oscar H. Halvorson