

G E O R G I A

W B M L

MACON—1940—NBC

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

W I B B

MACON—1948

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

W M A Z

MACON—1922—CBS

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

W N E X

MACON—1945—MBS-ABC

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

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

W F O M

MARIETTA—1946

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

W M V G

MILLEDGEVILLE—1946—MBS-KBS GALS

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

W M G A

MOULTRIE—1939—LBS-KBS

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

W C O H

NEWMAN—1947—MBS

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

GEORGIA

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

WLAQ

ROME—1947—KBS-ABC

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

WRGA

ROME—1930—MBS-GSN

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

WROM

ROME—1946—LIBERTY

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

WCCP
SAVANNAH—1946—MBS

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

WDAR

SAVANNAH—1946—ABC

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

WFRP

SAVANNAH—1946—LBS

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

WJIV

SAVANNAH—1950

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

GEORGIA

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

WSAV

SAVANNAH—1939—NBC-GSN

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

WTOC

SAVANNAH—1929—CBS

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

WWNS

STATESBORO—1946—MBS-KBS

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

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

WGTA

SUMMERVILLE—1950

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

WJAT

SWAINSBORO—1950

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

WSFT

THOMASTON—1947—MBS

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

WKTG

THOMASVILLE—1947

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

G E O R G I A

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

W P A X

THOMASVILLE—1922

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

W T W A

THOMSON—1947—MBS-KBS

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

W W G S

TIFTON—1946—MBS

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

W L E T

TOCCOA—1941—MBS-KBS-GALS-
GSN

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

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

W G A F

VALDOSTA—1951—ABC

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

W G O V

VALDOSTA—1941—MBS

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

W V O P

VIDALIA—1946—LBS-KBS

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

GEORGIA—IDAHO

WACL

WAYCROSS—1951

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

WAYX

WAYCROSS—1936—MBS-KBS-GALS

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

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

WRLD

WEST POINT—1940—ABC-KBS

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

IDAHO

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

KBLI

BLACKFOOT—1951—LBS

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

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

KDSH

BOISE—1947—CBS

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

KGEM

BOISE—1946—ABC

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

IDAHO

KIDO

BOISE—1928—NBC

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

KBIO

BURLEY—1947

ABC-ROCKY MT. NET

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

KCID

CALDWELL—1946

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

KVNI

COEUR D'ALENE—1946—MBS

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

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

KID

IDAHO FALLS—1928

MBS-INTERMOUNTAIN NET

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

KIFI

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

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

KRLC

LEWISTON—1935—MBS-DON LEE

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

I D A H O

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

K R P L

MOSCOW—1947—KBS-LBS

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

K F X D

NAMPA—1930—MBS

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

K E Y Y

**POCATELLO—1946
 MBS-INTERMOUNTAIN**

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

K S E I

POCATELLO—1926—NBC

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

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

K W I K

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

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

K P S T

PRESTON—1948—KBS

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

K R X K

REXBURG—1951

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

K S P T

SANDPOINT—1949—KBS

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

K L I X

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

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

K T F I

**TWIN FALLS—1928
 NBC-UTAH-IDAHO**

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

K V M V

TWIN FALLS—1946—CBS

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

K W A L

WALLACE—1939—MBS

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

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IDAHO — ILLINOIS

Studio Address.....Wallace; Kellogg
 Transmitter Location Osburn
 Transcription Service World
 Representative Holman
 Membership NARTB
 President.....Dr. J. R. Binyon
 Gen., Sta. Manager.....R. G. Binyon
 Program Director.....George Shreve
 Production Director.....Jane Cantrell
 News Director.....Violet Hultner
 Chief Engineer.....G. Turner Dreher
 Consulting Engineer.....Myron Sargeant

KWEI

WEISER—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcast. Co.
 Business-Studio Address.....Box 791
 Phone Number700
 Transmitter...1 Mi. S. Weiser, Hwy. No. 30
 News ServiceAP
 Transcription ServiceStandard
 PresidentFrank Gwilliam
 Gen Mgr., Chf. Engr.....James H. Carlson
 Pgm., News Dir.....Leo Ellsworth
 Commercial Manager.....Walter Lake

ILLINOIS

*Pop. April 1, 1952 (Est.) 9,107,000 — Total Housing Units 2,679,283
 Families April 1, 1952 (Est.) 2,566,000 — Stations in State 75*

WOKZ

ALTON—1948

Frequency: 1570 Kc.Power 1000 Watts
 Owned-Operated ByWOKZ, Inc.
 AddressHotel Stratford
 Phone Number3-5506
 Transmitter Location.....Grafton Road
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription ServiceStandard
 Station Rep.Joseph Hershey McGillvra
 MembershipBAB
 President.....Edward A. Wheeler
 Gen. Sta., Comm. Mgr.....William R. Tedrick
 Sales Prom. Mgr.....Allan Riehl
 Program Director.....Robert F. Morey
 Production Director.....Virginia Stewart
 Publicity Director.....Jack Adams
 Chief Anncr., Farm Editor....Clyde Wiseman
 News Director.....Allen Riehl
 Musical Director.....Allen Walker
 Chief Engineer.....C. L. Kennedy

WMRO

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Martin R. O'Brien
 Business-Studio Address.....184 S. River
 Phone Number4215
 Transmitter Location.....Hurd's Island
 News ServiceINS
 Transcription ServiceLang-Worth
 Pres., Gen., Sta. Mgr.....Martin R. O'Brien
 Comm., Sales Prom. Mgr.....Vincent G. Cofey
 Program Music Director.....Jack Anderson
 Production Director.....Ralph Faucher
 Publicity Director.....Jeanne M. Doran
 Chief Announcer.....James O'Brien
 Chief Engineer.....John Kimer
 Consulting Engineer.....Robert Greenslaugh

WAVA

AVA—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Ava Bcastg. Co.
 AddressAva
 Phone Number3311
 News ServiceUP
 Transcription ServiceSESAC
 Co-o., Gen. Mgr., Pgm., Farm Dir.
 Leonard F. Johnson
 Co-o., Comm. Mgr.....Leonard F. Johnson
 Promotion Manager.....Glenn Hardestil
 Chief Engineer.....Lester Bilderback

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Belleville Bcastg. Co.
 Bus.-Studio-Transmitter Address...2100 W. Main
 Phone Number5000
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeHal Holman
 MembershipNARTB, BAB
 Pres., Chief Engineer.....Marvin Mollering
 Gen. Sta. Mgr., Pgm. Dir.....Paul O. Godt
 Comm., Prom. Mgr., Pub. Dir....Clarence Keller
 Chief Anncr., News Dir.....Ted Beinert
 Farm Editor.....Tom Murray
 Consulting Engineer....Fred O. Grimmwood

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bloomington Bcastg. Corp.
 Address.....209 E. Washington
 Phone Number5281
 Transmitter Location.....R.R. No. 2
 Air TimeUnlimited

ILLINOIS

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

WKRO

CAIRO—1942—MBS

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

WBYS

CANTON—1947

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

WCIL

CARBONDALE—1946—LBS

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

WROY

CARMI—1948—KEYSTONE

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

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

WCAZ

CARTHAGE—1921

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

WCNT

CENTRALIA—1946

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

WDWS

CHAMPAIGN—1937—CBS

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

WAFF

CHICAGO—1922

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

ILLINOIS

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

**WAIT
 CHICAGO—1941**

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

**W B B M
 CHICAGO—1923—CBS RADIO**

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

**WCFL
 CHICAGO—1926—ABC-LBS**

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



WCFL

FOR 1952

LOWEST COST

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

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

WCFL

666 Lake Shore Drive, Chicago, Ill.

50,000 Watts Day and Night 1000 on the Dial

Affiliated with LBS

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

In October, 1951, an advertiser wrote:

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



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

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

MBS

WGN

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

On Your Dial



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

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

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

ILLINOIS

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

W C B D

CHICAGO—1947

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

W C R W

CHICAGO—1926

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

W E D C

CHICAGO—1926

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

W E N R

CHICAGO—1924—ABC

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

W G E S

CHICAGO—1924

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

W G N

CHICAGO—1924—MBS

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

W H F C

CHICAGO—1926

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

W I N D

CHICAGO—1926

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



IF IT'S DISTRIBUTION...

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

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

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

IF IT'S DIRECT, TRACEABLE SALES...

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

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



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

ILLINOIS

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

W J J D

CHICAGO—1934

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

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

W L S

CHICAGO—1924—ABC

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

W M A Q

CHICAGO—1922—NBC

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

W S B C

CHICAGO—1925

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

W H O W

CLINTON—1947—LINCOLN NET

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

W D A N

DANVILLE—1938—CBS

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

ILLINOIS

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

W D Z DECATUR—1921

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

W S O Y DECATUR—1925—CBS

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

W L B K DE KALB—1947

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

W T M V

EAST ST. LOUIS—1935

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

W C R A

EFFINGHAM—1947

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

W R M N

ELGIN—1949

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

W N M P

EVANSTON—1946

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

ILLINOIS

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

WFRL

FREEPORT—1947

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

Vincent S. Barker

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

WGIL

GALESBURG—1938

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

WEBQ

HARRISBURG—1923—KBS

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

WJPF

HERRIN—1940—MBS-KBS

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

WLDS

JACKSONVILLE—1941

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

WJOL

JOLIET—1926

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

ILLINOIS

W K A N

KANKAKEE—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Kankakee Daily Journal Co.
 Business-Studio Address. 183 N. Schuyler Ave.
 Phone Number 3-6833
 Transmitter Location R. R. 1
 Air Time. Local sunrise-local sunset
 News Service AP
 Transcription Service World, Standard
 Representative Hal Holman
 Membership NARTB
 General Manager Burrel Small
 Station Manager Bruce Brown
 Commercial Manager Robert Hawkins
 Program Director Orren Allain
 News Director Ted Parker
 Chief Engineer Richard Eckels

W T A Q

LA GRANGE—1950

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

W L P O

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By. La Salle County Bcstg. Co.
 Bus. Ad. P. O. Box 215
 Phone Number 3100
 Transmitter Location Near Oglesby
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service RCA, Thesaurus
 Membership NARTB, BAB
 President Peter Miller
 General-Commercial Mgr. William Holm
 Prod., Pgm. Dir. William Kostellic
 Pub., News Director Laverne Waltman
 Chief Engineer Lawrence McCann
 Consulting Engineer Fred O. Grimwood

W P R C

LINCOLN—1947

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By. Prairie Radio Corp.
 Address P. O. Box 37
 Phone Number 209
 Trans. Location Stringer Ave. & Route 66
 Air Time Sunrise-Sunset only
 News Service AP
 Transcription Service Lang-Worth
 Representative Membership Rambeau, BAB
 Pres., Gen. Sta. Mgr. Ray F. Knochel
 Commercial Manager Saunders Devine
 Sales Prom. Mgr. J. Evans Crowell

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

W S M I

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mid-Illinois Bcstg. Co.
 Phone Number 100
 News Service AP
 President Hayward L. Talley
 Vice-President Thomas F. Payton, Jr.

W K A I

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By. The Macomb Bcstg. Co.
 Business-Studio Address. 113 E. Carroll St.
 Phone Number 1350
 Transmitter McDonough Co. Fair Grounds
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Langworth, Capitol
 Membership NARTB
 President Wm. E. Schons
 Gen., Sta., Comm. Mgr. Lyle B. Landis
 Sales Prom. Mgr. Gene Larsen
 Prog., Pub. Dir., Farm Ed. Gene Spry
 News Director Caryl Carstens
 Musical Director Darlene Shields
 Chief Engineer Earl E. Tipton
 Consulting Engineer Fred O. Grimwood

W G G H

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Operated By. Marion Bcstg. Co.
 Business Address P. O. Box 228
 Phone Number 824
 News Service AP
 Transcription Service Associated
 Representative Sears & Ayer
 Station Manager George W. Dodds
 Commercial Manager Bill Dill
 Sales Prom. Mgr. Warren J. Thompson
 Chief Announcer Merle Emery
 News Dir., Farm Editor Don Wesley
 Chief Engineer Orval J. Jackson
 Consulting Engineer Fred O. Grimwood

W L B H

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By. Mattoon Bcstg. Co.
 Bus-Studio Address. 17th & Broadway Ave.
 Phone Number 6464
 Transmitter Location Hwy. 45
 Air Time Local sunrise-local sunset
 News Service AP

ILLINOIS

Transcription Service Standard
 Representative Holman
 Membership NARTB, BAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager..... Ken Wooddell
 Sales Promotion Manager..... Dwain Bower
 Program, News Director..... Robert Gwess
 Women's Director..... Phyllis Knight
 Musical Director..... Ken Jakle
 Chief Engineer..... Ray Livesay
 Farm Editor..... Alvin Pigg

W M O K

METROPOLIS—1951—LBS

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Fort Massac Bcstg. Co.
 Address..... Natl. State Bank Bldg.
 Phone Numbers 775-6
 Transcription Service Thesaurus
 New Service UP
 Gen., Sta., Comm. Mgr..... James H. Firmin
 Prog., Prod. Dir..... J. R. Wetherington
 Chief Announcer..... James Hankins
 News Director..... Edwin E. Hill
 Musical Director..... Donald Haverkamp
 Chief Engineer..... Stephen C. Wolf
 Farm Editor..... Gilbert Webb
 Consulting Engineer..... Fred O. Grimwood

W Q U A

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Quad-City Bcstg. Corporation
 Address 1319 5th Avenue
 Phone Number 7000
 Transmitter Location 7th Street Ext.
 Air Time 5 a.m.-12 M
 News Service AP
 Transcription Service Capitol
 Representative..... Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 Exec. V. P., Gen. Mgr. ... G. LaVerne Flambo
 Commercial Manager W. John Grandy
 Program Director Carter Reynolds
 Publicity Director..... Louise Murphy
 News Director..... Glen Broughman
 Chief Engineer..... Harold Higby

W V M C

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By
 J. R. Brewer & S. B. Bellinger
 Phone Number 937
 Air Time Daytime
 News Service UP
 President..... James R. Brewer

AP SELLS

For Stations and Sponsors —

For instance . . . **WIND**

“I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there's a waiting list to purchase our 5-minute AP newscasts.”

JOHN T. CAREY,
 Sales Manager,
 WIND, Chicago, Illinois

ILLINOIS

Gen., Sta. Mgr. Stephen P. Bellinger
 Asst. Manager Vernon Nunn
 Program Director Eugene Garrett
 Chief Announcer Harold Richardson
 News Director Elba Talley
 Chief Engineer Raymond G. Luth

WMIX

MT. VERNON—1946—LBS

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.
 Address 121 N. 9th St.
 Phone Number 3500
 Trans. Location Salem Road
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 President John Russell Mitchell
 Gen., Sta., Comm. Mgr. James E. Muse
 Pgm. Dir., Chief Anncr. Jim Purser
 Production Director Jim McKinney
 News Director Don Michael
 Musical Director Mildred McGill
 Chief Engineer Gera'd L. Stout
 Consulting Engineer A. A. Ring

WOPA

OAK PARK—1950—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 President William L. Klein
 General Manager Egmont Sonderling
 Program Director Martin Bouhan
 Chief Engineer Bryan Wright

WVLN

OLNEY—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Business-Studio Address 302½ E. Main St.
 Phone Number 935
 Transmitter Location 1 Mi. S. of Olney
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Membership NARTB, BAB
 Pres., Gen. Mgr. Marshall H. Poole
 Prog., Prod., News Dir. Bert DeBarr
 Chief Announcer Fred Perry
 Chief Engineer Paul Hartsey
 Musical Director Joe Kosak

WPRS

PARIS—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.

Address 2 Mi. W. Paris on State Rd. 133
 News Service AP
 Transcription Service Capitol
 Pres., Gen. Mgr. Adlai C. Ferguson Jr.
 Pgm., News Dir. Bud Sunkel
 Chief Engineer William Hunt

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 Phone Numbers 3400-01
 Transmitter Midway bet. Pekin & Peoria
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Representative Hal Holman
 Membership NARTB
 Pres., Gen.-Sta. Mgr. W. Kenneth Patterson
 Commercial Manager Margaret M. Horner
 Sales Prom. Mgr., Pub. Dir. George Udry
 Program Director Robert R. Snow
 Production Director Phillip Strand
 News Director Phillip Strand
 Musical Director Charles Timm
 Chief Announcer Stuart Armstrong
 Chief Engineer W. K. Patterson
 Consulting Engineer Fred O. Grimwood

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Bcstg. Co.
 Phone Number 3-3688
 Transmitter Location Bartonville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President Sen. Robert S. Kerr
 General Manager Dean McGee
 Sta., Comm. Mgr. Fred C. Mueller
 Program Director Robert Burton
 Publicity Director Dorothy Klaus
 News Director Larry Finley
 Chief Engineer Wayne Lovely
 Consulting Engineer McIntosh & Inglis

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Illinois Valley Bcstg. Co.
 Business-Studio Address 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location Groveland Township
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 President Timothy W. Swain
 General Manager Tom Gavin
 Commercial Manager Joe Faulkner

ILLINOIS

Pgm., Prod. Dir. Paul Boles
 Publicity Director Lloyd Harvey
 Chief Announcer Robyn Weaver
 News Directors Ralph Smith (day),
 Tom Connor (night)
 Chief Engineer Rudolph Luukinen
 Farm Editor Dick Herm

W M B D PEORIA—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By Peoria Brcstg Co.
 Address 212 South Jefferson Street
 Phone Number 6-0711
 Transmitter Location 1 Mi. S. of Groveland
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, BAB
 Vice Pres., Gen. Mgr. Charles C. Caley
 Commercial Manager Don D. Kynaston
 Prom. Mgr., Pub. Div. Marvin H. Hult
 Program Director Charles Barnhart
 Production Director Charles Miller
 News Director Brooks Watson
 Musical Director Ozzie Osborne
 Chief, Consulting Engr. A. James Ebel
 Farm Editor Emil Bill

W P E O PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By WPEO, Inc.
 Address P. O. Box 1229
 News Service UP
 Transcription Service Lang-Worth
 Representative Pearson
 Membership BAB
 Pres., Gen. Mgr., Chief Engr. T. E. Brewer
 Sta. Mgr., Prod. Dir. Glenn Elliott
 Sales Prom. Mgr. Mlae Podgoiski
 Program Director Bob Lee
 Pub., Music Dir. Jack Lazebnik
 Chief Anncr., News Dir. Dave Ushana

W W X L

PEORIA—1947—LBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By Central Illinois Radio Corp.
 Business-Studio Address Hotel Jefferson
 Phone Number 9106
 Transmitter Location Creve Coeur
 Air Time 6 a.m.-M.
 News Service INS, UP
 Representative Robert Meeker
 President Joseph Giddan
 General Manager Michael Henry
 Sta. Mgr., Prod. Dir. Paul Enright
 Comm., Sls. Prom. Mgr. Dodd Boyer
 Program Director Ed Klein
 Publicity Director Lorraine Unes
 Chief Announcer Lee Rothman
 News Director Justin Clark

Musical Director Marjorie Grant
 Chief Engineer Robert Swadener
 Farm Editor Doyle Yager

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Quincy Bcstg. Co.
 Business-Studio Address Hotel Quincy
 Phone Number 6840
 Transmitter Location Ellington Township
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President T. C. Oakley
 Sta., Gen. Mgr. Joseph S. Bonansinga
 Program Dir. Paul McClelland
 Musical Director Mary Harvey
 Chief Engineer Edmund Derhake
 News Director Gene Terry

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Lee Bcstg., Inc.
 Business-Studio Address W.C.U. Bldg.
 Phone Number 6200

AP SELLS

For Stations and Sponsors —

For instance . . . WQUA

“AP newscasts are a sell-out on this station! They place us head and shoulders above our competition.”

G. LaVERNE FLAMBO,
 Executive Vice President,
 WQUA, Moline, Illinois

ILLINOIS

Transmitter Location.....Melrose Township
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....NARTB, BAB
 President.....Lee P. Loomis
 General Manager.....Walter Rothschild
 Nat. Sales Mgr. (Lee Stas.)...Walter Rothschild
 Commercial Manager.....Lloyd Loers
 Sales Prom. Mgr.....John Phillips
 Program Dir.....Merritt Milligan
 Chief Announcer.....Ralph Lewis
 News Editor.....Robert Eickmeyer
 Chief Engineer.....Urlin Whitman
 Consulting Engineer.....E. C. Page

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rock Island Bcstg. Co.
 Business-Studio Address.....321 18th St.
 Phone Number.....6-5441
 Transmitter.....53rd St., 23rd Ave., Moline
 Air Time.....6 a.m.-12 M
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....Ben H. Potter

Gen. Sta. Mgr.....Leslie C. Johnson
 Commercial Manager.....Maurice Coken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnett
 Prod., News Dir.....C. F. Harrison, Jr.
 Consulting Engineer.....E. C. Page

W R O K

ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By.....Rockford Bcstrs., Inc.
 Bus.-Studio Address.....Rockford Newstower
 Phone Number.....2-6621
 Transmitter Location.....Guilford Road
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 President.....Albert G. Simms
 Gen., Sta. Mgr.....Walter M. Koessler
 Commercial Manager.....John J. Dixon
 Publicity Dir.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Farm Editor.....Don Bowton
 Chief Engineer.....Morey Nelson
 News Director.....Bob Edell

W C V S

SPRINGFIELD—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address.....523 E. Capitol Ave.
 Phone Number.....9855
 Transmitter Location.....3000 So. 4th St.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....BAB
 President.....H. L. Dewing
 Comm., Prom., Gen., Sta. Mgr....C. W. Neeld
 Program, Music Dir.....John Geil
 Prod., Pub. Dir.....Mary Bruemmer
 News Director.....James H. Mitchell
 Chief Engineer.....R. Ashenfelter
 Farm Editor.....Ken Spengler

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Co., Inc.
 Address.....526 Reisch Bldg.
 Phone Number.....6963
 Transmitter Location.....Riverton
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....RCA, Thesaurus
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Gordon Sherman
 Program Director.....Syl Binkin

IN ROCKFORD, ILLINOIS

A \$675 Million (NON-TV) Market

**More advertisers
 reach more listeners
 per advertising dollar
 THAN EVER BEFORE**

WROK **AND** **WROK-FM**
 ABC . . . H-R, Nat'l. Reps.

ILLINOIS

Chief Announcer.....Robert Irving
 News Director.....Pat Fredericks
 Chief Engineer.....Melvin Feldman
 Consulting Engineer.....Weldon and Carr

WTAX SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....Route 66 & E. Cook St.
 Phone Number.....2-4441
 Trans. Location ..U. S. Rt. 66 & E. Cook St.
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed
 Membership.....NARTB, BAB
 President, General Manager...Oliver J. Keller
 Sales Prom. Manager.....Shelby T. Harbison
 Program Director.....John W. Midgely
 Musical Director.....John Beque
 Publicity Director.....Doris Skrljack
 News Dir., Chief Anncr.Glen Farrington
 Chief Engineer.....E. C. Swaringen
 Farm Editor.....Spizz Singer

WSDR STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.

Address.....Lawrence Bldg.
 Phone Number.....Main 3400
 News Service.....UP
 Transcription Service.....Standard, Capital,
 Lang-Worth
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Sam Bartlett
 Comm., Sales Prom. Mgr.....Lillian Bartlett
 Pgm., Prod. Dir.....John Rohwer
 News Director.....Bob Ferguson
 Chief Engineer.....Ed Fisher
 Consulting Engineer.....Edward Jacker

WKID URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By.....Sterling Bcstg. Co.
 Address.....P. O. Box 192
 Phone Number.....75431
 Transmitter Location.....¼ Mi. S. E. Urbana
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Representative ..Joseph Hershey Malgylvra
 Partner, Comm. Mgr.....R. E. J. Snyder
 Partner, Pgm., Prod. Dir.....G. W. Phillippe
 Publicity Director.....Charles Fink
 Chief Announcer.....Stewart Chohran
 News Director.....Harold Nettleship
 Chief Engineer.....John Walfeldt
 Consulting Engineer.....A. James Ebel



You'll Buy This **WHBF** Market
 easier — if you know these facts:

↓
 FACT 1—The Quad-Cities are tied together by proximity, by business and by social bonds into one large metropolitan unit.

FACT 2—The 234,000 people in this metropolitan area reside in the 4 cities similarly to residents in the boroughs of New York.

FACT 3—The Quad-Cities is 82nd in Population and 14th in Effective Buying Income per Capita among Sales Management's 162 metropolitan areas.

FACT 4—The Quad-Cities is 69th in Buying Power

and 76th in Retail Sales among the 162 metropolitan areas.

FACT 5—WHBF with over 25 years of service to the Quad-City Community has won the respect and good will of Quad-Citians. A potent outlet for your sales message to this major market.

Les Johnson — V.P. and Manager

Quad-Cities' favorite

WHBF

AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

ILLINOIS-INDIANA

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By News-Sun Bcstg. Co.
 Business Address P. O. Box 500
 Phone Number Ontario 9000
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative McGillvra
 President Frank W. Just
 Gen., Comm. Mgr. Joseph B. Kirby
 Program Dir. Fritz Sorenson
 Chief Engineer M. D. Hunnicutt, Jr.

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pyramid Radio Bcstg. &
 TV Co.
 Address S. Logan St.
 Phone Number 1390
 News Service UP
 Transcription Service Capitol
 Co-Managers Gerald L. Staten,
 Felix Adams Jr.
 Chief Engineer Jim Young

INDIANA

Pop. April 1, 1952 (Est.) 3,990,000—Total Housing Units 1,233,441
 Families April 1, 1952 (Est.) 1,159,000—Stations in State 46

WCBC

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Civic Bcstg Corp.
 Address Tower Building
 Phone Number 3-5321
 Transmitter Location State Roads 9 and 67
 News Service AP
 Transcription Service World, SESAC
 Representative Hal Holman
 President L. B. Gallimore
 Gen., Comm. Mgr. William Travis
 Sales Promotion Manager Harry Neff
 Program Director Lorraine Travis
 News Director Bill Shannon
 Farm Editor Ted Stamm
 Chief Engineer Robert Crandall

Owned-Operated By Radio Bedford, Inc.
 Address Radio Farm, P. O. Box 169
 Phone Number 4421-4422
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Pres., Gen., Sta. Mgr. William C. Smith, Jr.
 Commercial Manager Louis E. Gaines
 Sales Promotion Manager Larry Incollingo
 Pgm., Prod. Dir. Mary Crites
 Chief Announcer David Johnson
 News Director Noah Miller
 Musical Director Michael Sargant
 Chief Engineer Carl J. Finger
 Consulting Engineer Harold B. Rothrock

WHBU

ANDERSON—1923—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Anderson Bcstg. Corp.
 Business-Studio 640 Citizens Bank Bldg.
 Phone Number 7791
 Transmitter Location 1110 Meridian St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Bolling Co.
 Membership NARTB
 President C. Bruce McConnell
 General Manager John R. Atkinson
 Program Director Sam Roberts
 Chief Engineer L. M. Shroyer
 Consulting Engineer A. D. Ring & Co.

WTTS

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc. Power 5000 Watts d.;
 500 Watts n.
 Owned-Oper. By Sarkes Tarzian
 Business-Studio Address 535 S. Walnut St.
 Phone Number 2-3366
 Transmitter Location 2½ Mi. SE of City
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, World
 Representative Robert Meeker Assoc., Inc.
 Membership NARTB, BAB
 President Sarkes Tarzian
 General Mgr. Glenn Van Horn
 Commercial Manager Robert Lemon
 Sales Prom. Mgr. Ray Bartlett
 Chief Announcer Geo. Fleetwood
 News Director Joe Trimboli
 Chief Engineer Morton Weigel
 Farm Editor Maurice Latimer
 Consulting Engineer Kear & Kennedy

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts

INDIANA

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address.....Lynville Rd.
Phone Number.....980
News Service.....UP
Transcription Service.....Cole
Co.-O., Gen., Comm. Mgr., Chi. Engr.

H. C. Sanders
Co.-O., Asst. Mgr., Pgm., News Dir., Norman Hall
Promotion Manager.....Bill Stevens

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By.....Syndicate Theatres, Inc.
Address.....WCSI Bldg.
Phone Number.....3397
Transcription Service.....Associated, World
News Service.....UP
President.....Joseph P. Finneran

General Manager.....Dick Jewell
Commercial Manager.....Johnnie Dewart
Program Director.....Ernie Kerns
Chief Announcer.....Mike May
Musical Director.....Bob Turek
Chief Engineer.....Paul Kelley
News Dir., Farm Editor.....Charles Powell
Consulting Engineer.....Martin Williams

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....405 Central Ave.
Phone Number.....1950
Transmitter Location.....Summit Ave.
News Service.....UP
Transcription Service.....World, Capitol
Representative.....Burn-Smith Co., Inc.

Secretary.....G. S. Tatman
General Manager.....E. M. Jackson
Program Director.....Ralph T. Underwood
Chief Engineer.....James C. Wulliman

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owner-Oper. By.....The Truth Publishing Corp.
Business-Studio Address.....116 S. Second St.
Phone Number.....3-1960
Transmitter Location.....Oakland Ave.
Air Time.....6 a.m.-M.

News Service.....UP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NARTB
General Mgr.....Richard W. Holloway
Commercial Mgr.....Donald McFall
Chief Engineer.....Lester Zellmer
News Director.....Phillip Haines

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone Number.....4-9215
Transmitter Location.....5th & Vine Sts.
Air Time.....6 a.m.-12:05 a.m.

News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr.....Don Menke
Program Director.....Alex Monahan
Prod., Mus. Dir., Chief Anncr.....Michael Finn
Publicity Director.....Ray Lasher
News Director.....Courtney Smith
Chief Engineer.....William Schultz
Farm Editor.....Kenneth Snapp

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....On The Air, Inc.
Business-Studio Ad.....1001 Diamond Ave.
Phone Number.....21171
Transmitter Location.....Burkhardt Rd.
News Service.....UP

Transcription Service.....World
Representative.....Weed & Co.
Air Time.....6 a.m.-M.

News Service.....UP
Transcription Service.....World
Representative.....Weed

Membership.....NARTB, BAB
President.....Alvin Q. Eades
Gen., Sta., Comm. Mgr.....Martin L. Leich
Local Sales.....Guy R. Crecelius

Prom., Pub. Mgr.....Del Greenwood
Pgm., Prod. Dir.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny
Chief Anncr., News Dir.....Fred Rollison
Consulting Engineer.....John B. Caraway, Jr.

WIKY

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
Owned-Oper. By.....South Central Bcstg. Corp.
Address.....Mt. Auburn Rd. P. O. Box 148
Phone Number.....4-8284
Trans. Loca.....Mt. Auburn Rd. & Bismark St.
Air Time.....Daytime

News Service.....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Indie Shows

Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Commercial Mgr.....John Barrett
News Director.....John Munger

Musical Director.....Ken McCutchan
Chief Engineer.....George F. Stoltz
Consulting Engineer.....Harold B. Rothrock

INDIANA

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.:
1000 Watts n.

Owned-Operated By..... WJPS, Inc.
Business-Studio Address..... 206 Main St.
Phone Number..... 5-2221
Transmitter Location..... Mohr Rd. Bet. 1st &
St. Joseph Ave.

Air Time..... Unlimited
News Service..... AP
Transcription Service..... Standard, World
Representative..... Walker Co.
President..... Robert S. Davis
Gen., Sta. Mgr..... Robert J. McIntosh
Commercial Manager..... Jack D. Frew
Publicity Director..... Betty Sparkman
News, Pgm. Dir..... Jack McLean
Chief Announcer..... Vern Paule
Chief Engineer..... James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.. Radio Fort Wayne, Inc.
Trans. Add. 1205 Ft. Wayne Bank Bldg.
Phone Number..... Anthony 6212
Air Time..... 6 a.m.-M.

News Service..... AP
Transcription Service..... Standard
Representative..... Boiling
President..... C. Bruce McConnell
General Manager..... Robert McConnell
Sta. Comm. Mgr..... Charles E. Kennedy
Program Director..... Paul Price
Chief Engineer..... William Wallace Warren
Consulting Engineer..... Stokes Gresham

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By.. News-Sentinel Bcstg. Co., Inc.
Business-Studio Address.. 201 W. Jefferson St.
Phone Number..... E-3366
Transmitter Location... Lower Huntington Rd.
Air Time..... 6 a.m.-M. (Sunday, 7 a.m.-M.)

News Service..... UP
Transcription Service..... Thesaurus
Representative..... Headley-Reed
President..... Helene R. Foellinger
Gen., Sta. Mgr..... Pierre Boucheron
Commercial Mgr..... Merrill C. Johnson
Prom. Mgr., Pub. Dir. Richard M. Katt
Pgm., Prod. Dir..... Norman Widenhofer
Chief Engineer..... Don Holzapfel
Consulting Engineer..... A. D. Ring

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. Power: 5000 Watts
Owner... Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. 220 E. Jefferson St.
Phone Number..... Anthony 2295

Transmitter Location... Decatur & Maple Rds.
News Service..... UP
Representative..... Raymer
President..... Clarence L. Schus.
General Manager..... Edward G. Thoms
Asst. to Mgr..... Hillard Gates
Commercial Manager..... Carl B. Evans
Program Dir..... Calo O. Mahlock
Chief Engineer..... Eugene A. Chase

WOWO

FT. WAYNE—1925—NBC

Frequency: 1190 Kc. Power: 10,000 Watts
Owner..... Westinghouse Radio Stations, Inc.
Business-Studio Address... 925 S. Harrison St.
Phone Number..... Anthony 2136
Transmitter Location..... Routes 30 & 33
Air Time..... Unlimited

News Service..... UP
Transcription Service..... RCA Thesaurus
Representative..... Free & Peters
Station Manager..... Franklin A. Tooke
Commercial Manager..... Paul E. Mills
Sales Prom. Mgr..... Jess L. Hadsell
Sales Service Director... Hilda C. Woehrmeyer
Program Director..... Carl Vandagriff
Production Director..... Guy Harris
Chief Engineer..... Bruce H. Ratts
Farm Editor..... Jay Gould

WGRY

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By..... WGRY, Inc.
Address..... Lake Hotel
Pres., Gen., Comm. Mgr..... George Whitney
Promotion Manager..... Erick Ericksen
Program Director..... William Miller
Chief Engineer..... H. F. Grounds

WWCA

GARY—1949—LBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By.. Lake Bdcstg Co., Inc.
Address..... 578 Broadway
Phone Number..... 9171
Transmitter Location... 50th and Chase Streets
Air Time..... Unlimited

News Service..... AP
Membership..... NARTB, BAB
Pres., Gen., Sta. Mgr..... Dee O. Coe
Comm., Sls., Prom. Mgr..... Boyd Lawlor
Pgm., Prod. Dir..... Todd Branson
Publicity Director..... Betty Turak
Chief Announcer..... Pete Tanis
News Director..... Morrison Schwartz
Musical Director..... Minerva Tessine
Chief Engineer..... Victor Voss
Farm Editor..... Ev Huddleston
Consulting Engineer..... Commercial Radio

WJOB

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts

INDIANA

Owned-Oper. By.... South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
Transmitter Location...6435 Indianapolis Blvd.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
President.....O. G. Gibbs
Station Manager.....L. B. Weller
Chief Engineer.....Jess Peters

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address...1330 N. Meridian St.
Phone Number.....Lincoln 8506
Transmitter Location.....Millersville Rd.
News Service.....AP, INS
Transcription Service.....Associated
Representative.....Katz
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Prom. Mgr., Pub. Dir.David F. Milligan
Program Dir.....Frank O. Sharp
Chief Announcer.....Lyonel Ludwig
News Director.....E. Gilbert Forbes
Chief Engineer.....Harold Holland
Farm Editor.....Harry Martin

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.;
10,000 n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address 30 W. Washington St.
Phone Number.....Lincoln 2305
Transmitter Location....E. 86th St., Zionsville
Air Time.....24 Hrs.
News Service.....AP, UP
Representative.....John Blair
Membership.....NARTB, BAB
President, Gen. Mgr....Richard M. Fairbanks
Asst. Gen. Mgr.....R. J. Myers
Commercial Manager.....Gilbert I. Berry
Program Director.....William L. Dean
Chief Announcer.....James Shelton
News Director.....Gordon Graham
Chief Engineer.....Robert W. Minton
Farm Editor.....Dixon L. Harper
Consulting Engineer.....A. Earl Cullum, Jr.

W I R E

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.

AP SELLS

For Stations and Sponsors—

For instance . . . WWCA

“At the end of our first year, we received 100% renewals from all our sponsors of AP news!

“We keep a cost analysis of each station department. This analysis shows that our news is our best investment. It produced more revenue than any other program source.”

DEE O. COE,
General Manager,
WWCA, Gary, Indiana

INDIANA

Phone Number..... Plaza 1541
 Transmitter Location... 44th St. & Knollton Rd.
 News Service..... **AP, UP**
 Transcription Service..... World
 Representative..... John E. Pearson
 President..... Eugene C. Pulliam
 V.P., Gen.-Station Mgr.. Willard C. Worcester
 Commercial Manager..... Daniel C. Park
 Prom. Mgr., Pub. Dir..... Ward C. Glenn
 Pgm., Prod. Dir..... M. Wayland Fullington
 Chief Announcer..... Robin Bright
 News Director..... Allan Jeffries (n.).
 Donald Bruce (d.)
 Music Librarian..... Ray Potts
 Chief Engineer..... Eugene E. Alden
 Consulting Engineer. Craven, Lohnes & Culver

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc..... Power: 5000 Watts d.;
 1000 n.

Owned-Oper. By..... Universal Bcstg. Co., Inc.
 Business-Studio Address.. 1440 N. Meridian St.
 Phone Number..... Plaza 4595
 Transmitter Location.. Post Rd. & Rawls Ave.
 Air Time..... 6 a.m.-M.
 News Service..... **AP**
 Transcription Service..... Thesaurus
 Representative..... Bolling
 Membership..... NARTB, BAB
 President..... C. Bruce McConnell
 General Manager..... Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir..... Reid Chapman
 Station Manager..... William H. Spencer
 Prod., Pgm. Dir..... William E. Frosch
 Chief Engineer..... Stokes Gresham, Jr.
 Farm Editor..... Howdy Carlson

W X L W

INDIANAPOLIS—1948

Frequency: 1590 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Radio Indianapolis, Inc.
 Transmitter Address..... 3003 Kessler Blvd.
 Phone Number..... Hickory 6494
 News Service..... **UP**
 Transcription Service..... Capitol
 Representative..... Indie Sales
 President..... Lyman S. Ayres
 General Manager..... Robert D. Enoch
 Program Director..... Greg Smith
 Chief Engineer..... Edward C. Lockwood

W I T Z

JASPER—1948

Frequency: 990 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Jasper on the Air Inc.
 Address..... P. O. Box 167
 Phone Number..... Jasper 678
 Transmitter Address..... Highway 45
 Air Time..... Sunrise-Sunset
 News Service..... **UP**
 Transcription Service..... World

President..... Dr. Gilbert E. Metzger
 General. Sta. Manager..... F. A. Higgins
 Commercial Manager..... George Foulkes
 Publicity Director..... Patricia Frezon
 Prog., News Dir., Farm Ed.. Charles O. Presky
 Chief Announcer..... David Tobak
 Musical Director..... Frank Martin
 Chief Engineer..... Nick Yalowey
 Consulting Engineer..... Harvey Kees

W I O U

KOKOMO—1948—CBS

Frequency: 1350 Kc..... Power: 1000 Watts
 Owner..... North Central Indiana Bcstg. Corp.
 Business-Studio Address..... Radio Center
 Phone Number..... 6194
 Transmitter..... Rd. 26. E. of State Rd. 31
 Air Time..... Unlimited
 News Service..... **AP**
 Transcription Service..... Standard
 Representative..... Weed
 Membership..... NARTB
 President..... Richard Blackledge
 V.P., Gen., Sta. Mgr..... John Carl Jeffrey
 Program Director..... William R. Cox
 News Director..... Robert Bruner
 Chief Engineer..... Chester Rector
 Farm Editor..... Bob Nance
 Consulting Engineer..... Gillette

W A S K

LAFAYETTE—1941

MBS—MIDWEST

Frequency: 1450 Kc..... Power: 250 watts
 Owned-Operated By..... WFAM, Inc.
 Business-Studio Address..... McCarty Lane
 Phone Number..... 4300
 Transmitter Location..... McCarty Lane
 Air Time..... 6 a.m.-12:30 a.m.
 News Service..... **UP**
 Representative..... Ra-Tel
 Transcription Service..... World
 Membership..... NARTB, BAB
 Pres., Gen., Comm. Mgr. O. E. Richardson
 Station Manager..... E. R. Herkner
 Pgm. Dir., Chief Announcer. Richard Fraser
 Chief Engineer..... Harry Garba
 Consulting Engineer..... Frank McIntosh

W L O I

LA PORTE—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Operated By..... La Porte County
 Bcstg. Co., Inc.
 Business-Studio Address..... Rumely Hotel
 Phone Number..... 3734
 Transmitter Location..... Holton Rd.
 News Service..... **AP**
 Transcription Service..... Capitol
 President, Sta. Mgr..... Hoyt H. Scott
 Treasurer, Gen. Mgr..... Dr. Edward Young

INDIANA

WSAL

LOGANSPORT—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Transmitter Location Main at Hamilton
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 President John C. Cotner
 Gen., Sta., Comm. Mgr. Joseph W. Jordan
 Prog., Prod., Pub. Dir. Howard Bright
 Chief Anncr., Farm Editor Ira McCormack
 News Director Ted Burklund
 Chief Engineer Earl Nelson
 Consulting Engineer Kear & Kennedy

WBAT

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts d.
 Owned-Operated By Marlon Radio Corp.
 Business-Studio Address 303½ S. Adams St.
 Phone Number 5500
 Air Time 6 a.m.-12:05 p.m.
 News Service AP
 Transcription Service World
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen-Sta. Mgr. J. H. Bone
 Comm.-Sales Prom. Mgr. Kermit A. Botkin
 Pgm., Prod. Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall
 Chief Announcer, News Dir. William Fowler
 Farm Editor Guy Harris
 Consulting Engineer Commercial Radio

WIMS

MICHIGAN CITY—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 (CP 500 n.)
 Owned-Oper. By Northern Indiana Bcsters.,
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 5-5245
 Transmitter Location Keiffer Rd.
 News Service UP
 Pres., Gen., Sta. Mgr. William N. Udell
 Commercial Managers Al Halus, Robert Beel
 Sales Prom. Mgr. Howard Murdock
 Prog., Prod. Dir. Richard Olsen
 Publicity Director Jean LaGrange
 Chief Announcer Jim Harbart
 News Director John Gleason
 Musical Director Dean Shaw
 Chief Engineer Robert J. Schilling
 Farm Editor Stewart C. McDonnell
 Consulting Engineer Walter Kean

W L B C

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts

Owned-Operated By Tri City Radio Corp.
 Business Address P. O. Box 271
 Phone Number 4403
 Studio-Trans. Location Hwy. 35 SE City
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Walker, Hal Holman
 Pres., Gen. Sta. Mgr. D. A. Burton
 Comm., Prom. Mgr. W. F. Craig
 Program Director Lee Allerton
 News Director Fred M. Hinshaw
 Musical Director Bill Summers
 Chief Engineer Maury Crain
 Consulting Engineer Geo. Davis

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Ohio Valley Bcstg., Inc.
 Address Box 285
 Phone Number 4-2235
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr. Roy L. Hickox
 Commercial Manager Oliver Pedigo
 Pgm. Dir., Chief Anncr. Keith Reising
 Publicity Director Joe Gillman
 News Director Joe Piggott
 Chief Engineer Eugene A. Fischer
 Musical Director Rita Loesch

WPGW

PORTLAND—1951—LBS

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Oper. By Glenn West
 Address R.R. No. 2
 Phone Number 1094
 Transcription Service SESAC
 Membership NARTB, BAB
 Owner, Gen. Mgr. Glenn West
 Pgm. Dir., Chief Anncr. Robert E. Leach
 Consulting Engineer Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By M. R. Lankford
 Address Outer West Broadway
 Phone Number 1250
 News Service AP
 Transcription Service Standard
 President M. R. Lankford
 Gen., Comm. Mgr., Chf. Engr. B. van Davidson
 Program Director Jerry Hirsch
 News, Farm Director Lloyd Ray Harry

WKBV

RICHMOND—1926—MBS

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address 25 S. Ninth St.

INDIANA

Phone Number 2-1156
 Air Time 5:45 a.m.-M.
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative Robert Meeker
 Membership NARTB, BAB
 President Allen McCrea
 Gen., Sta. Mgr. Lester G. Spencer
 Comm., Sls. Prom. Mgr. Roland L. Nusbaum
 Program Director Charles L. Mitchell
 News Director Spencer Danes
 Musical Director Geneta Kern
 Chief Engineer L. J. Duning
 Farm Editors Cedric Miller, Mary Liz Miller
 Consulting Engineer Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Operated By Dr. Azra C. Baker
 Phone Number 1212
 Transmitter 1 Mi. No. of Seymour
 News Service AP
 Air Time Daytime
 Transcription Service Lang-Worth, SESAC
 General Manager Dr. Azra C. Baker
 Commercial Manager Robert E. Shippee
 Sales Prom. Mgr. Herb Arms
 Pgm. Dir., Chief Anncr. Bill Clark
 News Director Harry Bradway
 Chief Engineer Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By South Bend Bcastg. Corp.
 Bus.-Studio-Transmitter Address ... St. Joseph &
 Monroe Sts.
 Phone Number 7-1566
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Bolling
 Membership NARTB, BAB
 President C. Bruce McConnell
 General Manager Robert B. McConnell
 Station Manager Frank Crosiar
 Commercial Manager C. J. Pajakowski
 Sales Prom. Mgr. Robert Nowicki
 Prog., News Dir., Chief Anncr. Jack Melloy
 Chief Engineer Ira D. Kealy
 Farm Editor Bruce Chamberlin
 Consulting Engineer Stokes Gresham, Jr.

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By St. Joseph Valley Bdsg. Corp.
 Address ... 206 So. Main St., Misawaka, Ind.
 Phone Number 5-8620
 Transmitter Location N. Hickory Rd.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World

Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr. F. R. Householder
 Commercial Manager Charlie Sharpless
 Program Director Vince Doyle
 Chief Announcer Johnny Jarvis
 Chief Engineer Francis J. Bock
 Consulting Engineer George C. Davis

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Business-Studio Address ... 223 W. Colfax Ave.
 Phone Number 3-6161
 Transmitter Location 7 mi. S.E. of city
 News Service UP
 Transcrip. Serv. ... RCA Thesaurus, Standard
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President F. A. Miller
 Station Manager Robert H. Swintz
 Commercial Manager Neal B. Welch
 Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
 Program Director Robert J. Drain
 Production Director Oliver Parcher
 Chief Anncr., News Dir. Morton Linder
 Chief Engineer Herbert G. Cole
 Consulting Engineer Millard Garrison

WTCJ

TELL CITY—1948—LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By James R. Brewer
 Business-Studio Address Tell City
 Phone Number 740
 Transmitter Address Highway 66-E
 News Service AP
 Owner, Manager James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Banks of the Wabash, Inc.
 Business-Studio Address 303 S. Sixth St.
 Phone Number Crawford 5034
 Transmitter Location First & Peyton Sts.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Alvin Eades
 Comm., Gen., Sta. Mgr. William F. Rippetoe
 Sales Prom. Manager Sigel A. Roush
 Program Director Harry Frey
 Production Director Ralph McHargue
 Publicity Director Madeline K. Barry
 News Director Howard Stevens
 Chief Announcer Jim Kohl
 Musical Director Leo Baxter
 Chief Engineer Howard Stewart
 Consulting Engineer John Carroway

INDIANA

W T H I

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 120 South 7th Street
 Phone Number Crawford 9481
 Trans. Loca. . . 13th St. & Hasselburger Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service . . . Lang-Worth Library
 Representation Bolling and Co., Inc.
 Membership NARTB, BAB
 President. Anton Hulman, Jr.
 Gen., Sta. Mgr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Lou Froeb
 Program Director Ben Falber, Jr.
 Prod. Dir., Chief Anncr. Robert Kimbro
 Chief Engineer. Don Petit

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address Grand Hotel
 Phone Number 787
 Studio Address 320 Busseron St.
 Transmitter Location. . . Hgwy., N. of Vincennes

Representative. John E. Pearson
 President. Eugene C. Pulliam
 General Manager. Tom Peden
 Program Director Dick Shaughnessy
 Chief Technician Ralph Baldwin

W K A M

WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Kosciusko Bcstg. Corp.
 Address. RFD No. 1
 Phone Number 65
 News Service AP
 Transcription Service Cole
 Representative Hal Holman Co.
 Pres., Gen. Mgr. J. W. Autenrieth, Jr.

W R S W

WARSAW—1951

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Operated By Warsaw Times Union
 Address Times Building
 Phone Number 155
 News Service UP
 Transcription Service Capitol, Lang-Worth
 Representative Hoosier
 President. Raymond B. Williams
 General Manager. C. Reuben Williams
 Comm., Prom. Mgr. William Mollenhour

WHY IS **AP**
 THE BEST?

BECAUSE—**AP** is faster,
 more complete,
 more accurate
 than any other
 news service.

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

Terre Haute's strongest and only Home-Owned station	Represented Nationally by The Bolling Co.
---	--

W T H I
"CBS Radio"

IOWA

Pop. April 1, 1952 (Est.) 2,692,000—Total Housing Units 814,622
Families April 1, 1952 (Est.) 773,000—Stations in State 47

KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Ames Bcstg. Co.
Business-Studio Address 328½ Main St.
Phone Number 3460
Transmitter Location Ontario
Air Time Daytime
News Service UP
Transcription Service Capitol
President W. S. Rupe
Gen., Comm. Mgr. Arthur A. Skinner
Program Director Dwaine Moore
Chief Engineer Doyle D. Kelso

KJAN

ATLANTIC—1950

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By George Basil Anderson
Phone Number 1694
Representative Biddick
News Service AP
Pres., Gen. Mgr. George Basil Anderson
Commercial Manager Leslie Wally
Chief Engineer Bob Falk
News Director Bill Sander

KWBG

BOONE—1949—LBS

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Boone Bcstg. Co.
Address 609 Boone Natl. Bldg.
Phone Number 1590
Transcription Service Standard
News Service UP, INS
Membership NARTB
President Harold L. Fisher
Gen., Sta. Mgr. Stuart Sanders
Asst. Mgr., Pgm. Prod. Dir. G. J. Merker
Chief Engineer Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
Owned-Operated By Burlington Bcstg. Co.
Business-Studio Address National Bank Bldg.
Phone Number 680
Transmitter Location West Burlington
Air Time 6:00 a.m.-M
News Service UP
Transcription Service Standard
Representative Taylor
Membership NARTB
Pres., Gen. Mgr. Gerard B. McDermott
Prom., Comm. Mgr. David H. Steidle
Program Director Richard Mosena
Chief Engineer John Gallino

KCIM

CARROLL—1950—LBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Carroll Broadcasting Co.
Address 520 N. Adams St.
Phone Number 1380
Transcription Service Lang-Worth
News Service UP, INS
Representative Pearson
Membership NARTB, BAB
President C. Everett Bliss
Program Director Bill Parker
Chief Announcer Art Stanley
News Director Bill Mason
Chief Engineer Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Operated By The Gazette Co.
Business-Studio Address 104 First St., SW
Phone Number 4-4194
Transmitter Location Cedar Rapids
News Service AP, INS
Transcription Service Standard
Representative Burn-Smith
Membership NARTB, BAB
Secretary, Vice-President Joseph F. Hladky
General Manager J. F. Hladky, Jr.
Sta., Comm. Mgr. Fred W. Wagenvoord
Sales Prom., Pub. Dir. Edna A. Herbst
Program Director Forest Broders
News Director Dick Yoakam
Chief Engineer Kenneth M. Caldwell
Consulting Engineer George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN
LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cedar Rapids Bcstg. Corp.
Business Address 211 First St., SW
Transmitter 2616 Robbins Road
Phone Number 3-8265
News Service UP
Representative Pearson
President William J. Barron
General Manager John F. Hanssen
Program Director Ralph Willey
Chief Engineer James A. Dickens
News Director Truman Walrod

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By American Bcstg.
Stations, Inc.

Business-Studio Address...Para. Theatre Bldg.
 Phone Number6127
 Transmitter Location.....Marion
 Air Time5 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....RCA, Lang-Worth
 RepresentativeKatz
 MembershipNARTB, BAB
 Exec. Vice-Pres.....William B. Dolph
 General ManagerWilliam B. Quarton
 Commercial Manager.....Lew Van Nostrand
 Promotion Mgr.....Leo F. Cole
 Production Director.....Douglas B. Grant
 Publicity Dir.....Dorothy Cummins
 Chief Announcer.....Bob Leefer
 News Director.....Dick Cheverton
 Musical DirectorEsther Rausch
 Chief Engineer.....George Hixenbaugh
 Farm Editor.....Charles A. Worcester

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By ..Centerville Bdcstg Co.
 Address1910 South Main St.
 Phone Number131, 407
 Transmitter Location1910 South Main St.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeMcGillvra
 MembershipNARTB
 PresidentR. K. Beck
 Gen., Sta., Comm., Mgr.....A. M. Farber
 Chief Engin., Anncr.....Robert K. Reimers
 Farm EditorWarren Langflitt

K C H A

CHARLES CITY—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owns1-Operated By.....Inland Bcstg. Corp.
 Business Address.....Charles City
 Phone Number787
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillvra
 President.....Dean Hollingsworth
 General Manager.....C. E. Wright
 Chief Engineer.....Loring Koesling

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By ..Clinton Bdcstg Corp.
 Address246 Fifth Avenue South
 Phone Number448
 Trans. Location ..13th Ave., No. & Elvira Rd.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativePearson
 MembershipNARTB, BAB
 PresidentW. S. Jacobsen

Gen., Sta. Mgr.....B. M. Jacobson
 Commercial Manager.....Darline Gordan
 Sales Promotion Mgr.....Emmett Hassett, Jr.
 Program Dir., Farm Ed.....Jack Thomsen
 Production Director.....Lucille Scoggins
 News DirectorLee White
 Chief EngineerGerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc.....Power: 500 Watts d.
 Owned-Operated By ..Nonpareil Bdcig. Co.
 AddressP. O. Box 509
 Phone Number.....Co. Bluffs 4041
 Transmitter LocationSouth Omaha Rd.
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription Service.....Lang-Worth,
 Associated. RCA
 MembershipNARTB, BAB
 PresidentRobert R. O'Brien
 Gen., Sta. Mgr.....Robert H. Davis
 Program DirectorHarold Hughes

K S I B

CRESTON—1946

Frequency: 1520 Kc...Power: 1000 Watts d.
 Owned-Oper. By...Southwest Iowa Bcstg. Co.
 AddressCreston
 Phone Number.....55
 TransmitterHighway 34
 News Service.....AP
 Transcription ServiceAssociated
 RepresentativePearson
 President.....Arthur Horning
 Gen., Comm. Mgr.....E. M. Horning
 Program Director.....Dorothy Lindley
 News Director.....Bob Parker
 Chief Engineer.....Floyd George

K S T T

DAVENPORT—1946

LBS-MBS-IOWA TALL CORN

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By ..Davenport Bcstg. Co. Inc.
 Business-Studio Address.....324 Main St.
 Phone Number6-2541
 Transmitter Location.....Milan, Ill.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 President, Gen. Manager.....Hugh R. Norman
 Commercial Mgr.....Neil Conklin
 Production Director.....Warren Anderson

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By ..Tri-City Bdcstg. Co.
 Address805 Brady Street
 Phone Number3-3661
 Transmitter LocationBennendorf
 Air Time6 a.m.-M.
 News ServiceUP

I O W A

Transcription Service Thesaurus
 Representatives Free & Peters, Inc.
 Membership NARTB, BAB
 President Col. B. J. Palmer
 V.P. & Treasurer D. D. Palmer
 Exec. Vice-Pres. Ralph Evans
 Secretary Wm. D. Wagner
 Manager Ernest C. Sanders
 Sales Manager Mark Wodlinger
 Program Director Charles Freburg
 Sales Promotion Dir. Fred A. Reed
 News Editor Bob Frank
 Publicity Director Paul Ives
 Chief Engineer Paul Arvidson
 Consulting Engineer A. D. Ring

K D E C

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Scenic Bcstg. Co.
 Business-Studio Address State Road
 Phone Number 1240
 Transmitter Location 600 Leiv Eiriksson Dr.
 News Service AP
 Transcription Service Associated
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Co-Mgr. Verne Koenig
 Gen. Co-Mgr., Comm. Mgr. Kenneth Bjerke
 Sales Prom. Mgr. John Hansen
 News Director Ray Marshall
 Chief Engineer Curtis Eittreim

K C B C

DES MOINES—1946

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Majestic Bcstg. Co.
 Business-Studio Address 2323 Grand Ave.
 Phone Number 4-3151
 Transmitter Location E. 42nd & Dean Ave.
 News Service AP
 Representative Forjoe
 President Karl Peters
 General Manager Rollo H. Bergeson
 News Director John Goslin
 Chief Engineer Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Independent Bdcstg. Co.
 Address 10th & Mulberry
 Phone Number 2-9191
 Transmitter Location Hartford
 Air Time 6 a.m.-12 M.
 News Service INS, UP
 Transcription Service World
 Representative A. M. Radio Sales Co.
 President Ralph L. Atlas
 Gen., Sta. Mgr. Marvin L. Rosene
 Commercial Manager James L. Kelehan
 Program Director Lee L. Harris
 Publicity Director Janice R. Hull

News Director R. J. Nash
 Chief Engineer Lloyd R. Amoo

K R N T

DES MOINES—1935—ABC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Business-Studio Address 715 Locust St.
 Phone Number 3-2111
 Transmitter Location S.W. 22nd & Park Ave.
 Air Time 6 a.m.-M
 News Service AP, INS, UP
 Transcription Service Standard, Associated
 Station Representative The Katz Agency
 Membership NARTB, BAB
 President Gardner Cowles
 General-Station Managr Bob Dillon
 Commercial Manager Paul Elliott
 Sales Prom. Mgr., Pub. Dir. Joe Hudgens
 Program Director Dick Covey
 Musical Director Wayne Ackley
 Chief Engineer Charles Quentin

K S O

DES MOINES—1945—ABS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By Murphy Bcstg. Co.
 Business-Studio Address 800 Farm Bldg.
 Phone Number 3-0571
 Transmitter Location E. 38th & Broadway
 News Service AP
 Transcription Service Capitol
 Representative Peltry & Co.
 Membership NARTB, BAB
 President Kingsley H. Murphy
 Gen., Comm. Mgr. S. H. McGovern
 Pub., Pgm. Dir. B. C. Baldwin
 News Director Donald McGibney
 Chief Engineer F. E. Bartlett
 Consulting Engineer Jansky & Bailey

K W D M

DES MOINES—1948—LBS

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Des Moines Bcstg. Corp.
 Business-Studio Address 407 Fifth Ave.
 Phone Number 2-8363
 Transmitter Location Levey
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Cole, SESAC, Associated
 Pres., Comm. Mgr. George W. Webber
 General Manager Robert L. Webber
 Program Director Edith D. Webber
 Chief Announcer Ford Roberts
 News Director F. N. Booten
 Musical Director Bill Dutcher
 Chief Engineer Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By Central Bcstg. Co.

I O W A

Business-Studio Address.....914 Walnut St.
 Air Time.....3-7147
 Transmitter Location.....Mitchellville
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC
 Station Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Assistant Manager.....W. W. Woods
 Sales Manager.....Harold Fulton
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Kenneth Gfeller
 News Bureau Manager.....Jack D. Shelley
 Chief Engineer.....Reed E. Snyder
 Farm Editor.....Herb Plambeck
 Consulting Engineer.....A. D. Ring

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address...Eighth Ave. & Bluff Sta.
 Phone Number.....3-7351
 Transmitter Location.....East Dubuque
 News Service.....AP
 Transcription Service.....Associated, World
 Station Representative.....Pearson
 Membership.....NARTB, BAB
 General-Station Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh
 Program Director.....Arnie Slierman
 News Director.....George Freund
 Chief Engineer.....Robert I. Hancock
 Farm Editor.....Gerald McAleece

W D B Q

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone Number.....3-8241
 Transmitter Location.....R. R. No. 2
 Air Time.....6:15 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Robert Meeker
 Exec. V.P., Gen. Sta. Mgr.....James D. Carpenter
 Commercial Mgr.....Harry Hatzembuehler
 Program-Production Dir.....Gleason Kistler
 Publicity Director.....R. E. Carpenter
 Chief Anncr., News Dir.....L. Vaughn Gayman
 Musical Director.....Ethel M. Carpenter
 Chief Engineer.....Barkey-Heim

K V F D

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address.....912 1st Ave. S.

Phone Number.....Walnut 3761
 Air Time.....6 a.m.-12 M.
 News Service.....UP, INS
 Transcription Service.....Lang-Worth
 Representative.....Pearson
 Membership.....NARTB, BAB
 President, General Manager...Edward Breen
 Office Manager.....Lester Person
 Commercial Mgr.....Max Landes
 Sales Prom. Mgr.....Gordon DeKoster
 Farm Edit., Pgm. Dir.....Drexel Peterson
 News Director.....Kenneth Peterson
 Chief Announcer.....Johnny Green
 Chief Engineer.....David G. Sinclair
 Consulting Engineer.....Dillard

K X G I

FT. MADISON—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Operated By.....KXGI
 Business-Studio Address.....Marquette Bldg.
 Phone Number.....1360
 Transmitter Location.....Ft. Madison
 Air Time.....Sunrise to sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Holman
 President.....W. E. Walker
 Gen., Sta. Mgr.....Greg Rouleau
 Commercial Manager.....W. R. Walker
 Sls. Prom. Mgr., Pub. Dir.....Jack Stephen
 Program Director.....Keith Pettack
 News Director.....Chet Szymczak
 Chief Engineer.....Bob Breeding

K X I C

IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Johnson County Bcstg. Corp.
 Bus.-Studio Address...108½ E. Washington St.
 Phone Number.....8-1181
 Transmitter Location...1 Mi. N. of Iowa City
 News Service.....UP
 Representative.....Wm. G. Rambeau
 Transcription Service.....Lang-Worth
 Gen. Mgr., News Dir.....Gene Clavssen
 Program Director.....Herbert D. Olson
 Chief Engineer.....Elliott Full

K O K X

KEOKUK—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By.....Keokuk Bdcstg. Co.
 Address.....500½ Main Street
 Phone Number.....235
 Transmitter Location.....Hamilton, Ill.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....H. W. Stadler
 V.P., Gen., Sta Mgr.....H. O. Totten

I O W A

Prog., Mus. Dir. C. C. Andrews
 Production Director Gerri Rochow
 Chief Announcer Steve Alan
 News Director Bob Rathe
 Chief Engineer James L. Mott
 Farm Editor Don Frost
 Consulting Engineer John H. Mullaney

K F J B

MARSHALLTOWN—1923—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Times Republican Ptg. Co.
 Operated By Marshall Electric Co.
 Business-Studio Address 133 E. Main St.
 Phone Number 3361
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President John W. Norris
 General Manager Paul G. Norris
 Station, Comm. Manager William P. White
 Pgm., Prod., Pub. Dir. Allan N. Schrock
 Musical Dir. Maurice Roseborough
 News Director Robert W. Billman
 Chief Engineer Herbert G. Anderson

K G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Lee Radio, Inc.
 Business-Studio Address 12½ 2nd St., N.E.
 Phone Number 2800
 Transmitter Location Hgwy. 18
 Air Time 5:30 a.m.-12 M.
 News Service AP, UP
 Transcription Service Standard
 Representative Weed
 Membership NARTB, BAB
 President Lee P. Loomis
 Exec. V.P. Herbert R. Ohrl
 Sta., Comm. Mgr. Henry B. Hook
 Sales Promotion Manager Donald Harrer
 Program Director William G. Suter
 Prod. Dir., Chief Anncr. Robert Clausen
 Publicity Director Jane Hertig
 Chief Engineer Roger E. Sawyer
 News Director Charles Hilton
 Farm Editor Dick Arnold
 Consulting Engineer Esterly Page

K R I B

MASON CITY—1948—MBS

TALL CORN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mason City Bcstg. Co.
 Address 5 Second St., S.W.
 Phone Number 5400
 Representative Pearson
 Transcription Service World
 News Service AP
 Partners Louis Abbott, George &
 William Wolf

Gen., Comm. Manager Paul E. Millen
 News Director Bob Cavanaugh
 Chief Engineer Richard J. Kelley

K S M N

MASON CITY—1947

Frequency: 1010 Kc. Power: 500 Watts d.
 Owned-Operated By Mohawk Bcstg. Co.
 Business-Studio Address Weir Bldg.
 Phone Number 5420
 Transmitter Location Hiway 18
 Air Time Sunrise-Sunset
 News Service UP
 Membership NARTB, BAB
 Transcription Service Associated
 Pres., General-Station Mgr. Robert M. Carson
 Commercial Manager Norman W. Rice
 Program Director J. Boyd Harvey
 News Director Howard Campbell
 Chief Engineer Hubert J. Marshall
 Consulting Engineer Weldon & Carr

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Muscatine Bcstg. Co.
 Transmitter Address Mulberry at Houser
 Phone Number 860
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus, Associated
 Representative Pearson
 Membership NARTB, BAB
 Comm., Gen., Sta. Mgr. George J. Volger
 Program Director Donald Woolen
 Musical Director Thelma Volger
 News Director James Ryan
 Chief Engineer Tom Winn
 Consulting Engineer Chambers & Garrison

K O E L

OELWEIN—1950—TALL CORN

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120-1
 Air Time 6 a.m.-M.
 Representative Pearson
 Transcription Service Thesaurus
 News Service UP
 Membership BAB
 President A. E. Schneider
 Gen., Sta., Comm. Mgr. W. J. Teich
 Sales Prom. Mgr. Donald McKee
 Prog., Prod., Mus. Dir. Robert Morrow
 Pub., News Dir. Don Ballinger
 Chief Announcer Dave Melton
 Chief Engineer Ralph Giese

K B O E

OSKALOOSA—1950

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Oskaloosa Bcstg. Co.
 Address P. O. Box 273

I O W A

Phone Number 301
Transcription Service Standard
News Service AP
Representative McGillvra
Membership NARTB, BAB
President E. W. Wenrick
General, Sta. Manager Ken Kilmer
Chief Engineer Robert W. Moore
News Director Lew Hudson

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KBIZ, Inc.
Address Seven Acres
Phone Number 5600
Transmitter Location Community Gardens
News Service AP
Transcription Service World
President, General Mgr. James J. Conroy
Station Manager Eleanor M. Haling
Commercial Mgr. Alice E. Fisher
Program Director Larry Shepard
Chief Engineer Lloyd Hanson
Consulting Engineer Commercial Radio

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Capital Bcstg. Co.
Address Shenandoah
Phone Number 1302
News Service AP
Transcription Service World, SESAC
Representative Pearson
President C. J. Abbott
Gen., Comm. Manager C. Earl Williams
Chief Engineer Franz Cherny
Program Director Earl Blakesley
Prom. Mgr., News Dir. Clair Gross

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By May Bcstg. Co.
Phone Number 192
Transmitter Location 1 ml. NE of
Shenadoah on Hgwy. 48
Air Time Unlimited
News Service AP, UP
Transcription Service Capitol
Representative Avery-Knodel, Inc.
Membership NARTB, BAB
President Edward W. May
General Manager Owen Saddler
Station Manager Anthony Koelker
Comm. Mgr. H. O. Peterson
Sales Prom. Mgr., Pub. Dir. H. B. Arkoff
Program Director Wayne Beavers
Chief Announcer Warren Nielson
News Director Ralph Childs
Musical Director Virginia White
Chief Engineer R. J. Schroeder

Farm Editor Merrill Langfitt
Consulting Engineer Wm. L. Foss

K C O M

SIoux CITY—1949—LBS

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By KCOM Bcstg. Co.
Address 620 Insurance Exchange Bldg.
Phone Number 8-0628
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Pearson
President & Manager Dietrich Dirks
Commercial Manager Sheldon Singer
Sales Prom Mgr. L. G. Roley
Pgm. Dir., Ch. Anncr. E. P. Bouchier
News Director Millord Miller
Chief Engineer Al Smith
Farm Editor M. D. Burgess
Consulting Engineer McIntosh & Inglis

K S C J

SIoux CITY—1927—ABC

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By Perkins Bros. Co.
Business-Studio Address 415 Douglas St.
Phone Number 5-7993
News Service AP
Transcription Service Lang-Worth, World
SESAC
Representative George P. Hollingbery
Membership NARTB, BAB
President W. R. Perkins
Station-Commercial Mgr. E. T. Flaherty
Program Director Elizabeth Sammons
Sls. Prom. Mgr., Pub. Dir. Jean Harraday
Chief Engineer S. C. Dier

K T R I

SIoux CITY—1938—MBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By Sioux City Bcstg. Co.
Business-Studio Address Commerce Bldg.
Phone Number 8-0165
Transmitter Location Dakota City, Neb.
News Service UP
Transcription Service Thesaurus
Representative O. L. Taylor Co.
Membership NARTB, BAB
President John C. Kelly
Gen., Sta., Comm. Mgr. E. J. Huber
Sales Prom. Mgr., Pub. Dir. Lennon Kelly
Pgm., Prod. Dir. Bob Hansen
Chief Engineer Willard Easterly
Consulting Engineer Commercial Radio

K I C D

SPENCER—1942—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Iowa Great Lakes Bcstg. Co.
Address Box 631
Phone Number 1240
News Service AP

IOWA — KANSAS

Transcription Service . . . Standard, Associated
 Representative . . . Pearson
 Membership . . . NARTB
 Pres., General Mgr. Ben B. Sanders
 Commercial Director Lynn Bickett
 Program Director Mason Dixon
 Production Director Tom Shumate
 News Director Harvey Sanford
 Chief Engineer Elson Kanago

KAYL

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Cornbelt Bcstg. Co.
 Phone Number 1490
 Transmitter Location Hgwy. 71
 News Service AP
 Transcription Service World, Capitol
 Membership NARTB, BAB
 President O. J. Grau
 Gen., Comm. Manager James J. McCord
 Program Director P. R. Benson
 News Director Budd Duvall
 Chief Engineer Howard L. Carlson
 Farm Editor Bob Graham

KBOK

WATERLOO—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. By Waterloo Bcstg. Co.
 Address 620½ Lafayette St.
 Phone Number 6851
 Representative McGillvra
 News Service UP
 Gen. Mgr. & Secty. John M. Printup

KWVL

WATERLOO—1947—MBS

Frequency: 1330 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By . . . Black Hawk Bdcstg Co.
 Address Hotel Russell Lamson
 Transmitter Location Lafayette Rd.
 News Service AP

Transcription Service Capitol
 Representative Headley-Reed
 Pres., Gen., Sta. Mgr. Ralph J. McElroy
 Commercial Manager Donald E. Inman
 Sales Prom. Mgr. Virgil D. Clark
 Pgm., Prod. Mgr. Warren Mead
 Pub., Mus. Dir., Chief Anncr. Raymond Starr
 News Dir., Farm Editor Edwin L. Falk
 Chief Engineer Walton W. Wilson
 Consulting Engineer McIntosh & Inglis

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By Josh Higgins Bcstg. Co.
 Business-Studio Address Insurance Bldg.
 Transmitter Location Dysart
 News Service INS
 Transcription Service SESAC
 Representative Avery-Knodel
 President, Gen., Station Manager Joe DuMond
 Sales Promotion Mgr. A. J. DuMond
 Program Dir. Emlyn Owen
 Publicity Director Pearl Kimball
 Production Director W. E. Morse
 News Director Grant Price
 Chief Engineer Don Kassner
 Consulting Engineer A. James Ebel

KJFJ

WEBSTER CITY—1950—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Land O'Com Brdctrs.
 News Service AP
 Transcription Service Thesaurus, Capitol
 Membership NARTB, BAB
 President Charles V. Warren
 Gen., Comm. Mgr. Wayne J. Hatchett
 Pgm., News Dir., Farm Editor G. D. Warland
 Production Director Russ Bauer
 Publicity Director Betty Trowbridge
 Chief Announcer Wayne Oleson
 Chief Engineer Ronald Alsin
 Consulting Engineer Commercial Radio

KANSAS

*Pop. April 1, 1952 (Est.) 1,980,000—Total Housing Units 626,087
 Families April 1, 1952 (Est.) 577,000—Stations in State 36*

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . The KSOK Bdcstg. Co.
 Phone Number 2666
 Trans. Loca. 1 Mi. No. of Arkansas City
 News Service AP
 Transcription Service Lang-Worth
 President Oscar S. Stauffer
 General Manager S. C. Thompson

Program Director George Carroll
 News Director Arlan Young
 Chief Engineer Edward H. Hewe

KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Griffith-Buening Bdstg. Co.
 Address Fifth & Kansas Ave., Atchison
 Phone Number 2447 Atchison
 Transmitter Location Halls, Missouri

KANSAS

Air Time..... 5:45 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard Radio
 Partners..... J. M. Griffith & P. H. Buening
 Program, News Director..... Jack Lloyd
 Publicity Director..... Edna Shelly
 Chief Engineer..... Claude Kramer
 Farm Editor..... J. M. Griffith
 Consulting Engineer..... John Heffelfinger

K G G F

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By..... The Midwest Bcstg. Co., Inc.
 Business-Studio Address..... 8th & Elm
 Phone Number..... 1843-4
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... World
 Representative..... Weed
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Richard M. Seaton
 Prom., Sta. Mgr..... Robert L. Pratt
 Commercial Manager..... E. B. Spoonamore
 Pgm., Prod. Dir..... Richard S. Embody
 Chief Announcer..... Vic Lindsey
 News Director..... Kieth Upson
 Chief Engineer..... J. S. Jaminet
 Mus. Dir., Farm Editor..... Joe Cook
 Consulting Engineer..... A. Earl Cullum

K X X X

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned-Oper. By..... Western Plains Bcstg. Co.
 Phone Number..... 790
 Transmitter Location..... Colby
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... SESAC, Thesaurus
 Representative..... Headley-Reed
 President..... Don Searle
 Gen., Sta. Mgr..... George A. Nickson
 Program Dir..... Ed Mason
 Publicity Dir..... Quint McCredie
 News Director..... Frank Frost
 Chief Engineer..... U. L. Lynch

K G N O

DODGE CITY—1930—KBS-LBS

Frequency: 1370 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Oper. By..... Dodge City Bcstg. Co.
 Business Address..... Globe Bldg.
 Phone Number..... 1370
 Transmitter Location..... W. Park St.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Art Hagg
 Membership..... NARTB, BAB
 President..... J. C. Denious
 Program Director..... Herschel Holland

General Manager..... W. Elliott
 Chief Engineer..... Duane Hoisington
 Farm Editor..... Gail Hamilton

K T S W

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Emporia Bcstg. Co., Inc.
 Business-Studio Address..... Soden's Grove
 Phone Number..... 153-4
 Transmitter Location..... Soden Grove
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service..... World, Thesaurus
 Membership..... NARTB, BAB
 President..... Robert Reed
 V.P., Gen. Mgr..... Max B. Bicknell
 Secretary..... Vic Hielt
 Commercial Manager..... Lyle Ticknor
 Sales Prom. Mgr..... Chuck Wilson
 Pgm., News Dir..... Bruce Wimer
 Treasurer..... G. F. Reed
 Sports Director..... Sid Rose
 Chief Announcer..... Kay Melia
 Chief Engineer..... Everett Thompkins

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Ark Valley Bcstg. Co., Inc.
 Business-Studio Address..... Box 878
 Phone Number..... 3041
 Transmitter Location..... 1½ Mi. N.W. City
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Hal Holman Co.
 General Manager..... Dale E. Kern
 Program Director..... Margaret S. Kern
 Chief Engineer..... E. D. Casey

K I U L

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Telegram Publishing Co., Inc.
 Business-Studio Address..... 509½ N. Main St.
 Phone Number..... 4581
 Transmitter Location..... Warner Terrace
 News Service..... AP
 Transcription Service..... World
 President..... Robert B. Reed
 General Manager..... Robert Wells
 Commercial Manager..... Doug Hough
 Program Director..... Tony Jewell
 Chief Engineer..... Gene Conjurske

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Goodland Bcstg. Co.
 Business-Studio Address..... Hotel Howard
 Phone Number..... 331
 News Service..... UP
 President, General Mgr..... James E. Blair
 Chief Engineer..... Lyle Fick

KANSAS

K V G B

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By: KVGB, Inc.
 Business-Studio Address: Cork Bldg.
 Phone Number: 4317
 Transmitter Location: 4 Mi. SW of Great Bend
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: John E. Pearson
 Membership: NARTB, BAB
 President: Helen T. Coogan
 V.P., Gen., Sta. Mgr.: Grover C. Cobb
 Asst. Mgr.: Sherwood R. Parks
 Commercial Manager: Bill J. Jarvis
 Mus., Pgm. Dir.: Ray H. Beals
 Chief. Anncr., News Dir.: James F. Heaton
 Chief Engineer: Chester A. Wallack
 Consulting Engineer: John B. Heffelfinger

K A Y S

HAYS—1948—KBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: KAYS, Inc.
 Phone Number: 1700
 Studio-Transmitter Address: 2450 Hall St.
 Air Time: 6:30 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Thesaurus, Capitol
 Membership: NARTB, BAB
 President: Frank Motz
 Gen., Sta. Mgr.: Bob Schmidt
 Program Director: Jim Ayers
 Promotion Manager: Bud Ryan
 Chief Engineer: Glen Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Nation's Center Bcstg. Co.
 Business-Studio Address: 427 N. Main
 Phone Number: 5202
 Transmitter Location: 17th & Harding Sts.
 Air Time: 18 Hrs.
 News Service: AP
 Representative: Walker
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Bess Marsh Wyse
 Commercial Manager: Gerald Toland
 Production Director: Mel Haines
 Chief Engineer: James Riley

K W H K

HUTCHINSON—1946—KBS

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By: KWHK Bcstg. Co., Inc.
 Business-Studio Address: 18 W. 5th St.
 Phone Number: 3-100
 Transmitter Location: Hutchinson
 Air Time: Sunrise-Sunset
 News Service: AP

Transcription Service: Standard
 Representative: Irene Griffith, Everett-McKinney
 President: James E. Murray
 Sec.-Treas., Gen. Mgr.: Vern Minor
 Prom., Comm. Mgr.: Gren Darling
 Program Director: Malcolm West
 Publicity Director: Don Salmon
 Musical Director: J. Bruce Murray
 Chief Engineer: Millary Clary
 Consulting Engineer: Earl Cullum

K I N D

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By: Central Bcstg., Inc.
 Bus.-Studio-Transmitter: Professional Bldg.
 Phone Number: 1010
 Transmitter Location: 16th & Maple
 News Service: AP
 President: J. Nelson Rupard
 Program Director: Les Brecht
 Chief Engineer: James Teats

K J C K

JUNCTION CITY—1949

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Junction City Bcstg. Co.
 Address: 724½ No. Washington St.
 Phone Number: Junction City 1477
 Trans. Loca.: 3 Mi. S. of city, on U. S. 77
 Air Time: Sunrise-Sunset
 News Service: UP
 Transcription Service: Microgroove
 Membership: NARTB, BAB
 Sta., Gen. Mgr.: R. L. Weir, Jr.
 Comm., Sls. Prom. Mgr.: James Platt
 Program Director: Arthur E. Cowan
 News Director: Bernard Hawley
 Chief Engineer: John Stone

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KCKN Bcstg. Co., Inc.
 Business Address: 823 Walnut
 Phone Number: Victor 3864
 Transmitter Location: 901 N. 8th St.
 Air Time: 6 a.m.-11 p.m.
 News Service: AP, UP
 Transcription Service: Lang-Worth, Standard
 Representative: Capper Publications
 President: W. A. Bailey
 General Manager: Ben Ludy
 Sta., Comm. Manager: Joe Story
 Pgm., Prod. Dir.: George Stump
 Chief Engineer: Max Williams
 Consulting Engineer: Chambers & Garrison

K L W N

LAWRENCE—1951

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Operated By: Lawrence Bcstrs. Inc.
 Address: Lawrence
 News Service: UP

KANSAS

Transcription Service Lang-Worth
 Gen., Comm. Mgr. Arden Booth
 Program Director..... Ed Hundle
 Chief Engineer..... Gerald Gray

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By ..Leavenworth Bdcstg. Co.
 Address418½ Cherokee
 Phone Number 3620—3621
 Transmitter Location..... R.R. No. 2
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 President Alf M. Landon
 Gen., Sta., Comm. Mgr. M. L. Gleason
 Sales Prom. Mgr..... Bob Buis
 Program, Prod. Director..... Frank Smith
 Chief Announcer..... Chet Kozak
 Chief Engineer..... David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Oper. By Seward County Bcstg. Co.
 Business-Studio Address..... E. 8th St.
 P. O. Box 311
 Phone Number 3891
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Membership NARTB, BAB
 President Alf M. Landon
 General Manager..... Leon S. Salathiel
 Commercial Manager..... Roy Pearce
 Program Director..... Larry Filkins
 Chief Engineer..... Wayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Manhattan Bcstg. Co.
 Address..... 114 No. 4th St.
 Phone Number 4451
 Transcription Library..... RCA, SESAC
 News Service AP
 President..... Fred A. Seaton
 General Manager..... Ray L. Kozak
 Commercial Manager..... Bill Friday
 Program Director..... Marvin Houtz
 Chief Annctr., News Dir..... Brandon Chase
 Chief Engineer..... Herbert P. Lavin

KNEX

McPHERSON—1949—LBS

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Operated By.... McPherson Bcstg. Co.
 Address..... P. O. Box 186
 Phone Number 1540
 Transmitter Location ... 2 Mi. So. of McPherson
 News Service AP
 Transcription Service SESAC

President Evart Mills
 General Manager Henry Dais
 Commercial Mgr..... Vance Archer
 Chief Engineer..... Claude Hughes
 Consulting Engineer..... Ted Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
 Address 131 E. Park Street
 Phone Number 1200
 Trans. Loca. 1 Mi. So. of Olathe
 Transcription Service Capitol
 Representative Continental
 Commercial Manager John M. Henry
 General Manager..... Wm. T. Sutherland, Jr.
 Program Director..... James M. Wear

KOFQ

OTTAWA—1949

Frequency: 1220 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Ottawa Bcstg. Co.
 Transmitter Address..... 2000 So. Main Street
 Phone Number 1045
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. J. N. Jobes
 Sta. Mgr., Farm Edit. Herbert M. Jobes
 Prom., Comm. Mgr..... Thomas F. Ruble
 Chief Engineer..... Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Business-Studio Address..... 1904 Broadway
 Phone Number 4050
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Thesaurus, Associated
 President Clyde M. Reed, Jr.
 General Manager..... Raeburn D. Drenner
 Chief Engineer..... Larry Freisner

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc..... Power: 10,000 Watts d.,
 5,000 n.
 Owned-Oper. By .. The Pittsburg Bcstg. Co., Inc.
 Business Address..... P. O. Box 603
 Phone Number 2165
 Transmitter Location ... 3½ Mi. E. of Pittsburg
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service World
 Representative..... John E. Pearson
 Membership NARTB
 President..... E. V. Baxter
 Gen., Sta., Comm. Mgr. R. E. Wade
 Chief Announcer..... Lou Martin
 Chief Engineer..... Leo Stafford

KANSAS

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By KSEK Bcstg. Co., Inc.
 Business-Studio Address Box 610
 Phone Number 742
 Trans. Loca. E. Quincy St. (extended)
 Air Time 6:29 a.m.-10.30 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Cooke
 President O. S. Stauffer
 General Manager Thad M. Sandstrom
 News Director John Hendry
 Chief Engineer Ray Brasch

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By KSAL, Inc.
 Bus.-Studio Address 201 W. Iron Ave.
 Phone Number 3701
 Transmitter Location Hiway 40
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President R. J. Laubengayer
 Station Mgr. R. V. Jensen
 Sales Promotion Manager C. R. Lamer
 Program Director Al Thompson
 Publicity Director L. E. Fullen
 News Director A. E. Horner
 Chief Engineer Donald Engelhardt
 Farm Editor U. D. Slater
 Consulting Engineer A. Earl Cullum

KJAY

TOPEKA—1947—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Transmitter Location Lake Linge
 Air Time 6 a.m.-M.
 News Service INS
 Representative Forjoe
 General Manager Norwood J. Patterson
 Station Manager David G. Roberts
 Pgm., News Dir. Allen Franklin
 Chief Engineer Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles B. Axton
 Address 214 W. 6th St.
 Phone Number 4-3444
 Transmitter Location North Buchanan

Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Owner, Gen., Sta. Mgr. C. B. Axton
 Commercial Manager Allan Curnutt
 Asst. Manager Marie M. McKinney
 Pgm., Prod. Dir. Jack Warren Ostrode
 Musical Director Charles Christian
 Chief Engineer Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address 1035 Topeka Blvd.
 Phone Number 3-2377
 Transmitter Location 7 Mi. W. of Topeka
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 President H. S. Blake
 General-Station Manager Ben Ludy
 Commercial Manager Hilton Hodges
 Prog., Prod. Dir. Maude Carlson
 Publicity Director Allan Young
 Chief Engineer Lewis Dickensheets
 Farm Editor Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WREN, Bdcstg. Co., Inc.
 Business-Studio Address 411 W. 10th St.
 Phone Number 2-0505
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President R. C. Jackman
 Business Manager Fred L. Conger
 Sales Promotion Manager Gerald K. Barker
 Program Director Max Falkenstein
 Chief Anncr., Music Dir. Robert Richmond
 News Dir., Farm Editor Frank Jones
 Chief Engineer Carl B. Blesner

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Business-Studio Address 418 W. Douglas Ave.
 Phone Number 4-9369
 Transmitter Location 19th & Hydraulic Sts.
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 General Manager Jack Todd
 Commercial Manager Martin Bass
 Pgm., News Dir. Graeme Fletcher
 Chief Engineer Harold Newby

KANSAS—KENTUCKY

K A N S

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....Taylor Radio & TV
Business-Studio Address.....1015 N. Broadway
Phone Number.....4-2387
Transmitter Location.....5560 W. 13th St.
Air Time.....5 a.m.-2 a.m.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....O. L. Taylor Co.
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Commercial Manager.....Dudley Tichenor
Sales Promotion Manager.....Russell L. Lowe
Program Director.....Vernon E. Reed
Production Director.....Justin Bradshaw
Chief Announcer.....Stan Hagan
News Director.....George Gow
Chief Engineer.....Ted Heithecker
Consulting Engineer.....Earl Cullum

K F B I

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.;
1000 Watts n.

Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number.....2-1447
Trans. Location.....42nd & B'way
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....D. W. McCoy, Sr.
Sales Promotion Manager.....C. Sewell
Program Dir.....George Wells
Production Director.....B. J. Price
Publicity Director.....Marie MacDonald
News Director.....Bob Gadberry

Musical Dir.....James Carpenter
Chief Engineer.....K. W. Pyle

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By.....Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number.....2-4491
Transmitter Location.....RR 3
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Edward Petry
Membership.....NARTB
President.....John Rigby
General Manager.....Frank V. Webb
Comm. Mgr.....Robert Hlx
Sales Promotion Manager.....Bob Payne
Program Director.....Thomas Bashaw
Publicity Director.....Marjory Bassett
Chief Announcer.....Don Anderson
Chief Engineer.....Virgil Hinshaw
Consulting Engineer.....Kear & Kennedy

K W B B

WICHITA—1951—LBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By.....Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number.....7-1265
Air Time.....6 a.m.-M.
Transcription Service.....Capitol, Thesaurus
News Service.....AP
Representative.....Pearson
Membership.....NARTB, BAB
President.....Louis Levand
Gen., Sta. Mgr.....J. Milton Hall
Sales Manager.....Robert M. Kent
Program Director.....Donald Wells
Prod. Dir., Chief Anncr.....Chick Martin
Publicity Director.....Gordon Hittenmark
News Director.....Kerm Trimble
Chief Engineer.....Ralph McClellan
Consulting Engineer.....A. D. Ring

KENTUCKY

*Pop. April 1, 1952 (Est.) 3,071,000—Total Housing Units 821,271
Families April 1, 1952 (Est.) 761,000—Stations in State 46*

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Ashland Bdcstg. Co., Inc.
Address.....120 20th Street
Phone Number.....3010
Trans. Location.....48th & Clay Streets
Air Time.....6 a.m.-12:30 a.m.

News Service.....UP
Trans. Service.....World, Thesaurus
Representative.....John E. Pearson
Membership.....NARTB, BAB
President.....Gilmore N. Nunn
Comm., Gen., Sta. Mgr.....Charles C. Warren
Sales Prom. Mgr.....Whitney R. Martin
Pgm., Prod., News Dir.....George Marshall
Musical Director.....Frank Lawson
Chief Engineer.....Clarence W. Weaver

KENTUCKY

WKCT

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Daily News Bdcstg. Co.
Address Park Row
Phone Number 4325
Trans. Location Richardsville Road
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative J. H. McGillvra Inc.
President J. Ray Gaines
Sta., Gen. Mgr. Al Temple
Commercial Manager Houston Griffin
Prod., Pgm. Dir. Dee Huddleston
Publicity Director Audrey Jackson
Chief Announcer James Topmiller Jr.
News Director Al Temple
Chief Engineer Jack Hendricks

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1410 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Bowling Green Bcstg. Co.
Address 901 Fairview Ave.
Phone Number 3212
News Service AP
Transcription Service Capitol
Representative Burn Smith
Pres., Gen. Mgr. Ken D. Given
Commercial Manager Robert Proctor
Promotion Manager William Kuznitsof
Program Director Bill Stamps
Chief Engineer Rondal L. Miller

WLCK

CAMPBELLSVILLE—1951

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Taylor County Bcstg Co.
Address P. O. Box 248
Phone Number 380
News Service UP
Transcription Service Capitol. Lang-Worth.
Cole
President R. P. Thompson
General Manager Russell F. Honeyman Jr.
Commercial Manager Custer Ruley
Program, News Director Tom Carlisle
Promotion Manager Reynolds Large
Chief Engineer James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By South Central Kentucky
Bcstg. Co., Inc.
Business-Studio Address 203 E. Main St.
Phone Number 250

Transmitter Location On State Hwy 55, 3/4
Mi. N. of Campbellsville

Air Time Daytime
News Service UP
Transcription Service World, SESAC
President H. T. Parrott
Gen.-Station Mgr. James Shacklette
Sales Promotion Mgr. Frank Hayden
Chief Announcer Ken Knight
News Director Dan Holt
Chief Engineer Harvey Kingsbury
F a m Editor C. V. Bryan
Consulting Engineer Arnold Henderson

WAIN

COLUMBIA—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-County Bcstg. Corp.
Address Columbia
Phone Number 232
News Service UP
Trans. Ser. MacGregor, Thesaurus
President, General Manager S. C. Bybee
Commercial Manager Lanier Burchett
Prom. Mgr., Pgm. Dir. Rex Osborne
Chief Engineer Edwin P. Healy
News Director Oris Gowen

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By Corbin Times-Tribune, Inc.
Business Address Kentucky Ave. & Monroe St.
Phone Number 123-4, 1071
Trans. Location Woodbine Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World, Keystone
President J. Springer Robinson
General Manager John L. Crawford
Station Manager Kenneth Turner
Commercial Manager S. G. Hembree
Chief Engineer Russell Henson
Consulting Engineer A. D. Ring

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By WZIP, Inc.
Bus.-Studio Address Sixth & Madison Aves.
Phone Number Juniper 5300
Transmitter Location Eighth & Horton Sts.
Air Time Daytime
News Service AP
Trans. Serv. World, Lang-Worth
Membership NARTB, BAB
Pres., Gen.-Comm. Mgr. Arthur L. Eilerman
Pgm., Prod., Dir. E. C. Toleman
Chief Announcer Stephen Crane
Publicity Director Arthur L. Eilerman
News Director Walter Rehbaum
Musical Director Earl Jenkins
Chief Engineers H. DeArmond E. C. Toleman

KENTUCKY

W C P M

CUMBERLAND—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Blanford Radio Co.
 Address... WHLN, Harlan, Ky.
 President... R. B. Helms

W H I R

DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Commonwealth Bcstg. Corp.
 Address... P. O. Box 234
 Phone Number... Danville 1230
 Transmitter Location... Burgin Road
 Air Time... 5:55 a.m.-11 p.m.
 News Service... UP
 Transcription Service... World
 Representative... Hal Holman Co.
 Membership... NARTB, BAB
 Pres., Comm. Mgr... W. T. Isaac
 V.P., Pgm., News Dir... David B. Highbaugh
 Chief Engineer... Henry C. Lovell
 Consulting Engineer... J. C. McNary

W I E L

ELIZABETHTOWN—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Elizabethtown Bcstg. Co.
 Address... P. O. Box 347
 Phone Number... 5151
 Air Time... 5 a.m.-11 p.m.
 Transcription Service... Associated, World
 News Service... UP
 Membership... NARTB, BAB
 President... J. W. Hodges
 Gen., Sta. Mgr... Walter T. Gaines
 Chief Engineer... Thomas Moore Baldwin

W F K Y

FRANKFORT—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Frankfort Bcstg. Co., Inc.
 Transmitter Address... Ky. Ave. Extended
 Phone Number... 48281
 News Service... AP
 Transcription Service... Capitol
 Representative... Burn-Smith
 Pres., Gen. Mgr... James F. Cox
 Program Director... Alma LaFontaine
 Chief Engineer... Donald Peltz

W F U L

FULTON—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By... Ken-Tenn Bcstg. Corp.
 Address... P. O. Box 482
 Phone Number... 1270
 News Service... UP
 President of Board... Dr. R. W. Bushart
 Sta. Mgr., Pgm. Dir... Jack A. Dill
 Commercial Manager... Tommy Lovelace
 Chief Engineer... John Garrett Jr.

W K A Y

GLASGOW—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Glasgow Bcstg. Co., Inc.
 Transmitter Address... Happy Valley Rd.
 Phone Number... 598, 632
 News Service... UP
 Transcription Service... World
 President... Gordon E. Brown
 General Manager... Jack Eversole
 Commercial Manager... J. M. Barrick
 Program Director... Freeman Cherry
 Chief Announcer... Lou Ellis
 Chief Engineer... C. H. Hulase

W H L N

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Blanford Radio Co., Inc.
 Address... S. Main St.
 Phone Number... 625-6
 Air Time... 6 a.m.-11:15 p.m.
 News Service... AP
 Transcription Service... RCA, Thesaurus
 Representative... Burn-Smith
 Membership... NARTB
 President, Gen. Mgr... R. B. Helms
 Comm., Sta. Mgr., Pgm. Dir... J. T. Morgan
 News Director... Cawood Ledford
 Chief Engineer... J. Francke Fox, Jr.
 Consulting Engineer... Lewis King

W K I C

HAZARD—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... BMG Bcstg. Corp.
 Address... Peoples Bank Building
 Phone Number... Main 720
 Transmitter Location... Walkertown Sta.
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 Transcription Service... World
 Representative... Thomas F. Clark Co.
 President... Fred B. Bullard
 Gen., Sta. Manager... Richard H. Goodlette
 Chief Engineer... James C. French
 Program Director... Charles W. Metcalf
 Commercial Manager... Leslie H. Lamb

W S O N

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Oper. By... Henderson Bcstg. Co., Inc.
 Bus-Studio-Transmitter Address... Zion Rd.
 Phone Number... 3923
 News Service... UP
 Transcription Service... World
 Representative... Meeker
 Membership... NARTB, BAB
 Pres., Gen., Sta. Mgr... Hecht S. Lackey
 Sales Prom. Mgr... Ewing Graham
 Program Director... Martin E. Schaeffer
 Chief Engineer... Bob Cleveland

KENTUCKY

W H O P

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. ByHopkinsville Bcstg. Co., Inc.
 Phone Number1025
 Studio-Transmitter LocationCadiz Rd.
 Air Time5 a.m.-11:05 p.m.
 News ServiceUP
 Transcription ServiceRCA
 RepresentativeMeeker
 MembershipNARTB
 Pres., Gen., Sta. Mgr.F. E. Lackey
 Commercial ManagerKatherine Peden
 Sales Prom. Mgr.Mary Henry Duncan
 Production DirectorJack W. Jones
 Chief AnnouncerWalter Wilson
 Musical DirectorOtto Bash
 News Dir., Farm EditorJim Pasteur
 Chief EngineerR. E. Wortham

W K L X

LEXINGTON—1946

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. ByFayette Bcstg. Co.
 AddressCampbell House
 Phone Number3-0433
 Transmitter LocationGreendale Rd.
 News ServiceAP
 Transcription ServiceLang-Worth, Standard
 RepresentativeWalker
 PresidentE. F. Prichard, Sr.
 Gen., Comm. Mgr.Ted Grizzard
 Program DirectorClaude Sullivan
 Chief EngineerBill Yount

W L A P

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Operated ByAmerican Bcstg. Corp.
 (Not ABC)
 Business-Studio AddressRadio Bldg.
 Phone Number3-2727
 Transmitter LocationRussell Cave Rd.
 Air Time5:30 a.m.-12 M.
 RepresentativeJohn E. Pearson
 PresidentGilmore N. Nunn
 V.P.-General ManagerJ. E. Willis
 Assistant ManagerMiller Welch
 Sales Prom. Mgr.Joe DeLong
 Program DirectorHenry Allin
 Technical SupervisorHenry C. Lockler
 News DirectorSue Fenimore
 Musical DirectorDave Parry

W L E X

LEXINGTON—1946—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. ByCentral Ky. Bcstg. Co.
 Business AddressFirst National Bank Bldg.
 Phone Number3-1975
 Studio-Transmitter LocationRussell Cave Road
 Air TimeUnlimited

News ServiceAP
 PresidentJ. D. Gay, Jr.
 General ManagerGuthrie Bell
 Chief EngineerWallace Roach
 Consulting EngineerC. D. Summerford

W A V E

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated ByWAVE, Inc.
 Business Address334 E. Broadway
 Phone NumberWabash 2201
 Transmitter LocationHamburg Pike
 Air TimeUnlimited
 News ServiceAP, INS
 Transcription ServiceThesaurus, Lang-Worth
 RepresentativeFree & Peters
 MembershipNARTB
 PresidentGeorge W. Norton, Jr.
 General-Station ManagerNathan Lord
 Commercial ManagerLa Velle Waltman
 Sales Prom. Mgr., Pub. Dir.Robert Elderman
 Program DirectorJames Caldwell
 Production DirectorBen Ewing
 Chief EngineerWilbur Hudson
 News DirectorHugh Sutton

W G R C

LOUISVILLE—1937—MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated ByNorthside Bcstg. Corp.
 Bus.-Studio AddressKy. Home Life Bcstg.
 Phone NumberWabash 8871
 Transmitter LocationJeffersontown
 News ServiceUP
 Transcription ServiceLang-Worth, Standard
 RepresentativeWalker
 MembershipNARTB
 Pres., Comm. Mgr.J. Porter Smith
 Sta., Gen. Mgr.Charles L. Harris
 Pgm., Prod. Dir.Ward Hatcher
 Prom., Pub. Dir.L. Doc Cassidy
 Chief EngineerW. J. Morrison
 Chief AnnouncersJack Donnell,
 Gerald Fordyce
 News DirectorGerald Brown
 Consulting EngineerJohn Cruetz

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. ByWHAS, Inc.
 Address6th & Broadway
 Phone NumberWABash 2211
 Trans. LocationEastwood, Ky.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeEdward Petry & Co.
 PresidentBarry Bingham
 DirectorVictor A. Sholis
 Sales DirectorNeil D. Cline
 Publicity DirectorR. W. Hughes
 News DirectorRichard Oberlin
 Chief EngineerOrrin W. Towner
 Farm EditorDon Davis

KENTUCKY

WINN

LOUISVILLE—1940—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Kentucky Bcstg. Corp., Inc.
 Bus.-Studio-Transmitter Address... Earle Hotel
 Phone Number... WABash 5148
 Air Time... 7 a.m.-M.
 News Service... UP
 Trans. Service... World, SESAC
 Representative... The Taylor Co.
 Membership... NARTB
 Pres., Gen., Sta. Mgr. Harry McTigue
 Commercial Manager Chas. A. Schacht, Jr.
 Program Director M. Katherine McCarten
 Production Director George Partridge
 Publicity Director Helen E. Roberts
 Chief Announcer Jim McIntyre
 Chief Engineer Melvin Scarsdale

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By... Mid-America Bcstg. Corp.
 Business-Studio Address... Henry Clay Hotel
 Phone Number... Clay 4441
 Transmitter... Daisy Lane, New Albany, Ind.
 Air Time... 5 a.m.-M.
 News Service... UP
 Transcription Service... Associated
 President... James F. Brownlee
 Sta., Gen. Mgr. Joe Eaton
 Commercial Manager Russell J. Pirkey
 Production Director Mary Louise Moore
 Chief Announcer Ed Farron
 Prom., News Director Jean Clos
 Chief Engineer D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Kentucky, Inc.
 Bus.-Studio Address... 431 W. Jefferson St.
 Phone Number... CLay 4811
 Transmitter Address... River Rd., nr. Louisville
 Air Time... Daytime
 News Service... AP
 Transcription Service... Standard
 Representative... Burn-Smith
 President... F. Eugene Sandford
 V.P.-Station Manager Edwin E. S. Weldon
 Vice-President S. A. Cisler
 Commercial Manager H. Parker Smith
 Program Director Harry Lockhart
 News Director George Stratton
 Chief Engineer Stanley Siegwald

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By... Robert W. Rounsaville
 Trans. Bus.-Studio Add. 2549 S. Third St.

Phone Number... Calhoun 3680
 Air Time... Daytime
 News Service... UP
 Representative... Pearson
 Owner, Gen. Mgr. R. W. Rounsaville
 Sta., Comm. Mgr. Lee Smith
 Prog., Prod. Dir. Johnny Martin
 Chief Engineer Steve Dawson

WFMW

MADISONVILLE—1948—LBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Messenger Bdctg. Co., Inc.
 Address... Box 387
 Phone Number... 1885
 Trans. Location... Hgwy. 147
 Air Time... Sunrise-Sunset
 News Service... AP, UP
 Trans. Service... Capitol, World, Standard
 President... Edgar Arnold, Sr.
 Sta., Gen. Mgr. H. W. Wells
 Prom., Comm. Mgr. Elmer L. Kelley, Jr.
 Program Director Richard T. Harris
 News Director Edgar Arnold, Jr.
 Chief Engineer Evers Mick

WKTM

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Mayfield Bcstg. Co.
 Phone Number... 46
 Studio Address... Mayfield Hotel
 Transmitter Location... Fancy Farm Hwy.
 Air Time... Sunrise-sunset
 News Service... UP
 Transcription Service... Lang-Work
 Representative... Sears & Ayer
 Membership... NARTB
 President... Frank O. Evens
 Gen., Sta., Comm. Mgr. Wayne Morgan
 Sales Promotion Manager Frances Finks
 Program Director Margaret Dowdy
 Prod., News Dir. Charles Scholes
 Publicity Director Hallie Vandergriff
 Chief Engineer Joseph M. Hargrove
 Chief Announcer Robert Horton

WNGO

MAYFIELD—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By... West Ky. Bcstg. Co., Inc.
 Business-Studio Address... Box 26
 Phone Number... 1204
 Transmitter Location... Hway. No. 45.
 Paducah Rd.
 Air Time... 5:30 a.m.-local sunset
 News Service... AP
 Transcription Service... Capitol
 Membership... NARTB, BAB
 President... Rev. H. M. Suthard
 General Mgr. H. Y. Jones
 Sales Prom. Mgr. Carl Leigh
 Program Director O. L. Davis
 Chief Engineer Eural Wadlington

KENTUCKY

WFTM

MAYSVILLE—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Standard Tobacco Co., Inc.
 Bus. Address..... Tobacco Sq.
 Phone Number..... 1400
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World, Standard
 Membership..... NARTB, BAB
 President..... Charles P. Clarke
 Gen., Sta. Mgr..... J. W. Betts
 Commercial Mgr..... Horace Simpson
 Program Director..... Gene Waters
 Chief Announcer..... Wayne Bell
 Chief Engineer..... Harvey Cross
 Consulting Engineer..... Fred O. Grimwood

WMIK

MIDDLEBORO—1948—LBS-KBS

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Cumberland Gap Bcstg.
 Co., Inc.
 Phone Number..... 980
 Representative..... Holman
 Transcription Service..... World
 News Service..... AP
 President..... Dr. U. G. Brummet
 General Manager..... H. Webster Taylor
 Comm., Prom. Mgr..... Maurice K. Henry
 Chief Engineer..... Tal England

WNBS

MURRAY—1948

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

WNOP

NEWPORT—1948—LBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Tri-City Bcstg. Co.
 Business-Studio Address... 606 Monmouth St.
 Phone Number..... Juniper 7100-1
 Transmitter Location..... Cold Springs
 Air Time..... Sunrise-sunset
 News Service..... UP
 Representative..... ForJoe
 President..... James G. Lang
 Station Manager..... Anna Mae Rolfe
 News, Pgm. Dir., Chief Anncr. Doug Nunn
 Commercial Manager..... Robt. N. Weis
 Chief Engineer..... Joshua Burtz
 Consulting Engineer..... E. C. Page

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.

Business Address..... Owensboro
 Phone Number..... 3-1558
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NARTB, BAB
 President..... Lawrence W. Hager
 Gen.-Sta. Mgr..... Hugh O. Potter
 Program Director..... Mrs. Cliffordean Potter
 Chief Engineer..... Harold I. Peters

WVJS

OWENSBORO—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By... Owensboro On The Air, Inc.
 Business-Studio Address..... 324 Allen St.
 Phone Number..... 3-3521
 Transmitter Location..... Hwy. 60 W.
 News Service..... UP
 Transcription Service..... World
 Representative..... William G. Rambeau
 President..... V. J. Steele
 General Manager..... Malcolm Greep
 Commercial Manager..... John T. Rutledge
 Sales Prom. Mgr..... Leola C. Hayden
 Program Director..... Larry Adams
 Chief Engineer..... Robert Earl Jaeger

WKYB

PADUCAH—1946—NBC

Frequency: 570 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By..... WKYB, Inc.
 Business-Studio Address... 504 Kentucky Ave.
 Phone Number..... 800
 Trans. Loca..... 4 Mi. SE of City
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Pearson
 Membership..... NARTB, BAB
 Pres., Gen., Sta. Mgr..... E. J. Paxton, Jr.
 Commercial Manager..... S. Livingston
 Sales Prom. Mgr..... J. W. Polk, Jr.
 Program Dir..... Joe P. Knight
 Publicity Director..... Joe Mitchell
 Chief Engineer..... E. J. Pell
 Consulting Engineer..... C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Paducah Bdcstg. Co., Inc.
 Address..... 4th & Bway—Taylor Bldg.
 Phone Number..... 4100
 Transmitter Location..... 1600 North 8th
 Air Time..... 5 a.m.-12 M.
 News Service..... UP
 Trans. Serv..... Lang-Worth
 Representative..... Meeker
 Membership..... NARTB, BAB
 President..... Pierce E. Lackey
 General. Sta. Manager..... Prewitt Lackey

KENTUCKY

Prog., Prod., News Dir. Ray Mofield
 Comm., Sales Prom. Mgr. Linn Wolff
 Publicity Director Evelyn Stahl
 Musical Director Jim Youngblood
 Chief Engineer U. C. Morris
 Farm Editor Phil Bimson

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By W. Howes Meade
 Address Meade Bldg.
 Phone Number 1196
 News Service UP
 President W. Howes Meade
 General Manager Ted Arnold Silvert
 Program Director John C. Paras
 Chief Engineer James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Phone Number 161
 News Service UP
 Transcription Service Lang-Worth
 President W. J. Ward
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander
 Chief Engineer Guy N. Ferrell

WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Address Peach Orchard Rd.
 Phone Number 1280
 News Service AP
 Transcription Service Standard, SESAC
 President Clyde Childers Jr.
 Program Director Mary Jane Petry
 Comm., Gen. Mgr. Edward Damron
 Chief Engineer William J. Hart, Jr.

WPKY

PRINCETON—1950

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker
 Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 Chief Engineer Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Phone Number 1240-41
 News Service UP
 Transcription Service World
 Representative Colton
 Membership NARTB, BAB
 President W. Howes Meade
 Gen., Sta. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director Joe McNeilly
 Chief Engineer Ralph F. Denton

WMTG

VANCELEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus. Studio-Transmitter Address Vanceleve
 Phone Number 3
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Director Violet Person
 Production Dir., Chief Announcer Louis Bouck
 Musical Director Rachel Picazo
 Chief Engineer M. E. Picazo

WVLK

VERSAILLES-LEXINGTON—1947
MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Bluegrass Bcstg. Co.
 Bus. Studio Address Phoenix Hotel
 Phone No. Versailles 654; Lexington 2-7177
 Transmitter Location Leestown & Yarnalton-
 Ironworks Rds., Fayette Co.
 News Service AP
 Transcription Service SESAC
 Representative Burn-Smith, Inc.
 President Garvice Kincaid
 Gen., Sta. Mgr. Donald J. Horton
 Commercial Manager Lynn E. Knox
 Sls. Prom. Mgr., Prod. Dir. Charles Drew
 Pgm., News Dir. O. C. Halyard Jr.
 Publicity Director Mrs. Kenneth Hart
 Chief Announcer John Parrish
 Musical Director Bud McClain
 Chief Engineer Paul Dunbar
 Farm Editor Mrs. Sarah Hensley
 Consulting Engineer Sanford Helt

LOUISIANA

Pop. April 1, 1952 (Est.) 2,777,000—Total Housing Units 779,851
Families April 1, 1952 (Est.) 711,000—Stations in State 44

KROF

ABBEVILLE—1948—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address..... P. O. Box 620
Phone Number..... 90
Studio-Transmitter Location... U. S. H'way 161
Air Time..... Sunrise-sunset
News Service..... AP
Transcription Service..... World
Membership..... NARTB
Secy.-Treas. Gen. Mgr..... George P. Martin
Program-Publicity Dir..... Ebba Lou Martin
Chief Engineer..... George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. ... Power: 5,000 Watts d.,
1,000 Watts n.
Owned-Oper. By... Alexandria Bdcstg. Co., Inc.
Address..... 6th and Johnston
Phone Number..... 3-2543
Trans. Location..... 9/10 Mi. SE Pineville
News Service..... AP, UP
Trans. Serv..... World, McGregor
Representative..... Weed & Co.
Membership..... NARTB, BAB
President..... Walter H. Allen
Sec.-Treas..... T. B. Lanford
General, Sta. Manager..... Willard L. Cobb
Commercial Manager..... Walter D. Melson
Sales Promotion Manager..... Vivian Close
News Director..... Tom Journey
Chief Announcer, Pgm. Dir..... Alex Marchand
Chief Engineer..... Jesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By..... KSYL, Inc.
Trans. Loca., Address... Bolton Ave., Nr. Hwy.
71 (P. O. Box 1489)
Phone Number..... 6611-12
Air Time..... 6 a.m.-11:05 p.m.
News Service..... AP
Transcription Service..... Lang-Worth
Membership..... NARTB, BAB
Pres., Comm. Mgr..... Milton Fox
Gen., Sta. Mgr..... Virgil G. Evans
Pgm., Prod. Dir..... Bruce Rainey
Publicity, News Director..... Jack McCall
Chief Engineer..... Thomas Marheika
Consulting Engineer..... George Davis

KVOB

ALEXANDRIA—1948—MBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By... Central La. Bcstg. Corp.
Address..... 1710 Jackson St.
Phone Number..... 20481
Transmitter Location..... Old Boyce Road
News Service..... AP
Transcription Service..... Associated
Representative..... J. H. McGilvra Inc.
General Manager..... Ernest Watson

KTRY

BASTROP—1948—KBS-LBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By... Morehouse Bcstg. Co., Inc.
Bus.-Studio Address..... Box 193
Phone Number..... 1400
Transmitter Location..... Shelton Road
News Service..... UP
Transcription Service... Standard, Associated
President..... Nathan Bolton
General Manager..... Bill Davis
Commercial Manager..... G. I. Johnson
Program Director..... Carl Livingston
Chief Engineer..... S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By... Modern Bcstg. Co. of Baton
Rouge, Inc.
Address..... Guaranty Income Life Bldg.
Phone Number..... 4-8571
Transmitter Location..... College Drive
Air Time..... 6 a.m.-1 a.m.
News Service..... AP
Transcription Service..... NBC Thesaurus
Representative..... Adam Young
Membership..... NARTB, BAB
President..... Charles C. Barnard
Gen., Sta. Mgr..... T. E. Gibbens
Commercial Manager..... Richard Gregory
Pgm., Pub., Prod. Dir..... John Ferguson
Chief Announcer..... Bob Peters
Musical, News Director..... Roland Day
Chief Engineer..... Donald K. Allan
Consulting Engineer..... Guatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By..... Community Bcstg. Co.
Address..... P. O. Box 1226
Phone Number..... 49493
Transmitter Location..... 600 Neosha St.

LOUISIANA

News Service UP
 Trans. Serv. Lang-Worth & Standard
 Representative Donald Cooke
 Partners G. T. Owen, Owen W. Ware
 Gen., Comm. Mgr. Robert Earle
 Promotion Manager Robert S. Davison
 Program Director Scott Erwin
 News Director Bernard Zuccaro
 Chief Engineer E. E. Case

W J B O BATON ROUGE—1934 NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By .. Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address 444 Florida St.
 Phone Number 2-5271
 Transmitter Location Roosevelt Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Douglas L. Manship
 V.P., General Mgr. J. Roy Dabadle
 Sales Manager Charles C. Garvey
 Pgm., Pub. Director Ralph H. Sims
 Production Dir. Robert H. Searce
 Chief Engineer Vernon E. Dudley

W L C S BATON ROUGE—1946—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Air Waves, Inc.
 Business Address 204 North St.
 Phone Number 24411
 Transmitter Location 3399 Broussard St.
 News Service AP, INS
 Transcription Service Associated
 Representative Wm. G. Rambeau
 President R. F. Cangelosi
 General Manager Earl Smith
 Commercial Manager A. Lamar Simmons
 Chief Engineer Edward Van Valkenburg

W I K C BOGALUSA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By .. Enterprise Publishing Co.
 Business Address 635 N. Rio Grande St.
 Phone Number 1490
 Studio-Trans. Add. 605 N. Rio Grande St.
 News Service AP
 Transcription Service World
 General Manager Curt Siegelin
 Commercial Manager John H. Knight

K S I G CROWLEY—1947—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Acadia Bcstg. Co.
 Bus.-Studio Address 101 N. Parkerson Ave.
 Phone Number 1450-1

Transmitter Location Odd Fellow Rd. &
 U. S. 90

News Service AP
 Representative Joseph Hershey McGillvra
 Membership NARTB
 General Manager B. Hillman Bailey, Jr.
 Commercial Manager Edmond M. Klein
 Program Directors Louis Basso Jr.,
 Daniel E. Rogers
 News Director Alden Sonnier
 Chief Engineer G. L. Newman, Jr.

K D L A DeRIDDER—1950

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Sabine Bcstg. Co.
 Address Box 46
 Phone Number 7600
 News Service UP
 Transcription Service MacGregor
 Co-Owners Cyril W. Reddoch,
 John B. McCrary
 Commercial Manager Ralph L. Hooks
 Program Director Ted Thompson
 Chief Engineer Klien Evans
 News Director Bill Lynch

W I H L HAMMOND—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By WIHL Bcstg. Co.
 Bus.-Studio Add. 205 E. Thomas St.
 Phone Number 960
 Transmitter Location Hammond
 News Service AP
 Partner, Gen. Engr. F. E. Curnutt
 Comm. Mgr. J. K. Ferris
 Program Director Mrs. F. E. Curnutt

K C I L HOUMA—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Business Address P. O. Box 1031
 Phone Number 6828
 Transmitter Location Bayou Black Dr.
 Studio Address Box 1031
 News Service AP
 Transcription Service World
 Owner Charles W. Lamar Jr.
 General Manager Frank Conwell

K J E F JENNINGS—1950

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Jennings Bcstg. Co., Inc.
 Address P. O. Box 935
 Phone Number 1155
 News Service UP
 General Manager Clovis Bailey
 Station Manager (Miss) Jackie Todd
 Comm., Sales Prom. Mgr. M'dred Rhodriguez
 Chief Engineer Edgar E. Barton, Jr.

LOUISIANA

KLFY

LAFAYETTE—1950—MBS

Frequency: 1390 Kc. Power: 1000 W. d.,
500 W. n.
Owned-Oper. By Camellia Bcstg. Co.
Address P. O. Box 367
Phone Number 8-9494-5
Transcription Service Standard, Capitol
News Service AP
Membership NARTB, BAE
President Paul H. De Clonet
General Manager Stanley G. Young
Commercial Manager J. W. Corcoran
Pgm., News Dir. John H. Selleck
Publicity Director Bill Patton
Promotion Manager Mildred R. Bland
Musical Director Roy Hebert
Chief Engineer William H. Bland, Jr.
Consulting Engineer Guy Hutchinson

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By Evangeline Bcstg. Co., Inc.
Business-Studio Address P. O. Box 1070
Phone Number 5-6426-7
Transmitter Location Scott Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Meeke
Membership NARTB, BAE
General Manager George H. Thomas
Sta., Prom. Mgr., Pub. Dir. Evan H. Hughes
Commercial Manager Thomas G. Pears
Chief Announcer Don Metz
Musical Director Josephine Rowan
Chief Engineer Louis Pilcher
Consulting Engineer Andrew Ring

KLOU

**LAKE CHARLES—1947—CBS
LOUISIANA**

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Oper. By The Pelican Bcstg. Co., Inc.
Business-Studio Address 134 Clarence St.
Phone Number 6-7277
Transmitter Location North Lake Charles
Air Time 6 a.m.-M.
News Service AP
Representative Pearson
President H. Vernon Anders
Station Manager John L. Veth
Sales Prom. Mgr. W. L. Swanson
Publicity Dir. Lucille Storer
Program Director Sid Morse
Production Director Josephine Moss
Publicity Director Jeb Swanson
Chief Engineer Andrew Vargo

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Calcasieu Bcstg. Co.
Business Address P. O. Box 1521
Phone Number 2713
Transmitter Location W. of Lake Charles
Air Time 5:30 a.m.-M.
News Service AP, UP
Transcription Service World
Representative Weed
President T. B. Lanford
Gen., Sta. Mgr. David Wilson
Commercial Manager P. E. Mills, Jr.
Sales Promotion Manager R. M. White
Program Director A. B. Craft, Jr.
Publicity Director Margaret Petty
Production Director Ralph James
Chief Anncr., News Dir. Bob Thompson
Chief Engineer A. B. Craft
Consulting Engineer Commercial Radio

KWSL

LAKE CHARLES—1947—MBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By KWSL, Inc.
Address 1 Mill St.
Phone Number 6-1401
News Service UP
Representative Forjoe
President Jules J. Paglin
Gen., Comm. Mgr. Thomas A. Gresham
Sta. Mgr., Pgm. Dir. Roy K. Rhodes
Chief Engineer LaVance Carson

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dr. Frank Cerniglia
Address 311 Bernhardt Bldg.
Phone Number 3-4616
Transcription Service Capitol
News Service UP
Pres., Gen., Comm. Mgr. Dr. Frank Cerniglia
Pgm., News Dir., Chf. Engr. Lonnie Licata
Promotion Manager John Lacy

KMLB

MONROE—1930

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By Liner's Bcstg. Station, Inc.
Business Address Hotel Frances
Phone Number 25
Studio Address Frances Hotel
Transmitter Location Millhaven Rd.
News Service UP
Transcription Service World
Owner J. C. Liner, Sr.
Gen., Comm. Mgr. Charles Price
Sales Prom. Mgr. Lawrence Gibbs
Program Director Marjorie Watson
Chief Engineer O. L. Morgan

LOUISIANA

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By James A. Noe
Business-Studio Address Bernhardt Bldg.
Phone Number 8155
Transmitter Location Good Hope Rd.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
President James A. Noe
V.P.- Gen., Sta. Mgr. Paul H. Goldman
Commercial Manager Lloyd Leonard
Pgm., Prod., News Director Irving Zeidman
Chief Engineer Jack Raliff
Consulting Engineer F. H. McIntosh

KWCJ

NATCHITOCHE—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Natchitoches Bcstg. Co.
Business-Studio Address Box 232
Phone Number 2353
News Service AP
President Dr. William H. Pierson
Gen. Mgr. Charles L. Planchard

KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By New Iberia Bcstg. Co.
Address D. H. Castille Bldg.
Phone Number 965
Transmitter Location 1102 W. Main St.
News Service AP
Transcription Service Capitol
Pres., General Manager George H. Thomas
Station Manager Dierrell Hamm
Prom. Comm. Mgr. A. Hall Allen
Pgm. Dir., Chief Anncr. Donald Bonin
News Director Mark Douglas
Musical Director Mrs. John Trotter
Chief Engineer Merle Case

KVIM

NEW IBERIA—1950—LBS

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Queen City Bcstg. Co.
Address P. O. Box 50
Phone Number 2121
Transcription Service Associated
President P. M. Cochran
General Manager Gene Cuny
Program Director Hank Bonin
Chief Engineer William H. Bland

AP SELLS

For Stations and Sponsors—

For instance . . . KWKH

“The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly.”

HENRY B. CLAY,
General Manager,
KWKH, Shreveport, Louisiana



LOUISIANA

W B O K

NEW ORLEANS—1951

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: WBOK, Inc.
 Address: 505 Baronne St.
 Phone Number: Tulane 5363
 News Service: UP
 Representative: Forjoe
 President: Jules J. Paglin
 Gen. Comm. Mgr.: Stanley W. Ray Jr.
 Program Director: Edward J. Prendergast
 Promotion Manager: Jack Murray
 Chief Engineer: Bob Sanders

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: WDSU Bcstg. Corp.
 Business-Studio Address: 520 Royal St.
 Phone Number: Tulane 4371
 Transmitter Location: Whitney Ave.
 Air Time: 6 a.m.-12:30 a.m.
 News Service: AP, UP
 Transcription Service: Capitol, World
 Representative: John Blair
 Membership: NARTB, BAB
 President: Edgar B. Stern, Jr.
 V.P. & Gen. Mgr.: Robert Swezey
 Secy.-Treas.: Lester E. Kabacoff
 V.P. & Comm. Mgr.: Louis Read
 Program Dir.: William Elwell
 Prom. Mgr., Pub. Dir.: Marion Annenberg
 Musical Director: Pete Landemann
 Chief Announcer: Gay Batson
 Chief Engineer: Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Louis C. Carlson
 Business-Studio Address: Cigali Bldg.
 Phone Number: Ma. 3488
 Transmitter Location: 2740 Abundance St.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Representative: W. G. Rambeau
 Membership: NARTB
 Gen. Mgr.: Louise C. Carlson
 Station Manager: Ed. Carlson
 Program Dir.: Bob Smith
 Chief Engineer: Frank J. Recely

W J M R

NEW ORLEANS—1946

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By: Supreme Bcstg Co., Inc.
 Address: Jung Hotel, 1500 Canal Street
 Phone Number: Canal 0356-0357
 Transmitter Location: 1500 Canal St.
 Air Time: Sunrise-Sunset
 Transcription Service: Lang-Worth
 Representative: Indie Sales

LOUISIANA

Membership NARTB, BAB
President Chester Owens
Gen., Sta. Mgr. Ricky Adams
Program Director Henry J. Thiele
Chief Announcer James Price
News Director Thomas Kelly
Musical Director Clarence Hamman
Chief Engineer Max Mipro
Consulting Engineer L. J. N. du Triel

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc. **Power:** 500 Watts d.
Owned-Oper. By Southland Bcstg. Co.
Address 2107 Dryades St.
Phone Number Tulane 4841
Representative Pearson
News Service UP
President Lester Kamin
General Manager Mort Silverman
Chief Engineer Samuel Perkins
Asst. Mgr., Prom. Mgr. Russel E. Olfhaus

W N O E

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. **Power:** 50,000 d.; 5000 n.
Owned-Operated By James A. Noe
Business-Studio Address St. Charles Hotel
Phone Number Raymond 0423
Transmitter Location Belle Chasse
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative H-R
Membership NARTB, BAB
Owner James A. Noe
Vice-Pres., Gen. Mgr. Patt McDonald
Sales Prom. Mgr. Don Scott
Prog., Prod. Dir. Beverly Brown
Chief Engineer Ray Boyd

W S M B

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc. **Power:** 5000 Watts
Owned-Operated By WSMB, Inc.
Business-Studio Address Maison Blanche Bldg.
Phone Number Magnolia 5921
Representative Edward Pety
President N. L. Carter
General Manager H. Wheelahan

W T I X

NEW ORLEANS—1951

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Royal Bcstg. Corp.
Address Nat'l Bank of Commerce Bldg.

W T P S

NEW ORLEANS—1948—LBS

Frequency: 940 Kc. **Power:** 1000 d.; 500 n.
Owned-Oper. By The Times Picayune Pub. Co.

Business Address 615 North St.
Phone Number Tulane 2411
Transmitter Location Hamilton Ave., Gretna
News Service AP
Transcription Service Associated
Representative Branham
President L. K. Nicholson
General Mgr. H. F. Wehrmann
Commercial Mgr. J. R. O'Meallie

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc. **Power:** 5000 Watts
Owned-Operated By WWEZ Radio Inc.
Bus-Studio Address Hotel New Orleans
Phone Number Canal 3421
President A. L. Chilton
General Manager Joe A. Oswald
Program Dir. Ken Elliott
Chief Engineer Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. **Power:** 50,000 Watts
Owned-Operated By Loyola University
Address Roosevelt Hotel
Phone Number Raymond 2194
News Service UP, AP
Transcription Service Standard, Thesaurus
Representative Katz
President Rev. Thomas J. Shields
General Manager W. H. Summerville
Comm. Manager Larry Baird
Promotion Manager Ray Liuzza
Program Director E. M. Hoerner
Chief Engineer J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947—MBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By KSLO Bcstg. Co.
Studio Address KSLO Bldg.
Phone Number 2833
Transmitter Location 1½ Mi. SW. of City
Air Time Unlimited
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
Gen., Sta. Mgr. W. Eugene Jones
Commercial Manager A. B. Reed, Jr.
Sales Prom. Mgr. M. F. Faircloth
Program Director Glen Hunt
Chief Annr., News Dir. Floyd Cormier
Chief Engineer Freddie Hebert

K R U S

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Ruston Bcstg. Co.

LOUISIANA-MAINE

Bus.-Studio Address...105 N. Railroad Ave.
 Phone Number1490
 Transmitter Location.....Hwy. 80, 2 Mi. W.
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 PresidentC. E. Faulk, Jr.
 Station Manager.....Kenneth L. Whitaker
 Chief Engineer.....Chester Gillespie

KCIJ

SHREVEPORT—1950—LBS

Frequency: 980 Kc....Power: 5000 Watts d.
 Owned-Oper. By.....Southland Bcstg. Co.
 Address.....710 Milam St.
 Phone Number4-6681
 News ServiceUP
 Station Manager.....Martin Kirsch, Jr.
 Station Director.....Ven Marshall

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Frank H. Ford
 Business-Studio Address.....311 Milam Bldg.
 Phone Number3-3681
 Transmitter Location.....Blanchard Rd.
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB, BAB
 General Sta. Manager.....Frank H. Ford
 Commercial Manager.....Frank H. Ford, Jr.
 Prom. Mgr., Pub. Dir.....Bill Monroe
 Program Director.....Joe Monroe
 Chief Engineer.....L. J. Carlson
 Consulting Engineer.....Commercial Radio

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD
 Bus.-Studio Address.....New Jefferson Hotel
 Phone Number6171

RepresentativeWeed
 Manager.....G. V. Wilson
 Station Director.....W. L. Switzer

KTBS

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc.Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. ByRadio Station KTBS, Inc.
 Address312 East Kings Hwy
 Phone Number7-3644
 Transmitter LocationDixie
 Air Time5 a.m.-12 M.
 News ServiceAP, UP
 RepresentativePetty
 Transcription ServiceAssociated
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....E. Newton Wray
 National Sales ManagerDean R. Upson
 Local Sales Manager Chas. F. Whitesides, Jr.
 Pub. Dir., Sales Prom. Mgr.Marie B. Gifford
 Program Director.....Deane R. Flett
 Production Director.....P. J. White
 News Director.....N. L. Gearhart
 Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc....Power: 50,000 Watts
 Owned-Operated ByInternational Bcstg. Corp.
 Business-Studio Address.....Commercial Bldg.
 Phone Number2-8711
 Transmitter LocationDixie
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription ServiceLang-Worth
 RepresentativeBranham
 MembershipNARTB, BAB
 President.....John D. Ewing
 General ManagerHenry B. Clay
 Commercial ManagerB. G. Robertson
 Prom. Mgr., Pub. Dir.....James T. Briggs
 Program Director.....Horace Logan
 Chief Announcer.....Frank Page
 News Director.....James Van Sickle
 Chief Engineer.....W. E. Antony
 Consulting Engineer.....A. Earl Cullum

MAINE

*Pop. April 1, 1952 (Est.) 949,000—Total Housing Units 311,692
 Families April 1, 1952 (Est.) 284,000—Stations in State 14*

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By...Twin City Bcstg. Co., Inc.
 Transmitter Address160 Bangor St.
 Phone Number2540-1
 Air Time6 a.m.-12 M.

News ServiceAP
 Transcription ServiceStandard
 RepresentativeForjoe
 President.....Faust Couture
 General Manager.....Norman G. Gallant
 Sales Prom. Mgr.....Floyd Smiley
 Program DirectorWillard H. Blaisdell
 News Director.....Robert Golderman
 Chief Engineer.....Robert H. Parker

MAINE

WRDO

**AUGUSTA—1932—NBC-MAINE
NERN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WRDO, Inc.
 Address 175 Water Street
 Phone Number 2285
 Transmitter Location Chelsea, Me.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 Sta., Gen. Mgr. Jack S. Atwood
 Commercial Manager Donald K. Powers
 Prod., Pgm. Dir. Leslie R. Hubley
 Publicity Director Danny I. Kelly
 Chief Announcer Will Whitten
 News Director Floyd Nute
 Chief Engineer Harold I. Dinsmore

WABI

BANGOR—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Community Bcstg. Service
 Business-Studio Address 57 State St.
 Phone Number 6446
 Transmitter Location Wilson St., Brewer
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Representative Young
 President Horace E. Hildreth
 Gen., Sta. Mgr. Murray Carpenter
 Comm., Sales Prom. Mgr. Leon P. Gorman, Jr.
 Pub. Pgm., Prod. Dir. Richard Bronson
 News Director Robert Patten
 Chief Engineer Walter Dickson
 Consulting Engineer George Davis

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Guy Gannett Bcstg. System
 Phone Number 7354
 Studio-Transmitter Location Mt. Hope Ave.
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Representative Avery-Knodel
 President Guy P. Gannett
 General Manager Lawrence W. Stubbs
 Station Manager Samuel G. Henderson, Jr.
 Program Director Clifton E. Reynolds
 Chief Engineer Lauris P. MacGown
 Consulting Engineer Lohnes & Culver

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Maine Bcstg. Co.

Business-Studio Address 100 Main St.
 Phone Number Bangor 6023
 Transmitter Location Broadway
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 Station Manager Edward E. Guernsey
 Program Director Irving S. Hunter
 News Director William Mincher
 Publicity Director George Chapman
 Musical Director Norman Lambert
 Chief Engineer John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Biddeford Bcstg. Corp.
 Address 234 Main St.
 Transmitter Location Garfield St., Saco
 Phone Number 4-4566
 Air Time 7 a.m.-11:10 p.m.
 News Service UP
 Representative Devney & Co.
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Arthur Deters
 Comm., Sales Prom. Mgr. Carl Swanson
 Pgm., Prod. Dir. Don Dyer
 News Director Hal Swaney
 Chief Engineer Arthur Deters

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Aroostook Bcstg. Corp.
 Phone Number 2257
 Trans. Loc. Address 1340 North Rd.
 Air Time 5:55 a.m.-M.
 News Service AP
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Station Manager Ted Coffin
 Commercial Manager Dewey Dewitt
 Chief Engineer Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Co., Inc.
 Business-Studio Address 223 Lisbon St.
 Phone Number 4-6921
 Transmitter Location Webber Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard, SESAC
 Representative Forjoe
 President Faust Couture
 General-Station Mgr. John C. Libby
 Pgm., Prod., Pub. Dir. Herb Fontaine
 News Editor Jack Karmen

• • •

MAINE

• • •

Chief Engineer..... Donald Mason
 Farm Editor.....Harold Alberghini

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Lewiston-Auburn Bcstg.
 Corp.

Business-Studio Address..... 129 Lisbon St.
 Phone Number..... 4-5401
 Transmitter Location..... Auburn
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Everett-McKinney,
 Kettell-Carter

President, Station Mgr..... Elden H. Shute, Jr.
 General Mgr.-Treas..... Frank S. Hoy
 Comm., Sales Prom. Mgr. ... Gerald T. Higgins
 Production Director..... Norman McKirstry
 Chief Engineer..... Leslie R. Hall

W G A N

PORTLAND—1938—CBS-NERN

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.. Guy Gannett Bcstg. Services

Business-Studio Address..... 390 Congress St.,
 Phone Number..... 2-7423
 Transmitter Location..... Riverton
 Air Time..... 6 a.m.-12:05 a.m.
 News Service..... UP
 Representative..... Avery-Knode
 President..... Guy P. Gannett
 General Manager..... Creighton E. Gatchell
 Commercial Manager..... Richard E. Bates
 Pgm., Pub. Dir. Francis H. Farnum, Jr.
 Chief Engineer..... Roger W. Hodgkins
 Consulting Engineer. Craven, Lohnes & Culver

W P O R

PORTLAND—1946—ABC-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Oliver Bcstg. Corp.
 Business-Studio Address..... 477 Congress St.
 Phone Number..... 3-8111
 Transmitter Location..... 57 Baxter Blvd.
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Everett-McKinney
 Louis J. Borgatti

Pres., Sta., Gen. Mgr. Harold H. Meyer
 Commercial Manager..... William J. Mullen
 Sales Prom. Mgr..... Marguerite E. Phillips



REP. EVERETT-McKINNEY, INC.

AMERICAN BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

*Portland's
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 station—*

ASK ANYONE!

HAL MEYER, PRESIDENT

MAINE-MARYLAND

Pgm., Prod. Dir. Raymond Mercier
 Chief Anncr., News Dir. S. Blake Ellis
 Chief Engineer Roger L. Pery
 Consulting Engineer E. C. Page

W C S H PORTLAND—1925 NBC-NERN-ME.

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Congress Square Hotel Co.
 Business-Studio Address 157 High St.
 Phone Number 2-0181
 Transmitter Location Scarboro
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 General Manager William H. Rines
 Asst. Station Manager Linwood T. Pitman
 Commercial Manager Albert W. Smith
 Program Director Arthur Owens
 Production Director P. N. Johnson
 Chief Engineer Daniel B. Smith
 News Director C. Thomas Wade

W A G M PRESQUE ISLE—1931—MBS YANKEE—ME.B.S.

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Aroostook Bcstg. Corp.
 Business-Studio Address 180 W. State St.
 Phone Number 8821
 Transmitter Location U. S. Route 1
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Commercial Manager Forrest Craig
 Prod. Pgm. Dir. Richard B. Marshall
 Chief Engineer Lester E. Hughes

W T V L WATERVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kennebec Bcstg. Co.
 Business-Studio Address 36 Silver St.
 Phone Number 2700-1
 Transmitter Location Winslow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney, Kettell-Carter
 Membership NARTB, BAB
 Pres., Gen. Station Mgr. Carleton D. Brown
 Commercial Manager Harold I. Vigue
 Sales Prom. Mgr., Pub., New Dir. Al Martin
 Pgm., Music Dir. Paul Huber
 Chief Engineer Don Sutherland
 Consulting Engineer Gordon Keyworth

MARYLAND

*Pop. April 1, 1952 (Est.) 2,430,000—Total Housing Units 691,322
 Families April 1, 1952 (Est.) 636,000—Stations in State 23*

W A N N ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By Annapolis Bcstg. Corp.
 Business-Studio Address 25 School St.,
 P. O. Box 749
 Phone Number Annapolis 2500
 Transmitter Location Bay Ridge Rd.
 Air Time Local sunrise-local sunset
 News Service UP
 President, General Mgr. Morris H. Blum
 Chief Engineer Arthur P. Dietz

W A S L ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
 Owned-Oper. By Chesapeake Radio Corp.
 Business Address P. O. Box 508
 Phone Number 9211

Transmitter-Studio Location Truxton Hgts.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Robert L. Blalock
 Commercial Manager Patrick W. Larkin
 Program Director M. E. Blalock
 Chief Engineer Stanley C. Leck

W N A V ANNAPOLIS—1949—LIBERTY

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By The Capital Bdcstg. Co.
 Trans. Loca. Add. P. O. Box 829, Admiral Hgts.
 Phone Number 2639
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative McGillvra, Inc.
 President Albert H. MacCarthy
 Sta., Gen. Mgr. H. Philip Nesbitt
 Commercial Manager Robert C. Bicker

38,000 Square Miles! 496,810 Radio Families!

You Get MORE

COVERAGE

When You Buy

**Radio
Baltimore**

WBAL

**50,000 Watts
NBC in Maryland**

Nationally Represented by EDWARD PETRY & CO., Inc.

MARYLAND

Sales Promotion Manager....Herb Robinson
Pgm., Prod. Director.....Mary Lane
Chief Engineer.....H. P. Nesbitt
Consulting Engineer.....Glenn Gilett

W B A L

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....2610 North Charles St.
Phone Number.....Hopkins 3000
Trans. Loca.....Winans Rd., Randallstown
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Associated
Representative.....Edward Pety & Co., Inc.
President.....Charles B. McCabe
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering).....John Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ.....Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....William N. Rock
Local Sales Manager.....J. M. Kennedy
News, Pub. Mgr.....Thomas J. White, Jr.
Chief Announcer.....Walter Linthicum
Dir. Women's Pgms.....Mollie Martin
Chief Engineer.....William C. Bareham
Consulting Engineer.....A. Earl Cullum

W B M D

BALTIMORE—1947—LBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone Number.....Mulberry 7095
Transmitter Location.....2901 Moravia Rd.
News Service.....AP
Representative.....Joseph Hershey McGillvra
President.....George E. Hull
Gen., Comm. Mgr.....H. Shelton Earp, Jr.
Program Director.....Tom O'Connor
Chief Engineer.....Russell H. Morgan

W C A O

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address.....1102 N. Charles St.
Phone Number.....Mulberry 0600-1-2-3-4
Transmitter Location.....Park Hqts. Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Chge. Nat'l. Sales.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones
Consulting Engineer.....George C. Dimes

W C B M

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address...Harford & North Aves.
Phone Number.....Belmont 8400
Transmitter Location.....Painters Mill Rd.,
Owings Mills
News Service.....AP, INS
Representative.....Taylor
President, Comm. Manager.....John Elmer
Gen. Mgr., Pgm., News Dir.....G. H. Roeder
Chief Engineer.....G. Porter Houston

W F B R

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address.....10 E. No. Ave.
Phone Number.....Mulberry 1300
Transmitter Location.....701 Waterview Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World
Representative.....John Blair & Co.
President.....Robert S. Maslin
V.P., Gen. Mgr.....John E. Surrick
V.P., & Treasurer.....J. H. L. Trautfelter
V.P. Charge of Adv.....Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr.....Wm. S. Pirie, Jr.
Sales Promotion Manager...William B. Roche
Special Events Dir.....Bert Hamauer
Chief Engineer.....William Q. Ranft

W S I D

BALTIMORE—1948

Frequency 1010. Kc.....Power: 1000 Watts.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address...109 W. Baltimore St.
Phone Number.....Saratoga 8250
Transmitter Location.....Essex
Air Time.....Sunrise-sunset
President.....Richard Eaton
General Manager.....Albert R. Lanphear
Promotion Mgr.....Helen Wherley
Chief Engineer.....Leroy Reckling

W W I N

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....5740 Reistertown Rd.
Phone Number.....Mohawk 4400
Transmitter Location.....300 President St.
Air Time.....24 Hrs.
News Service.....AP
Transcription Service.....Associated
Representative.....Indie Sales
Pres., Gen. Mgr.....Thomas F. McNulty
Sales Prom. Mgr.....Bentley Stecher

... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH



ask your Forjoe man to prove it!

MARYLAND

Program Director.....Lenore Feldman
 Chief Announcer.....Chester Kiser
 Chief Engineer.....Harold A. Kemp
 Consulting Engineer...Craven, Lohnes & Culver

WITH BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Bcstg. Corp.
 Business-Studio Address...7 E. Lexington St.
 Phone Number.....Lexington 7808
 Transmitter Location.....1230 Curtain Ave.
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Dir.....Nedra Jeanne Berryman
 Publicity Director.....Mae Hughes
 Musical Director.....Anna Ray Suter
 Chief Engineer.....James S. Duff
 Consulting Engineer.....Jansky & Bailey

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Broadcast Management, Inc.
 Business-Studio Address.....1348 You St.,
 Wash., D. C.
 Phone Number.....Hobart 1233
 Transmitter Location.....Bethesda
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 Membership.....NARTB
 Pres., Gen. Mgr.....Harold F. Sheffers
 Sta. Mgr., Pgm. Dir.....Carl Robinson
 Chief Engineer.....Richard Reagan

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....The Shore Bcstg Co.
 Bus.-Studio Address.....P. O. Box 333
 Transmitter Location.....N. E. Corner Bay
 St. & Queen Ann Ave.
 News Service.....AP
 Transcription Service.....World
 President.....John W. Downing
 Gen., Comm., Prom. Mgr. Norman V. Bergholm
 Chief Ann., Pgm. Dir.....Edward H. Brigham
 Chief Engineer.....Jerrold P. Merrit

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Tower Realty Co.
 Address.....P. O. Box 360
 Phone Number.....5400-1

Transmitter Loc.....Williams Rd., E. City Line
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Meekcr
 President.....Karl F. Steinmann
 Station Manager.....M. Campbell, Jr.
 Commercial Manager.....Roy S. Knotts
 Sales Prom. Mgr.....Eldred Steinman
 News Director.....William Criswell
 Chief Engineer...William Paul Clendenning

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Radio Corp.
 Business-Studio Address.....Commercial Bank
 Bldg.
 Phone Number.....299
 Transmitter Location.....Cumberland
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham
 Pres., Gen., Sta. Mgr.....Charles E. Smith
 Comm., Sales, Prom. Mgr.....Henry J. Guzik
 Pgm., Prod. Dir.....Michael Hurst
 Pub., News Dir.....Robert Rosamond
 Chief Anncr., Music Dir.....Jack Gale
 Chief Engineer.....John Ridgway

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Md. Bcstng.
 Trans. Loca. Add.....450 Byrd Avenue
 Phone Number.....5001
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative...Radio Representatives, Inc.
 President.....Richard A. Raese
 V.P.-Gen., Sta. Mgr.....Dan Hydrick, Jr.
 Commercial Manager.....Floyd V. Cozad
 Sales Prom. Mgr.....Curry M. Bartlett
 Program, News Dir.....Robert Calvert
 Publicity Director.....Ed Meyer
 Production Mgr.....James M. Martinson
 Chief Engineer.....George Sokol, Jr.

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...Monocacy Bcstg. Co.
 Business-Studio Address.....Winchester Hall
 Phone Number.....1626
 Air Time.....5 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 President.....Laurence Leonard
 General Manager.....Alan W. Long
 Program Director.....Evelyn Leonard

• • •

MARYLAND

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W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co., Inc.
 Business-Studio Address 128 S. Prospect St.
 Phone Number 4500
 Transmitter Location Commonwealth Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Membership NARTB
 President Richard Eaton
 Managing Director Albert R. Lanphear
 General Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Publicity Director Lynn Keller
 Chief Engineer G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS-ABC

Frequency: 1249 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Transmitter Location Carroll Heights
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NARTB, BAB

Pres., Gen. Mgr. Grover C. Crilley
 Sta., Prom., Mgr. William H. Paulsgrove
 Commercial Mgr. Clarence Myers
 Pgm., Prod. Dir. Robert Leshar
 Publicity Director Marle Whitecraft
 Musical Director Patsy Miller
 Chief Anncr., News Dir. D. Glenn Thomas
 Chief Engineer George McIntire
 Consulting Engineer Kear & Kennedy

W A S A

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Address P. O. Box 97
 Transmitter Address Bel Air Rd.
 Phone Number 800
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World
 Representative Schepp-Reiner
 President, General-Station Mgr. Jason T. Pate
 Comm.-Sales Prom. Mgr. Charles W. Irwin
 Mus., Pgm., Prod., Pub. Dir. W. E. Baekey, Jr.
 Chief Engineer Charles E. Veazie

W I N X

ROCKVILLE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.

AP SELLS

For Stations and Sponsors—

For instance . . . WITH

“We have 160 AP newscasts sponsored weekly. Since WITH was established 10 years ago, we have used Associated Press news continuously, most of the time exclusively. Our AP membership has been a great satisfaction to us. Our AP service has produced two important results . . . satisfied sponsors . . . and a great deal of station revenue.”

THOMAS TINSLEY,
 President,
 WITH, Baltimore, Maryland

MARYLAND-MASS.

Address.....Route 240, Rockville
 Phone Number.....Rockville 4359
 Transmitter Location.....Rockville
 Air Time.....Sunrise-Sunset
 News Service.....UP
 President.....Richard Eaton
 General Manager.....Richard C. Scheele
 Promotion Manager.....Phyllis Johnson
 Chief Engineer.....Arthur A. Snowberger

Program Director.....John W. Downing, Jr.
 Chief Engineer.....Jack W. Ward
 Consulting Engineer.....A. D. Ring

W B O C

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Peninsula Bcstg. Co.
 Bus.-Studio-Transmitter Address.....Radio Park
 Phone Number.....6131
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Representative.....Burn-Smith
 President.....John W. Downing
 Gen., Sta., Comm. Mgr.....Charles J. T-uitt

W G A Y

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-Suburban Bcstg. Corp.
 Business Address.....11306 Kemp Mill Rd.
 Phone Number.....Shep. 1050
 Studio-Transmitter Location.....Kemp Mill Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....McGillvra
 Membership.....NARTB, BAB
 President.....John W. Kluge
 Gen.-Sta. Mgr.....Joseph L. Brachuer
 Comm., Sls., Prom. Mgr.....James E. Crismond
 Prod., Pub., Pgm. Dir.....Ernest Tannen
 Musical Director.....J. Robert Herr
 Chief Engineer.....Arthur McDougall

MASSACHUSETTS

Pop. April 1, 1952 (Est.) 4,850,000—Total Housing Units 1,408,797

Families April 1, 1952 (Est.) 1,308,000—Stations in State 50

W A R A

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Attleboro Radio Assn.
 Address.....Bronson Bldg.
 Phone Number.....1320
 Representative.....Bannan
 Transcription Service.....Thesaurus
 News Service.....UP
 Membership.....NARTB, BAB
 General Manager.....J. Ottmar
 President.....Howard H. Sweet
 Station Manager.....Keith S. Field
 Commercial Mgr.....William A. Dawson, Jr.
 Program Director.....David P. Mohr
 Chief Engineer.....Kenneth J. Dolan
 News Director.....William J. Torpey
 Consulting Engineer.....Gillett

Phone Number.....ALgonquin 4-5670
 Transmitter Location.....WBZ, Hull, Mass.;
 WBZA, East Springfield, Mass.
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Free & Peters
 President.....Walter Evans
 Station Manager.....W. C. Swartley
 Sales Manager.....C. M. Meehan
 Promotion Manager.....John Stilli
 Program Manager.....Avner Rakov
 Chief Engineer.....WBZ, W. H. Hauser;
 WBZA, Harold Randol

W C O P

BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By.....T. B. Balsler, Jr., A. G.
 Beeman, Roy V. Whisnand (partners)
 Business-Studio Address.....485 Boylston St.
 Phone Number.....COpley 7-0123
 Transmitter Location.....Lexington
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, INS
 General Manager.....Roy V. Whisnand
 Commercial Manager.....A. N. Armstrong
 Program Director.....Irvin E. Dierdorff, Jr.
 News Director.....Jack Chase
 Chief Engineer.....Roland C. Hale

W B Z - W B Z A

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000
 Watts; WBZA, 1000 Watts
 Owned-Oper. By.....Westinghouse Radio Sta-
 tions, Inc. (Synchronous Operation)
 Business-Studio Add.....1170 Soldiers Field Rd.

★ GO YANKEE!

★ GO HOME-TOWN!

IN NEW ENGLAND

YANKEE HOME TOWN FOOD SHOW

with

Ruth Mugglebee

Woman's Editor Boston Record American and Sunday Advertiser

Bill Hahn

Yankee Radio and TV Personality

Monday thru Friday 1:15-1:45 P.M.

The fastest comer in New England food shows. In a year's time it equalled any similar program in participations of national advertisers. Renewals prove how effective it is. With this program beamed through the home-town station you can reach all of the home-town audience all over New England.

YANKEE NETWORK NEWS SERVICE

8 A.M. — 9 A.M. — 1 P.M. — 6 P.M. — 11 P.M.

Participations in the news is another way to get your broadcast *inside* each local area — gain extra local impact by going directly from home-town station to home-town audience. National advertisers have used the Yankee Network News Service for many years to go home-town in New England.

**Ask the Man from
H-R Representatives, Inc.**

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

MASSACHUSETTS

W E E I

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone Number.....HUBbard 2-2323
Transmitter Location.....Mystic Valley Pkway.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....CBS Radio Spot Sales
General Manager.....Harvey J. Struthers
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Arthur C. King
Publicity Director.....Marie H. Houlahan
News Director.....Charles J. Ashley
Chief Engineer.....Harold A. Dorschug

W H E E

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....35 Court St.
Transmitter Location.....Medford
Air Time.....Sunrise-sunset
News Service.....UP
President.....Jack M. Berkman

Gen., Sta. Mgr.....Lambert B. Beeuwkes
Program Director.....William Stewart
Production Director.....Al Burns
Publicity Director.....Polly Haddad
News Director.....Steve James
Chief Engineer.....Donald Snider
Consulting Engineer.....George C. Davis

W M E X

BOSTON—1934—LBS

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address.....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St.,
Quincy
Air Time.....7:15 a.m.-M.
News Service.....INS
Transcription Service.....Lang-Worth
President, Prod., News Dir.....John E. Reilly
General, Station Manager.....William S. Pote
Consulting Engineer.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....Marie Mason
Publicity Director.....Mary Saunders
Program Director.....George Kaplan
Chief Announcer.....Joseph Grant
Musical Director.....John Kiley
Chief Engineer.....John Memishian
Farm Editors.....Stephen Follet, John Neville

The most popular show in Boston

COUNTRY STYLE WESTERN TUNES

(8:15 to 11:00 a.m. Monday thru Friday)

W M E X

Boston, Mass.

5,000 WATTS

MEMBER: LIBERTY BROADCASTING SYSTEM

MASSACHUSETTS

W N A C

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By Thomas S. Lee Enterprises
Bus-Studio Address 21 Brookline Ave.
Phone Number Commonwealth 6-0800
Transmitter Location N. Quincy
News Service Reuters
Transcription Service Associated
Representative H-R Reps.
Exec. V.P., Chg. Sales Linus Travers

W H D H

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By Matheson Radio Co.
Bus-Studio Address 6 St. James Ave.
Phone Number Hancock 6-5500
Transmitter Location Needham
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative John Blair
Membership NARTB, BAB
President Robert B. Choate
Managing Director William B. McGrath
Commercial Manager Arthur T. Brush
Program Director George M. Perkins
Production Director George M. Watson, Jr.
Publicity Director William E. Shea
Chief Engineer Philip K. Baldwin
News Director John Day
Consulting Engineer A. Earl Cullum

W O R L

BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By Pilgrim Bcstg. Co.
Address 92 State St.
Phone Number Lafayette 3-4000
Air Time Sunrise-Sunset
News Service AP
Representative Bolling Co.
President Joseph A. Dum
Gen., Sta., Comm. Mgr. Arthur E. Hcley
Program Director Norm Prescott
Promotion Manager Robert Cabitt
Chief Engineer John Parker
News Director Richard D. Jordan

W V O M

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By The Boston Bcstg. Corp.
Address 1 Harvard Street
Phone Number Beacon 2-5640
Representative McGillvra
News Service UP
General Manager Benjamin Bartzoff
Commercial Manager Ken Strong

Chief Announcer William Harrington
Chief Engineer Jerome Bartzoff

W B E T

BROCKTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By Enterprise Publishing Co.
Business-Studio Address 60 Main St.
Phone Number Brockton 7062
Transmitter Location Cor. West & Belmont Sts.
News Service AP
Transcription Service Thesaurus, SESAC,
Representative Bannan, Colton
Membership NARTB, BAB
Station Mgr. Charles A. Fuller
Commercial Mgr. Earle G. Clement
Program Director Kenneth A. Wheeler

W T A O

CAMBRIDGE—1947

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Middlesex Bcstg. Corp.
Address 439 Concord Ave.
Phone Number Eliot 4-0500
News Service AP
Representative Indie Sales
President Frank J. Lyman, Jr.
General Manager F. C. Bailey
Program Dir. Edward Penney
Chief Engineer Arthur W. Richardson

W A C E

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Regional Bcstg. Co.
Business Address Bridgeway Hotel
Phone Number Springfield 6-1323
Air Time Sunrise-sunset
News Service AP
Representative Indie Sales
Membership NARTB, BAB
President David Hayes
Sta., Comm., Gen. Mgr. Ralph J. Robinson
Program Dir. Charles J. O'Malley
Chief Engineer Richard Glinka

W A L E

FALL RIVER—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Narragansett Bcstg. Co.
Address 374 Central St.
Phone Number 4-1400
News Service UP
Representative Walker
Managing Director George L. Sisson, Jr.

W S A R

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By Fall River Bcstg. Co., Inc.

MASSACHUSETTS

Business-Studio Address.....102 So. Main St.
 Phone Number7-9477-8
 Transmitter LocationSo. Somerset
 Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative..Headley-Reed, Bertha Bannan
 MembershipNARTB, BAB
 Treas., Gen. Mgr.Melvin Lahr
 Commercial ManagerNeil Sullivan
 Publicity DirectorJohn Crowley
 Program Dir.....Angus Bailey
 Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS

Frequency: 1340 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WEIM, Fitchburg, Inc.
 Business-Studio Address.....717 Main St.
 Phone Number3-3766
 Transmitter Location.....Alpine Hill Rd.
 Air TimeUnlimited
 News ServiceAP
 RepresentativeKettell-Carter, Walker
 MembershipNARTB, BAB
 President.....Henry G. Molina, Jr.
 General Manager.....Lew Sargent
 Commercial Mgr.....James W. Chalmers

Program Dir.....David Rodman
 News Director.....Leslie Levinson
 Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wachusett Bcstg. Co.
 Address.....455 Main St.
 Phone Number3-4897
 RepresentativeDevney
 News ServiceINS
 MembershipNARTB, BAB
 Pres., Gen. Comm. Mgr.....Ansel E. Gridley
 Program DirectorJohn Wisley
 Chief Engineer.....Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Suburban Bcstg. Co.
 Business-Studio Address....Smith Bldg., Irving
 Square
 Phone Number.....Framingham 7409
 Transmitter Location.....Mt. Wayte Ave.
 News ServiceUP
 RepresentativeKettell-Carter

AP SELLS

For Stations and Sponsors ---

For instance . . . WEIM

“AP is without question our Number One revenue getter! WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg’s five banks for us—a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, ‘As a merchandising vehicle, AP news is second to none.’”

HENRY G. MOLINA, JR.,
 President,
 WEIM, Fitchburg, Massachusetts

MASSACHUSETTS

Gen., Prom. Manager.....Richard E. Adams
Commercial Manager...James H. Shoemaker
News Director.....James H. Robbins
Chief Engineer.....Francis Bartol

W H O B

GARDNER—1946—GRANITE STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Granite State
Business Number.....Green St., Gardner
Phone Number.....1490
Representative.....Bolling Co.
President.....W. J. Barkley
Commercial Manager.....Robert A. Brennan
Program Director.....Arthur E. Vaughn
Chief Engineer.....John LaBonte

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number.....4301-2
Transmitter Location.....Woodard Rd.
Air Time.....8 a.m.-11:30 p.m.
News Service.....AP
Transcription Service...Thesaurus, Associated.
World

Representative.....Bertha Bannan, Walker
Membership.....NARTB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Promotion Manager.....Thomas J. Kelly
Pgm. Dir., Chief Anncr.....Ira I. Hewey
Pub., Music Dir.....C. D. Prentice, Jr.
News Director.....Graydon H. Spragg
Chief Engineer.....Leland F. Wheeler

W H A V

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number.....4-4733
Transmitter Location...110 Observatory Ave.
News Service.....AP
Representative.....Kettell-Carter
President.....John T. Russ
Gen., Comm. Mgr.....Robert I. Kimel
Program Director.....Kenneth Ash
Chief Engineer.....Paul A. Hurd

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hamden—Hamshire Corp.
Address.....180 High St.
Phone Number.....Holyoke 8238
Transmitter Location...West Holyoke
News Service.....UP
Transcription Service.....Lang-Worth

Representative...Walker Co. & Bertha Bannan
Membership.....NARTB, BAB
Sta., Gen. Mgr.....Charles N. DeRose
Commercial Manager...Patrick J. Montague
Program Director.....John Vondell
Chief Operator.....Alexander Paley
Consulting Engineer.....Kear & Kennedy

W R E B

HOLYOKE—1950

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcastg. Corp.
Address.....323 High St.
Phone Number.....2-3296
Transcription Service...Associated
News Service.....AP
Representative.....Lionel Colton
President.....Sigward Holmes
Gen., Sta., Comm. Mgr.....W. W. Robinson
Pgm. Dir., Chief Anncr.....F. J. Hamel
News Director.....Francis Shea
Chief Engineer.....Ralph Benedict
Consulting Engineer.....A. D. Ring

W C C M

LAWRENCE—1947

Frequency: 800 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Lawrence Bdcstg. Co.
Address.....54 Essex Street
Phone Number...Lawrence 37171, Lowell 6359
Transmitter Location...Andover
Air Time.....Sunrise-Sunset
News Service.....AP
Representative.....Bannan, Indie Sales
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Geo. H. Jaspert
Production Director...Nicholas P. Caruso
Chief Announcer.....Ernest H. Labranche
Prom. Mgr., Pub., News Dir.....W. F. Mitten
Chief Engineer.....Geo. H. Jaspert

W L A W

LAWRENCE—1937—ABC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business-Studio Address.....278 Essex St.
Phone Number.....Lawrence 2107
Transmitter Location...Burlington
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service...World
Representative.....Weed
Membership.....NARTB, BAB
President.....Irving E. Rogers
Gen., Sta. Mgr.....William A. Ripley
Commercial Manager...Nona Kirby
Program Dir.....Richard T. Hickox
Production Director...Hugh H. Sharpe III
Publicity Director.....Fred A. Sullivan
Chief Engineer.....George A. Hinckley
Consulting Engineer...George C. Davis

MASSACHUSETTS

WCAP

LOWELL—1951

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Northeast Radio Inc.
Address 24 Central St.
Phone Number 4-0404
News Service UP
Pres., Gen. Mgr. Israel Cohen
Commercial Manager Gerald F. Cronin
Program Director Milton B. Kaye
News Director Joseph S. Davis
Chief Engineer Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Merrimac Bdcstg. Co.
Trans. Address 39 Kearney Square (Lowell)
Cregg Bldg. (Lawrence)
Phone Number 8715, Lawrence 2-2148
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Associated
Representative Haskell Bloomberg
President Gerald Harrison
V. P. Carl S. Wheeler
Sta. Mgr. Dana W. Fitzgerald
Commercial Manager Haskell Bloomberg
Chief Engineer Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By Puritan Bcst. Service, Inc.
Business-Studio Address 7 Willow St.
Phone Number LY. 5-8200
Transmitter Location Heath's Court
Air Time 6:45 a.m.-Sunset
News Service UP
Pres., Gen. Mgr. Theodore Feinstein
Station Manager Winslow Bettinson
Commercial Mgr. Leonard Meyers
Program Director Winslow Bettinson
Publicity Director Milt Jaffee
Chief Engineer John W. Parker

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By Bay State Bcstg. Co.
Address Pope's Island
Phone Number 3-1767
News Service UP
President Joseph P. Duchaine
General Manager Otto F. A. Arnold
Commercial Manager O. S. Perry
Pgm., Farm Dir. Emmett Hearn
Chief Engineer Harold H. Hoover, Jr.

WNBH

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By E. Anthony & Sons, Inc.
Business-Studio Address 432 County St.
Phone Number 8-5228
Transmitter Location Fairhaven
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service World
Representative Walker Co., Bertha Bannan
Vice-President Basil Brewer
Station Manager Paul Perreault
Comm., Sales Prom. Mgr. David Shurtleff
Program Director Edward Boghosian
Chief Engineer Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address 466 Curran
Phone Number 1230
News Service AP
Transcription Service World
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. J. Gordon Keyworth
Program Manager Benjamin A. Hubley
Chief Technician William B. Dalley

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By Courtlandt Nicoll
Address 20 State Street
Phone Number 860
Transmitter Location Curran Highway
News Service UP
Transcription Service Associated
Pres., Gen. Mgr. Courtlandt Nicoll
Commercial Manager Richard Woodies
Program Director Tom Varnum
Chief Engineer Gerald O'Grady

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Pioneer Valley Bcstg. Co.
Address 78 Main St.
Transcription Service Standard
President John H. Williams
Gen., Comm. Mgr. Alexander W. Milne

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Western Mass. Bcstg. Co.
Business-Studio Address 30 Eagle St.
Phone Number 8292-3

MASSACHUSETTS

Transmitter Location.....30 Eagle St.
 Air Time.....6:45 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Everett-McKinney, Kettell-Carter
 Membership.....NARTB, BAB
 President.....L. K. Miller
 Gen., Sta., Comm.....W. Wendell Budrow
 Pgm., Prod. Dir.....Harry Brown
 Chief Announcer.....Dana Jones
 Chief Engineer.....Wallon Ayer
 Pgm., Prod., Pub. Dir.....Robert Henabery
 Consulting Engineer.....Paul Godley

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Greylock Bcstg. Co.
 Business-Studio Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Air Time.....6:40 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Walker, Morgatti
 Membership.....NARTB, BAB
 President.....Leon Podolsky
 Sta., Gen. Mgr.....John T. Parsons
 Commercial Manager.....Walter Kearsy
 Sales Promotion Manager.....Larry Vaber
 Mus., Pub., Pgm. Dir.....Richard Bolender
 Production Director.....Ted Holmes
 Chief Engineer.....Leonard Lavendol
 Consulting Engineer.....I. C. McNary

W J D A

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....South Shore Bcstg. Co., Inc.
 Business-Studio Address.....29 Brackett St.
 Phone Number.....Mayflower 9-1300
 News Service.....AP
 Transcription Service.....World
 Pres., Sta. Mgr., Pgm. Dir.....Joseph H. Tobin
 Comm., Sales Prom. Mgr., Chief Engineer.....James D. Asher
 News Director.....Bill Edwards

W E S X

SALEM—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....North Shore Bcstg. Co.
 Business-Studio Address.....49 Washington St.
 Phone Number.....5670
 Transmitter.....Naugus Head, Marblehead
 President.....Joseph H. Tobin
 Gen., Prom., Comm. Mgr.....William C. Asher
 Program Director.....Henry Forbes

W B Z A - W B Z

(Synchronous Operation)
 SPRINGFIELD-BOSTON—1921
 NBC-NERN

(See Boston Listing)

W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Business-Studio Address.....101 West St.
 Phone Number.....Springfield 7-1414
 Transmitter Location.....101 West St.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Gerald Harrison
 Sales Prom., Sta. Mgr.....Robert Donahue
 Commercial Manager.....Robert Feldman
 Program Director.....Turner Cooke
 Publicity Director.....Paul Peltier
 Chief Engineer.....John Michnovex

W J K O

SPRINGFIELD—1949

Frequency: 1600 Kc.....5 KW d.
 Owned-Oper. By.....Springfield Bdcstg. Co.
 Address.....137 State St.
 Phone Number.....2-7487
 Trans. Loca.No. Main St., E. Longmeadow
 Air Time.....Unlimited
 News Service.....UP
 Representative.....The Bolling Co.
 Gen. Mgr., Pgm. Dir.....C. M. Manitsas
 Comm. Mgr., Chief Engr.....E. G. Hewinson, Sr.
 Sales Prom. Mgr.....William Heron
 Publicity Director.....Paul Rogers
 Production Director.....Don Thomas
 Consulting Engineer.....Foss & Co.

W S P R

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSPR, Inc.
 Business.....63 Chestnut St.
 Phone Number.....6-2757
 Transmitter Location.....W. Springfield
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Alan C. Tindal
 Commercial Manager.....J. H. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir.....Howard S. Keefe
 Program Director.....Wayne H. Latham
 Chief Engineer.....George Townsend

MASSACHUSETTS

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Phone Number 9-4768
 Air Time 6:40 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Oper., Mgr., Chief Engr. J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 174 Broadway
 Phone Number 4-7528
 Transcription Service Lang-Worth
 News Service UP
 President J. Marshall McGregor
 General Manager James Milton Hammond
 Station Manager Joseph G. Quill
 Commercial Manager Edwin Stawniak
 Chief Engineer Owen Kelleher

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charles River Bcstg. Co.
 Business-Studio Address 4 Gordon St.
 Phone Number W 5-7080
 Transmitter Location South St.
 Air Time Daytime
 News Service UP
 Representative Bannan
 President Richard C. O'Hare
 General Manager Deuel Richardson
 Commercial Manager Theodore Jones
 Chief Engineer J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Donald W. Howe
 Business-Studio Address East St.
 Phone Number 1250
 Transmitter Location Coy's Hill, Warren
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Borgatti, Radio Reps.
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. Donald W. Howe
 Program Director Tom Colton
 News Director Loren C. Smith
 Chief Engineer Fred Joslin

WOCB

WEST YARMOUTH—1940

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Transmitter Address South Sea Ave.
 Phone Number Hyannis 502
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 Representative Walker, Bertha Bannan
 President Basil Brewer
 Gen., Sta. Mgr. Gerald L. Staten
 Sta., Prom. Mgr. Paul Stiles
 Program Director Joyce Johnson
 Chief Engineer Zigmund Grobowski

WAAB

WORCESTER—1931—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By The Olin Corp.
 Business-Studio Address 34 Mechanic St.
 Phone Number 2-5611
 Transmitter Location Holden
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. B. W. Olin, Jr.
 Comm., Sls. Prom. Mgr. George J. Kapel
 Pgm., Prod., Pub. Dir. Don Stevens
 Chief Engineer Felix Bonvouloir

WNEB

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Trans. Address Park Bldg., 507 Main St.
 Phone Number 6-4672
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Bolling
 President Paul C. Lytle
 Sta., Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 News Director Andrew F. Hickey
 Chief Engineer Vernon P. Wilson

WORC

WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Radio Worcester
 Business-Studio Address 65 Elm St.
 Phone Number 5-3101
 Transmitter Location Auburn
 Air Time 7 a.m.-M.
 News Service AP
 Representative Headley-Reed



**Multiply this
501,900 times**

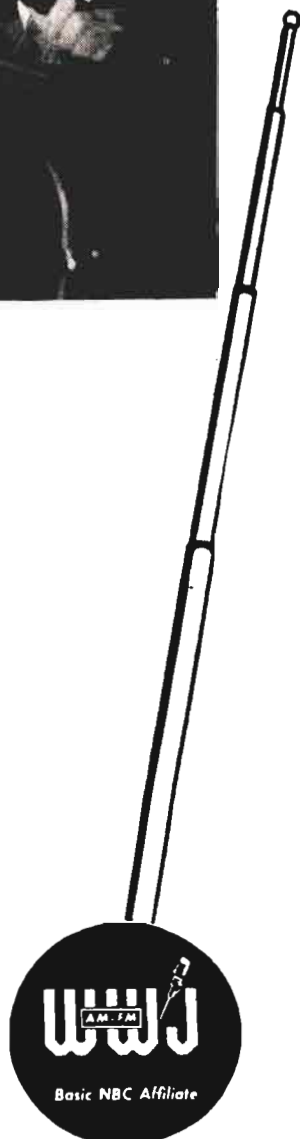
Detroiters are as accessible to advertisers in their cars as they are in their homes . . . through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio *ONLY* homes—and you'll realize why WWJ sells so effectively. And so economically, also . . . because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.

FIRST IN DETROIT *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY 

Associate Television Station **WWJ-TV**



Basic NBC Affiliate

**AM—550 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—57.1 MEGACYCLES**

MASS. - MICH.

President..... C. George Taylor
 Gen., Sta. Mgr..... Kenneth B. Murray
 Pgm. Dir., Chief Annr..... W. W. Pierce, III
 Chief Engineer..... Carroll Philbrook

WTAG

WORCESTER—1924—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By..... WTAG, Inc.
 Business-Studio Address..... 18 Franklin St.
 Phone Number..... 5-4321
 Transmitter Location.. Shrewsbury St., Holden

Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service..... World, Associated
 Representative..... Paul H. Raymer
 Membership NARTB, BAB
 Vice-Pres., Gen. Mgr..... Robert W. Booth
 Station Manager..... Herbert L. Krueger
 Commercial Manager..... Robert J. Brown
 Sales Promotion Manager .. Edwin W. Quinn
 Prod., Pgm. Dir. A. J. Brissette
 Publicity Director..... A. C. Fuller
 Chief Engineer..... E. A. Browning

MICHIGAN

*Pop. April 1, 1952 (Est.) 6,590,000—Total Housing Units 1,979,994
 Families April 1, 1952 (Est.) 1,825,000—Stations in State 67*

WABJ

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Oper. By James Gerity, Jr.
 Address Treat Rd.
 Phone Number 9000
 Transmitter Location Treat Rd.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Representative Hal Holman Co.
 Membership NARTB, BAB
 Owner James Gerity, Jr.
 General Manager..... O. Wm. Myers
 Commercial Manager..... Harley West, Jr.
 News, Pgm. Dir. Larry Payne
 Chief Announcer Phil Sanford
 Chief Engineer Elwood Brown
 Consulting Engineer..... Earl Cullum

Business Address Alpena
 Phone Number 1049
 Studio-Transmitter Location..... M-32 West
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Representative Hal Holman
 President Les Biederman
 General Manager..... Drew McClay
 Chief Engineer..... William Kiker

WHRV

ANN ARBOR—1947—ABC

Frequency: 1600 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Huron Valley Bcstrs., Inc.
 Business Address..... Box 608
 Phone Number 2-4573
 Studio-Trans. Location..... 4230 Packard Rd.
 News Service AP
 Transcription Service World
 Representative Walker
 President..... J. F. Hopkins
 General Manager..... Steve Filipiak
 Program Dir..... Cecelia Ward
 Chief Engineer..... James Allen

WFYC

ALMA—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By WFYC, Inc.
 Address 408½ Gratiot Ave.
 Phone Number 95
 Trans. Loca. 1 Mi. E. of City on U.S. 27
 News Service UP
 Trans. Service Lang-Worth, World
 President..... L. R. Kamperman
 General Manager..... Robert W. Cessna
 Program Director..... Bob Clayton
 News Director..... David Sommerville
 Chief Engineer..... Harold Frisbee

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Washtenaw Bcstg. Co.
 Bus.-Studio Address... 3rd Floor, Hutzel Bldg.
 Phone Number 2-5517
 Transmitter Location..... 1795 So. Maple Rd.
 News Service AP
 Transcription Service Standard
 Representative McGillvra
 President..... Arthur E. Greene
 General Manager..... Edward F. Baughn
 Commercial Manager..... Kenneth McDonald
 Program Director..... Pat Quinn
 Chief Engineer..... George D. Stearns

WATZ

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Midwestern Bcstg. Co.

MICHIGAN

W L E W

BAD AXE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Saginaw Bcstg. Co.
 Phone Number 1010
 Representative Headley-Reed
 Transcription Service Standard
 News Service AP
 President Milton L. Greenebaum
 Vice-President Jack Parker
 Commercial Manager Cliff Thomas
 Chief Engineer Meredith Koerner

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Michigan Bcstg. Co.
 Business-Studio Address 402 Security Natl.
 Bank Bldg.
 Phone Number 3-5555
 Transmitter Location Golden Ave.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus, World
 Representative Burn-Smith
 Pres., General Manager Robert H. Holmes
 Commercial Manager F. K. Doyle
 Program Director E. F. Cahill
 News Director Robt. Merklein
 Chief Engineer Raymond Roof

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Federated Publications, Inc.
 Bus.-Studio-Transmitter Address Michigan
 National Bank Bldg.
 Phone Number 5655
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative Bolling
 Membership NARTB, BAB
 General Manager Dan E. Jayne
 Commercial Manager E. P. Mills, Jr.
 Program Director Forrest F. Owen
 Chief Engineer Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Bay Bcstg. Co., Inc.
 Business-Studio Address Wenonah Hotel
 Phone Number 7551-2
 Transmitter Address Tuscola Rd., Hampton
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Harley D. Peet
 Gen.-Station-Comm. Mgr. Hugh A. Giesel

Program Director Charles E. Anthony
 News Director Frank J. Walsh
 Musical Director Lionel H. DeRemer
 Chief Engineer Ralph H. Carpenter
 Consulting Engineer Jansty & Bailey

W G R O

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Griner-Dillon Bcstg. Co.
 Trans. Address 4451 Wheeler Rd.
 Phone Number 3-1260
 Air Time Daytime
 News Service AP
 Representative Sears & Ayer
 Pres., Gen. Mgr. Gail D. Griner
 Comm., Sales Prom. Mgr. Edward T. Dillon
 Chief Engineer Floyd Woody

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.
 Phone Number 5-2113
 Transmitter Location Fairplain Ave.
 Air Time Sunrise-Sunset

W E L L

BATTLE CREEK

*Battle Creek's top-rated
station*

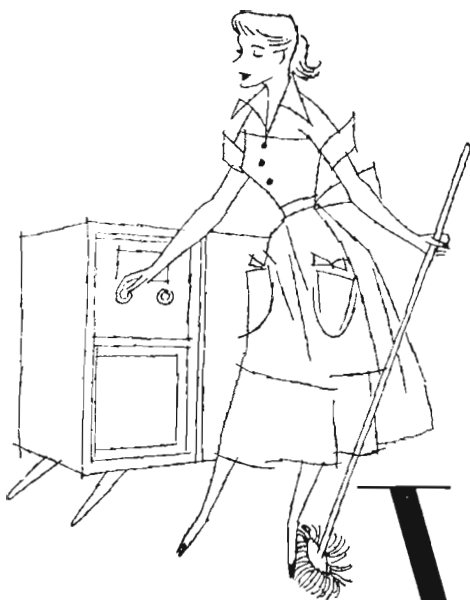
and the best buy
because . . .

- 26 years of making friends—
and sales
- Covers retail trading area of
198,299
- Affiliated with American Bcstg.
Company

Represented nationally by
THE BOLLING CO.

250W • 1400

WELL
WELL-FM



W

J

R

the
GREAT VOICE
of the
GREAT
LAKES



MICHIGAN

News Service AP
Transcription Service Lang-Worth, RCA, World
Representative Hal Holman
Membership NARTB, BAB
President Stanley R. Banyon
Gen., Sta. Mgr. J. P. Scherer
Commercial Manager Ted Vernasco
Sales Prom. Mgr. Dwight Edmunds
Program Director John Pershing Chase
Publicity Director Charles Hart
Production Director Cal Bollwinkel
Chief Engineer Munson Robinson
Consulting Engineer: Craven, Lohnes & Culver

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By ... Midwestern Bcstg. Co.
Business-Studio Address P.O. Box 219, Cadillac
Phone Number 1270
News Service AP
Transcription Service SESAC, KBS
Representative Hal Holman
Pres., Gen. Mgr. Les Biederman
Station Manager Art Nyhus
Commercial Manager M. L. Chandler
Chief Engineer Bill Kikel

WTVB

COLDWATER—1949—LBS

Frequency: 1590 Kc. **Power:** 1000 Watts
Owned-Oper. By ... Twin Valley Bcstrs, Inc.
Address Box 32
Phone Number 1230
Trans. Loca. 1½ Mi. So. on U.S. 27
Air Time 6 a.m.-9 p.m.
News Service AP
Trans. Service Associated, Cole
Representative McGillvra
President George Hosek
Gen., Station Manager E. Harold Munn, Jr.
Program Director Jack Douglas
Chief Engineer E. Harold Munn, Jr.

WKMH

DEARBORN—1946—LBS

Frequency: 1310 Kc. **Power** 5000 Watts d.
 1000 n.
Owned-Operated By WKMH, Inc.
Business-Studio Address WKMH Bldg.
Phone Number Logan 2-4000
Transmitter Willow Run Express Hway.
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
Pres., Sta., Gen. Mgr. Fred A. Knorr
Comm., Prom. Mgr. George M. Miller
Program Director Verna Borsadi
Production Director Clare Linn
Chief Engineer Jerrold Martin

News Director Dale Marr
Musical Director Albert Gross
Farm Editor Terry Washburn
Consulting Engineer Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc. **Power:** 50,000 Watts
Owned-Oper. By ... Western Ontario Bcstg. Co.,
 Ltd., Essex Bcstrs., Inc.
Business Address 3300 Guardian Bldg., Det.
Phone Number Woodward 1-7200
Studio Address Canada Trust Bldg., Windsor
Transmitter Location Harrow, Ont.
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Standard, World,
 Thesaurus
Representative All Canada Facilities,
 Adam J. Young, Jr.
Membership NARTB
President, General Mgr. J. E. Campeau
Sta. Mgr., Chief Engr. W. J. Carter
Commercial Manager E. Wilson Wardell
Sales Prom. Mgr. Art Gloster
Pgm., Prod. Dir. S. Campbell Ritchie
News Director Val Clare
Publicity Director Gene Saunders
Chief Announcer John Gordon
Musical Director Wally Townsend
Farm Editor Austin Grant

WJBK

DETROIT—1928

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Fort Industry Co.
Business-Studio Address 500 Temple Ave.
Phone Number TEmple 3-7900
Transmitter Location 15555 Woodrow Wilson
Air Time 24 Hours
News Service INS, UP
Representative Katz Agency
Membership NARTB
President George B. Storer
Exec. Vice-Pres. Richard E. Jones
Sales Manager Tom Harker
Program Director Richard Fischer
Publicity Director Patricia MacInnis
Chief Engineer Paul O. Frincke
Consulting Engineer Earl Cullum

WJLB

DETROIT—1926

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By ... Booth Radio & TV Stas.
Business Address David Broderick Tower
Phone Number Woodward 5-2000
Transmitter Location 375 Midland Ave.
News Service AP
Membership BAB
Representative Forjoe
Pres., Gen. Mgr. John L. Booth

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., Nat'l Rep. •

J. E. Campeau, President

• MUTUAL •

MICHIGAN

Commercial Manager.....Eric V. Hay
 Sales Prom. Mgr.....Edwin E. Nyy
 Program Director.....George Kendall
 Chief Announcer.....Richard Pavey
 Chief Engineer.....Edward H. Clark

W J R

DETROIT—1926—CBS

Frequency: 760 Kc....Power: 50,000 Watts
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.
 AddressFisher Bldg.
 Phone NumberTrinity 5-4440
 Transmitter LocationTrenton
 Air Time24 Hours
 News ServiceAP, INS, UP
 Trans. ServiceThesaurus, World
 RepresentativePetry & Co.
 MembershipNARTB, BAB
 PresidentJohn F. Patt
 V.P., & Gen. Mgr.Worth Kramer
 Sales Service ManagerF. A. McPhillips
 Advt. & Pub. Rel. Dir.....James Quello
 Sales Manager.....Elmer O. Wayne
 Program DirectorFranklin Mitchell
 Production DirectorNorman White
 V.P. in charge of News.....George Cushing
 Chief Announcer.....Charles Park
 News EditorJack White
 Musical DirectorPaul LaVoie
 V.P. in chge of Engr.George Leydori
 Farm EditorMarshall Wells

(See Pages 276, 477)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc....Power: 5000 Watts
 Owned-Oper. ByThe Evening News Assn.
 Address615 W. Lafayette
 Phone NumberWoodward 2-2000
 Trans. Loca.8 Mi. & Myers Rd.
 Air Time24 Hours
 News ServiceAP, UP
 Trans. Serv.Lang-Worth & Thesaurus
 Representative ...George P. Hollingberry Co.
 MembershipNARTB
 Director of RadioW. J. Scripps
 General Manager.....Edward Wheeler
 Station ManagerDon DeGroot
 General Program Mgr.M. C. Wissman
 General Engr. Mgr.E. J. Love
 Public Affairs ManagerJames Eberle
 Pgm. & Prod. Mgr.....Charles Penman
 Publicity Manager.....Fran Harris
 Chief Engineer.....Carl Wesser
 Promotion Manager.....Jack Albert
 Program ManagerJohn Hill
 News EditorTom MacMahon
 Musical Director.....Mischa Kettler
 Farm EditorJohn Merrifield
 Sales ManagerWendell Parmelee
 Consulting Engineer.....William L. Foss

(See Page 474)

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....WVYZ, Inc.
 Business Address.....1700 Mutual Bldg.
 Phone NumberWoodward 3-8321
 Transmitter Location...Joy Rd. & Greenfield
 Air Time6:30 a.m.-1 a.m.
 News ServiceAP
 RepresentativeABC Spot Sales
 President.....James G. Riddell
 Commercial Manager.....Harold Christian
 Pub. Dir., Sales Prom. Mgr....William Morgan
 Program Director.....Jack McCarthy
 Chief EngineerCharles Kocher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delta Bcstg. Co.
 Business-Studio Address.....P. O. Box 419
 Phone Number3190-1
 Transmitter Location.....Ski Hill Rd.
 Air Time6:30 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWalker
 Gen., Comm. Mgr.....George D. Lindenthal
 Sta., Mgr., Pgm. Dir.....Robert Wagner
 Production Director.....John Hagerman
 Chief Engineer.....Jack W. Foster
 Consulting Engineer.....McNary, Wrathall

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Oper. By. Booth Radio & TV Stations,
 Business-Studio Address...112 W. Water St.
 Phone Number.....Detroit, Woodward 2-0220;
 Flint, 9-8686
 Transmitter Location.....3076 Bristol Rd.
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipBAB
 President.....John Lord Booth
 General ManagerW. Eldon Garner
 Program Dir.....Jerry Schroeder
 Chief Engineer.....G. Elwood Ryan

W C L C

FLINT—1952—LBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Adelaide L. Carrell
 Address.....1623 Utica Ave.
 Phone Number43381
 News ServiceAP
 Transcription ServiceSESAC

MICHIGAN

Man. Dir., Comm. Mgr. Adelaide L. Carrell
 Prom., Publ. Dir. Charles R. Carrell
 Program Director Richard Hallwood
 Chief Engineer James Robertson
 Consulting Engineer Russell P. May

W F D F

FLINT—1922—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By The Trebit Corp.
 Bus.-Studio Address Mott Foundation Bldg.
 Phone Number 2-7158
 Transmitter Location Briston Road
 Air Time 5:45 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Standard, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 President Harry M. Bitner, Sr.
 General Mgr. Lester W. Lindow
 Sales Prom. Mgr. Marvin Levey
 Farm Edit., Pgm. Dir. Elmer A. Knopf
 Chief Announcer Irving Haggart
 News Director Jack Lewin
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain
 Consulting Engineer Gillett & Assoc.

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3417 Lapeer Rd.
 Air Time Daytime
 Transcription Service UP
 Transcription Service Standard
 Representative Best
 President Victor Longfield
 General Manager William H. Merford
 Chief Engineer Homer Blumerich
 Commercial Manager Richard Carter

W T A C

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address 740 S. Saginaw St.
 Phone Number Flint 2-1136
 Transmitter Location 6171 Center Rd.,
 Grand Blanc
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 President George W. Trendle
 General Mgr. H. Allen Campbell
 Sta., Comm. Mgr. J. R. McKinley

Program Dir. Laurence Arnold
 Chief Engineer Frank Folsom

W A T C

GAYLORD—1950—BUNYAN

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Midwestern Bcstg. Co.
 Address Paul Bunyan Bldg., Traverse City
 Phone Number Traverse City 2700
 Representative Holman
 Transcription Service Standard
 News Service AP
 President Les Biederman
 General Manager Mitch Gordon
 Commercial Manager Gerald Crittenden
 Program Director Ken Haven
 Chief Engineer William Kiker

W G H N

GRAND HAVEN—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Grand Haven Bcstg. Co.
 Address Grand Haven

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Furniture City Bcstg. Corp.
 Business-Studio Address 430 Federal Square
 Bldg.
 Phone Number Gl. 6-9541
 Trans. Loca. 501 Garfield Ave., N.W.
 Air Time Sunrise-sunset
 News Service AP
 Trans. Serv. Associated, RCA, Thesaurus
 Representative Hil F. Best
 Pres., Gen., Sta. Mgr. William Kuiper
 Commercial Manager H. J. Swierenga
 Program Director Henry Bosch
 Chief Engineer Jack Timmer
 Sales Prom., Prod. Dir. Roy W. Marsh
 News Director Gordon Kibby
 Musical Director Bob Beukema

W G R D

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Add. 35 Lafayette Ave., N.E.
 Phone Number 9-4111
 Transmitter Location 1300 Plymouth Rd., N.E.
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Pres., Gen., Sta. Mgr. Paul F. Eichhorn
 Program Director F. T. Mabie
 Chief Engineer Richard Groenevelt
 Consulting Engineer Commercial Radio

MICHIGAN

W J E F

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Fetzer Bdcstg. Co.
 Address 124 W. Mich. Ave., Kalamazoo
 Phone Number Glendale 6-8512
 Transmitter Location Pantlind Hotel
 Air Time 6:30 a.m.-12:05 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. John E. Fetzer
 Pub. Dir., Sta. Mgr. Martin Giaimo
 Commercial Manager John W. O'Harrow
 Sales Promotion Manager Martin Giaimo
 Production Supervisor Donald Richardson
 Dir. of Public Affairs Dr. Willis F. Dunbar
 Chief Engineer Carl E. Lee
 Consulting Engineer Paul F. Godley

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Versluis Radio &
 Television, Inc.
 Trans. Loca. Add. 6 Fountain St. N.E.
 Phone Number Glendale 6-5461
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BAB
 President Leonard A. Versluis
 Vice-Pres. & Gen. Mgr. Hy M. Steed
 Sales Promotion Manager L. A. Versluis, Jr.
 Program Director Bob Kirby
 Production Director Don Mullen
 Chief Engineer Lee Stevens
 Consulting Engineer George Davis

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address 1408 Grand Rapids Natl. Bank Bldg.
 Phone Number 9-4211
 Transmitter Location 60th St.
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Trans. Serv. Lang-Worth, World
 Representative Katz Agency
 President H. M. Bitner, Sr.
 Gen., Sta., Comm. Mgr. William Schroeder
 Program Director Frank Sisson
 Publicity Director Howard Silbar
 News Director Bob Runyon
 Chief Engineer Robert Wilson

W H T C

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business-Studio Address 5 E. Eighth St.
 Phone Number 9482
 Transmitter Location 4th & Central Avenue
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Grant
 President W. A. Butler
 Chief Engineer John Klungle
 Comm., Gen., Sta. Mgr. Sandy Meek
 Pgm., Prod. Director Robert Nelson
 Publicity Director George Jackson
 Consulting Engineer Andrews Co.

W H D F

HOUGHTON—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Bcstg. Co.
 Address Douglas House
 Phone Number Houghton 1
 Air Time 7 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Chief Owner G. L. Burgan
 General Manager Albert W. Payne
 Prog. Dir., Chief Announcer Earl Norden
 Technical Supervisor George L. Burgan

W M I Q

IRON MOUNTAIN—1947

ABC-NORTHERN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address 211 E. Ludington St.
 Phone Number 2031
 Transmitter Location Pewabic Hill
 News Service UP
 Transcription Service Thesaurus
 President Frank J. Russell
 General Manager Russell J. Staffeld
 Commercial Manager William C. Johnson
 Chief Engineer Paul F. Anick

W I K B

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Operated By Upper Mich.-Wisc. Bcstg. Co.
 Phone Number 102-3
 Transmitter Location Caspian
 Air Time 6:55 a.m.-1:55 p.m.
 News Service UP
 Transcription Service World
 Representative Walker
 President H. H. Frailing

MICHIGAN

General Manager.....Donald R. Hoover
Sta., Prom. Mgr.....James F. Kauper
Comme cial Manager.....K. P. Firnstahl
Prod., Pgm. Dir.....Bob Serenson
Publicity Director.....Ann Cascioli
Chief Engineer.....Eugene Kaari
Consulting Engineer.....Andrew Engless

W J M S

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By...Upper Michigan-Wisconsin
Bcstg. Co., Inc.
Business-Studio Address...124 E. McLeod Ave.
Phone Number.....20
Transmitter Location.....Cary, Wis.
Air Time.....7 a.m.-M.
News Service.....UP
Transcription Service.....Walker
Representative.....Walker
President.....William L. Johnson
Station Manager.....Donald R. Hoover
Music, Pgm. Dir.....Laura Johnson
Sports, News Director.....Bob Olson
Prod. Dir., Chief Anncr.....Tom Kelly
Chief Engineer.....Arne Dahlbacka
Consulting Engineer.....Andrew F. Inglis

W J P D

**ISHPEMING—1947—PBN-GOEBEL
KBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number.....1892
Transmitter Location.....Hway. 41
Air Time.....7 a.m.-11:00 p.m.
News Service.....AP
Transcription Service.....Standard
Pres., Gen., Sta. Mgr.....J. P. Deegan
Prod., Pub. Dir.....Carl B. Tupala
Program Director.....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney
Consulting Engineer.....C. H. Meyer

W I B M

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Transmitter Address.....2511 Kibby Rd.
Phone Number.....6121
Air Time.....6:30 a.m.-M.
News Service.....AP
Representative.....Hal Holman, Forjoe
President.....Roy Radner
Vice-President.....Herman Radner
Station-Commercial Manager...William Cizek
Prog. Dir., Chief Announcer...Jack Underwood
Chief Engineer.....Charles Wirtanen
Consulting Engineer.....Geo. C. Davis

W K H M

JACKSON—1951—MBS-KBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By...Jackson Bcstg. & Tele.
Corp.
Address.....441 Wildwood
Phone.....4-7181
Air Time.....6 a.m.-1 a.m.
News Service.....INS
Transcription Service.....World
Representative.....Headley-Reed
Membership.....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Walter Patterson
Program Director.....Milton Maltz
Chief Engineer.....Roland Grambau
Consulting Engineer.....Kear & Kennedy

W G F G

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Southwestern Michigan
Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number.....4-0111
Transmitter Location.....4154 Jennings Dr.
News Service.....UP
Representative.....H-R Reps., Inc.
President.....Harold F. Gross
General Manager.....L. Joe Bolles
News Director.....Warren Anderson

W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Transmitter Location...Route 2, Richards Dr.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Comm.-Sales Prom. Mgr....John W. O'Harrow
Pgm., Prod., Dir.....Harry E. Travis
Director Public Affairs...Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

W I L S

LANSING—1946

Frequency: 1320 Kc...Power: 5000 Watts d.-
1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number.....2-1655

MICHIGAN

Transmitter Location.....Lowcroft Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Rambeau
 Membership.....BAB
 Pres., Gen. Mgr.....W. A. Pomeroy
 Sta., Comm. Mgr., Chief Eng...John C. Pomeroy
 Sales Prom. Mgr., Publ. Dir.....Adrian Swets
 Pgm., Prod. Dir.....Alex Dillingham

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WJIM, Inc.
 Bus.-Studio Address...Bank of Lansing Bldg.
 Phone Number.....2-1333
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Standard
 Representative.....H-R Reps., Inc.
 Membership.....NARTB
 President.....Harold F. Gross
 General Manager.....Howard K. Finch
 Commercial Manager.....Roger S. Underhill
 Program, Pub. Dir.....Richard E. Nason
 Prod., Mus. Dir.....Derwood Carn
 Chief Engineer.....Donald T. Silbert
 Consulting Engineer.....Kear & Kennedy

W K L A

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Raymond A. Plank
 Address.....204 East Ludington Ave.
 Phone Number.....842
 Trans. Loca.....E. Ludington Ave.
 Air Time.....Unlimited
 Transcription Service.....UP
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Raymond A. Plank
 Sales Promotion Manager.....Jerry Breen
 Chief Anncr., News Dir.....Tom Mathews
 Chief Engineer.....Chas. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Manistee Radio Corp.
 Address.....Radio Road
 Phone Number.....1340
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Best
 President.....Dr. Tom A. Maxwell
 General Manager.....E. J. Powell
 Commercial Manager.....Edward Owens

Sta. Mgr., Pgm. Dir.....Al LaGuire
 News Director.....John Sullivan
 Chief Engineer.....John Porterfield

W S D C

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio St. Clair, Inc.
 Address.....5300 Marine City Hwy.
 Phone Number.....3471
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Best
 Pres., Gen. Mgr.....Jerry Coughlin
 Commercial Manager.....Robert J. Campbell
 Program, News Director.....John S. Bell
 Promotion Manager.....Harry Coughlin
 Chief Engineer.....George Carroll

W D M J

**MARQUETTE—1931—MBS
 NORTHERN**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By...Lake Superior Bcstg. Co., Inc.
 Business-Studio Address...4th & Wash. St.
 Phone Number.....616
 Transmitter Location.....Garfield & Bluff Sts.
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Frank J. Russell, Jr.
 General Manager.....Leo G. Brott
 Station Manager.....R. G. Ulbrich
 Commercial Manager.....Robert Luke
 Program Director.....Eldon Wallace
 Promotion Manager.....John Dahl
 Chief Engineer.....Gordon Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rich Publ. House, Inc.
 Transmitter Address.....298 S. Swede Rd.
 Phone Number.....4000
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service...Lang-Worth, Thesaurus
 President.....Phillip T. Rich
 Gen., Sta., Comm. Mgr.....J. A. Sturgeon
 Pgm., Prod. Dir.....Spencer Dennison
 Chief Engr., Farm Editor.....Peter A. Wolfe
 Consulting Engineer.....Nathan Williams

W C E N

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By.....Paul A. Brandt
 Address.....112½ E. Bway
 Phone Number.....33-171, 21-501
 Air Time.....6 a.m.-M.

MICHIGAN

News Service AP
 Trans. Serv. World, Standard
 Owner Paul A. Brandt
 Gen., Sta. Mgr. Robert Meskill
 Sales Promotion Manager Jim Brownell
 Program Director Jim Bailey
 Publicity Director Chet Rogoza
 Chief Engineer Steve Cole

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location Norton Township
 Air Time 6 a.m.-M.
 News Service AP, UP
 Trans. Serv. Lang-Worth, Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Grant F. Ashbacker
 Comm., Prom. Mgr. Arch Shawd
 Prod., Pgm. Dir. Robert Johnson
 Publicity Director B. L. Bennett
 Chief Engineer George Krivitsky
 Consulting Engineer E. C. Page

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By NK Bcstng.
 Address Federal Square
 Phone Number 32126
 News Service UP
 Transcription Service World
 Representative Best
 Owner, Gen. Mgr. Nickolas W. Kuris
 Sales Prom., Pgm. Dir. Don Seaman
 Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address 1769 Peck St.
 Phone Number 2-7608
 Transmitter 517 Giles Rd.
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President Dr. S. E. Duplissis
 Gen., Sta. Mgr. John L. Roach
 Comm., Sales Prom. Mgr. Dalton Hille
 Pgm., Prod., Pub. Dir. Miles M. Olsen
 Chief Engineer Sam Lombardi
 Consulting Engineer Nathan Williams

W O A P

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Operated By Cwosso Bcstg. Co.
 Transmitter Address 2301 N. Shiawassee
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President J. E. Campbell
 Gen., Comm. Mgr. M. H. Wirth
 News, Pgm. Dir. Merrill Walker
 Chief Engineer M. Carson

W M B N

**PETOSKEY—1946
 MBS-KBS-BUNYAN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 President Les Biederman
 General Manager Ralph Pierson

W C A R

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
 Owned-Operated By WCAR, Inc.
 Address 2146 S. Telegraph Rd.
 Phone Number Federal 3-7141
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Representative John E. Pearson
 General Manager H. Y. Levinson

W H L S

**PORT HURON—1938
 MBS-KBS-LBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Transmitter Location 540 - 32nd St.
 Air Time 6 a.m.-1 a.m.
 Transcription Service UP
 Trans. Serv. World, Lang-Worth
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. John F. Wismer
 Prod., Pgm. Dir. R. A. Whitford
 Chief Announcer Ernest O. Ferriby
 News Director Stanley G. Smith
 Chief Engineer Russel S. Thrun

W T T H

PORT HURON—1947—ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Times Herald Co.
 Address 903 Sixth St.
 Phone Number 5171
 Transmitter Location 3800 Dove Rd.

MICHIGAN

Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. World, Standard, Thesaurus
 Representative Weed & Company
 Membership NARTB, BAB
 President Louis A. Weil
 General Manager Harold E. King
 Commercial Manager William Weil
 Program Director Alice Anderson
 Chief Announcer Dick Sommerville
 News Director Bob Thaw
 Chief Engineer Marion Stoner
 Consulting Engineer E. C. Page

W H A K

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Rogers City Bcstg. Co.
 Address Moltke Dr.
 Phone Number 175
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
 Prom., Comm. Mgr. Albert Klann
 Program Director H. E. Brege
 News Director Ward Mayrand

W E X L

ROYAL OAK—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Royal Oak Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone Number Lincoln 4-2200
 Transmitter Location ... 2201 Woodward Hts.
 Blvd., Ferndale
 Air Time 6 a.m.-2 a.m.
 News Service AP, INS
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Gordon A. Sparks
 Sales Prom. Mgr. Ernest Holder
 Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 Transmitter Location Bridgeport
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Hal Holman Co.
 Membership NARTB, BAB
 Pres., Gen. Mgr. William J. Edwards
 Vice-President Donald Williams
 Secy.-Treas., Sta. Mgr. Howard H. Wolfe
 Program Director Henry Scott
 News Director Britt Temby

Publicity Director Henry Scott
 Chief Announcer Bob Dyer
 Chief Engineer Max W. Thomas
 Consulting Engineer John Creutz

W S A M

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Saginaw Bdcstg. Co.
 Address Radio Building
 Phone Number 2-8161
 Transmitter Location 2000 Whittier
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.
 Membership NARTB, BAB
 President Milton L. Greenebaum
 V.P., Gen., Sta. Mgr. Jack D. Parker
 Pgm., Prod. Dir. Howard Finger
 Publicity Director Jean Wright
 News Director Oscar Huff
 Chief Engineer Harold McCullen
 Consulting Engineer Kear & Kennedy

W S G W

SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By ... Booth Radio & TV Stations
 Address Mason Bldg.
 Phone Number 3-4456
 Representative Pearson
 Transcription Service ... World, NBC Thesaurus
 News Service AP
 Pres., Mngng. Dir. John L. Booth
 Vice-Pres. & Gen. Mgr. Robert W. Phillips
 Program Director Robert Elliot
 Publicity Director Mary Kay
 Chief Engineer John T. Travers
 News Director Frank Wells

W S O O

SAULT STE. MARIE—1940 ABC-NORTHERN

Frequency: 1230 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By ... Hiawathaland Bcstg. Co.
 Business-Studio Address ... 107 W. Portage Ave.
 Phone Number 3000
 Trans. Loca. ... Hwy. No. 2, 2 Mi. S. of City
 President, General Manager, Stanley R. Pratt
 Sta., Comm. Mgr. Richard Y. Burnett
 Pgm. Dir., Farm Editor Ed Krieger
 Promotion Manager Charles Pratt
 News Director Homer Foster
 Chief Engineer William F. Morris

W S T R

STURGIS—1951—KBS-LBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Operated By ... Southern Michigan Bcstrs.

MICHIGAN - MINNESOTA

Address.....P. O. Box 67
Phone Number1199
News ServiceAP
Transcription ServiceThesaurus
RepresentativeMcGillvra
General Manager.....E. Harold Munn Jr.
Station Manager.....Charles R. Palmquist Jr.
Program. News Director.....James Harden

W T C M

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. ByMidwestern Bdcstg. Co.
AddressPaul Bunyan Bldg.
Phone Number2700-1
Transmitter LocationElmwood Township
RepresentativeHal Holman Co.
General Manager.....Les Biederman

MINNESOTA

Pop. April 1, 1952 (Est.) 3,101,000—Total Housing Units 921,270
Families April 1, 1952 (Est.) 832,000—Stations in State 47

K A S M

ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone Number1150
Transcription ServiceLang-Worth
News ServiceUP
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Comm., Prom. Mgr.....Ray Schnelly
Pub., News Dir.....John J. Nugent
Program Director.....Sally Hanauska
Chief Engineer.....Clyde A. Weivoda

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner...Albert Lea-Austin Bdcstg. Co., Inc.
Address332 South Broadway
Phone Number2338
News ServiceUP
Transcription Service.....Associated, World,
SESAC
Representatives..Rambeau, Bulmer & Johnson
MembershipNARTB
PresidentBennett O. Knudson
General Manager.....Anson Van Alstyne
Commercial Manager.....Kenneth Peterson
Program DirectorJack Hoetger
News Director.....Dave Pickard
Chief EngineerRobert Holt

K X R A

ALEXANDER—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Alexandria Bcstg. Co.
AddressAlexandria
Phone Number1000
News ServiceUP
Transcription ServiceLang-Worth

RepresentativeLawson
General Manager.....R. C. Brown
Commercial Manager.....Everette Q. Walters
Program Director.....Kenneth Bechtel
News Director.....Wayne Moody
Chief Engineer.....Gerald Lentz

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address....405A N. Main St.
Phone Number8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time6 a.m.-M.
News ServiceAP
Transcription ServiceWorld
RepresentativePearson
MembershipNARTB
PresidentHarry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Pgm., Pub., News Dir.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Production Dir.....Ken Bryant
Chief Engineer.....Glen Klein

K B U N

BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone Number1900
Transmitter LocationMidway Dr.
Air Time7 a.m.-11:30 p.m.
News ServiceUP
Transcription ServiceSESAC
RepresentativeLawson
Pres., Gen., Sta. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief EngineerArt Vanderluis
Consulting EngineerNat Williams

MINNESOTA

KLIZ

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Brainerd Bcstg. Co.
 Business Address 2700 E. Oak St.
 Phone Number 2853
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB, BAB
 President, General Manager E. T. O'Brien
 Program Director Lucille Grosse
 Sta., Comm., Prom. Mgr. Earl R. Johnsen
 Chief Engineer James Peterson

WKLK

CLOQUET—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cloquet Bcstg. Co.
 Address 124½ Ave. C.
 Phone Number 1450
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental
 General Manager James A. McDougall
 Commercial Manager Dale R. Peterson
 Program Director Ralph Hanssen
 Chief Engineer Darrel Gander

KROX

CROOKSTON—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Crookston Bcstg. Co.
 Business-Studio Address Eagles Bldg.
 Phone Number 1050
 Transmitter Location 1.5 Mi. N. of Crookston
 News Service UP
 Transcription Service Thesaurus
 Representatives Donald Cook, Gene Grant,
 Lawson & Assoc.
 President D. A. McKenzie
 Gen. Mgr., News, Farm Dir.
 Garfield A. Dahlberg
 Program Director Jerome A. Dahlberg
 Chief Engineer William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Detroit Lakes Bcstg. Corp.
 Address 1360 Richwood Rd.
 Phone Number 1100
 News Service AP
 Transcription Service World
 Representative Lawson
 President R. C. Brown
 General Manager Gordon Hutton
 Commercial Manager Phil Solberg
 Program Director Roger Awsumb
 Chief Engineer Sumner Rasmussen

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Red River Bcstg. Co., Inc.
 Business-Studio Address 218 Bradley Bldg.
 Phone Number Melrose 2-2628
 Trans. Loca. 901 So. 63rd Ave. W.
 Air Time 24 Hours
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membe ship NARTB, BAB
 Pres., Gen. Mgr. Dalton Le Masurier
 Commercial Manager Odin S. Ramsland
 Sales Prom. Mgr. Dale Cowle
 Program Director Jack Gordon
 Chief Engineer Robert A. Deltman

WEBC

**DULUTH—1924
 NBC-ARROWHEAD**

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address WEBC Bldg.
 Phone Number Melrose 2-2873
 Transmitter Location 3925 Tower Ave.,
 Superior, Wis.
 News Service UP
 Transcription Service SESAC, World
 Representative Hollingbery
 President Morgan Murphy
 General Manager W. C. Bridges
 Commercial Manager Clifford J. Lue
 Program Director Earl Henton
 Chief Engineer Norman Gill
 Consulting Engineer C. B. Persons

WREX

DULUTH—1948—MBS

Frequency: 1080 Kc. Power: 10,000 Watts d.:
 5000 Watts n.
 Owned-Oper. By Lake Superior Bcstg. Co.
 Business-Studio Address 213 E. Superior St.
 Phone Number 7-2911
 Transmitter Location McCuen St.
 News Service UP
 Representative Weed
 President Thomas McCabe
 Commercial Manager Robert J. Rich
 Gen. Mgr., Chief Engr. William Lounsberry
 News Director Loren Paynter

WEVE

EVELETH—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Carl Bloomquist
 Address Park Hotel
 Phone Number 991
 Transmitter Location Eveleth
 Air Time Unlimited

MINNESOTA

Transcription Service Standard
 Representative Orville Lawson
 Membership BAB
 President Carl Bloomquist
 General Manager Arthur F. Nelson
 Program Director Robert Daniels
 Chief Engineer Joe Cerar

KDHL

FARIBAULT—1948—LBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By KDHL Bdcstg. Co.
 Business-Studio Address 213 Central Ave.
 Phone Number 2312
 Transmitter Location Hwy. 65
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Capitol
 Representative Pearson, Lawson
 General Mgr. Herbert H. Lee
 Commercial Mgr. Palmer Dragsten
 Musical Director Mera Ballis Frydenlund
 Sta. Mgr., Chief Engineer John E. Hyde, Jr.

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fairmont Bdcstg. Co.
 Address 306 North Park St.
 Phone Number 1370
 Transmitter Location W. Lair Road
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Representative Walker Co., Lawson
 Trans. Serv. Thesaurus
 Membership NARTB, BAB
 President Leo J. Seifert
 General Manager Frank Endersbe
 Program Director Everett Ohrt
 News Director Ray Stougaard
 Chief Engineer Lawrence Lawson
 Consulting Engineer Chambers & Garrison

KGDE

FERGUS FALLS—1926 MBS-GREAT NORTHERN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fergus Radio Corp.
 Business-Studio Address Fergus Falls
 Phone Number 3986
 Transmitter Location Hwy. 3
 Air Time 6 a.m.-M.
 News Service AP
 Representative Walker
 Membership NARTB
 Secy-Treas., Exec. Dir. Harold L. Dell
 Station Manager Don L. Albertson
 Asst. Mgr. Frederic T. Dell
 Chief Engineer Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Itasca Bcstg. Co.
 Phone Number 198
 Transmitter Location Grand Rapids
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Pres., General Manager Robert D. Kennedy
 Program Director Bul Germ
 Chief Engineer Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address 5th & Howard
 Phone Number 3-7531
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Morgan Murphy
 General Manager W. C. Bridges
 Sta., Commercial Mgr. Oscar H. Peterson
 Pgm., Prod., Pub. Dir. Ruth E. Coe
 Chief Engineer Norman Gill

KLTF

LITTLE FALLS—1950

Frequency: 960 Kc. Power: 500 Watts d.
 Owned-Oper. By Capital City Bcstg. Co., Inc.
 Address 105½ Broadway E.
 Phone Number 367
 President Thornton G. Simpson
 General Manager Wayne L. King
 Comm. Mgr., News Dir. Albert L. Beck, Jr.
 Program Director Robert J. Hasselman
 Promotion Manager Gordon O. Lommen
 Chief Engineer Donald J. Powers

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By Minnesota Valley Bcstg. Co.
 Phone Number 4537
 News Service UP
 President H. W. Linder
 Station Manager D. O. Linder
 Commercial Manager Willard Smith
 Program Director Wayne Grant
 Chief Engineer Don Ranniger

KYSM

MANKATO—1938 NBC-NORTHWEST

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By F. B. Clements & Co.
 Business-Studio Address 101 N. Second St.

MINNESOTA

Phone Number4673
 Transmitter.....Belgrade Hill, N. Mankalo
 Air Time6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service...Standard, Thesaurus
 RepresentativeMeeker
 MembershipNARTB, BAB
 Gen.-Station-Comm. Mgr.....John F. Meagher
 Sales Promotion Manager.....George Brooks
 Prom. Pgm. Dir.....Bob Gardner
 Musical Director.....Chuck Pasek
 Publicity Director.....Marilyn Mason
 News Director.....Bob Amick
 Chief Engineer.....James Houts
 Consulting EngineerGeorge C. Davis

Transcription ServiceLang-Worth
 Representative.....CBS Radio Spot Sales
 Sta., Gen. Mgr.....Eugene Wilkey
 Commercial Manager.....Roy W. Hall
 Sales Prom., Mgr.....C. H. Smith
 Program DirectorRobert P. Sutton
 Publicity Director.....Fred Heywood
 News Director.....Jim Bormann
 Chief Engineer.....J. J. Beloungy

W D G Y

MINNEAPOLIS—1923—LBS

Frequency: 1130 Kc.. Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By....Twin Cities Bcstg. Corp.
 Business-Studio Address.....Hotel Nicollet
 Phone Number.....Bridgeport 2271
 Transmitter Location..103rd & Lyndale Ave. S.
 Air Time.....5:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 PresidentJames Stuart
 Station Mgr.....S. Hegeman
 Commercial Manager.....Sydney Rich
 Sales Promotion Manager.....Gerry Cohen
 Pgm., Prod. Dir., Asst. Mgr.....John Leslie
 News Director.....James McGovern
 Chief Engineer.....Charles Winkler
 Consulting Engineer.....John Creutz

K M H L

MARSHALL—1946—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry W. Linder
 Business-Studio Address.....KMHL Bldg.
 Phone Number2282
 Transmitter Location.....½ Mi. E. of City
 Air Time.....6 a.m.-M.
 News ServiceUP
 Representative.....John E. Pearson
 Owner.....Harry W. Linder
 General Manager.....Gilmore F. Frayseth
 News Director.....Bill Farrell
 Chief Engineer.....Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.... Power: 5000 Watts d.
 Owned-Operated By....Family Bcstg. Corp.
 Business-Studio Address.....15 N. Ninth St.
 Phone Number.....Lincoln 8451
 Transmitter Location.....Golden Valley
 Air Time.....6 a.m.-Sundown
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeRambeau
 MembershipNARTB, BAB
 PresidentHenry Klages
 Sta., Gen. Mgr.....Lee L. Whiting
 Commercial Manager.....Ray Tenpenny
 Prod., Pgm. Dir.....Harry Zimmerman
 Chief Engineer.....Harvey V. Headen
 Consulting Engineer.....Frank H. McIntosh

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...Independent Bcstg. Co.
 Business-Studio Address..1730 Hennepin Ave.
 Phone Number...Atlantic 0406, Midway 4043
 Transmitter Location...1370 Davern, St. Paul
 Air Time.....Unlimited
 News ServiceUP
 Representative.....A. M. Radio Sales
 President.....Ralph L. Atlas
 Gen., Sta. Mgr.....C. T. Hagman
 Commercial Manager.....Samuel N. Nemer
 Prom., Pgm., Prod., Pub. Dir.....Jack Swenson
 Studio Engineer.....Gene Brautlgam
 Transmitter Engineer.....Merle Bjork
 Consulting Engineer.....E. C. Page

W C C O

MINNEAPOLIS—1924

CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned By.....Columbia Bcstg. System, Inc.
 Operated By.....CBS Radio Division
 Business-Studio Address...625 Second Ave. S.
 Phone Number.....Main 1202
 Transmitter Location.....Anoka
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP, INS

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. ...Power: 500 Watts d.
 Owned-Oper. By.....People's Bcstg. Co.
 Address.....1133 Stinson Blvd
 Phone Number...Granville 4356, Prior 3181
 Trans. Loca.....1133 Stinson Blvd.
 Air Time.....Daytime

MINNESOTA

News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeSears & Ayer, Inc.
 Pres., Gen., Sta. Mgr.W. V. Stewart
 Sales Prom. Mgr.L. Sherman, II
 Commercial Manager.....Merle Forland
 Pgm., Prod., Pub. Dir.Becky Ann Stewart
 Chief Engineer.....Leroy Myri
 Consulting Engineer ..Gautney, Ray & Price

W T C N

MINNEAPOLIS-ST. PAUL—1925
ABC-DAIRYLAND

Frequency: 1280 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Mid Continent Radio-
 Television, Inc.
 Business-Studio Address.....50 S. Ninth St.
 Phone Number.....Lincoln 0552
 Transmitter Location.....2235 N. Snelling
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 President.....William J. McNally
 Vice-Pres., Gen. Mgr.F. Van Konynenberg
 Commercial Manager.....Robert N. Ekstrum
 Program Director.....Judy Bryson
 Director of Radio.....C. D. Miller
 Promotion Manager.....Bob Wold
 Chief Engineer.....John Sherman

K D M A

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.Power: 100 Watts
 Owned-Operated By.....Midwest Bcstg. Corp.
 Address.....West Hwy. 212
 Phone.....125
 Air Time.....Unlimited
 Representative.....Pearson
 Pres., Gen. Mgr.H. Willard Linder

K V O X

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By.....KVOX Bcstg. Co.
 Business-Studio Address ..Fred. Martin Hotel
 Phone Number.....3-1522
 Transmitter Location...14th St. & 12th Ave. So.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker, Lawson
 Membership.....NARTB, BAB
 President.....E. J. McKellar
 General-Station Manager.....M. M. Marget
 Comm., Sls. Prom. Mgr.Robert L. Owens
 Program Director.....Al Bergquist
 Chief Engineer.....Don Geiken

K N U J

NEW ULM—1949

Frequency: 860 Kc.Power: 1000 Watts d.
 Owned-Oper. ByKNUJ, Inc.
 Address.....308½ N. Minn. St.
 Phone Number.....905
 Air Time.....Daytime
 Transmitter Location.....So. Bridge St.
 News Service.....AP
 Transcription Service.....Lang-Worth, World,
 Associated
 Membership.....NARTB, BAB
 President.....W. K. Mickelson
 Gen. Mgr., Chief Engr.Jack H. Duncan
 Program Manager.....Wip Robinson, III
 News Director.....Robert Arnott

K O B K

OWATONNA—1950

Frequency: 1390 Kc.Power: 500 Watts d.
 Owned-Operated By.....Owatonna Bcstg. Co.
 Address.....307 Vesterby
 Phone Number.....2359
 News Service.....UP
 Transcription Service.....Lang-Worth
 Pres., Gen., Comm. Mgr.William F. Johns, Jr.
 Program. News Director.....Harry Rand
 Chief Engineer.....Carl Wilford

K A A A

RED WING—1949

Frequency: 1250 Kc.Power: 1000 Watts d.
 Owned-Oper. ByRed Wing Bdcstg. Co.
 Address.....Red Wing
 Phone Number.....3512
 Trans. Loca.....Hwy. 58 So. Red Wing
 Air Time.....6 a.m.-Local Sunset
 News Service.....AP
 Transcription Service.....World, Capitol
 Membership.....BAB
 President.....Fred C. Clarke
 Comm., Sta., Gen. Mgr.Maxine Jacobs
 Prod., Pgm. Dir.Peter Lyman
 Publicity Director.....D. Nelson
 News Director.....Marvin Schultz

K L E R

ROCHESTER—1948—ABC

Frequency: 970 Kc.Power: 500 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Rochester Bcstg. Co.
 Business Address.....229 First Ave. S.W.
 Phone Number.....2-2757
 Transmitter Location.....Orchard Acres
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Representative.....Pearson
 Membership.....NARTB
 President.....Alyce P. Mayo
 General Manager.....Walter T. Bruzek

ita, Kan.; KSTP-TV, Minneapolis, Minn. Each won a first place this year, with KSTP-TV a first both in AM and TV. The list of "repeaters" follows:

Citation

Outstanding Sales Promotion

KSTP, Minneapolis

KSTP sales promotion in the year was unabashed, brisk, lively, and dignified at the same time—a neat trick if you can do it this one did. Not ashamed of showing a bit of corn in the presence of station grew some tall stands as profits as a result. Direct mail followed the same line in solicitations (including pop-up folders), but was smart enough to be conservative on the other side of the ledger. Program scheduled with restrained institution advertising. Dignified approach backed up by factual info, was present in the station's present folders to agencies and clients. KSTP termed its method of merchandising and promoting a program "planalyzed promotion" and VARIETY deems it well worth the client first is in selling the listeners may be obvious. Only KSTP kept the idea with more effort and imagination than most.

For countless sponsors and Oil, Camel cigarettes, cup cakes, Arrid, Darkee's Foods (shortening) Kellogg KSTP got behind its program sponsors and pushed its audiences, more profits will for all concerned traffic points in the downtown window display arranged for both local and national advertisers. Fan magazines were not neglected either. Trade press ads plugging the station's personalities; film trailers; shopping bags for studios visitors (an idea this observer thinks too long over looked by both ad mediums and advertisers alike); talks like "What Makes a Radio Network Tick" added up to 53 presentations before civic, club and social groups courtesy spot announcements nearly 3,000. Reaction from the lighted and generally surprised sponsors was hefty.



50,000 WATTS—CLEAR CHANNEL KEY STATION FOR THE NORTHWEST NETWORK EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES REPRESENTED NATIONALLY BY EDWARD R. STREY & CO.

KSTP Top o' Heap With Two Firsts

NEW YORK, March 24.—For the second successive year KSTP, Minneapolis, garnered top laurels for audience-sales promotion for the 50,000-watt station.

KSTP Is Tops In Aud. Sales Of Net Clears

NEW YORK, Feb. 18.—KSTP-TV, Minneapolis, St. Paul, Minn., was named as the top performer in the 50,000-watt category in the annual Radio and Television Promotion Competition held in New York.

"PLANALYZED PROMOTION" is the GREATEST

KSTP's own, thorough-going method of merchandising and promoting your KSTP radio and TV campaign. First comes the analysis of your particular sales problems in the great KSTP Market—one of America's "Big Ten." Then—and only then—comes the promotion plan. Thus—KSTP's exclusive Planalyzed Promotion!

AUDIENCE SALES PROMOTION

50,000-Watt Stations
1ST KSTP, Minneapolis
 Stanley Hubbard, Gen. Mgr.
 Joseph C. Cook, Prom. Mgr.

Television Stations
1ST KSTP-TV, Minneapolis
 Stanley Hubbard, Gen. Mgr.
 Joseph C. Cook, Prom. Mgr.

NEW YORK, Feb. 18.—KSTP-TV, Minneapolis, walked off with the laurels in the audience-sales category for clear channel network affiliates, in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second place went to KSTP-TV, Minneapolis, St. Paul, Minn.

14 REPEATERS COP AWARDS FOR SECOND YEAR IN ROW
 NEW YORK, March 24.—Fourteen stations in this year's promotion competition were named as "repeaters" for having won awards in both the radio and television categories.

Outstanding Sales Promotion



or variety, consistency and quality. leaf from one sponsor's a cooked-up that "this looks like a P.S. 'tha' job." VARIETY posts a P.S. 'tha' Joe and KSTP ate cooking with eas.

WEST COAST AUDIENCE SALES PROMOTION

KSTP-TV First
 NEW YORK, March 24.—KSTP-TV, Minneapolis, St. Paul, Minn., was named as the top performer in the audience-sales category in the annual Radio and Television Promotion Competition held in New York.

All three entries were recognized by outstanding material, both artwork and copy. KSTP-TV led the trio in utilizing the "Planalyzed Promotion" system, which is a unique system of analysis of each particular sales problem. This info was used in a special promotion plan every gimmick used to match the particular sales needs. The station used a department to develop a variety of promotion materials, including display posters, tie-up gifts, etc. This, the plan suggested a giant tie-up award.

Promotion Competition

MINNESOTA

Commercial Manager.....Robert A. Fick
 Program Director.....Vera Keefe
 Prod., News Dir., Chief Anncr.....Bill Erin
 Chief Engineer.....Ruben Rieck

K R O C ROCHESTER—1935 NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southern Minnesota
 Bcstg. Co.
 Business-Studio Address....100 1st Ave. Bldg.
 Phone Number.....3924
 Transmitter Location.....Cascade Township
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representatives.....Bulmer & Johnson
 Membership.....NARTB, BAB
 President.....Mrs. G. P. Gentling
 General Manager.....G. David Gentling
 Sta. Mgr., Pgm. Dir.....Cal Smith
 Commercial Manager.....Jerry Brataas
 Sales Prom. Mgr., Pub. Dir.....Warren Miller
 Chief Announcer.....Gene Thompson
 News Director.....Ray Thompson
 Chief Engineer.....Bob Cross

K F A M ST. CLOUD—1937—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publ. Co.
 Address.....Weber Bldg.
 Phone Number.....3330, 3331
 Trans. Loca.....Hwy. 152, 2 Mi. So. of city
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Frederick C. Schilplin
 Commercial Manager.....John F. Green
 Program Director.....Laurel H. Westrom
 Chief Engineer.....Robert Witschen

W J O N ST. CLOUD—1950—ABC INDEPENDENT

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Granite City Bcstg. Co.
 Address.....St. Cloud Hotel
 Phone Number.....1240
 Representative.....Rambeau
 Transcription Service.....World
 News Service.....UP
 President.....Max H. Lavine
 General Manager.....W. C. Porson
 Commercial Manager.....Paul T. Zaborik
 Program Director.....Wallace MacBriar
 Publicity Director.....Herm Schneider
 Chief Engineer.....Robert Muchow
 Consulting Engineer.....Charles Persons

W M I N ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Bcstg. Co.
 Business-Studio Address....538 Hamm Bldg.
 Phone Number.....Garfield 1361
 Transmitter Location.....St. Anthony at Frontenac
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated
 Representative.....ForJoe
 V.P., Gen. Sta. Mgr.....Frank M. Devaney
 Commercial Manager.....N. L. Bentson
 Program Director.....Norman Page
 Publicity Director.....Stuart Lindman
 Chief Engineer.....Warren B. Fritze

K S T P ST. PAUL-MINNEAPOLIS—1928-NBC NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
 Owned By.....KSTP, Inc.
 Bus-Studio Address.....3415 University Ave.
 Phone Number.....Prior 2717
 Trans.....County Rd. C. & Hwy. 61, St. Paul
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Cole
 Representative.....Edward Petry
 Membership.....NARTB
 President, Gen. Mgr.....Stanley E. Hubbard
 V.P. chg. Sales.....Miller C. Robertson
 Exec. V.P., Treas.....K. M. Hance
 Program Director.....C. Brooks Henderson
 News Director.....Walter C. Miller
 Promotion-Publicity Director.....Joe Cook
 Chief Engineer.....John McMahon

W C O W SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....South St. Paul Bcstg. Co.
 Address.....208 3rd Ave. N.
 Phone Number.....LaSalle 1371
 News Service.....UP
 Transcription Service.....SESAC
 Exec. Director.....Albert Tedesco
 General Manager.....Reinhard Steinley
 Commercial Manager.....Victor Tedesco
 Program Director.....Donald S. Doty
 Promotion Manager.....Paul DeNault
 Chief Engineer.....Robert Muchlo

W S H B STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Operated By.....St. Croix Bcstg. Co.
 Address.....1st Natl. Bank Bldg.
 Phone Number.....Cedar 6819

AP SELLS

For Stations and Sponsors—

For instance . . . KWNO

“KWNO advertisers are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant’s National Bank, 4 years. Winona Motors, 10 years.

“Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 A.M., before our AP news, KWNO listenership jumps 20%. The same at noon.

“Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

“When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list.”

H. ROD HURD
Sales Manager,
KWNO, Winona, Minnesota

MINNESOTA

Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cook, Inc.
 Pres., Gen. Sta. Mgr. Richard Power
 Sales Prom. Mgr. James McLaughlin
 Pgm., Prod., Music Dir. Roger Erickson
 Publicity Director Don Hastings
 Chief Engineer Elmer Christianson
 Consulting Engineer Fred O. Grimwood

KTRF

THIEF RIVER FALLS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Henry K. Arneson
 Address 1313 North Main Ave.
 Phone Number 13, 14
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson, Inc.
 Membership NARTB, BAB
 General Manager Henry K. Arneson
 Program Director Alverda Noel
 Pub., News Dir. Katherine Barzen
 Chief Engineer Henry J. Bothman
 Consulting Engineer May & Bond

WHLB

**VIRGINIA—1936—NBC
 ARROWHEAD, NORTHWEST**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg.
 Address 17th St., N.
 Phone Number Virginia 2000
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery, Bulmer & Johnson
 President J. Morgan Murphy
 General Manager Walter Bridges
 Sta., Comm., Sls. Prom. Mgr. H. J. Parise
 Pgm., Prod. Dir. Harry Willis
 Publicity Director Alys Mae McBride
 Chief Engineer Norman Gill
 Consulting Engineer C. Persons

KWAD

WADENA—1948—MBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Associated Bcstrs., Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 920-1
 Transmitter Location 4 Mi. S. City
 Air Time 6 a.m.-12 M.
 News Service UP

Transcription Thesaurus
 Representatives Bulmer & Johnson
 President C. V. Phillips
 General Manager Carl E. Holt
 Chief Engineer Milton La Due

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 307 W. 6th St.
 Phone Number 1340
 Transmitter Location Foot Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. H. W. Linder
 Commercial Manager Jack Lynch
 Program Director Joe Marlinson
 Chief Engineer Wendell Tallakson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business-Studio Address 216 Center St.
 Phone Number 3314
 Transmitter Location Garvin Hts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President M. H. White
 General Manager Ken Marsh
 Commercial Manager H. Rod Hurd
 Sales Prom. Mgr. Dave Moffitt
 Chief Engineer Stanley Johnson

KWQA

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 Phone Number 2-7301
 Transmitter Location 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NARTB
 President R. W. Olson
 General Manager R. E. Shepard
 Commercial Mgr. Arne Karhu
 Program Director Ty Mack
 Chief Engineer Clinton W. Knapp

MISSISSIPPI

Pop. April 1, 1952 (Est.) 2,177,000—Total Housing Units 610,249
Families April 1, 1952 (Est.) 576,000—Stations in State 43

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address: Opp. Buena Vista Hotel
Phone Number: 5581-2
Air Time: 24 hrs.
News Service: UP
Representative: William G. Rambeau
Membership: NARTB
President: James S. Love, Jr.
Gen.-Station Mgr.: Ray Butterfield
Commercial Manager: Thomas B. Majure
Program Director: Toni McCorkle
Chief Engineer: T. B. Majure
Consulting Engineer: L. J. du Triel

WVMI

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone Number: 6961
Representatives: Natl. Time Sales, Dora Clayton
Transcription Service: Thesaurus, Lang-Worth
Air Service: UP
Pres., Gen. Mgr.: Odes E. Robinson
Station Manager: Gene Tibbett
Comm. Sales Prom. Mgr.: Jerry Thompson
Pgm., Prod. Dir., Chief Anncr.: Robert Campbell
Chief Engineer: Geo. Tillotson

WBIP

BOONEVILLE—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Booneville Bcstg. Co.
Address: Highway No. 45-S
Phone Number: 678
News Service: UP
President, Gen. Mgr.: E. O. Roden
Commercial Manager: D. E. Vowell
Chief Engineer: L. A. Bryan
Consulting Engineer: Claude Gray

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Brookhaven Bcstg. Co.
Address: W. Chicksaw St.
Phone Number: 1298
Transmitter Location: Highway 51
News Service: AP
Air Time: 6 a.m.-11 p.m.
Transcription Service: Lang-Worth
Membership: NARTB, BAB

Pres., Sta., Gen. Mgr.: Tullius Brady
Chief Engineer: Robert Bedford

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Birney Ines, Jr.
Address: Delta Ave.
Phone Number: 1566-2467
Transmitter Location: City Limits
Air Time: 5:30 a.m.-10:30 p.m.
News Service: AP
Commercial Manager: Helen Sugg
Pgm. Dir., Chief Anncr.: Jack Cristil
Station Manager: P. B. Hinman
Chief Engineer: C. D. Graves

WCLD

CLEVELAND—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Cleveland Bcstg. Co., Inc.
Address Trans.: Highway 61, S.
Phone Number: 990
News Service: AP
Transcription Service: World
Station Representative: McGillvra
President: Lowry Tims
General Manager: Claude D. Raney
Office Manager: Gay Rowse

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Lester Williams, WCJU, Inc.
Address: So. Main St.
Phone Number: 735
Transmitter Location: Hiway 24 South
Air Time: 6 a.m.-10:15 p.m.
News Service: AP
Transcription Service: World, Keystone
Pres., Gen., Comm. Mgr.: Lester Williams
Asst. Sta. Mgr.: Charles E. Newman, Jr.
Prod. Dir., Chief Anncr.: Bill Barrett
News, Musical Dir.: Paul Dantin
Chief Engineer: Ray Tolar

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By: Miss. Bcstg. Co.
Address: WACR Bldg.
Phone Number: 768
Transmitter Location: 1800 14th Ave. N.
Air Time: Sunrise-Sunset
Transcription Service: Standard
News Service: UP
Pres., Gen. Mgr.: Withers Gavin

MISSISSIPPI

W C B I

COLUMBUS—1940
MBS—KBS-MID SOUTH

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Business-Studio Address: Columbus
Phone Number: 1430
Transmitter Location: River Bridge
News Service: AP
Representative: McGillvra
President: Birney Imes, Jr.
Gen., Sales Prom. Mgr.: Bob McRaney
Commercial Manager: James Eatherton
Program Director: Florence Thrower
Chief Engineer: Thomas McFerrin

W C M A

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Corinth Bcstg. Co., Inc.
Business-Studio Address: Ray Bldg.
Phone Number: 5575
Transmitter Location: Hwy. No. 72 E.
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Burn-Smith
Membership: NARTB
President: Dr. Frank M. Davis
General Manager: Aaron B. Robinson
Sta., Sales Prom. Mgr.: John E. Bell
Program Director: Tom Weaver
Commercial Manager: Joe P. Van Dyke
Chief Engineer: James D. Anderson
Consulting Engineer: Kear & Kennedy

W G V M

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Cotton Belt Bcsting Co.
Bus.-Studio Address: 1000 So. B'way
Phone Number: 4559
Transmitter Location: Pickett St.
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: Standard
Representative: Devney, Melville
Pres., General Manager: David M. Segal
Comm. Sta. Mgr.: Edward M. Guss
Pgm., Prom., News Director: Wallace D. Hoy
Prod., Pub. Dir., Chief Annrc.: Jack Baruth
Chief Engineer: Welton H. Jetton
Consulting Engr.: Lee E. Baker

W J P R

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc. Power: 1000 Watts d.-
500 Watts n.
Owned-Oper. By: Radio Services Co.
Business-Studio Address: 107 So. Poplar St.
Phone Number: 9040-9049
Transmitter Location: Beauchamp Rd.

News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Gen. Sta. Mgr.: Emmett H. McMurry
Commercial Manager: Frank W. Baldwin
Program Director: Barbee Ashley
Sales Prom. Mgr.: Jack R. Stull
Publicity Director: Margo Stephens
Chief Announcer: Bill McHan
News Director: Tommy Tiller
Chief Engineer: Percy L. Kuhn
Consulting Engr.: Harold B. Rothrock

W A B G

GREENWOOD—1950—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By: Greenwood Bcstg. Co.
Address: 222 Howard St.
Phone: 3010
Transmitter Location: Money Rd.
Air Time: 5 a.m.-M.
News Service: AP
Transcription Service: World
Owner, Gen. Mgr.: Cy Bahakel
Program Director: Tom Reardon
Chief Engineer: Henry Frye
Consulting Engineer: John Creutz

W G R M

GREENWOOD—1937

NBC-KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
Operated By: P. K. Ewing
Phone Number: 1900-1
Studio-Transmitter Location: Walnut St.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Capitol
President: P. K. Ewing
General Manager: F. C. Ewing
Commercial Manager: Van Power

W N A G

GRENADA—1949—MBS-KBS

MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Trans. Address: Barwin Hotel
Phone Number: 1400
Air Time: 6 a.m.-11 p.m.
Representative: Mid-South Network
Owner: Birney Imes, Jr.
General Manager: Bob McRaney
Sta., Comm. Mgr.: Monroe Looney
Chief Announcer, Eng.: Barney Loebe
Consulting Engr.: Dixie Engineering

W G C M

GULFPORT—1929—ABC

LBS AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCM Bcstg. Co.

MISSISSIPPI

Address Hewes-Martin Bldg.
 Phone Number 1110
 Transmitter Location Arlington Heights
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative Sears & Ayer, Inc.
 Owner & Gen. Mgr. Hugh O. Jones
 Station Manager C. Edwin Vann
 Commercial Manager Mrs. O. I. Owens
 Publicity Director Thomas Davis Berry
 Chief Engineer Charles T. Hook
 Consulting Engineer A. D. Ring

W F O R

HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Forrest Bcstg. Co.
 Address 302 Hemphill St.
 Phone Number 1866
 Transmitter Location West 7th St. & 25th Ave.
 Air Time 5:30 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World
 Station Rep. George P. Hollingbery Co.
 Pres., Gen., Sta. Mgr. C. J. Wright, Jr.
 Program Director Carl Anderson
 Publicity Director Bud Norval
 Chief Engineer B. B. McLemore
 Consulting Eng. Broadcast Engineering Service

W H S Y

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Hub City Bcstg. Co. Inc.
 Address Highway 11 North
 Phone Number 3180
 Transmitter Location Highway 11 North
 News Service AP
 Transcription Service Lang-Worth
 Station Rep. Joseph Hershey McGillvra Inc.
 Membership NARTB, BAB
 President, Gen., Comm. Mgr. Charles W. Holt
 Sales Promotion Manager Bob Robinson
 Station Manager Connie Holt
 Program Director Bill Tracey
 Chief Engineer Charles Sharpling
 Consulting Engineer C. Shelkotsky

W J D X

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Lamar Life Ins. Co.
 Business Address P. O. Box 2171
 Phone Number 2-1183
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative George P. Hollingbery

Membership NARTB
 General Manager Wiley P. Harris
 Commercial Manager Frank Gentry
 Program Director Howard Langflitt
 Chief Engineer Percy G. Root

W J Q S

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Business-Studio Address Edwards Hotel
 Phone Number 3-9681
 Transmitter Location Pleasant Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 President, General Manager Withers Gavin

W J X N

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Jackson Bcstg. Co.
 Address Deposit Guaranty Bank Bldg.
 Phone Number 2-6673
 News Service AP
 Transmitter Location Fair Grounds
 Air Time 6 a.m.-12 M.
 Representative Indie Sales
 Pres., Gen. Mgr. James T. Ownby
 Sales Prom. Mgr. Hy Davis
 Chief Engineer Thomas Patterson

W R B C

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Rebel Bcstg. Co., Inc.
 Business-Studio Address 125 So. Lamar
 Phone Number 5-1562
 Transmitter Location 3 Mi. NE City
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Branham
 Membership NARTB
 Gen., Comm. Mgr. J. W. Carlier
 Prog. Dir., Farm Editor Forrest Cox
 Production Director W. V. Dubard
 Chief Engineer G. G. Benson
 Consulting Engineer McIntosh & Inglis

W S L I

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By Standard Life Bcstg. Co., Inc.
 Business Address P. O. Box 1847
 Phone Number 3-2788
 Transmitter Location Hwy. 80 N.
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed

MISSISSIPPI

Membership NARTB, BAB
 President..... W. R. Newman
 General-Station Manager..... L. M. Sepaugh
 Commercial Manager..... F. E. Wilkerson, Jr.
 Program Director..... B. K. Smith
 Production Director..... M. B. Wray
 Chief Engineer..... C. A. Perkins
 Consulting Engr..... A. D. Ring

W K O Z KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Kosciusko Bcstg. Co.
 Business Address..... P. O. Box 392
 Phone Number 782
 Transmitter Location..... Golf Course Rd.
 Air Time..... 5 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Owner, General Manager..... Cy N. Bahakel
 Program Director..... Erlene Leach
 Chief Engineer..... Wayne A. Oliver

W A M L LAUREL—1932—NBC-KBS-LBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... New Laurel Radio Station
 Business-Studio Address..... 442 Sixth Ave.
 Phone Number 5601
 Transmitter Location..... Washington Rd.
 News Service AP
 Transcription Service World
 Representative..... George P. Hollingsbery
 President Harold Mattison
 Gen., Prom. Manager..... Granville Walters
 Commercial Manager..... M. M. Caver
 Program Director..... Stanley Walters
 Chief Engineer..... Clyne Graves

W L A U LAUREL—1946—ABC-MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Southland Bcstg. Co.
 Bus.-Studio Address..... 437 N. Magnolia St.
 Phone Number 7227-8
 Transmitter Location..... Meridian Ave.
 Air Time..... 5:30 a.m.-11 p.m.
 News Service UP
 Representative McGillvra
 Membership BAB
 President..... C. T. McCallum
 Gen., Sta. Mgr..... Norma H. Leggett
 Commercial Manager..... Teck Jones
 Sales Prom. Mgr..... J. L. Collins
 Pgm. Dir., Chief Anncr..... David Kane
 Chief Engineer..... Jimmie Hilbun

W M B C MACON—1947—MISS.

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Mississippi Bcstg. Co., Inc.
 Address WMBC Bldg.

Phone Number 310
 Transmitter Location..... Old Starkville Rd.
 Air Time..... 6 a.m.-M.
 News Service UP
 President, General Manager... Withers Gavin

W A P F McCOMB—1948—KBS-LBS

Frequency: 1010 Kc..... Power: 250 Watts d.
 Owned-Operated By... S. W. Bcstg. Co. of Miss.
 Address..... Pike Hotel, Box 604
 Phone Number 1884
 Transmitter Location..... Hiway 24 West
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr..... Louis Alford
 Commercial Manager..... Bill Tyler
 Sales Promotion Manager..... Mack Smith
 Program Director..... Carl Austin
 Publicity Director..... Bonnie Sanders
 Chief Engineer, Sta. Mgr..... Phillip Brady

W S K B McCOMB—1939

Frequency: 1250 Kc..... Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By..... McComb Bcstg. Corp.
 Address..... P. O. Box 111
 Phone Number 37

W C O C MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... Mississippi Bcstg. Co., Inc.
 Business-Studio Address..... Threefoot Bldg.
 Phone Number 7714
 Transmitter Location..... Hway. 45 North
 Air Time..... 6 a.m.-12:10 a.m.
 News Service UP
 Transcription Service Standard
 President, General Manager... Withers Gavin

W M O X MERIDIAN—1946 MBS-KBS-MIDSOUTH

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Birney Imes, Jr.
 Address..... 9th St. & 23rd Ave.
 News Service AP
 Representative Mid-South Network
 President..... Birney Imes, Jr.
 General Manager..... Bob McRaney
 Station Manager..... Joseph W. Carson
 Commercial Mgr..... Eddie Holladay
 Chief Engineer..... Al Betmarik

W T O K
 MERIDIAN—1946—ABC

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

MISSISSIPPI

Bus.-Studio Add... Citizens Natl. Bank Bldg.
 Phone Number 3-1441
 Transmitter Location 3rd Ave. & 20th St.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service INS
 Representative Headley-Reed
 Pres., General-Station Mgr... Robert F. Wright
 Comm.-Sales Prom. Mgr.... William B. Crooks
 Pub., Pgm. Dir. Cecil Germany
 Chief Engineer Joe H. Saxon
 Consulting Engineer Gautney & Ray

W M I S

NATCHEZ—1941—NBC-KBS-LA.
MISS.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Natchez Bcstg. Co.
 Business-Studio Address Box 330
 Phone Number 8211
 Transmitter Location Hwy. 61 N.
 News Service UP
 President P. K. Ewing
 Gen., Comm. Mgr. P. K. Ewing, Jr.
 Program Director Ervin Parks
 Chief Engineer George W. Wilson

W N A T

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old South Bcstg. Co.
 Business Address Box 54
 News Service UP
 Transcription Service Standard
 President Mrs. Laurie G. Ratcliffe
 Gen., Comm. Manager Paul Schilling
 Chief Engineer S. J. Parks, Jr.

W P M P

PASCAGOULA—1951—LBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Crest Bcstg. Co., Inc.
 Address P. O. Box 348
 Phone Number 83
 News Service INS
 Transcription Service Capitol
 Pres., Comm. Mgr. William R. Guest, Jr.
 Sta. Mgr., News Dir. Donovan Murphy
 Program Director Lee Smith
 Chief Engineer Fred Strothers

W H O C

PHILADELPHIA—1948—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By William Howard Cole
 Address P. O. Box 26
 Phone Number 740
 News Service UP
 Transcription Service Capitol
 Owner, Gen., Comm. Mgr.
 William Howard Cole
 News, Prom., Prog. Dir. Jim Sparks
 Chief Engineer Edgar C. Goforth

W R J W

PICAYUNE—1949—LBS-KBS

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By Moseley Bros.
 Business Address Picayune
 Phone Number 474
 Transmitter Location. State Rd. 2 Mi. E. of City
 News Service UP
 Transcription Service SESAC, Lang-Worth
 General Manager W. L. Moseley
 Program Director Archie Rushing, Jr.
 Chief Engineer Floyd Colee

W S S O

STARKVILLE—1948—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Starkville Bcstg. Co.
 Business-Studio Address WSSO Bldg.
 Phone Number 1230
 News Service AP
 Transcription Service Capitol
 President Grady Imes
 Gen., Comm. Mgr. Joe Phillips
 Program Director Mrs. Belle McPherson
 Chief Engineer Travis Palmer

W E L O

TUPELO—1944
MBS-KBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tupelo Bcstg. Co.
 Business-Studio Address Welo Bldg.
 Phone Number 1400
 Transmitter Location Hwy. 45 So.
 News Service AP
 Station Representative Mid-South Net
 Owner Birney Imes, Jr.
 General Manager Bob Evans
 Commercial Manager Reeves Whirley
 Program Director Chuck Givens
 Chief Engineer LeRoy Green

W Q B C

VICKSBURG—1931—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Delta Bcstg. Co., Inc.
 Business-Studio Address Post-Herald Bldg.
 Phone Number 312
 Transmitter Location 2½ Mi. E. of City
 News Service AP
 Transcription Service Capitol
 Representative Sears & Ayer
 Membership NARTB, BAB
 President L. P. Cashman
 General-Station Mgr. Mary-Van Cashman
 Commercial Manager L. L. Miller
 Program Director Charlotte Kahn
 Chief Engineer Waverley Conway