

# MISSISSIPPI-MISSOURI

## WVIM

VICKSBURG—1948—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Radio Miss., Inc.  
Business-Studio Address Box 76  
Phone Number 1920  
Transmitter Location Thompson & Floyd Sts.  
President James T. Ownby  
Sta., Comm. Mgr. Frank Holifield

## WROB

WEST POINT—1947  
MBS-MID SOUTH-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Bob McRaney, Sr.  
Studio Address WROB Bldg.  
Transmitter Address Forrest St.  
Phone Number 807

Air Time 6 a.m.-11 p.m.  
Representative Mid South Network  
President, General Mgr. Bob McRaney, Sr.  
Sta., Comm. Mgr. Hugh Shankle  
Chf. Ann., Eng. George Corken

## WAZF

YAZOO CITY—1946—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By WAZF, Inc.  
Phone Number 1300-1  
Transmitter Location I Mi. No. of City  
Air Time 5:55 a.m.-10:15 p.m.  
News Service AP  
Transcription Service World  
Pres., Gen. Sta. Mgr. Guy Corley  
Prom., Comm. Mgr. Phil Streit  
Prod. Program Director Fred Rand  
Chief Engineer D. A. Flinspach

# MISSOURI

Pop. April 1, 1952 (Est.) 4,122,000—Total Housing Units 1,269,772  
Families April 1, 1952 (Est.) 1,103,000—Stations in State 51

## KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By Hirsch Bcstg. Co.  
Business-Studio Address 324 Broadway  
Phone Number 2104  
News Service UP  
Representative John E. Pearson  
President Oscar C. Hirsch  
Gen., Comm. Manager Ralph L. Hirsch

## KDMO

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Carthage Bcstg. Co.  
Trans. Address 1201 E. Chestnut  
Phone Number 2648, 2623  
Air Time 6 a.m.-11 p.m.  
News Service AP  
Transcription Service Capitol, Keystone  
Representative Continental  
Membership NARTB, BAB  
Station Manager L. C. McKenney  
Commercial Manager J. I. Dalv  
Sales Promotion Manager Phil Hannum  
Program Director Lee Crocker  
News, Publicity Director Les Kennon  
Chief Engineer George Province

## KCRV

CARUTHERSVILLE—1950

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By Pemiscot Bcstg. Co.  
Address 106 W. 3rd St.

Phone Number 965  
Transcription Service Thesaurus, World  
News Service UP  
President J. E. Taylor  
Gen., Sta. Mgr. Robert L. Harrison  
Commercial Manager Raymond Miller  
Pgm., Prod. Dir. Denis McGovern  
Pub. Dir., Farm Editor Harry A. Moreland  
News Director Norman Shainberg

## KCHI

CHILLICOTHE—1950—KBS-LBS

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By Cecil W. Roberts  
Address Box 719  
Phone Number 1920  
News Service UP  
Representative Conwell  
General, Station Manager Howard G. Rion  
Commercial Mgr., Pgm. Dir. R. Wayne Cox  
Chief Engineer James L. Preston

## KDKD

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Operated By Clinton Bcstg. Co., Inc.  
Address P. O. Box 113  
Phone Number 233  
News Service UP  
Transcription Service World  
Representative Devney  
Pres., Gen. Mgr. David M. Segal  
Commercial Manager Bill E. Brown  
Program Director Virgil Eugene Stone  
Chief Engineer Marvin Landon

# MISSOURI

## KFRU

**COLUMBIA—1925—ABC-MSN**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....KFRU, Inc.  
 Trans. Business Address..U. S. 40 at U. S. 63  
 Phone Number.....4141  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 Membership.....NARTB, BAB  
 President.....H. J. Waters, Jr.  
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.  
 Comm., Sales Prom. Mgr.....F. I. LeGrand  
 Program Director.....Harold Douglas  
 News Director.....Edward Lambert  
 Musical Director.....Paul Robinson  
 Chief Engineer.....Robert Haigh  
 Consulting Engr.....John B. Heffelfinger

## KREI

**FARMINGTON—1947—LBS**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Cecil W. Roberts  
 Phone Number.....710  
 Studio-Transmitter...Burks Rd. & Webster St.  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Pres., Gen. Mgr.....Cecil W. Roberts  
 Station Manager.....F. P. (Ted) Graves  
 Chief Engineer.....Bill Westbrook

## KFCF

**FESTUS—1951**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Operated By...Jefferson County Radio  
 & TV Co.  
 News Service.....UP  
 General Manager.....C. M. Poindexter  
 Commercial Manager.....Donald M. Donze

## KFMO

**FLAT RIVER—1947—MBS  
 GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...Lead Belt Bcstg. Corp.  
 Business-Studio Address.....Flat River  
 Phone Number.....1000  
 Transmitter Location.....U. S. Hway. 61  
 Air Time.....Unlimited  
 News Service.....UP  
 Representative.....John E. Pearson  
 President, General Manager...Oscar C. Hirsch  
 Station-Comm. Mgr.....James F. Collins  
 Program, Publicity Director...Virginia Collins  
 Production Director.....Earl Whitener  
 Chief Engineer.....Gilbert Collins

## KFAL

**FULTON—1950—LBS**

Frequency: 900 Watts. Power: 250 Watts d.  
 Owned-Oper. By.....Mo. Central Bcstrs.  
 Address.....5th and Market

Phone Number.....1400  
 Transcription Service.....Capitol  
 News Service.....UP  
 Membership.....NARTB, BAB  
 Gen. Mgr., Chief Engr.....Robert W. Nickles  
 Sta. Mgr., Pgm. Dir.....Roger P. Fox

## KHMO

**HANNIBAL—1941—MBS**

Frequency: 1070 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By...Courier-Post Publishing Co.  
 Business-Studio Address...102½ S. Main St.  
 Phone Number.....3450  
 Transmitter Address...6 Mi. S. of Hannibal  
 Air Time.....5:30 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....RCA Thesaurus  
 Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 Gen.-Sta.-Sales Prom. Mgr...Wayne W. Cribb  
 Commercial Manager.....P. H. Cunningham  
 Pgm., Prod., Pub. Dir.....Gene Hoenes  
 News Director.....George Allen, Jr.  
 Chief Engineer.....Ben Parrish  
 Consulting Engr.....Commercial Radio

## KIMO

**INDEPENDENCE—1947—LBS**

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....The Blue Valley Co.  
 Business-Studio Address.....310 N. Osage  
 Phone Number.....CL. 9815  
 Transmitter Location...28th & Northern Blvd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Membership.....NARTB  
 General, Comm. Manager...Craig Siegfried  
 Pgm., Prod., Pub. Dir.....Harry L. Becker  
 Chief Announcer.....Mark Foster  
 News Director.....Robert Hoyt  
 Chief Engineer.....Eldon Ryan

## KWOS

**JEFFERSON CITY—1937  
 MBS-GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Capital Bcstg. Co.  
 Business-Studio Address...210-212 Monroe St.  
 Phone Number.....6-3137  
 Transmitter Location...St. Mary's Blvd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth RCA  
 Thesaurus  
 Representative.....Sears & Ayer  
 President.....R. C. Goshorn  
 Gen., Sta. Comm. Mgr.....Catherine Roer  
 Chief Engineer.....Leroy S. Hackmann

## KFSB

**JOPLIN—1948**

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

## MISSOURI

Owned-Oper. By.....Four States Bcsters, Inc.  
 Business-Studio Address.....1027 Main  
 Phone Number.....1310  
 Transmitter Location.....N.W. of Joplin  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Meeker  
 Membership.....NARTB, BAB  
 President.....Harry Easley  
 Exec. V.-P., Comm., Gen. Mgr.....W. H. Clark  
 Program Director.....Ed Johnson  
 Chief Engineer.....Ralph Meador  
 Consulting Engr.....Robert Silliman

### K S W M

**JOPLIN—1946—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Air Time, Inc.  
 Trans. Address.....1928 W. 13 St.  
 Phone Number.....7260  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....William G. Rambeau  
 Pres., Gen. Mgr., Chf. Engr.....

Austin A. Harrison

Commercial Manager.....John D. Whitt  
 Pgm., Prom. Dir.....Ronald W. Robson

### W M B H

**JOPLIN—1926—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joplin Bcstg. Co.  
 Business-Studio Address.....Frisco Bldg.  
 Phone Number.....330  
 Transmitter Location.....13th & Munroe  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayer  
 Membership.....NARTB  
 Pres., Gen.-Station-Comm. Mgr.....D. J. Poyner  
 Sales Prom. Mgr.....David Gregg  
 Program Director.....Golda Shauince  
 Chief Engineer.....Jack Langford

### K C K N

**KANSAS CITY—1925**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KCKN Bcstg., Inc.  
 Business-Studio Address.....300 Walthover Bldg.  
 Phone Number.....Victor 3864  
 Transmitter Location...901 N. 8th St., Kansas  
 City, Kan.  
 News Service.....AP, UP  
 Transcription Service...Langworth, Standard  
 Representative.....Capper Publications, Inc.  
 General Manager.....Ben Ludy  
 Sales Prom. Mgr.....Joe Story  
 Program Director.....George Stump

### K C M O

**KANSAS CITY—1936—ABC**

Frequency: 810 Kc.....Power: 50,000 Watts d.;  
 10,000 Watts n.  
 Owned-Operated By.....KCMO Bcstg. Co.  
 Address.....125 E. 31st St.  
 Phone Number.....Jefferson 6789  
 Transmitter Location.....Nashua  
 Air Time.....Unlimited  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service...Thesaurus, Associated  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Tom L. Evans  
 General Manager.....E. K. Hartenbower  
 Asst. Manager.....C. E. Breazal  
 Commercial Manager.....R. W. Evans  
 Sales Prom. Mgr., Pub. Dir.....F. C. Strawn  
 Program Director.....S. B. Tremble  
 Production Director.....Kenneth Heady  
 News Director.....Jim Monroe  
 Chief Engineer.....Karl Troeglen  
 Consulting Engr.....Andrew R. Ring

### K F R M

**KANSAS CITY—1947**

Frequency: 550 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Midland Bcstg. Co.  
 Business-Studio Address.....222 W. 11th St.  
 Phone Number.....HA. 2650  
 Transmitter Location...10 Mi. S. of Concordia  
 Air Time.....Sunrise-sunset  
 News Service.....AP, UP  
 Transcription Service...World, Lang-Worth  
 Representative.....Free & Peters  
 Membership.....NARTB, BAB  
 President.....Arthur B. Church  
 V.P., Managing Dir.....George J. Higgins  
 Sales Promotion Manager...Harold W. Storm  
 Program Director.....Rod E. Cupp  
 Production Director.....Fran Heyser  
 News Director.....John Farmer  
 Chief Announcer.....Lee Stewart  
 Musical Director.....P. Hans Flath  
 Chief Engineer.....Ray Moler  
 Consulting Engr.....Jansky & Bailey

### K M B C

**KANSAS CITY—1921—CBS**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Midland Bcstg. Co.  
 Address.....222 W. 11th St.  
 Phone Number.....Harrison 2650  
 Transmitter Location...50th & Bellinder  
 Air Time.....5:55 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service...World  
 Representative.....Free & Peters  
 Membership.....NARTB, BAB

# MISSOURI

President..... Arthur B. Church  
 V.P., Managing Director..... George J. Higgins  
 Sales Promotion Mgr..... Harold W. Storm  
 Program Director..... Rod Cupp  
 Production Director..... Fran Heysler  
 Chief Announcer..... Lee Stewart  
 News Director..... John Farmer  
 Musical Director..... P. Hans Flath  
 Chief Engineer..... Ray Moler  
 Consulting Engr..... Jansky & Bailey

## W D A F

**KANSAS CITY—1922—NBC**

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... The Kansas City Star Co.  
 Business-Studio Address..... 1729 Grand Ave.  
 Phone Number..... Harrison 1200  
 Transmitter Location..... Johnson County, Kans.  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Standard, Thesaurus  
 Representative..... H. I. Christial  
 President..... Roy A. Roberts  
 General Manager..... Dean Fitzer  
 Station Manager..... V. S. Batton  
 Commercial Mgr..... E. Manne Russo  
 Program Director..... Harry J. Kaufmann  
 Publicity Director..... Harold Glazer  
 News Director..... Walt Bodine  
 Chief Engineer..... J. A. Flaherty  
 Consulting Engineer..... G. E. Gauntney

## W H B

**KANSAS CITY—1922—MBS**

Frequency: 710 Kc..... Power: 10,000 Watts d.;  
 5,000 Watts n.  
 Owned-Operated By..... WHB Bcstg. Co.  
 Business-Studio Address..... Scarritt Bldg.  
 Phone Number..... Harrison 1161  
 Transmitter Location..... Route 1, Liberty  
 News Service..... AP  
 Transcription Service..... Associated  
 Representative..... John Blair & Co.  
 Pres., Comm. Mgr..... Donald Dwight Davis  
 Gen., Sta. Mgr..... John T. Schilling  
 Sales Prom. Mgr..... Charles Rosenfeldt  
 News, Program Director..... Richard Smith  
 Chief Engineer..... Henry Goldenberg

## K B O A

**KENNETT—1947**

Frequency: 830 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Kennett Bcstg. Corp.  
 Bus.-Studio-Transmitter Address..... Kennett  
 Phone Number..... 8-4616  
 Air Time..... Daytime  
 News Service..... AP  
 Transcription Service..... Standard, Capitol  
 Membership..... BAB  
 President, General Manager..... Paul C. Jones  
 Station Manager..... C. H. Harrison  
 Commercial Manager..... Joe Bankhead  
 Chief Engineer..... Robert H. Conner

## K I R X

**KIRKSVILLE—1947—LBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... North Mo. Bcstg. Co.  
 Bus.-Studio-Transmitter Address..... KIRX Bldg.  
 Phone Number..... 5-3781  
 Air Time..... 6 a.m.-11 p.m.  
 News Service..... AP  
 Transcription Service..... Standard  
 General, Station Manager..... Samuel A. Burk  
 Commercial Manager..... R. M. Harpster  
 Program Director..... Lee Jones  
 News Director..... Robert S. Herrin  
 Chief Engineer..... Charles Porter

## K L W T

**LEBANON—1948—MBS**

Frequency 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Lebanon Bcstg. Co.  
 Bus.-Studio Address..... 221 E. Commercial St.  
 Phone Number..... 1015  
 Transmitter Location..... Buffalo Rd.  
 Air Time..... 6a.m.-M.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 President..... Robert C. Fields  
 General Manager..... O. R. Wright  
 Commercial Manager..... Jack A. Sellers  
 Program Director..... Thomas H. Miller  
 Chief Engineer..... E. L. Hendry

## K M M O

**MARSHALL—1949—KBS-LBS**

Frequency: 1300 Kc..... Power: 500 Watts d.  
 Owned-Operated By..... KMMO, Inc.  
 Address..... P. O. Box 513  
 Phone Number..... 40  
 Transmitter Location..... 1 Mi. N.W. of City  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Station Manager..... Harold Gordon  
 Commercial Manager..... Roger Gordon  
 Program Director..... Bettie S. Baldwin  
 Chief Engineer..... Bill Williams

## K X E O

**MEXICO—1948—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Audrain Bcstg. Corp.  
 Phone Number..... 2340-1  
 Studio, Trans. Loc..... 1725 E. Liberty  
 Air Time..... 6:00 a.m.-12 M.  
 News Service..... AP  
 Representative..... John E. Pearson  
 Membership..... NARTB, BAB  
 President..... John Badaracco  
 Gen., Sta. Mgr..... W. Earl Dougherty  
 Sales Promotion Manager..... Monty Moncrieff  
 News Director..... Jim Buffington  
 Chief Engineer..... Bob Bruner

**MISSOURI**

**K N C M**

**MOBERLY—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Moberly Bcstg. Co.  
 Phone Number 1600  
 Representative Conwell  
 Transcription Service Lang-Worth, Thesaurus  
 News Service UP  
 Owner, Gen. Mgr. Jerrell A. Shepherd  
 Commercial Manager John Conwell  
 Program Director James Lipsey  
 Chief Engineer W. D. Sneed  
 News Director Tom Hackward

**K R M O**

**MONETT—1950—LBS**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Oper. By Carthage Bcstg. Co.  
 Phone Number 858  
 Transcription Service Capitol  
 News Service AP  
 Gen. Mgr. (Partner) L. C. McKenney  
 Sales Manager (Partner) J. J. Daly  
 Commercial Manager Marion Pilant  
 Station Manager Jim Allwood  
 Publicity, News Dir. Victor Cox  
 Chief Engineer George Province

**K N E M**

**NEVADA—1941—KBS-LBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Missouri Bcstng. Co.  
 Address P. O. Box 15  
 Phone Number 13  
 Transmitter Location 3rd & Smecter  
 Air Time 6:30 a.m.-10 p.m.  
 News Service UP  
 Transcription Service SESAC  
 Representative Conwell Co.  
 President Cecil W. Roberts  
 General Manager Jerrell Henry  
 Commercial Manager Al Meschi  
 Program Director Dorothy Henry  
 Chief Engineer Paul Gregg

**K W O C**

**POPLAR BLUFF—1938—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Poplar Bluff Bcstg. Co., Inc.  
 Transmitter Address KWOC Bldg.  
 Phone Number 3922  
 Air Time 6:00 a.m.-10 p.m.  
 News Service UP  
 Transcription Service SESAC  
 Representative John E. Pearson  
 President, General Manager A. L. McCarthy  
 Station Manager Byron Kearbey, Jr.  
 Prog., Prod. Dir. Jerry J. Higley  
 News Director John A. Thies  
 Chief Engineer Donald M. Lidenton  
 Consulting Engineer F. O. Grimwood

**K T T R**

**ROLLA—1947—KBS-LBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper By "Show-Me" Bcstg. Co.  
 Address P. O. Box 567  
 Phone Number 380  
 Transmitter Location Soest Rd., Rolla, Mo.  
 Air Time 5:30 a.m.-M.  
 News Service AP  
 Transcription Service Capitol  
 Pres., Gen.-Sta.-Comm. Mgr. Luther W. Martin  
 Pgm., Prdo., Pub. Dir. Wilson C. Burkhead  
 Musical Director Mel Lee  
 Chief, Consulting Engr. Martin W. Mitchum

**K F E Q**

**ST. JOSEPH—1923—MBS**

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By KFEQ, Inc.  
 Business-Studio KFEQ Bldg.  
 Phone Number 4-0813  
 Transmitter Location Hwya. No. 71  
 Air Time 5:30 a.m.-12 M.  
 News Service UP, AP  
 Transcription Service World, SESAC  
 Representative Headley-Reed  
 President, General Manager Barton Pitts  
 Commercial Manager Glenn G. Griswold  
 Prom. Mgr., Pub. Dir. J. Ted Branson  
 Program Director E. C. Schirmer  
 Production Director Walter Johnson  
 Chief Engineer J. Wesley Koch  
 Consulting Engr. George C. Davis

**K R E S**

**ST. JOSEPH—1946—LBS**

Frequency: 1550 Kc. Power: 5000 Watts  
 Owned-Oper. By Missouri Valley Bcstg. Corp.  
 Business-Studio Address 113 S. 7th St.  
 Phone Number 4-6348  
 Transmitter Location Hwya. 169  
 Air Time 6 a.m.-12 M.  
 News Service AP  
 Transcription Service Lang-Worth, Thesaurus  
 Representative Forjoe  
 Membership NARTB, BAB  
 President Basil L. Kaufmann  
 Exec. V.-P., Gen. Mgr. William C. Whitlock  
 Gen., Sta. Mgr. John L. Bilyeu  
 Commercial Manager C. Warren Stout  
 Program Director Allen Menefee  
 Local Sales Manager Warren Stout  
 Publicity Director Gene Miller  
 Chief Engineer Harry L. Teegarden  
 Consulting Engr. Commercial Radio

*You get **MORE** for your money  
when you buy the*



*Buy* **KSD**

*... with the **LARGEST** daytime  
half-millivolt coverage area of  
any radio station in **ST. LOUIS***

*... 5000 watts on 550 kc  
day and night!*

**KSD** •

**THE ST. LOUIS POST-DISPATCH RADIO STATION**

National Advertising Representative: **FREE & PETERS, Inc.**

**NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV**

MISSOURI

**K M O X**

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc. Power: 50,000 Watts  
 Owned By: Columbia Bcstg. System, Inc.  
 Operated By: CBS Radio Division  
 Business-Studio Address: 401 So. 12th St.  
 Phone Number: Central 8240  
 Transmitter Location: Stallings  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Associated  
 Representative: CBS Radio Spot Sales  
 Membership: BAB  
 General Manager: John Ackerman  
 Commercial Manager: P. S. Anderson  
 Sales Prom. Mgr.: C. W. Doebler  
 Program Director: Mark Russell  
 Production Director: George M. Clare  
 Chief Engineer: Harry Harvey

**K S D**

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Pulitzer Publishing Co.  
 Business-Studio Address: 1111 Olive St.  
 Phone Number: Main 1111  
 Transmitter: Hwy. 66, E. St. Louis, Ill.  
 News Service: AP  
 Transcription Service: World, Thesaurus  
 Representative: Free & Peters  
 Membership: NARTB  
 President: Joseph Pulitzer  
 General Manager: George M. Burbach  
 Sales Manager: Arthur J. Casey  
 Program Director: Harold Grams  
 Commercial Manager: Edward W. Hamlin  
 Promotion Manager: David Pasternak  
 Chief Engineer: J. E. Risk

**K S T L**

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Radio St. Louis, Inc.  
 Address: St. Louis 1  
 Phone Number: Main 0600  
 Transmitter Location: East St. Louis, Ill.  
 Air Time: Sunrise-sunset  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: Forjoe  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr.: William A. Ware  
 Asst. Manager: Dick J. Kasten  
 Commercial Manager: William A. Knight  
 Program Director: Bob Terry  
 Traffic Manager: Rose DiCarlo  
 Publicity Director: Dolores J. Ryan  
 News Director: Bob Sheehan  
 Chief Engineer: Edward B. Bench, Jr.

**K W K**

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By: KWK, Inc.  
 Bus.-Studio Address: 1215 Cole St.  
 Phone Number: Main 9100  
 Transmitter Location: 500 Logan St., Baden  
 Air Time: 5:30 a.m.-M.  
 News Service: AP  
 Representative: Krtz  
 President, General Mgr.: Robert T. Convey  
 Station Director: Ray E. Dady  
 Commercial Director: V. E. Carmichael  
 Program Director: John W. Tinnea  
 Production Mgr.: John Traxler  
 Publicity Director: Fred J. Mueller  
 Chief Engineer: N. J. Zehr  
 Consulting Engineer: McIntosh & Inglis

**K X L W**

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: St. Louis County Bcstg. Co.  
 Bus.-Studio Address: 8135 Forsythe Blvd.  
 Phone Number: Delmar 1320  
 Transmitter Location: Brentwood  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Bolling  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr.: S. E. Sloan  
 Station Manager: Les Ware  
 Chief Engineer: Wallace E. St. Vrain

**K X O K**

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By: KXOX, Inc.  
 Business-Studio Address: 12th & Delmar  
 Phone Number: CHestnut 6000  
 Transmitter Location: Madison, Ill.  
 News Service: AP, UP  
 Transcription Service: Associated, Standard  
 Representative: John Blair  
 Membership: NARTB, BAB  
 President: Elzey Roberts  
 General Manager: C. L. Thomas  
 Asst. to Gen. Mgr.: Bruce Barrington  
 Commercial Manager: V. N. Springgate  
 Sales Promotion Manager: Foster H. Brown  
 Production Director: Elmer Muschany  
 Publicity Director: Mary Williamson  
 Chief Engineer: Arthur F. Rekart  
 Consulting Engineer: Jansky & Bailey

**W E W**

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The St. Louis University

## MISSOURI

Address . . . . . 3642 Lindell Blvd.  
 Phone Number . . . . . FRanklin 5665  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Lang-Worth, Associated  
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.  
 Sta. Gen. Manager . . . . . Geo. A. Volz  
 Promotion Manager . . . . . John G. Walsh  
 Chief Engineer . . . . . Joseph A. Volk

### W I L

#### ST. LOUIS—1922—LBS

Frequency: 1430 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Missouri Bcstg. Corp.  
 Business-Studio Address . . . . . Hotel Chase  
 Phone Number . . . . . Rosedale 6200  
 Transmitter Location . . . . . North Dupo, ll.  
 Air Time . . . . . 5:30 a.m.-1:30 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 Pres., Gen. Mgr. . . . . L. A. Benson  
 Commercial Manager . . . . . R. M. Hetherington  
 Promotion Manager . . . . . Nick Pagliara  
 Program Director . . . . . Edward M. Galloway  
 Publicity Director . . . . . Marilyn Rohan  
 Chief Announcer . . . . . Bob Grossman  
 News Director . . . . . John Carr  
 Chief Engineer . . . . . Wells Chapin

### K S G M

#### STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Donze Enterprises, nc.  
 Bus.-Studio Address . . . . . 245 Merchant St.  
 Phone Number . . . . . 580  
 Transmitter Location . . . . . Maxwell Hill  
 Air Time . . . . . 6 a.m.-10 p.m.  
 News Service . . . . . UP  
 President, General Manager . . . . . Elmer L. Donze  
 Chief Announcer . . . . . Harry Stonum  
 Chief Engineer . . . . . Murel L. Rose  
 Consulting Engineer . . . . . Grimwood

### K D R O

#### SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Milton J. Hinlein  
 Bus.-Studio Address . . . . . 2100 W. Broadway  
 Phone Number . . . . . 4004  
 News Service . . . . . UP  
 Representative . . . . . Forjoe  
 President . . . . . Milton J. Hinlein  
 General Manager . . . . . Herbert W. Brandes  
 Commercial Manager . . . . . James F. Glenn  
 Chief Engineer . . . . . Lemar E. Jones

### K S I M

#### SIKESTON—1948

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owner-Oper. . . . . Sikeston Community Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . . . Hwy. 60 W.

Phone Number . . . . . 1  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 President . . . . . Lyman R. Bowman, Jr.  
 Sta., Comm., Prom. Mgr. Richard L. Watkins, Jr.  
 Pgm. Dir., Chief Annr. . . . . James Palmer  
 Chief Engineer . . . . . Ralph L. Hirsch

### K G B X

#### SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Springfield Bcstg. Co.  
 Bus.-Studio Address . . . . . 605 Boonville Ave.  
 Phone Number . . . . . 4-2822  
 Transmitter Location . . . . . Bolivar Rd., Hiway 13  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NARTB, BAB  
 President . . . . . Tams Bixby, Jr.  
 General Manager . . . . . J. Gordon Wardell  
 Program Director . . . . . Carl Fox  
 Pub. Dir., Chf. Ann. . . . . Dudley Morris  
 News Director . . . . . Paul Adams  
 Chief Engineer . . . . . E. Dennis White

### K I C K

#### SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Kickapoo Prairie Bcstg. Co.  
 Address . . . . . 610 College St.  
 Phone Number . . . . . 4-1561  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . McGillvra  
 Membership . . . . . NARTB, BAB  
 President . . . . . Floyd W. Jones  
 General Manager . . . . . Miles N. Walker  
 Commercial Manager . . . . . Richard Bradley  
 Program Director . . . . . Welcome Stanton  
 Publicity Director . . . . . Richard Hainline  
 Chief Engineer . . . . . Charley Grayston

### K T T S

#### SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Independent Bcstg. Co.  
 Address . . . . . Chamber of Commerce Bldg.  
 Phone Number . . . . . 2-7474  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NARTB, BAB  
 President . . . . . J. H. G. Cooper  
 Gen., Sta., Prom. Mgr. . . . . G. Pearson Ward  
 Commercial Manager . . . . . Bob Burke  
 Program Director . . . . . Wendel Smith  
 News Director . . . . . Bill Bowers  
 Chief Engineer . . . . . William F. Curry  
 Consulting Engineer . . . . . James C. McNary



**MISSOURI-MONTANA**

**K W T O**

**SPRINGFIELD—1933—ABC**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Operated By..... Ozarks Bcstg. Co.  
 Business-Studio Address..... 606 E. St. Louis St.  
 Phone Number ..... 2-4422  
 Transmitter Location..... So. Fremont Rd.  
 Air Time..... 5 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative..... John E. Pearson  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... Ralph D. Foster  
 Asst. Gen. Mgr..... Leslie L. Kennon  
 Program, Prod. Director..... Lou Black  
 Chief Announcer..... Joe Slattery  
 Promotion Director..... Bill Bailey  
 News Director ..... Floyd M. Sullivan  
 Chief Engineer..... Fritz Bauer  
 Consulting Engineer..... A. D. Ring

**K W R E**

**WARRENTON—1949**

Frequency: 730 Kc. Power: 500 Watts d.  
 Owned-Operated By..... W. T. Zimmerman

Address ..... Warrenton  
 Phone Number ..... 398  
 Transmitter Location ..... Hwyay 47  
 News Service ..... UP  
 Transcription Service ..... RCA  
 Representative ..... Continental Radio  
 Pres., Gen. Mgr. .... W. T. Zimmerman  
 Station Manager ..... Don Clem  
 Commercial Manager ..... Leo Waters  
 Sales Prom. Mgr. .... Geo. Eddons  
 Chief Engineer ..... Cal Morris

**K W P M**

**WEST PLAINS—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... Robert F. Neathery  
 Trans. Address..... E. Abe Taylor Blvd.  
 Phone Number ..... 700  
 News Service ..... AP  
 Transcription Service ..... Standard  
 General Manager..... Robert F. Neathery  
 Commercial Manager... Fritze Williams Dixon  
 Program Director..... John Billingsley  
 Consulting Engineer..... Fred Grimwood

**MONTANA**

*Pop. April 1, 1952 (Est.) 621,000—Total Housing Units 195,184  
 Families April 1, 1952 (Est.) 179,000—Stations in State 25*

**K A N A**

**ANACONDA—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Mosby's, Inc.  
 Business Address..... Box 1470, Missoula  
 Phone Number ..... Missoula 7668  
 Studio-Transmitter Location... 1 Mi. E. of City  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 President..... A. J. Mosby  
 Station Manager..... Helen M. Ryan  
 Commercial Manager..... F. Gilbert Lieser  
 Sales Promotion Mgr. .... John B. Hogan  
 Chief Engineer..... W. J. Derzay

**K B M Y**

**BILLINGS—1946—KBS  
 MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..... Billings Bcstg. Co.  
 Business Address..... Box 2124  
 Phone Number ..... 3838  
 Transmitter Location ..... W. of City  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service..... Capitol, Associated  
 Representative ..... Avery-Knodel

Membership ..... NARTB, BAB  
 President ..... Don C. Foote  
 General Manager..... Ken Nybo  
 Program Director ..... Charles Du Bois  
 Chief Engineer..... Theodore Hildebrand

**K G H L**

**BILLINGS—1928—NBC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By... Northwestern Auto Supply  
 Co.  
 Business-Studio Address..... 5th & N. B'way  
 Phone Number ..... 2-2222  
 News Service ..... UP  
 Representative ..... Katz  
 President..... C. O. Campbell  
 Gen., Comm. Mgr..... Edward Yocum  
 Program Director..... V. Braunberger  
 Chief Engineer..... Jeff A. Kiichli

**K O O K**

**BILLINGS—1950—CBS**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By..... The Montana Network  
 Address..... P. O. Box 1712  
 Phone Number ..... 9-5970  
 News Service ..... AP  
 Transcription Service ..... Thesaurus

# MONTANA

Representative ..... Hollingbery  
 President ..... C. L. Crist  
 Station Manager ..... V. V. "Bud" Clark  
 Comm., Sales Prom. Mgr. .... Jerry Moen  
 Pgm., Prod. Dir. .... Ed Peiss  
 Chief Engineer ..... Grant French  
 Consulting Engineer ..... Wrathall & McNary

## K B M N

**BOZEMAN—1950**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Penn Engrg. Co.  
 Address ..... Box 691  
 Phone Number ..... 2104  
 Transcription Service ..... Associated  
 News Service ..... UP  
 Membership ..... NARTB  
 Pres., Gen. Sta. Mgr. .... G. Norman Penwell  
 Comm., Sls., Prom. Mgr. .... C. J. Chucovich  
 Pgm., Prod. Dir. .... Dan Snyder  
 Pub., News Dir. .... Ralph Evans  
 Chief Engineer ..... Ed Kolman  
 Consulting Engineer ..... Archer Taylor

## K X L Q

**BOZEMAN—1939—NBC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KRBM Besters, Inc.  
 Business Address ..... Bozeman  
 Phone Number ..... 1420  
 Transmitter Location ..... 2½ Mi. E. of City  
 Representative ..... Walker  
 Pres., General Mgr. .... Ernest A. Neath  
 Commercial Manager ..... J. Ray Bridges  
 Program Director ..... Wally Reid  
 Publicity Director ..... Chuck Dawson  
 Chief Engineer ..... Larry Friesner

## K B O W

**BUTTE—1947—CBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Copper City Radio Co.  
 Address ..... 720 Yale Ave.  
 Phone Number ..... 7429  
 News Service ..... UP  
 Representative ..... Donald Cooke  
 President ..... Frank Reardon

## K O P R

**BUTTE—1948—ABC-MBS  
 INTERMOUNTAIN**

Frequency: 550 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Copper Bcstg. Co.  
 Business-Studio Address ..... Hotel Finlen  
 Phone Number ..... 6546  
 Transmitter Location ..... Little Basin Creek  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodell  
 President ..... Frank C. Carman  
 General Manager ..... Ed Cooney  
 Commercial Manager ..... G. W. Chance

Program Director ..... Jim Harrold  
 Publicity Director ..... H. F. Burgman  
 Chief Engineer ..... Jim Foster

## K X L F

**BUTTE—1929—NBC**

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KGIR, Inc.  
 Phone Number ..... 2-2344  
 Transmitter Location ..... W. of Butte  
 News Service ..... UP  
 Transcription Service ..... MacGregor  
 Representative ..... Walker; Pacific No. West  
 Pres., Gen. Mgr. .... E. B. Craney  
 Station, Comm. Mgr. .... Arne E. Anzjon  
 Promotion Manager ..... Frank Field  
 Publicity Director ..... Vern Totten  
 Chief Engineer ..... W. J. Provis

## K X G N

**GLENDIVÉ—1948**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lewis Wiles Moore  
 Address ..... 314 McDougal  
 Phone Number ..... 5375  
 Transmitter Location ..... S. Pearson Ave.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Owner ..... Lewis Wiles Moore  
 General Manager ..... Daniel C. Palen  
 Commercial Manager ..... M. M. Schlasner  
 Chief Engineer ..... Don Powers

## K F B B

**GREAT FALLS—1922—CBS**

Frequency: 1310 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Buttrey Bcst., Inc.  
 Bus.-Studio Address ..... 607 First Natl. Bank Bldg.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NARTB, BAB  
 President ..... Fred Birch  
 General Manager ..... J. P. Wilkins  
 Chief Engineer ..... Wilbur L. Myhre

## K M O N

**GREAT FALLS—1948—MBS  
 ABC-INTERMOUNTAIN**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Montana Farmer Bcstg. Co.  
 Business Address ..... Tribune Bldg.  
 Phone Number ..... 4382  
 Transmitter Location ..... 5 Mi. S. of City  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knodell  
 President ..... Lester Cole  
 General Manager ..... Robert H. Warner  
 Commercial Manager ..... Frank W. Kaull

# MONTANA

## KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Great Falls Bcstg. Co.  
Bus.-Studio-Transmitter Address... Park Hotel  
Phone Number .....2-2453  
Transmitter Location ..... Park Hotel  
Representative ..... Walker  
Manager ..... Paul Hatton  
Eastern Sales Manager..... Wythe Walker  
Western Sales Manager..... Tracy Moore

## KOJM

HAVRE—1947—MBS

Frequency: 610 Kc. Power: 1000 Watts d.  
Owned-Operated By... No. Montana Bcstg. Co.  
Business-Studio Address... Box 70, Liberty Hotel  
Bldg.  
Phone Number .....1096-7  
Transmitter Location ..... 3.5 Mi. N.E. of Havre  
Air Time..... 6 a.m.-M.  
News Service .....UP  
Transcription Service ..... Capitol  
Representative..... Donald Cooke, Inc.  
President..... O. R. Rubie  
General. Sta. Mgr. .... Charlotte H. Brader  
Prog. Dir., Chf. Ann. .... James R. Saenger  
Production Director ..... Stanley G. Stephens  
Chief Engineer..... George H. Bauer

## KCAP

HELENA—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Lewis & Clark Bcstg. Corp.  
Address..... 1705 Jerome Pl.  
Phone Number .....4030  
News Service .....UP  
Transcription Service ..... Associated  
President ..... James Flinn  
Gen., Comm. Mgr..... Robert Fleming  
Program Director..... D. M. Lewing  
Promotion Manager..... H. J. Rueggs  
Co-Chief Engr., Farm Dir..... Dean Mack  
Co-Chief Engineer..... Lee Dobler  
News Director..... Allen Nowatny

## KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Peoples Forum of the Air  
Address..... P. O. Box 797  
Phone Number .....1240  
Transmitter Location ..... Helena  
News Service .....UP  
President..... A. T. Hibbard  
General Manager..... Barclay Craighead  
Commercial Manager..... Carl Argabrite  
Program Director..... Gene Hogan  
Chief Engineer..... Ralph Gassler

## KGEZ

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Donald C. Treloar  
Business-Studio Address..... 7 Main St.  
Phone Number ..... 331-2  
Transmitter..... 2½ Mi. S. on Hwy. 93  
Air Time ..... Unlimited  
News Service .....UP  
Transcription Service...World, SESAC, Standard  
Membership ..... NARTB, BAB  
Pres., Gen. Sta. Mgr..... Donald C. Treloar  
Sales Prom. Mgr..... Robert Bennett  
Prog., Prod. Dir..... Norm Fisher  
Chief Engineer..... Paul Johnston  
Consulting Engineer..... Al Sparling

## KXLO

LEWISTON—1947—MBS

INTERMTN. NET

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... W. G. Kelley  
Bus.-Studio-Transmitter Address... E. Main St.  
Phone Number ..... 1210  
News Service .....AP  
Transcription Service ..... World  
President..... William G. Kelly  
Comm., Gen. Mgr..... Marlin T. Obie  
Chief Engineer ..... David Sather

## KLCB

LIBBY—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Lincoln County Bcstrs. Inc.  
Address..... P. O. Box 565  
General Manager..... O. G. Coburn

## KPRK

LIVINGSTON—1947—MBS

INTERMTN.

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Yellowstone Amuse. Co.  
Business Address ..... Box 691  
Phone Number ..... 1000  
Transmitter-Studio Address..... E. Park St.  
News Service .....UP  
Transcription Service ..... World  
Pres., Gen. Mgr..... Paul B. McAdam  
Commercial Manager..... Jack Hinman  
News, Prog. Dir..... Gerald Tyo  
Chief Engineer..... Edwin Wood

## KRJF

MILES CITY—1941—KBS

MBS-INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Star Printing Co.  
Transmitter-Studio Location..... 13 N. 6th  
Business Address..... Box 1015, Miles City

## MONTANA - NEBRASKA

Phone Number .....1340  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, KBS  
 Representatives .....Avery-Knodel, Blair  
 Membership .....NARTB, BAB  
 General Manager..... Ian A. Elliot  
 Commercial Manager..... Fred B. Hunnes  
 Program Director..... Donald E. Holen  
 Production Director..... Herbert J. Hanson  
 Chief Engineer..... William Sebastian

News Service .....UP  
 Representative ..... Walker  
 Pres., Gen., Sta. Mgr..... Pat M. Goodover  
 Commercial Mgr. .... Bob Gillis  
 Program Director..... Bill Strothman  
 Chief Engineer..... Dave Green

### K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Mosby's, Inc.  
 Business-Studio Address..... 127 E. Main  
 Phone Number ..... 2155  
 Transmitter Location..... 5 Mi. S. of City  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Gil-Petra-Keith  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr. .... A. J. Mosby  
 Commercial Manager..... F. G. Lieser  
 Prog., Prod., Pub. Dir..... Marion E. Dixon  
 Chief Engineer..... Clifford Baker

### K X L L

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Western Montana Assoc.  
 Business Address..... Box 1503  
 Phone Number ..... 4114  
 Studio-Transmitter Location... Orchard Homes  
 Air Time..... 6 a.m.-M.

### K I Y I

SHELBY—1946—KBS-MBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By... Tri County Radio Corp.  
 Address..... P. O. Box 185  
 Phone Number ..... 560  
 News Service ..... UP  
 Representative ..... Cooke  
 President..... John J. Hurley  
 General Manager..... Bill Murphy  
 Commercial Manager..... John Lyon

### K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc..... Power: 5000 Watts  
 Owned-Operated By..... E. E. Krebsbach  
 Phone Number ..... 408  
 Transmitter Location..... 4 Mi. N. of City  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Lawson  
 General Manager..... E. E. Krebsbach  
 Station Mgrs..... (Sidney) Keith Krebsbach.  
 (Williston, N. D.) Clair Krebsbach  
 Production Director..... Bob Roderick  
 Publicity Director..... Bob Rockne  
 Chief Engineer..... O. H. Halvorson  
 Consulting Engineer..... G. B. Bairey

# NEBRASKA

*Pop. April 1, 1952 (Est.) 1,391,000—Total Housing Units 417,305  
 Families April 1, 1952 (Est.) 379,000—Stations in State 22*

### K C O W

ALLIANCE—1949

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By... Sandhills Bcstg. Corp.  
 Trans. Address..... 1030 W. 3rd St.  
 Phone Number ..... 1300  
 Air Time ..... 6:30 a.m.-10:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB, BAB  
 President ..... Hansford Jagers  
 Gen., Sta. Mgr. .... Gene Ackerley  
 Commercial Manager..... James L. Thomas  
 Chief Engineer ..... Edward Davenport

### K W B E

BEATRICE—1949—MBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Blue Valley Bcstg. Co.  
 Address ..... 112½ North 6th St.  
 Phone Number ..... 1245  
 Transmitter Location ... Mary & Sherman Sts.  
 News Service ..... AP  
 Transcription Service..... World, Cole,  
 Thesaurus  
 Comm., Sales Prom. Mgr..... Bud Pentz  
 Gen. Mgr., Pgm. Dir..... C. Brugha  
 Chief Engineer ..... Wilbur R. Emerson

# NEBRASKA

## K C N I

### BROKEN BOW—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Custer County Bstg. Co.  
 Address... Broken Bow  
 Air Time... Unlimited  
 Mgr., Chief Engr... Bud Crawford  
 Commercial Manager... Georgia A. Crawford

## K J S K

### COLUMBUS—1948—KBS

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... George Basil Anderson  
 Business Address... Box 460  
 Phone Number... 5154  
 Studio-Transmitter Location... Columbus  
 Air Time... Sunrise-sunset  
 News Service... AP  
 Representative... Biddick, Continental  
 Transcription Service... World, SESAC,  
 Thesaurus  
 Pres., Gen. Sta. Mgr... George Basil Anderson  
 Commercial Manager... Milo Kincaid  
 Program Director... Florence L. Anderson  
 Chief Anncr., Farm Editor... Gene Jones  
 News, Musical Dir... Carl Rafferty  
 Chief Engineer... Harold Hardy

## K F G T

### FREMONT—1939—MBS

Frequency: 1340 Kc. Power: 100 Watts  
 Owned-Oper. By... Walker Newspapers, Inc.  
 Business-Studio Address... 118 E. 5 St.  
 Phone Number... 1080  
 Transmitter Location... E. 16th St.  
 Air Time... 7 a.m.-10:30 p.m.  
 News Service... AP  
 Transcription Service... Capitol  
 Membership... NARTB, BAB  
 Pres., Gen. Mgr... Lester A. Walker

## K M M J

### GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Operated By... KMMJ, Inc.  
 Business-Studio Address... Division at Cedar  
 Phone Number... 703-4  
 Transmitter Location... Phillips  
 Air Time... Daytime  
 News Service... UP  
 Transcription Service... World, SESAC  
 Representative... Headley-Reed  
 President... Don Searle  
 V.P. & General Manager... Bill Martin  
 Sales Promotion Manager... Quintin McCredie  
 Chief Engineer... V. L. Lynch

## K H A S

### HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Nebraska Bstg. Co.

Trans. Address... Tribune Bldg.  
 Phone Number... 2-5101  
 Air Time... 6 a.m.-12 M.  
 News Service... INS  
 Transcription Service... Standard  
 President... Fred A. Seaton  
 Gen., Comm. Mgr... Duane L. Watts  
 Pub., Prod., Prog. Dir... Lloyd O. Thomas  
 Chief Engineer... Duane B. Allison

## K G F W

### KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Central Neb. Bstg. Corp.  
 Business-Studio Address... Federal Annex Bldg.  
 Phone Number... Business, 2-3541  
 Transmitter Location... Lakeside  
 News Service... UP  
 Transcription Service... World  
 President, General Manager... Lloyd C. Thomas  
 Commercial Manager... John W. Yeager, Jr.  
 Program Director... Elen Selah  
 Chief Engineer... Jack Lewis  
 News Director... Don Sherrill

## K R V N

### LEXINGTON—1950—LBS

Frequency: 1010 Kc. Power: 25,000 Watts d.  
 Owned-Oper. By... Nebraska Rural Radio  
 Address... 104 W. 8th St.  
 Phone Number... 716  
 Representative... Taylor  
 Transcription Service... Standard  
 News Service... AP  
 Membership... NARTB, BAB  
 President... Jay A. Person  
 General Manager... Max Brown  
 Commercial Manager... Dan Bellus  
 Program Director... Gary Schroeder  
 Traffic Manager... Patricia Doyle  
 Chief Engineer... Tom Copeland

## K F O R

### LINCOLN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Cornbelt Bstg. Corp.  
 Business-Studio Address... Sixth Fl., Stuart Bldg.  
 Phone Number... 2-6965  
 Transmitter Location... 48th & Vine Sts.  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Capitol, Standard  
 Representative... Edward Petry  
 Membership... NARTB, BAB  
 President... James Stuart  
 Gen., Sta. Mgr... George X. Smith  
 Pub., Sales Promotion... Lydia Nekuda  
 Prod., Program Director... Ken Greenwood  
 Chief Announcer... Arvum Bondarin  
 Chief Engineer... Charles W. Winkler

# NEBRASKA

## KLMS

**LINCOLN—1949**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By: Lincoln Bcstg. Corp.  
 Address: 130 N. 16th St.  
 Phone Number: 2-7579  
 Transcription Service: Associated  
 Representative: Ind. Met. Sales  
 President: Howard A. Shuman  
 General Manager: J. Russell Joynl

## KOLN

**LINCOLN—1947—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Inland Bcstg. Co.  
 Business-Studio Address: 212 Federal  
 Securities Bldg.  
 Phone Number: 2-7218  
 Transmitter Location: 40th & W Sts.  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: World  
 Representative: Pearson  
 President: Paul R. Foy  
 General, Sta. Manager: Harold E. Anderson  
 Commercial Manager: W. B. Waugh  
 Prod., Prog. Director: William L. Lucas  
 Publicity Director: Twila Walker  
 Chief Engineer: M. J. Korinek

## KBRL

**MCCOOK—1947—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: The McCook Bcstg. Co.  
 Bus.-Transmitter Address: Hwy. 83 & "J" St.  
 Phone Number: 1450  
 Air Time: 6:30 a.m.-10:30 p.m.  
 News Service: AP  
 Transcription Service: Standard  
 Representative: McGillivra  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr.: LeRoy W. Lenwell  
 Prog. Dir., Chf. Ann.: Gilbert Mitchell  
 Consulting Engineer: Fred O. Grimwood

## WJAG

**NORFOLK—1922**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Huse Publ. Co.  
 Bus.-Studio Address: 527 Norfolk Ave.  
 Phone Number: 432  
 Transmitter Location: 3½ Mi. W. of Norfolk  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Walker  
 Membership: NARTB, BAB

President: E. F. Huse  
 General Manager: Art Thomas  
 Station Manager: Bob Thomas  
 Commercial Manager: Vernon Stedry  
 Prom. Mgr., Pub. Dir.: Evans Meier  
 Chief Engineer: Frank Wiedenbach

## KODY

**NORTH PLATTE—1930—NBC-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Station KODY  
 Bus.-Studio-Transmitter Address: 1521 W. 12th  
 Phone Number: 382  
 Air Time: 6 a.m.-12 M.  
 News Service: AP  
 Transcription Service: Lang-Worth, World  
 Representative: John Blair  
 Membership: NARTB, BAB  
 President, Gen. Mgr.: John Alexander  
 Office Manager: Jerry Wing  
 Commercial Manager: Joe di Natale  
 Chief Engineer: Jay Blakesley

## KBON

**OMAHA—1942—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Inland Bcstg. Co.  
 Business-Studio Add.: 676 World Ins. Bldg.  
 Phone Number: Jackson 8282  
 Transmitter Location: 2807 So. 38th St.  
 Air Time: 6:30 a.m.-12 M.  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Pearson  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr.: Paul R. Fry  
 Station Manager: Richard E. Welna  
 Commercial Manager: Ernest S. Priesman  
 Sales Prom. Mgr., Pub. Dir.: Beverly Bush  
 Program Director: Richard F. Low  
 Chief Engineer: Richard E. Welna  
 Consulting Engineer: E. L. Dillard

## KFAB

**OMAHA—1924—CBS**

Frequency: 1110 Kc. Power: 50,000 Watts  
 Owned-Operated By: KFAB Bcstg. Co.  
 Business-Studio Address: 620 Farnam Bldg.  
 Phone Number: Ja. 3420  
 Transmitter Location: 10 Mi. S. of Omaha  
 Air Time: 24 Hrs.  
 News Service: AP  
 Transcription Service: Lang-Worth, SESAC  
 Representative: Free & Peters  
 Membership: NARTB, BMB  
 President: Fred S. Sidles  
 Gen., Sta. Mgr.: Harry Burke  
 Commercial Mgr.: Harold Soderlund  
 Sales Promotion Mgr.: Don Shoemaker

# NEBRASKA

News Director ..... Carl Uhlarik  
 Musical Director..... Alene McKinney  
 Transmitter Engineer..... Art Stewart  
 Farm Editor ..... W. E. Macdonald  
 Consulting Engineer ..... George Davis

## KOIL

**OMAHA—1925—ABC**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By....Central States Bcstg. Co.  
 Business-Studio Address..... 211 So. 17th St.  
 Phone Number.....Jackson 7626  
 Transmitter Location..... Council Bluffs, Ia.  
 Air Time ..... Unlimited  
 News Service..... AP, INS  
 Transcription Service..... Capitol, Standard  
 Representative ..... Edward Petry  
 Membership ..... NARTB, BAB  
 President ..... James Stuart  
 Sta., Gen. Mgr. .... William J. Newens  
 Sales Promotion Manager... Charles Frandsen  
 Commercial Manager ..... Arden Swisher  
 Program Director ..... Virgil Sharpe  
 News Director ..... Harry Hatcher  
 Musical Director ..... Betty Baker  
 Chief Engineer..... Charles W. Winkler

## KOWH

**OMAHA—1922**

Frequency: 660 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.... Mid-Continent Bcstg. Co.  
 Business-Studio Address..... 15th & Farnam  
 Phone Number..... Atlantic 2228  
 Transmitter Location..... 69th & Redmon  
 News Service..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Bolling  
 President..... Robert H. Storz  
 Sta., Gen. Manager..... Todd Storz  
 Sales Promotion ..... Jack Sandler  
 Program Director..... Gaylord Avery  
 Production Director ..... Don Loughnane  
 Publicity Director..... G. W. Armstrong  
 Chief Announcer..... Jim O'Neill  
 News Director ..... Walt Kavanagh  
 Musical Director..... Peg E. McGrath  
 Studio Supervisor..... Dale Moudy  
 Consulting Engr.... C. Ravens, Lohnes & Culver

## WOW

**OMAHA—1923—NBC**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.... Radio Station WOW, Inc.  
 Business-Studio Address. 280 Insurance Bldg.  
 Phone Number..... Webster 3400  
 Transmitter Location..... 5500 Kansas Ave.  
 Air Time ..... Unlimited  
 News Service..... AP, UP  
 Transcription Service. Standard, World, SESAC

Representative ..... John Blair  
 Membership ..... NARTB, BAB  
 President..... E. T. Meredith, Jr.  
 General Manager..... Frank P. Fogarty  
 Natl. Sales Mgr..... Bob Dooley  
 Sales Promotion Manager..... Bill Wiseman  
 Program Director..... Ray Olson  
 Chief Announcer..... Merrill Workhoven  
 Musical Director..... Morton Wells  
 Chief Engineer..... William J. Kotera  
 Farm Editor..... Mal Hansen

## KNEB

**SCOTTSBLUFF—1948—MBS**

Frequency: 970 Kc.....Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By.... Platte Valley Bcstg. Corp.  
 Business-Studio Address... Golden Rule Bldg.  
 Phone Number ..... 1620  
 Transmitter Location..... 1½ Mi. S.E. of City  
 Air Time ..... 5:30 a.m.-12:30 a.m.  
 News Service ..... AP  
 Transcription Service.... Capitol, Lang-Worth  
 Representative ..... Hal Holman  
 Membership ..... NARTB, BAB  
 President..... John R. Jirdon  
 General-Station Mgr..... Russ M. Stewart  
 Commercial Manager..... Byron Joachim  
 Program Director..... Keith Roper  
 Chief Announcer..... Arthur Taylor  
 News Director ..... Richard Rayman  
 Sales Prom. Mgr..... Bob Wilber  
 Prod., Pub. Dir..... Perry Gerstein  
 Chief Engineer ..... Leslie A. Proctor  
 Consulting Engineer..... Gautney & Roy

## KOLT

**SCOTTSBLUFF—1930—CBS**

Frequency: 1320 Kc...Power: 5000 d., 1000 n.  
 Owned-Operated By..... The Hilliard Co.  
 Address ..... 1517½ Bway  
 Phone Number ..... 856  
 Transmitter Location..... 2 Mi. W. of City  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... McGilvra  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr. .... L. L. Hilliard  
 Commercial Manager..... Louis Hunter  
 Sales Promotion Manager..... Red Davis  
 Program Director ..... W. G. Walter  
 Production Director..... Bob Horstman  
 Chief Announcer..... Hap Ellis  
 News Director ..... W. J. Brennan  
 Musical Director..... Gretchen Wimmer  
 Chief Engineer ..... Harland A. Morrison  
 Farm Editor..... R. C. Ingwerson  
 Consult. Eng..... Commercial Radio

# NEVADA

Pop. April 1, 1952 (Est.) 170,000—Total Housing Units 57,457  
Families April 1, 1952 (Est.) 51,000—Stations in State 11

## KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Elko Bcstg. Co.  
Address: P. O. Box 790  
Phone Number: 260  
Air Time: 6:30 a.m.—10 p.m.  
News Service: UP  
Transcription Service: Standard  
President: Chris Sheerin  
General Manager: John J. Gammick  
Chief Engineer: Lee Peer

## KELY

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: White Pine Bcstg. Co.  
Address: Hotel Nevada  
Phone Number: 2077  
Transcription Service: Capitol  
News Service: INS  
Co-Mgr., Chief Engr.: D. I. Hansen  
Co-Manager: D. V. Bradley  
Comm. Mgr., Pgm., News Dir.: J. D. Steward

## KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By: Nevada Bcstg. Co.  
Business Address: Box 1310  
Phone Number: 1400  
Studio-Transmitter Location: "The Strip"  
Air Time: 5 a.m.—1:30 a.m.  
News Service: INS  
Representative: W. S. Grant  
Pres., Gen.-Sta. Manager: Maxwell Kelch  
Commercial Mgr.: Thompson Magowan  
Prog., Prod., Pub. Dir.: Ken O'Connell  
News Director: Ed Oncken  
Chief Engineer: R. O. Dow  
Consulting Engineer: J. Tap

## KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Las Vegas Bctrs., Inc.  
Address: Desert Inn. P. O. Box 1510  
Phone Number: 4646  
Transmitter Location: East Charleston Blvd.  
Air Time: 6 a.m.—12 M.  
Representative: Hollingbery  
Pres., Gen. Mgr.: Fred Stoye  
Sales Promotion Manager: Maxine Lunt  
Program, News Director: John Ryken  
Chief Engineer: Gregg Gelhart

## KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Vegas Valley Bcstg. Co.  
Address: Hotel Thunderbird  
Phone Number: 6500  
News Service: UP  
President: David McKay  
Station Manager: Jack Kehoe  
Program Director: George Corneal  
Chief Engineer: Bill Binford

## KRAM

LAS VEGAS—1946—MBS-LBS-KBS  
INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Oper. By: Boulder City Bcstg. Co.  
Address: P. O. Box 1712  
Phone Number: 920  
Air Time: 6 a.m.—2 a.m.  
News Service: UP  
Station Representative: Avery Knodel  
President: Edward J. Jansen  
Gen., Comm. Mgr.: Truman B. Hinkle  
Program Director: Drew Rogne  
Publicity Director: Paula Clark  
Chief Engineer: Fred Young

## KATO

RENO—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Sierra Bcstg. Co.  
Business-Studio Address: Box 2231.  
Mapes Hotel  
Phone Number: 2-4501  
Transmitter Location: 6th & Cassinelli Rds.  
Air Time: 7 a.m.—1 a.m.  
Representative: John E. Pearson, Western  
Transcription Service: MacGregor  
Membership: NARTB, BAB  
Pres., Chief Engr.: R. K. Wittenberg  
Sta.-Gen., Comm. Manager: Robert L. Stoddard

## KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts  
Owner: McClatchy Bcstg. Co.  
Business-Studio Address: 143 Stevenson St.  
Phone Number: 3-5106  
Transmitter Location: Sparks  
Air Time: 6 a.m.—12 M.  
News Service: UP  
Transcription Service: Capitol  
Representative: Paul H. Raymer  
Membership: NARTB, BAB  
President: Eleanor McClatchy  
Station Manager: Hewitt Kees



**NEVADA—NEW HAMPSHIRE**

Commercial Manager.....Merle Snider  
 Sales Promotion Mgr.....Tom Cafferty  
 Pgm. Dir., Chief Anncr.....Bruce Branson  
 News Director.....George Umbenhaur  
 Chief Engineer.....Wesley Craig  
 Consulting Engineer.....George C. Davis

**K O L O**

**RENO—1946—CBS**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Reno Bcstg. Co.  
 Business-Studio Address.....33 Sierra St.  
 Phone Number.....2-4516  
 Transmitter Location.....Sparks  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 Membership.....NARTB, BAB  
 President.....Dave McKay  
 General-Station Manager.....H. G. Wells  
 Sales Prom. Mgr.....Bob Tower  
 Prod., Program Director.....William Ruff  
 Publicity Director.....Martha Breaker  
 Musical Director.....Jere Laird  
 Chief Engineer.....Merle Peterson

**K W I K**

**RENO—1946—ABC-MBS**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Eastern Ida. Bcstg. &  
 TV Co.

Address.....Bannock Hotel  
 Phone Number.....3400  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 President.....James M. Brady  
 General Manager.....Charles Crabtree  
 Commercial Manager.....Don W. Burden  
 Pgm. Dir., Prom. Mgr.....Dick Wright  
 News Director.....John Suchy  
 Chief Engineer.....Delbert Williams

**K W R N**

**RENO—1947—ABC-LBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nevada Radio-TV Inc.  
 Business-Studio Address.....Riverside Hotel  
 Phone Number.....38156  
 Transmitter Location.....Kietzke Lane  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....UP  
 Representative.....Grant  
 President.....Kenyon Brown  
 General Manager.....Frank McLaurin  
 Commercial Manager.....Jack Stodelle  
 Sales Prom. Mgr.....Jim Luce  
 Pgm., Prod., Pub. Dir.....Mark Curtis  
 Chief Announcer.....Aubin Thomas  
 News Director.....Gene Elyot  
 Musical Director.....Walt Rees  
 Chief Engineer.....W. C. Comer  
 Consulting Engineer.....Earl Cullum

**NEW HAMPSHIRE**

*Pop. April 1, 1952 (Est.) 559,000—Total Housing Units 192,031  
 Families April 1, 1952 (Est.) 157,000—Stations in State 12*

**W M O U**

**BERLIN—1946—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper.....White Mtns., Bcstng. Co.  
 Address.....40 Main Street  
 Phone Number.....1797-8  
 Transmitter Location.....Hutchins St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Kettell-Carter, Radio Reps.  
 Membership.....NARTB, BAB  
 President.....John W. Guider  
 General Manager.....Wendell C. MacKenzie  
 Sales Manager.....A. F. Hickey  
 Chief Engineer.....Herschel M. Howe

**W T S V**

**CLAREMONT—1948—GRANITE**

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

Owned-Oper. By.....Granite State Bcstg. Co.  
 Trans. Address.....155 Front St., Manchester  
 Phone Number.....4-4075  
 News Service.....UP  
 Representative.....Bolling  
 President.....William J. Barkley  
 General Manager.....W. J. Rust, Jr.  
 Comm. Sta. Mgr.....Fred Sterns  
 Program Director.....Dick Hill  
 Chief Engineer.....A. Davis

**W K X L**

**CONCORD—1946—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capitol Bcstng. Co.  
 Business-Studio Address.....Eagle Hotel  
 Phone Number.....4180  
 Transmitter Location.....Redington Rd.  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....AP

## NEW HAMPSHIRE

Transcription Service ..... World  
 Representative ..... Adam Young  
 Pres., Gen. Mgr. .... Hon. Charles M. Dale  
 Asst. Comm., Prom. Mgr. .... Thomas S. Pingree  
 Station Manager ..... Tom Frank  
 Chief Announcer ..... Win Blake  
 News Director ..... Donn Tibbetts  
 Chief Engineer ..... Robert Wright

### W T S L

**HANOVER-LEBANON—1950  
 GRANITE**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By Granite State Bcstg. Co., Inc.  
 Address ..... 155 Front St.  
 Phone Number ..... 4-4075  
 Representative ..... Bolling  
 News Service ..... UP  
 President ..... William J. Barkley  
 General Manager ..... William J. Rust, Jr.  
 Commercial Manager ..... Henry Lewis  
 Chief Engineer ..... William Heiser

### W K N E

**KEENE—1926—CBS**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... WKNE Corp.  
 Address ..... 17 Dunbar St.  
 Phone Number ..... 2080  
 Transmitter Location ..... Stanhope Ave.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Meeker, Kettell-Carter  
 Membership ..... NARTB, BAB  
 Pres., Gen. Sta. Mgr. .... Joseph K. Close  
 Commercial Manager ..... Frank B. Estes  
 Sales Prom. Mgr., Pub. Dir. .... Ted B. Sawyer  
 Prod. News Director ..... Howard E. Wheelock  
 Chief Engineer ..... Ernest F. Batchelder, Jr.  
 Consulting Engr. .... Craven, Lohnes & Culver

### W L N H

**LACONIA—1922—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Northern Bcstg. Corp.  
 Business-Studio Address ..... 635 Main St.  
 Phone Number ..... 2-300  
 Transmitter Location ..... Sanornton  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... Kettell-Carter, Grant  
 President ..... Genevieve Wingate  
 Gen., Sta. Mgr. .... Arthur Rothafel  
 Commercial Manager ..... Sydney Clark  
 Chief Engineer ..... Walter Avery

### W F E A

**MANCHESTER—1932—CBS**

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... N. H. Bcstg., Inc.

Business-Studio Address ..... 286 Franklin St.  
 Phone Number ..... 5-5491  
 Transmitter Location ..... Merrimack  
 Air Time ..... 6 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Adam J. Young, Jr.  
 Kettell-Carter  
 President ..... Morris Silver  
 Gen., Sta. Mgr., Prog. Dir. .... Warren H. Journey  
 Commercial Manager ..... Saul Gross  
 Chief Announcer ..... Gerald Kearney  
 Chief Engineer ..... Reginald Schow

### W K B R

**MANCHESTER—1946  
 GRANITE STATE**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Granite State Bcstg., Inc.  
 Trans. Address ..... 155 Front St.  
 Phone Number ..... 44075  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Representative ..... Borgatti, Bolling  
 President ..... W. J. Barkley  
 General Manager ..... W. F. Rust, Jr.  
 Commercial Manager ..... Ralph Gottlieb  
 Program Director ..... William Carlisle  
 Chief Engineer ..... Royston Phillips

# AP SELLS

For Stations and Sponsors —

For instance . . . WMOU

“Our AP news programs are  
 among the greatest audience-pull-  
 ers, as sales of newscasts show!  
 AP more than pays for itself!”

JOCK MacKENZIE,  
 General Manager,  
 WMOU, Berlin, New Hampshire

**NEW HAMPSHIRE—NEW JERSEY**

**WMUR**

**MANCHESTER—1941—ABC**

Frequency: 610 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By...The Radio Voice of  
New Hampshire, Inc.  
Business-Studio Address...1819 Elm St.  
Phone Number...5-5788  
Transmitter Location...Front St.  
News Service...UP  
Air Time...6 a.m.-11:15 p.m.  
Transcription Service...World  
Representative...Weed  
Membership...NARTB, BAB  
President...Hon. Francis P. Murphy  
Sta., Comm., Gen. Mgr...Hervey Carrier  
Production Dir...Bernie Mack  
News Director...Tom Power  
Chief Engineer...Vincent Chandler  
Consulting Engr...Tansky & Bailey

**WOTW**

**NASHUA—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By...Nashua Bcstg. Corp.  
Bus.-Studio-Transmitter Location...Lund Rd.  
Phone Number...5000  
Air Time...Daytime  
News Service...UP  
Transcription Service...World  
Representative...Bertha Bannan, Walker  
Pres., Gen. Mgr...Arthur A. Newcomb  
Comm., Sls. Prom. Mgr...Norman R. Delude  
Program Dir...Paul Keefe  
Chief Engineer...Harry Hanfield  
Consulting Engineer...Russell P. May

**WHEB**

**PORTSMOUTH—1932—MBS**

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By...WHEB, Inc.  
Bus.-Studio-Transmitter Address...Lafayette Rd.  
Phone Number...4080  
Air Time...Daytime  
News Service...AP  
Transcription Service...World  
Representative...Kettel-Carter, Walker  
Pres., Gen. Mgr...Charles M. Dale  
Commercial Manager...Jack Kane  
Sales Promotion...Walt Emery  
Program Dir...Lucien Dumont  
Chief Engineer...Anthony Vaccaro

**WWNH**

**ROCHESTER—1948  
GRANITE STATE**

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By...Strafford Bcstg. Corp.  
Address...Rochester Hill Rd.  
Phone Number...1400-1  
Air Time...Sunrise-Sunset  
News Service...UP  
Representative...Bolling, Bannan  
Membership...NAB  
Pres., Gen. Mgr...A. J. K. Malin  
Commercial Mgr...M. C. Ball  
Program Dir...George Michael  
Sta. Mgr., Production Dir...H. Martin  
Publicity Dir...Mary Verrette  
Chief Engineer...Thomas E. McLaughlin, Jr.

**NEW JERSEY**

*Pop. April 1, 1952 (Est.) 5,037,000—Total Housing Units 1,509,402  
Families April 1, 1952 (Est.) 1,385,000—Stations in State 19*

**WJLK**

**ASBURY PARK—1926**

Frequency: 1310 Kc. Power: 250 Watts  
Owned-Operated By...Asbury Park Press, Inc.  
Address...Press Plaza  
Phone Number...Asbury Park 2-3000  
Transmitter Location...Neptune, N. J.  
Air Time...6:30 a.m.-11:30 p.m.  
News Service...AP  
Transcription Service...Associated  
Representative...Jos. McGillvra, Inc.  
Membership...NARTB, BAB  
President...Wayne D. McMurray  
General Manager...Ernest W. Lass  
Station Manager...Thomas B. Tighe

Commercial Manager...Margaret Curtis  
Program Director...Everett Rudloff  
Chief Engineer...Frank Huber

**WMID**

**ATLANTIC CITY—1947—ABC-MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...Mid-Atlantic Bcstg. Co., Inc.  
Business-Studio Address...Senator Hotel  
Phone Number...4-1340  
Transmitter Location...Absecon Blvd.  
Air Time...7 a.m.-2 a.m.  
News Service...AP  
Transcription Service...Associated  
Representative...Forjoe  
President...Richard Endicott

## NEW JERSEY

Gen., Sta. Mgr. .... David H. Freedman  
 Program Director ..... Jack Shefrin  
 Chf. Ann., Prod. Dir. .... Alan Owen  
 Chief Engineer ..... Earl Godfrey

### W F P G

**ATLANTIC CITY—1940—CBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Neptune Bcstg. Corp.  
 Business Address ..... Steel Pier  
 Phone Number ..... 5-2188  
 Transmitter Location ..... Absecon Blvd.  
 News Service ..... UP  
 Transcription Service ..... MGM  
 Representative ..... John E. Pearson  
 Membership ..... BAB  
 President ..... Fred Weber  
 Commercial Mgr. .... R. E. Truex  
 Sales Prom. Mgr. .... George Lewis  
 Program Dir. .... Ed Davis  
 Production Dir. .... Fred Haggerty  
 Chief Engineer ..... Blair K. Thron

### W S N J

**BRIDGETON—1937**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Eastern States Bcstg. Co.  
 Address ..... Carill's Corner  
 Phone Number ..... 2930  
 Transmitter Location ..... Old Burlington Rd.

News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Thomas Clark  
 President ..... Russell S. Henderson  
 Vice-Pres., Gen. Mgr. .... Paul Alger  
 Commercial Manager ..... Jerry Alden  
 News Director ..... Don Hart  
 Chief Engineer ..... Francis Fekel

### W C A M

**CAMDEN—1926**

Frequency: 1310 Kc. .... Power: 250 Watts  
 Owned-Operated By .... City of Camden, Inc.  
 Business-Studio Address ..... City Hall  
 Phone Number ..... Emerson 5-5600  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, BAB  
 Director ..... Willard C. Schriver  
 Gen. Comm. Mgr. .... John Cleary  
 News Director ..... Frank Sheridan  
 Chief Engineer ..... John Zander  
 Consulting Engineer ..... H. L. Wilson

### W K D N

**CAMDEN—1948**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... So. Jersey Bcstg. Co.  
 Business Address ..... Radio Park  
 Phone Number ..... EM 5-7200  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated, SESAC  
 Pres., Gen. Mgr. .... Major Ranulf Compton  
 Station Manager ..... Gordon Giffen  
 Commercial Manager ..... William Sherry  
 Sales Prom. Manager ..... Susan Rollins  
 Program Director ..... Jerry Williams  
 News Director ..... Bob Ross  
 Chief Engineer ..... Frederick Chassey

### W M T R

**MORRISTOWN—1948**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Morristown Bcstg. Co.  
 Address ..... P. O. Box 345  
 Phone Number ..... MO 4-5700  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NARTB  
 President ..... George S. Croy  
 Station Mgr. .... Kenneth A. Croy  
 Commercial Mgr. .... Henry Behre  
 Program Director ..... Bob Vesel  
 Chief Engineer ..... Rudolph C. Prow  
 Consulting Engineer ..... McIntosh & Inglis

### W A A T

**NEWARK—1921**

Frequency: 970 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Operated By ..... Bremer Bcstg. Corp.

# W F P G

**CBS RADIO NETWORK FOR NEW JERSEY**

Atlantic City, N. J.

*Serving the 107th Market  
 of the Nation*

*with*

More Network Programs

More Public Service

More Baseball

More News

*from its*

**408 FOOT TOWER**

(Tallest structure in New Jersey,  
 south of Newark)

**WSTV**  
 Steubenville

**WPIT**  
 Pittsburgh



**WHBE**  
 Boston

**WFPG**  
 Atlantic City

**NEW JERSEY**

Business-Studio Address...Television Center  
 Phone...Mitchell 2-6400; BArlay 7-8216 (N. Y.)  
 Air Time.....7 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Weed  
 Membership.....NARTB  
 President, Gen. Mgr.....Irving R. Rosenhaus  
 V.P., National Sales.....E. S. Lennon  
 Program Director.....George Green  
 Public Relations Director...Roland Trenchard  
 V.P., Engineering.....Frank V. Bremer

**W V N J**

**NEWARK—1948**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Newark Bcstg. Corp.  
 Business-Studio Address.....45 Central Ave.  
 Phone Number.....Mitchell 3-7600  
 Transmitter Location.....Livingston  
 News Service.....UP  
 Transcription Service.....World  
 V.P., Gen-Comm Mgr.....Ivon B. Newman  
 Station Manager.....Helen Sutton  
 Chief Engineer.....Bernard Kellom

**W H B I**  
**NEWARK—1922**

Frequency: 1280 Kc.....Power: 2500 Watts d.;  
 1000 Watts n.  
 Owned-Operated By...May Radio Bcst. Corp.  
 Business-Studio Address.....100 Shipman St.  
 Phone Number.....Mitchell 2-7354  
 Transmitter Location.....155 Washington St.  
 Air Time.....Unlimited  
 Pres., Gen. Mgr.....James L. Shearer  
 Vice-Pres. & Prog. Dir.....William Masi  
 Chief Engineer.....Herman Foster

**W N J R**

**NEWARK—1947**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By...North Jersey Radio, Inc.  
 Business-Studio Address.....91 Halsey St.  
 Phone Number.....Market 3-2700  
 Transmitter Location.....Union  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....Edward W. Scudder, Jr.  
 Gen., Sta., Comm. Mgr....Harry D. Goodwin  
 Pub. Dir., Sales Prom. Mgr.....Arnold Snyder

**W**

**V**

**N**

**J**

**620 on your dial**

**The most for your  
 dollar in the  
 metropolitan area**

**NEWARK, N. J.**

**custom-  
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*for the 3,833,000 Consumers  
 in the rich*

**Northern New Jersey Market**

*the exclusive North Jersey*

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*station*

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 RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME  
 91 Halsey St., Newark 2, N. J.

Market 3-2700  
 Ortlund 7-8070

## NEW JERSEY

Program Director.....Steven Van Gluck  
 News Director.....Tom Costigan  
 Chief Engineer.....Peter Testan  
 Farm Editor.....Will Peigelbeck  
 Consulting Engr.....Paul Godley

### WCTC

**NEW BRUNSWICK—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Chanticleer Bcstg. Co.  
 Business-Studio Address.....385 George St.  
 Phone Number.....Charter 7-1450  
 Transmitter Location.....Highland Park  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....James L. Howe  
 General Manager.....Robert Williams  
 Commercial Manager.....Kenneth Leslie

### WPAT

**PATERSON—1941**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By...North Jersey Bcstg. Co., Inc.  
 Business-Studio Address.....66 Hamilton St.  
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)  
 Transmitter.....Broad at Hepburn Rd. Clifton  
 Air Time.....24 Hrs.

News Service.....AP, UP  
 Transcription Service.....Associated, Sesac,  
 Lang-Worth  
 President.....Richard Drukker  
 Exec. V.P. & Gen. Mgr.....D. J. Wright  
 Commercial Manager.....John F. Sloan  
 Sales Prom. Mgr.....Frank X. Tuoti  
 Program Director.....Don Kerr  
 Chief Announcer.....Bill Bohack  
 News Director.....Edward Pollack  
 Musical Director.....Harvey Humphrey  
 Chief Engineer.....Earl F. Lucas

### WOND

**PLEASANTVILLE—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pioneer Bcstrs., Inc.  
 Address.....Old Turnpike  
 Phone Number.....3971  
 Transcription Service.....Standard  
 News Service.....AP  
 Representative.....Martin Scheuer  
 President.....Charles Rupp  
 General Manager.....John Struckell

### WBUD

**TRENTON—1947**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Morrisville Bcstg. Co.

# RESULTS

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# WPAT

is the outstanding buy  
 in the important  
 New York—New Jersey market

**5000** watts Paterson, N. J.

**930** KC

**NEW JERSEY**

Address.....108 N. Broad St.  
 Phone Number.....4-7191  
 News Service.....AP  
 Transcription Service.....World  
 President.....Verna S. Hardin  
 General Manager.....Richard M. Hardin  
 Chief Engineer.....William A. Brewer

**W T N J**

**TRENTON—1928**

Frequency: 1300 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....WOAX, Inc.  
 Address.....416 Bellevue Ave.  
 Phone Number.....8149  
 Transmitter Location.....Morrisville, Pa.  
 Transcription Service.....Sesac  
 Program Director.....Frank Brooks

**W T T M**

**TRENTON—1942—NBC**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Trent Bcst. Corp.  
 Business-Studio Address.....541 E. State St.  
 Phone Number.....5-8515-6-7-8  
 Transmitter Location.....Yardley, Pa.  
 Air Time.....7 a.m.-12:05 a.m.  
 News Service.....AP  
 Representative.....Forjoe

Membership.....NARTB, BAB  
 President.....Elmer H. Wene  
 General Manager.....S. Carl Mark  
 Chief Engineer.....Theodore P. Kilmer

**W W B Z**

**VINELAND—1946**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By...Community Bcstg. Serv.  
 Address.....633 Wood St.  
 Phone Number.....Vineland 7-1360  
 Transmitter Location.....Brotmanville, N. J.  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Kennedy  
 President.....Joseph M. Bullock  
 Gen. Sta., Prom. Mgr.....Fred M. Wood  
 Commercial Manager.....John Serra  
 Program Director.....Dorothy H. Carlson  
 Chief Engineer.....Rudolph Macak  
 Consulting Engineer.....John Creutz

**W C M C**

**WILDWOOD—1951**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Operated By....Francis J. Matrangola  
 Address.....3300 Pacific Ave.  
 Owner.....Francis J. Matrangola

**U. P. 2/7/52 . . . .**

(VINELAND) — THE BOROUGH OF VINELAND WILL BECOME A CITY OF 30-THOUSAND RESIDENTS JULY FIRST — AND LANDIS TOWNSHIP WILL CEASE TO EXIST. RESIDENTS OF THE TWO CUMBERLAND COUNTY COMMUNITIES VOTED TO MERGE YESTERDAY. THE COMMUNITY WILL BE LARGEST CITY IN SIZE IN NEW JERSEY.

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 Templeton 8-4740

Mal Kennedy Philadelphia  
 Rittenhouse 6-8546

**WWBZ** 1000 Watts - Vineland, N. J.

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“Associated Press news is the foundation of our operation. Sponsors are waiting in line for our key 15-minute AP newscasts. The New Brunswick Savings Institution announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened.”

ROBERT L. WILLIAMS,  
 Station Manager,  
 WCTC, New Brunswick, N. J.

# NEW MEXICO

Pop. April 1, 1952 (Est.) 715,000—Total Housing Units 199,964  
Families April 1, 1952 (Est.) 181,000—Stations in State 25

## KALG

ALAMOGARDO—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By William Wayne Phelps  
Address Cuba at Canyon Rd.  
Phone Number 311  
Air Time 6 a.m.-10:15 p.m.  
News Service UP  
Representative Avery Knodel  
Membership NARTB, BAB  
Pres., Gen. Sta. Mgr. William W. Phelps  
Chief Engineer Pete Paulos  
Consulting Engineer Louis Goemetz

## KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By New Mexico Bcstg. Co.  
Business Address P. O. Box 1294  
Phone Number 3-4543  
Transmitter Location So. 2nd St.  
Air Time 5:30 a.m.-12 M.  
News Service UP, AP  
Transcription Service World  
Representative Weed & Co.  
Pres., Gen. Mgr. A. R. Hebenstreit  
Music Pgm., Prod., Pub. Dir. Robt. Van Driel  
Chief Engineer Leonard F. Dodds  
Consulting Engr. A. Earl Cullum, Jr.

## KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Alvarado Bcstg. Co., Inc.  
Business-Studio Address 122 S. Tulane  
Phone Number 5-7501  
Transmitter 2000 W. Indian School Rd.  
Air Time 19½ hrs.  
News Service UP  
Transcription Service Capitol Lang-worth  
Representative Adam J. Young  
President Herbert W. Wimberly  
General Manager A. M. Caldwell  
Chief Engineer William Carman

## KOB

ALBUQUERQUE—1921—NBC

Frequency: 770 Kc. Power: 50,000 Watts d.:  
25,000 Watts n.  
Owned-Oper. By Time, Inc.  
Bus-Studio Address Fifth & Silver  
Phone Number 3-4411  
Transmitter Location Alameda  
News, Service AP, INS  
Transcription Service Standard  
Representative Branham  
President Wayne Coy

General Manager J. I. Myerson  
Program Director Rolf Nielson  
Promotion Manager Mary Moses  
Chief Engineer George S. Johnson

## KVER

ALBUQUERQUE—1947—MBS  
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By KVER Bcstg. Co.  
Address 317 N. Broadway, Box 1388  
Phone Number 3-1744  
Transmitter Location Old Albuquerque  
News Service AP  
Representative Avery Knodel  
Membership NARTB, BAB  
Vice-President Bert Arnold  
Station Manager Keith Type  
Program Director Jack Lynn  
Publicity Director Violet Shine  
Chief Engineer Wilfred Smith  
Consulting Engineer Commercial Radio

## KSVP

ARTESIA—1946—KBS-MBS  
INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Artesia Bcstg. Corp.  
Business-Studio Address Box 38  
Phone Number 650  
Transmitter Location South Roselawn  
Air Time 5:30 a.m.-10 p.m.  
News Service UP  
Transcription Service Standard  
Representative Avery Knodel  
Membership NARTB, BAB  
President Martin Yates III  
Gen., Sta., Sales Prom. Mgr. David M. Button  
Commercial Manager David Adams  
Chief Engineer Pat Kettleson

## KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Carlsbad Bcstg. Corp.  
Business-Studio Address 601 No. Canal St.  
Phone Number 244  
Transmitter Location 3 mi. SW City  
Air Time 6 a.m.-M.  
News Service AP  
Representative Taylor Co.  
President Val Lawrence  
General-Station Mgr. Norman R. Loose  
Commercial Manager Vernon Spidahl  
Program Director Alexander Pitcaithley  
Chief Engineer Harland Nilong



NEW MEXICO

## K P B M

CARLSBAD—1950—LBS

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Coronada Bcstg. Co.  
 Address: 313 W. Mermod  
 Phone Number: 5-5373  
 Transcription Service: Lang-Worth  
 News Service: AP  
 Pres., Gen. Mgr.: Maurice F. McEvoy  
 Commercial Manager: Darrell A. Swayze  
 Program Director: Wayne F. Scott  
 Chief Engineer: Luther S. Pully, Jr.

## K G A K

GALLUP—1946—LBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Thunderbird Bcstg. Co.  
 Address-Transmitter: P. O. Box 1150  
 Phone Number: 1177  
 News Service: UP  
 Transcription Service: Capital, Lang-Worth  
 Station Representative: McGillvra  
 Pres., Gen. Mgr., Pgm. Dir.: Merle H. Tucker  
 Chief Engineer: Robert Adamson

## K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper By: Ari-Ne-Mix Bcstg.  
 Address: Box 7, Fair Grounds  
 Phone Number: 616  
 Transcription Service: Capitol  
 News Service: UP  
 President: Arthur Jernigan  
 Gen., Sta. Mgr., Pgm. Dir.: Frank Vale  
 Commercial Manager: James Morris  
 Chief Engineer: Robert Waters

## K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: KWEW, Inc.  
 Business-Studio Address: 116 E. Dunnan  
 Phone Number: Hobbs 3-3137  
 News Service: UP  
 Transcription Service: MacGregor, Lang-Worth  
 Representative: Taylor  
 President: Mrs. Theresa Whitmore  
 General Manager: Harry McAdams  
 Commercial Manager: Phil McGee  
 Chief Engineer: Roy Evans

## K I C A

CLOVIS—1931—MBS  
 INTERMOUNTAIN

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Operated By: Hugh DeWitt Landis &  
 R. B. McAlister  
 Address: 520 Pile St.  
 Phone Number: 5511  
 Transmitter Location: 1 mile East of Clovis  
 Air Time: 5 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: Associated, Lang-Worth  
 Station Representative: Avery-Knodel  
 Membership: NARTB, BAB  
 Gen., Sta., Comm. Mgr.: DeWitt Landis  
 Prod., Prof. Director: Harold Cook  
 Chief Engineer: Vernon Hughes  
 Consulting Engineer: Fred O. Grimwood

## K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Mesilla Valley Bcstg. Co.  
 Bus.-Studio Address: 902 N. Main St.  
 Phone Number: 1121  
 Transmitter Location: W. Amador Ave.  
 News Service: UP  
 President: C. L. Knight  
 General Manager: L. S. Sleppy  
 Chief Engineer: Howard L. Maudlin

## K V B C

FARMINGTON—1951

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Valley Bcstg. Co.  
 Address: Box 1117  
 Phone Number: 307W  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Pres., Gen. Mgr., Chf. Engr.: Marvin E. Bowles  
 Commercial Manager: Maxcyne Parker  
 Program Director: Marilu Marshall

## K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Bcsters, Inc.  
 Business Address: Box 710  
 Phone Number: 12  
 Transmitter Location: 1/2 mi. E. City  
 Air Time: 6 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Hil F. Best  
 Pres., Gen.-Station Mgr.: Ernest N. Thwaites  
 Chief Engineer: A. F. Schultz

**NEW MEXICO**

**KRSN**

**LOS ALAMOS—1949—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Alvarado Bcstg. Co.  
 Address Community Center  
 Phone Number 2-4422  
 Representative Adam J. Young  
 Transcription Service Capitol  
 News Service UP  
 President H. W. Wimberly  
 General Manager A. M. Cadwell  
 Station Manager Bob Porton  
 Pgm., Prod., News Dir. William Spack, Jr.  
 Publicity Director John F. McCormick  
 Chief Engineer John L. Lockhart  
 Consulting Engineer William Carman

**KENM**

**PORTALES—1950—LBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Plains Bcstg. Co.  
 Address Box 1019, Roswell  
 Phone Number 600  
 News Service UP  
 Transcription Service Lang-Worth, MacGregor  
 Representative Taylor  
 President Theresa Whitmore  
 General Manager G. F. Roberts  
 Commercial Manager Clarence Garner  
 Chief Engineer William McCreary

**KRTN**

**RATON—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Southwest Bcsters, Inc.  
 Business Address Box 710, Las Vegas  
 Phone Number 875  
 Studio-Transmitter Address 1128 State St.  
 Air Time 7 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Standard  
 Representative Hil F. Best  
 Pres., Gen. Manager Ernest N. Thwaites  
 Station Manager Stanley K. Brown  
 Chief Engineer A. F. Schultz

**KGFL**

**ROSWELL—1927—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By KGFL, Inc.  
 Business-Studio Address Box 1019  
 Phone Number 2000  
 Transmitter Location 511 W. 16th St.  
 Air Time 6 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Lang-Worth, World,  
 MacGregor  
 Representative Taylor Co.  
 Membership NARTB  
 President Mrs. Theresa Whitmore  
 General Manager W. E. Whitmore

Station Manager G. F. Roberts  
 Sales Prom. Mgr. Paul Larson  
 Chief Engineer Leo J. McNemee

**KSW S**

**ROSWELL—1947—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By McEvoy Bcstg. Co.  
 Bus.-Studio Address 401 N. Richardson  
 Phone Number 2400  
 Transmitter Location 19th & Railroad Sts.  
 News Service AP  
 Transcription Service Associated  
 Representative McGillyvra  
 President Paul B. McEvoy  
 General Manager John A. McBoyle  
 Commercial Manager Jack Schafer  
 Chief Engineer Ray R. Summersgill

**KTRC**

**SANTA FE—1946—ABC-LBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Alvarado Broad. Co., Inc.  
 Address 208 E. Marcy St.  
 Phone Number 3-6335  
 Transmitter Location 208 East Marcey St.  
 News Service UP  
 Transcription Service Capitol  
 President Herbert W. Wimberly  
 General Manager A. M. Cadwell  
 Sales Promotion Manager Al Paul Theil  
 Comm., Sta. Mgr., Pgm. Dir. Hugh M. Gray  
 Chief Engineer Acton Tillery

**KVSF**

**SANTA FE—1935—CBS**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By Sante Fe Bcstg. Co.  
 Business-Studio Address 759 Cerrillos Rd.  
 Phone Number 3-7319  
 Transmitter Location Lower Alameda St.  
 News Service AP, UP  
 Transcription Service World  
 Representative Weed  
 President A. R. Hebenstreit  
 Gen., Comm. Mgr. Irvan R. Head  
 Program Director Arleen Davy  
 Chief Engineer E. J. Vanderwood

**KSIL**

**SILVER CITY—1946—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By S. W. N. Mex Bcstg.  
 Bus.-Studio-Transmitter Address 17th & Cactus  
 Air Time 6 a.m.-11:15 p.m.  
 News Service AP  
 Representative Taylor  
 Pres., Gen., Comm. Mgr. A. Carl Dunbar  
 Sta., Prom. Mgr., Dir. James H. Duncan  
 Chief Announcer Jim Doyle  
 Chief Engineer Edward C. Orris

**NEW MEXICO-NEW YORK**

**KCHS**

**TRUTH OR CONSEQUENCES—1946**  
KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Sierra Bcstg. Co., Inc.  
Business-Studio Address... 401 Broadway  
Phone Number... 161  
Transmitter Location... Yucca Heights  
News Service... UP  
Transcription Service... Capitol  
Representative... Continental Radio Sales  
President... Leonard R. Trainer  
General Manager... Russell A. Walz

Commercial Manager... H. B. Gardey  
Chief Engineer... Sam Bradley

**KTNM**

**TUCUMCARI—1941—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Quay County Bcstg. Co.  
Business Address... Box 668  
Phone Number... 100  
Transmitter Location... Outside east city limits  
Air Time... 6 a.m.-10:30 p.m.  
News Service... UP  
Gen., Sta. Mgr... Lloyd Hawkins  
Comm., Prom. Mgr... Richard S. Fox  
Program Director... Richard Dale Wood

**NEW YORK**

*Pop. April 1, 1952 (Est.) 15,571,000—Total Housing Units 4,651,857*  
*Families April 1, 1952 (Est.) 4,332,000—Stations in State 97*

**WABY**

**ALBANY—1933—LBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Eastern N. Y. Bcstg.  
Business-Studio... 80 Braintree St.  
Phone Number... 2-3353  
Transmitter Location... Braintree St., Colonie  
Air Time... 7 a.m.-11:30 p.m.  
News Service... UP  
Representative... Rambeau  
President... David Kyle  
General Manager... Edward L. Trudeau  
Commercial Manager... Paul Dennis  
Program Director... Toni Brady  
Chief Engineer... Tom Stappleton

Transmitter Location Middle Rd., Colonie, N. Y.  
News Service... AP, INS  
Transcr. Service... Associated, SESAC  
Station Representative... Weed and Co.  
President... J. Myer Schine  
General Manager... Morgan Ryan  
Station Manager... W. Russell David, Sr.  
Commercial Manager... Bill Schnaudt  
Program Director... Glen Walrath  
Prom., News Dir... Howard W. Maschmeier  
Chief Engineer... Dwelle S. Hoag

**WROW**

**ALBANY—1947—MBS**

Frequency: 590 Kc. Power: 5,000 Watts d.;  
1,000 Watts n.  
Owned-Oper. By... Hudson Valley Br. Co., Inc.  
Address... 112 State Street  
Phone Number... 3-2225  
Transmitter Location... Route 9W—Glenmont  
Air Time... 6 a.m.-M.  
News Service... INS, UP  
Transcription Service... Thesaurus  
Station Representative... The Bolling Co.  
Membership... NARTB, BAB  
President... Dr. John J. Quinlan  
General Manager... Harry L. Goldman  
Station Mgr... Johnny Lee  
Commercial Mgr... Harry Littler  
Pgm., News Director... Keyes Perrin  
Publicity Director... Mary Eleanor Wells  
Chief Engineer... Charles Heisler

**WOKO**

**ALBANY—1925—UBS**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By... Gov. Dongan Bcstg. Corp.  
Business-Studio Address... 136 State St.  
Phone Number... 3-6638  
Transmitter Location... Kenwood Ave., Elsmere  
Air Time... 6 a.m.-1 a.m.  
News Service... AP  
Transcription Service... Standard  
Representative... McGillora  
President, General Mgr... James T. Healey  
Station Manager... A. Kellert  
Program Director... Frank Panny  
Chief Engineer... Al Sardi

**WPTR**

**ALBANY—1948**

Frequency: 1540 Kc. Power: 50,000 Watts  
Owned-Oper. By... Patroon Brcdstg. Co., Inc.  
Address... Hotel Ten Eyck  
Phone Number... 5-3345

**WXKW**

**ALBANY—1948—ABC**

Frequency: 850 Kc. Power: 10,000 Watts  
Owned-Oper. By... Champlain Valley Bcstg.  
Business-Studio Address... 444 Broadway  
Phone Number... 6-7676  
Transmitter Location... Selkirk

## NEW YORK

Air Time..... 6:00 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service .....Capitol  
 Representative.....Katz  
 President, Gen. Mgr.....Stephen R. Rintoul  
 Station Manager.....George Wetmore  
 Commercial Manager.....Eugene Fitzpatrick  
 Chief Engineer.....Paul Krutz  
 Consulting Engr.....Robert M. Silliman

### W C S S

**AMSTERDAM—1948—LBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Community Service Bcst.  
 Bus.-Studio-Transmitter Address.....Upper Locust  
 Phone Number .....4000  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....World  
 Pres., Gen., Sta. Mgr.....Cecil Woodland  
 Program-Production Dir.....Ray Cheney  
 Publicity Director.....Joan MacGregor  
 Chief Engineer.....Guy Rauer

### W M B O

**AUBURN—1926—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WMBO, Inc.  
 Business-Studio Address.....141 Genesee St.  
 Phone Number .....2-3511  
 Transmitter Location.....York & Division Sts.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....World, SESAC, KBS  
 Representative.....Thomas F. Clark  
 Membership.....NARTB, BAB  
 President.....William O. Dapping  
 General Manager.....Frederick L. Keesee  
 Commercial Manager.....Robert B. Morgan  
 Chief Engineer.....Herbert House

### W B T A

**BATAVIA—1941—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Batavia Bcstg. Corp.  
 Business-Studio Address.....90 Main St.  
 Phone Number .....715  
 Transmitter Location.....Creek Rd.  
 Air Time .....6:30 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Pres., Gen.-Station Mgr.....Edmund R. Gamble  
 Commercial Manager.....Robert E. Newstead  
 Program-Production Dir.....J. Gordon Bridge  
 Pub. Dir., Farm Editor.....James Gerrely  
 Chief Engineer.....Fred Callendar

### W I N R

**BINGHAMTON—1946—NBC**

Frequency: 1490 Kc.....Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By.....Southern Tier Radio Service

Business-Studio Address.....Court House Square  
 Phone Number .....4-4318  
 Transmitter Location.....Windy Hill  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative.....George P. Hollingsbery  
 Membership.....NARTB  
 President.....Donald Kramer  
 General Manager.....George J. O'Connor  
 Station Executive.....E. R. Vadeboncoeur  
 Commercial Manager.....H. R. Nicholson  
 Program Director.....Charles Bishara  
 Publicity, News Director.....George O'Connor  
 Chief Engineer.....A. A. Kelley  
 Consulting Engr.....Craven, Lohnes & Culver

### W K O P

**BINGHAMTON—1947—MBS**

Frequency: 1360 Kc.....Power: 100 Watts d.,  
 500 n.  
 Owned-Oper. By.....The Binghamton Bcstrs., Inc.  
 Business-Studio Address.....34 Chenango St.  
 Phone Number .....2-3437  
 Transmitter Location.....Morgan Rd.  
 Air Time.....5:30 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....Burn-Smith  
 Membership.....NARTB, BAB  
 Pres., Gen.-Sta. Mgr.....Andrew Jarema  
 Prom.-Comm. Manager.....Samuel Handshaw  
 Prod.-Prog. Dir., Farm Ed.....Wally Buman  
 Chief Engineer.....Charles Hallinan  
 Consulting Engineer.....E. Dillard

### W N B F

**BINGHAMTON—1927—CBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Clark Associates, Inc.  
 Business Address.....P. O. Box 48  
 Phone Number.....Binghamton 2-3461  
 Transmitter Location.....Ingraham Hill  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....Bolling  
 Membership.....NARTB, BAB  
 President.....John C. Clark  
 General Manager.....Cecil D. Mastin  
 Treasurer.....L. L. Rogers  
 Commercial Manager.....S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir.....E. R. McCloskey  
 Prog.-Prod. Dir., Chief Announcer.....E. M. Scala  
 Chief Engineer.....I. H. Stantz  
 Consulting Engineers.....Jansky & Bailey

### W E N E

**BINGHAMTON—ENDICOTT—1947  
 ABC**

Frequency: 1430 Kc.....Power 5000 Watts  
 Owned-Oper. By.....Empire Newspapers-Radio  
 Business-Studio Address.....909 E. Main  
 Phone Number .....5-3351

## NEW YORK

Transmitter Location.....Pierce Hill, Vestal  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Associated  
 Transcription Service.....Associated, Capitol  
 Representative.....Radio Reps. Inc.  
 Membership.....NARTB, BAB  
 President.....James H. Ottaway  
 Managing Director.....F. H. Brinkley  
 Sta., Comm., Sales Prom. Mgr....S. W. Ryder  
 Pgm., Prod. Dir.....Harold E. Graves  
 Publicity Dir.....James A. McKechnie  
 Chief Engineer.....Sheldon W. Weyland  
 Consulting Engr.....Chambers & Garrison

### W B E N

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address.....Hotel Statler  
 Phone Number.....MOhawk 0930  
 Transmitter Location.....Grand Island  
 Air Time.....5:30 a.m.-1 a.m.  
 News Service.....AP, INS, UP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative.....Edward Petry  
 Membership.....NARTB, BAB  
 President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer  
 General Manager.....C. Robert Thompson  
 Station Manager.....Frank W. Kelly  
 Local Sales Mgr.....C. E. Daly  
 Asst. Radio Sales Mgr....Robert J. Conway  
 Program Director.....William R. Rich  
 Promotion Manager.....Joseph A. Haeffner  
 Chief Engineer.....Ralph J. Kingsley  
 Commercial Engineer.....A. Earl Cullum

### W B N Y

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Roy L. Albertson  
 Business-Studio Address.....485 Main St.  
 Phone Number.....Mohawk 1400  
 Transmitter Location.....154 E. Eagle St.  
 News Service.....AP, UP  
 Representative.....Adam J. Young, Jr.  
 Membership.....FMA  
 President.....Roy L. Albertson  
 General Manager.....James M. DeMunn  
 Sales Director.....Howard Schellenberg  
 Chief Engineer.....Thomas L. Vines

### W E B R

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WEBR, Inc.  
 Business-Studio Address.....23 North St.  
 Phone Number.....Lincoln 7133

Transmitter Location.....Hamburg  
 Air Time.....5:30 a.m.-2 a.m.  
 News Service.....AP, INS  
 Transcription Service.....Associated  
 Representative.....Katz  
 Membership.....NARTB, BAB  
 President.....William J. Conners, III  
 General Manager.....Cy King  
 Commercial Manager.....William Doerr, Jr.  
 Sales Prom., Pub. Div.....Wm. Schweitzer  
 Program Director.....Lloyd Gibson  
 Chief Announcer.....Ed Tucholka  
 News Director.....Gene Barry  
 Musical Director.....Victor D'Ana  
 Chief Engineer.....Frank B. Ridgeway  
 Consulting Engineer.....McIntosh & Inglis

### W G R

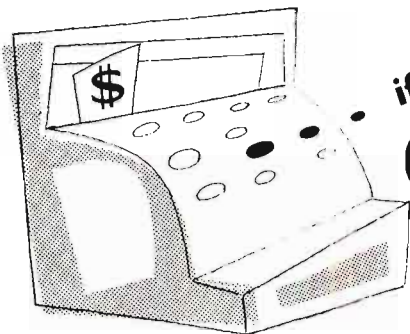
BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WGR Bcstg. Corp.  
 Business-Studio Address.....Rand Bldg.  
 Phone Number.....Washington 3100  
 Transmitter Location.....Hamburg  
 Air Time.....5:50 a.m.-1:05 a.m.  
 News Service.....UP  
 Representative.....Free & Peters  
 Membership.....NARTB  
 Chairman of Board.....Leo J. Fitzpatrick  
 Pres., Gen. Mgr.....I. R. Lounsberry  
 Comm. Mgr. (National spot)....F. R. Greene  
 Commercial Manager (Local)....Nat Cohen  
 Sales Promotion Manager.....R. McPherson  
 Program Director.....Robert Strigl  
 Production Director.....Ray F. Wander, Jr.  
 Chief Announcer.....Allan Lewis  
 News Director.....David Getman  
 Musical Director.....David Cheskin  
 Chief Engineer.....K. B. Hoffman  
 Consulting Engineer.....George C. Davis

### W W O L

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Greater Erie Broad. Co.  
 Address.....315 Main St.  
 Phone Number.....MO 1200  
 Trans. Location...Dorance St., W. Seneca, N. Y.  
 News Service.....INS, UP  
 Representative.....ForJoe  
 Owner.....Leon Wyszatycki  
 Sta. Gen. Mgr.....Ted Wyszatycki  
 Commercial Manager.....James C. McKinney  
 Sales Promotion Manager.....Cass Casey  
 Program Director.....Joe A. Rico  
 Production Director.....Fred Klestine  
 News Director.....Frank Frederick  
 Musical Director.....Trudy Peebles  
 Chief Engineer.....Frank Sai



if you want

# Cash Register Results

then you need

# WKBW

**BEST BUY in the BUFFALO MARKET**

- IF you want to sell merchandise in the rich Buffalo and 7-county Western New York market, **WKBW** should be your first choice . . .

*first in . . .*

**POWER** WKBW is 10 times more powerful than any other Buffalo station.

**COVERAGE** WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

**PROGRAMS** WKBW's strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

**MERCHANDISING** WKBW maintains an alert merchandising department that—day in and day out—promotes the station, its programs, its advertisers and its advertisers' products.

50,000 WATTS  
AVERY-KNODEL, INC.  
National Representatives

**WKBW**  
BUFFALO'S MOST POWERFUL STATION  
**WKBW**

BASIC ABC  
CLINTON H. CHURCHILL  
Founder, President  
and Manager

NEW YORK

**W K B W**

**BUFFALO—1925—ABC**

Frequency: 1520 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . WKBW, Inc.  
 Business Address. Radio Center, 1430 Main St.  
 Phone Number . . . . . Grant 5101  
 Transmitter Location . . Big Three Rd., Hamburg  
 Air Time . . . . . 5:30 a.m.-2 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel  
 President, General Mgr. . . Clinton H. Churchill  
 Asst. to Pres. . . . . Roger M. Baker  
 Sales Promotion . . . . . Alfred E. Anscombe  
 Program Director . . . . . Irving Haag  
 Musical Director . . . . . Jerry Davidson  
 News Director . . . . . Hugh Shannon  
 Chief Engineer . . . . . Leroy Fiedler  
 Farm Editor . . . . . Wally Waggoner

**W X R A**

**BUFFALO—KENMORE—1948**

Frequency: 1080 Kc. . . . . Power: 1000 Watts d  
 Owned-Operated By . . W. New York Broad. Co.  
 Trans. Loc. 1515 Niagara Falls Blvd., Amherst  
 Phone Number . . . . . AMherst 1160  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Station Representative . . . . Wm. G. Rambeau  
 General Manager . . . . . Thaddeus Podbielniak  
 Commercial Manager . . . . . Robert Bartemus  
 Sales Prom. Mgr. . . . . Burton W. Flanders  
 Program Director . . . . . James J. Frieling  
 Chief Engineer . . . . . Roger W. Fleming  
 Consulting Engr. . . . . Edwin R. Sanders

**W C B A**

**CORNING—1949**

Frequency: 1350 Kc. . . . . Power: 1000Watts d.  
 Owned-Operated By  
 Corning Wellsboro Broad. Adv. Inc.  
 Address . . . . . English-Keenan Bldg.  
 Phone Number . . . . . 2608  
 Transmitter Location . . . . . Caton Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . Lang-Worth, Capital  
 Representative . . . . . McGillvra, Inc.  
 Pres., Gen. Mgr. . . . . Paul E. Carpenter  
 Station Manager . . . . . Paul E. Carpenter  
 Program Director . . . . . Harry Lee

**W C L I**

**CORNING—1950—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Elmira-Corning Bcstg.  
 Address . . . . . 114 Walnut St.  
 Phone Number . . . . . 6-4651  
 Representative . . . . . Meeker  
 Transcription Service . . . . . Associated

News Service . . . . . AP  
 President . . . . . W. A. Underhill  
 General Manager . . . . . Walter Valerius  
 Commercial Manager . . . . . Gordon Jenkins  
 Program Director . . . . . C. Ronald Graham  
 Chief Engineer . . . . . Allen N. Bell

**W K R T**

**CORTLAND—1947**

Frequency: 920 Kc. . . . . Power: 1000 Watts d.,  
 500 n.  
 Owned-Operated By . . . . Radio Cortland, Inc.  
 Business Studio Address . . . . 27 N. Main St.  
 Phone Number . . . . . 2990  
 Transmitter Location . . . . Cortlandville-Virgil  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . Lang-Worth, Standard  
 President . . . . . Leighton A. Hope  
 Commercial Manager . . . . . Keith W. Horton  
 Program Dir. . . . . William J. Griffiths  
 Chief Engineer . . . . . William Barron

**W F C B**

**DUNKIRK—1949**

Frequency: 1410 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . Dunkirk Broad. Corp.  
 Address . . . . . 316 Main St.  
 Phone Number . . . . . 7756-7-8  
 Transmitter Location . . . . Willow Rd.  
 Air Time . . . . . 6:00 a.m.-1:00 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . Standard, Lang-Worth,  
 World  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr., Sta. Mgr. . . . Alois A. Schmidt  
 Commercial Manager . . . . . Paul Rinehardt  
 Program Director . . . . . Robert Gifford  
 Chief Engineer . . . . . George Smith  
 Consulting Engr. . . . . Russell-May

**W E L M**

**ELMIRA—1947—CBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Corning Leader, Inc.  
 Business-Studio Address . . . . 222 E. Market St.  
 Phone Number . . . . . Elmira 2-1400  
 Transmitter Location . . . . Grand Central Ave.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . Standard  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 President . . . . . W. Allen Underhill  
 Sta. Gen. Manager . . . . . Walter Valerius  
 Comm.-Sales Prom. Mgr. Claude R. Snyder, Jr.  
 Prog.-Prod. Dir. . . . . Kenneth C. Powell  
 Chief Engineer . . . . . Allen Bell  
 Consulting Engineer . . . . . Commercial Radio



## BEST BUY

### *for Long Island's Major Market!*

#### **BIGGEST AUDIENCE**

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend \$722,640,000 a year in retail sales — \$214,136,000 in food store sales.

#### **LOWEST COST**

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

#### **STRONG LOCAL PROGRAM- MING**

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community".

Data Sources:—

Market: U. S. Census, 1950

Sales Management, 1951

Ratings: Conlan — 1951

**REPRESENTED BY RAMBEAU**

# WHLI

**A M 1100**

**F M 98.3**

**H E M P S T E A D  
LONG ISLAND, N. Y.**

**PAUL GODOFSKY  
President and General Mgr.**

*the voice of  
long island*



**NEW YORK**

**W E N Y**

**ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Elmira Star-Gazette, Inc.  
 Bus.-Studio Address Mark Twain Hotel  
 Phone Number 5181  
 Transmitter Location Milton St.  
 Air Time 6:30 a.m.-1 a.m.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Everett & McKinney  
 Membership NARTB, BAB  
 General Manager Dale L. Taylor  
 Sclcs Manager Phil Cameron  
 Production Director Ted Hodge  
 Chief Engineer Thurlow A. Greene

**W G B B**

**FREEPORT—1924**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By Harry H. Carman  
 Business-Studio Address 44 So. Grove St.  
 Phone Number Freeport 9-1400  
 Transmitter Location 215 Bedell St.  
 Air Time 7 a.m.-12 m.  
 News Service AP  
 Transcription Service Lang-Worth  
 Gen., Sta. Mgr. Harry H. Carman  
 Commercial Manager Murray Evans  
 Production Director Theodore J. Austin  
 Program Director A. Cheesman  
 Publicity Director Marjorie Greto  
 Chief Engineer Robert Milos

**W O S C**

**FULTON—1949—LBS**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By Cassil Radio Corp.  
 Address 118 Oneida St.  
 Phone Number 2-2255  
 Transmitter Location Town of Granby  
 Air Time Sunrise to Sunset only  
 News Service UP  
 Transcription Service Lang-Worth  
 Station Representative Devney  
 President Harold W. Cassill  
 General Manager H. Harrison Flint  
 Program Director Robert Fitzgerald  
 Production Director Edward Kuppe  
 Chief Engineer Richard Horan

**W G V A**

**GENEVA—1947—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Star Bcstg. Co., Inc.  
 Address Geneva Federal Savings Bldg.  
 Phone Number 6691  
 Transmitter Location Lennox Park  
 Air Time 6:30 a.m.-12:05 a.m.  
 News Service AP

Representative Cooke  
 Transcription Service Standard  
 President M. R. Forman  
 V.P., Comm., Gen. Mgr. Thomas L. Brown  
 Program Director Alex Lamutis  
 Chief Engineer R. Carleton Greene  
 Consulting Engr. Lohnes & Culver

**W W S C**

**GLENS FALLS—1946—ABC**

Frequency: 1450 Kc. Power: 1000 Watts  
 Owned-Operated By Gt. Northern Radio Co.  
 Address 13 Warren St.  
 Phone Number 2-6518  
 Transmitter Location Dix Ave.  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service World  
 Station Representative Everet-McKinney Inc.  
 Membership NARTB, BAB  
 Pres., Gen., Sta. Mgr. Martin R. Karig  
 Program Director Carl W. Mattinson  
 Commercial Manager Alfred A. Brown  
 Chief Announcer Shel Bullock  
 Chief Engineer Joseph Thomas  
 Consulting Engineer Gautney & Ray

**W H L I**

**HEMPSTEAD—1947**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By FM Bcstg. Corp.  
 Business-Studio Address 245 Baldwin Rd.  
 Phone Number Hempstead 2-8000  
 Transmitter Location 470 Milburn Ave.  
 News Service UP  
 Transcription Service Associated, World,  
 Thesaurus  
 President, Gen. Mgr. Elias I. Godofsky  
 Exec. V.P., Station Mgr. Paul Godofsky  
 V.P., Sales Joseph A. Lenn  
 News Director Jerome J. Karpi, Jr.  
 Production-Musical Dir. Roger Wayne  
 Publicity Director Arthur E. Paterson, Jr.  
 V.P., Chief Engineer Frank E. Knaack  
 Farm Editor Jerry Carr

**W L E A**

**HORNELL—1951**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Hornell Bcstng. Corp.  
 Business-Studio Address P. O. Box 60  
 Phone Number 1420  
 Transmitter Location Ashbaugh Hill  
 News Service UP  
 Transcription Service Capitol  
 Representative Everett-McKinney  
 President Maxwell V. McCarthy  
 Gen., Sta. Manager Donald L. Sellers  
 Commercial Manager Harold McEvoy  
 Program Director Mike Ryan  
 Chief Engineer Richard Cook

**NEW YORK**

**W W H G**  
**HORNELL—1946**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By: W. H. Greenhow Co.  
 Address: 85 Canisteo St.  
 Transmitter Location: Hornellville  
 News Service: AP  
 Transcription Service: World, Associated  
 Representative: McGillvra  
 General Manager: Louis G. Buisch  
 Station Manager: Donald J. Curran  
 Commercial Manager: Sheffield Davis  
 Production Director: Eddie Spoo  
 News Director: Edward Murphy  
 Chief Engineer: James Gram

**W H U C**  
**HUDSON—1947—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Colgren Bcstg. Co.  
 Trans. Address: Union Turnpike  
 News Service: UP  
 Transcription Service: World  
 Representative: G. J. Kramer  
 Membership: BAB  
 Gen. Station Manager: John Kearney  
 Comm., Prom. Manager: Robert Strakos  
 Prog., Prod. Director: James F. McDonough

Chief Announcer: Wink Hart  
 News Director: Robert France  
 Chief Engineer: James F. McDonough

**W G S M**  
**HUNTINGTON—1951**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Huntington-Montauk Bcstg.  
 Co., Inc.  
 Address: 237 Main St.  
 Phone Number: 46740  
 News Service: UP  
 Transcription Service: Thesaurus  
 President: Byron T. Sammis  
 Gen., Comm. Mgr.: Edward J. Fitzgerald  
 Pgm., Farm Director: James L. McGrath  
 Promotion Manager: Don MacLachlan  
 Chief Engineer: Perley Tribou

**W H C U**  
**ITHACA—1921—CBS**

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Cornell University  
 Business-Studio Address: Savings Bank Bldg.  
 Phone Number: Ithaca 4-6301  
 Transmitter Location: R. D. No. 2, Freeville  
 Air Time: Sunrise-sunset

**3,000,000**

**SUFFOLK BUYERS**

**NOT COVERED OR CLAIMED**

**BY ANY OTHER ADVERTISING MEDIUM**



- PLUS + NASSAU POPULATION 701,600
- PLUS + WESTCHESTER POPULATION 624,200
- PLUS + FAIRFIELD, CONN. POPULATION 505,300
- PLUS + NEW HAVEN CONN. POPULATION 543,600

**WGSM** reaches the **3 billion dollar** World's Greatest Suburban Market

**AND ONLY** **WGSM** **REACHES THEM**  
**1000 WATTS**  
 at the best spot on the dial  
**HUNTINGTON, NEW YORK**



News Service ..... UP  
 Transcription Service ..... Standard, Associated  
 Membership ..... NARTB  
 General Manager ..... Michael R. Hanna  
 Commercial Manager ..... Earl S. Cobey  
 Ass't Mgr. Chg. Prod. .... Joseph A. Short  
 Chief Engineer ..... Norman R. Hoffman  
 Consulting Engr. .... McLean, Smith, Credle

**WJOC**

**JAMESTOWN—1947—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Air Waves, Inc.  
 Trans.-Bus.-Studio Address... 415 W. Fourth St.  
 Phone Number ..... 5-108  
 Air Time ..... 5:55 a.m.-12 M.  
 News Service ..... AP  
 Representative ..... McGillvra  
 Pres.-Gen., Chf. Engr. .... Harry E. Layman  
 Commercial Manager ..... Harold P. Kane  
 Program Director ..... Jerry Lawson

**WJTN**

**JAMESTOWN—1924—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... James Bcstg. Co., Inc.  
 Bus.-Studio Address ..... Hotel Jamestown  
 Phone Number ..... 7-151  
 Transmitter Location... Jones & Gifford Aves.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service... Associated, McGregor  
 Representative ..... William G. Rambeau  
 Membership ..... NARTB, BAB  
 President ..... Jay E. Mason  
 Gen.-Sta.-Comm. .... Simon Goldman  
 Publicity Dir. .... Jess Price  
 Music, Pgm. Dir. .... George Pfleeger  
 Production Director ..... Jim Gardner  
 Chief Engineer ..... Harold J. Kratzert  
 Chief Engineer ..... Jaucky & Bailey

**WENT**

**JOHNSTOWN—GLOVERSVILLE  
 1944—CBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Sacandaga Bcstg. Corp.  
 Business-Studio Address ..... 8 W. Fulton St.  
 Phone Number ..... 4-7175  
 Transmitter Location ..... Harrison St.  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President ..... George Bissell  
 Sta., Gen. Mgr. .... Kolin Hager  
 Commercial Manager ..... Jack Charles  
 Pgm. Dir., Chf. Anncr. .... Clem Cooper  
 Chief Engineer ..... Richard Stewart

**WKNY**

**KINGSTON—1939—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Kingston Bcstg. Corp.  
 Business-Studio Address ..... 601 Broadway  
 Phone Number ..... Kingston 4500  
 Transmitter ..... Plainfield St., Ulster Township  
 Air Time ..... 6:45 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Meeker  
 President ..... Joseph K. Close  
 General-Station Mgr. .... Robert M. Peebes  
 Program Director ..... Edward R. Eckert  
 Chief Engineer ..... Joseph McNelis

**WVOS**

**LIBERTY—1947—LBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Sullivan County Bcstg. Co.  
 Business Address ..... P. O. Box 156  
 Phone Number ..... 1680-1, Monticello 869  
 Air Time ..... 6:58 a.m.-12 M.  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr. .... S. D. Lubin  
 Commercial Manager ..... H. G. Borwick  
 Program Director ..... Al Turk  
 Chief Announcer ..... B. Orr  
 News Director ..... P. Bergin  
 Chief Engineer ..... Vincent Gabriele

**WUSJ**

**LOCKPORT—1948**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Union-Sun & Journal, Inc.  
 Trans.-Address ..... 320 Michigan St.  
 Phone Number ..... 3-5944  
 Air Time ..... 7 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Joseph H. McGillvra, Inc.  
 Membership ..... NARTB, BAB  
 President ..... Egbert D. Corson  
 Station Manager ..... Jack Gelzer  
 Publicity Director ..... Carolyn Corson  
 Chief Engineer ..... Solomon A. Azar

**WICY**

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper By ..... North Country Bcstg. Co.  
 Trans.-Address ..... 65 Woodward St.  
 Phone Number ..... 187  
 Air Time ..... 7 a.m.-11:15 p.m.  
 News Service ..... UP  
 Pres., Gen. Sta. Mgr. .... Mitchell C. Tackley  
 Commercial Manager ..... Alice M. Tackley  
 Program Director ..... Donald J. Paye  
 Chief Announcer ..... John Flynn  
 News Director ..... John Flynn  
 Chief Engineer ..... Adolf F. Stromer

only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian audience . . . according to Advertest Research which reached this conclusion after making an elaborate survey of listening habits in Italian homes . . . Result-getting economical buys in Polish, Spanish, Jewish, German. For pennies per thousand WHOM captures the vast New York Negro population.

**WHOM**

**MILLIONS**

**of impressions at a few cents a thousand**

For only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience. . . according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes. . .

**WHOM**

1480 on your dial • 5000 watts  
 A M • F M *The Il Progresso Station*  
 136 W. 52 ST. N. Y. 19 • Circle 6-3900

**NEW YORK**

**W M S A**

**MASSENA—1945—ABC-RRN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By The Brockway Co.  
Business Address Central Bldg.  
Phone Number 990  
Studio-Transmitter Location So. Main St.  
Air Time 6:30 a.m.-12:05 a.m.  
News Service UP  
Transcription Service Associated  
Representative Weed  
Membership NARTB, BAB  
President John B. Johnson  
General Manager Louis Saiff, Jr.  
Station-Comm. Mgr. Thomas R. McHugh  
Program Director James H. Nash  
Chief Engineer Michael Tarkulch  
Consulting Engineer George Davis

**W A L L**

**MIDDLETOWN—1942**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By The Community Bcstg. Corp.  
Business-Studio Address 62 North St.  
Phone Number 3119  
Air Time 6:45 a.m.-10 p.m.  
News Service AP  
Pres., General Manager James M. Patt  
Commercial Manager E. C. Winkler  
Program Director George Shepard  
News Director Charley Zaines  
Chief Engineer Charles B. Lissner

**W G N Y**

**NEWBURGH—1933**

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Operated By WGNY Bcstg. Co., Inc.  
Business-Studio Address 161 Broadway  
Phone Number 4600  
Transmitter Location Cochetton Turnpike  
News Service UP  
Transcription Service Standard  
President M. C. Speidel  
General Manager George W. Bingham  
Commercial Manager Joseph Rake  
Program Director Richard Crans  
Chief Engineer Marvin S. Seimes

**W G N R**

**NEW ROCHELLE—1950**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By New Rochelle Bcstg. Service  
Address 524 North Ave.  
Phone Number 6-1460  
Transcription Service Lang-Worth  
News Service UP  
Pres., Gen. Mgr. Julian H. Gins  
Commercial Manager Carl Calman

Sales Prom Mgr. Fred Gardner  
Chief Engineer Peter Petridge  
Consulting Engr. McIntosh & Inglis

**W B N X**

**NEW YORK—1927**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Operated By WBNX Bcstg. Co., Inc.  
Bus.-Studio Address 260 E. 161st St. Bronx  
Phone Number MELrose 5-0333  
Transmitter Location Carlstadt, N. J.  
News Service AP  
Transcription Service SESAC, Standard  
Representative King  
Membership NARTB  
President A. L. Haskell  
V.P., Sta.-Gen. Manager William I. Moore  
Program Director Edward Ervin  
Production Director Frank Johnson  
Musical Director Ed Michaelson  
Consulting Engineer McNary & Wrathall

**W C B S**

**NEW YORK—1924—CBS  
RADIO**

Frequency: 880 Kc. Power: 50,000 Watts  
Owned By Columbia Bcstg. System, Inc.  
Operated By CBS Radio Division  
General Studio Address 485 Madison Ave.  
Phone Number PLaza 5-2000  
Transmitter Columbia Island, New Rochelle  
Air Time Unlimited  
News Service AP, INS, UP  
Representative CBS Radio Spot Sales  
Membership BAB  
President of CBS Frank Stanton  
Gen.-Sta. Mgr. Carl Ward  
Sales Manager Don Miller  
Asst. Sales Mgr. William P. Dix, Jr.  
Sales Prom. Mgr. Don Foley  
Program Director Sam Slate  
Production Director D. Gordon Graham  
Publicity Director Margaret Kennedy

**W H O M**

**NEW YORK—1930**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Operated By Il Progreso Italo-  
Americano Publishing Co.  
Business Address 136 W. 52nd St.  
Phone Number Circle 6-3900  
Studio Addresses 136 W. 52nd St., New York  
Transmitter Location Ridgefield Park, N. J.  
Air Time 6 a.m.-2 a.m.  
President, Gen. Mgr. Fortune Pope  
V.P., Chge. Sales, Prom. Charles Baltin  
Program Director Ralph Constantino  
Publicity Director Dan Alfieri  
Musical Director Michael Rosco  
Chief Engineer George Steiger



# WINS

*50,000 watts in the world's  
richest market, new york*

---

**crosley broadcasting corporation**

## NEW YORK

### WEVD

NEW YORK—1927

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Debs Memorial Radio Fund  
 Business-Studio Address. . . . . 117 W. 46th St.  
 Phone Number. . . . . PLaza 7-0880  
 Transmitter Location . . . . . Maspeth, L. I.  
 News Service . . . . . AP  
 President . . . . . Adolph Held  
 Gen.-Sta.-Comm. Mgr. . . . . Henry Greenfield  
 Program-Publicity Dir. . . . . George Field  
 Chief Announcer. . . . . David Niles  
 Musical Director. . . . . Nicholas Saslowsky  
 Chief Engineer. . . . . Charles Brown  
 Consulting Engineer. . . . . Raymond N. Wilmette

### WINS

NEW YORK—1931

Frequency: 1010 Kc. . . . . Power: 50,000 Watts d.:  
 10,000 Watts n.  
 Owned-Operated By. . . . . Crosley Bcstg. Corp.  
 Bus.-Studio Address. . . . . Crosley Sq., Cincinnati  
 Transmitter Location. . . . . Lyndhurst, N. J.  
 Air Time . . . . . 6 a.m.-3 a.m.  
 News Service. . . . . INS, UP  
 Representative . . . . . WLW Sales Tracy Moore  
 Transcription Service . . . . . Associated  
 Membership . . . . . NARTB  
 President . . . . . Robert E. Dunville  
 Asst. Gen. Mgr., Pgm. Dir. . . . . Joe Besch  
 Business Manager. . . . . Harry G. Kirwan  
 Sales Manager . . . . . Roy Holmes  
 General-Station Manager. . . . . Harry Fells  
 Publicity Director . . . . . Dick Winters  
 News Director. . . . . Charles Hall  
 Chief Engineer. . . . . Paul von Kunitz  
 Consulting Engineer. . . . . Weldon & Carr

### WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . American Bcstg. Co., Inc.  
 Business Address. . . . . 30 Rockefeller Plaza  
 Phone Number. . . . . SU 7-5000  
 Transmitter Location. . . . . Lodi, N. J.  
 Air Time . . . . . 24 hours  
 Representative . . . . . ABC Spot Sales  
 President . . . . . Robert E. Kintner  
 General Manager. . . . . William M. Materne  
 Commercial Manager. . . . . Earl Salmon  
 Sales Promotion Manager . . . . . Phillip Bernstein  
 Program Mgr. . . . . Ray Diaz  
 Publicity Director. . . . . Arthur Donegan  
 News Director . . . . . Thomas Velotta  
 Chief Engineer. . . . . William Trevarthen  
 Farm Editor. . . . . Philtp Alampi

### WMCA

NEW YORK—1925

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . WMCA, Inc.  
 Business-Studio Address. . . . . 1657 Broadway  
 Phone Number. . . . . Circle 6-2200  
 Transmitter Location. . . . . Kearny, N. J.  
 Air Time . . . . . 6 a.m.-3 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative. . . . . AM Radio Sales  
 President . . . . . Nathan Straus  
 V.P. & Gen. Mgr. . . . . M. M. Fleischl  
 V.P. & Program Director. . . . . Leon Goldstein  
 Sales Mgr. . . . . John J. McSweeney  
 Chief Announcer. . . . . Alun Williams  
 Musical Director. . . . . Lou Wacks  
 Chief Engineer. . . . . James McCafferty  
 Consulting Engineer . . . . . E. C. Page

### WGM

NEW YORK—1922—LBS

Frequency: 1050 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Marcus Loew Booking Agcy.  
 Business-Studio Address. . . . . 711 Fifth Ave.  
 Phone Number. . . . . Murray Hill 8-1000  
 Transmitter Location. . . . . E. Rutherford, N. J.  
 Air Time. . . . . 6 a.m.-4 a.m.

5000 WATTS  
 1330 K.C.



**ENGLISH  
 JEWISH**

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

*Send for a Copy of*  
**"WHO'S WHO ON WEVD"**

**WEVD** Henry Greenfield  
 Managing Director

117-119 West 46th Street, New York 19

**The Only Station Serving New York's One Million Negroes  
and 2,500,000 English-Speaking Jewish-Americans**

**W**ith studios in Harlem's famed Hotel Theresa

**L**istened to by greatest number of Negro families

**L**aunching Anglo-Jewish programs (in English)

**B**roadcasting to biggest specialty audience in U. S.

1190 kc.

WRITE: Copy 1952 Survey of Metropolitan New York Negro Market

WLIB

207 East 30th Street

New York 16, N. Y.

HARRY NOVIK, General Manager

Tel.: ORegon 9-2720



NEW YORK

News Service.....AP, UP  
 Representative.....Radio Reps.  
 Director.....Bertram Lebar, Jr.  
 General Manager.....Frank Roehrenbeck  
 Sales Manager.....Arthur M. Tolchin  
 Program Director.....Raymond Katz  
 Publicity Director.....Jo Ranson  
 Supvr. of Ann.....Ted Schneider  
 Musical Director.....Joel Herron  
 Chief Engineer.....Paul Fuelling

Program Director.....Jack Kuney  
 Publicity Director.....Mike Jablons  
 Chief Engineer.....John J. Bubbers

**W N B C**

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....National Bcstg. Co., Inc.  
 Bus.-Studio Address.....30 Rockefeller Plaza  
 Phone Number.....Circle 7-8300  
 Transmitter Location.....Port Washington  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus  
 Representative.....NBC Spot Sales  
 President.....Joseph H. McConnell  
 General Manager.....Ted Cott  
 Sales Mgr.....William Rich  
 Promotion Manager.....Jay Smolin  
 Adv. & Prom. Mgr.....Wini Schaefer  
 Program Director.....John Grogan  
 Publicity Director.....Phil Dean  
 Chief Engineer.....O. B. Hanson

**W L I B**

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Business-Studio Address.....207 E. 30th St.  
 Phone Number.....OREgon 9-2720  
 Transmitter Location.....180 Morgan Ave., Bklyn.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Associated  
 President.....Morris S. Novik  
 General Manager.....Harry Novik

The Red Cross Needs



Your Unstinting Assistance

**G I V E !**

GREATER NEW YORK'S  
FAVORITE STATION FOR  
MUSIC AND NEWS

**WNEW**

*1130 on your dial*

ON THE AIR 24 HOURS A DAY

**Early in '52 — 50,000 watts!**

NEW YORK

**W N E W**

NEW YORK—1934

Frequency: 1130 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By . . . . . WNEW, Inc.  
 Business-Studio Address . . . . . 565 Fifth Ave.  
 Phone Number . . . . . PLaza 3-3300  
 Transmitter Location . . . . . Kearny, N. J.  
 Air Time . . . . . 24 Hours  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John Blair  
 President . . . . . William S. Cherry, Jr.  
 Exec. V.P., Gen. Mgr. . . . . Bernice Judis  
 V.P., Sales Director . . . . . Ira Herbert  
 Promotion Manager . . . . . Kenneth Klein  
 Production Manager . . . . . Milton Slater  
 Program Dir. . . . . William Kaland  
 Publicity Director . . . . . Alan E. Brandt  
 Chief Anncr., News Dir. . . . . John Jaeger  
 Musical Director . . . . . Roy Ross  
 Chief Engineer . . . . . Max Weiner

**W O R**

NEW YORK—1922—MBS

Frequency: 710 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . General Teleradio, Inc.  
 Business-Studio Address . . . . . 1440 Broadway  
 Phone Number . . . . . LOngacre 4-8000  
 Transmitter Location . . . . . Carteret, N. J.  
 Air Time . . . . . 23 Hours  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Keenan & Eickelberg,  
 Kettell & Carter  
 Membership . . . . . NARTB, BAB  
 President . . . . . Theodore C. Streibert  
 V.P. in Chg. of Sales . . . . . R. C. Maddux  
 V.P. in Chg. Pgms. . . . . Julius F. Seeback, Jr.  
 V.P. Chge of Engr. . . . . J. R. Poppele  
 Sales Prom. Mgr. . . . . Joseph Creamer  
 Publicly Director . . . . . Robert Blake  
 Dir. of News . . . . . Dave Driscoll  
 Musical Director . . . . . Sylvan Levin

(See Page 304)

**AP SELLS**

For Stations and Sponsors—

For instance . . . WSNY

“We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition.”

WINSLOW LEIGHTON,  
 President,  
 WSNY, Schenectady, New York



## THESE SIGNS\* ARE *NORMAL* IN NEW YORK

Italian traffic signs\* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area.

By showmanship, service, facilities and tradition, **WOV** long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of **all** expenditure for Italian-language radio advertising in New York is on **WOV**. Put it on *all* your New York schedules!



\* The sign says "Pedestrian Crossing"

*National Representative:*  
**John E. Pearson Co.**

**730 Fifth Ave., New York 19**

**Rome Studios: Via di Porta Pinciana 4  
544**

NEW YORK

**W O V**

**NEW YORK—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned-Operated By.....Wodaam Corp.  
Business-Studio Address.....730 Fifth Ave.  
Phone Number.....Circle 5-7979  
Transmitter Location.....Carlstadt, N. J.  
Air Time .....21 hrs.  
News Service .....AP

Transcription Service Standard....MacGregor  
Representative .....Pearson  
General Manager.....Ralph N. Weil  
Sales Manager.....Herbert Schorr  
Sales Promotion Mgr.....C. Carroll Forbes  
Program Director.....Arnold Hartley  
Publicity Director.....Ruth Thompson  
Production Director.....Giorgio Padovani  
Musical Director.....Dick Dia  
Chief Engineer.....Emile Hill

*See pages 100-101 for*

**LISTING OF NEW YORK  
PHONE NUMBERS**



**NETWORKS**



**PUBLICATIONS**



**ORGANIZATIONS**



**TALENT AGENCIES**



**FM RADIO STATIONS**



**AM RADIO STATIONS**



**NEWS ASSOCIATIONS**



**TELEVISION STATIONS**



**PROGRAM PRODUCERS**



**RECORDING COMPANIES**



**ADVERTISING AGENCIES**



**TRANSCRIPTION COMPANIES**



**STATION REPRESENTATIVES**

# THERE IS



# NO SUBSTITUTE



# FOR THE GOOD MUSIC



# OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.  
Represented nationally by Paul H. Raymer Co.

NEW YORK

W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
Owned-Operated By: Interstate Bcstg. Co.
Business-Studio Address: 229 W. 43rd St.
Phone Number: LA. 4-1100
Transmitter Location: Maspeth, L. I.
Air Time: 6:30 a.m.-1 a.m.
News Service: N. Y. Times
Transcription Service: Associated
Representative: Paul H. Raymer
President: Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.: Elliott M. Sanger
V.P. Sales Mgr.: Norman S. McGee
Station Mgr.: James Kovach
Sales Prom. Dir.: Mary Rice Anderson
Program Director: Eleanor N. Sanger
Chief Announcer: Albert A. Grobe
Publicity Director: Eleanore "Pat" Hurley
Musical Director: Abram Chasins
Chief Engineer: L. J. Kleinklaus
Consulting Engineer: John V. L. Hogan

W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 46000 Watts d.
Owned-Oper. By: The Niagara Falls Gazette
Publishing Co.
Business-Studio Address: Hotel Niagara
Phone Number: 8421
Transmitter Location: Grand Island
Air Time: Daytime
News Service: UP
Transcription Service: World, Standard,
Associated
Representative: Headley-Reed
V.P., Gen.-Station Mgr.: Earl C. Hull
Commercial Manager: Richard G. Robbins
Program Director: Tony Allen
Chief Engineer: Robert Wilson
Consulting Engr.: Russell May

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Oper. By: John J. Laux
Phone Number: 5266
Transmitter Location: New Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: SESAC
Representative: Grant
Owner: John J. Laux
Prom., Sta. Mgr.: Tom W. Talbot
Commercial Manager: Terry Milan
Program Director: Louise Hamrick
Chief Engineer: Gustav Czaplak
Consulting Engineer: George Davis

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: St. Lawrence Bcstg. Corp.
Address: Ogdensburg
Phone Number: 500
Studio-Transmitter Location: 2315 Knox St.
News Service: UP
President: Joseph R. Brandy
General Manager: Harold J. Frank
Program Director: Hal Gilman
Chief Engineer: Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHDL, Inc.
Address: 3219 State St.
Phone Number: 4149
Air Time: 6:45 a.m.-11:15 p.m.
News Service: AP
Transcription Service: World
Representative: Everett & McKinney
Membership: NARTB, BAB
President: E. B. Fitzpatrick
General-Station Mgr.: John R. Henzel
Commercial Manager: Donald Merriman
Sales Promotion Manager: Joseph K. Eade
Publicity Director: Anne L. Anstaett
News Director: Carroll Anstaett
Chief Engineer: Otis Atherton
Consulting Engr.: Bernard O'Brien

W D O S

ONEONTA—1947—MBS

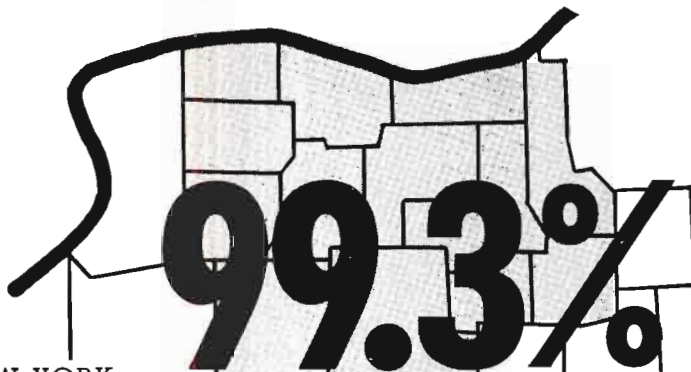
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: The Oneonta Star, Inc.
Bus.-Studio Address: 104 Chestnut St.
Phone Number: 2470
Transmitter Location: So. Side
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated
Representative: Radio Reps.
President: James H. Ottaway
General Manager: Eugene J. Brown
Managing Director: Francis H. Brinkley
Station Manager: Ernest F. Oliver
Prom. Mgr., Pub. Dir.: Dennis J. Sullivan
Program Director: Charles Hobart
Chief Engineer: Wiley Bates
Consulting Engineer: Jansky & Bailey

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
Owned-Oper. By: Key Bdcstg. System Inc.
Phone Number: Oyster Bay 6-2500;
Transmitter Location: Battery Park
News Service: UP

HOW MUCH CLOSER TO 100% CAN YOU GET?



NEW YORK

PENNSYLVANIA

# LISTENER PREFERENCE

## ON ONE STATION

PULSE has just completed its first audience measurement of 17 Western New York counties ... Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is FIRST in 429

WHAM is TIED for FIRST in 2

WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

# WHAM

The Stromberg-Carlson  
Station



Basic NBC — 50,000 watts — clear channel — 1180 kc



## NEW YORK

Transcription Service ..... MacGregor  
Pres., Gen. Mgr., Chief Engr.  
R. Lee Hollingsworth  
Commercial Manager ..... Harry Minkoff  
Program Director ..... Joan Bennett

### WALK

PATCHOQUE—1952

Frequency: 1370 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Suffolk Bcstg. Corp.  
Address ..... 24 E. Main St.  
Phone Number ..... 408  
General Manager ..... Nils E. Segerdahl  
Commercial Manager ..... Walter S. Bates  
Program Director ..... Jack Ellsworth  
Chief Engineer ..... Walter Luce

### WPAC

PATCHOQUE—1951

Frequency: 1580 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Patchogue Bcstg. Co.

### WLNA

PEEKSKILL—1948

Frequency: 1420 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Highland Bcstg. Corp.  
Trans. Address ..... Radio Terrace  
Phone Number ..... 7-2454  
Air Time ..... 6:45 a.m.-6:45 p.m.  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NARTB  
Pres., Chief Engineer ..... Peter C. Housekeeper  
Gen., Sta. Mgr. .... Irving E. Cottrell  
Sales Promotion Mgr. .... Francis Lough  
Consulting Engineer ..... Paul Godley

### WEAV

PLATTSBURG—1934—ABC-LBS

Frequency: 960 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Plattsburg Bcstg. Corp.  
Studio Address ..... 153 Margaret St.  
Phone Number ..... 1600  
Transmitter Location ..... Lake Shore Rd.  
Air Time ..... 6:30 a.m.-11:30 p.m.  
News Service ..... UP  
Transcription Service ..... Langworth  
Representative ..... Gill-Keefe & Perna  
Membership ..... NARTB, BAB  
President, Sta. Mgr. .... George F. Bissell  
Ass't. Sta. Comm. Mgr. .... Jan King  
Program Director ..... Frank Allen  
Production Director ..... Glenda Huffman  
Publicity Director ..... Claire Norris  
Chief Engineer ..... Larry Lapanne

### WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Clinton Cty. Bcstg. Corp.  
Trans. Loca. Address ..... 301-03 Cornelia St.  
Phone Number ..... 2800  
Air Time ..... 6:30 a.m.-12:05 a.m.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... W. S. Grant Co., Inc.  
Membership ..... NARTB, BAB  
Pres., Gen., Comm. Mgr. .... Joel H. Scheier  
Sales Prom. Mgr., News Dir. .... Martin D. Mannix  
Chief Engineer ..... John M. Nazak

### WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc. .... Power: 1000 Watts, d.  
Owned-Operated By ..... Mid-Hudson Bcsts. Inc.  
Business-Studio Address ..... 385 Main St.  
Phone Number ..... 8300  
Transmitter Location ..... Pendell Road  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Devney & Co.  
Comm., Gen. Mgr. .... Arthur J. Barry, Jr.  
Program Director ..... Harold Hennig  
Chief Engineer ..... John P. Burke

### WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Dutchess County  
Broadcasting Corp.  
Business-Studio Address ..... Nelson House  
Phone Number ..... 6800  
Transmitter Location ..... Nelson House  
Air Time ..... 6:30 a.m.-11:30 p.m.  
News Service ..... AP  
Transcription Service ..... Associated  
Membership ..... NARTB, BAB  
President ..... George W. Bingham  
Sec.-Treas. .... Mabel Shroyer Meurer  
V.P. of Sales ..... Richard A. Dwelley  
V.P. of Pgm. .... John Kuhn  
V.P. of Engr. .... Marvin S. Seimes

### WHAM

ROCHESTER—1922—NBC

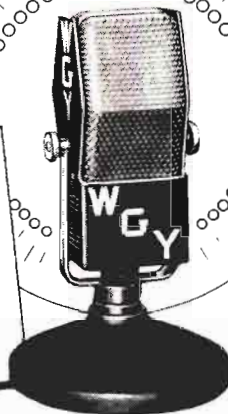
Frequency: 1180 Kc. .... Power: 50,000 Watts  
Owned-Operated By ..... Stromberg-Carlson Co.  
Business Address ..... 201 Humboldt St.  
Phone Number ..... Culver 7240  
Transmitter Location ..... Chili  
Air Time ..... 5:15 a.m.-12:30 a.m.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... George P. Hollingsbery  
Membership ..... NARTB, BAB  
V.P., Gen. Mgr. .... William Fay  
Commercial Manager ..... John W. Kennedy, Jr.

# 30 Years of Leadership



1922

WGY's  
Pearl Anniversary



1952

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

REPRESENTED

# WGY

50,000 Watts

NATIONALLY BY NBC SPOT SALES  
A GENERAL ELECTRIC STATION  
SCHENECTADY, N. Y.

## NEW YORK

Program Director.....Charles W. Siverson  
 Production Director.....Sylvester Novelli  
 Publicity Director.....Armin N. Bender  
 Chief Announcer.....Robert Turner  
 News Director.....David E. Kessler  
 Chief Engineer.....Kenneth Gardner  
 Farm Editor.....George Haefer

### W A R C

**ROCHESTER—1947—ABC**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WARC, Inc.  
 Bus.-Studio Address.....Sheraton Hotel  
 Phone Number.....HAmilton 8920  
 Transmitter Location.....2670 So. Clinton Ave.  
 Air Time.....24 Hours  
 News Service.....AP  
 Transcription Service.....RCA. Thesaurus  
 Representative.....Raymer  
 President, Gen. Mgr.....S. W. Townsend  
 Station Manager.....Fred R. Ripley  
 Commercial Manager.....George Schautz  
 Program Director.....Edward Merritt, Jr.  
 Publicity Director.....Bebe Grau  
 Chief Engineer.....Robert Emch  
 Consulting Engineer.....Chambers & Garrison

### W H E C

**ROCHESTER—1925—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WHEC, Inc.  
 Business-Studio Address.....40 Franklin St.  
 Phone Number.....Baker 6740  
 Transmitter Location.....1850 N. Winton Rd.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Everett McKinney  
 President.....Frank E. Gannett  
 Executive V.P.....Clarence Wheeler  
 General Manager.....Gunnar O. Wiig  
 Commercial Manager.....Le Moine C. Wheeler  
 Pgm., Prom. Dir.....William J. Adams  
 Production Director.....L. H. MacMillan  
 Chief Engineer.....Bern C. O'Brien

### W R N Y

**ROCHESTER—1947—LBS**

Frequency: 680 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Monroe Bcastg. Co., Inc.  
 Business-Studio Address.....191 East Ave.  
 Phone Number.....Hamilton 9775  
 Transmitter Location.....Mt. Read Blvd.  
 News Service.....AP  
 Representative.....Forloe  
 President.....George B. Kelly  
 Gen., Sta. Mgr.....W. Eccles Huff  
 Production Director.....Russell A. Browne  
 News Director.....Robert Barager  
 Chief Engineer.....Kenneth Henderson  
 Farm Editor.....Harry Russell

### W S A Y

**ROCHESTER—1936**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Federal Bcastg. System, Inc.  
 Business-Studio Address.....328 Main St. E.  
 Phone Number.....Baker 4870  
 Transmitter Location.....French Rd., Brighton  
 Air Time.....Unlimited  
 News Service.....INS  
 Representative.....Walker  
 Pres., Gen. Mgr.....Gordon P. Brown  
 Station Director.....John Hill  
 Commercial Manager.....Russell K. Schmidt

### W V E T

**ROCHESTER—1947—MBS**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Veterans Bcastg. Inc.  
 Address.....17 Clinton Ave So.  
 Phone Number.....HAmilton 4820  
 Transmitter Location.....Westfall Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....The Bolling Co., Inc.  
 Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke  
 Commercial Manager.....Elmer J. Walz  
 Sales Prom. Manager...Arthur Murrellwright  
 Program Director.....Paul C. Louthier  
 Production Director.....F. Chase Taylor  
 Chief Announcer.....Bob Trebor  
 News Director.....David Roberts  
 Musical Director.....Patricia Perkins  
 Consulting Engineer.....John Creutz

### W K A L

**ROME—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Copper City Bcastg. Corp.  
 Business-Studio Address..Capitol Theatre Bldg.  
 Phone Number.....3616-7  
 Transmitter Location.....Muck Rd. & Jay St.  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Donald Cooke, Inc.  
 President.....Myron J. Kallet  
 General Manager.....Charles King  
 Commercial Manager.....Joseph Trela  
 Program Director.....Louis Barile  
 Sales Prom. Mgr.....George Bolton  
 Production Director.....Rick Morgan  
 Chief Engineer.....James Delaney  
 Consulting Engineer.....George Adair

### W N B Z

**SARANAC LAKE—1927—ABC-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Upstate Bcastg. Corp.  
 Business-Studio Address.....88 Main St.

## NEW YORK

Phone Number .....1320  
 Transmitter Location.....Merrill St.  
 Air Time .....7:30 a.m.-11:15 p.m.  
 News Service .....AP  
 Transcription Service .....Langworth  
 Representative.....Thomas F. Clark  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Jacques DeMattos  
 Program Dir. Chief Ann.....Ray Turner  
 Chief Engineer.....H. Berwind Williams

### W G Y

#### SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....General Electric Co.  
 Business-Studio Address.....1 River Rd.  
 Phone Number .....7-2261  
 Transmitter Location.....R. D. No. 5  
 Air Time .....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, World  
 Representative.....NBC Spot Sales  
 Membership .....NARTB, BAB  
 V.P., Pub. Rel.....Chester H. Lang  
 Asst. Mgr. of Bcstg.....B. J. Rowan  
 Station Manager.....R. B. Hanna  
 Asst. Station Mgr.....R. W. Welpott  
 Supervisor of Sales.....Robert F. Reid  
 Supervisor of Prod.....Earle Pudney  
 Spvr. Prom., Pub.....George L. Peck  
 Spvr. of News.....W. T. Meenam  
 Spvr. of Music.....A. O. Coggshall  
 Spvr. of Programs.....Caleb Paine  
 Chief Engineer.....W. J. Purcell  
 Supervisor of Farm Bcstg. ....Merl L. Galusha

(See Page 550)

### W S N Y

#### SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Gateway Bcstg.  
 Business-Studio Address.....619 State St.  
 Phone Number .....3-3622  
 Transmitter Location.....Campbell Rd.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Young  
 Membership .....BAB  
 President, Gen. Mgr.....Winslow Leighton  
 Comm., Sls. Prom. Mgr.....Thomas Seeley  
 Chief Anncr., News Dir.....Robert Wallace  
 Chief Engineer.....Irving P. Beck

### W A G E

#### SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By.....WAGE, Inc.  
 Business-Studio Address.....Loew Bldg.  
 Phone Number .....2-0277  
 Transmitter Location.....626 Liverpool Rd.,  
 Air Time .....Unlimited

News Service .....AP  
 Transcription Service .....Standard  
 Representative.....O. L. Taylor  
 Membership .....NARTB, BAB  
 President.....Frank G. Revolt  
 General-Station Manager.....Doug Johnson  
 Commercial Manager.....F. I. Geiger  
 Sales Prom. Mgr.....Ed. O'Connor  
 Program Director.....George Drisko  
 News Director.....Joe Cumiskey  
 Chief Engineer.....Donald F. Langham  
 Consulting Engineer.....A. Earl Cullum

### W F B L

#### SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Onondaga Radio Bcstg.  
 Bus.-Studio Address.....433 S. Warren St.  
 Phone Number .....2-1147  
 Transmitter Location.....Collamer  
 Air Time.....5 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Cole  
 Representative.....Free & Peters  
 Membership .....NARTB, BAB  
 President.....Oscar F. Soule  
 General Manager.....Samuel Woodworth  
 Commercial Mgr.....Charles Phillips  
 Sls. Prom. Mgr., Pub. Dir.....Hendrick Soule  
 Pgm., Prod. Mgr.....Raymond Gantter  
 News Director.....Raymond Krise  
 Chief Engineer.....James Kelly  
 Consulting Engineer.....Jansky & Bailey

### W N D R

#### SYRACUSE—1947—MBS-LBS

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Syracuse Bcstg. Corp.  
 Address.....306 So. Salina St.  
 Phone Number .....2-6101  
 Transmitter Location.....Dewitt  
 News Service .....AP  
 Transcription Service.....World, SESAC  
 Representative.....Rambeau  
 General Manager.....Arthur C. Kyle, Jr.  
 Assistant Treasurer.....Neldon L. Kidd  
 V.P., Comm. Mgr.....Franklin H. Small  
 Program Director.....Eric Fields  
 Chief Engineer.....Robert Dye

### W O L F

#### SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Business-Studio Address.....Onondaga Hotel  
 Phone Number .....2-7211  
 Transmitter Location.....Kirkpatrick & Van  
 Renselear Sts.  
 Air Time.....6 a.m.-2 a.m.  
 News Service .....AP

## NEW YORK

Transcription Service .....Standard  
 Representative .....Walker  
 President, General Mgr. ....T. Sherman Marshall  
 Sta. Mgr., Prog. Dir. ....Hamilton M. Woodle  
 Musical Director .....Norman Meservey  
 Chief Engineer .....Don Muir

### W S Y R

**SYRACUSE—1922—NBC**

Frequency: 570 Kc. ....Power: 5000 Watts  
 Owned-Operated By .....Central N. Y. Bcstg.  
 Business-Studio Address .....Kemper Bldg.  
 Phone Number .....3-7111  
 Transmitter Location .....Valley Dr.  
 Air Time .....5 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Headley-Reed  
 Membership .....NARTB, BAB  
 President .....Harry C. Wilder  
 V.P. & Gen. Mgr. ....E. R. Vadeboncoeur  
 Commercial Manager .....W. R. Alford, Jr.  
 Sales Prom. Mgr. ....Caley Augustine  
 Program Director .....Bill Rothrum  
 Chief Announcer .....Elliott Gove  
 News Director .....Fred Hillegas  
 Chief Engineer .....A. G. Belle Isle  
 Consulting Engineer. Craven, Lohnes & Culver

### W T R Y

**TROY—1940—CBS**

Frequency: 980 Kc. ....Power: 5000 Watts  
 Owned-Oper. By .....Troy Bcstg. Co., Inc.  
 Business-Studio Address .....92 Fourth St.  
 Phone No. ....Albany 4-2500, Ashley 4-1100  
 Transmitter Location .....Niskayuna  
 Air Time .....6 a.m.-1 a.m.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Headley-Reed  
 Membership .....NARTB, BAB  
 President .....H. C. Wilder  
 General Manager .....W. W. Carter  
 Commercial Manager .....J. W. Sutphen  
 Sales Prom. Mgr., Pub. Dir. ....James F. Baker, Jr.  
 Program-Musical Dir. ....Randolph English  
 News Director .....John J. Givney  
 Chief Engineer .....A. H. Chismark  
 Consulting Engr. ....Craven, Lohnes & Culver

### W G A T

**UTICA—1947—LBS**

Frequency: 1310 Kc. ....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By .....Central Bcstg. Co.  
 Phone Number .....2-9231  
 Bus.-Studio Add., Trans. Loc. ....Kellogg Rd.,  
 New Hartford  
 Air Time .....7 a.m.-11:30 p.m.  
 News Service .....AP  
 Representative .....Meeker

Pres., Gen. Mgr. ....J. Eric Williams  
 Comm., Prom. Mgr. ....Roland L. Fowler  
 Chief Engineer .....Hans W. Winkler  
 Consulting Engineer .....Selliman & Barclay

### W I B X

**UTICA—1925—CBS**

Frequency: 950 Kc. ....Power: 5000 Watts  
 Owned-Oper. By .....WIBX, Inc.  
 Address .....First Bank Bldg.  
 Phone Number .....2-2101  
 Transmitter Location .....Whitestone  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....World  
 Reprs. ....Colton, Bannan, Biddick  
 Membership .....NARTB, BAB  
 Pres., Gen. Mgr. ....Mrs. Margaret B. Stevens  
 V.P., Sta. Mgr., Pgm. Dir. ....Elliott Stewart  
 Production Director ....Betty Cushing Griffin  
 Publicity Director .....Nathan W. Cook  
 V.P., Secretary .....Gladys P. Moore  
 Chief Engineer .....John T. Dowdell

### W R U N

**UTICA—1947—ABC**

Frequency: 1150 Kc. ....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By .....The Rome Sentinel Co.  
 Business-Studio Address .....258 Genesee St.  
 Phone Number .....2-5111  
 Transmitter Location .....Oriskany  
 Air Time .....6:30 a.m.-12:05 a.m.  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Avery-Knodel  
 President .....Bradley C. Barnard  
 General Manager .....Fritz S. Updike  
 Station Manager .....Richard A. Clark  
 Sales Prom. Mgr. ....Margaret Barnard  
 Transmitter Supervisor ....George S. Woods

### W D L A

**WALTON—1951—KBS**

Frequency: 1270 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By .....Delaware County Bcstg.  
 Corp.  
 Address .....Route 206  
 Phone Number .....1270  
 News Service .....UP  
 President .....E. Ogden Bush  
 Gen., Comm. Mgr. ....Arthur L. Cooper  
 Sta. Mgr., Pgm., Prom. Dir. ....H. C. Fisher  
 Chief Engineer .....Gene Robinson

### W A T N

**WATERTOWN—1941—MBS**

Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Watertown Bcstg. Corp.

NEW YORK

Bus.-Studio Location . . . 118 Washington St.  
 Phone Number . . . . . 2424  
 Air Time . . . . . 7 a.m.-12:15 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . G. Harry Righter

**W W N Y**

**WATERTOWN—1941—CBS**

Frequency: 790 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . The Brockway Co.  
 Business-Studio Address . . . . . Public Square  
 Phone Number . . . . . 4120  
 Transmitter Location . . . . . Ives St. Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Weed  
 Membership . . . . . NARTB, BAB  
 President . . . . . John B. Johnson  
 General-Comm. Mgr. . . . . Louis Saiff, Jr.

**W F A S**

**WHITE PLAINS—1932**

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

Owned-Oper. By . . . . . Westchester Bcstg. Corp.  
 Bus.-Studio Address . . . . . 8 Church St.  
 Phone Number . . . . . White Plains 9-6400  
 Transmitter Location . . . . . Secor Rd., Greenburgh  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer . . . . . Frank A. Seitz

**W W R L**

**WOODSIDE—1926**

Frequency: 1600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address . . . . . 41-30 58th St.  
 Phone Number . . . . . Newtown 9-3300  
 Transmitter Location . . . . . Secaucus, N. J.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 President . . . . . W. H. Reuman  
 Station Manager . . . . . Edith Dick  
 Sales Prom. Mgr. . . . . Selvin Donneson  
 Prom., News Dir. . . . . Fred Barr  
 Chief Engineer . . . . . Benton R. Bartlett

**OUR 21st YEAR . . .**

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 for  
**Spanish — German**  
**Czechoslovakian**  
 and the  
**Negro Market**

. . . . .  
**1600 Kc    NEWTOWN 9-3300**

# NORTH CAROLINA

Pop. April 1, 1952 (Est.) 4,214,000—Total Housing Units 1,059,335  
Families April 1, 1952 (Est.) 1,020,000—Stations in State 97

## WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Roanoke-Chowan Bcstg.  
Co., Inc.  
Business Address Ahoskie  
Phone Number 333  
Studio-Transmitter Location Ahoskie-Aulander  
Hwy. (N. C. 350)  
News Service UP  
Transcription Service World  
President Charles H. Jenkins  
Gen., Comm. Mgr. P. G. Sewell  
Program Director Johnny Palmer  
News Director Burt Derman  
Chief Engineer John M. Sherwood

## WABZ

ALBEMARLE—1947—KBS-LBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Radio Station WABZ, Inc.  
Business-Studio Address Hotel Albemarle  
Phone Number 1100  
Transmitter Address 3 Mi. N. City, Hiway 52  
News Service UP  
Representative Devney, Dodson  
President M. M. Palmer  
General Manager W. J. Page  
Commercial Mgr. C. H. Shank  
Program Dir. J. T. Newman  
Chief Engineer J. D. Brooks

## WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Asheboro Bcstg. Co., Inc.  
Business-Studio Address 303 E. Salisbury St.  
Phone Number 2187  
Transmitter Location Oakie Mt.  
Air Time 5 a.m.—sunset  
News Service UP  
Transcription Service Associated  
President Roy Cox  
Gen., Sta. Mgr. J. R. Marlowe  
Comm., Sls. Prom. Mgr. Ryan R. Neely  
Pgm., Pub. Dir., Farm Editor A. B. Brown  
Production Director C. V. Smith  
Musical Dir. Nelson J. Harrill  
Chief Engineer Clyde C. Penny

## WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.  
1000 n.  
Owned-Operated By. Radio Station WISE, Inc.  
Address 100 College St.  
Phone Number 3-5381-3

Air Time Unlimited  
News Service AP  
Representative Devney  
Membership NARTB  
Pres., Gen. Sta. Mgr. Harold H. Thoms  
Commercial Mgr. Loyd B. Leonard  
Sales Prom. Manager Floye Bowers  
Program Director Harold Moon  
Publicity Dir. Skeeter Moore  
Chief Engineer John Randolph  
Consulting Engineer Wm. E. Bennis, Jr.

## WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By. Skyway Bcstg. Corp.  
Business-Studio Address Battery Park Hotel  
Phone Number 2-2431  
Transmitter Location Emma  
Air Time 6:00 a.m.—12 M.  
News Service UP  
Transcription Service World  
Representative Taylor Co.  
V.P., General Manager Charles B. Britt  
Station Manager Kenneth Beachboard  
Comm., Prom. Mgr. George Roesler  
Program Director William L. Robertson  
Musical Director Fred Osborne  
News Director R. F. Brown, Jr.  
Farm Editor "Bing" Bennett  
Chief Engineer William M. Chambers  
Consulting Engineer John Creutz

## WSKY

ASHEVILLE—1946—LBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. Radio Asheville, Inc.  
Business-Studio Address 12 Church St.  
Phone Number 3-4451  
Transmitter Location Campbell Woods  
Air Time 6:30 a.m.—M.  
News Service AP  
Transcription Service Lang-Worth  
Representative Rambeau  
President Carl R. Bamford  
Gen.-Sta. Mgr. Zeb Lee  
Commercial Manager Cliff Bowers  
Program Director Frank Messer  
Chief Engineer Bill Clements  
Consulting Engineer A. D. Ring

## WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By. Asheville Citizen-Times Co.  
Business-Studio Address 14 O'Henry Ave.  
Phone Number 5611  
Transmitter Location Emma

## NORTH CAROLINA

Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Headley-Reed  
 Membership.....NARTB, BAB  
 President.....Don S. Elias  
 Gen., Sta. Manager.....Cecil B. Hoskins  
 Commercial Manager.....James A. Hagan  
 Program, News Director.....William F. Melia  
 Chief Engineer.....William H. Hamrick  
 Consulting Engineer.....A. D. Ring Co.

### WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wilkes Bcstg. Co.  
 Address.....Depot St., Box 72  
 Phone Number.....467  
 News Service.....AP  
 President.....Doris B. Brown  
 Commercial Manager.....Roland B. Potter  
 Prom. Mgr., Pgm., News Dir.....Charles Wilfong  
 Chief Engineer.....Bill K. Phillips  
 Consulting Engineer.....John Creutz

### WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.  
 Phone Number.....745  
 News Service.....AP  
 President.....Ed M. Anderson  
 Exec. Director.....John Anderson  
 Gen., Comm. Mgr.....M. L. Hammette  
 Chief Engineer.....William Pascal  
 Program Director.....Dorothy Wallace  
 Prom., Farm, News Dir.....Dave Sherrill

### WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Alamance Bcstg. Co., Inc.  
 Business-Studio Address.....318<sup>1</sup>/<sub>2</sub> S. Main St.  
 Phone Number.....6-6376  
 Transmitter Location.....W. Front St. Ext.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Associated, Capitol  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NARTB  
 Gen., Sta. Mgr.....E. Z. Jones  
 Commercial Manager.....Phil Eakin  
 News, Pgm. Dir.....Ed Brooks  
 Sales Prom. Mgr.....Ted Hanker  
 Production Director.....Robert Thompson  
 Chief Engineer.....Berry Tysor  
 Consulting Engineer.....John Creutz

### WFNS

BURLINGTON—1946—IBS  
 TOBACCO NET

Frequency: 1150.....Power: 1000 Watts d.,  
 Owned-Oper. By.....Burlington-Graham Bcstg Co.  
 Phone Number.....4261  
 Transmitter Location.....Burch Bridge Rd.  
 Air Time.....6 a.m.-Sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representatives.....Sears & Ayer  
 Membership.....NARTB, BAB  
 General Manager.....John C. Hanner  
 Commercial Manager.....Alan Friedrich  
 Chief Engineer.....Charles D. Chandler  
 Consulting Engineer.....George Davis

### WAYS

CHARLOTTE—1942—ABC-N.C.

Frequency: 610 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By.....Inter-City Advertising Co.  
 Business-Studio Address.....120 E. Third St.  
 Phone Number.....3-7173  
 Transmitter Location.....Oakdale Section  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 President.....George W. Dowdy  
 Gen., Comm. Mgr.....Walter H. Goan  
 Program Director.....Harry Barfield  
 Chief Engineer.....B. C. Stewart

### WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Jefferson Standard Bcstg.  
 Address.....Wilder Building  
 Phone Number.....3-8833  
 Transmitter Location.....Nation's Ford Rd.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Associated, World  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, BAB  
 President.....J. M. Bryan  
 Gen., Sta. Mgr.....Charles H. Crutchfield  
 Commercial Manager.....Keith S. Byerly  
 Sales Promotion Manager.....J. R. Covington  
 Program Director.....Kenneth I. Tredwell  
 Production Director.....Robert L. Rierson  
 Publicity Director.....Doratheia Janssen  
 News Director.....Jack Knell  
 Chief Engineer.....M. J. Minor  
 Consulting Engineer.....A. D. Ring



**NORTH CAROLINA**

**WGIV**

**CHARLOTTE—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Charlotte Radio & TV Corp.  
 Business Address 702 Builders Bldg.  
 Phone Number 2-6669, 5-4829  
 Studio-Transmitter Location 2520 Toomey Ave.  
 Air Time Daytime  
 News Service AP  
 Transcription Service Capitol  
 Representative For Joe  
 Membership NARTB, BAB  
 Pres., Gen. Mr. Francis M. Fitzgerald  
 Promotion Manager Eric C. Dehlin  
 Chief Announcer John G. Surratt  
 Program Director Fred W. Vinroot  
 Commercial Manager Henry G. Grad  
 Chief Engineer Thomas C. Brandon  
 Consulting Engineer Gautney & Ray

**WIST**

**CHARLOTTE—1951—MBS**

Frequency: 930 Kc. Power: 5000 d; 1000 n.  
 Owned-Oper. By. Bcstg. Co. of South  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Free & Peters  
 Managing Director Ray A. Furr  
 Commercial Manager Tom Mitchell  
 Program Director James A. Frazer  
 Chief Engineer John N. Parker

**WSOC**

**CHARLOTTE—1933—NBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Radio Station WSOC, Inc.  
 Trans. Address 1925 N. Tryon St.  
 Phone Number 7138  
 News Service AP  
 Transcription Service Standard  
 Representative Headley-Reed  
 Membership NARTB, BAB  
 Pres., Gen. Sta. Mgr. E. J. Gluck  
 Commercial Mgr. Bomar A. Lowrance  
 Sales Prom. Mgr., Pub. Dir. Nelson Bentow  
 Program Director Armand F. Bodie  
 Chief Engineer L. L. Caudle, Jr.  
 Consulting Engineer George C. Davis

**WRRZ**

**CLINTON—1947—ABC**

Frequency: 880 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Radio Station WRRZ, Inc.  
 Bus.-Studio Address Butler Bldg., Main St.  
 Phone Number 2354  
 Transmitter Location 1.6 Mi. S. of Clinton,  
 on Hwy. 701  
 Air Time Local sunrise-sunset  
 News Service AP  
 Transcription Service World

Representative Walker  
 President W. R. Roberson, Sr.  
 Exec. V.P. W. R. Roberson, Jr.  
 General Manager George S. Walston  
 Program Director Richard Welsh  
 Chief Engineer Robert H. Bowden

**WEGO**

**CONCORD—1943**

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Own-Oper. By. Cabarrus Edcstg. Co.  
 Business-Studio Address P. O. 527  
 Phone Number 26000  
 Transmitter Location Hiway 29  
 News Service AP  
 Transcription Service Thesaurus  
 President A. W. Huckle  
 Secretary-Treasurer Elizabeth Huckle  
 Pgm., Comm., Prom. Dir. Howard McCurry  
 Chief Engineer James M. Wise

**WCKB**

**DUNN—1946—LBS-KBS**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. No. Car. Cent. Bcstrs.  
 Business Address Box 431  
 Phone Number 3133-4  
 Studio-Transmitter Address Hwy. 421  
 Air Time Daytime  
 News Service UP  
 Transcription Service Lang-Worth  
 President Letton A. Tart, Sr.  
 Sta., Gen. Mgr., Pub. Dir. A. Lincoln Faulk  
 Commercial Manager Carl Lamm  
 Sales Prom. Mgr. Walt De Puy  
 Pgm. Prod., Music. Dir. E. L. Burwell  
 Chief Engineer Joseph Kotlas  
 Consulting Engineer Fred O. Grimwood

**WDNC**

**DURHAM—1934—CBS-LBS**

Frequency: 620 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By. The Durham Radio Corp.  
 Bus.-Studio Address 138½ E. Chapel Hill St.  
 Phone Number 6155  
 Transmitter Location Hillsboro Rd.  
 Air Time 5:30 a.m.-12:05 a.m.  
 News Service UP  
 Transcription Service Associated  
 Representative Paul H. Raymer  
 Membership NARTB  
 President C. C. Council  
 V.P., Gen. Sta. Mgr. J. Frank Jarman  
 Office Manager Sue Taylor  
 Commercial Manager C. James Woodhouse  
 Program Director E. R. Higgins, Jr.  
 Chief Engineer G. W. Bartlett  
 Consulting Engineer George Davis

## NORTH CAROLINA

### WSSB

**DURHAM—1948—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Public Information Corp.  
 Address ..... P. O. Box 1168  
 Phone Number ..... 6919-6910  
 Transmitter Location ..... Cole Rd.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... INS  
 Transcription Service ..... Capitol  
 Representative ..... Don Cooke  
 President ..... Tom Sawyer  
 Gen., Sta. Mgr. .... Thomas O. McCaffrey  
 Comm. Mgr. .... William R. Kirby, Jr.  
 Program Director ..... Ed Coles  
 Production Director ..... Mrs. Leslie Carroll  
 Publicity Director ..... Doris Ortell  
 Chief Engineer ..... Edward Norman  
 Consulting Engineer ..... Walter Stout

### WTIK

**DURHAM—1946—ABC-TOBACCO**

Frequency: 1310 Kc. .... Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By .... Durham Bcstg. Enter., Inc.  
 Address ..... 205½ W. Main St.  
 Phone Number ..... 6-101  
 Transmitter Location .... Leon St. off Glendale  
 News Service ..... AP  
 Transcription Service ..... World, Capitol  
 Representative ..... Pearson  
 General Manager ..... Floyd Fletcher  
 Commercial Manager ..... Harmon L. Duncan  
 Pgm., Prom. Dir. .... Ken Corbitt  
 Chief Engineers ..... Roy E. Fullen, Arlis White

### WCNC

**ELIZABETH CITY—1939**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Albemarle Bcstg. Co., Inc.  
 Address ..... E. Colonial Ave.  
 Phone Number ..... 4370  
 Representative ..... Burn-Smith  
 Transcription Service ..... SESAC  
 News Service ..... UP  
 President ..... Joseph A. Gill  
 Gen., Comm., Mgr., News Dir  
     George W. Haskett  
 Program Director ..... Maud McClelland  
 Chief Engineer ..... Benjamin Shannon

### WGAI

**ELIZABETH CITY—1947—LBS—TN**

Frequency: 560 Kc. .... Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By ... WGAI Radio Co., Inc.  
 Business-Studio Address ..... Kramer Bldg.

Phone Number ..... 4371-2  
 Transmitter Location ..... Newland Road  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 President, News Dir. .... Herbert Peele  
 Gen., Sta. Mgr. .... C. Alden Baker  
 Comm. Mgr., Pgm. Dir. .... Bob Thomas  
 Consulting Engineer ..... E. C. Page

### WIFM

**ELKIN—1951—LBS**

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ... Yadkin Valley Bcstg. Co.  
 Phone Number ..... 739  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Continental  
 Owner, Mgr., Chief Engr. .... John A. Hinshaw  
 Commercial Manager ..... Johnny Miller

### WFAI

**FAYETTEVILLE—1951**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Rollins Bcstg., Inc.  
 Bus.-Studio Add. .... Huske Bldg.  
 Phone Number ..... 8131  
 Air Time ..... 6 a.m.-1:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... RCA Thesaurus  
 President ..... John W. Rollins  
 General Manager ..... James H. Mayes, Jr.  
 Commercial Manager ..... Tom Harrell  
 Program Director ..... Ray Woodard  
 Publicity Director ..... Les Coleman  
 Chief Engineer ..... Frank Delle

### WFLB

**FAYETTEVILLE—1948—ABC-LBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Fayetteville Bcstrs., Inc.  
 Phone Number ..... 7136  
 Studio-Transmitter Location ..... Bragg Blvd.  
 Air Time ..... 5:30 a.m.-M.  
 News Service ..... AP  
 Representative ..... Burn-Smith  
 President ..... Harry B. Stein  
 Gen., Sta. Mgr. .... L. W. Allen  
 Commercial Manager ..... C. M. Gaylord  
 Chief Announcer ..... Gail Thompson  
 News, Pgm. Dir. .... W. H. Farris, Jr.  
 Chief Engineer ..... W. D. Batley

### WFNC

**FAYETTEVILLE—1940  
 MBS—TOBACCO NET**

Frequency: 1390 Kc. .... Power: 5000 W. d.,  
 1000 W. n.  
 Owned-Oper. By ..... Cape Fear Bcstg. Co.  
 Business-Studio Address ..... 114 Anderson St.  
 Phone Number ..... 4848  
 Transmitter Location ..... Bragg Blvd.

## NORTH CAROLINA

Air Time ..... 5 a.m.-M.  
 News Service ..... UP  
 Representative ..... Walker  
 President ..... T. K. Weyher  
 Gen., Sta. Manager ..... Victor W. Dawson  
 Program Director ..... Nat R. Martin  
 News Dir., Farm Editor ..... Vestal Taylor  
 Chief Engineer ..... John Ikner  
 Consulting Engr. .... Craven, Lohnes & Culver

### W B B O

FOREST CITY—1947—LBS

Frequency: 780 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Rutherford County Radio  
 Co., Inc.  
 Bus. Studio-Transmitter Address .... Forest City  
 Phone Number ..... 3205  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Pres., Gen. Mgr. .... Ed M. Anderson  
 Sta., Comm. Mgr. .... Fred Blanton  
 Sales Prom. Mgr., Prog. Dir. .... Jane Smith  
 News Dir., Farm Editor ..... Charles Melton  
 Chief Engineer ..... Merton Iwerks

### W F V G

FUQUAY SPRINGS—1949

Frequency: 1460 Kc. .... Power: 1000 Watts a.  
 Owned-Oper. By .... WFVG Bdcstg. Co.  
 Phone Number ..... 333  
 Trans. Loca. .... 1.5 miles No. of Fuquay Varina  
 News Service ..... AP  
 President ..... J. M. Stephenson  
 General Manager ..... Marshall T. Pack  
 Commercial Manager ..... Auburn C. Hayes  
 Promotion Director ..... William P. Weathers  
 Program Director ..... Walter Pearson  
 News Director ..... Mark Thomas  
 Chief Engineer ..... Walter Johnson

### W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Catherine T. McSwain  
 Bus. Studio Address ..... P. O. Box 737  
 Phone Number ..... 5-0821  
 Transmitter Location ..... Dallas Rd.  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Continental Radio Sales  
 Owner ..... Catherine T. McSwain  
 General Manager ..... Pat McSwain  
 Commercial Manager ..... F. C. Abernathy  
 Program Director ..... Fred Gray  
 Chief Engineer ..... W. C. Groves, Jr.

### W L T C

GASTONIA—1948—LBS

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Gastonia Bcstg. Serv., Inc.

Address ..... P. O. Box 1010  
 Phone Number ..... 5-1079  
 Trans. Loca. .... Chapel Rd., nr. Ash, Ave.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Thomas F. Clark  
 Pres., Gen. Mgr. .... James B. Petty  
 Commercial Manager ..... Boyce C. Morrow  
 Prom., News Pgm. Dir. .... R. St. Lawrence  
 Chief Engr., Farm Editor ..... Don C. Volgt

### W F M C

GOLDSBORO—1951

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Southern Radio & TV Corp.  
 Address ..... Goldsboro  
 Phone Number ..... 963  
 News Service ..... UP  
 Transcription Service ..... World, SESAC  
 President ..... Hayden Stuart  
 Gen., Comm. Mgr. .... William R. Murray  
 Program., Prom. Dir. .... Charles S. Carter  
 Chief Engineer ..... William W. Bridges

### W G B R

GOLDSBORO—1939—ABC

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .... E. Carolina Bdcstg. Co., Inc.  
 Address ..... P. O. Box 1024  
 Phone Number ..... Main Studio-1550  
 Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70  
 News Service ..... AP  
 Transcription Service ..... Associated  
 President ..... A. T. Hawkins  
 General Manager ..... V. Gerald Balkcum  
 Chief Engineer ..... Daniel B. Trueblood  
 Comm., Sales Prom. Mgr. .... Nat Royster  
 Program Director ..... Vassie Balkcum

### W C O G

GREENSBORO—1948—ABC

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .... Inter-City Adv. Co., Inc.  
 Business-Studio Address ..... 314 S. Greene St.  
 Phone Number ..... 3-6925  
 Transmitter Location ..... Muirs Chapel Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, BAB  
 President ..... George W. Dowdy  
 General Manager ..... Henry E. Sullivan  
 Commercial Mgr. .... George Barber  
 Program Director ..... W. E. Jackson, Jr.  
 Publicity Director ..... Sandra Sisk  
 Chief Engineer ..... Ernest Pate, Jr.  
 Consulting Engineer ..... W. H. Malone

**NORTH CAROLINA**

**W B I G**

**GREENSBORO—1926—CBS**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . North Carolina Bcstg. Co.  
 Phone Number . . . . . 6125  
 Studio Address . . . . . O. Henry Hotel Bldg.  
 Transmitter Location . . . . . Battleground Blvd.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, World  
 Representative . . . . . George P. Hollingbery  
 Pres., Gen. Mgr. . . . . Gilbert M. Hutchison  
 Commercial Mgr. . . . . William P. Mitchell  
 Sales Prom. Mgr. . . . . Aileen Gilmore  
 Program Director . . . . . Alfred J. Rice  
 News Director . . . . . Charles Mitchell  
 Chief Engineer . . . . . Earl F. Allison

Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Sta. Mgr. . . . . Ralph M. Lambeth  
 Commercial Mgr. . . . . L. O. Hutchins  
 Sales Prom. Manager . . . . . Earl O. Sullivan  
 Publicity Director . . . . . H. Marie Craven  
 Chief Engineer . . . . . Fred S. Smith

**W G T C**

**GREENVILLE—1940  
 TOBACCO—MBS**

Frequency: 1590 Kc. . . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By . . . Carolina Bdcstg. Sys., Inc.  
 Address . . . . . P. O. Box 898  
 Phone Number . . . . . 3182  
 Transmitter Location . . . . . Faulkland Hwy.  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World,  
 Capitol Associated  
 Representative . . . . . John E. Pearson Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . Earl McD. Westbrook  
 Gen., Sta., Prom. Mgr. . . . . A. Hartwell Campbell  
 Commercial Manager . . . . . Carl McKinney  
 Program Director . . . . . George Webb  
 Production Director . . . . . Margaret Laughinghouse  
 Publicity Director . . . . . Ruth Webb

**W G B G**

**GREENSBORO—1942—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Greensboro Bcstg. Co., Inc.  
 Business-Studio Address . . . . . P. O. Box 2280  
 Phone Number . . . . . 3-3631  
 Transmitter Location . . . . . off Retreat St.  
 Air Time . . . . . 6 a.m.-12:30 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth

**ONE OF AMERICA'S FIRST STATIONS!**



**W B I G  
 MARKET DATA  
 16 Counties**

1950 Radio Homes\* . . . . . 198,187  
 1950 Retail Sales† . . . . . \$651,567,000  
 1950 Total Farm Income\* . . . \$90,234,756  
 \* SOURCE: 1951 Broadcasting Marketbook  
 † SOURCE: 1951 Sales Management

**"The Prestige Station of the Carolinas"**  
 represented by hollingbery

## NORTH CAROLINA

Chief Announcer ..... Charles Whedbee  
 Chief Engineer ..... Hank Tribbley  
 Consulting Engineer ..... Dixie B. McKee

### WHNC

#### HENDERSON—1945—MBS

Frequency: 890 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Henderson Radio Corp.  
 Bus.-Studio Address ..... Norlina Road  
 Phone Number ..... 736  
 Transmitter Location ..... Norlina Rd., U. S. 1  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Cole,  
 Lang-Worth, Keystone

President ..... S. S. Stevenson  
 V.P. & Gen. Mgr. .... Nathan Frank  
 Station Manager ..... Harry Trotman  
 Program Director ..... Bob Leach  
 Production Director ..... Bob Harrison  
 Chief Engineer ..... Lewis Hiland  
 Consulting Engineer ..... George C. Davis

### WHKP

#### HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Hendersonville, Inc.  
 Phone Number ..... 9962  
 Transmitter Location ..... Chimney Rock Rd.  
 Air Time ..... 5:45 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... McGregor

Representative ..... Donald Cooke  
 President ..... Beverly Middleton  
 Station Manager ..... Kermit Edney  
 Commercial Manager ..... Robert Smith  
 Chief Engineer ..... Charles Renfrow  
 Consulting Engineer ..... Eliot Lovett

### WHKY

#### HICKORY—1939—ABC

Frequency: 1290 Kc. .... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By ..... Catawba Valley Bcstg. Co.  
 Address ..... Radio Bldg.  
 Phone Number ..... 2294  
 Representative ..... Walker  
 Transcription Service ..... World, SESAC  
 News Service ..... UP  
 President ..... Carl V. Cline  
 Gen. Sta. Mgr. .... Edmund S. Long  
 Commercial Manager ..... James K. Willis  
 Program Director ..... Jack Starnes  
 Chief Engineer ..... Thomas E. Long

### WIRC

#### HICKORY—1948

Frequency: 630 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Foothills Bdcstg., Inc.  
 Address ..... 329 1st Ave.  
 Phone Number ..... 2124  
 Trans. Loca. .... 2 Mi. SE of Hickory

Air Time ..... 6 a.m.-Local Sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... McGillvra  
 Membership ..... NARTB, BAB  
 Pres., Pub., News Dir. .... Margaret A. Smith  
 Secty.-Treas., Gen. Mgr. .... E. H. Smith, Jr.  
 Commercial Manager ..... Lee Douglas  
 Program Director ..... Mattie I. Padgett  
 Chief Announcer ..... Richard H. Benson  
 Chief Engineer ..... Elmer H. Troutman  
 Consulting Engineer ..... John Creutz

### WHPE

#### HIGH POINT—1947—KBS-LBS

Frequency: 1070 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... High Point Enterprise, Inc.  
 Business-Studio Address ..... 307 N. Main St.  
 Phone Number ..... 3466  
 Transmitter Location ..... Old Thomasville Rd.  
 Air Time ..... Local sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Associated, Standard  
 Membership ..... NARTB, BAB  
 Co-Owner ..... R. B. Terry  
 Co-Owner ..... D. A. Rawley  
 Sta., Comm. Mgr. .... Walter Hester  
 Program Director ..... Nick Lawrence  
 Chief Engineer ..... Yancy Cecil  
 Consulting Engineer ..... Dillard

### WMFR

#### HIGH POINT—1935—ABC

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Station WMFR, Inc.  
 Bus.-Studio-Transmitter Address ..... 164 S. Main  
 Phone Number ..... 4593  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Station Mgr. .... Frank S. Lambeth  
 Commercial Manager ..... Frank Smith  
 Sales Prom. Mgr. .... Gerald D. Sullivan  
 Program, News Dir. .... Gary Davis  
 Mus. Dir., Farm Editor ..... Wayne Morgan  
 Chief Engineer ..... Robert Moore  
 Consulting Engineer ..... George Davis

### WJNC

#### JACKSONVILLE—1945 MBS-TOBACCO

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lester L. Gould  
 Address ..... Box "E"  
 Phone Number ..... 707-708  
 Trans. Location ..... New Bridge St.  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP

## NORTH CAROLINA

Transcription Service ..... Lang-Worth  
 Representative ..... Pearson  
 Membership ..... NARTB  
 Pres., Gen., Comm. Mgr. .... Lester L. Gould  
 Sta. Mgr., Chief Anncr. .... Rodric L. Jones  
 Sales Prom. Mgr., Pgm. Dir. .... Frances A. Bovick  
 Chief Engineer, Pub. Dir. .... Howard P. Cohen

### WGTL

**KANNAPOLIS—1946**

Frequency: 870 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Fred H. Whitley, Inc.  
 Address ... Box 997, Cannon Blvd., Hwy 29  
 Phone ..... Kannapolis 870, Concord 27076  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, World  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Fred H. Whitley  
 Chief Engineer ..... Foy Hinson

### WELS

**KINSTON—1950—MBS**

Frequency: 1010 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Farmers Bstg. Service, Inc.  
 Address ..... 1400 W. Vernon St.  
 Phone Number ..... 5151  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Devney  
 President ..... E. L. Scott  
 Gen. Comm. Mgr. .... Jack P. Hankins  
 Program Director ..... Ed Sheppard  
 Chief Engineer ..... Kenneth Read

### WFTC

**KINSTON—1937—ABC-CBS-NBC  
 TOBACCO NET**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Kinston Bcstg. Co.  
 Address ..... 204 East King St.  
 Phone Number ..... 4111  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Pres., Gen., Sta. Mgr. .... William S. Page  
 Commercial Mgr. .... J. Harold Vester  
 Program Dir. .... S. Bruce Petteway  
 News Director ..... Herman B. Civils  
 Prom. Mgr., Farm Editor. .... Carl B. Caudill, Jr.  
 Chief Engineer ..... David E. Hardison

### Wewo

**LAURINBURG—1947—LBS-KBS**

Frequency: 1080 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Scotland Bcstg. Co

Bus.-Studio Address ..... State Bank Bldg.  
 Phone Number ..... 770  
 Transmitter Location ..... Laurinburg-Maxton Hy.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Devney & Co.  
 Membership ..... NARTB, BAB  
 President ..... Edwin Pate  
 General Mgr., Farm Edit. .... J. R. Dalrymple, Jr.  
 Commercial Manager ..... Bill Hogan  
 Program Director ..... Paul Wynn  
 Prom., News Dir. .... Dick Brown  
 Chief Engineer ..... Truman N. Brock  
 Consulting Engr. .... George C. Davis

### WLOE

**LEAKSVILLE—1946—MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Douglas L. Craddock  
 Address-Trans. Loc. .... Blvd. & Pine  
 Phone Number ..... 701-2  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World, Keystone  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... Douglas L. Craddock  
 Pgm., News Dir., Chf. Ann. .... J. K. Thomas  
 Chief Engineer ..... Eldred Winn  
 Consulting Engr. .... McNary & Wrathall

### WJRI

**LENOIR—1946—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... John P. Rabb  
 Address ..... 107 West Ave.  
 Phone Number ..... 761 & 899  
 Transmitter Location ..... Morganton Rd.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Keystone  
 Pres., Gen. Mgr. .... John P. Rabb  
 Commercial Manager ..... F. Kent Atwater  
 Program Director ..... K. Rabb  
 Chief Announcer ..... John A. Dellinger  
 Musical Director ..... George Kirstin  
 Chief Engineer ..... Harvey C. Atchisson  
 Consulting Engineer ..... Janskey & Bailey

### WBUY

**LEXINGTON—1946—LBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Davidson County Bcstg. Co.  
 Business Address ..... P. O. Box 359  
 Phone Number ..... 2716  
 Studio-Transmitter Location ..... Route 29  
 Air Time ..... 6 a.m.-10 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Continental Radio Sales  
 Membership ..... NARTB, BAB  
 Partners ..... Greely N. & Omar G. Hilton

## NORTH CAROLINA

Station Manager.....C. Robert Ray  
 Commercial Mgr. ....Robert Raker  
 Chief Engineer..... E. P. Mallard  
 Consulting Engr. ....William Bennis

### W T S B

#### LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By....Robeson Bcastg. Corp.  
 Business-Studio Address.....112 W. Fifth St.  
 Phone Number .....1080  
 Transmitter Location.....Charlotte Rd.  
 News Service .....AP  
 Transcription Service.....Standard  
 Representative.....Continental Radio Sales  
 General Manager.....James MacNeil

### W B R M

#### MARION—1949—LBS

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Lake City Bcastg. Corp.  
 Address.....13½ W. Court St.  
 Phone Number .....7221  
 News Service .....UP  
 Pres., Gen. Mgr.....W. P. Erwin  
 Commercial Mgr.....J. C. Pleasant  
 Vice-Pres., Pgm. Dir.....J. L. Reynolds, Jr.  
 Chief Engineer.....Hubert C. Martin

### W M A P

#### MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Union Bcastg. Corp.  
 Business Address.....P. O. Box 382  
 Phone Number .....1060  
 Studio-Transmitter Location.....Camp Sutton  
 News Service .....UP  
 Transcription Service .....World  
 President .....Dick Marable  
 Commercial Mgr.....Z. Bright Tucker  
 Gen., Prom. Mgr., Farm Dir....J. Archie Laney  
 Chief Engineer.....Robert I. Smith

### W H I P

#### MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Wayne M. Nelson  
 Trans-Address .....Mooreville, N. C.  
 Phone Number .....500  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service.....KBS, Capitol  
 Pres., Gen. Manager.....Wayne M. Nelson  
 Chief Engineer.....E. M. Stanton, Jr.  
 Consulting Engineer.....George C. Davis

### W M B L

#### MOREHEAD CITY—1947—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Carteret Bcastg. Co., Inc.

Address .....Box 740  
 Phone Number .....6-3188  
 Transmitter Location.....Radio City Island  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....World and Standard  
 Representative .....McGillvra  
 Membership .....NARTB, BAB  
 Pres., Gen. Mgr.....Grover C. Munden  
 Sales Prom. Mgr.....Charles Markey  
 Commercial Manager.....Jimmy Wallace  
 Prog. Dir., Chf. Engr.....Ray Cummins

### W M N C

#### MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nathan J. Cooper  
 Transmitter—Address.Hwy 181, P. O. Box 698  
 Phone Number .....1100  
 Air Time .....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Capitol  
 Pres., Gen.-Sta. Mgr.....Nathan J. Cooper  
 Publicity Dir.....Madelyn Patton  
 Production Director.....Mozelle Buff  
 Chief Engineer.....Frank Ballew

### W P A Q

#### MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Ralph D. Epperson  
 Bus.-Studio-Transmitter.....Springs Rd., R 5  
 Phone Number .....682  
 Air Time .....Daytime  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Thomas Clark  
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson  
 Commercial Prom. Mgr.....W. E. Craddock, Jr.  
 News Dir., Chf. Ann.....Johnny Joyce  
 Chief Engineer.....Arnold Bruce Flemming  
 Consulting Engr. ....John J. Keel

### W S Y D

#### MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
 Address.....P. O. Box 53  
 Phone Number .....581  
 Pres., Gen. Mgr.....Robert H. Epperson  
 Assistant Manager.....Tom Stewart  
 Commercial Manager.....Erastus F. Poore  
 Pgm., Prom. Dir.....Jim Harrelson

### W H I T

#### NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WHIT

## NORTH CAROLINA

Address ..... US Hwuy 17 So.  
 Phone Number ..... 4450-4024  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... John E. Pearson  
 President ..... Harmon L. Duncan  
 Gen.-Sta.-Comm. Mgr. .... Ray D. Williams  
 Pgm., Prod., News Dir. .... Stuart Hall  
 Chief Engineer ..... Billy Haire

### WNNC

**NEWTON—1948—MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Newton Conover Bcstg. Co.  
 Business Address ..... West A St.  
 Phone Number ..... 930  
 Studio-Transmitter Location. West A. St., Ext.  
 News Service ..... UP  
 President ..... Charles Turner  
 Gen. Mgr., News Dir. .... Earl Holder  
 Commercial Manager ..... Eugene Henry  
 Chief Engineer ..... Dennis Long

### WKBC

**NORTH WILKESBORO—1947**

Frequency: 810 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Wilkes Bcstg. Co.  
 Business-Studio Address ..... Radio Bldg.  
 Phone Number ..... 633  
 Transmitter Location ..... Wilkes County  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... World  
 Pres., Gen. Mgr. .... Doris B. Brown  
 Comm.-Sales Prom. Mgr. .... Roland B. Potter  
 Program Director ..... C. E. Litchfield  
 Prod., News Dir. .... Ben Talbot  
 Chief Engineer ..... Walter Harrold  
 Consulting Engineer ..... John Creutz

### WOXF

**OXFORD—1949**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Address ..... Oxford Bcstg. Corp.  
 Phone Number ..... 4167  
 Transcription Service ..... Capitol  
 News Service ..... AP  
 President ..... Frank W. Hancock  
 General Manager. .... James F. Flanagan  
 Commercial Manager ..... Bill Blalock  
 Promotion Manager ..... Bob Smith  
 Chief Engineer ..... Archie Hawkins

### WNAO

**RALEIGH—1948—ABC**

Frequency: 850 Kc. .... Power: 10,000 Watts d.,  
 5000 Watts n.  
 Owned-Oper. By. .... News & Observer Pub. Co.  
 Address ..... 219 So. McDowell St.  
 Phone Number ..... 2-0321  
 Transmitter Location ..... Cary

Air Time ..... 24 Hrs.  
 News Service ..... UP  
 Transcription Service. Standard & Associated  
 Representative ..... Weed & Co.  
 President ..... Josephus Daniels, Jr.  
 General Manager ..... Frank Daniels  
 Station Manager ..... G. F. Albright  
 Comm. Mgr., Pgm. Dir. .... David A. Brown  
 Chief Announcer ..... Wally Ausley  
 Pub., News Director ..... Scott Summers  
 Chief Engineer ..... E. J. Reopelles  
 Consulting Engr. .... A. D. Ring & Co.

### WPTF

**RALEIGH—1924—NBC**

Frequency: 680 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... WPTF Radio Co.  
 Business-Studio Address ..... Insurance Bldg.  
 Phone Number ..... 8311  
 Transmitter Location ..... Cary  
 Air Time ..... 5:30 a.m.-12:05 a.m.  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Free & Peters  
 Membership ..... NARTB, BAB  
 V.P., Gen. Sta. Mgr. .... Richard H. Mason  
 Sales Manager ..... R. W. Youngsteadt  
 Program Manager ..... Graham B. Poyner  
 Dir. of Adv. & Prom. .... Henry T. Vaden  
 News Director ..... J. Edgar Kirk  
 Production Dir. .... Warren Barfield  
 Chief Engineer ..... Henry Hulick, Jr.  
 Consulting Engineer ..... James C. McNary

### WRAL

**RALEIGH—1939—MBS-TOBACCO**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address ..... 130 S. Salisbury St.  
 Phone Number ..... 6411  
 Transmitter Location ..... Bart St.  
 Air Time ..... 6 a.m.-11:15 p.m.  
 News Service ..... AP  
 Representative ..... Pearson  
 Membership ..... NARTB, BAB  
 President ..... A. J. Fletcher  
 Gen., Sta. Mr. .... Fred Fletcher  
 Pgm., News Director ..... Jesse Helms  
 Chief Engineer ..... Virgil D. Duncan

### WFRC

**REIDSVILLE—1947—KBS**

Frequency: 1600 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Piedmont Carolina Bcstg.  
 Business-Studio Address ..... Box 990, Gilmer St.  
 Phone Number ..... 4361-2  
 Transmitter Location ..... Wentworth Rd.  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President ..... H. T. Williams  
 Gen., Sta. Mgr. .... Stephen F. Woodson



## NORTH CAROLINA

Commercial Manager.....Forrest Bedell  
 Sales Prom. Mgr.....Costin Lindsey  
 Production Director.....James B. Mead  
 Publicity Director.....Tiny Turner  
 Chief Engineer.....Sam E. Sexton  
 Consulting Engineer.....Phil Hedrick

Membership.....NARTB  
 President.....Josh L. Horne  
 General Manager.....Mel Warner  
 Commercial Manager.....Ray Thompson  
 Program Director.....Ray Wilkinson  
 Chief Engineer.....Grover Taylor

### W R E V

**REIDSVILLE—1948—LBS**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Reidsville Bcstg. Co.  
 Address.....114½ N. Scales St.  
 Phone Number.....7051  
 Transcription Library.....Standard  
 News Service.....UP  
 Representative.....Devney  
 Pres., Gen. Mgr.....William M. Oliver, Sr.  
 Station Manager.....Mrs. Katye Price  
 Program Director.....Frank Elliott  
 Chief Engineer.....W. T. Martin

### W C B T

**ROANOKE RAPIDS—1948—MBS-  
KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WCBT, Inc.  
 Address.....251 Roanoke Ave.  
 Phone Number.....7-8551  
 Transmitter Location.....E. 10th St.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Pres., Mgr.....J. Winfield  
 Gen., Comm., Prom. Mgr.....Bernard M. Dabney  
 Program Director.....Donald O. Collins  
 Assistant Manager.....Jerry Elliott  
 Chief Engineer.....C. Meares

### W A Y N

**ROCKINGHAM—1946**

Frequency: 900 Kc.....Power: 1000 Watts a.  
 Owned-Operated By.....WAYN, Inc.  
 Bus.-Studio-Trans. Address.....Rockingham  
 Phone Number.....4041  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Capitol  
 Pres., Gen. Mgr.....Wayne M. Nelson  
 Res., Sta. Mgr.....Matt F. Gettings  
 Chief Engineer.....William Henley  
 Consulting Engineer.....Geo. C. Davis

### W C E C

**ROCKY MOUNT—1947—LBS**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....E. Caro. Elec.  
 Bus.-Studio Address.....115 N. Church St.  
 Phone Number.....23109  
 Transmitter Location.....Hwy. 95  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Associated

### W E E D

**ROCKY MOUNT—1933—ABC**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....W. A. Wynne  
 Business Address.....Box 752  
 Phone Number.....8149  
 Studio-Transmitter Location.....Nashville Hiway  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....RCA Thesaurus  
 Representative.....Burn-Smith  
 Gen.-Sta. Manager.....W. A. Wayne  
 Commercial Mgr.....R. E. Horner  
 Program Dir.....Eunice Snipes  
 Chief Engineer.....Joe R. Morris  
 Consulting Engineer.....Commercial Radio

### W R X O

**ROXBORO—1949—LBS**

Frequency: 1430.....Power: 1000 Watts d.  
 Owned-Operated By.....Roxboro Bcstg. Co.  
 Address.....Box 130  
 Phone Number.....6013  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World  
 President.....H. W. Winstead, Jr.  
 Gen., Sta., Comm. Mgr.....H. S. Taylor  
 Chief Engineer.....Lloyd Perkins  
 Consulting Engineers.....Brown, Duncan & Porter

### W S A T

**SALISBURY—1947—ABC**

Frequency: 1280 Kc.....Power 1000 Watts d.  
 Owned-Oper. By.....Mid-Carolina Bcstg. Co.  
 Business-Address.....Drawer 99  
 Phone Number.....276  
 Studio-Transmitter Location.....Milford Hills Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....Charles H. Wentz  
 General Manager.....John E. Smith  
 Commercial Manager.....R. M. Hunt  
 Program Director.....W. F. Fleming  
 Chief Engineer.....Elbert Sherman

### W S T P

**SALISBURY—1939—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Piedmont Bcstg. Corp.  
 Bus.-Studio Address.....State Theatre Bldg.

## NORTH CAROLINA

Phone Number ..... 2121  
 Transmitter Location..... Statesville Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Burn-Smith  
 Membership ..... NARTB, BAB  
 President..... Bryce P. Beard, Sr.  
 Gen., Sta., Prom. Mgr..... Alex P. Beard  
 Pgm., Publicity Dir..... Russ McIntire  
 Comm. Mgr..... Katherine F. Murphy  
 Chief Engineer..... Carl B. Watson  
 Consulting Engr..... Phil Hedrick

### W W G P SANFORD—1946

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Sandhills Bcstg. Corp.  
 Address..... 137 So. Steele, Box 651  
 Phone Number ..... 860  
 Transmitter Location..... Tramway  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Continental  
 President..... J. C. McIver  
 Gen., Sta. Mgr..... Earl L. Boyles  
 Commercial Manager..... James Ward  
 Pgm., Prod. Dir., Chf. Ann..... Del Carty  
 Publicity Director..... W. E. Horner  
 Chief Engr..... Edward O. Koprivier

### W O H S SHELBY—1946—MBS

Frequency: 730 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Western Carolina Radio  
 Business Address..... Box 1401, Shelby  
 Phone Number ..... 6313  
 Studio-Transmitter Location..... Hwy. No. 74, W.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Membership ..... NARTB, BAB  
 President..... Lee B. Weathers  
 Gen.-Sta. Mgr., Chf. Engr..... Robert M. Wallace  
 Commercial Mgr..... Max P. Butler  
 Program Director..... Hugh Dover

### W M P M SMITHFIELD—1950

Frequency: 1270 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Selma-Smithfield Bcstg. Co.  
 Address..... Box 177  
 Phone Number ..... 2434  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Co-op., Gen. Mgr., Chf. Eng. John S. Townsend  
 Co-Owner..... J. Fred Horton  
 Comm. Mgr., Pgm. Dir..... Joe Foster  
 News Director..... Robert L. Dupree

## W E E B

### SOUTHERN PINES—1947—MBS

Frequency: 990 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... The Sandhill Community  
 Bcstrs., Inc.  
 Business Address..... So. Pines  
 Phone Number ..... 6191  
 Studio-Transmitter Location..... U. S. Hwy. 2  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... Jack S. Younts  
 Comm. Mgr., Chf. Anncr..... Joe A. Warren  
 Secy.-Treas., Mus. Dir..... Elizabeth M. Younts  
 News Dir., Farm Editor..... Tom Perry  
 Chief Engineer..... Melvin Kushner

## W S I C

### STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Statesville Bcstg. Co.  
 Address..... Box 1189  
 Phone Number ..... 9078  
 Transmitter Location..... Radio Rd.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service..... World, Capitol  
 Representative ..... Continental Radio Sales  
 Membership ..... NARTB, BAB  
 President..... Dr. James W. Davis  
 Gen., Sta., Comm. Mgr..... Charles D. Melton  
 Pgm., Prod., Pub. Dir..... J. N. Tomkins  
 News Director..... Bill Brown  
 Chief Engineer..... T. K. Abernethy  
 Consulting Engr..... Kear and Kennedy

## W C P S

### TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc..... Power: 1000 Watts d.  
 Owned-Oper..... Coastal Plains Bcstg. Co., Inc.  
 Bus.-Studio Address..... Edgecombe Bank Bldg.  
 Phone Number ..... 2191-2  
 Transmitter..... Rocky Mt. & Tarboro Hwy.  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Dora-Clayton  
 President..... V. E. Fountain  
 Gen., Sta. Mgr..... J. T. Snowden, Jr.  
 Sales Prom. Mgr..... J. Porter MacNair  
 Production Director..... Alfred Vickers  
 Publicity Director..... Grace Satterthwaite  
 Chief Engineer..... G. Lee Hodges

## W T N C

### THOMASVILLE—1947

Frequency: 790 Kc..... Power: 1000 Watts d.  
 Owned By..... The Thomasville Bcstg. Co.

## NORTH CAROLINA

Phone Number ..... 902  
 Studio-Transmitter Location... Salem St., Ext.  
 News Service ..... AP  
 Transcription Service ..... World  
 President ..... George W. Lyles, Sr.  
 Gen., Comm. Mgr..... Harold Harrison  
 Chief Engineer..... James McAden

### WADE

**WADESBORO—1947—KBS**

Frequency: 1210 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By ..... Anson Bcstg. Co.  
 Bus.-Studio Address..... Radio Bldg.  
 Phone Number ..... 620  
 Transmitter Location..... Highway 52  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Continental  
 President ..... R. P. Lyon  
 Gen., Sta. Manager..... Walter V. Mitchell  
 Comm., Sls. Prom. Mgr..... J. A. Ballard  
 Program Director ..... Williard Billingsley  
 Chief Engineer..... Cecil Sills  
 Consulting Engineer..... Wm. E. Bennis, Jr.

### WHED

**WASHINGTON—1948—LBS-KBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By ..... Beaufort Bcstg. Co.  
 Bus.-Studio Address..... Guaranty Bank Bldg.  
 Phone Number ..... 278  
 Transmitter Location..... Rt. 17, S.  
 Air Time..... 17¼ Hrs.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Continental  
 Membership ..... NARTB  
 President ..... Lee B. Wynne  
 Gen., Sta. Manager..... F. K. Ward  
 Comm., Prom. Mgr..... G. Earl Broome  
 Pgm., Prod. Director..... Harry Shriver  
 Chief Engineer..... John Wilroy  
 Consulting Engineer..... Wm. H. Malone

### WRRF

**WASHINGTON—1942—ABC**

Frequency: 930 Kc..... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By . Tar Heel Bcstg. System, Inc.  
 Bus.-Studio Add..... Bank of Washington Bldg.  
 Phone Number ..... 403  
 Transmitter Location..... 1 Mi. S., Hway. 17  
 Air Time..... 6 a.m.-1:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... NARTB, BAB  
 President ..... W. R. Roberson, Jr.  
 Gen. Sta. Manager..... T. H. Patterson  
 Comm., Sales Prom. Mgr..... Merrill Daniels  
 Program Director ..... Don Pierce

Chief Engineer..... I. G. Murphrey  
 Consulting Engineer..... Geo. C. Davis

### WHCC

**WAYNESVILLE—1947—MBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By ..... WHCC, Inc.  
 Business-Studio Address..... Main St.  
 Phone Number ..... 680  
 Transmitter Location..... Howell Mill Rd.  
 Gen., Prom. Mgr..... James B. Childress  
 Commercial Manager..... Vestal Jones  
 Chief Engineer..... Frank Wilbur

### WENC

**WHITEVILLE—1946—MBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By .... Whiteville Bcstg. Co., Inc.  
 Business-Studio Address..... Whiteville  
 Phone Number ..... 120  
 Transmitter Location... 1 Mi. from Bus. District  
 Representative ..... Clark  
 President ..... Josiah Maulsby  
 General Manager..... Ward A. Coleman  
 Commercial Manager..... Jerry Honeycutt  
 Chief Engineer..... Auburn Dutton

### WIAM

**WILLIAMSTON—1951**

Frequency: 900 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Martin Co. Bcstg.  
 Address..... 110 S. Smithwick St.  
 Phone Number ..... 2478  
 News Service ..... UP  
 Co-owner..... James Gray, Sr.  
 Co-owner ..... Charles Gray  
 Gen., Sta., Comm. Mgr..... R. B. Armstrong  
 Sales Prom. Mgr..... Dolores Baeird  
 Prod., Pub. Dir..... Carl B. Armstrong  
 Chief Engineer..... James E. Kitchings, Jr.

### WGNI

**WILMINGTON—1946—MBS  
 TOBACCO**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By... New Hanover Bcstg. Corp.  
 Business Address..... P. O. Box 869  
 Phone Number ..... 2-2493  
 Studio-Transmitter Location..... Eagle Island  
 Air Time ..... 6:30 a.m.-12 M.  
 News Service ..... UP  
 Representative ..... Pearson  
 President..... J. S. Brody  
 Station Manager..... Allen B. Jones  
 Commercial Mgr..... Tommy Thompson  
 Program Director..... Paul Parker  
 Chief Engineer..... Arthur L. Madeley

# NORTH CAROLINA

## W M F D

**WILMINGTON—1935—ABC**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . R. A. Dunlea  
 Phone Number . . . . . 4840  
 Transmitter Location . . . . . Brunswick County  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB  
 Pres., Gen.-Sta. Mgr. . . . . R. A. Dunlea  
 Comm.-Sales Prom. Mgr. . . . . C. O'Shields  
 Program Director . . . . . Bruce Buchanan  
 Prod.-Pub. Director . . . . . R. A. Dunlea, Jr.  
 Chief Engineer . . . . . E. I. Herring, Jr.  
 Consulting Engineer . . . . . A. D. Ring

## W G T M

**WILSON—1937—CBS**

Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Watson Industries, Inc.  
 Bus.-Studio Address . . . . . Herring Ave. Ext.  
 Phone Number . . . . . 2188-9  
 Transmitter Location . . . . . Rock Ridge  
 Air Time . . . . . 5:30 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Walker  
 Membership . . . . . NARTB  
 President . . . . . Penn Thomas Watson  
 Gen.-Sta.-Prom. Mgr. . . . . Allen Wannamaker  
 Commercial Mgr. . . . . R. R. Brunson  
 Pgm. Dir., Chief Annrcr. . . . . Bill Gordon  
 Production Director . . . . . Clint Faris  
 Chief Engineer . . . . . W. H. Malone

## W V O T

**WILSON—1948—MBS**

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Wilson Radio Co.  
 Address . . . . . Wilson  
 Phone Number . . . . . 5157  
 News Service . . . . . AP  
 Representative . . . . . Pearson  
 President . . . . . H. W. Anderson  
 General Manager . . . . . Harry Severance  
 Commercial Mgr. . . . . P. O. Barnes  
 Sales Prom. Mgr. . . . . Lynda Thomas  
 Program Director . . . . . Joel Lawhon  
 News Director . . . . . Callbie Wood  
 Chief Engineer . . . . . Dan Williams

## W A A A

**WINSTON-SALEM—1950**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Community Bcstg.  
 Service, Inc.  
 Address . . . . . Atlantic Bldg.  
 Phone Number . . . . . 2-4121  
 President . . . . . Roger Page, Jr.

## W A I R

**WINSTON-SALEM—1937—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WAIR Bcstg. Co.  
 Business-Studio Address . . . . . Pepper Bldg.  
 Phone Number . . . . . 2-1133  
 Transmitter Location . . . . . S. Stratford Rd.  
 Air Time . . . . . 6 a.m.-12:15 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . George D. Walker  
 Comm., Prom. Mgr. . . . . Pat Taylor  
 Pub. Dir., Chief Annrcr. . . . . Lawrence Patrick  
 Program Director . . . . . Bernice Morris  
 Chief Engineer . . . . . Lee King  
 Consulting Engr. . . . . George Davis

## W S J S

**WINSTON-SALEM—1930—NBC**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Piedmont Publishing Co.  
 Bus.-Studio Address . . . . . 419-21 N. Spruce St.  
 Phone Number . . . . . 5-2311  
 Transmitter Location . . . . . R.F.D. No. 1, Old Town  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Gordon Gray  
 V.P., Managing Dir. . . . . Harold Essex  
 Sales Manager . . . . . Harry B. Shaw  
 Program Manager . . . . . Robert Estes  
 Production Director . . . . . John Comas  
 Publicity Director . . . . . Jack Burney  
 Chief Engineer . . . . . Phil Hedrick  
 Consulting Engineer . . . . . Craven, Lohnes & Culver

## W T O B

**WINSTON-SALEM—1947-MBS-CBS**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Op. By . . . . . Winston-Salem Bcstg. Co., Inc.  
 Address . . . . . P. O. Box 2798  
 Phone Number . . . . . 34353  
 Transmitter Location . . . . . Polo View Rd.  
 Air Time . . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . The Taylor Co.  
 President . . . . . James W. Coan  
 Gen.-Comm. Manager . . . . . John G. Johnson  
 Sales Prom. Manager . . . . . Charles Brunt  
 Program Director . . . . . Owen Spann  
 Publicity Director . . . . . Jack Wiggins  
 Chief Engineer . . . . . Ben Vogler

# NORTH DAKOTA

Pop. April 1, 1952 (Est.) 618,000—Total Housing Units 176,602  
Families April 1, 1952 (Est.) 160,000—Stations in State 14

## KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Meyer Bcstg. Co.  
Bus.-Studio Address . . . . . 402½ Fourth St.  
Phone Number . . . . . 468  
Transmitter Location . . . . . Menoken  
News Service . . . . . AP, UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . John Blair  
Membership . . . . . NARTB, BAB  
President, General Manager . . . . . P. J. Meyer  
Station Manager . . . . . F. E. Fitzsimonds  
Comm.-Sales Prom. Mgr. . . . . R. W. MacLeod  
Pgm., Prod. Dir. . . . . Cal Culver  
Chief Engineer . . . . . Ivar Nelson

## KDLR

DEVILS LAKE—1925  
MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KDLR, Inc.  
Business-Studio Address . . . . . 1025 3rd St.  
Phone Number . . . . . 1090  
Transmitter Location . . . . . E. end Fourth St.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World, SESAC  
Representative . . . . . Lawson  
President, General Manager . . . . . Bert Wick  
Program Director . . . . . Wilbur Clemenson  
Chief Engineer . . . . . Richard Moritz

## KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Dickinson Radio Assn.  
Bus.-Studio Address . . . . . 119 2d Ave. W.  
Phone Number . . . . . 4113  
Transmitter Location . . . . . 1 Mi. N. of Dickinson  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard, SESAC  
Representative . . . . . Orville F. Lawson  
Membership . . . . . NARTB, BAB  
President . . . . . Dr. P. J. Weir  
Gen.-Sta. Mgr., Pub. Dir. . . . . Orville F. Burda  
Commercial Manager . . . . . E. A. Spear  
Sales Prom. Manager . . . . . William C. Mason  
Chief Engineer . . . . . Clark Franklin

## KFGO

FARGO—1948—ABC

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Northern States Bcstg. Co.  
Business-Studio Address . . . . . KFGO Bldg.  
Phone Number . . . . . Fargo 2-3291  
Transmitter Location . . . . . Wild Rice  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Bolling  
President . . . . . W. R. Haggart  
Gen., Sta., Comm. Mgr. . . . . Charles G. Burke  
Pgm., Prod. Dir. . . . . David B. Henley  
Chief Engineer . . . . . Olaf Gabrielson

## WDAY

FARGO—1922—NBC

Frequency: 970 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WDAY, Inc.  
Business-Studio Address . . . . . Black Bldg.  
Phone Number . . . . . 5357  
Air Time . . . . . 6 a.m.-12  
News Service . . . . . AP, UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Free & Peters  
Membership . . . . . NARTB, BAB  
President, Gen. Mgr. . . . . E. C. Reineke  
Station Manager . . . . . Jack Dunn  
Sales Manager . . . . . Tom Barnes  
Sales Promotion Manager . . . . . Roy Pedersen  
Program Director . . . . . Ken Kennedy  
Chief Engineer . . . . . Juline Savold  
Technical Director . . . . . Julius Helland  
Consulting Engineer . . . . . Glen D. Gillett

## KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc. . . . . Power: 1000 d.; 500n.  
Owned-Oper. By . . . . . Grand Forks Herald, Inc.  
Bus.-Studio Address . . . . . First Natl. Bank Bldg.  
Phone Number . . . . . 4-5321  
Transmitter Location . . . . . Univ. of N. Dak. Campus  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Representative . . . . . Avery-Knodel  
Membership . . . . . NARTB  
President . . . . . M. M. Opeggard  
General Manager . . . . . J. Warren McClure  
Comm. Manager . . . . . Herman Livingston  
Program Director . . . . . M. C. Gorham  
News Director . . . . . Rikk Riley  
Chief Engineer . . . . . A. F. Petrich  
Program Dir. . . . . Jeff Gorham  
Consulting Engineer . . . . . Walter F. Kean

**NORTH DAKOTA**

**KNOX**

**GRAND FORKS—1947—MBS  
KBS—GREAT NORTHERN**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By..... Community Radio Corp.  
 Address ..... Grand Forks  
 Phone Number ..... 4-4611  
 Transmitter Location ..... State Mill Rd.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Natl. Time Sales  
 President..... Carroll E. Day  
 General Manager..... Elmer Hanson  
 Sales Prom. Mgr..... Robert Whyte  
 Program Director..... Jack French  
 Chief Engineer..... Clifford Thomfords

**KSJB**

**JAMESTOWN—1937—CBS**

Frequency: 600 Kc. .... Power: 5000 Watts  
 Owned-Oper. By..... N. Dak. Bcstg. Co., Inc.  
 Address... 429 S.W. 2d St., Jamestown, N. D.,  
 271½ Bway., Fargo, N. D.  
 Phone Number ..... 1600  
 Transmitter Location... Hwy 218, 6 Mil. So.  
 of City

News Service ..... UP  
 Representative..... Weed & Co.  
 Pres., Gen. Manager..... John W. Boler  
 Station Manager..... Don Kingsley  
 Comm., Sales Prom. Mgr..... Jud Milton  
 Publicity Director..... Howard Graber  
 Chief Engineer ..... Robert E. Ridgway  
 Farm Editor..... Chester Reitan  
 Consulting Engineer..... Kear Kennedy

**KGCU**

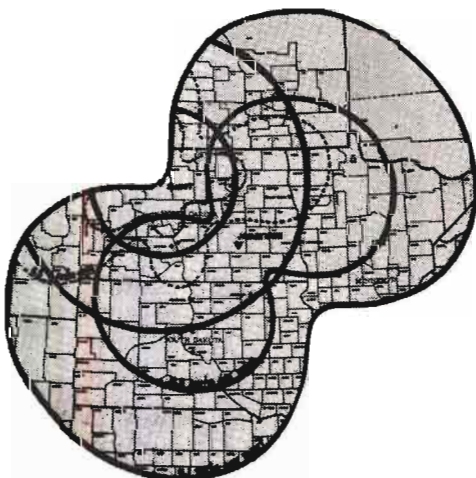
**MANDAN—1925—MBS**

Frequency: 1270 Kc. .... Power: 1000 d.; 250n.  
 Owned-Oper. By..... Mandan Radio Assn., Inc.  
 Bus.-Studio Address ..... Mandan  
 Phone Number ..... 561, 562  
 Transmitter Location..... 2 Mil. SE of Mandan  
 on Hwy. 10  
 Air Time..... 6 a.m.-12 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... W. S. Russell  
 Sta., Comm. Mgr..... Paul C. Gussner  
 Program Director..... Merritt Bushee  
 Chief Engineer..... Ray Barnett

**KSJB 600 KC  
5000 W**

JAMESTOWN,  
NORTH DAKOTA

COVERING  
THE GREAT  
NORTHWEST



“CBS --  
The Stars'  
Address”

REPRESENTED NATIONALLY BY WEED & CO.

**NORTH DAKOTA**

**K C J B**

**MINOT—1950—CBS-DRN**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By No. Dakota Bcstg. Co.  
 Address 104 A. So. Main  
 Phone Number 51-161  
 Representative Weed  
 News Service UP  
 Pres., Gen. Mgr. John W. Boler  
 Commercial Manager G. H. McKinnon  
 Sales Prom. Mgr. Charles L. Henshaw  
 Pgm., Prod. Dir. Arv. Johnson  
 News Director Bill Johnson  
 Chief Engineer Don Harris

News Service AP, UP  
 Transcription Service World  
 Representative Walker  
 President, Gen. Mgr. John B. Cooley  
 Sta. Mgr., Chief Engineer C. W. Baker  
 Comm. Mgr., Farm Editor E. H. Cooley  
 Publicity Director Lyle Swigert  
 Prog.-Prod. Dir. James J. Hautman  
 Consulting Engr. Commercial

**K L P M**

**MINOT—1929  
 MBS-GREAT NORTHERN**

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By Minot Bcstg. Co.  
 (Partnership)  
 Business-Studio Address Fair Block  
 Phone Number 41-146  
 Transmitter E. of Minot  
 Air Time 6 a.m.-12 M.

**K O V C**

**VALLEY CITY—1936—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By KOVC, Inc.  
 Business-Studio Address 156 Central Ave. S.  
 Phone Number 408-W  
 Transmitter Location S.W. of town  
 Air Time 6:30 a.m. 11 p.m.  
 News Service UP  
 Pres., Gen., Comm. Mgr. Robert E. Ingstad  
 Program Director Russ Kaber  
 Chief Engineer Charles Sjostrom

**K B M W**

**WAHPETON—1948**

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

**K C J B 910 KC  
 1000 W**

MINOT,  
 NORTH DAKOTA

SERVING  
 THE GREAT  
 NORTHWEST



“CBS —  
 The Stars’  
 Address”

REPRESENTED NATIONALLY BY WEED & CO.

## NORTH DAKOTA—OHIO

Address ..... Willmar, Minn.  
 Phone Number ..... (Wahpeton, N. D.) 567  
 Transmitter Location.. 2 Mi. N. of Breckenridge  
 Air Time..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, BAB  
 President..... Kline E. Bower  
 Gen., Sta., Comm., Prom. Mgr. Herbert E. Nels  
 News, Pgm. Dir., Chief Annr. Geo. Kaufman  
 Chief Engineer..... Grant Unkenholz  
 Farm Editor..... Virgil Fortner

### K W B M

WILLISTON—1948

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..... KWBM Bcstg. Co.  
 Address..... Box 198, Williston  
 Phone Number ..... 1450  
 News Service ..... UP  
 Transcription Service ..... World  
 General Manager ..... Charles L. Scofield  
 Commercial Manager..... James C. Carson  
 Sales Promotion Manager..... Fay Faltys  
 Program Director..... L. P. Holloran  
 Chief Announcer..... Rodney Romine  
 Chief Engineer..... Charles L. Scofield

## AP SELLS

For Stations and Sponsors —

For instance . . . KDIX

“Sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it’s the equivalent of ten salesmen in the field.”

ORVILLE F. BURDA,  
 General Manager,  
 KDIX, Dickinson, North Dakota

## OHIO

*Pop. April 1, 1952 (Est.) 8,276,000—Total Housing Units 2,416,356  
 Families April 1, 1952 (Est.) 2,340,000—Stations in State 70*

### W A D C

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By..... Allen T. Simmons  
 Bus.-Studio Address..... WADC Bldg., corner  
 Main & Mill Sts.  
 Phone Number..... JHerson 6165  
 Transmitter Location..... Route 8, Akron-  
 Cleveland Rd.  
 Air Time..... 5:30 a.m.-1:00 a.m.  
 News Service..... Transradio, UP  
 Transcription Service... Lang-Worth, Standard,  
 World  
 Representative..... George P. Hollingbery  
 Owner-Operator..... Allen T. Simmons  
 Asst. Mgr., Comm. Dir..... Robert B. Wilson  
 Sales Prom. Mgr..... Secret Williams  
 News, Program Dir..... Harold H. Hageman  
 Publicity Director..... Doc Williams  
 Chief Engineer..... Lawrence Hennigan  
 Consulting Engr. .... Glen Gillett

### W A K R

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned By..... Summit Radio Corp.  
 Operated By ..... WAKR  
 Bus.-Studio Address..... First Natl. Tower  
 Phone Number..... HEMlock 6151  
 Transmitter Location..... 739 Swartz Rd.  
 Air Time..... 5:30 a.m.-1:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Weed  
 President, Gen. Mgr..... S. Bernard Berk  
 Asst. Prom. Mgr..... Viola G. Berk  
 Station Manager..... Roger G. Berk  
 Comm.-Sales Prom. Mgr..... Kenneth M. Keegan  
 Pgm., Prod., Pub. Dir..... A. R. Cooper  
 Chief Announcer..... Bob Wylie  
 Chief Engineer..... Irwin L. Knopp



## W C U E

**AKRON—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Akron Bcstg. Corp.  
 Address. Palace Theatre Arcade  
 Phone Number. Fr. 7114  
 Representative. Forjoe  
 News Service. UP  
 President. Tim Elliot  
 General Manager. George K. Stroupe  
 Commercial Manager. Jack Maurer  
 Consulting Engineer. A. D. Ring

## W H K K

**AKRON—1944—MBS**

Frequency: 640 Kc. Power: 1000 Watts  
 Owned-Operated By. United Bcstg. Co.  
 Business-Studio Address. 51 W. State St.  
 Phone Number. Bl. 7101  
 Transmitter Location. Akron Peninsula Rd.  
 Air Time. 6 a.m.-sunset  
 News Service. AP  
 Transcription Service. Thesaurus  
 Representative. Meeker Assoc.  
 President. S. E. Graham  
 General-Station Mgr. R. W. Richmond  
 Comm.-Sales Manager. Cecil Green  
 Program-Production Dir. B. R. Blake  
 Publicity Director. Don O'Neil  
 Chief Engineer. B. V. Berg  
 Consulting Engr. Carl E. Smith

## W A T G

**ASHLAND—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Beer & Koehl  
 Phone Number. 1575-1  
 Transcription Service. Lang-Worth, Thesaurus  
 News Service. AP  
 Co-Owners. Robert Beer, Edgar Koehl  
 General Manager. Robert Beer  
 Comm., Sales Prom. Mgr. Richard Topper  
 Sta. Mgr., Pgm. Dir. Richard Leidy  
 Production Director. Wayne Byers  
 Chief Engineer. Richard Matthes  
 Consulting Engineer. Glenn Gillett

## W I C A

**ASHTABULA—1937—LBS**

Frequency: 970 Kc. Power: 5000 Watts d.,  
 1000 n.  
 Owned-Operated By. WICA, Inc.  
 Business-Studio Address. 221 Center St.  
 Phone Number. 26-221, 27-181  
 Transmitter Location. Ashtabula-Jefferson Rd.  
 Air Time. 7 a.m.-11:15 p.m.  
 News Service. UP  
 Transcription Service. World  
 Representative. McGillvra  
 President. R. B. Rowley

General Manager. D. C. Rowley  
 Station Manager. W. W. Walrath  
 Commercial Manager. D. W. Fassett  
 Program Director. John C. Strasen  
 News Director. H. James Sharp  
 Musical Director. Joan Hart  
 Chief Engineer. F. N. Bernato  
 Consulting Engr. Gautney & Ray

## W A T H

**ATHENS—1950**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Andrew Kovlan & James  
 Sinyard  
 Address. P. O. Box 502  
 News Service. UP  
 Partners. Andrew H. Kovlan,  
 James D. Sinyard  
 Gen. Mgr., Chief Engr. Andrew Kovlan  
 Commercial Manager. J. D. Sinyard  
 Program Director. Joe Klarke  
 Publicity Director. Joe Salley  
 Consulting Engineer. Lynne C. Smeby

## W T R F

**BELLAIRE—1947—MBS**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Operated By. The Tri-City Bcstg. Co.  
 Bus.-Studio-Transmitter Address. The Skyline  
 Phone Number. 1515  
 News Service. AP  
 Transcription Service. Associated, World  
 Representative. Walker  
 Membership. NARTB, BAB  
 V.P., Gen. Manager. Robert W. Ferguson  
 Sales Prom. Mgr. Albert T. Fisher  
 Program Director. Frank Curtis  
 Publicity Director. Helen Gaynor  
 Chief Engineer. George Cowen  
 Consulting Engineer. William Foss

## W I L E

**CAMBRIDGE—1948—KBS**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Land O'Lakes Bcstg. Corp.  
 Business-Studio Address. 917 Beatty Ave.  
 Phone Number. 4-5605  
 Transmitter Location. R. D. No. 1, College  
 Hill  
 Air Time. 6:30 a.m.-local sunset  
 News Service. AP  
 Transcription Service. World  
 President. H. D. McClelland  
 V.P., Gen. Mgr. Howard A. Donahoe  
 Comm. Mgr., Pub. Dir. Richard F. Rose  
 Program Director. David C. Lorimer  
 Chief Engineer. A. G. Engel  
 Consulting Engineer. Frank McIntosh

O H I O

**W A N D**

**CANTON—1947**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned-Operated By: P. C. Wilson  
 Address: 106 High Ave. N.W.  
 Phone Number: 68396  
 Transmitter Location: 20th St. & Whipple Rd., N.W.

**W C M W**

**CANTON—1946**

Frequency: 1060 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Stark Bcstg. Corp.  
 Bus.-Studio Address: Hills & Dales Rd.  
 Phone Number: 5-9475  
 Transmitter Location: Hills & Dales Rd.  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Thesaurus, Capitol World  
 Representative: Sears & Ayer  
 Membership: BAB  
 Pres., Gen. Mgr.: S. L. Huffman  
 Station Manager: Clark L. Dozer  
 Commercial Manager: Ronald Stranathan  
 Pgm., Prod. Director: Robert Valliquette  
 Chief Engineer: Robert Leedham  
 Consulting Engineer: Herbert Wilson

**W H B C**

**CANTON—1925—ABC**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By: Ohio Bcstg. Co.  
 Business-Studio Address: 550 S. Market St.  
 Phone Number: 6-7166  
 Transmitter Location: Richville  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Taylor Co.  
 Membership: NARTB, BAB  
 President: Roy D. Moore  
 General Manager: Joseph K. Vodrey  
 Station Manager: Robert C. Fehlman  
 Commercial Manager: Paul E. Gilmor  
 Sales Prom. Mgr., Pub. Dir.: Marian Zwallen  
 Program Director: James Roberts  
 News Director: Al Frances  
 Musical Director: Charles Pickens  
 Chief Engineer: Kenneth L. Sliker  
 Farm Editor: John Baker  
 Consulting Engr.: Ring & Clark

**W B E X**

**CHILLICOTHE—1947—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Shawnee Bcstg. Co.  
 Business-Studio Address: 27 E. Second St.  
 Phone Number: 2244  
 Transmitter Location: Carlisle Hill  
 Air Time: 6 a.m.-11 p.m.

News Service: AP  
 Transcription Service: World  
 Representative: W. S. Grant  
 Membership: NARTB, BAB  
 General Manager: Truman Morris  
 Sta., Sales Prom. Mgr.: William R. Mnich  
 Program Director: Donald Dick  
 Pub. Dir., Chief Anncr.: Dave Achor  
 News Director: Ron Johnson  
 Chief Engineer: Harold Counts

**W C K Y**

**CINCINNATI—1929**

Frequency: 1530 Kc. Power: 50,000 Watts  
 Owned-Operated By: L. B. Wilson, Inc.  
 Bus.-Studio Address: Hotel Gibson, 5th & Walnut Sts.  
 Phone Number: Cherry 6565  
 Transmitter Location: near Crescent Springs, Ky.  
 Air Time: 24 Hrs.  
 News Service: INS  
 Transcription Service: Standard, Associated  
 Representative: Thomas Welstead  
 Membership: NARTB, BAB  
 President, General Manager: L. B. Wilson  
 Sta.-Comm. Manager, Chief Engineer: C. H. Topmiller  
 News Director: John Murphy  
 Record Librarian: Essie Rupp  
 Farm Editor: Frank Sommerkamp  
 Consulting Engr.: Andrew Ring

**W C P O**

**CINCINNATI—1937—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Scripps-Howard Radio, Inc.  
 Phone Number: Capitol 0777  
 Studio Address: 2345 Symmes St.  
 Transmitter Location: 659 E. 6th St.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Branham  
 President: Jack R. Howard  
 General Manager: M. C. Watters  
 Station Dir.: Glenn Clark Miller  
 Pgm., Prod. Dir.: Earl Corbett  
 Publicity Director: Jack Sebastian  
 News Director: Robert Otto  
 Chief Engineer: Paul Adams

**W K R C**

**CINCINNATI—1922—CBS**

Frequency: 550 Kc. Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By: Radio Cincinnati, Inc.  
 Address-Trans.: Hotel Alms  
 Phone Number: Woodburn 0550  
 News Service: AP  
 Transcription Service: Lang-Worth

# OHIO

**Representative** ..... Katz  
**Membership** ..... **NARTB**  
**Exec. Vice-Pres.** ..... Hulbert Taft, Jr.  
**General Manager** ..... H. E. Fast  
**Promotion Manager** ..... W. B. Hines  
**Local Sales Mgr.** ..... Joel W. Stovell  
**National Sales Mgr.** ..... Kenneth W. Church  
**Program Director** ..... Paul Shumate  
**Production Director** ..... Byron Taggart  
**Chief Engineer** ..... George Wilson

**Transcription Service** ..... **SESAC**  
**Pres., Gen. Mgr.** ..... R. Morris Pierce  
**Asst. to Pres.** ..... Frederick C. Wolf  
**Program Director** ..... Charles Hoover  
**Chief Engineer** ..... William Pettepiece

## W L W

**CINCINNATI—1922—NBC-MBS**

**Frequency:** 700 Kc. .... **Power:** 50,000 Watts  
**Owned-Oper. By** ..... Crosley Bcstg. Corp.  
**Address** ..... Crosley Sq., 140 W. Ninth St.  
**Phone Number** ..... Cherry 1822  
**Transmitter Location** ..... Mason  
**Air Time** ..... 24 Hrs.  
**News Service** ..... INS, UP  
**Transcription Service** ..... Thesaurus  
**Membership** ..... **NARTB, BAB**  
**Chairman of Board** ..... James D. Shouse  
**Pres., General Mgr.** ..... R. E. Dunville  
**Commercial Manager** ..... Harry Mason Smith  
**Dir. of Sales Prom.** ..... Edward G. Felthel  
**Program Director** ..... William P. Robinson  
**Prod. Dir., Chief Anncr.** ..... Chester A. Herman  
**Publicity Director** ..... Gilbert Kingsbury  
**News Director** ..... Dallas DeWeese  
**Gen. Mgr. of Music** ..... Milton Weiner  
**V.P. in Chrg. of Engineering** ..... R. J. Rockwell  
**Dir. of Farm Prog. Dept.** ..... Roy Battles  
*(See Page 258)*

## W S A I

**CINCINNATI—1923—ABC**

**Frequency:** 1360 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Buckeye Bcstg. Co.  
**Bus.-Studio Address** ..... 115 E. Fourth St.  
**Phone Number** ..... Main 1068  
**Transmitter Location** ..... Mt. Healthy  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... UP  
**Transcription Service** ..... Capitol, Lang-Worth  
**Representative** ..... Avery-Knodel  
**President** ..... George B. Storer  
**General Manager** ..... J. Robert Kerns  
**Commercial Mgr.** ..... Robert H. Boulware  
**Program Director** ..... Charles Black  
**Chief Engineer** ..... William Symons

## W D O K

**CLEVELAND—1950—LBS**

**Frequency:** 1260 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... Civic Bcstrs., Inc.  
**Address** ..... 1515 Euclid Ave.  
**Phone Number** ..... Main 1-3370  
**Trans. Location** ..... Rockside Rd., 7 Hills Village  
**Air Time** ..... 24 hrs.  
**News Service** ..... UP, INS

## W E R E

**CLEVELAND—1948**

**Frequency:** 1300 Kc. .... **Power:** 5000 Watts d.  
 5000 Watts n.  
**Owned-Operated By** ..... Cleveland Bcstg. Inc.  
**Address** ..... 1501 Euclid Ave.  
**Phone Number** ..... Superior 1-9600  
**Transmitter Location** ..... Ridge Rd., N. Royalton  
**Air Time** ..... 5:30 a.m.-1:00 a.m.  
**News Service** ..... AP, INS  
**Transcription Service** ..... Lang-Worth, World  
**Membership** ..... **NARTB**  
**President** ..... Ray T. Miller  
**Gen., Sta. Mgr.** ..... Bob Neal  
**Commercial Manager** ..... O. Keith Baldwin  
**Publicity Director** ..... Ed Stevens  
**Sales Promotion Manager** ..... Ed Paul  
**Program Director** ..... John Kurtz  
**Production Director** ..... John Wellman  
**Chief Engineer** ..... M. L. Snedeker  
**Consulting Engineer** ..... George Adair

## W G A R

**CLEVELAND—1930—CBS**

**Frequency:** 1220 Kc. .... **Power:** 50,000 Watts  
**Owned-Operated By** ..... WGAR Bcstg. Co.  
**Address** ..... Hotel Staller  
**Phone Number** ..... Prospect 1-0200  
**Transmitter Location** ..... Broadview & Akins Rd.,  
 Broadview Hts.  
**Air Time** ..... 5:30 a.m.-1:05 a.m.  
**News Service** ..... INS, UP  
**Transcription Service** ..... World  
**Station Representative** ..... Petry  
**Membership** ..... **NARTB**  
**President** ..... John F. Patt  
**General Manager** ..... Carl E. George  
**Commercial Manager** ..... John Garfield  
**Sales Promotion Manager** ..... Julius Glass  
**Program Director** ..... Reg Merridew  
**Production Director** ..... Stanley Gee  
**Publicity Director** ..... Robert Smith  
**Chief Announcer** ..... Charles Roberts  
**News Director** ..... Charles Day  
**Musical Director** ..... Henry Pildner  
**Chief Engineer** ..... Bob Fox

## W H K

**CLEVELAND—1921—MBS**

**Frequency:** 1420 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... United Bcstg. Co.

# OHIO

Business-Studio Address..... 500 Euclid Avenue  
 Phone Number..... Express 1-5000  
 Transmitter Location..... Pleasant Valley Rd.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... ASCAP, BMI  
 Representative..... Headley-Reed  
 Membership..... NARTB, BAB  
 President..... Sterling Graham  
 General Manager..... K. K. Hackathorn  
 Commercial Manager..... J. B. Maurer  
 Sales Prom. Manager..... Louis Oswald  
 Program Director..... C. M. Hunter  
 Production Director..... James Aubele  
 Chief Engineer..... R. H. DeLany  
 Consulting Engr..... Carl E. Smith

Commercial Manager..... Robert Detchon  
 Pgm., Prod. Director..... Paul Nakel  
 Chief Announcer..... Paul Nakel  
 News Director..... David Stashower  
 Chief Engineer..... Thomas Ghidui  
 Consulting Engr..... George Davis

## W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WJW, Inc.  
 Business-Studio Address..... 1375 Euclid Ave.  
 Phone Number..... SUperior 1-0101  
 Transmitter Location..... North Royalton  
 Air Time..... 6 a.m.-1 a.m.  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... H-R Representatives, Inc.  
 President..... William M. O'Neil  
 Vice-President..... Lawrence Webb  
 General Manager..... William Lemmon  
 Program Director..... Bruce MacDonald  
 Chief Engineer..... Gerold G. Roberts

## W J M O

CLEVELAND—1947

Frequency: 1540 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... WJMO Bcstg. Co.  
 Address..... 2157 Euclid Ave.  
 Phone Number..... SUperior 1-4424  
 Air Time..... Local sunrise-local sunset  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Adam J. Young, Jr.  
 President..... W. J. Marshall  
 Sta.-Gen. Mgr..... Dave Baylor

## W S R S

CLEVELAND—1947

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

# WE COUNTED THE CUSTOMERS!



Ratio of Results

	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Last in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no "if came" phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

# WJMO

Adam J. Young, Jr., Inc.  
 National  
 Representatives

1000 WATTS  
 in  
 CLEVELAND

OHIO

Bus.-Studio-Transmitter Address . 2156 Lee Rd.  
 Phone Number . . . . . ERievew 1-2005  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Forjoe & Co.  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Sta. Mgr., Pgm. Dir. . . . . S. R. Sague  
 Commercial Mgr. . . . . Jack D. Kelly  
 Sales Promotion Manager . . . . . Will Dougherty  
 Production Director . . . . . Stan Dale  
 Musical Dir. . . . . Lenabelle Guerin  
 News Director . . . . . Bob Engel  
 Chief Engineer . . . . . Ben Whittaker

**WTAM**

**CLEVELAND—1923—NBC**

Frequency: 1100 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . National Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 30 Rockefeller Plaza,  
 N. Y.  
 Phone Number . . . . . CHerry 1-0942  
 Transmitter Location . . . . . Brecksville  
 Air Time . . . . . 5:30 a.m.-1 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . NBC Spot Sales

Membership . . . . . NARTB  
 President (NBC) . . . . . Joseph H. McConnell  
 General Manager . . . . . John McCormick  
 Pgm., Prod. Dir. . . . . Joseph Bova  
 Sales Manager . . . . . Eugene Myers  
 Pub. & Prom. Director . . . . . Clement G. Scerback  
 Dir. Pub. Affairs . . . . . J. E. Hines  
 News Director . . . . . Edward Wallace  
 Engineer-in-Charge . . . . . S. E. Leonard  
 Consulting Engr. . . . . NBC Engineers

**WBNS**

**COLUMBUS—1924—CBS**

Frequency: 1460 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . Radiohio, Inc.  
 Business-Studio Address . . . . . 33 N. High St.  
 Phone Number . . . . . Ad. 9265  
 Transmitter Location . . . . . 1037 Barnett Rd.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associate  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 General Manager . . . . . Richard A. Borel  
 Commercial Manager . . . . . W. I. Orr

**"BEST BY TEST!!"**

IN THE CLEVELAND MARKET

**WSRS**

*The Family Station!!*

**CLEVELAND'S ONLY NEWS STATION  
 ON THE AIR . . . 24 HOURS DAILY  
 'ROUND THE CLOCK**

**LOCAL NEWS EVERY SIXTY  
 MINUTES ON THE HALF  
 HOUR 'ROUND THE CLOCK**

**WSRS  
 CLEVELAND**

**ASK FOR JOE FOR THE COMPLETE SUCCESS STORY!!**

# OHIO

Sales Prom. Director..... Jim Yerian  
 Program Director..... Geer Parkinson  
 Chief Announcer..... Russell Canter  
 Musical Director..... Paul Neal  
 News Director..... Chet Long  
 Chief Engineer..... Lester H. Nafzger  
 Consulting Engineer..... Jansky & Bailey

## WCOL

**COLUMBUS—1922—ABC**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Pixley's, Inc.  
 Business-Studio Address..... E. Broad & Young St.  
 Phone Number..... MAin 4581  
 Transmitter Location..... 555 W. Goodale St.  
 News Service..... AP, UP  
 Transcription Service..... Lang-Worth, World  
 Representative..... H-R Reprs., Inc.  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr..... L. A. Pixley  
 Program Director..... Phil S. Bradford  
 Chf. Ann., Pgm. Dir..... William L. Belaney  
 Publicity Director..... Margie J. Ruddock  
 Chief Engineer..... Harold E. Beard  
 Consulting Engr..... Robert M. Higgs

## WHKC

**COLUMBUS—1921—MBS**

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Operated By..... United Bcstg. Co.  
 Business-Studio Address..... 22 E. Gay St.  
 Phone Number..... Adams 1101  
 Transmitter Location..... 901 Obetz Rd.  
 Air Time..... 6 a.m.-1 a.m.  
 News Service..... INS, UP  
 Transcription Service..... Lang-Worth  
 Representative..... Paul H. Raymer  
 President..... Sterling Graham  
 V.P., Gen.-Sta. Mgr..... Carl M. Everson  
 Comm.-Sales Prom. Mgr..... H. H. Hoessly  
 Program-Production Dir..... John B. Moses  
 Publicity Director..... Rita Thomas  
 Chief Ann., News Dir..... Budd Sweeney  
 Musical Director..... John Kenward Agnew  
 Chief Engineer..... William C. Minor  
 Consulting Engr..... United Bcstg. Co.

## WVCO

**COLUMBUS—1951—BUCKEYE**

Frequency: 1580 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Skyway Bcstg. Corp.  
 Address..... 274 S. 3rd St.  
 Phone Number..... Main 5247  
 News Service..... UP, INS  
 Transcription Service..... Associated, Capitol  
 Representative..... Forjoe  
 President..... Gustav Hirsch  
 General Manager..... Bert Charles  
 Commercial Manager..... Robert Hill  
 Promotion Manager..... Mary Ladyne Weaver  
 News, Farm Director..... John Terry  
 Chief Engineer..... Gene Liggett

## WTNS

**COSHOCTON—1947**

Frequency: 1560 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Coshocton Bcstg. Co.  
 Business-Studio Address..... 114 N. 6th St.  
 Phone Number..... 1560, 2140  
 Transmitter Location..... Roscoe  
 Air Time..... Sunrise-sunset  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr..... Bruce Wallace  
 Commercial Manager..... James Sigman  
 Pgm., News Director..... Michael Joseph  
 Production Director..... Mark Lucas  
 Publicity Director..... Lynn Burkholder  
 Promotion Dir..... William Kirk  
 Chief Engineer..... Eugene Wiggins  
 Consulting Engr..... Jansky & Bailey

## WHIO

**DAYTON—1935—CBS**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Miami Valley Bcstg. Corp.  
 Business-Studio Address..... 45 S. Ludlow St.  
 Phone Number..... Adams 2261  
 Transmitter Location..... Hempstead Rd., R.R. 2  
 News Service..... AP, INS, UP  
 Transcription Service..... Standard, Associated  
 Representative..... Bolling  
 President..... James M. Cox, Jr.  
 General Manager..... Robert H. Moody  
 Commercial Manager..... Harvey R. Young, Jr.  
 Program Director..... Wade H. Alley  
 Chief Engineer..... Ernest L. Adams

## WING

**DAYTON—1924—ABC**

Frequency: 1410 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Great Trails Bcstg. Co.  
 Business-Studio Address..... 121 N. Main St.  
 Phone Number..... ADams 3288  
 Transmitter Location..... E. David Rd.  
 Air Time..... 6 a.m.-1:30 a.m.  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... H. R. Representative, Inc.  
 President..... Charles Sawyer  
 Exec. V.P..... John Pattison Williams  
 General Manager..... Adna Karns  
 Program Director..... Arthur L. Martin  
 Prod.-Musical Dir..... Charles G. Reeder  
 Publicity Director..... Jean Broome  
 Chief Engineer..... H. Lloyd House  
 Consulting Engr..... George C. Davis

## WONE

**DAYTON—1949—MBS**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Skyland Bcstg. Corp.

# OHIO

Address.....5 S. Jefferson St.  
 Phone Number.....Michigan 6501  
 Air Time.....19 Hrs.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....Ronald B. Woodyard  
 National Sales Mgr.....Jack Thornquest  
 Commercial Manager.....William J. Warren  
 Sls. Prom. Mgr., Pgm. Dir. Ronald B. Woodyard

## W O N W

**DEFIANCE—1949**

Frequency: 1280 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Defiance, Bryan, Poulding  
 Bcstg. Co.  
 Address.....U. S. Route 24  
 Phone Number.....32226  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 President.....Richard W. Crowell  
 Gen., Sta., Comm. Mgr.....Glenn R. Thayer  
 Program Director.....Walter Weaver  
 Consulting Engineer.....Harold B. Rothrock

## W J E R

**DOVER—1950**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dover Bcstg. Co., Inc.  
 Address.....210 Blvd.  
 Phone Number.....42-125  
 Transcription Service.....World  
 News Service.....UP  
 Representative.....Robert S. Keller  
 Owner.....Agnes J. Reeves Greer  
 General Manager.....Ford Billings  
 Commercial Manager.....John C. Needs  
 Pgm., Prod. Director.....Donald W. Wolford  
 Chief Engineer.....William McClellan  
 Farm Editor.....Wesley Greenfield

## W L I O

**EAST LIVERPOOL—1948**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Business-Studio Address.....Pottery Bcstg. Co.  
 Phone Number.....Main 5190  
 Transmitter Location.....Irish Ridge Rd.  
 Air Time.....7 a.m.-sunset  
 News Service.....UP  
 Membership.....NARTB, BAB  
 President.....Earl D. Eisenhower  
 Gen., Sta., Comm. Mgr.....Paul B. Saliner  
 Pgm., Prod. Dir., Chief Ann. Douglas Bateman  
 News Director.....Joseph Puglia  
 Musical Director.....June Bateman  
 Chief Engineer.....William Siebenthal  
 Consulting Engineer.....Weldon & Carr

## W O H I

**EAST LIVERPOOL—1949—LBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....East Liverpool Bcstg. Co.  
 Address.....516 Market St.  
 Phone Number.....Main 1490  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....W. S. Grant Co., Inc.  
 President, Manager.....Richard V. Beatty  
 Gen., Comm. Mgr.....Richard E. Kaiser  
 Program Director.....Bob Metcalf  
 Chief Engineer.....Mike Battle

## W E O L

**ELYRIA-LORAIN—1948**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.  
 Address.....Elyria Savings and Trust Bldg.  
 Phone Number.....2255  
 Transmitter Location.....Grafton  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Membership.....BAB  
 President.....Roy W. Ammel  
 Gen.-Sta.-Comm. Mgr.....Maurice J. Condon  
 Sales Prom. Manager.....Douglas Lillico  
 Pgm. Dir., Chief Ann.....Viets Collister  
 Production Director.....Bill Reid  
 Publicity Director.....Jack O'Brien  
 News Director.....Don Kirk  
 Chief Engineer.....Gerald McCasland  
 Consulting Engr.....Weldon & Carr

## W F I N

**FINDLAY—1941**

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....The Findlay Publ. Co.  
 Bus.-Studio Address.....101½ W. Sandusky St.  
 Phone Number.....Main 1330  
 Transmitter Location.....2½ Mi. SE Findlay  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....INS, UP  
 Transcription Service.....Thesaurus  
 Membership.....BAB  
 President.....R. L. Heminger  
 Gen., Sta., Comm. Mgr.....Harold H. Heminger  
 Program Director.....Allen P. Dudley  
 Chief Engineer.....Edgar C. Smith

## W F R O

**FREMONT—1949**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wolf Bcstg. Corp.  
 Address.....905 W. State St.  
 Phone Number.....Main 3401  
 Transcription Service.....Thesaurus, World  
 News Service.....INS  
 President.....Robert F. Wolfe

# OHIO

General Manager.....R. C. Force  
 Comm., Prom. Mgr.....J. Waddell Kerr  
 Pgm., Farm Director.....Frank Swartz  
 Chief Engineer.....Allen Kauble

## WJEH

**GALLIPOLIS—1950**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Ohio Valley on the Air, Inc.  
 Address.....Box 244  
 Phone Number.....1160  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Grant  
 President.....John E. Halliday  
 General Manager.....Truman A. Morris  
 Promotion Manager.....Mrs. Phyllis W. Sheets  
 News Director.....Mrs. Leanna S. Haskins  
 Chief Engineer.....Paul Franzel

## WMOH

**HAMILTON—1944—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By....Fort Hamilton Bcstg. Co.  
 Bus.-Studio Address...Second Natl. Bank Bldg.  
 Phone Number.....Hamilton 4-6543  
 Transmitter Location.....Middletown Pike  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Robert J. Briede  
 Gen., Comm. Mgr.....Robert L. Odson  
 Program Director.....Robert F. Spina  
 News Dir., Chief Ann.....Joseph Weckerle  
 Chief Engineer.....Joseph Briggs

## WIRO

**IRONTON—1951—NBC-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner.....Iron City Bcstg. Co.  
 Address.....Radio Plaza  
 Phone Number.....360  
 Air Time.....6:30-M.  
 Representative.....McGillvra  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Glacus G. Merrill  
 Station Manager.....Robert Edge  
 Commercial Manager.....Dempsey McFann  
 Program Director.....Edward Paulin  
 Production Director.....Donna Mae Seicrist  
 Chief Engineer.....Chester Christensen  
 Consulting Engineer.....Beryl Snyder

## WHOK

**LANCASTER—1948**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned Oper. By...Hocking Valley Bcstg. Corp.

Address-Trans. Loc.....Memorial Dr.  
 Phone Number.....4500  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus  
 Representative.....McGillvra  
 President.....Walson Emery  
 Gen., Comm. Manager.....J. E. Brown  
 Program Director.....Benny Bee  
 News Director.....Donald W. White  
 Chief Engineer.....Charles R. Houston

## WIMA

**LIMA—1948—ABC**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.  
 Business-Studio Address.....223 N. Main St.  
 Phone Number.....6-3841  
 Transmitter Location.....2500 McClain Rd.  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NARTB, BAB  
 President.....G. E. Hamilton  
 General Sta. Mgr.....R. W. Mack  
 Commercial Mgr.....C. B. Heller  
 News Director.....Don Sherwood  
 Program Dir.....Ester Straker  
 Chief Engineer.....A. J. F. Smith  
 Consulting Engr.....George Davis

## WLOK

**LIMA—1936—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLOK, Inc.  
 Business Address.....Nat'l Bank Bldg.  
 Phone Number.....6-3411  
 Transmitter Location.....Rice Ave.  
 News Service.....UP  
 Representative.....H-R Reprs., Inc.  
 President.....L. A. Pixley  
 Gen., Sta. Mgr.....Robert O. Runnerstrom  
 Sales Prom. Mgr., Pub. Dir.....Pete Stanley  
 Program Dir.....Dave Lee  
 News Director.....Lyle Lee  
 Chief Engineer.....Darrel Hunter

## WMAN

**MANSFIELD—1939—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Business-Studio Address...144½ Park Ave. W.  
 Phone Number.....4235-6  
 Transmitter Location.....Longview Ave.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....The Taylor Co.  
 Membership.....NARTB, BAB  
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara  
 Sales Prom. Manager.....Carl Kindt  
 Prod.-Mus.-Prog.-Pub. Dir.....Robert James  
 Chief Engineer.....William Morrison



## W M O A

**MARIETTA—1946—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Marietta Bcstg. Co.  
 Business Address ..... P. O. Box 201  
 Phone Number ..... 1690  
 Studio-Transmitter Location ..... 409 Oakwood  
 Ave., Williamstown, W. Va.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... W. S. Grant  
 President ..... William G. Wells  
 General Manager ..... R. Sanford Guyer  
 Chief Engineer ..... Charles E. Clark

## W M R N

**MARION—1940—ABC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The Marion Bcstg. Co.  
 Business Address ..... P. O. 518  
 Phone Number ..... 2-6666-7  
 Transmitter Location ..... ¼ Mi. N. of city limits  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Horace Stovin, Canada  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr. .... Robert T. Mason  
 Commercial Manager ..... Robert M. Sprouse  
 Prom. Mgr., Pub. Dir. .... R. T. Mason, Jr.  
 News Director ..... Joe Ionne  
 Musical Director ..... Richard Stadler  
 Chief Engineer ..... Francis Joseph Peters

## W P F B

**MIDDLETOWN—1947**

Frequency: 910 Kc. .... Power 1000 Watts d.  
 100 Watts n.  
 Owned-Operated By ..... Paul F. Braden  
 Address-Trans. Loc. .... Lebanon-Coles Rd.  
 Phone Number ..... 2-3625  
 Air Time ..... 5:30 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, Sesac  
 Pres., Gen., Sta. Mgr. .... Paul F. Braden  
 Commercial Manager ..... Ranny Daly  
 Prog., Prod. Dir. .... Jack Kistler  
 News Director ..... Harold Calvin  
 Traffic & Pub. Dir. .... Jean Murphy  
 Musical Director ..... Jack Sheehan  
 Chief Engineer ..... Larry Beckwith  
 Farm Editor ..... Homer Tingle  
 Continuity Director ..... Jean Anne Young  
 Consulting Engineer ..... George Davis

## W C L T

**NEWARK—1946**

Frequency: 1430 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Advocate Printing Co.  
 Address ..... Newark, Ohio

Phone Number ..... 4007  
 Transmitter Location ..... Jackson Rd., Route 13  
 Air Time ..... 6:45 a.m.-Sunset  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Meeker Associates  
 Membership ..... NARTB  
 President ..... Frank W. Spencer  
 General Manager ..... Thomas A. Rogers  
 Commercial Mgr. .... Robert Pricer  
 Program Director ..... Lewis Greenough  
 Chief Engineer ..... Benjamin Windle

## W P T W

**PIQUA—1947—OSN**

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. .... Miami County Bcstg. Co., Inc.  
 Address-Trans. .... 1625 W. Covington Ave.  
 Phone Number ..... 1420-1  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... World  
 Pres., Gen., Comm., Sta. Mgr. .... Richard E. Hunt  
 Pub.-Pgm.-Production Dir. .... Robert Bulp  
 Musical Director ..... Anne Steenrod  
 Chief Announcer ..... Kenny Rench  
 News Director ..... Bill Fox  
 Chief Engineer ..... Bob Blaney  
 Consulting Engr. .... Odes E. Robinson

## WPFB

Middletown-Dayton-Hamilton

Serving 2 million people  
 1 million of which are in  
 rural areas & small communities

Daily news broadcasts  
 from newspaper offices in

- Miamisburg
- Oxford
- Lebanon
- Eaton
- Leesburg
- Germantown

910 Kc

1000 Watts

Middletown, Ohio

**WNXT****PORTSMOUTH—1951—ABC**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Operated By... Portsmouth Bcstg. Co.  
 Address... Masonic Temple Bldg.  
 Phone Number... 2-1961  
 Transmitter Location... ½ Mi. N. of Portsmouth  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Standard  
 Representative... Everett-McKinney  
 Pres., Gen., Sta., Comm. Mgr., Marshall Rosene  
 Program Director... Dean Sturm  
 Prod., Musical Director... Phil Phillips  
 Publicity Director... Lillian Sagraves  
 Chief Announcer... Bill Dawson  
 News Director... Frank Balmert  
 Chief Engineer... Russell Newman  
 Consulting Engineer... Wm. L. Foss

**WPAY****PORTSMOUTH—1935—CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... The Scioto Bcstg. Co.  
 Bus.-Studio-Trans. Address... 1009 Gallia St.  
 Phone Number... 3-2111  
 Air Time... 6 a.m.-12 M.  
 News Service... AP  
 Transcription Service... Associated  
 Representative... The Taylor Co.  
 Membership... NARTB, BAB  
 President... Roy D. Moore  
 Director of Radio... Eugene Carr  
 Station Comm. Mgr... Gerald F. Boyd  
 Production Director... Mary Bercini  
 Program Director... E. G. Sheridan  
 News Editor... E. L. Kaufman  
 Chief Engineer... Maurice L. Myers

**WLEC****SANDUSKY—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Lake Erie Bcstg. Co.  
 Address... 1640 Cleveland Rd.  
 Phone Number... 5170  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... World, Lang-Worth,  
 Associated  
 Membership... NARTB, BAB  
 Pres., General-Station Mgr... Albert E. Heiser  
 Commercial Manager... Ralph S. Silver, Jr.  
 Program Director... Ray Sherman  
 News Director... Irwin Hunt  
 Chief Engineer... Jay Leibach  
 Consulting Engr... George Davies

**WIZE****SPRINGFIELD—1940—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Voice of Springfield

Trans.-Address... 117 W. High St.  
 Phone Number... 3-4955  
 News Service... AP  
 Transcription Service... World  
 Representative... H. R. Representative, Inc.  
 President... Charles Sawyer  
 Exec. V.P... J. P. Williams  
 Station Manager... Arthur L. Martin  
 Program Director... Robert Christol  
 Promotion Manager... John McEnaney  
 Chief Engineer... Victor L. Bushong

**WJEL****SPRINGFIELD—1947**

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Champion City Bcstg. Co.  
 Business Address... Guardian Bank Bldg.  
 Phone Number... 3-4676  
 Transmitter Location... 801 Bechtle Ave.  
 News Service... UP  
 Representative... McGillvra  
 President, Gen. Mgr... Chester R. Hinkle  
 Commercial Manager... R. D. Chew  
 Program Director... Paul Miller  
 News Director... Bill Morgan  
 Chief Engineer... Fred Eckardt

**WWSO****SPRINGFIELD—1947—LBS-KBS**

Frequency: 1210 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Radio Springfield, Inc.  
 Address... Spring & High  
 Phone Number... 3-6488  
 Transmitter Location... Arthur Rd.  
 Air Time... Sunrise-Sunset  
 Transcription Service... M. M. Cole  
 President... Bradley Kincaid  
 Commercial Mgr... E. Purnelle  
 Program Director... Ford Rush, Jr.  
 Chief Engineer... Ed Stuepak

**WSTV****STEBENVILLE—1940—MBS—OHIO NET**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... WSTV, Inc.  
 Bus.-Studio Address... Exchange Realty Bldg.  
 Phone Number... 2-6265-6-7  
 Transmitter Location... Altamont Hghts.  
 Air Time... 6 a.m.-1 a.m.  
 News Service... UP  
 Transcription Service... World  
 Representative... Pearson  
 President... Jack N. Berkman  
 Gen.-Comm.-Sta. Mgr... John J. Laux  
 Pgm., Prod., Pub. Dir... Joseph M. Troesch  
 News Director... Scott McMurray  
 Chief Engineer... Charles S. Shepherd  
 Consulting Engr... George C. Davis

OHIO

## WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Oper. By: The Fort Industry Co.  
Bus.-Studio Address: 199 Pierce St., Birmingham  
Phone Number: Midwest 4-7700  
Transmitter Location: R.F.D. Oregon Rd.  
News Service: INS, UP  
Transcription Service: World, Lang-Worth  
Representative: Katz  
President: George B. Storer  
Managing Director: Ailen L. Haid  
Local Comm. Mgr.: Westford F. Shannon  
Program Director: Robert Evans  
Promotion Manager: Richard Gourley  
News Director: James Uebelhart  
Chief Engineer: William M. Stringfellow

## WTOD

TOLEDO—1946—LBS

Frequency: 1560 Kc. Power: 1000 Watts d.  
Owned-Operated By: Unity Corp.  
Business-Studio Address: 515 Madison Ave.  
Phone Number: Garfield 5551  
Transmitter Location: Byrne & Arlington Rds.  
Air Time: 6 a.m.-sunset  
News Service: AP  
Transcription Service: Lang-Worth, Associated  
Representative: Headley-Reed  
President: Edward Lamb  
Gen., Sta., Comm. Mgr.: Sunne Miller  
News, Program Director: Doug Tabner  
Sales Promotion Mgr.: John Koerber  
Production Director: Richard Rice  
Musical Director: Larry Owens  
Chief Engineer: Robert Sowers  
Consulting Engr.: George Adair

## WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Community Bcstg. Co.  
Trans.-Address: Bell Bldg.  
Phone Number: Adams 3291  
Air Time: 19 hrs.  
News Service: AP, UP  
Transcription Service: Standard  
Representative: Paul H. Raymer  
Membership: NARTB  
President: Frazier Reams  
Gen.-Station Mgr.: Thomas S. Bretherton  
Commercial Manager: Morton Neipp  
Sales Prom. Mgr.: Pgm.-Pub.  
Prod. Dir.: Bob Krieghoff  
Chief Ann., News Dir.: Charles Baxter  
Musical Director: Lee Leali  
Chief Engineer: Harold Holmes  
Consulting Engr.: Andy Ring

# WRFD COVERS OHIO

- Primary coverage area includes 4,866,698 people with nearly \$5 billion of buying power.
- Reaches 199,359 farm families who have more than a billion dollars in spendable income.
- Listened to by 57% of the farm people in Ohio.

Write today for complete Market Data on WRFD prepared by A. C. Neilson Jr.

## 5000 WATTS

## 880 KC



Worthington  
Ohio

Represented nationally by  
**O. L. Taylor Company**

# O H I O

## W H H H

### WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned-Oper. By: Warren Tribune Radio Station, Inc.  
 Business-Studio Address: 108 Main St.  
 Phone Number: 2212-9  
 Transmitter Location: Lordstown Center  
 Air Time: 6:45 a.m.-M.  
 News Service: AP  
 Transcription Service: Associated, SESAC  
 Representative: Joseph Hershey McGillvra  
 President: Helen Hart Huribert  
 General Manager: H. R. Farrall  
 Sta., Comm. Mgr., Pgm., Prod. Dir.: Carl J. Raymond  
 News Director: Bill Loftus  
 Chief Engineer: Robert E. Hardy

## W W S T

### WOOSTER—1947

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Wooster Republican Ptg. Co.  
 Phone Number: 760  
 Transmitter Location: 1.8 Mi. E. of City, Rte. 30  
 News Service: AP  
 Transcription Service: Capitol, World  
 General Manager: E. B. Evans  
 Commercial Manager: K. S. Gordon  
 Program Director: R. E. Heeter  
 Chief Engineer: Willis Sherman

## W R F D

### WORTHINGTON—1947—LBS

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Peoples Bcstg. Corp.  
 Phone Number: FR 2-5342  
 Transmitter Location: Powell Rd. & Rte. 23  
 News Service: AP, INS  
 Transcription Service: Thesaurus  
 Representative: O. L. Taylor Co.  
 President: M. D. Lincoln  
 Vice-Pres., Gen. Mgr.: Herbert E. Evans  
 Comm. Station Manager: J. D. Bradshaw  
 Program Director: Robert C. Miller  
 News Director: Winted C. Arthurs  
 Production Manager: Bob Geis  
 Chief Engineer: Harold Schaaf  
 Farm Editor: Robert C. Miller, Clyde Keathly  
 (See Page 583)

## W B B W

### YOUNGSTOWN—1949

Frequency: 1240 Kc. Power: 250 Watts d.  
 Owner: Mahoning Valley Bcstg. Corp.  
 Address: Warner Theatre Bldg.  
 Phone Number: 44421  
 Transmitter Location: 418 Knox St.  
 Air Time: 5:30 a.m.-1:05 a.m.  
 News Service: AP, INS

Trans. Serv.: Associated, Lang-Worth  
 Station Representative: Fcrjoe & Co.  
 Membership: NARTB, BAB  
 President: John Cherpack, Jr.  
 Vice-Pres., Gen-Comm. Mgr.: Gene Trace  
 Program Director: Tony Ross  
 Publicity Director: Dorothy Park  
 Chief Engineer: John Cherpack, Jr.

## W F M J

### YOUNGSTOWN—1939—ABC-NBC

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: WFMJ Bcstg. Co.  
 Business-Studio Address: 101 W. Boardman  
 Phone Number: 3-4121  
 Transmitter Location: Boardman-Poland Rd.  
 Air Time: 6 a.m.-1:05 a.m.  
 News Service: AP, UP  
 Transcription Service: Thesaurus, Standard  
 Representative: Headley-Reed  
 Membership: NARTB, BAB  
 Pres., Gen., Sta. Mgr.: William F. Maag, Jr.  
 Comm. Mgr.: Leonard E. Nasman  
 Program Director: Ronald W. Richards  
 Chief Engineer: Frank A. Dieringer

## W K B N

### YOUNGSTOWN—1926—CBS

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: WKBN Bcstg. Corp.  
 Bus.-Studio Address: 2930 Sunset Blvd.  
 Phone Number: 2-1145  
 Transmitter Location: 3930 Sunset Blvd.  
 News Service: UP, AP  
 Transcription Service: World, Lang-Worth,  
 McGregor  
 Representative: Paul H. Raymer  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr.: Warren P. Williamson, Jr.  
 Station Dir.: J. Lothair Bowden  
 Promotion Mgr.: Howard Rempes  
 Prog., Prod. Dir.: Don Brice  
 Chief Engineer: B. T. Wilkins

## W H I Z

### ZANESVILLE—1924—NBC

Frequency: 1240 Kc. Power: 250 Watts  
 Owner: Southeastern Ohio Bcstg. System, Inc.  
 Business-Studio Address: Lind Arcade Bldg.  
 Phone Number: 2-5431  
 Transmitter Location: Newark Rd.  
 News Service: AP, UP  
 Transcription Service: World  
 Representative: John E. Pearson  
 Membership: NARTB, BAB  
 President: Clay Littick  
 Gen., Station Manager: Vernon A. Nolte  
 Commercial Manager: Nate Milder  
 Chief Engineer: William A. Hunt

# OKLAHOMA

Pop. April 1, 1952 (Est.) 2,231,000—Total Housing Units 715,418  
Families April 1, 1952 (Est.) 623,000—Stations in State 43

## K A D A

ADA—1934—ABC-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KADA Bcstg., Inc.  
Business Address . . . . . Box 642  
Phone Number . . . . . 12-3  
Studio-Transmitter Address . . . . . No. Broadway  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . The Taylor Co.  
Membership . . . . . NARTB, BAB  
President . . . . . Dr. C. C. Morris  
General Manager . . . . . Billy T. Hoover  
Station Manager . . . . . Brown Morria  
Prod. Music Dir. . . . . Zelma Dean Woods  
Publicity Director . . . . . Nadine Mullinax  
Pgm. Dir., Chf. Annr. . . . . Monte C. Bell  
News Director . . . . . Charles Seybert  
Chief Engineer . . . . . George Miller  
Consulting Engineer . . . . . Weldon & Carr

## K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Altus Bcstg. Co., Inc.  
Business Address . . . . . Radio Bldg.  
Phone Number . . . . . 1405  
Studio-Add. Trans. Loca. . . . . E. Bradford  
Air Time . . . . . 7 a.m.-10 p.m.  
News Service . . . . . AP  
Representative . . . . . Hil F. Best  
Membership . . . . . NARTB, BAB  
Pres., Gen. Mgr. . . . . Frank E. Wimberly  
Chief Engineer . . . . . Ernest Baucum

## K V S O

ARDMORE—1935—ABC  
OKLA. NET

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . John F. Easley  
Bus. Studio Address . . . . . 112 N. Washington  
Phone Number . . . . . 3030  
News Service . . . . . AP  
Transcription Service . . . . . World, SESAC  
Representative . . . . . The Taylor Co.  
Membership . . . . . NARTB  
General Manager . . . . . Albert Bloom  
Sta., Comm. Mgr. . . . . J. E. Bloom  
Program Director . . . . . Dolly Dutton  
Publicity Director . . . . . Gayley Varnell  
Chief Announcer . . . . . Heywood Vaughn  
Chief Engineer . . . . . William E. Kolb

## K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Bartlesville Bcstg. Co.  
Bus. Studio Address . . . . . Union Natl. Bank Bldg.  
Phone Number . . . . . 1400  
Transmitter Location . . . . . 9 Mi. NE on U. S. 75  
President, Manager . . . . . J. Fred Case

## K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Washita Valley Bcstg. Corp.  
Address . . . . . KWCO Bldg.  
Phone Number . . . . . 2899  
Transmitter Location . . . . . 4th & Grand  
Air Time . . . . . 6 a.m. local sunset  
News Service . . . . . AP  
President . . . . . P. D. Jackson  
Program Director . . . . . Lorine Null  
Chief Engineer . . . . . Neal M. Allen

## K W O E

CLINTON—1949—LBS

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Western Okla. Bcstg. Co.  
Address . . . . . Box 706  
Phone Number . . . . . 617  
Transmitter Location . . . . . Neptune Park  
News Service . . . . . UP  
Transcription Service . . . . . SESAC  
Station Representative . . . . . Hil F. Best  
General Manager . . . . . V. M. Preston  
Chief Engineer . . . . . Hugh Gaston  
Consulting Engr. . . . . Colton & Foss

## K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. . . . . Power: 250 Watts d.,  
100 n.  
Owned-Operated By . . . . . Duncan Bcstg. Co.  
Address . . . . . Hwya. 81 at Pine St.  
Phone Number . . . . . 1350  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World  
Membership . . . . . NARTB  
President . . . . . R. H. Drury  
Sta., Comm. Mgr. . . . . Leo Morris  
Sales Prom. Mgr. . . . . Joe Fisher  
Pgm., Prod., Pub. Dir. . . . . Henry Mattison  
Chief Engineer . . . . . William D. Buford

# OKLAHOMA

## K S E O

**DURANT—1947—KBS**

Frequency: 750 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . Democrat Printing Co.  
 Address . . . . . Box 511  
 Phone Number . . . . . 2200  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Partners . . . . . R. F. Story, Bennett Story  
 General Manager . . . . . Leroy Moses  
 Chief Engineer . . . . . Curtis Parish

## K A S A

**ELK CITY—1932—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Southwest Bcstg. Co.  
 Business-Studio Address . . . 150 North Randall  
 Phone Number . . . . . 731  
 Transmitter Location . . . . . No. Randall  
 Manager . . . . . Lonnie J. Preston

## K C R C

**ENID—1931—ABC-OKLA. NET**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Enid Radiophone Co.  
 Bus.-Studio Address . . . . . Broadway Tower  
 Phone Number . . . . . 447  
 Transmitter Location . . . . . 318 E. Willow  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . O. L. Taylor Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . Milton B. Garber  
 General Manager . . . . . Guy B. Farnsworth  
 Commercial Mgr. . . . . H. P. Hale  
 Publicity, News Dir. . . . . Cecil E. Hill  
 Chief Engineer . . . . . Murray D. Coleman

## K G W A

**ENID—1949—MBS**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Public Bcstg. Service, Inc.  
 Address . . . . . 115½ E. Broadway  
 Phone Number . . . . . 4230  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Standard  
 Representative . . . . . Rambeau  
 President . . . . . George Hutchison  
 General Manager . . . . . H. J. Godschalk  
 Commercial Manager . . . . . Hi Roberts  
 Program Director . . . . . Tom Belcher  
 Chief Engineer . . . . . William Teitzel Jr.

## K T A T

**FREDERICK—1948—KBS-LBS**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Frederick Bcstg. Co.

Address . . . . . Main & Grand  
 Phone Number . . . . . 1010  
 Transmitter Loc. . . . . 1 Mi. W. of City Hwy. 5  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Hil F. Best  
 General Manager (Ptrn.) . . . . . J. D. Jones, Jr.  
 Program Director (Ptrn.) . . . . . Mary Wheeler  
 Comm. Mgr., Pub. Dir. . . . . Evelyn Jones  
 News Dir., Chf. Engr. . . . . Dan Jones  
 Consulting Engr. . . . . Guy C. Hutcheson

## K G Y N

**GUYMON—1948**

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Plains Bcstg. Co.  
 Business-Studio Address . . . . . Box 77  
 Phone Number . . . . . 888  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Hil F. Best  
 President, Gen. Mgr. . . . . T. M. Raburn, Jr.  
 Commercial Manager . . . . . Ed Slater  
 Chief Engineer . . . . . Herbert L. Noyes

## K T J S

**HOBART—1947—KBS**

Frequency: 1420 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . T. J. Shriner  
 Transmitter Location . . . . . 315 E. 11th St.  
 Phone Number . . . . . 1070  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 President, Gen.-Sta. Mgr. . . . . T. J. Shriner  
 Commercial Manager . . . . . M. J. Shriner  
 Prom. Manager . . . . . A. C. Ferguson, Jr.  
 Pgm.-Prod.-Pub. Dir. . . . . Jack Wickizer  
 Chief Announcer . . . . . Herb Carnahan  
 Musical Director . . . . . Barbara Evans  
 Chief Engineer . . . . . Ted Shriner

## K I H N

**HUGO—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Little Dixie Bcstg. Co.  
 Phone Number . . . . . 1140  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 President . . . . . George Malone  
 Gen.-Comm. Manager . . . . . Jim Hendrix  
 Program Director . . . . . Dan Bridges  
 Promotion Manager . . . . . Mrs. Billie Van Hoose  
 Chief Engineer . . . . . Dalton E. Jones

## K S W O

**LAWTON—1941  
 ABC-OKLA. NET**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Okla. Quality Bcstg. Co.  
 Bus.-Studio Address . . . . . 406½ D Ave.  
 Phone Number . . . . . 1380

# OKLAHOMA

Transmitter Location... 1½ Mi. E. of Lawton  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... The Taylor Co.  
 Membership ..... NARTB, BAB  
 President ..... R. H. Drewry  
 General Manager ..... Allan Page  
 Commercial Mgr. .... Neil Ashlock  
 Sales Prom. Mgr. .... Peggy Snell  
 Chf. Ann., Prog. Dir. .... Morgan Roberts  
 Production Director ..... Bill Wheatley  
 Chief Engineer ..... Bill Buford

## K N E D

**McALESTER—1950**

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Pittsburg Bcstg. Co., Inc.  
 Address ..... McAlester  
 Phone Number ..... 1460  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Pres., Gen. Mgr. .... Ray Van Hooser  
 Commercial Manager ..... Phil Reed  
 Program Director ..... Mildred Martin  
 Chief Engineer ..... Ben Strotman

## K T M C

**McALESTER—1946—ABC-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By... McAlester Bcstg. Co.  
 Business-Studio Address ..... Municipal Bldg.  
 Phone Number ..... 2411  
 Transmitter Location ..... A & Grisler Sts.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... The Taylor Co.  
 President ..... William Young  
 Commercial Manager ..... Lee Hopper  
 Gen. Mgr., News Dir. .... James O. Wilson Jr.  
 Chief Engineer ..... Robert Schilb  
 Farm Editor ..... Bill Gibbons

## K G L C

**MIAMI—1948—KBS-LBS**

**WESTERN**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Operated By... Miami Bcstg. Co.  
 Address ..... Box 511  
 Phone Number ..... 3303  
 Transmitter Location ..... 5 Mi. E. Miami  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Sam Bennet  
 Membership ..... NARTB, BAB  
 President ..... M. K. Hutts  
 General Manager ..... Charles L. Unger, Jr.  
 Exec. Vice-Pres. .... Kenyon Brown  
 Program Director ..... Bill York

Chief Engineer ..... Louis Stone  
 Consulting Engr. .... A. Earl Cullum

## K B I X

**MUSKOGEE—1936—ABC-OKLA.**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Okla. Press Pub. Co.  
 Address ..... 214-216 Wall St.  
 Phone Number ..... 303  
 Air Time ..... 6 a.m.-12 M.  
 Transmitter Location ... 9th floor, Barnes Bldg.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... The Taylor Co.  
 President, Gen. Mgr. .... Tams Bixby, Jr.  
 Comm., Sta. Mgr. .... Walter W. Weber  
 Program Director ..... Martin Thomas  
 Chf. Ann., News Dir. .... Bob Carmack  
 Chief Engineer ..... Eugene Edwards

## K M U S

**MUSKOGEE—1948—MBS**

Frequency: 1380 Kc. .... Power: 1000 d., 500 n.  
 Owned-Oper. By... Eastern Okla. Bcstg. Corp.  
 Business-Studio Address ..... 412½ Court St.  
 Phone Number ..... 656-7  
 News Service ..... UP  
 Representative ..... Pearson  
 President ..... R. M. Mountcastle  
 Gen., Station Mgr. .... Jimmie Barry  
 Program Dir. .... George Overton  
 Chief Engineer ..... James Keitel

## K N O R

**NORMAN—1949**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By... Cleveland County  
 Bcstg. Co.  
 Address ..... P. O. Box 542  
 Phone Number ..... 474  
 Transmitter ..... ½ mile E. of city Hqy. 9  
 News Service ..... UP  
 Transcription Service ..... Standard, World  
 Partner ..... William S. Morgan  
 President, Comm. Mgr. .... Tol Dickenson  
 Program Director ..... Gene Stansberry  
 Chief Engineer ..... Don Daniel

## K B Y E

**OKLAHOMA CITY—1946—LBS**

Frequency: 890 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... State Bcstg. Co.  
 Bus.-Studio Address ..... 9th & Broadway  
 Phone Number ..... 3-2323-4-5  
 Transmitter Location ..... 55th & N. Eastern  
 Representative ..... Radio Reps  
 General Mgr. .... Frank J. Lynch

## K L P R

**OKLAHOMA CITY—1947**

Frequency: 1140 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Byrne Ross

# OKLAHOMA

Business Address.....128½ W. Commerce St.  
 Phone Number .....3-6358  
 Studio-Transmitter Address.....300 Block, SE  
 73rd St. & Shields Blvd.

Air Time .....Sunrise-sunset  
 News Service .....AP  
 Membership .....NARTB, BAB  
 Owner, Pres., Gen. Mgr.....Byrne Ross  
 Prom. Comm. Mgr.....Fred Farha  
 Music Program Dir.....Mrs. Kathleen Burkett  
 Production Dir.....Monty Wells  
 Publicity Director.....Byrne Ross  
 Chief Anncr.....Grant Ladd  
 News Director.....Jack Reynolds  
 Chief Engineer.....Jay Davis  
 Consulting Engineer.....Commercial Radio

## K O C Y

### OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Plaza Court Bcstg. Co.  
 Business-Studio Address...Plaza Court Bldg.  
 Phone Number .....3-4333  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Walker  
 Membership .....NARTB  
 Pres., Gen. Mgr.....M. H. Bcnebrake  
 Sta., Comm Manager.....George Collison  
 Program Director.....David E. Loye  
 Chief Engineer.....Howard Hollars  
 Consulting Engineer .....Dillard

## K O M A

### OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KOMA, Inc.  
 Business Studio Address.....Biltmore Hotel  
 Phone Number .....2-3291  
 Transmitter Location .....Moore  
 Air Time.....5 a.m.-12 M.  
 News Service .....UP  
 Transcription Service...Standard, Lang-Worth  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 President.....John Toole Griffin  
 General-Station Mgr.....J. J. Bernard  
 Sales Prom. Mgr., News Dir...Ben H. Holmes  
 Commercial Manager.....Carroll Loos  
 Program Director.....Robert M. Eastman  
 Production Director.....Martin Fuller  
 Musical Director.....Clarence Reynolds  
 Chief Engineer.....M. W. Thomas  
 Consulting Engineer.....Paul Godley

## K T O K

### OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts d..  
 1000 n.  
 Owned-Operated By.....KTOK, Inc.

Business-Studio Address.....1800 W. Main  
 Phone Number .....3 8352  
 Transmitter Location.....S.E. of City  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service .....Capitol  
 Representative.....O. L. Taylor Co.  
 President.....O. L. Taylor  
 Station Manager.....Edgar T. Bell  
 Commercial Manager.....E. L. Colbourn  
 Chief Engineer.....Clifford Easum

## K T O W

### OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Sooner Bcstg. Co.  
 Business-Studio Address...Liberty Bank Bldg.  
 Phone Number .....2-6367  
 Transmitter Location.....Reno & Eastern  
 Air Time.....Sunrise-sunset  
 News Service .....UP  
 Representative .....Forjoe  
 Membership .....NARTB  
 President.....Ralph Ball  
 Gen., Sta. Mgr.....Rex M. Lester, Jr.  
 Commercial Mgr.....Ross Baker  
 Pgm., Prod., News, Pub. Dir.....Bill Bryan  
 Chief Engineer.....John Witt

## W K Y

### OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WKY Radiophone Co.  
 Bus.-Studio Address.....500 E. Britton Rd.  
 Phone Number.....Britton 2161  
 Air Time.....Unlimited  
 News Service .....AP, UP  
 Transcription Service...Associated, Standard  
 Representative .....Katz  
 Membership .....NARTB  
 Pres., Gen. Mgr.....E. K. Gaylord  
 V.P. & Station Manager.....P. A. Sugg  
 Asst. Station Mgr.....Hoyt Andres  
 Commercial Manager.....Robert E. Chapman  
 Administrative Asst.....Eugene B. Dodson  
 Program Manager.....Paul Brawner  
 News Supvr.....Ewing Canaday  
 Public Rel. Mgr.....Ray Scales  
 Chief Announcer.....Wakefield Holley  
 Chief Engineer.....H. J. Lovell  
 Consulting Engineer.....A. D. Ring

## K H B G

### OKMULGEE—1937—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Okmulgee Bcstg. Corp.  
 Business Address.....Box 1350  
 Phone Number .....3646  
 Transcription Location.....20th St.  
 News Service .....AP  
 Representative .....Pearson



OKLAHOMA

President . . . . . Don Reynolds  
Gen. Mgr., News Dir. . . . . Dan Kenan  
Program Director . . . . . Bill Davis  
Chief Engineer . . . . . John Brenerman

**KVLH**

PAULS VALLEY—1947—KBS—LBS

Frequency: 1470 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . KVLH Bcstg. Co.  
Business Trans. Address . . . . . P. O. Box 610  
Phone Number . . . . . 1470  
Air Time . . . . . Local sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . World, Capitol  
President . . . . . James T. Jackson  
General Manager . . . . . Phil Crenshaw  
Program Director . . . . . Mort Halpern  
Chief Engineer . . . . . George Rountree

**WBBZ**

PONCA CITY—1928—MBS-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . The Ponca City Publ. Co.  
Address . . . . . 3rd & Cleveland  
Phone Number . . . . . 3311  
Air Time . . . . . 6 a.m.-11 p.m.  
Transmitter Location . . . . . 615 W. Grand St.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Membership . . . . . NARTB, BAB  
President . . . . . Clyde E. Muchmore  
Sta., Gen. Mgr. . . . . Cy Casper  
Commercial Mgr. . . . . M. E. Sheid  
Pgm., Prod. Dir. . . . . William C. Maugans  
News Director . . . . . Gareth Muchmore  
Chief Engineer . . . . . Carrol Blewster

**KOLS**

PRYOR—1950

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Lakes Area Bcstg. Co.  
Address . . . . . Fifth & S. Mill Sts.  
Phone Number . . . . . 1263  
Transcription Service . . . . . Standard  
News Service . . . . . AP  
Owner-General Manager . . . . . L. L. Gaffney  
Commercial Manager . . . . . Mrs. L. L. Gaffney  
Chief Engineers . . . . . Jack Merrill,  
Nathan Parsons, Jr.

**KGFF**

SHAWNEE—1930—LBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KGFF Bcstg. Co., Inc.  
Address . . . . . Federal Natl. Bldg.  
Phone Number . . . . . 4390  
Transmitter Location . . . . . Shawnee County Club  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Taylor Co.  
President . . . . . Oscar S. Stauffer

General Manager . . . . . Wilford C. Dickson  
Commercial Manager . . . . . Bill Weaver  
Program Director . . . . . Geral Ziegler  
Chief Engineer . . . . . Robert Martin

**KSPI**

STILLWATER—1947—MBS

Frequency: 780 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Stillwater Publishing Co.  
Business Address . . . . . P. O. Box 231  
Phone Number . . . . . 1831  
Studio-Transmitter Loc. 1½ Mi. S. on Hwy. 40  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Membership . . . . . NARTB, BAB  
President . . . . . C. R. Bellatti  
General Manager . . . . . L. F. Bellatti  
Program Director . . . . . J. R. Bellatti  
Chief Engineer . . . . . Paul McCollum

**KAKC**

TULSA—1946

Frequency: 970 Kc. . . . . Power: 1000 Watts d.,  
500 n.  
Owned-Oper. By . . . . . Public Radio Corp.  
Bus.-Studio Address . . . . . 412 E. Fifth St.  
Phone Number . . . . . 4-2401  
Transmitter Location . . . . . 21st & Yale Sts.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
President-Treas. . . . . S. E. Avey  
V.P., General Manager . . . . . James L. Neal  
Sales Promotion Manager . . . . . Rusty Kirk  
Program Director . . . . . John B. Wheeler  
Chief Engineer . . . . . M. M. Donley

**KFMJ**

TULSA—1946

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Fred Jones Bcstg. Co.  
Business-Studio Address . . . . . 13th & Boston  
Phone Number . . . . . 5-5555  
Transmitter Location . . . . . 21st & Yale  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Representative . . . . . Indie Sales  
Membership . . . . . NARTB, BAB  
President . . . . . Fred Jones  
General Manager . . . . . Lawson Taylor

**KOME**

TULSA—1938—MBS

Frequency: 1300 Kc. . . . . Power: 5000 d., 1000 n.  
Owned-Oper. By . . . . . Oil Capital Sales Corp.  
Business-Studio Address . . . . . Kome Bldg.  
Phone Number . . . . . 3-4121  
Transmitter Location . . . . . 86th & S. Harvard  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Pearson

# OKLAHOMA

President.....John E. Brown Jr.  
 Exec. Vice-Pres.....Storm Whaley  
 General Manager.....Riley R. Gibson  
 Program Director.....Jean Arwood  
 News Director.....Don Bell  
 Chief Engineer.....Roy Brown

## K R M G

**TULSA—1949—ABC**

Frequency: 740 Kc.....Power: 50,000 Watts d.  
 25,000 n.  
 Owned-Operated By...All Oklahoma Bcstg. Co.  
 Business-Studio Address...311 So. Denver Ave.  
 Phone Number.....5-3291  
 Transmitter Location.....Keystone  
 Transcription Service.....Capitol  
 Air Time.....5:30 a.m.-M.  
 Representative.....John Blair  
 News Service.....AP  
 Membership.....NARTB, BAB  
 President.....Robert S. Kerr  
 Sta., Gen. Mgr.....Robert B. Jones, Jr.  
 Commercial Manager.....Frank S. Lane  
 Program Director.....David E. Wilson  
 News Director.....Glenn Condon  
 Publicity Director.....Dale L. Bethke  
 Chief Engineer.....Alden F. Wooster  
 Consulting Engr.....McIntosh & Inqils

## K T U L

**TULSA—1934—CBS**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tulsa Bcstg. Co.  
 Business Address.....Boulder-on-the-Park  
 Phone Number.....2-3191  
 Transmitter Location.....Turley  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....NARTB, BAB  
 President.....John T. Griffin  
 V.P. & Gen. Mgr.....John Esau  
 Commercial Mgr.....L. A. Blust, Jr.  
 Sales Prom. Mgr.....George Ketcham  
 Chief Announcer.....Ed Nelbling  
 Program Director.....Karl Janssen  
 Production Director.....Harry Abbott  
 News Director.....Jack Morris  
 Musical Director.....Glenn Hardman  
 Chief Engineer.....Robert Snider  
 Farm Editor.....Al Clauser  
 Consulting Engr.....Paul F. Godley

## K V O O

**TULSA—1925—NBC**

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Southwestern Sales Corp.

Bus-Studio Address.....2104 Philtower Bldg.  
 Phone Number.....3281-2  
 Transmitter Location.....11 Mi. E. of Tulsa  
 Hwary. 66

Air Time.....Unlimited  
 News Service.....UP, INS  
 Transcription Service.....Standard, World  
 Representative.....Edward Petry  
 President.....P. Q. Proctor  
 Sta., General Mgr.....William B. Way  
 Commercial Manager.....Gustav K. Brandborg  
 Sales Prom. Mgr.....N. T. McClarin  
 Program Director.....Tom DeVore  
 Production Director.....John Henry  
 News Director.....Ken Miller  
 Musical Director.....Joe O'Neill  
 Chief Engineer.....Watt Stinson  
 Farm Editor.....Sam Schneider

## K W S H

**WEWAKA—1951—MBS**

Frequency: 1260 Kc.....Power: 500 Watts  
 Owned-Operated By.....KADA Bcstg. Inc.  
 Address.....Box 1260  
 Phone Number.....1280-1261  
 Transmitter.....2 Mi. W. Wewoka, Hy. 270  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Taylor  
 Membership.....NARTB, BAB  
 President.....Dr. C. C. Morris  
 General Manager.....Bill Hoover  
 Station Manager.....Pat Murphy  
 Commercial Manager.....John Landreth  
 Chief Anncr., Pgm., News Dir.....Don Owen  
 Publicity Director.....Romane Rowland  
 Musical Director.....Betty Hughes  
 Chief Engineer.....Warren W. Abbott  
 Consulting Engineer.....Weldon & Carr

## K S I W

**WOODWARD—1947—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Woodward Bcstg. Co.  
 Address Trans. Loc.....22 & Cedar Sts.  
 Phone Number.....1450  
 Air Time.....6 a.m.-10:15 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Continental  
 Pres., Gen. Mgr.....Edward A. Ryan  
 Program Director.....Lenora W. Ryan  
 Chief Engineer.....George Archer  
 Chief Announcer.....Mark Gaston

# OREGON

Pop. April 1, 1952 (Est.) 1,577,000—Total Housing Units 526,482  
Families April 1, 1952 (Est.) 504,000—Stations in State 45

## KWIL

ALBANY—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Central Willamette Bcstg.  
Bus.-Studio-Trans. Loc.... Queen Ave. & Elm  
Phone Number ..... 1234  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... John Keating  
Membership ..... NARTB, BAB  
President..... R. R. Cronlse  
General Manager..... Chet Wheeler  
Pgm., News, Pub. Dir..... Ken McCoy  
Commercial Manager..... Johnny Birrel  
Station Manager..... Warren Stoffer  
Sales Prom. Mgr..... Mal Waltman  
Publicity Director..... C. Copenhaver  
Chief Engineer, Farm Editor. Herbert Davidson

## KWIN

ASHLAND—1946—LBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Rogue Valley Bcstg. Co.  
Address..... 1160 Helman Rd.  
Phone Number ..... 2-1351  
Air Time ..... 6:30 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service..... Capitol  
Membership ..... NARTB  
President..... Leslie V. Bahr  
Gen. Mgr., Pub. Dir..... James A. Strickland  
Comm., Prom. Mgr..... Hal K. Shade  
Pgm., News Dir..... Doyle Seely  
Chief Anncr., Engr..... L. Curtis Raynes  
Consulting Engineer..... Grant Feikert

## KAST

ASTORIA—1936—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Operated By... Astoria Bcstg. Co.  
Bus.-Studio Address..... 1006 Taylor Ave.  
Phone Number ..... 95  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... McHugh  
President..... Robert B. Chessman  
Gen., Sta., Comm. Mgr..... R. D. Holmes  
Program Director..... Mrs. Mary Ristola  
Production Director..... Irving Steinbock  
Chief Anncr., Engr..... Bruce Whitwell  
Consulting Engineer..... James Hatfield

## KVAS

ASTORIA—1950—LBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Clatsop Video Bcstra.  
Address..... 612 Commercial St.  
Phone Number ..... 41  
Representative ..... Coxcomb Hill  
Transcription Service ..... World  
News Service ..... UP  
Membership ..... NARTB  
Gen. Mgr., Chief Engr..... L. E. Parsons  
Comm., Prom. Manager..... J. W. Spencer  
Pgm., Prod. Dir..... E. W. Littlehales

## KBKR

BAKER—1939—LBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Inland Radio, Inc.  
Bus.-Studio Address..... 2030 Auburn Sts.  
Phone Number ..... 140  
Transmitter Location..... H. Street  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NARTB  
President..... Lee W. Jacobs  
Gen., Station Mgr..... Kenneth B. Lockwood  
Commercial Mgr..... Milton L. Levy  
Program Dir..... Kenneth Holden  
Chief Engineer..... Walt Bobisud  
Consulting Engineer..... Harold Singleton

## KBND

BEND—1938—MBS

Frequency: 1110 Kc. Power: 1000 Watts  
Owned-Oper. By... Central Oregon Bcstg. Co.  
Bus.-Studio Address..... Coble Bldg.  
Phone Number ..... 848  
Air Time ..... 6 a.m.-11 p.m.  
Transmitter Address..... Butler Market Rd.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... W. S. Grant  
Membership ..... NARTB  
Gen., Sta. Mgr..... Frank H. Loggan  
Comm. Mgr..... W. H. Barton  
Pgm. Dir., Chf. Ann..... Kessler Cannon  
Publicity Director..... Jack Thornton  
Chief Engineer..... Robert Dickinson

## KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... KOOS, Inc.  
Bus.-Studio-Trans. Address..... 505 Hall Bldg.  
Phone Number ..... 4321-4331

# OREGON

Air Time ..... Unlimited  
 News Service ..... UP  
 Reprs. .... Keating, Forjoe, O'Connell  
 President ..... Sheldon F. Sackett  
 Vice-President ..... Fred F. Chitty  
 Station Manager ..... Phil Waters  
 Asst., Comm. Manager ..... Jack Irvine  
 Program Director ..... Brad Cole  
 Chief Engineer ..... Nate Olson  
 Consulting Engineer ..... Paul Leake

## KWRO

**COQUILLE—1948—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KWRO Bcstrs.  
 Address ..... P. O. Box 396  
 Phone Numbers ..... 3961-3971  
 News Service ..... AP  
 Transcription Service Associated, Cole, Capitol  
 Representative ..... Gene Grant  
 Pres., Gen. Mgr. .... Walter L. Read  
 Station Manager ..... William Cook  
 News Director ..... Jim Hodges  
 Chief Engineer ..... Phillip Linn  
 Program Director ..... Patsy Barkwell  
 Consulting Engineer ..... Grant Feikert

## KRUL

**CORVALLIS—1947  
 LBS-VIKING-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Pacific States Radio Co.  
 Address Trans. Lot ..... 1221 So. 15th St.  
 Phone Number ..... 3-3322  
 Air Time ..... 6:30 a.m.-12:05 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Keating  
 President ..... J. C. Haley  
 Gen., Sta. Mgr. .... C. W. Peck  
 Commercial Manager ..... Doris Peck  
 Chief Announcer ..... Wayne Loeerke  
 News Director ..... Ted Carlson  
 Program Director ..... Pat McHugh  
 Chief Engineer ..... Steve Evans  
 Consulting Engr. .... Grant Feikert

## KODL

**THE DALLES—1900—KBS-LBS**

Frequency: 1230 Kc. .... Power: 250 d., 100 n.  
 Owned-Oper. By ..... Western Radio Corp.  
 Trans. Address ..... Scenic Dr. nr. Sorosis Pk.  
 Phone Number ..... 2300  
 Air Time ..... 6:40 a.m.-10:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... MacGregor  
 Pres., General Manager ..... V. B. Kenworthy  
 Station Manager ..... Paul E. Walden

## KASH

**EUGENE—1947—KBS**

Frequency: 1600 Kc. .... Power: 1000 Watts

Owned-Oper. By ..... Radio Air Ways, Inc.  
 Business Address Trans. .... Day Island Rd.  
 Phone Number ..... 5-3357  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Capitol. SESAC  
 Representative ..... Donald Cooke  
 Pres., Gen. Mgr. .... E. L. Kincaid  
 Commercial Manager ..... Paul N. Plank  
 Program Director ..... Laura Nidever  
 Asst. Mgr., Pub. Dir. .... Clare Mattingly  
 Chief Engineer ..... Norville M. Packard

## KERG

**EUGENE—1948—LBS-CBS**

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Guard Pub. Co.  
 Address ..... P. O. Box 506  
 Phone Number ..... 5-4304  
 Transmitter Location ..... Route 2  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... W. S. Grant  
 Membership ..... NARTB, BAB  
 President ..... Alton F. Baker  
 Gen., Sta. Mgr. .... L. W. Trommlitz  
 Commercial Manager ..... Herb Michael  
 Pgm., Prod. Dir. .... Reg Rose  
 Chief Engineer ..... Calvert Applegate

## KORE

**EUGENE—1927—MBS-DON LEE**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Lane Bcstg. Co.  
 Business Address ..... P. O. Box 1032  
 Phone Number ..... 4-4214  
 Studio-Trans. Location ..... S. Willamette St.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Everett McKinney  
 Membership ..... NARTB  
 Director ..... Glenn McCormick  
 General Mgr. .... Lee Bishop  
 Commercial Mgr. .... Bob Hillyer  
 Program-Production Dir. .... Robert Eubanks  
 Publicity Dir. .... Virgil Parker  
 Chief Engineer ..... Floyd Viken

## KUGN

**EUGENE—1946—ABC**

Frequency: 590 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KUGN, Inc.  
 Business Address ..... P. O. Box 590  
 Phone Number ..... 4-6216  
 Studio-Transmitter Location ..... Coburg Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... McHugh, Meeker

# OREGON

Membership ..... NARTB, BAB  
 President..... C. H. Fisher  
 Sta., Gen. Manager..... S. W. McCready  
 Commercial Manager..... L. N. Young  
 Program Director..... LeRoy Jolley  
 Chief Announcer..... Ken Lomax  
 News Director..... Robert Short  
 Chief Engineer..... George Hathaway  
 Consulting Engr..... Grant S. Feikert

## K F G R

### FOREST GROVE—1950

Frequency: 1570 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Irving G. Schmidtke  
 Address..... Rt. 2, Box 245  
 Phone Number..... 6091  
 Transcription Service..... Standard, SESAC  
 News Service ..... AP  
 Pres., Gen., Sta. Mgr..... Irving V. Schmidtke  
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.

Robert Peel

Chief Ann., Mus. Dir..... Gene D. Jacobson  
 News Director..... Allen Hoffard  
 Chief Engineer..... Irving V. Schmidtke  
 Consulting Engineer..... Stanton D. Bennett

## K U I N

### GRANTS PASS—1939—MBS

#### DON LEE

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Southern Oregon Bcstg. Co.  
 Business Address..... P. O. Box 148  
 Phone Number..... 4477  
 Studio-Transmitter Location..... Redwood Hwy.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service..... World, McGregor  
 Representative..... W. S. Grant  
 Membership ..... NARTB, BAB  
 President..... A. E. Voorhies  
 General Manager..... E. A. Malone  
 Commercial Mgr..... M. K. Ball  
 Program Director..... Dave Allen  
 Chief Engineer..... N. L. Williams

## K I H R

### HOOD RIVER—1950

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Ore.-Wash. Bcstrs.  
 Phone Number..... 8561  
 General Mgr., Ptnr..... C. H. Fisher  
 Partner..... C. O. Fisher  
 Station Manager..... Don McCutcheon  
 Chief Engineer..... Robert Houghlum  
 Consulting Engineer..... Grant S. Feikert

## K F J I

### KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc... Power: 5000 d., 1000 n.  
 Owned-Oper. By..... KFJI Bcstrs., Inc.  
 Address..... P. O. Box 692

Phone Number ..... 22551  
 Transmitter Loc..... Radio Hill  
 Air Time..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... W. S. Grant, Keating  
 Membership ..... NARTB  
 President..... W. D. Miller  
 General Manager..... Dick Maguire  
 Sales Promotion Manager..... Arlen Sanders  
 Chief Announcer..... Chas. A. "Sandy" Potee  
 News Director..... John Barton  
 Chief Engineer..... William P. Grimes  
 Consulting Engineer..... Harold Singleton

## K F L W

### KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Herald Publ. Co.  
 Address..... P. O. Box 941  
 Phone Number ..... 8115  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Everett-McKinney  
 Membership ..... NARTB  
 President..... Frank Jenkins  
 General Manager..... Bud Chandler  
 Commercial Manager..... Aaron Boe  
 Program Director..... Marjorie Eagle  
 Chief Engineer..... Gilbert Walters  
 News Director..... Charles McFarlan  
 Farm Editor..... Paul Alexander

## K L B M

### LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Inland Radio, Inc.  
 Address..... Old Oregon Trail  
 Phone Number ..... 2201  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB, BAB  
 President..... Lee Jacobs  
 General Station Manager..... John G. Jones  
 Commercial Manager..... Ken Lillard  
 Pgm. Dir..... Evelyn Bridges  
 Chief Engineer..... Murray Durham

## K G A L

### LEBANON—1950—KBS

Frequency: 930 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Linn County Bcstrs., Inc.  
 Phone Number ..... 8631  
 Transcription Library ..... Lang-Worth  
 News Service ..... AP  
 President..... W. Gordon Allen  
 Gen. & Comm. Mgr..... Marcus F. DuLaunay  
 Program Director..... Madeline Allen  
 Chief Engineer..... Ed McElroy

OREGON

## K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By Yamhill Bcstrs.  
 Address P. O. Box 207  
 Phone Number 3811  
 Transcription Service Lang-Worth  
 News Service AP  
 President Jack B. Bladine  
 General Manager Louis F. Gillett  
 Commercial Manager Glasco Branson  
 Chief Engineer Milt Muir

## K M E D

MEDFORD—1922—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.  
 1000 Watts n.  
 Owned-Operated By Radio Medford, Inc.  
 Address P. O. Box 1306  
 Phone Number 2-4000  
 Transmitter Location Ross Lane  
 News Service UP  
 Transcription Service Thesaurus, MacGregor  
 Station Representative Meeker Assoc.  
 President Vern Robinson  
 General Manager Jennings Pierce  
 Commercial Manager Bill Hansen  
 Chief Engineer Ray Johnson

## K Y J C

MEDFORD—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Medford Printing Co.  
 Trans. Address Barnett Rd.  
 Phone Number 2-5277  
 Air Time 6 a.m.-12 M.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Grant, McHugh  
 President Robert W. Ruhl  
 Gen., Sta. Mgr. Jimmy Dunlevy  
 Comm. Mgr. Douglas Gaines  
 Pgm., Prod. Dir. John Ahern  
 Chief Engineer Dick Woods  
 Consulting Engineer Grant S. Feikert

## K N P T

NEWPORT—1948—LBS

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Oper. By Yaquina Radio, Inc.  
 Business Address Box 276  
 Phone Number 560  
 Studio-Transmitter Address Newport  
 News Service AP  
 Transcription Service World  
 President, General Manager Tom R. Becker  
 Commercial Manager Dan Kirch  
 Program Director Ed Warmoth  
 Chief Engineer Tom Bracanovich

## K F I R

NORTH BEND—1951—LBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Bay Bcstg. Co.  
 Address 1937 Union Ave.  
 Phone Number 5-7351  
 News Service AP  
 Transcription Service Standard  
 President Mrs. Josephine Bjarnson  
 Gen., Comm. Mgr., Chf. Engr. Roger Spaugh  
 Prom., Pgm. Dir. Sara Spaugh

## K S R V

ONTARIO—1946—LBS

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Operated By Inland Radio, Inc.  
 Address Box 540  
 Phone Number 212  
 Transmitter Location Hiway 30  
 Air Time 6 a.m.-M.  
 News Service UP  
 Representative Oregon Trail  
 Transcription Service World  
 Membership NARTB, BAB  
 President Lee W. Jacobs  
 V.P., Gen. Mgr. Gordon L. Capps  
 Commercial Manager John W. Powell  
 Program Director Ned Leibman  
 Chief Engineer Charles E. Harland  
 Consulting Engr. Harold Singleton

## K G O N

OREGON CITY—1947—LBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Clackamas Bcstrs.  
 Business Address Box 391  
 Phone Number 1-5475  
 Studio-Transmitter Super Hiway, N.  
 News Service AP  
 Transcription Service World  
 Representative McGillvra  
 President Dr. John H. Fitzgibbon  
 Comm., Prom., Gen. Mgr. Irwin S. Adams  
 Assistant Manager H. I. Jackson  
 Program Director Sonora Hoffman  
 Chief Engineer Edward G. Saxe

## K W R C

PENDLETON—1941—LBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Western Radio Corp.  
 Business Address P. O. Box 178  
 Phone Number 1425  
 Studio-Transmitter Location End of S.W. Sixth  
 News Service UP  
 Pres., Gen. Mgr. V. B. Kenworthy  
 Station Manager Ted A. Smith  
 Program Director Denman Dayton  
 Chief Engineer Robert E. Fay

OREGON

**KBKO**

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By Mercury Bcastg. Co.  
Bus.-Studio Address 3908 N.E. Sandy Blvd.  
Phone Number MURdock 1290  
Transmitter Location Oaks Park  
Representative Forjoe  
News Service UP  
Pres., Gen. Mgr., Pgm. Dir. Gordon Bambrick  
V.P., Chief Engr. Harold Krieger

**KEX**

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts  
Owned-Operated By Westinghouse Radio  
Address 1230 SW Main St.  
Phone Number CAPITAL 1881  
Transmitter Location Clackamas  
Air Time 5:30 a.m.-1 a.m.  
News Service UP, INS  
Transcription Service Associated  
Station Representative Free & Peters Inc.  
Station Manager J. B. Conley  
Commercial Manager Robert H. Prigmore  
Sales Promotion Manager Charles L. Burrow  
Program Director Mel Bailey  
Production Director Jesse Leonard  
News Director Robert L. Thomas

**KOIN**

PORTLAND—1925—CBS

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By KOIN, Inc.  
Business Address P. O. Box 1031  
Phone Number ATwater 3333  
Transmitter Location Rt. 5, Box 1025  
Air Time 6 a.m.-M.  
News Service AP, INS, UP  
Transcription Service Associated, World,  
Thesaurus  
Representative Avery-Knodel  
Membership NARTB, BAB  
President Marshall Field  
Gen.-Sta. Mgr. Harry H. Buckendahl  
Promotion Director George Wann  
Program Manager Ted W. Cooke  
Production Director Willard Mears  
Chief Announcer Duncan Macleod  
News Director Lester Halpin  
Musical Director Owen Dunning  
Dir. of Engineering Louis S. Bookwaller  
Farm Editor Luke L. Roberts

**KPAM**

PORTLAND—1951

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned-Operated By Bcstrs, Oregon Ltd.  
Address P. O. Box 1230

**AP SELLS**

For Stations and Sponsors

For instance . . . **KGAL**

“All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news.”

GORDON ALLEN,  
President,  
KGAL, Lebanon, Oregon

# THE SKY'S THE LIMIT IN THE KGW MARKET!



**MORE PEOPLE  
WITH MORE TO SPEND  
ALL SET TO GIVE ADVERTISERS  
A ROUSING WESTERN WELCOME**

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3 1/2 million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

# KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.



# OREGON

Phone Number.....Broadway 7471  
 News Service.....AP  
 Transcription Service.....Associated, World  
 Pres., Comm., Gen. Mgr.....Stanley M. Goard  
 Program Director.....Alvin C. Yantiss  
 Chief Engineer.....Charles K. Dickson

## K G W

**PORTLAND—1922—NBC  
 N.W. TRIANGLE**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper.....Pioneer Bcstrs. Inc.  
 Bus.-Studio Address.....1320 S.W. Broadway  
 Phone Number.....BEacon 6364  
 Transmitter Location.....No. Portland  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP, INS  
 Transcription Service.....Lang-Worth, World  
 Representative.....Edward Petry  
 Membership.....NARTB, BAB  
 President.....Mrs. S. I. Newhouse  
 Station Manager.....H. Quenton Cox  
 Commercial Manager.....J. N. Wassan  
 Program Manager.....Donald Whitman  
 Chief Announcer.....Bob Franklin  
 News Directors.....Don Kneass, Chuck Foster  
 Musical Director.....Abe Bercovitz  
 Chief Engineer.....Harold C. Singleton  
 Farm Editor.....Don Kneass

## K P D Q

**PORTLAND—1947**

Frequency: 800 Kc.....Power: 1000 Watts  
 Owned-Operated By.....John W. Davis  
 Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.  
 Phone Number.....CA 9209  
 Transmitter Location.....Oaks Park  
 News Service.....AP  
 Transcription Service.....Associated  
 Pres., Gen. Mgr.....John W. Davis  
 Commercial Manager.....Dave Jack  
 Pgm., News Dir.....Fred Haskins  
 Chief Engineer.....Chuck Moore

## K P O J

**PORTLAND—1932—MBS**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...KPOJ, Inc., Portland Oregon  
 Journal  
 Phone Number.....Broadway 3484  
 Studio Address.....1019 S.W. 10th  
 Transmitter Location...P. O. Address R. 1,  
 Box 2433  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....John Blair  
 Membership.....NARTB, BAB  
 President.....P. L. Jackson  
 General-Station Manager.....R. M. Brown  
 Commercial Manager.....Harry C. McLain  
 Sales-Prom. Mgr., Publ. Dir.....Isabell Hoyt  
 Program Director.....Joseph T. Hallock

Chief Ann., Prod. Dir.....Jack Moys  
 News Director.....Vern Mueller  
 Chief Engineer.....Carol Saling  
 Farm Editor.....Alvin D. Bauer  
 Consulting Engrs.....McIntosh & Inglis

## K W J J

**PORTLAND—1927**

Frequency: 1080 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....KWJJ Bcst. Co., Inc.  
 Bus.-Studio Address.....1011 S.W. 6th Ave.  
 Phone Number.....Atwater 4393  
 Transmitter Location.....4350 N. Suttle Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith  
 Pres., Gen., Sta. Mgr.....Wilbur J. Jerman  
 Prog., Dir., Comm. Mgr.....Jerry Speerstra  
 Prom. Mgr., Pub. Dir.....Ben Crosby  
 Chief Anncr.....Art Morey  
 Musical Director.....John Emmel  
 Chief Engineer.....Dwight Loomis

## K X L

**PORTLAND—1926**

Frequency: 750 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....KXL Bcstrs.  
 Business-Studio Address.....Orpheum Bldg.  
 Phone Number.....BR. 6451  
 Transmitter Location.....Harmony Twp.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Walker  
 Pres., Gen., Comm. Mgr.....H. S. Jacobson  
 Program, Prom. Manager.....Jackson Fleming  
 News Director.....Ralph Wiegand  
 Chief Engineer.....Ralph Mifflin

## K R C O

**PRINEVILLE—1950**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Central Oregon  
 Phone Number.....6-239  
 Representative.....Gene Grant  
 Transcription Service.....Thesaurus  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....Norbert A. Miksche  
 Sales Promotion Manager.....Richard Burger  
 Program Director.....Les McKay  
 Chief Engineer.....Curtis Burnside  
 Consulting Engineer.....Grant Feikert

## K R N R

**ROSEBURG—1935—DON LEE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....News Review Co.  
 Address.....211 N. Main St., 134 N.  
 Jackson St.  
 Phone Number.....3-5551

## OREGON—PENNSYLVANIA

Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representatives ..... John Keating  
 Membership ..... NARTB, BAB  
 President ..... Frank Jenkins  
 Station Manager ..... Leroy Hiatt  
 Commercial Mgr. .... Warren Ward  
 Program Director ..... Lyle Fenner  
 Chief Engineer ..... Max Dick

Address Trans. Loca. .... 1426 Edgewater St.  
 Phone Number ..... 3-3100  
 Air Time ..... 8 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Capitol, Associated.  
 Representative ..... William G. Rambeau  
 General Manager ..... Loring Schmidt  
 Program Director ..... Carl Ritchie  
 Chief Ann., News Dir. .... Gene Good, Jr.  
 Chief Engineer ..... Robert Suing

### KRXL

ROSEBURG—1950—LBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Umpqua Bcstrs., Inc.  
 Address ..... P. O. Box 847  
 Phone Number ..... 3-4464  
 Transcription Service ..... Lang-Worth.  
 Capitol, World  
 News Service ..... UP  
 President ..... Donn Radabaugh  
 Gen., Sta. Manager ..... Iris Rice Helliwell  
 Commercial Manager ..... Lon D. Hunt  
 Chief Engineer ..... Ralph E. Smith

### KGAE

SALEM—1951

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Allen, Truhan & Clark  
 Address ..... Marion Hotel  
 News Service ..... AP  
 Pres., Gen. Mgr. .... W. Gordon Allen  
 Program Director ..... Del Olney  
 Chief Engineer ..... Gordon Allen

### KOCO

SALEM—1947—LBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Loring Schmidt

### KSLM

SALEM—1934—MBS

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Oregon Radio, Inc.  
 Business Address ..... P. O. Box 631  
 Phone Number ..... 3-4831  
 Transmitter Location ..... Kingwood Hghts.  
 Representative ..... McKinney, Everett  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World, Lang-Worth  
 Membership ..... NARTB, BAB  
 President ..... Glenn McCormick  
 Gen., Comm. Mgr. .... Earl Headrick  
 Sales Prom. Mgr., Pgm. Dir. .... Dave Hoss  
 News Director ..... Jim Danielson  
 Chief Engineer ..... Clyde Carlton  
 Consulting Engr. .... Grant Fiekert

### KTIL

TILLAMOOK—1947

Frequency: 1590 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Tillamook Bcstg. Co., Inc.  
 Business Address ..... Star Route W.  
 Phone Number ..... 1122  
 Representative ..... John Keating  
 Manager ..... Tom Hoover  
 Sales Manager ..... Jim Kelly Jr.

# PENNSYLVANIA

*Pop. April 1, 1952 (Est.) 10,928,000—Total Housing Units 3,044,785  
 Families April 1, 1952 (Est.) 2,853,000—Stations in State 113*

### WAEB

ALLENTOWN—1949—ABC

QUAKER

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WAEB, Inc.  
 Address ..... Center Square  
 Phone Number ..... 4-9364  
 Transmitter Location ..... Mickley  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP

Representative ..... George P. Hollingbery Co.  
 President ..... Howard Wasserman  
 General Manager ..... Milton Laughlin  
 Program Director ..... Thomas A. Earley  
 Chief Engineer ..... William Gottshall  
 Consulting Engineer ..... MacIntosh & Inglis

### WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Allentown Bcstg. Corp.

# P E N N S Y L V A N I A

Add. Trans. Loca. .... 1125 Colorado St.  
 Phone Number ..... Allentown 4-4801  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Representative ..... Robert Meeker  
 President ..... Henry K. Bauman  
 Sta. Mgr., Pgm., Pub. Dir. .... J. F. Chambers  
 Musical Dir. .... Sydney Paul  
 Chief Engineer ..... Gerald B. Werst  
 Consulting Engineer ..... Lynne Smeby

## W K A P

**ALLENTOWN—1947**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Operated By ..... WKAP, Inc.  
 Bus.-Studio Address ... P. O. Box 689, No. 7th  
 St. Pike  
 Phone Number ..... 3-3166  
 Transmitter Location ..... No. 7th St., Pike  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Weed  
 President ..... N. Joe Rahall  
 Sta., Gen. Mgr. .... O. R. Davies  
 Program Director ..... Marshall Cleaver  
 Chief Engineer ..... C. Frank Cordaro  
 Consulting Engineer ..... E. C. Page

## W S A N

**ALLENTOWN—1923—NBC**

Frequency: 1470 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ... Lehigh Valley Bcstg. Co.  
 Bus.-Studio Address ... 39-41 N. Tenth St.  
 Phone Number ..... 4-9511  
 Transmitter Location ..... Route 1  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley Reed  
 General Manager ..... B. Bryan Musselman  
 Comm. Mgr. .... Olivia P. Musselman  
 Dir. of Programs ..... George Y. Snyder  
 Chief Engineer ..... Reuel H. Musselman  
 Consulting Engineer ..... Gautney & Ray

## W F B G

**ALTOONA—1924—NBC-QUAKER**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Gable Bcstg. Co.  
 Phone Number ..... 6467  
 Transmitter Location ..... Atop Gable Store  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... H.R. Repr., Inc.  
 Membership ..... NARTB, BAB  
 President ..... George P. Gable  
 General Manager ..... John M. Snyder  
 Chief Ann., Pgm. Dir. .... James Gates

Musical Director ..... Allo Weilandt  
 Chief Engineer ..... George Burgoon  
 Farm Editor ..... Eugene Hammil  
 Consulting Engineer ..... Craven, Lohnes &  
 Culver

## W J S W

**ALTOONA—1947—MBS**

Frequency: 1290 Kc. .... Power: 1000 d., 500 n.  
 Owned-Operated By ..... Altoona Bcstg. Co.  
 Bus.-Studio Address ..... 1413 11th Ave.  
 Phone Number ..... 9301  
 Transmitter Location ..... Goods Lane, Logan  
 Township  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Burn-Smith  
 Membership ..... BAB  
 President ..... Herbert T. Wolf  
 General Mgr. .... Thomas W. Metzger  
 Station-Comm. Mgr. .... James E. Moren  
 Sales Prom. Mgr. .... D. Guy Chappie  
 Publicity Director ..... Charles Flynn  
 Chief Engineer ..... C. Irvin Metzger  
 Consulting Engineer ..... George C. Davis

## W R T A

**ALTOONA—1947—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Thompson Bcstg. Co.  
 Address ..... 1421 12th Ave.  
 Phone Number ..... 6646  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Roy F. Thompson  
 Sales Prom. Mgr. .... William Clear  
 Program Director ..... Dorothy M. Thompson  
 Musical Director ..... Robert Michaels  
 Publicity Dir. .... S. Carlton Ayers  
 Chief Engineer ..... George R. Burgoon

## W V A M

**ALTOONA—1948—CBS**

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... General Bcstg. Corp.  
 Address Trans. Loca. .... 2801 Edgewood Dr.  
 Phone Number ..... 8127  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Weed & Co.  
 President ..... Emanuel S. Leopold  
 General Manager ..... Robert G. Walter  
 Comm., Prom. Mgr. .... Will Union  
 Program Director ..... Robert G. Walter  
 News Director ..... John Riley  
 Chief Engineer ..... William R. Butterbaugh

**PENNSYLVANIA**

**WAVL**

**APOLLO—1947**

Frequency: 910 Kc. Power: 1000 Watts. d.  
 Owned-Oper. By. Tri-Borough Bcstg. Co.  
 Bus.-Studio Address Trans. Loca. No. 4th  
 Phone Number 72-3921  
 Air Time Daytime  
 News Service UP  
 Transcription Service SESAC, Cole,  
 Thesaurus  
 General Manager Cecil F. Clifton  
 Sales Prom. Manager A. J. West  
 Comm. Mgr., Prod. Dir. David T. Taylor  
 Chief Engineer H. E. Smith

**WNCC**

**BARNSBORO—1950—KBS**

Frequency 950 Kc. Power: 500 Watts d.  
 Owned-Oper. By. No. Cambria Bcstrs.  
 Phone Number 1010  
 Transcription Service Thesaurus, Standard  
 News Service UP  
 Pres., Prom. Mgr. Harris G. Breth  
 General Manager W. J. Thomas  
 Chief Engineer Dyle Miller

**WBVP**

**BEAVER FALLS—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. WBVP, Inc.  
 Business-Studio Address. 1216 Seventh Ave.  
 Phone Number 4100  
 Transmitter Location. New Brighton  
 Air Time Unlimited  
 News Service UP, AP  
 Transcription Service Standard, World  
 Membership NARTB, BAB  
 Pres., Sta., Gen. Mgr. Frank R. Smith, Jr.  
 Prom., Comm. Mgr. Thomas B. Price  
 Program Director Charles H. Wilson  
 Production Director Jean E. Biggard  
 Chief Announcer George Allen  
 Chief Engineer Gerald Cushing

**WGPA**

**BETHLEHEM—1946**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By. The Bethlehems' Globe  
 Bus.-Studio Address. 426 Brodhead Ave.  
 Phone Number 6-8074-5  
 Transmitter Location. Eighth Ave. & Dell St.  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service Capitol, Thesaurus  
 Membership NARTB, BAB  
 General Manager Ellis Service  
 Station Manager Arthur C. McCracken  
 Comm., Sales Prom. Mgr. Frank Collie  
 Prod., Pgm. Dir. Stefan George  
 Chief Engineer Edwin L. Rybak

**WCNR**

**BLOOMSBURG—1946**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. The Columbia-Moniour  
 Bcstg. Corp.  
 Bus.-Studio Address. 38 W. Main St.  
 Phone Number 1700  
 Transmitter Location. Bloomsburg RFD  
 Air Time Daytime  
 News Service AP  
 Transcription Service Associated  
 Membership NARTB  
 President Robert R. Eyerly  
 Gen. Mgr. Ed Darlington  
 Chief Engineer Robert Fulton

**WHLM**

**BLOOMSBURG—1951—LBS**

Frequency: 690 kc. Power: 1000 Watts d.  
 Owned-Operated By. Bloom Radio  
 Address Hotel Magee  
 Phone Number 1800-1  
 Transmitter Location. Scott Twp.  
 Air Time Sunrise-Sunset  
 News Service UP  
 Transcription Service Lang-Worth  
 Membership NARTB, BAB  
 President Harry Magee  
 Manager Robert R. Williams  
 Chief Engineer Anthony Hogg

**WLOA**

**BRADDOCK—1947**

Frequency: 1550 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Matta Bcstg. Co.  
 Business-Studio Address. 1233 Braddock Ave.  
 Phone Number Electric 1-1100  
 Transmitter Location N. Braddock Hilltop  
 News Service UP  
 President, Gen. Mgr. William G. Matta  
 Commercial Manager George Matta  
 Program Director George Bozic  
 Chief Engineer Richard G. Noullet

**WESB**

**BRADFORD—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. WESB  
 Business Address. 43 Main St.  
 Phone Number 3173  
 Studio-Transmitter Location. High St. Ext.  
 Air Time 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)  
 News Service AP  
 Transcription Service World  
 Membership NARTB, BAB  
 News, Pub., Dir., Prom., Gen. Mgr. J. M. Cleary  
 Commercial Manager James Ponder  
 Chief Engineer Joseph Sudock