

WCNT

CENTRALIA—1946

Frequency: 1210 Kc. Power: 1000 Watts, d.
 Owned Southern Illinois Bcstg. Co.
 Address Box 428
 Phone: 5151 Air Time: Daytime
 News Service UP
 Transcription Service Standard, Thesaurus
 Membership NARTB
 President C. W. Rodgers
 Gen., Sta. Mgr. Merle G. Rogers
 Sls. Prom. Mgr. D. Cummings
 Prog. Dir. C. Dennis
 Chief Engineer Al Wetzell

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owner The Champaign News Gazette, Inc.
 Business Address 48 Main St.
 Phone: 6-1855 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Robert Meeker & Associates
 Membership NARTB
 President Mrs. Helen M. Stevick
 General Manager J. A. McDermott
 Station Manager Larry Stewart
 Chief Engineer Robert Brown

WEIC

CHARLESTON—1954—KBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owner The Friendly City Bcstrs.
 Address Box 107
 Phone 2990
 Program Director Lloyd McFee
 Chief Engineer William Setliffe

WAAF

CHICAGO—1922

Frequency: 950 Kc. Power: 1000 Watts, d.
 Owned-Operated By Corn Belt Pub., Inc.
 Business Address 221 N. LaSalle St.
 Phone: Randolph 6-1932 Air Time: Daytime
 News Service UP
 Transcription Service Standard
 Representative Young
 President Ward A. Neff
 Sta., Comm., Prom. Mgr. Thomas L. Davis
 Sales Prom. Mgr. Fred R. Randazzo
 Prog., Publ. Director Bill Bauer
 Chief Engineer Carl W. Ulrich

WAIT

CHICAGO—1936

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WAIT
 Bus-Studio Address 75 E. Wacker Dr.
 Phone: Franklin 2-0660 Air Time: Daytime
 News Service UP
 Transcription Thesaurus, SESAC, Standard

Representative Forjoe
 Gen. Mgr., Prog. Dir. Robert O. Miller
 Sales Prom. Mgr. L. Webb
 Publicity Director E. Reynolds
 Chief Engineer Edward W. Jacker

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By WGN, Inc.
 Bus-Studio Address 441 N. Michigan Ave.
 Phone: SU 7-0100 Air Time: Full Time
 Newspaper Affiliation The Chicago Tribune
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Hollingberry
 Membership NARTB, RAB
 President Col. Robert R. McCormick
 Manager-Treasurer Frank P. Schreiber
 Commercial Manager William A. McGuineas
 Sales Promotion Manager Charles A. Wilson
 Program Director Bruce Dennis
 Publicity Director James Hanlon
 Dir. of Engineering Carl J. Meyers

WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned By CBS, Inc.
 Operated By CBS Radio Division
 Address 410 N. Michigan Ave.



CHICAGO'S
 Only
 GROWING
 Radio Station

FRANKLIN 2-0660

DAILY NEWS PLAZA — CHICAGO 6

News Service..... AP, UP, INS
 Sta. Rep..... CBS Spot Sls.
 Membership..... NARTB, RAB
 Vice-Pres., Gen. Mgr..... H. Leslie Atlas
 Asst. Gen. Mgr..... E. H. Shomo
 Commercial Mgr..... Wm. F. Miller
 Program Director..... Al Bland
 Sales Prom. Mgr..... C. W. Doebler
 Publicity Dir..... Andy Murphy
 Chief Engineer..... J. F. Novy

W C F L
 CHICAGO—1926

Frequency: 1000 Kc..... Power: 50,000 Watts
 Owned..... Chicago Federation of Labor
 Business-Studio Address..... 666 Lake Shore Dr.
 Transcription Service..... Standard
 Membership..... RAB
 Representative..... Burke Stuart, O'Connell
 General Manager..... Martin F. Hogan
 Commercial Mgr..... Thomas E. Haviland
 Program Director..... L. J. Ronder, Jr.
 Chief Engineer..... Charles E. Willett

W C R W
 CHICAGO—1926

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... Clinton R. White
 Address..... 2756 Pine Grove Ave.
 Phone: Diversey 8-4440... Air Time: Full Time
 General Manager..... J. A. White

W E D C
 CHICAGO—1926

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Emil Denmark, Inc.
 Address..... 3860 W. Ogden Ave.
 Phone: CRawford 7-4100... Air Time: Full Time
 News Service..... UP
 President..... Emil Denmark
 Gen.-Station-Comm. Mgr..... Frank J. Kotnour
 Program, Publicity Director..... Bill Mack

W G E S
 CHICAGO—1924

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

W H F C
 CHICAGO—1925

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHFC, Inc.
 Address..... 3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone: Townhall 3-6305... Air Time: Full Time
 News Service..... AP
 General Manager..... Richard W. Hoffman

WIND
 CHICAGO—1926

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WIND, Inc.
 Bus-Studio Address..... 400 N. Michigan Blvd.
 Transcription Service..... Standard
 Representative..... AM Radio Sales
 Transcription..... Standard
 Membership..... RAB
 President, General Manager... Ralph L. Atlas
 Commercial Manager..... John T. Carey
 Program Director..... H. Leslie Atlas, Jr.
 Sls. Prom. Mgr., Pub. Dir.... Robert D. Peel
 Chief Engineer..... Kenneth C. Shirk

W J J D
 CHICAGO—1934

Frequency: 1160 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Plough Bcstg. Co.
 Bus-Studio Address..... 230 N. Michigan Ave.
 Phone: SState 2-5466... Air Time: Daytime
 News Service..... UP
 Trans. Service..... Standard, Capitol, World
 Representative..... Radio-TV Representatives, Inc.
 Membership..... RAB
 President..... Abe Plough
 Gen., Sta. Mgr..... Frederick G. Harm
 Commercial Mgr..... Louis J. Frenkel
 Sales Prom. Mgr..... Fred Livingston
 Program Director..... Ralph A. Blank
 Chief Engineer..... Walter F. Myers

50,000 WATTS OF PERSONALITY

featuring

- RANDY BLAKE**
- CY NELSON**
- AL PARKER**
- SID ROBERTS**
- CARL WARNER**
- ROSEMARY WAYNE**
- STELLA WHITE**

MUSIC • NEWS • SPORTS

THE 1160 SPOT ON YOUR DIAL

WJJD

230 N. MICHIGAN AVENUE
 CHICAGO 1, ILL.

FRED HARM

vice-president-general manager

A PLOUGH, INC. STATION

WLS**CHICAGO—1924—ABC**

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Oper. By WLS, Inc.
 Business Address: 1230 Washington Blvd.
 Phone: MO 6-9700. Air Time: Full Time
 News Service AP, UP
 Transcription Service Standard
 Representative John Blair
 Membership NARTB
 President James E. Edwards
 Gen., Sta. Mgr. Glenn Snyder
 Commercial Manager Charles M. Freeman
 Sls. Prom. Mgr., Pub. Dir. Betty Howard
 Asst. Gen. Mgr. A. M. Harre
 Program Director Harold Safford
 Chief Engineer Thomas Rowe

WMAQ**CHICAGO—1922—NBC**

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By National Bcstg. Co., Inc.
 Business-Studio Address Merchandise Mart
 Phone: Superior 7-8300. Air Time: Full Time
 News Service AP, INS, UP
 Transcription Service Thesaurus
 Representative National Spot Sales
 Membership NARTB
 President Sylvester Weaver
 General Manager Jules Herbeveaux
 Asst. Mgr. H. T. Sjogren
 Director of Sales C. Dresser
 Comm. Manager Rudi Neubauer
 Sales Promotion Manager John Keys
 Program Director George Heineman
 Publicity Director Chet Campbell
 Chief Engineer Howard Lutgens

WSBC**CHICAGO—1925**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WSBC
 Business-Studio Address 2400 W. Madison St.
 Phone: Monroe 6-9060. Air Time: Full Time
 News Service UP
 Transcription Service SESAC
 Representative Stars Nat'l. Inc.
 Gen., Sta. Mgr., Pgm. Dir. Louis B. Lee
 Commercial Manager Julius Miller

WHOW**CLINTON—1947**

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Operated By Cornbelt Bcstg. Co.
 Business Address 401½ S. Side Sq.
 Phone Number 305
 Representative Holman
 Transcription Service SESAC
 News Service AP
 President J. R. Livesay
 V.P., Gen., Sta. Mgr. Rolland O. Looper
 Comm. Manager James Williams
 Program Director Frank C. Jennings

WDAN**DANVILLE—1938—CBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Pub. Co.
 Address 1500 N. Washington
 News Service AP
 Transcription Service Thesaurus
 Representative Everett-McKinney, Inc.
 Membership NARTB, RAB
 General Manager Robert J. Burow
 Sta., Comm., Sls. Prom. Mgr. Max Shaffer
 Pub. Dir. Kay Shake
 Chief Engineer T. G. Maglin

WITY**DANVILLE—1953**

Frequency: 980 Kc. Power: 1 Kw. d. n.
 Owned Vermilion Bcstg. Corp.
 Address P. O. Box 142
 Phone: 1312. Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Burns Smith
 Membership NARTB, RAB
 President Gilbert E. Metzger
 Gen., Sta. Mgr. Francis A. Higgins
 Commercial Mgr. Wm. O'Toole
 Sales Prom. Mgr. Cecil Higgins
 Program Dir. Eldon Q. Johnson
 Publicity Dir. June Holm
 Chief Engineer Taylor Clowson

WDZ**DECATUR—1921**

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By WDZ Bcstg. Co.
 Business-Studio Address 265 S. Park St
 Phone: 3-9744. Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President Charles C. Caley
 Gen., Sta. Mgr. Frank C. Schroeder, Jr.
 Program Director William F. Miller
 Chief Engineer L. E. Mayfield

WSOY**DECATUR—1925—CBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Illinois Bcstg. Co.
 Address Rt. 48 at N. Jasper St.
 Phone: 5371. Air Time: Full Time
 News Service AP
 Transcription Service World, Standard, Cole
 Representative Weed
 Membership NARTB, RAB
 President Frederick W. Schaub
 Gen., Comm. Mgr. Merrill Lindsay
 Sta. Mgr. M. H. Stuckwish
 Prog., Pub. Dir. Eugene Dorsey
 Chief Engineer Allan Doyle

WLBK

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By...DeKalb Radio Studios, Inc.
 Business-Studio Address...153½ N. Third St.
 Phone: 6-3485 Air Time: Daytime
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 Pres., Gen. Mgr..... George C. Biggar
 Commercial Manager..... Richard Meier
 Program Director..... R. C. Brown
 Publicity Dir..... Herb Carrol
 Chief Engineer..... Robert Zirk

WDQN

DU QUION—1951

Frequency: 1580 Kc. Power: 250 Watts
 Owned-Operated By..... Johnson & Johnson
 Address..... 30½ W. Main St.
 Phone: 1399 Air Time: Daytime
 News Service UP
 Transcription Service SESAC
 Co-owner, Prom. Mgr..... Leonard M. Johnson
 Co-owner, Gen. Mgr..... Leonard F. Johnson
 Sales Manager..... Raymond Steele
 Chief Engineer..... Favre F. Fike

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By..... On the Air, Inc.
 Business-Studio Address..... Broadview Hotel
 Phone: 4-4390 Air Time: Full Time
 News Service UP
 Transcription Service SESAC
 Representative..... Sears & Ayer
 President..... Alvin O. Eads
 Gen., Sta. Comm. Mgr... Frank J. Prendergast
 Promotion Mgr..... Frank Imboden
 Promotion Director..... D. Dellamano
 Chief Engineer..... Erle E. White

WCRA

EFFINGHAM—1947—KBS

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By..... Effingham Bcstg. Co.
 Address..... 110 N. Banker St.
 Phone: 1090 Air Time: Daytime
 News Service UP
 President..... Joseph E. McNaughton
 General Manager..... Jack Armel
 Program Director..... Lee Hayward
 Chief Engineer..... Tom Mathis

WRMN

ELGIN—1949—KBS

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By The Elgin Bcstg Co.
 Address..... 156 Division St.
 Phone: 7700-1 Air Time: Daytime

News Service UP
 Representative Joseph Hershey MvGillvra
 Pres., Gen., Sta., Comm. Mgr.. J. Richard Suttler
 Prog. Dir., Chf. Engr..... George J. Merker

WEAW

EVANSTON—1953

Frequency: 1330 Kc. Power: 500 Watts
 Owned..... No. Shore Bcstg. Co., Inc.
 Address 2425 Main
 News Service AP
 Transcription Service World
 Sta. Rep..... Ayer, Good Music Bcstrs.
 Membership NARTB, RAB
 Pres., Gen. Sta. Mgr..... Edward A. Wheeler
 Commercial Manager..... J. Collins
 Sales Prom. Mgr..... Burton Harris
 Program Director..... Bill Fyffe
 Publicity Director..... Jane Brower
 Chief Engr..... Fred Dennison

WNMP

EVANSTON—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Evanston Bcstg. Co.
 Business-Studio-Transmitter... 2201 Oakton St.
 Transcription Capitol, SESAC
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Angus D. Piaff
 Program Dir..... J. W. Horton
 Chief Engineer..... Alhert Griffin

WFIW

FAIRFIELD—1953

Frequency: 1390 Kw. Power: 500 Watts d.
 Owned-Oper. By... Wayne County Bcstg. Co.
 Address Box 148
 Phone: Fairfield 2159 Air Time: Daytime
 News Service AP
 Representative Grant Webb
 Membership NARTB
 Co-Owner, Gen. Mgr..... Thomas S. Land
 Co-Owner, Prog. Dir..... Bryant Davidson
 Commercial Mgr..... Garnet Williams

WFRL

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By... Freeport Bcstg. Co., Inc.
 Business-Studio Address... 9 N. Chicago Ave.
 Phone: State 436 Air Time: Daytime
 News Service AP
 Representative Sears & Ayer
 Membership NARTB
 Pres., Gen. Mgr., Ch. Engr... Vincent S. Barker
 Commercial Manager..... Dave Taylor
 Program Director..... Charles Harlan

WGIL

GALESBURG—1936

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By... Galesburg Bcstg. Co., Inc.
 Business Address... 312 Hill Arcade
 Phone: 4626... Air Time: Full Time
 Newspaper Affiliation... "Daily Register Mail"
 News Service... AP
 Transcription Service... Standard
 Representative... Wm. G. Rambeau
 President... Mrs. O. N. Custer
 General Manager... Robert W. Frudeges
 Commercial Mgr... Roger L. Hoffman
 Publicity Director... David Loring
 Chief Engineer... H. H. Frederick

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc... Power: 250 Watts
 Owned-Oper. By... Harrisburg Bcstg. Co.
 Business-Studio-Transmitter... 100 E. Poplar St.
 Phone: 328... Air Time: Full Time
 News Service... UP
 Gen.-Station-Comm. Mgr... Ingils M. Taylor
 Sales Prom. Mgr... Ken Hamilton
 Program Director... Dorice Turner
 Publicity Director... Eddie Wise
 Chief Engineer... Elmer L. Gladson

W M C W

HARVARD—1954

Frequency: 1600 Kc... Power: 500 Watts
 Owner... Esther Blodget

W C F S

HARVEY—1954

Frequency: 1570... Power: 250 Watts
 Owner... Chas. F. Sebastian
 Address... 1220 N. Austin Blvd.

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Oper. By... Egyptian Bcstg. Co.
 Business-Studio Address... P. O. Box 179
 Phone: 382... Air Time: Full Time
 News Service... UP
 Transcription Service... World
 Representative... John E. Pearson
 Membership... NARTB, RAB
 President... Orville W. Lyerla
 General Manager... Charles R. Cook
 Comm. Manager... Fred Simmons
 Prog. Dir... Louise Piantanida
 Chief Engineer... Ben Ori

W L D S

JACKSONVILLE—1941

Frequency: 1180 Kc... Power: 1000 Watts d.
 Owned... Jacksonville Radio & TV Bcstg. Corp.
 Address... Jacksonville
 Phone: 1180... Air Time: Daytime
 News Service... AP
 Transcription Service... World
 Newspaper Affiliation... "Journal-Courier"

Representative... Hal Holman
 Membership... NARTB, RAB
 President... Robert A. Fay
 Gen., Comm., Sta. Mgr... R. Karl Baker
 Program Director... T. J. Fairburn
 Chief Engineer... G. J. Cassens

W J O L

JOLIET—1924

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... Joliet Bcstg. Co.
 Business-Studio-Transmitter... 601 Walnut St.
 Phone: JO 4761... Air Time: Full Time
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Ayer
 Membership... RAB
 President... Calvin Wilson
 Gen., Sta. Mgr... Joseph J. Garvey
 Comm. Manager... George Stefan
 Promotion Manager... Marion Philburn
 Program Director... Eileen Caron
 Chief Engineer... Lester DeCosta

W K A N

KANKAKEE—1947

Frequency: 1320 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Kankakee Daily Journal Co.
 Business-Studio Address... 183 N. Schuyler Ave.
 Phone: 3-6633... Air Time: Daytime
 News Service... AP
 Transcription Service... Standard
 Representative... Sears-Ayer
 Membership... NARTB
 President... Leslie C. Small
 General Manager... Burrell Small
 Station Manager... Bruce Brown
 Asst. Station Manager... Robert Hawkins
 Sales Mgr... M. Moncrief
 Program Director... Orren Allain
 Chief Engineer... Richard Eckels

W K E I

KEWANEE—1952—KBS

Frequency: 1450 Kc... Power: 100 Watts
 Owned-Operated By... WKEI Bcstg. Co.
 Address... 202½ N. Tremont
 Phone: 4471... Air Time: Daytime
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... H. F. Best
 Pres., Gen. Mgr., Chf. Engr... E. D. Scandrett
 Prog., Pub. Dir... Paul Messplam

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc... Power: 500 Watts d.
 Owned-Oper. By... The La Grange Bcstg. Co.
 Address... Box 408
 Phone: FL 2-1300... Air Time: Daytime
 Representative... Gill Perna
 Membership... NARTB, RAB
 President... Charles Sebastian

Partner Russ Salter
 Commercial Manager Ralph Faucher
 Sales Prom. Mgr. Vince Essig
 Program Dir. Ted Carlson
 Publicity Dir. Stan Noyes
 Chief Engineer Bill Ward

Pres., Gen. Mgr. Wm. E. Schons
 Sta., Comm. Mgr. Allan Fobes
 Sales Promotion Mgr. Don Vallier
 Chief Engineer John Meyers

W L P O

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By ... La Salle County Bcstg. Co.
 Bus. Ad. P. O. Box 215
 Phone: 3100. Air Time: Daytime
 News Service AP
 Newspaper Affil. News Trib.
 Transcription Service RCA, Thesaurus
 Membership NARTB, RAB
 President Peter Miller
 Gen., Comm. Mgr. William Helm
 Program Director Donald Frost
 Publicity Director Laverne Waltman
 Chief Engineer Lawrence McCann

W P R C

LINCOLN—1947—KBS

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By Prairie Radio Corp.
 Address P. O. Box 37
 Phone: 1370. Air Time: Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership RAB
 Pres., Gen. Sta. Mgr. Ray F. Knochel
 Comm. Manager Paul E. Rankin
 Sales Prom. Mgr. John H. Deal
 Program Director William H. Brady
 Prcblicity Director Earle W. Layman
 Chief Engineer Donald Thompson

W S M I

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mid-Illinois Bcstg. Co.
 Address Box 241
 Phone: 100. Air Time: Daytime
 News Service AP
 Transcription Service World
 Representative Hil Best
 Membership RAB
 Pres., Gen. Mgr. Hayward L. Talley
 Comm. Manager Clark O. Whitman
 News Ed. Don Yaeger

W K A I

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By The Macomb Bcstg. Co.
 Address 1135 Plymouth Bldg.
 Phone: Macomb 1350. Air Time: Daytime
 News Service UP
 Transcription Service Lang-Worth, World
 Membership NARTB

W G G H

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Operated By George W. Dodds
 Business Address P. O. Box 311
 Phone: 824. Air Time: Daytime
 News Service AP
 Transcription Service Associated
 Representative Sears & Ayer
 Membership RAB
 Pres., Gen. Mgr., Chief Eng. George W. Dodds
 Commercial Manager Raymond L. Hatley
 Prog. Dir., Sta. Mgr. James W. Duncan

W L B H

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By Mattoon Bcstg. Co.
 Bus.-Studio Address 17th & Broadway Ave.
 Phone: 6464. Air Time: Daytime
 News Service AP
 Transcription Service Standard
 Representative Holman
 Membership NARTB, RAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager Ken Wooddell
 Sales Promotion Manager Dwain Bower
 Program Director Robert Gwess
 Chief Engineer Ray Livesay

W M O K

METROPOLIS—1951—KBS

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By Fort Massac Bcstg. Co.
 Address Nat'l State Bank Bldg.
 Phone: 2106. Air Time: Daytime
 Transcription Service SESAC
 News Service UP
 Representative Holman
 Membership NARTB, RAB
 General Manager James H. Firmin
 Commercial Mgr. P. Roewe
 Program Director Sue Teckenbrock
 Chief Engineer Carlos Steel

W Q U A

MOLINE—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Quad-City Bcstg. Corporation
 Address 1319 Fifth Ave.
 Phone: 4-6727. Air Time: Full Time
 News Service AP
 Representative Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 V. Pres., Gen. Mgr. G. LaVerne Flambo
 Comm. Mgr. W. J. Archer
 Prog. Dir., Chief Eng. Harold Higby

WVMC

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By WVMC
 Address No. Cherry St. Rd.
 Phone: 1360 Air Time: Daytime
 News Service UP
 Membership NARTB, RAB
 General Manager Stephen P. Bellinger
 Comm. Manager Charles H. Green
 Program Director Gil Wallace
 Chief Engineer Eugene D. Garrett

WMIX

MT. VERNON—1947

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.
 Address No. 2 Radio Center
 News Service AP
 Transcription Service World
 Representative John E. Pearson Co.
 President John Russell Mitchell
 General Manager R. J. Cheney
 Comm. Mgr. C. Schoch
 Chief Engineer Alva Hulbert

WINI

MURPHYSBORO

Frequency: 1420 Kc. Power: 500 Watts
 Owner Cecil W. Roberts

WOPA

OAK PARK—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Transcription Service Standard
 News Service AP
 Asst. Sta. Mgr. A. Michelotti
 Comm. Mgr. E. Sanderling
 Program Director Martin Bouhan
 Publicity Director Marylou Kelley
 Chief Engineer Sidney Schneider

WVLN

OLNEY—1947—KBS

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

WCMY

OTTAWA—1952

Frequency: 1430 Kc. Power: 500 Watts d.

Owned-Operated By Carl H. Meyer
 Address P. O. Box 687
 Phone: 1551 Air Time: Full Time
 News Service UP
 Transcription Service SESAC
 Representative Sears & Ayer
 Pres., Gen. Mgr. Carl H. Meyer
 Comm. Mgr. D. M. Meyer
 Prog. Dir. Bill Sweda
 Chief Eng. Sam Potter

WPRS

PARIS—1951—KBS

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.
 Address 2 Mi. W. Paris on State Rd. 133
 Phone: 3-1440 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus, Capitol
 Pres., Gen., Sta., Comm. Mgr. A. Ferguson, Jr.
 Chief Eng. C. Thomas

WSIV

PEKIN—1946

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 News Service AP
 Representative Rambeau
 Pres., Gen. Mgr. W. Kenneth Patterson
 Commercial Manager James T. Butler
 Promotion Dir. George Udry
 Program Director R. C. Furnace

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Bcstg. Co.
 Address Commercial Natl. Bank Bldg.
 News Service AP
 Representative Headley-Reed
 Membership NARTB, RAB
 President Sen. Robert S. Kerr
 Gen. Mgr. Fred C. Mueller
 Sta., Comm. Mgr. Tom Greer
 Sales Mgr., Pub. Dir. F. R. Oakley
 Chief Engineer Wayne Lovely

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Illinois Valley Bcstg. Co.
 Business-Studio Address 115 N. Jefferson Ave.
 Phone: 4-9239 Air Time: Full Time
 News Service UP
 Representative Avery-Knodel
 Membership NARTB
 President Timothy W. Swain
 General Mgr. Tom Gavin
 Sta., Comm. Mgr. Paul C. Brines
 Sls. Prom. Mgr. Tom Miller
 Prog., Pub. Director Cal Rains
 Chief Engineer Rudolph Luukinen

W M B D

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Oper. By..... WMBD, Inc.
 Address212 South Jefferson Street
 Phone: 6-0711.....Air Time: Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Charles C. Caley
 Asst. Mgr..... Marvin H. Hult
 Sales Manager..... Harold V. Phillips
 Promotion Mgr..... Toby Carlson
 Program Director..... Charles A. Miller
 Chief Engineer..... A. James Ebel

W P E O

PEORIA—1951

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... WPEO, Inc.
 Address926 Main St.
 Phone: 4-9249.....Air Time: Daytime
 News Service AP
 Membership NARTB
 Representative Holman
 Pres., Gen., Sta. Mgr..... John R. Livingston
 Program Director..... Ken Scott
 Chief Engineer..... Gerry De Vore

W T V H

PEORIA—1952

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By..... Hilltop Bcstg. Co.
 Address234 No. Madison
 Phone: 6-5503.....Air Time: Full Time
 Newspaper Affiliation..... Peoria Journal
 News Service AP
 Representative Sears & Fyer
 President..... Henry P. Slane
 Gen. Mgr..... E. G. Smith
 Asst. Gen. Mgr..... R. L. Jawer
 Station Mgr..... Joe Faulkner
 Sls. Prom. Mgr., Prog., Pub. Dir., L. K. Harvey
 Chief Engineer..... Wallace Wurz

W B B A

PITTSFIELD

Frequency: 1580 Kc. Power: 250 Watts
 Owner..... Pike Bcstg. Co.

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By..... Quincy Bcstg. Co.
 Business-Studio Address..... Hotel Quincy
 Phone: 6840.....Air Time: Full Time
 Newspaper Affiliation..... Quincy Herald Whig
 News Service UP
 Transcription Service World
 Representative Avery-Knodel

President..... T. C. Oakley
 General Manager..... Joseph S. Bonansinga
 Comm. Mgr..... J. E. Muse
 Chief Engineer..... Frank E. Laughlin

W T A D

QUINCY—1927—CBS

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... Lee Bcstg., Inc.
 Address10th floor, WCU Bldg.
 Phone: 6200.....Air Time: Full Time
 News Service AP, UP
 Trans. Service..... Standard, Associated
 Representative Weed & Co.
 Membership NARTB, RAB
 President..... Lee P. Loomis
 General Manager..... Walter Rothschild
 Sales Promotion Mgr..... Dick Moore
 Program Dir..... Merritt Milligan
 Chief Engineer..... J. E. Gray

W R O K

ROCKFORD—1929—ABC

Freq.: 1440 Kc. Power: 1 Kw. d.; 500 W. n.
 Owned..... Winnebago Newspapers, Inc.
 Bus.-Studio Address..... Rockford Newstower
 Phone: 2-6621.....Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative H. R.
 President..... E. K. Todd
 Gen., Comm. Mgr..... John J. Dixon
 Publicity Dir..... Betty L. Thro
 Program Director..... Maurice P. Owens
 Chief Engineer..... Maurice H. Nelson

W R R R

ROCKFORD—1953

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By..... Rock River Bcstg.
 Address113 S. Court St.
 Phone: 8-2263.....Air Time: Daytime
 Representative..... Radio TV Reps.
 Exec. V.P., Chief Engr..... Boyd Phelps
 General Manager..... L. O. Fitzgibbons
 Commercial Mgr..... H. I. Tingley
 Program Director..... Rick Edwards

W H B F

ROCK ISLAND—1925—CBS

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By..... Rock Island Bcstg. Co.
 Business-Studio Address..... 231 18th St.
 Phone: 6-5441.....Air Time: Full Time
 Newspaper Affiliation..... Rock Island Argus
 News Service UP
 Transcription Service..... Standard, World
 Representative Avery-Knodel
 Membership NARTB, RAB
 President..... Ben H. Potter
 V.P., Gen., Sta. Mgr..... Leslie C. Johnson
 Asst. Mgr., Dir. Sales..... Maurice Corken

Program Director.....Frank S. Hicks
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Smett

WCVS

SPRINGFIELD—1922—MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Transcription ServiceWorld
 MembershipNARTB
 Representative.....Sears & Ayer
 President.....H. L. Dewing
 Comm., Prom., Gen. Mgr.....C. W. Neeld
 Chief Engineer.....R. Ashenfelter

WMAY

SPRINGFIELD—1950—NBC

Freq.: 970 Kc..Power: 1 Kw. d.; 500 W. n.
 Owned-Oper. By.....Lincoln Bcstg. Corp.
 Address.....711 Myers Bldg.
 News ServiceUP
 TranscriptionThesaurus
 Representative.....John E. Pearson
 MembershipNARTB
 Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
 Program Director.....Syl Binkin
 Prom., Publ. Dir.....Mel Kempe
 Chief Engineer.....Melvin Feldman

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....Route 66 & E. Cook St.
 Phone: 2-4441.....Air Time: Full Time
 News ServiceAP
 TranscriptionWorld
 Representative.....Weed
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....Oliver J. Keller
 Commercial Manager.....O. J. Keller, Jr.
 Sales Promotion Manager.....Bill Miller
 Program Director.....John W. Midgely
 Chief Engineer.....E. C. Swaringen

WSDR

STERLING—1949

Frequency: 1240 Kc.....Power 100 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.
 Address.....218 1st Ave.
 News ServiceAP
 Transcription Service.....Capitol, Lang-Worth
 Pres., Gen. Mgr.....Sam Bartlett
 Comm. Mgr.....Lillian Bartlett
 Program Director.....John Rohwer
 Chief EngineerEd Fisher

WIZZ

STREATOR—1953

Frequency: 1250 Kw.....Power: 500 Watts d.

Owned-Oper. By.....Streator Bcstg. Co.
 AddressBox 431
 Phone: 4147.....Air Time: Daytime
 RepresentativeBest
 Gen., Sta., Mgr.....Vernon R. Nunn
 Commercial Mgr.....Jack A. Dill
 Chief Engineer.....Harold I. Peters

WTIM

TAYLORVILLE—1952

Frequency: 1410 Kc.....Power: 1000 Watts d
 Owned-Operated By.....Moyer Bcstg. Co.
 Phone: 1410.....Air Time: Daytime
 Transcription Service...Standard, Thesaurus
 News ServiceUP
 RepresentativeContinental
 President.....Roger Moyer
 General Manager.....James C. Hilderbrand
 Station Manager.....Kester Pollock
 Chief Engineer.....Tom Giles

WKID

URBANA—1948—KBS

Frequency: 1580 Kc.....Power 250 Watts d
 Owned-Operated By.....Sterling Bcstg. Co.
 AddressP. O. Box 192
 Phone: 75431.....Air Time: Daytime
 News ServiceINS
 RepresentativeJohn Pearson

WTAX

Maximum Audience
 at Minimum Cost!

Year after year Hooper has shown WTAX
 far in front in Springfield, Illinois.

Its average audience exceeds that of the
 other Springfield stations combined.

Hooper Radio Index
 Springfield, Ill., City Zone
 October 1954

	Morning	Afternoon	Evening
WTAX	44.7	50.8	46.7
Sta. B	17.4	18.8	25.0
Sta. C	22.4	10.9	15.6

Daytime Monday thru Friday
 Other stations reported ranged from 1.9 to 4%

CBS RADIO Affiliate

Represented by Weed & Company

MembershipNARTB
 Pres., Gen. Mgr.....Allen Embury
 Sta., Comm. Mgr.....C. Loufek
 Program Director.....Steven Austin
 Publicity Dir.....Roger Klucos
 Chief Eng.....James Duryed

W K R S

WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....News-Sun Bcstg. Co.
 Business Address.....P. O. Box 500
 Phone: DElta 6-7900.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....Thesaurus, Standard
 RepresentativeMcGillvra
 PresidentF. Ward Just
 Gen., Comm. Mgr.....Joseph B. Kirby
 Program Director.....A. F. Sorenson
 Chief Engineer.....Stanley G. Chadwick

W F R X

WEST FRANKFORT—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned.....Pyramid Radio Bcstg. & TV Co.
 Address.....S. Logan St.
 Phone: 1300.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeIndie Sales
 President.....Guy Lambert
 Gen., Sta., Comm. Mgr.....Robert O. Veach
 Program Director.....Billy Spangler
 Chief Engineer.....Everett Kennedy

W C B D

ZION—1947

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Michael J. Mintern
 Business Address.....Administration Bldg.
 Phone: 2-4521.....Air Time: Sunday only
 Managing Director.....Michael J. Mintern
 Commercial Manager.....Carl Q. Lee

INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — Families 1,354,000

Radio Homes 1,307,000 — TV Homes 954,000 — Stations in State 50

W C B C

ANDERSON—1946—KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Civic Bcstg Corp.
 Address.....204 Tower Bldg.
 News ServiceUP
 Transcription ServiceWorld
 MembershipRAB
 Station Rep.....Hil Best
 President.....Paul E. Billheimer
 General Manager.....Worth S. Rough
 Program Director.....John Snider
 Chief Engineer.....Marvin D. Carmony

Address.....Radio Farm, P. O. Drawer 472
 News ServiceINS
 Transcription Service.....Thesaurus, RCA
 Representative.....W. S. Grant
 Pres., Gen. Mgr.....William C. Smith, Jr.
 Program Director.....Claude Parsons
 Chief EngineerCarl J. Finger

W H B U

ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Anderson Bcstg. Corp.
 Business-Studio.....640 Citizens Bank Bldg.
 Transcription ServiceStandard
 RepresentativeBolling Co.
 MembershipRAB, NARTB
 President.....C. Bruce McConnell
 General Manager.....John R. Atkinson

W T T S

BLOOMINGTON—1949—ABC

Freq.: 1370 Kc.....Power 5 Kw. d., 500 W. n.
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Business-Studio Address.....535 S. Walnut St.
 News ServiceAP
 Representative.....Robert Meeker Associates
 MembershipRAB
 PresidentSarkes Tarzian
 Station Manager.....Glenn Van Horn
 Commercial Mgr.....Ray Bartlett
 Chief Engineer.....Carl Onken

W B N L

BOONVILLE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Boonville Bcstg. Co.
 Address.....Lynville Rd.
 News ServiceUP
 Co-O., Gen., Comm. Mgr.....H. C. Sanders
 Co-O., Asst. Mgr., Pgm. Dir.....Norman Hall

W B I W

BEDFORD—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Bedford, Inc.

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By... Syndicate Theatres, Inc.
 Address... Carr Hill Rd.
 Phone: 3397-98. Air Time: Daytime
 Trans. Service... Thesaurus
 Membership... RAB
 Station Rep... Rambeau
 News Service... AP
 President... Joseph Finneran
 General Manager... Dick Jewell
 Chief Engineer... Max Cockley

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By... News Examiner Co.
 Business-Studio Address... 406 Central Ave.
 Phone: 1950. Air Time: Daytime
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Gill-Perna
 Membership... NARTB
 Secretary... G. S. Tatman
 Gen., Sta., Comm. Mgr... E. M. Jackson
 Program Director... Ralph T. Underwood
 Chief Engineer... Earl Thompson

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owner-Oper. By... Truth Publishing Corp.
 Business-Studio Address... 116 S. Second St.
 Phone: 3-1960. Air Time: Full Time
 News Service... UP
 President... John F. Dille, Jr.
 General Manager... Donald McFall
 Commercial Mgr... Don Freed
 Chief Engineer... Lester Zellmer

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... WFBM, Inc.
 Business-Studio Address... 24 N.W. 3rd St.
 Phone: 4-9215. Air Time: Full Time
 News Service... AP
 Transcription Service... Lang-Worth
 Membership... NARTB, RAB
 Representative... Katz
 President... Harry M. Bitner, Jr.
 General-Station-Commercial Mgr... Don Menke
 Program Director... Michael Finn
 Chief Engineer... William Schultz

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5 Kd. d.; 1 Kw. n.
 Owned-Operated By... On The Air, Inc.
 Business-Studio Ad... 1001 Diamond Ave.

Phone: 21171. Air Time: Full Time
 Representative... Weed & Co.
 News Service... UP
 Membership... NARTB
 President... Alvin Q. Eades
 Ex. V.P., Gen., Sta. Mgr... Martin L. Leich
 Sales Prom., Pub. Dir... Del Greenwood
 Program Director... Mrs. Pat Roper
 Chief Engineer... Erwin P. Schoeny

WIKY

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By... South Central Bcstg. Corp.
 Address... 1162 Mt. Auburn Rd.
 Phone: 4-8284. Air Time: Daytime
 News Service... AP
 Transcription Service... Thesaurus
 Representative... John E. Pearson
 Membership... RAB
 Pres., Gen.-Sta. Mgr... John A. Engelbrecht
 Chief Engineer... George F. Stoltz

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By... WJPS, Inc.
 Business-Studio Address... 206 Main St.
 Phone: 5-2221. Air Time: Full Time
 News Service... AP
 Transcription Service... Standard, World
 Representative... George P. Hollingbery
 Membership... NARTB
 President... Robert S. Davis
 Gen., Sta. Mgr... Jack McLean
 Sales Prom. Mgr., Pub. Dir... Charles Caldwell
 Chief Engineer... James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Radio Fort Wayne, Inc.
 Address... Fort Wayne Nat'l Bank Bldg.
 Phone: Anthony 6212. Air Time: Full Time
 News Service... AP
 Transcription Service... Standard
 Representative... Boiling
 President... C. Bruce McConnell
 General Manager... Robert McConnell
 Station Manager... Charles E. Kennedy
 Local Commercial Manager... Merlin Smith
 Program Director... Robert Hill
 Chief Engineer... Eugene Humphrey

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By... News-Sentinel Bcstg. Co., Inc.
 Business-Studio Address... 201 W. Jefferson St.
 Phone: Eastbrook 3366. Air Time, Full Time
 Newspaper Affiliation... News-Sentinel
 News Service... UP
 Transcription Service... Langworth
 Representative... Headley-Reed

Membership RAB
 President..... Helen R. Foellinger
 Gen., Sta., Comm. Mgr..... Merrill C. Johnson
 Prom. Mgr., Pub. Dir..... Dorsey M. Roth
 Program Director..... Norman Widenhofer
 Chief Engineer..... Damon Wilson

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc..... Power: 5000 Watts
 Owner... Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Add. 220 E. Jefferson St.
 Phone Number Anthony 2295
 News Service..... UP, AP
 Transcription Service World
 Representative Raymer
 President..... Clarence L. Schust
 General Manager..... Edward G. Thoms
 Sales Prom. Mgr..... Wilson Schroeder
 Commercial Manager..... Carleton B. Evans
 Program Dir..... Eugene A. Chase

WOWO

FT. WAYNE—1926—NBC

Frequency: 1190 Kc..... Power: 50 Kw.
 Owner..... Westinghouse Radio Stations, Inc.
 Bus.-Studio Address. 124 W. Washington Blvd.
 Phone: Anthony 2136..... Air Time: Full Time
 News Service UP
 Transcription Service..... Thesaurus
 Representative..... Free & Peters
 Membership RAB
 President..... Chris J. Witting
 General Manager..... J. E. Baudino
 Station Mgr..... Carl W. Vandagriff
 Commercial Manager..... Tom Longworth
 Sales Prom. Mgr..... Hilda C. Woehrmeyer
 Program Director..... Guy Harris
 Chief Engineer..... Bruce H. Ratts

WIL0

FRANKFORT—1953—KBS

Frequency: 1570 Kc..... Power: 250 Watts
 Owned Radio Frankfort
 Address..... 52½ E. Washington St.
 Phone: 3338..... Air Time: Daytime
 News Service UP
 Station Rep..... Hil Best
 Membership RAB
 General Mgr..... George A. Foulkes

WGRY

GARY—1950

Frequency: 1370 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... WGRY, Inc.
 Address..... 734 Washington St.
 Phone: 5-7511..... Air Time: Daytime
 News Service UP
 Membership RAB
 Transcription Service SESAC
 Station Rep..... Indie
 Pres., Gen. Mgr..... George Whitney
 Program Director..... Jack Smith

WWCA

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By .. Lake Bcstg Co., Inc.
 Address Hotel Gary
 Phone: 6-9171..... Air Time: Full Time
 News Service AP
 Membership RAB
 Station Rep..... John E. Pearson Co.
 Pres., Gen., Sta. Mgr..... Dee O. Coe
 Prom. Mgr..... Sam Weller
 Program Todd Branson
 Chief Engineer Victor Voss

WJOB

HAMMOND—1928

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... South Shore Bcstg. Corp.
 Address 449 State St.
 Phone: Sheffield 8400... Air Time: Full Time
 News Service UP
 Representative..... Joseph Hershey McGillvra
 Pres., Gen. Mgr..... R. C. Adair
 Program Director..... Gerald Mitchell
 Chief Engineer..... Jess Peters

WFBM

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned-Operated By..... WFBM, Inc.
 Business-Studio Address... 1330 N. Meridian St.
 Phone Number MElose 4-8521
 News Service..... AP, INS
 Representative Katz
 Transcription Service..... World
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. Harry M. Bitner, Jr.
 Commercial Manager..... William F. Kiley
 Prom. Mgr., Pub. Dir..... Bernard W. Carney
 Program Dir..... Robert Yeager
 Chief Engineer..... Harold Holland

WIBC

INDIANAPOLIS—1938—MBS

Freq. 1070 Kc... Power: 50 Kw. d.; 10 Kw. n.
 Owned-Operated By..... WIBC, Inc.
 Business-Studio Address. 30 W. Washington St.
 Phone: MElose 4-2305... Air Time: Full Time
 News Service AP, UP
 Transcription Service..... SESAC, Thesaurus
 Representative John Blair
 Membership NARTB
 President, Gen. Mgr.... Richard M. Fairbanks
 Commercial Manager..... Gilbert I. Berry
 Sales Prom., Pgm. Dir..... William L. Dean
 Chief Engineer..... Robert W. Minton

WIRE

INDIANAPOLIS—1924—NBC

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

Phone: Melrose 5-1541... Air Time: Full Time
 Newspaper Affiliation... Central Newspaper
 News Service AP
 Transcription Service Langworth
 Representative Free & Peters
 Membership RAB
 President Eugene C. Pulliam
 General Manager Willard C. Worcester
 Commercial Manager Daniel C. Park
 Prom. Mgr., Pub. Dir. Richard Higgs
 Program Director M. Wayland Fullington
 Chief Engineer Eugene E. Alden

Business Address 212½ North Main St.
 Phone: 6194 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB, RAB
 President Richard Blackledge
 V.P., Gen., Sta. Mgr. John Carl Jeffrey
 Promotion Mgr. John C. Jeffrey
 Chief Engineer Elvin Cunningham

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc. Power: 5 Kw. d.: 1 Kw. n.
 Owned-Oper. By Universal Bcstg. Co., Inc.
 Business-Studio Address 1440 N. Meridian St.
 Phone: MELROSE 4-6411... Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Bolling
 Membership RAB, NARTB
 President C. Bruce McConnell
 Gen. Mgr. Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir. Jim Buck
 Comm. Manager Robert Ohleyer
 Program Director William E. Frosch, Jr.
 Chief Engineer Stokes Gresham, Jr.

W X L W

INDIANAPOLIS—1948

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

W I T Z

JASPER—1948—KBS

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

W I O U

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owner North Central Indiana Bcstg. Corp.

W A S K

LAFAYETTE—1942—MBS

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By WFAM, Inc.
 Business-Studio Address McCarty Lane
 Phone: 2-4300 Air Time: Full Time
 News Service UP
 Representative Wm. G. Rambeau
 Membership RAB
 President O. E. Richardson
 Sta., Comm. Mgr. Herbert Nelson
 Program Director James Potter
 Chief Engineer Richard Cochran

W L O I

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By La Porte Bcstg. Co.
 Business-Studio Address Rumely Hotel
 Phone: 3784 Air Time: Daytime
 Sta. Rep. McGillvra
 News Service AP
 Transcription Service Capitol
 President Hoyt H. Scott
 Sec'y, Treas., Gen. Mgr. Dr. Edward Young
 Station Mgr. Robert F. Coffen

W B T O

LINTON—1953

Frequency: 1600 Kw. Power: 500 Watts d.
 Owned-Oper. By The Linton Bcstg. Co.
 Address c/o WBNL, Boonville, Ind.
 Phone 63
 Owner Henry C. Saunders

W S A L

LOGANSPORT—1949—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone: 3111 Air Time: Full Time
 News Service AP
 Membership NARTB, RAB
 General Manager Raymond W. Baker
 Comm. Mgr. Joseph A. Wiler
 Program Director Ira McCormack
 Chief Engineer Raymond A. Olson

W B A T

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Marlon Radio Corp.

Business-Studio Address...303½ S. Adams St.
 Phone: 5500.....Air Time: Full Time
News Service.....**AP**
 Transcription Service.....Standard, World
 Representative.....Best
 Membership.....NARTB
 President.....John Ramp
 Station Manager.....William Fowler
 Program Dir.....William Richards
 Commercial Mgr.....Wm. J. Emard
 Sales Promotion Mgr.....Forest Parsons
 Chief Engineer.....Tom Morrisey

WIMS

MICHIGAN CITY—1947

Freq.: 1420 Kc. Power: 1 Kw. d.: 500 Wts. n.
 Owned.....Northern Indiana Bcsters., Inc.
 Business-Studio Address.....415 Franklin St.
 Phone: 5-5245.....Air Time: Full Time
News Service.....UP
 Station Representative.....Wm. G. Rambeau
 Pres., Gen. Mgr.....William N. Udell
 Commercial Managers...Al Halus, Jay Schoff
 Program Director.....Richard Olson
 Chief Engineer.....Robert J. Schilling

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Tri City Radio Corp.
 Business Address.....Hwy. No. 35
 Phone: 4403.....Air Time: Full Time
News Service.....AP
 Transcription Service.....Standard, World
 Representative.....Walker, Hal Holman
 Pres., Gen. Sta. Mgr.....D. A. Burton
 Commercial Manager.....Bill Craig
 Program Director.....Lee Allerton
 Chief Engineer.....M. M. Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Ohio Valley Bcstg., Inc.
 Address.....Box 285
 Phone: 4-2235.....Air Time: Full Time
News Service.....UP
 Station Rep.....Hil F. Best Co.
 Pres., Gen., Sta. Mgr.....Roy L. Hickox
 Comm. Mgr.....Milton Lamm
 Program Director.....Keith Reising
 Sales Prom. Mgr.....Joe Gillum
 Chief Engineer.....Tom Allebrandi

WARU

PERU—1954

Frequency: 1600 Kc.....Power: 500 Watts
 Owner.....Wabash-Peru Bcstg. Co.
 Address.....Senger-Marvick Bldg.
 Phone.....2271
 President.....Dr. Wendell Hansen

WPGW

PORTLAND—1951—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Glenn West
 Address.....Box 608
 Phone Number.....1094
 Transcription Service.....SESAC, World
 Gen. Mgr.....Glenn West

WRAY

PRINCETON—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Princeton Bcstg. Co.
 Address.....Box 8
 Phone: 1250.....Air Time: Daytime
News Service.....AP
 Transcription Service.....Thesaurus
 Station Representative.....McGillvra
 Membership.....RAB
 President.....M. R. Lankford
 Station Manager.....Gene Peterson
 Commercial Mgr.....D. T. Critchfield
 Program Director.....Jack Wiedemann
 Chief Engineer.....Harold Bass

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Central Bcstg. Corp.
 Address.....W. Main St.
 Phone: 3-1156.....Air Time: Full Time
News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....Robert Meaker
 Membership.....RAB
 President.....Paul R. Quigg
 Gen., Sta. Mgr.....Lester G. Spencer
 Comm., Sls.....Roland L. Nusbaum
 Program Director.....Marie Robbins
 Chief Engineer.....L. J. Duning

WSLM

SALEM—1953—KBS

Frequency: 1220 Kw.....Power: 250 Watts d.
 Owned-Oper. By.....Don H. Martin
 Address.....Radio Ridge
News Service.....AP
 Transcription Service..Thesaurus, MacGregor
 Representative.....Hil F. Best
 Membership.....RAB
 Pres., Gen. Mgr.....Don H. Martin
 Commercial Mgr.....Simon Spurgeon
 Sales Promotion Mgr.....Boyd Smedley
 Pub. Dir.....Barney Schocke
 Program Director.....Margaret Martin
 Chief Engineer.....Darrell Dixon

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Dr. Azra C. Baker

Address 1534 Ewing St.
 General Manager Azra C. Baker
 Commercial Manager Robert E. Shippee
 Program Director Roger W. Bradley
 Chief Engineer Arnold Haun

W H O T

SOUTH BEND—1944—ABC

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By South Bend Bcstg. Corp.
 Address 434 S. St. Joseph St.
 Representative Bolling
 Membership NARTB, RAB
 Pres. Rev. Theodore M. Heshorgh, C.S.C.
 Sec'y, Treas. Rev. Edmund P. Joyce, C.S.C.
 Vice-Pres., Gen. Mgr. Bernard Barch
 Station Mgr. Frank Crosiar
 Sales Manager C. J. Pa-Jakowski
 Program Director Wm. Etherton
 Chief Engineer Ira Kealy

W J V A

SOUTH BEND—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By St. Joseph Valley Bdsg. Corp.
 Address Box 179
 Representative Burn-Smith
 Pres., Gen. Mgr. F. R. Householder
 Program Director Owen Lackey Jr.
 Commercial Mgr. Vince Doyle
 Chief Engineer Francis J. Bock

W S B T

SOUTH BEND—1921—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Bus.-Studio Address 225 W. Collax Ave.
 Phone: CE 3-3141 Air Time: Full Time
 Newspaper Affiliation South Bend Tribune
 News Service UP, INS
 Representative Paul H. Raymer
 Membership NARTB, RAB
 General Manager Neal B. Welch
 Nat'l Sales Mgr. Robert H. Elrod
 Publicity Director Clarence W. Harding
 Program Director Robert J. Drain
 Chief Engineer Arthur R. O'Neil

W T C J

TELL CITY—1948—KBS

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By Tell City Bcstg. Co.
 Phone Number 740
 Owner, Manager James R. Brewer

W B O W

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By Banks of the Wabash, Inc.

Business-Studio Address 303 S. Sixth St.
 Transcription Service Thesaurus
 Representative Weed
 President Alvin Eades
 Comm., Gen., Sta. Mgr. William F. Rippetoe
 Sales Prom. Manager Harry E. Frey
 Program Director Ralph S. McHargue
 Publicity Director Ralph McHargue
 Chief Engineer Howard Stewart

W T H I

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 918 Ohio St.
 Phone: Crawford 9481 Air Time: Full Time
 Representation Bolling Co., Inc.
 Membership NARTB
 President Anton Hulman, Jr.
 Gen. Mgr. Joseph M. Higgins
 Station Mgr. Madeline K. Barry
 Promotion Mgr. John Ball
 Chief Engineer Don Pettit

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address Grand Hotel
 News Service UP
 Newspaper Affil. Central Newspapers
 Transcription Service World
 Representative Free & Peters
 President Eugene C. Pulliam
 Sls. Prom. Mgr. G. A. Bright
 Program Director Lorraine Monnin
 Station Mgr. Roy Stanley

W K A M

WARSAW—1949—KBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Operated By Kosciusko Bcstg. Corp.
 Address 612 W. Pike St.
 Phone: 1210 Air Time: Daytime
 News Service AP
 Representative Hal Holman Co.
 President J. W. Autenrieth, Jr.
 Comm. Mgr. Charles R. Palmquist, Jr.
 Chief Engineer Robert Norwood

W R S W

WARSAW—1952

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Oper. By Reub Williams & Sons, Inc.
 Address Times Building
 Trans. Service Thesaurus, RCA
 President Raymond B. Williams
 General Manager C. Reuben Williams
 Station Mgr. William Mollenhour
 Comm. Mgr. Jack Essenberg
 Program Director Marie Snyder
 Chief Engineer Fred Gresso

IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — Families 882,000
Radio Homes 857,000 — TV Homes 515,000 — Stations in State 52

KASI

AMES—1948—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By... Ames Bcstg. Co.
Business-Studio Address... 328½ Main St.
Phone: 3460 Air Time: Daytime
News Service... UP
Transcription Service... Thesaurus
President... W. S. Rupe
Gen., Sta. Mgr... Arthur A. Skinner
Commercial Mgr... Gene Loeffler, Jr.
Program Director... Ruby Tillerson
Chief Engineer... Doyle D. Kelso

KJAN

ATLANTIC—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By... Nishna Valley Bcstg. Co.
Phone: 1717 Air Time: Daytime
News Service... AP
Gen., Sta. Mgr... Franklin G. Miller
Comm., Prom. Mgr... H. A. Preston
Chief Engineer... Deane Johnson

KWBG

BOONE—1950

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 Wts. n.
Owned-Operated By... Boone Bcstg. Co.
Address... Boone, Ind.
Phone: 149 Air Time: Full Time
News Service... AP
Representative... John E. Pearson
President... Mary G. Garvey
General Manager... H. A. Garvey
Sales Manager... R. G. Cauier
Program Dir... Tom Quinlan
Chief Engineer... Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490 Power: 250 Watts
Owned-Operated By... Burlington Bcstg. Co.
Business-Studio Address... Roosevelt Ave.
Phone: PL 2-2701 Air Time: Full Time
News Service... AP
Transcription Service... Standard
Representative... Venard, McConnell
Membership... RAB, NARTB
Pres., Gen., Sta. Mgr... Gerard B. McDermott
Prom., Comm. Mgr... David H. Steinle
Program Director... Richard Mosena
Chief Engineer... John Gallino

KCIM

CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By... Carroll Broadcasting Co.
Address... 520 N. Adams St.

Transcription Service... Thesaurus
News Service... AP
Representative... Pearson
Membership... NARTB
General Manager... M. W. McPherson
Chief Engineer... Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Oper. By... Cedar Rapids TV Co.
Business... 104 1st St. S.W.
Newspaper Affil... Gazette
News Service... AP, INS
Transcription Service... World
Representative... Gilt-Perna
President... Joseph F. Hladky, Jr.
Sta., Comm. Mgr... W. S. Patterson
Program Director... Ralph D. Willey
Promotion Mgr... Edna Herbst
Chief Engineer... Carl Rollert

KPIG

CEDAR RAPIDS—1949—TALL CORN
KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Cedar Rapids Bcstg.
Business Address... 211 1st St. S.W.
News Service... UP
Membership... RAB
Transcription Service... Capitol
Representative... Pearson
Gen., Comm. Mgr... James I. Mitchell
Program Director... Ronald R. Barkley
Chief Engineer... Donald Carmichael

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned... American Bcstg. Stations, Inc.
Bus-Studio Address... Paramount Theater Bldg.
Phone: 4-0171 Air Time: Full Time
News Service... AP, INS, UP
Transcription Service... RCA
Representative... Katz
Membership... NARTB, RAB
President... William B. Dolph
General Manager... William B. Quarton
Sales Manager... Lew Van Nostrand
Pub. Dir... Jim Bowermaster
Program Manager... Bruce Anderson
Chief Engineer... George Hixenbaugh

KCOG

CENTERVILLE—1949—KBS

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By... Hiawatha Bdcstg. Co.

Address1910 South Main St.
 Phones' 131, 407.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceThesaurus, RCA
 RepresentativeMcGillvra
 MembershipNARTB
 PresidentS. A. Chesley
 Program Director.....Meredith Griffing
 Chief Engineer.....Harry Hanson

KCHA

CHARLES CITY—1951—KBS

Frequency: 1580 Kc....Power: 250 Watts d.
 Owned-Oper. By.....Radio Incorporated
 Address.....Kelley & Main
 Phone: 787.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....World, Thesaurus
 Representative.....Orville Lawson, Walker
 MembershipNARTB
 President.....Charles J. Ellis
 General Manager.....Ralph A. Petti, Jr.
 Commercial Mgr.....Vern Bromberg
 Program Director.....John Fisher
 Asst. Mgr. Sales.....Earl Wooton
 Chief Engineer.....Charles J. Ellis

KCHE

CHEROKEE—1952

Frequency: 1440 Kc....Power: 500 Watts d.
 Owned-Operated By...Cherokee Bcstg. Co.
 Address.....219½ W. Main St.
 Phone: 51.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 MembershipNARTB
 Gen., Comm. Mgr.....Russell A. Hickmon
 Prom. Mgr., Prog. Dir.....Charles Resnikow
 Chief Engineer.....Sterling H. Heil

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By ...Clinton Bdcstg Corp.
 Address246 Fifth Avenue South
 Phone: 446.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativePearson
 MembershipNARTB, RAB
 PresidentW. S. Jacobsen
 General Manager.....B. M. Jacobson
 Commercial Mgr.....Darline Gordon
 Program Director.....Ralph Stoeckel
 Chief EngineerGerald Parker

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc.Power: 500 Watts d.
 Owned-Operated By ...Nonpareil Bdcstg. Co.
 Address.....120 S. Main
 Phone: 4041.....Air Time: Daytime
 News ServiceAP
 Newspaper Affil.....Nonpareil
 Transcription Service.....Thesaurus

Representative.....Arthur Hagg & Assoc.
 MembershipNARTB
 President.....Robert R. O'Brien
 Gen., Sta. Mgr., Chief Eng. Robert H. O'Brien
 Commercial Manager.....Richard B. Gurney
 Sales Promotion Mgr.....Marjorie W. Morris
 Program Director.....R. M. Hallgren
 Publicity Director.....Robert H. O'Brien

KSIB

CRESTON—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
 Owned-Oper. By...Southwest Iowa Bcstg. Co.
 AddressCreston
 Phone: 55.....Air Time: Full Time
 News ServiceINS
 Transcription Service.....Thesaurus
 RepresentativePearson
 President.....Arden D. McKee
 Gen., Sta., Comm. Mgr.....E. M. Horning
 Publicity Director.....Ron Wilson
 Chief Engineer.....William Zollman

KFMA

DAVENPORT—1952—KBS

Frequency: 1580 Kc....Power: 250 Watts d.
 Owned-Operated By.....KFMA Bcstg. Co.
 Address.....415 Perry St.
 Phone: 6-4407.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceCapitol
 Station Representative.....Best, Associated
 MembershipNARTB
 Pres., Gen., Comm. Mgr.....A. D. Pierce
 Promotion Mgr.....Doris Hanner
 Pgm., Pub. Dir.....Eugene Larsen
 Chief Engineer.....Francis B. Shawver

KSTT

DAVENPORT—1946—MBS

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By...Davenport Bcstg. Co. Inc.
 Address.....310 Harrison St.
 Phone: 6-2541.....Air Time: Full Time
 Representative.....Sears & Ayer
 President.....A. M. McGregor
 Commercial Mgr.....Neil Conklin
 Nat'l Sales Mgr.....Lois Snively
 Program Director.....Bill Merchant
 Gen. Mgr., Pub. Dir.....I. F. Whalen
 Chief Engineer.....Jim Wycher

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc.Power: 5000 Watts
 Owned-Operated By ...Tri-City Bdcstg. Co.
 Address805 Brady Street
 Phone: 3-3661.....Air Time: Full Time
 News ServiceUP
 RepresentativesFree & Peters, Inc.
 MembershipNARTB, RAB
 President.....Col. B. J. Palmer
 V.P. & Treasurer.....D. D. Palmer
 Exec. Vice-Pres.....Ralph Evans

Secretary.....Wm. D. Wagner
 Manager.....Ernest C. Sanders
 Sales Manager.....Mark Wodlinger
 Program Director.....Warren Vasen
 Publicity Director.....Paul Ives
 Chief Engineer.....Paul Arvidson

K D E C

DECORAH—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Scenic Bcstg. Co.
 Business-Studio Address.....State Road
 Phone: 1240.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Pres., Gen. Co-Mgr.....Verne Koenig
 Commercial Mgr.....Kenneth Bjerke
 Program Dir.....Verne Koenig
 Chief Engineer.....Arnie Zaruba

K C B C

DES MOINES—1947

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Majestic Bcstg. Co.
 Business-Studio Address.....3512 Ingersoll
 Phone: 7-4483.....Air Time: Full Time
 News Service.....INS
 President.....Karl Peters
 General Manager.....Rollo H. Bergeson
 Commercial Manager.....Claire E. Grant
 Sales Prom. Mgr.....Don Purdy
 Chief Engineer.....Bob Brown

K I O A

DES MOINES—1948

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned.....Town & Farm Co. Inc.
 Address.....10th & Mulberry
 Phone: 2-9191.....Air Time: Full Time
 News Service.....INS, UP
 Transcription Service.....World, Cole
 Representative.....H-R Reps.
 Membership.....RAB
 President.....Don Searle
 Gen., Sta. Mgr.....Joe Rohrer
 Commercial Mgr.....Rex Lathen
 Program Director.....Joe Rohrer
 Chief Engineer.....Lyle Nolan

K R N T

DES MOINES—1935—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Business Address.....Register & Tribune Bldg.
 Phone: 3-2111.....Air Time: Full Time
 Newspaper Affiliation.....Register-Tribune
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Standard
 Station Representative.....The Katz Agency
 Membership.....NARTB
 President.....Gardner Cowles
 General-Station Managr.....Bob Dillon
 Commercial Manager.....Paul Elliott

Sales Prom. Mgr., Pub. Dir.Joe Hudgens
 Program DirectorDick Covey
 Chief Engineer.....Charles Quantin

K S O

DES MOINES—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Murphy Bcstg. Co.
 Address.....1910 Ingersoll Ave.
 Phone Number.....3-0571
 News Service.....AP, INS
 Transcription Service.....Capitol
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 President.....Kingsley H. Murphy
 Gen., Sta. Mgr.....Bill C. Baldwin
 Commercial Mgr.....Gene Shumate
 Pub., Pgm. Dir.....Gloria Frumkin
 Chief Engineer.....F. E. Bartlett

K W D M

DES MOINES—1948—MBS

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By.....Des Moines Bcstg. Corp.
 Business-Studio Address.....419 Locust
 Phone: 2-8363.....Air Time: Full Time
 News Service.....INS, UP
 Pres., Comm. Mgr.....George W. Webber
 Gen., Sta. Mgr.....Robert L. Webber
 Program Director.....Edith L. Webber
 Sales Prom. Mgr.....Max Rower
 Chief Engineer.....Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Central Bcsta. Co.
 Address.....1100 Walnut St.
 Phone: 8-6511.....Air Time: Full Time
 News Service.....AP, INS, UP
 Trans. Service.....Thesaurus, SESAC, Standard
 Station Representative.....Free & Peters
 Membership.....NARTB, RAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Secretary & Controller.....William D. Wagner
 Sales Manager.....Harold Fulton
 Asst. Manager.....W. W. Woods
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Cecil C. Huntzinger
 News Bureau Manager.....Jack D. Shelley
 Chief Engineer.....Reed E. Snyder

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus. Studio Address.....Eighth Ave. & Bluff St.
 Phone: 3-7351.....Air Time: Full Time
 Newspaper Affiliation.....Telegraph-Herald
 News Service.....AP

Station Representative Pearson
 Membership NARTB
 President Fred Woodward
 General-Station Manager..... K. S. Gordon
 Commercial Manager..... A. C. Newburgh
 Program Director..... George Freund
 Publicity Director..... Gerald McAleece
 Chief Engineer..... Donald Abitz

News Service UP, INS
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, RAB
 President, General Manager ... Edward Breen
 Commercial Manager..... Max E. Landes
 Program Director..... Drexel Peterson
 Chief Engineer..... David G. Sinclair

WDBQ

DUBUQUE—1933—MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone: 3-8241.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus, RCA
 Representative.....Robert Meeker
 Membership NARTB
 President.....Charles T. Landon
 Exec. V.P., Gen. Sta. Mgr.....James R. King
 Commercial Mgr. Harry Hatzembuehler
 Program Director.....Thomas G. Goodman
 Publicity Director.....R. E. Carpenter
 Chief Engineer.....Barker-Heim

KLIL

ESTHERVILLE—1952—ABC-KBS

Frequency: 1340 Kc.....Power: 100 Watts
 Owned.....Esterville Bcstg. Corp.
 Address.....1151 Plymouth Bldg.
 Phone: 1800.....Air Time: Full Time
 News Service.....AP
 Transcription Service World, Lang-Worth
 Membership NARTB
 Pres., Gen. Mgr.....William E. Schons
 Commercial Mgr.....Jack Turnbull
 Sales Prom. Mgr.....Ken Peterson
 Program Dir.....James Colston
 Publicity Dir.....Mavis Peterson
 Chief Engineer.....Gleon LeMont

KFAD

FAIRFIELD—1953—KBS

Frequency: 1570 Kw.....Power: 250 Watts d.
 Owned-Oper. By.....Hiawatha Bcstg. Co.
 Address.....Box 494
 Phone: 345.....Air Time: Daytime
 Transcription Service.....Thesaurus, World
 News ServiceUP
 President.....S. A. Chesely
 General Manager.....John W. Ward
 Program Director.....Arthur Bouldin
 Chief Engineer.....Harry Hansen

KVFD

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address.....Warden Bldg.
 Phone: Walnut 3761.....Air Time: Full Time

KXGI

FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....KXGI, Inc.
 Business-Studio Address.....Marquette Bldg.
 Phone: 1360.....Air Time: Daytime
 News ServiceUP
 Transcription Service.....Standard
 Pres., Gen., Sta., Prom. Mgr.... Greg Rouleau
 Commercial Mgr.....Paul Oye
 Pgm., Pub. Dir.....Lloyd Mallette
 Chief Engineer.....Harold Hackbarth

KXIC

IOWA CITY—1948—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Johnson County Bcstg. Corp.
 Bus-Studio Address..108½ E. Washington St.
 Phone Number8-1181
 News ServiceINS
 Trans. ServiceWorld
 Representative Pearson
 Membership NARTB, RAB
 President.....Scott Swisher
 Gen. Mgr.....Gene Claussen
 Commercial Mgr.....F. M. Broeders
 Program Dir.....Durward Early
 Chief Engineer.....Elliott Full

KOKX

KEOKUK—1948

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
 Owned-Operated ByKeokuk Bdcstg. Co.
 Address.....4 So. 5th St.
 Phone: 235.....Air Time: Full Time
 News ServiceAP
 Membership NARTB
 President.....H. W. Stadler
 General Manager.....Gary E. Schroeder
 Office Manager.....Lee Loomis
 Commercial Mgr.....Charles Kasper
 Program Director.....Joe Malkin
 Chief Engineer.....Virgil Fortner

KLEM

LE MARS—1954

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By.....B & B Bcstg. Co.
 Address.....Box 1410
 Phone: 1410.....Air Time: Daytime
 Station Manager.....Robert McKune
 Advertising Manager.....Robert Coddington

K F J B

**MARSHALLTOWN—1923—MBS
TALL CORN**

Frequency: 1230 Kc. Power: 250 Watts
Operated By: Marshall Electric Co.
Address: 133 E. Main St.
Phone: 3361 Air Time: Full Time
News Service: UP
Representative: Pearson
General Manager: William P. White
Commercial Manager: William C. Doll
Prom. Mgr., Prog. Dir.: Allan N. Schrock
Chief Engineer: Herbert G. Anderson

K G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Lee Radio, Inc.
Bus.-Studio Address: 2nd & Pennsylvania
News Service: AP, UP
Transcription Service: World
Representative: Weed
Membership: NARTB, RAB
President: Lee P. Loomis
Exec. V.P., Gen. Mgr.: Herbert R. Ohrt
Comm. Mgr.: Lloyd D. Loers
Publicity Director: Donald Harrer
Program Director: William G. Suter
Chief Engineer: Roger E. Sawyer

K R I B

MASON CITY—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Mason City Bcstg. Co.
Address: 402 - 19th S.W.
Phone: 5400 Air Time: Full Time
Representative: Pearson
Transcription Service: Thesaurus
News Service: AP
Pres., General Manager: Ed Lamson
Commercial Mgr.: Donald Obie
Program Director: Charlotte Ackerman
Publicity Dir.: Margaret Lamson
Chief Engineer: Howard Fullmer

K S M N

MASON CITY—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By: Mohawk Bcstg. Co.
Business-Studio Address: Weir Bldg.
News Service: UP
Transcription Service: APS
Station Rep.: Lawson, Holman, Devney
Pres., Gen. Mgr.: Robert M. Carson
Commercial Mgr.: Jack Whitsell
Program Director: Robert Boe
Chief Engineer: L. L. Miner

K W P C

MUSCATINE—1947

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By: Muscatine Bcstg. Co.

Address: Mulberry & Houser
News Service: UP
Transcription Service: World
Representative: Pearson
Membership: NARTB, RAB
Comm., Gen., Sta. Mgr.: George J. Volger
Program Director: John Williamson
Chief Engineer: Darrell Dorsey

K O E L

OELWEIN—1950—TALL CORN

Frequency: 950 Kc. Power: 500 Watts
Owned-Oper. By: Northeast Iowa Radio Corp.
Address: 4½ W. Charles St.
Phone: 120; 121 Air Time: Full Time
Representative: Pearson
Transcription Service: Thesaurus, SESAC
News Service: INS, AP
Membership: NARTB, RAB
President: Earl W. Moore
Gen., Sta. Mgr.: W. J. Teich
Comm., Prom. Mgr.: Donald McKee
Prog. Dir.: Robert Zimmerman
Publicity Director: Len Bjella
Chief Engineer: Burt Murphy

K B O E

OSKALOOSA—1950—TALL CORN

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By: Oskaloosa Bcstg. Co.
Address: Highway 63, N. of Oskaloosa
Phone Number: 3-3493
Transcription Service: Thesaurus, Standard
News Service: AP
Representative: Pearson
Membership: NARTB
President: E. G. Wenrick
General Manager: Ken Kilmer
Commercial Mgr.: G. L. Stanley
Program Director: Bob Henry
Chief Engineer: Robert W. Moore

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KBIZ, Inc.
Address: 2513 N. Court Rd.
Phone: MU 2-4535-36-37 Air Time: Full Time
News Service: AP
Transcription Service: World
Membership: NARTB
President, General Mgr.: James J. Conroy
Station Manager: Alice E. Fisher
Comm. Mgr.: Berg Allison
Program Director: Woody Hirsch
Chief Engineer: Lloyd Hanson

K L E E

OTTUMWA—1954

Frequency: 1480 Kc. Power: 500 Watts
Owner: Lee E. Baker
Address: 425 West 2nd St.
Phone: MUrRay 4-5425

K F N F

SHENANDOAH—1924—MBS

Freq.: 920 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By.....Capital Bcstg. Co.
 Address.....Shenandoah
 Phone: 1302.....Air Time: Full Time
 News Service.....AP, INS
 Transcription Service.....World, SESAC
 Representative.....Pearson
 Membership.....NARTB, RAB
 Sta., Gen., Comm. Mgr.....C. Earl Williams
 Sls. Prom. Mgr.....Carl R. Anders
 Publicity Director.....Mary Boyer
 Program Director.....Earl Blakesley
 Chief Engineer.....Franz Cherny

K M A

SHENANDOAH—1925—ABC

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Operated By.....May Bcstg. Co.
 Phone: 192.....Air Time: Full Time
 News Service.....AP, UP
 Transcription Service.....SESAC
 Representative.....Edward Peiry
 Membership.....NARTB
 President.....Edward W. May
 General Manager.....Owen Saddler
 Station Manager.....Anthony Koelker
 Commercial Mgr.....Harold Arkoff
 Pub. Dir., Sales Prom. Mgr.....Floyd Nelson
 Program Director.....Warren Nielson
 Chief Engineer.....R. J. Schroeder

K M N S

SIOUX CITY—1949—MBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Oper. By.....Siouxland Bcstg. Co.
 Address.....620 Insurance Exchange Bldg.
 Phone: 8-0628.....Air Time: Full Time
 Representative.....Pearson
 Membership.....RAB
 President.....Wm. F. Johns
 Sales, Prom. Mgr.....Ray Coffee
 Program Director.....Dean Murray
 Prog. Dir., Chief Eng.....Al Smith

K S C J

SIOUX CITY—1927—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Business-Studio Address.....415 Douglas St.
 Phone Number.....5-7993
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 Representative.....George P. Hollingbery
 Membership.....NARTB
 President.....W. R. Perkins
 Manager.....E. T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harrady
 Chief Engineer.....Ernest Kruger

K T R I

SIOUX CITY—1938

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By.....Sioux City Bcstg. Co.
 Address.....400 Commerce Bldg.
 Phone: 8-0165.....Air Time: Full Time
 News Service.....UP
 Representative.....Venard
 President.....John C. Kelly
 General Manager.....James Mitchell
 Station Manager.....H. W. Cassill
 Sales Prom. Dir.....Harry Bulow Jr.
 Program Director.....Bob Hansen
 Chief Engineer.....Sam Seldon

K I C D

SPENCER—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Iowa Great Lakes Bcstg. Co.
 Address.....Highway 71 North
 Phone Number.....1240
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....RAB, NARTB
 Pres., Gen., Sta. Mgr.....Ben B. Sanders
 Comm., Prom. Mgr.....Kenneth Black
 Program Director.....Mason Dixon
 Publicity Director.....Tom Shumate
 Chief Engineer.....Eldon Kanago

K A Y L

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Address.....Park Building
 Phone: 1490-1.....Air Time: Daytime
 News Service.....AP
 Membership.....NARTB, RAB
 President.....O. J. Grau
 Program Director.....P. R. Benson
 Chief Engineer.....Paul Tarrant

K W W L

WATERLOO—1947—MBS

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Black Hawk Bdcstg Co.
 Address.....Hotel Russell Lamson
 Phone: 4404.....Air Time: Full Time
 News Service.....AP
 Representative.....Headley-Reed
 Membership.....NARTB, RAB
 Pres., Gen., Sta. Mgr.....Ralph J. McElroy
 Commercial Manager.....Donald E. Inman
 Program Manager.....Dale Wood
 Chief Engineer.....T. W. Kirksey

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By: WOPA, Inc.
 Address: Highway 20 East
 Phone: 3-3371, 3-3372 Air Time: Full Time
 News Service: INS
 Membership: NARTB
 Representative: Avery-Knodel
 Pres., Gen. Mgr.: Egmond Sonderling
 Commercial Mgr.: A. J. DuMond
 Chief Engr., Program Dir.: Don E. Kassner

KJFJ

WEBSTER CITY—1949—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Land O'Corn Bcstg. Co.
 Address: Box 222
 Phone: 1500 Air Time: Daytime
 News Service: AP
 Transcription Service: Thesaurus, Capitol
 President: Charles V. Warren
 General Manager: Ray Malmberg
 Pgm. Dir.: G. D. Warland
 Chief Engineer: Cecil C. Segar

KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — Families 621,000
 Radio Homes 597,000 — TV Homes 246,000 — Stations in State 42

KSOK

ARKANSAS CITY—1947—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By: The KSOK Bdcstg. Co.
 Address: Box 172
 Phone: 2666 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 President: Oscar S. Stauffer
 General Manager: S. C. Thompson
 Program Director: Richard Moore
 Commercial Mgr.: C. E. Archer
 Chief Engineer: Edward H. Howe

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.
 Owned-Oper. By: The Midwest Bcstg. Co., Inc.
 Business-Studio Address: 8th & Elm
 Phone: 1843-4 Air Time: Full Time
 News Service: AP, INS
 Transcription Service: World
 President: Richard M. Seaton
 Gen., Sales Prom. Mgr., Pub. Dir.: R. Pratt
 Commercial Manager: E. B. Spoonamore
 Program Dir.: Richard S. Embody
 Chief Engineer: J. S. Jaminet

KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By: Griffith-Buening Bdstg. Co.
 Address: Fifth & Kansas Ave., Atchison
 Phone: 2447 Air Time: Full Time
 News Service: AP
 Representative: Sears & Ayre
 Membership: NARTB
 Transcription Service: Standard
 General Manager: J. M. Griffith
 Comm., Sta. Mgr.: Paul H. Buening
 Program Director: Ross Phillips
 Chief Engineer: L. H. Winegardner

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned: Townn & Farm Co., Inc.
 Address: Grand Island, Neb.
 Phone: 790 Air Time: Daytime
 News Service: UP
 Transcription Service: RCA, SESAC
 Rep.: H-R Reps.
 Membership: RAB
 President: Don Searle
 V.P., Mgr.: Ed Mason
 Commercial Mgr.: William A. Martin
 Promotion Manager: Mrs. Fay Keil
 Chief Engineer: V. L. Lynch

KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cecil W. Roberts
 Address: Beach & Blumber
 Phone: 434 Air Time: Daytime
 News Service: UP
 President: Cecil W. Roberts
 Gen. Mgr., Chief Engr.: D. W. Hoisington
 Comm., Sls., Prom. Mgr.: John Wright
 Program Director: Paula Hoisington

KFRM

CONCORDIA—1947—CBS

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Oper. By: KMBC Bcstg. Co.
 Address: 11th & Central, Kans. City, Mo.
 Phone: Harrison 2650 Air Time: Daytime
 News Service: AP, UP
 Transcription Service: Lang-Worth
 Representative: Free & Peters
 Membership: NARTB, RAB
 President: L. G. Backstrom



Vice-Pres., Gen. Mgr. George J. Higgins
 V.P., Sales Mgr. George T. Higgins
 Program Director. John T. Schilling
 Promotion Mgr. Harold W. Storm
 Chief Engineer. C. E. Moler

KNCK**CONCORDIA—1954**

Frequency: 1390 Kc. Power: 500 Watts
 Owned. General Bcstg. Co., Inc.
 Address. ½ Mile, W. of St. Joseph Hosp.
 Phone: 1414. Air Time: Daytime
 News Service UP
 Pres., Gen. Mgr. W. F. Danenbarger
 Sales Mgr. Oscar W. Allen

KGNO**DODGE CITY—1930**

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By. Dodge City Bcstg. Co.
 Business Address. 705½ Second St.
 Phone: HU 3-3151. Air Time: Full Time
 Newspaper Affiliation. Dodge City Daily Globe
 News Service AP, UP
 Representative Art Hagg
 Membership NARTB, RAB
 President. J. C. Denious
 Gen. Mgr. W. Elliott
 Program Director Herschel Holland
 Chief Engineer. Frank Miller
 Commercial Mgr. Ruth Peterson

KBTO**EL DORADO—1953**

Frequency: 1360 Kw. Power: 500 Watts d.
 Owned-Oper. By. O. A. Tedrick
 Address. Bank of Poplar Bluff
 Phone: 2526. Air Time: Daytime
 Station Rep. Indie
 News Service AP
 Trans. Service Standard
 Owner. O. A. Tedrick
 General Manager. Jim Platt
 Chief Engineer. Jay H. Williams

KTSW**EMPORIA—1939—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Emporia Bcstg. Co., Inc.
 Address. P. O. Box 350
 Phone: 153. Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Gill-Perna, W. C.
 President. G. F. Reed
 V.P., Gen. Mgr. Jack Fallon
 Commercial Manager. Harold Servey
 Program Director. Hugh Aspinwall
 Chief Engineer. Everett Thompkins

KMDO**FORT SCOTT—1954—KBS**

Frequency: 1600 Kc. Power: 500 Watts

Owned. Ft. Scott Bcstg. Co.
 Address. Ft. Scott
 Phone: 2545. Air Time: Daytime
 General Mgr. L. C. McKenney
 Station Mgr. Jim McKenney

KGAR**GARDEN CITY—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Ark Valley Bcstg. Co., Inc.
 Business-Studio Address 878
 Phone Number 3041
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman Co.
 Membership NARTB
 President. Ellsworth Sherman
 General Manager. Russell D. Erickson
 Program Director. William J. Bennett
 Chief Engineer. Earl E. Tipton

KIUL**GARDEN CITY—1935—NBC-KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. KIUL, Inc.
 Address. 509½ N. Main
 Phone: 3251. Air Time: Full Time
 News Service AP
 Transcription Service World, Thesaurus
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. Robert Wells
 Commercial Manager. Bob Emery
 Program Director. Tony Jewell
 Promotion Director. Mary Connors
 Chief Engineer. Joe Tennesen

KWGB**GOODLAND—1947—MBS-KBS**

Frequency: 730 Kc. Power: 1000 Watts d.
 Owner-Oper. By. Goodland Bcstg. Co.
 Address. Hotel Howard
 Phone: 331. Air Time: Daytime
 News Service UP
 Membership NARTB
 Transcription Service. Capitol, Cole
 Owner, General Mgr. James E. Blair
 Commercial Mgr. Bert Blair
 Program Director. Ken Waddell
 Chief Engineer. Lyle Fick

KVGB**GREAT BEND—1937—NBC**

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By. KVGB, Inc.
 Address. Sec. State Bank Bldg.
 Phone: 4317. Air Time: Full Time
 News Service AP
 Newspaper Affiliation. "Daily Tribune"
 Transcription Service Thesaurus
 Representative. John E. Pearson
 Membership NARTB
 President. Helen T. Coogan
 V.P., Gen., Sta. Mgr. Grover C. Cobb
 Asst. Mgr. Sherwood R. Parks
 Sls. Prom. Mgr. Bette Moore

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

Comm. Manager.....Robert Hilgendorf
Program Director.....Ray H. Beals
Chief Engineer.....Gilbert Hanzlicek

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone: 4-2578.....Air Time: Full Time
Address.....2450 Hall St.
Newspaper Affiliation.....Hays Daily News
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NARTB, RAB
President.....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Max Bicknell
Publicity Director.....Janie Roth
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Nation's Center Bcstg. Co.
Business-Studio Address.....Box 1026
Phone: 24486.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB
President.....Bess Marsh Wyse
Station Mgr.....J. W. Powell
Commercial Manager.....Kainor Carson
Program Director.....Bill Scott
Chief Engineer.....Bob Bassett

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc..Power: 1 Kw. d.; 500 n.
Owned-Operated By.....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone: 5-4461.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NARTB
Representative.....Everett-McKinney
President.....James E. Murray
General Manager.....Vern Minor
Comm. Mgr.....Dan Salmon
Chief Engineer.....Millard Clary

KIND

INDEPENDENCE—1947—MBS-KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter.....Professional Bldg.
Phone: 1010.....Air Time: Daytime
News Service.....AP
Pres., Gen. Mgr.....J. Nelson Rupard
Comm. Manager.....Jo Randall
Sales Prom. Mgr.....Nedde Rowland
Program Director.....Phil Atkisson

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc.Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Phone: 8-3165.....Air Time: Daytime
News Service.....AP
Representative.....Indie Sales
Transcription Service.....World
Pres., Gen., Comm. Mgr.....R. L. Weir, Jr.
Chief Eng.....Royce Baerg
Program Director.....Albert E. Horner

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg. Co.
Business Address.....300 Waltower Bldg.
Phone: Victor 3864.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Lang-Worth, Standard
Membership.....NARTB
Representative.....Capper Publications
President.....H. S. Blake
General Manager.....Ben Ludy
Program Director.....B. J. Stolt
Chief Engineer.....Louis Dickensheets

KLWN

LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address.....Lawrence
Phone: 3431.....Air Time: Daytime
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....W. S. Grant
Membership.....NARTB, RAB
Gen., Sta. Mgr.....Arden Booth
Comm. Mgr.....Tom Beal
Program Director.....Ed Hundley
Chief Engineer.....Ollie Coburn

KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc.Power: 500 Watts d.
Owned-Oper. By.....Midwest Bcstg. Sys.
Address.....Farmington
Phone: 3620.....Air Time: Daytime
News Service.....UP
Representative.....Hil F. Best
President.....Cecil W. Roberts
Station Manager.....Chet B. Kozak
Commercial Mgr.....Jack Campbell
Program Dir.....Frances Johnston
Chief Engineer.....Del Rush

KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Seward County Bcstg. Co.
Business Address.....P. O. Box 311

Phone: 3891.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Hil F. Best
 MembershipNARTB, RAB
 PresidentAlf M. Landon
 General Manager.....Leon S. Salathiel
 Chief Engineer.....Wayne Pash

KMAN

MANHATTAN—1950—KBS

Frequency: 1350 Kc....Power: 500 Watts d.
 Owned-Oper. By.....Manhattan Bcstg. Co.
 Address.....114 No. 4th St.
 Phone: PR 8-4451.....Air Time: Daytime
 Transcription Library.....Thesaurus, SESAC
 Newspaper Affil....."Daily Mercury-Chronicle"
 News ServiceAP
 MembershipNARTB
 President.....Fred A. Seaton
 Gen., Sta. Manager.....Lowell E. Jack
 Comm. Sales Prom. Mgr...Paulson E. Leighton
 Program Director.....Sam Blessing
 Chief Engineer.....Herbert P. Lavin

KNEX

McPHERSON—1949—KBS

Frequency: 1540 Kc....Power: 250 Watts d.
 Owned-Operated By.....K. R. Krehbiel
 Phone: 1540.....Air Time: Daytime
 News ServiceAP
 Newspaper Affiliation.....Daily Republican
 Transcription Service.....Thesaurus
 MembershipRAB
 General Manager.....Henry Dais
 Prog. Dir.....Morris Heitschmidt
 Chief Engineer.....Claude Hughes

KJRG

NEWTON—1953—KBS

Frequency: 950 Kc....Power: 500 Watts
 Owned.....Geo. Basil Anderson
 Address.....Box 77
 Phone: 3240.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....Thesaurus
 Station Rep.....Continental Biddick
 President.....Geo. Basil Anderson
 Station Mgr.....Robert Kent

KOFO

OTTAWA—1949

Frequency: 1220 Kc....Power: 250 Watts d.
 Owned-Operated By.....Ottawa Bcstg. Co.
 Address.....P. O. Box 46
 Phone: 1045.....Air Time: Daytime
 News ServiceUP
 MembershipRAB
 Transcription Service.....Capitol, Lang-Worth
 Pres., Gen. Mgr.....Roderick B. Cupp
 Chief Eng.....G. Servatius

KLKC

PARSONS—1948—KBS

Frequency: 1540 Kc....Power: 250 Watts d.
 Owned-Oper. By.....Community Bcstg. Co.
 Address.....109½ S. Central
 Phone: 4050.....Air Time: Daytime
 News ServiceAP
 Transcription Service...Thesaurus, Associated
 President.....Carol B. Combs
 General Manager.....Lester M. Combs
 Station Mgr.....Richard R. Combs
 Chief Engineer.....L. D. Hargreaves

KOAM

PITTSBURG—1937—NBC

Freq.: 860 Kc....Power: 10 Kw. d., 5 Kw. n
 Owned-Oper...The Pittsburg Bcstg. Co., Inc.
 Address.....Professional Bldg.
 Phone: 2165.....Air Time: Full Time
 News ServiceAP
 Representative.....John E. Pearson
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....E. V. Baxter
 Sales Prom. Mgr.....Paul Hudson
 Chief Engineer.....Leo Stafford

KSEK

PITTSBURG—1947—KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By.....KSEK Bcstg. Co., Inc.
 Business-Studio Address.....1340 E. Quincy
 Phone: 742.....Air Time: Full Time
 News ServiceAP
 MembershipNARTB
 Representative.....Cooke
 President.....O. S. Stauffer
 General Manager.....Thad M. Sandstrom
 Chief Engineer.....Paul A. Winders

KWSK

PRATT—1952—KBS

Frequency: 1570 Kc....Power: 250 Watts
 Owned.....Clem Morgan
 Address.....207½-209½ S. Main
 Phone: 1570-1.....Air Time: Daytime
 News Service.....UP
 Trans. Ser.....Thesaurus, Lang-Worth
 MembershipNARTB, RAB
 General Mgr.....Clem Morgan
 Commercial Mgr.....Bud Pratt
 Sales Promotion Mgr.....M. H. Morgan
 Chief Engineer.....C. Evans

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc....Power: 5000 Watts
 Owned-Operated By.....KSAL, Inc.
 Bus-Studio Address.....201 W. Iron Ave.
 Phone Number.....3701
 Air Time.....Unlimited
 News ServiceAP
 Transcription Service...Lang-Worth, Standard
 Representative.....John E. Pearson

Membership NARTB, RAB
 President..... R. J. Laubengayer
 Station Mgr..... R. V. Jensen
 Prom. Mgr., Publ. Dir..... C. R. Lamer
 Program Director..... Al Thompson
 Chief Engineer..... Donald Engelhardt

Membership NARTB, RAB
 President..... Alf M. Landon
 Comm., Business Manager..... Fred L. Conger
 Sales Promotion Manager... Gerald K. Barker
 Program Manager..... Max Falkenstein
 Technical Spvsr..... Albert J. Meyer

K J A Y

TOPEKA—1949

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Air Time Full Time
 News Service INS
 Representative McGillvra
 President S. H. Patterson
 Gen., Sta. Mgr..... Paul Roscoe
 Sales Prom. Mgr..... E. Reynolds
 Publicity Dir..... G. Allen
 Program Director..... Jim Gosa
 Commercial Mgr..... Wayne J. Hatchett

K A K E

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... KAKE Bcstg. Co., Inc.
 Bus.-Studio Address... 418 W. Douglas Ave.
 Phone: HO 4-9369. Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 Membership NARTB
 President Mark H. Adams
 Gen., Sta. Mgr., Pub. Dir.... Graeme Fletcher
 Commercial Mgr..... Roger Pepper
 Program Director..... Dick Williams
 Chief Engineer..... Ira E. Courtney

K T O P

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles B. Axton
 Address No. Buchanan St.
 Phone: 4-3444. Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative John E. Pearson Co.
 Owner, Gen., Sta. Mgr..... C. B. Axton
 Commercial Manager..... Joseph M. Purcell
 Asst. Manager Marie M. McKinney
 Program Director..... Dennis Murphy
 Chief Engineer..... Floyd A. Griffiths

K A N S

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By..... Taylor Radio & TV
 Business-Studio Address... 1015 N. Broadway
 Phone: HO 4-2387. Air Time: Full Time
 News Service AP, UP
 Transcription Service Associated
 Representative Raymer
 Membership NARTB
 President O. L. Ted Taylor
 General Manager..... Archie J. Taylor
 Comm. Mgr..... Alan Page
 Program Director..... Dave Wilson
 Chief Engineer..... Ted Helthecker

W I B W

TOPEKA—1926—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Business-Studio Address... 1035 Topeka Blvd.
 Phone: 3-2377. Air Time: Full Time
 News Service AP, UP
 Transcription Service... Lang-Worth, Standard
 Membership NARTB
 Station Rep..... Cappel Pubs, Inc.
 President H. S. Blake
 General-Station Manager..... Ben Ludy
 Commercial Manager..... Hilton Hodges
 Program Director..... Maude Carlson
 Chief Engineer..... Lewis Dickensheets

K F B I

WICHITA—1922—ABC

Freq: 1070 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Operated By KFBI, Inc.
 Business-Studio Address... Box 1402
 Phone: Temple 8-3377. Air Time: Full Time
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Avery-Knode
 Membership NARTB, RAB
 President Howard Lane
 Gen., Sta. Mgr..... Hale Bondurant
 Commercial Mgr..... Clarence Sewell
 Sales Prom. Dir..... Lewis H. Hunter
 Program Dir..... George Wells
 Publicity Director Marie MacDonald
 Chief Engineer..... K. W. Pyle

W R E N

TOPEKA—1926—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By... WREN, Bdcstg. Co., Inc.
 Business-Studio Address... 411 W. 10th St.
 Phone: 2-0505. Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus, World
 Representative Weed

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By... Radio Station KFH Co.

Business-Studio Address.....KFH Bldg.
Phone: 2-4491.....**Air Time:** Full Time
Newspaper Affiliation....."Eagle"
News Service.....UP, AP
Transcription Service.....Capitol
Representative.....Blair
Membership.....NARTB
President.....John Rigby
V.P., Gen. Mgr......Frank V. Webb
Sales Promotion Manager...Elizabeth Lathrop
Program Director.....Tom Bashaw
Chief Engineer.....Virgil Hinshaw

K W B B

WICHITA—1951

Frequency: 1410 Kc.....**Power:** 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone: 8-3331.....**Air Time:** Full Time
Transcription Service.....Thesaurus, RCA
News Service.....AP
Membership.....NARTB, RAB
President.....O. E. Bradley
General Manager.....J. Milton Hall
Commercial Mgr......John Merrell
Program Director.....Virginia Welch
Chief Engineer.....Gene Williams

KENTUCKY

Population Feb. 1, 1955 (Est.) 3,055,000 — Families 780,000

Radio Homes 694,000 — TV Homes 413,000 — Stations in State 58

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By....Ashland Bdcstg. Co., Inc.
Address.....120 20th Street
Phone: Main 3010.....**Air Time:** Full Time
News Service.....UP
Trans. Service.....World, Thesaurus
Representative.....H-R Reps
President.....Charles Sawyer
Exec. Vice-President.....J. P. Williams
Ad. Asst......Alex Buchan
Sta., Sales Prom. Mgr......W. R. Martin
Prog., Pub. Dir......J. B. Sowards
Chief Engineer.....Clarence W. Weaver

W W K O

ASHLAND—1954

Frequency: 1420 Kc.....**Power:** 5 Kw.
Owned.....States Bcstg. System
Address.....Box 848
Phone: Grand 6784.....**Air Time:** Daytime
News Service.....AP
Transcription Service.....SESAC
Station Representative.....W. S. Grant Co.
President, Gen. Mgr......Charles F. Triuette
Sta. Mgr., Prog. Dir......Ernest Sparkman
Commercial Mgr......Joe Barker
Publicity Dir......Herman Dotson
Chief Engineer.....David B. Jordon

W B R T

BARDSTOWN—1954

Frequency: 1320 Kc.....**Power:** 1000 Watts
Owner.....Bardstown Bcstg.
Address.....P. O. Box No. 1
Phone.....4780
President.....Andy Anderson
General Manager.....J. L. Brownell

W C B L

BENTON—1954

Frequency: 1290 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Purchase Bcstg. Co.
Air Time.....Daytime
General Manager.....J. Shelby McCallum

W K C T

BOWLING GREEN—1947—ABC

Freq.: 930 Kc...**Power:** 1 Kw. d.; 500 Wts. n.
Owned-Oper. By...Daily News Bdcstg. Co.
Address.....Box 727
Phone: BO 4325.....**Air Time:** Full Time
News Service.....UP
Newspaper Affiliation...Park City Daily News
Transcription Service.....Thesaurus
Representative.....Pearson
Membership.....NARTB
President.....J. Ray Gaines
Sta., Gen. Mgr......Al Temple
Comm. Mgr......Jeff Wright
Program Director.....T. J. Eversole
Publicity Director.....Alvis Temple
Chief Engineer.....Haro Durham

W L B J

BOWLING GREEN—1938—MBS-KBS

Freq.: 1410 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Bowling Green Bcstg. Co.
Address.....901 Fairview
Phone: 3212.....**Air Time:** Full Time
News Service.....AP
Transcription Service.....World
Representative.....Burn-Smith
Membership.....RAB, NARTB
Pres., Gen., Sta. Mgr......Ken D. Given

Commercial Manager.....Robert Proctor
 Publicity Director.....Georgia Bates
 Program Director.....Helen Given
 Chief Engineer.....Tom Smith

WLCK

CAMPBELLSVILLE—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Taylor Bcstg. Co.
 Address.....116 W. Main St.
 Phone: 380.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Cole
 Pres., Gen. Mgr.....Redman Turner
 Commercial Manager.....Lindsey Harden
 Promotion Mgr.....Frank Hayden
 Program Director.....Tommie Kerr
 Chief Engineer.....James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....S. Cen. Ky. Bcstg. Co.
 Business-Studio Address.....203 E. Main St.
 Phone: 250.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World, SESAC
 President.....H. T. Parrott
 Gen., Sta., Comm. Mgr.....Clifford Spurlock
 Program Dir.....Edward Miller
 Chief Engineer.....Harvey Kingsbury

WMTA

CENTRAL CITY—1954

Frequency: 1380 Kc.....Power: 500 Watts
 Owner.....Central City, Greenville Bcstg. Co.

WNES

CENTRAL CITY—1954

Frequency: 1600 Kc.....Power: 500 Watts
 Owner.....Muhlenberg Bcstg. Co.
 Pres., Gen. Mgr.....Wm. D. Atkinson

WAIN

COLUMBIA—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-County Bcstg. Corp.
 Address.....Columbia
 Phone: 4111.....Air Time: Daytime
 News Service.....UP
 Station Representative.....Hil Best
 Trans. Ser.....MacGregor, Thesaurus
 Pres., Gen. Mgr.....S. C. Bybee
 Program Director.....Oris Gowen
 Commercial Mgr.....Lanier Burchett
 Chief Engineer.....Lewis Owens

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Corbin Times-Tribune, Inc.
 Phone: 123-4.....Air Time: Full Time

News Service.....AP
 Transcription Service.....World
 President.....J. Springer Robinson
 General Manager.....John L. Crawford
 Station Manager.....Kenneth Turner
 Commercial Manager.....S. G. Hembree
 Chief Engineer.....C. R. Austin

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WZIP, Inc.
 Bus-Studio Address.....Sixth & Madison Aves.
 News Service.....AP
 Representative.....Indies, Inc.
 Membership.....NARTB, RAB
 Pres., Gen., Comm. Mgr.....Arthur L. Eilerman
 Station Manager.....Walter Rehbaum
 Chief Engineer.....Joseph M. Rice

WCPM

CUMBERLAND—1950—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Blanfox Radio Co.
 Address.....Harlan, Ky.
 Phone: 260.....Air Time: Full Time
 Trans. Service.....Thesaurus
 Station Rep.....Burn Smith
 Pres., Gen., Sta. Mgr.....R. B. Helms
 Program Director.....Al Cash
 Chief Engineer.....J. Francke Fox

WHIR

DANVILLE—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Commonwealth Bcstg. Corp.
 Address.....P. O. Box 234
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Hal Holman Co.
 Membership.....NARTB, RAB
 Pres., Comm. Mgr.....W. T. Isaac
 V.P., Pgm. Dir.....David B. Highbaugh
 Chief Engineer.....Henry C. Lovell

WIEL

ELIZABETHTOWN—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elizabethtown Bcstg. Co.
 Phone: 5151.....Air Time: Full Time
 Transcription Service.....Associated
 Station Representative.....Hil Best
 News Service.....UP
 Membership.....NARTB
 President.....J. W. Hodges
 Gen., Sta. Mgr.....Dee Huddleston
 Program Director.....Clement Cockrell
 Chief Engineer.....Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS-KBS

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

Address..... Kentucky Ave. Extended
 Phone: 48281..... Air Time: Full Time
 News Service UP
 Trans. Ser..... RCA, Thesaurus
 Representative Burn-Smith
 Pres., Gen. Mgr..... Ken Hart
 Prog. Dir..... Mary Flynn
 Comm. Mgr..... Bill Morrison
 Chief Engineer..... Wally Roach

W F K N

FRANKLIN—1954—KBS

Frequency: 1220 Kc..... Power: 250 Watts
 Owned..... Franklin Bcstg. Co.
 Address..... 103 High St.
 Phone: 33, 170..... Air Time: Daytime
 News Service AP
 General Manager..... L. L. Valentine
 Commercial Mgr..... A. W. Kockritz, Jr.
 Station Rep..... Southern Radio Prod.

W F U L

FULTON—1951

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Ken-Tenn Bcstg. Corp.
 Address..... Box 482
 Phone: 1270..... Air Time: Daytime
 News Service UP
 Station Representative..... Hil Best
 Membership NARTB
 Transcription Service Thesaurus
 President..... Dr. R. W. Bushart
 Gen. Mgr., Pgm. Dir..... J. O. Lewis
 Gen. Mgr., Chief Engr..... John Latham

W K A Y

GLASGOW—1946—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Glasgow Bcstg. Co., Inc.
 Phone: 2141..... Air Time: Full Time
 News Service UP
 Trans. Service..... SESAC, World, Standard
 Membership RAB
 President..... Jack Pedigo
 Gen., Sta. Mgr., Chief Eng..... Clovis Sadler
 Sales Prom. Mgr..... J. M. Barrick
 Mgr..... Freeman Cherry
 Program Director..... Caroline Biggers
 Chief Engineer..... C. H. Hulse

W H L N

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Blanford Radio Co., Inc.
 Phone: 625..... Air Time: Full Time
 News Service UP
 Transcription Service..... Thesaurus, World
 Representative Burn-Smith
 Membership RAB
 President, Gen. Mgr..... R. B. Helms
 Program Director..... Nell Bradford
 Commercial Mgr..... J. T. Morgan
 Chief Engineer..... Marvin Johnson

W K I C

HAZARD—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... BMG Bcstg. Corp.
 Address..... Peoples Bank Building
 Phone: 720..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative..... Hil F. Best
 Membership RAB
 President..... Fred B. Bullard
 General Manager..... Charles W. Metcalf
 Chief Engineer..... Marvin E. Young
 News Director..... Charles W. Metcalf
 Comm., Prom. Manager..... Bob Mansfield

W S O N

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Henderson Bcstg. Co., Inc.
 Bus. Studio Address..... Zion Rd.
 Phone: 3923..... Air Time: Daytime
 News Service UP
 Transcription Service World
 Representative Meeker
 Membership NARTB
 Pres., Gen., Sta. Mgr..... Hecht S. Lackey
 Comm. Mgr..... Ewing Graham
 Program Director..... Martin E. Schaeffer
 Publicity Dir..... Dorothy McCormick
 Chief Engineer..... Orville D. Jackson

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

W H O P

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...Hopkinsville Bcstg. Co., Inc.
 Phone: TV 5-5331 Air Time: Full Time
 Studio-Transmitter Location...Cadiz Rd.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeMeeker
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....F. E. Lackey
 Commercial Manager.....Katherine Peden
 Program Director.....Margaret Wyatt
 Pub. Dir.....Mary Ruthlong
 Chief Engineer.....Leo Y. Wilson

W K O A

HOPKINSVILLE—1954

Frequency: 1480 Kc. Power: 1000 Watts
 Owner.....Pennyrile Bcstg. Co., c/o Stratton
 Address.....Box 110, Russelville, Ky.

W L B N

LEBANON—1953

Frequency: 1590 Kc. Power: 1 Kw., d.
 Owned.....Lebanon-Springfield Bcstg. Co.
 Address.....P. O. Box 647
 Phone: 486 Air Time: Daytime
 News ServiceAP
 Transcription ServiceWorld
 Pres., Gen. Mgr.....C. H. Hulse, Jr.
 Station Mgr.....Charles Shuffett
 Commercial Mgr.....Charles Hardin
 Sales Promotion Mgr.....Alan Baker
 Program Director.....Charles Shuffett
 Chief Engineer.....C. H. Hulse, Jr.

W L A P

LEXINGTON—1922—ABC

Frequency: 630 Kw. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By...American Bcstg. Corp.
 (Not ABC)
 Business-Studio Address.....Radio Bldg.
 Phone: 3-2727 Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John E. Pearson
 MembershipNARTB, RAB
 President.....Gilmore N. Nunn
 V.P.-General Manager.....J. E. Willis
 Program Director.....Jack Brooks
 Sales Prom. Mgr.....Joe DeLong
 Technical Supervisor.....Henry C. Locklar

W L E X

LEXINGTON—1946—KBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By...Central Ky. Bcstg. Co.
 Address.....134 N. Lime St.
 Phone: 3-0433 Air Time: Full Time
 Trans. Service.....Lang-Worth, MacGregor
 MembershipNARTB

RepresentativeForjoe
 News ServiceAP
 President.....J. D. Gay, Jr.
 Secy.-Treas.....Guthrie Bell
 Exec. V.P., Gen. Mgr.....Earl L. Boyles
 Commercial Mgr.....D. J. Abbott
 Chief Engineer.....J M. Robertson

W V L K

LEXINGTON—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By...Bluegrass Bcstg. Co., Inc.
 Address.....Phoenix Hotel
 Phone: 4-6470 Air Time: Full Time
 MembershipNARTB
 Transcription ServiceThesaurus
 RepresentativeBurn-Smith
 President.....Donald J. Horton
 V. Pres., Gen. Mgr.....Ted Grizzard
 Secy., Sta. Dir.....Ted Grizzard
 Commercial Manager.....Lynn E. Knox
 Promotion Manager.....George T. Webb
 Program Director.....O. C. Halyard, Jr.
 Chief Engineer.....Paul Dunbar

W A V E

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By...WAVE, Inc.
 Business Address.....334 E. Broadway
 Phone: Wabash 2201 Air Time: Full Time
 Transcription Service...Thesaurus, Standard
 News ServiceAP
 Representative.....NBC Spot Sales
 MembershipNARTB, RAB
 President.....George W. Norton, Jr.
 General-Station Manager.....Nathan Lord
 Commercial Manager.....Le Vel Waltman
 Sales Prom. Mgr.....Charles Hill
 Program Director.....James Caldwell
 Chief Engineer.....Wilbur Hudson

W G R C

LOUISVILLE—1936

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By...Northside Bcstg. Corp.
 Bus.-Studio Address...Ky. Home Life Bcstg.
 Phone: Wabash 8871 Air Time: Full Time
 News ServiceUP
 MembershipNARTB
 Representative.....Walker
 President.....J. Porter Smith
 Gen., Sta., Mgr.....Charles L. Harris
 Comm., Sales Prom. Mgr.....Tom Underwood
 Pgm. Dir.....Ward Hatcher
 Chief Engineer.....W. J. Morrison

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. By...WHAS, Inc.
 Address.....525 W. Broadway
 Phone: Wabash 2211 Air Time: Full Time
 News ServiceAP
 Newspaper Affil....Courier-Journal, "Times"

Representative.....Henry I. Christal Co.
 Membership.....NARTB
 President.....Barry Bingham
 V. Pres., Dir.....Victor A. Sholis
 Station Manager.....Neil D. Cline
 Sales Director.....John M. Fouts
 Publicity Director.....William Loader
 Chief Engineer.....Orrin W. Towner
 Program Director.....Sam Gifford

W I N N

LOUISVILLE—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
 Bus.-Studio Address.....Earle Hotel
 Phone: WAbash 5148.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....R-TV. Rep.
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Harry McTigue
 Commercial Manager...Chas. A. Schacht, Jr.
 Prog., Pub. Dir.....George Partridge
 Sales Prom. Mgr.....H. E. Roberts
 Chief Engineer.....Melvin Scarsdale

W K L O

LOUISVILLE—1948—ABC

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...Mid-America Bcstg. Corp.
 Business-Studio Address...Henry Clay Hotel
 Phone: Clay 4441.....Air Time: Full Time
 Representative.....John Blair & Co.
 Membership.....RAB
 News Service.....UP
 General Manager.....D. C. Summerford
 Commercial Mgr.....Charles Farmer
 Program Director.....Mary Louise Moore
 Chief Engineer.....Raymond Ford

W K Y W

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Kentucky, Inc.
 Bus.-Studio Address.....431 W. Jefferson St.
 Phone: CLay 4811.....Air Time: Daytime
 News Service.....AP
 Representative.....Burn-Smith
 President.....F. Eugene Sandford
 Sta. Manager.....Edwin E. S. Weldon
 Commercial Manager.....H. Parker Smith
 Program Manager.....Paul L. Ruhle
 Chief Engineer.....Charles L. Troutman

W L O U

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Robert W. Rounsaville
 Business-Studio Address.....2549 S. Third St.
 Phone: Calhoun 3680.....Air Time: Daytime
 News Service.....AP
 Representative.....Forjoe, Dora-Clayton
 Managing Dir.....W. R. Wagner
 Station Manager.....Lee Smith

Commercial Mgr.....Joe Starr, Jr.
 Prog. Dir.....Cliff Butler
 Chief Engineer.....Steve Dawson

W F M W

MADISONVILLE—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By Messenger Bdctsg. Co., Inc.
 Address.....Box 387
 Phone: 1885.....Air Time: Daytime
 Newspaper Affiliation...Madison Publishing
 News Service.....UP
 Trans. Service...Capitol, Thesaurus, Standard
 Representative.....Continental
 President.....Edgar Arnold, Sr.
 Sta., Gen. Mgr.....H. W. Wells
 Prom., Comm. Mgr.....Elmer L. Kelley, Jr.
 Program Director.....Richard T. Harris
 Chief Engineer.....Evers Mick

W K T M

MAYFIELD—1946—MBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mayfield Bcstg. Co.
 Phone: 46.....Air Time: Daytime
 Studio Address.....Mayfield Hotel
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Best
 Membership.....NARTB
 President.....Mike Layman
 General Manager.....Jack D. Henderson
 Commercial Mgr.....Jerry Watson
 Program Director.....Frances Reynolds
 Chief Engineer.....Joseph M. Hargrove

W N G O

MAYFIELD—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...West Ky. Bcstg. Co., Inc.
 Phone: 1204.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....NARTB, RAB
 President.....H. M. Suthard
 Station Manager.....T. E. Brewer
 Program Director.....O. L. Davis
 Promotion Mgr.....Bob Lee
 Chief Engineer.....Ben Dixon

W F T M

MAYSVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Standard Tobacco Co., Inc.
 Bus. Address.....626 Forest Ave.
 Phone: Logan 4-3361.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President.....Charles P. Clarke
 General Mgr.....John W. Betts
 Commercial Mgr.....James Newhart
 Program Director.....Gene Waters
 Chief Engineer.....Harvey Cross

WMIK

MIDDLESBORO—1948—KBS

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Oper. By: Cumberland Gap Bcstg.
 Phone: 980 Air Time: Daytime
 Representative: Holman
 Transcription Service: Thesaurus
 News Service: UP
 Membership: RAB
 President: Dr. U. G. Brummelt
 Gen., Sta., Comm. Mgr.: Maurice K. Henry
 Program Dir.: Lee Wilder
 Chief Engineer: Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Murray Bcstg. Co.
 Address: P. O. Box 548
 Phone: 1340 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 President: H. T. Waldrop
 Manager: Edward Griffin
 Comm. Mgr., Prog. Dir.: Troy Glidwell
 Chief Engineer: Otis Cohoon

WNOP

NEWPORT—1948

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By: Tri-City Bcstg. Co.
 Business-Studio Address: 606 Monmouth St.
 Phone: Juniper 7100 Air Time: Daytime
 News Service: UP
 Pres., Gen. Mgr.: James G. Lang
 General Manager: Ann Rolles Lang
 Sta. Mgr., Prog. Dir.: R. D. Nunn
 Comm. Mgr.: R. M. Gilmore
 Chief Engineer: William J. Snyder

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Owensboro Bcstg. Co., Inc.
 Phone: 3-1558 Air Time: Full Time
 News Service: AP
 Newspaper Affiliations: Messenger, Inquirer
 Transcription Service: Thesaurus, RCA
 Representative: Burn-Smlth
 President: Lawrence W. Hager
 Gen.-Sta. Mgr.: Hugh O. Potter
 Sales Prom. Mgr.: Jim Wilkinson
 Program Director: Cliffordean Potter
 Chief Engineer: Harold I. Peters

WVJS

OWENSBORO—1947

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By: Owensboro On The Air, Inc.
 Business-Studio Address: 324 Allen St.
 Phone: 3-3521 Air Time: Full Time
 News Service: UP

Representative: William G. Rambeau
 Membership: NARTB
 President: V. J. Steele
 General Manager: Malcolm Greep
 Commercial Manager: John T. Rutledge
 Sales Prom. Mgr.: Leola C. Haydon
 Program Director: Larry Adams
 Publicity Dir.: Walter Greep
 Chief Engineer: Robert Earl Jago

WKYB

PADUCAH—1946—NBC

Freq.: 570 Kc. Power: 1 Kw. d., 500 Wts., n.
 Owned-Oper. By: WKYB, Inc.
 Address: 504 Kentucky Ave.
 Phone: 2-1678 Air Time: Full Time
 News Service: AP
 Newspaper Affiliation: Sun
 Transcription Service: World
 Representative: Pearson
 Membership: NARTB, RAB
 Pres., Gen. Mgr.: E. J. Paxton, Jr.
 Commercial Manager: S. Livingston
 Program Dir.: Joe P. Knight
 Chief Engineer: E. J. Pell

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Paducah Bcstg. Co., Inc.
 Address: 4th & Bway—Taylor Bldg.
 Phone: 2-8231 Air Time: Full Time
 News Service: UP
 Trans. Serv.: Lang-Worth
 Representative: Meeker
 Membership: NARTB, RAB
 President: Pierce E. Lackey
 General Manager: Prewitt Lackey
 Asst. Sta. Mgr.: Ray Mofield
 Comm. Manager: Linn Wolff
 Prog., Pub. Dir.: Ray Mofield
 Chief Engineer: U. C. Morris

WSIP

PAINTSVILLE—1949—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Big Sandy Bcstg. Co.
 Address: Meade Bldg.
 Phone: 1196 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Station Rep.: Hil Best
 General Manager: Ted Arnold Silvers
 Station Manager: Jack Welch
 Chief Engineer: Eugene Baldrige

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cumberland Pub. Co.
 Address: Pikeville
 Phone: 456 Air Time: Daytime
 Newspaper Affiliation: Daily News
 News Service: UP

Transcription Service Thesaurus
 President Mrs. W. J. Ward
 Gen., Comm. Mgr. Roy E. Alexander
 Program Dir. Charles T. Snowden
 Chief Engineer Guy N. Ferrell

Promotion Mgr. Jay Waters
 Chief Engineer Estil Anderson

WPKK

PIKEVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Phone: 1280 Air Time: Full Time
 News Service AP
 Station Rep. Continental
 Transcription Service World
 Membership NARTB
 President Mitchell Preston
 General Manager W. T. Frazier
 Program Director Al Kahn
 Chief Engineer Yancey Bowling

WPRT

PRESTONBURG—1952—KBS

Frequency: 960 Kc. Power: 1 Kw., d.
 Owned Kentucky Mt. Bcstg. Co.
 Address So. Lake Drive
 Phone: 5951 Air Time: Daytime
 News Service UP
 Transcription Service MacGregor
 President D. C. Stephens
 Gen., Sta. Mgr. Rex Osborne
 Commercial Mgr. Paul R. Fairchild
 Sales Promotion Mgr. Clarence Robinson
 Program Director Burt Roberts
 Chief Engineer James Hoskins

WPKY

PRINCETON—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address Box 478
 Phone: 2072 Air Time: Daytime
 Trans. Service Capitol
 Station Rep. Continental
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker
 Comm. Mgr. James Johnson
 Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 Chief Engineer Marvin Mahoney

WEKY

RICHMOND—1953—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned WEKY, Inc.
 Address McKee Bldg.
 Phone: 1340 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 President Dages I. Boyle
 General Manager O. C. Halyard Jr.
 Sales Prom. Mgr. Fred Welch
 Program Director Bob Doll

WRUS

RUSSELLVILLE—1953

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Roth E. Hook
 Address P. O. Box 110
 News Service UP
 Trans. Service Capitol
 Station Representative Hil Best
 General Manager Earl H. Johnson
 Sales Manager Jim Pasteur

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address Stanford Rd.
 Phone: 1240-41 Air Time: Full Time
 News Service UP
 Transcription Service Theasurus
 Membership NARTB, RAB
 Representative Hill F. Best
 Pres., Gen. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director John A. Hartnett
 Technical Dir. Ralph F. Denton

WMTG

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus. Studio Address Vancleve
 News Service AP
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Dir. Violet Person
 Chief Engineer Kenneth Amspaugh

WTCW

WHITESBURG—1953

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Ky.-Va. Bcstg. Corp.
 Address Whitesburg
 News Service UP
 Trans. Service SESAC
 Pres., Gen. Mgr. Kenneth J. Crosthwait
 Commercial Mgr. Frank L. Jones
 Program Director Aubrey Garber
 Chief Engineer Clifton Branham

WWKY

WINCHESTER—1954—MBS

Frequency: 1380 Power: 1000 Watts
 Owner Winchester Bcstg. Co., Inc.
 Address 17½ W. Broadway
 Phone 1380
 President N. B. Ratliff
 Chief Eng. K. P. Graham

LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — Families 745,000
Radio Homes 642,000 — TV Homes 323,000 — Stations in State 59

K R O F

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address... P. O. Box 306
Phone: 90... Air Time: Daytime
News Service... AP
Transcription Service... World
Membership... NARTB
General Manager... George P. Martin
Program Director... Ebba Lou Martin
Chief Engineer... George P. Martin

K A L B

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Alexandria Bdcstg. Co., Inc.
Address... 601 Wash. St.
News Service... AP, UP
Transcription Service... World, MacGregor
Representative... Weed & Co.
Membership... NARTB, RAB
President... Walter H. Allen
Gen. Mgr... Willard L. Cobb
Sta., Comm. Manager... Walter D. Melson
Prom. Mgr. and Pub. Dir... Mary Petrie
Prog. Dir... Alex Marchand
Chief Engineer... Jesse R. Sexton

K D B S

ALEXANDRIA—1953—KBS

Frequency: 1410 Kc. Power: 1 Kw.
Owned... Dixie Bcstg. Ser.
Address... 915 Fourth St.
News Service... UP
Commercial Mgr... D. Ed Pebbles
Station Director... W. G. Lynch

K S Y L

ALEXANDRIA—1947—NBC

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By... KSYL, Inc.
Address... Box 1489
Phone: 6611-12... Air Time: Full Time
News Service... AP
Membership... NARTB
Representative... Everett-McKinney
Pres., Comm. Mgr... Milton Fox
General Manager... Virgil G. Evans
Comm. Mgr... Sylvan Fox
Program Director... Bruce Rainey
Chief Engineer... Thomas Marhefka

K T R Y

BASTROP—1948—KBS

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Oper. By... Morehouse Bcstg. Co.
Business-Studio Address... Box 193
Phone: 1400... Air Time: Daytime
News Service... UP
Transcription Service... World
General Manager... Bill Davis
Program Director... Carl Livingston
Commercial Manager... G. I. Johnson
Chief Engineer... Harry Howard

W A F B

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Modern Bcstg. Co.
Address... 929 Government St.
Phone: 4-8571... Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus
Representative... Adam Young
Membership... NARTB, RAB
President... C. C. Barnard
V.P., Gen. Mgr... T. E. Gibbons
Commercial Mgr... Ron Litteral
Pub., Program Director... Howard Gordon
Chief Engineer... Donald K. Allan

W I B R

BATON ROUGE—1948

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Community Bcstg. Co.
Address... P. O. Box 1226
Phone Number... 49493
News Service... AP
Trans. Serv... Lang-Worth & Standard
Representative... Walker
President... G. T. Owen
Gen. Mgr... Robert Earle
Commercial Manager... Roger Davison
Program Dir... Scott W. Erwin
Chief Engineer... E. E. Case

W J B O

BATON ROUGE—1943—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By... Baton Rouge Bcstg. Co., Inc.
Business-Studio Address... 444 Florida St.
Phone: 2-5271... Air Time: Full Time
News. Affil... State Times, Morning Advocate
News Service... AP
Representative... George P. Hollingbery
Membership... RAB, NARTB
President... Douglas L. Manship
General Mgr... Kelly Maddox
Sales Manager... John D. Wooldridge
Prom. Dir... Kitty Haworth
Program Director... Don Perrie
Chief Engineer... Theodore Hubert

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Air Waves, Inc.
 Business Address.....204 North St.
 Phone: 24411.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Associated, World
 Representative.....Wm. G. Rambeau
 Membership.....NARTB, RAB
 President.....Norman Saurage
 Gen. Manager.....Lamar Simmons
 Station Manager.....Gene Nelson
 Comm. Manager.....Olas Olsen
 Publicity Director.....Frank Kean
 Chief Engineer.....Edward Van Valkenburg

WXOK

BATON ROUGE—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WXOK, Inc.
 Address.....243 Convention St.
 Phone: 4-7604.....Air Time: Daytime
 News Service.....UP
 Representative.....Forjoe
 Co-Owners.....Jules Paqlin, Stanley W. Ray, Jr.
 Station Manager.....Gordon Lloyd
 Comm. Mgr.....Tom McGuire
 Sales Prom. Mgr.....Al Homberger
 Program Director.....Ed Bishop
 Chief Engineer.....Noel Walter

WHXY

BOGALUSA—1954

Frequency: 920 Kc.....Power: 1 Kw.
 Owned.....Bogalusa Bcstg. Co.
 Address.....P. O. Box 689
 Phone: RE 2-4254.....Air Time: Daytime
 News Service.....AP
 Station Rep.....Clark, Dixie
 Exec. V.P., Gen. Mgr.....Bob Robinson
 Program Director.....Aubry Gatewood
 Chief Engr.....Stanley Henderson

WIKC

BOGALUSA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Enterprise Publishing Co.
 Business Address.....605 N. Rio Grande St.
 Phone: RE 5-1355.....Air Time: Full Time
 News Service.....AP
 General Manager.....Curt Siegelin

WARB

COVINGTON—1953—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....A. R. Blossman, Inc.
 Address.....Box 568
 Phone: 1600.....Air Time: Daytime
 Membership.....NARTB
 President.....A. R. Blossman
 Gen. Mgr., Chief Engr.....William H. Bland Jr.

To **SELL** The
SOUTH
 You Need
WWL
 New Orleans



South's Greatest
 Salesman

WWL 50,000 watts
 Clear channel
 CBS Radio Affiliate

A department of Loyola University
 Represented nationally by the Katz Agency

Commercial Mgr. Roy Hebert
Program Director Winford McDaniel
Promotion Dir. Mildred Bland

KSIG

CROWLEY—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Acadia Bcstg. Co.
Bus.-Studio Address 101 N. Parkerson Ave.
Phone: 1450-1. Air Time: Full Time
News Service AP
Membership NARTB, RAB
President Max Thomas
General Manager George Thompson
Commercial Manager Thomas E. Griffin
Prog. Director Boyce Jim Trahan
Chief Engineer C. P. Ruffner

KDLA

DeRIDDER—1951—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By Sabine Bcstg. Co.
Address Wash. & 1st St.
Phone: 7600. Air Time: Daytime
News Service UP
Trans. Service MacGregor
President Cyril W. Reddoch
Commercial Manager Ralph L. Hooks
Program Director Ted Thompson

KEUN

EUNICE—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Tri-Parish Bcstg. Co.
Address Box 789
Phone: 3041. Air Time: Full Time
News Service AP
Transcription Service World
President Vincent Riehl
General Manager John A. Chauvin
Publicity Director Milton S. David
Chief Engineer Henry Baham

WFPR

HAMMOND—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Cefalu Radio Station
Business-Studio Address Box 432
Phone: 960. Air Time: Full Time
Trans. Service SESAC, World
Station Rep. Continental
Membership NARTB
News Service AP
President Nicholas Cefalu
Gen., Comm. Mgr. J. K. Ferris
Sta. Mgr., Pgm. Dir. George Bonnell
Chief Engineer Warren Adams

KCIL

HOUMA—1947—NBC-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned KCIL, Inc.
Address P. O. Box 1031

Phone: 6828. Air Time: Full Time
News Service AP
Transcription Service World
Station Rep. Indie Sales
Membership NARTB
President Denver T. Brannen
Gen., Sta. Mgr. L. H. Thesmar
Commercial Mgr. Les Ryder
Sales Prom. Mgr. Ken Rogers
Prog., Pub. Director Virginia Ryder
Chief Engr. Earl Herron

KJEF

JENNINGS—1950—KBS

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Jennings Bcstg. Co., Inc.
Address 1521 Lake Arthur Ave.
Phone: 1155. Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Pres., Gen. Mgr. Clovis L. Bailey
Prog. Dir. Howard Hoag
Comm. Mgr. Gerald Dugas
Pub. Dir., Chief Engineer Clovis L. Bailey

KLFY

LAFAYETTE—1950—ABC

Freq.: 1420 Kc. Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By Camellia Bcstg. Co.
Address P. O. Box 398
Phone: 8-9494. Air Time: Full Time
Transcription Service World
News Service UP
Station Rep. Rambeau
Membership NARTB
President Paul H. De Clouet
General Manager William A. Patton
Program Director Bob Castellon
Publicity Director Virginia Boulanger
Chief Engineer Fred Herbert

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By Evangeline Bcstg. Co., Inc.
Address 519 S. Buchanan
Phone: 5-6426-7. Air Time: Full Time
Newspaper Affiliation "Daily Advertiser"
News Service AP
Transcription Service Thesaurus
Representative Meeker
Membership NARTB, RAB
President Morgan Murphy
General Manager George H. Thomas
Commercial Manager Thomas G. Pears
Prog. Dir. B. Hillman Bailey, Jr.
Chief Engineer Louis Pilcher

KAOK

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By KAOK, Inc.
Address P. O. Box 1399
Phone: 6-7541. Air Time: Full Time

News ServiceUP
 RepresentativeForjoe
 President.....Jules J. Paglin
 Co-Manager.....Tom Gresham
 Co-Mgr., Prog. Dir.....Roy Rhodes
 Station Director.....Stanley W. Ray, Jr.
 Chief Engineer.....Walter Jones

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Oper. By..The Pelican Bcstg. Co., Inc.
 Bus-Studio Address.....203 W. Clarence St.
 News ServiceAP
 RepresentativePearson
 Trans. ServiceThesaurus
 MembershipNARTB
 Pres., Owner.....Sara M. Anderson
 Commercial Mgr.....Harper L. Clark
 Program Director.....Harry Cook
 Publicity Dir.....Annelle H. Bulechek
 Chief Engineer.....Ernest J. Vincent

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Address.....P. O. Box 1521
 Phone: 2713.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed
 President.....T. B. Lanford
 Gen., Sta. Mgr.....David Wilson
 Program Director.....Ken Gilmore
 Chief Engineer.....A. B. Craft

KDBC

MANSFIELD—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.
 Owned.....DeSoto Bcstg. Corp.
 Address.....P. O. Box 740
 News ServiceAP
 Trans. Ser.....Standard
 Gen., Comm. Mgr.....Arthur L. Greene

KAPB

MARKSVILLE—1954

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Avoyelles Bcstg. Corp.
 Address.....Box 506

KAPK

MINDEN—1952

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Parish Bcstg. Co.
 Address.....Box 586
 News ServiceUP
 Pres., Gen., Sta. Mgr.....Martin Kirsch, Jr.
 Asst. Mgr.....M. E. (Pat) Brown
 Prog. Dir.....Ben F. Hubbard
 Chief Engineer.....Billy Hyatt

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dr. Frank Cerniglia
 Address.....626 Bernhardt Bldg.
 Phone: 3-4617.....Air Time: Full Time
 Station Rep.....Dora Clayton
 News ServiceUP
 President, Manager.....Dr. Frank Cerniglia
 Commercial Manager.....William Miles
 Program Director.....Douglas China

KMLB

MONROE—1930—ABC

Frequency: 1440 Kc.....Power: 5000 d.; 1000 n.
 Owned-Oper. By.....Liner's Bcstg. Station, Inc.
 Business Address.....Hotel Frances
 News ServiceAP
 MembershipNARTB, RAB
 RepresentativeVenard
 President.....Mrs. Robert Gaston, Jr.
 Gen., Sta. Mgr.....Charles Price
 Comm., Prog. Mgr.....James Plaisance
 Chief Engineer.....O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....James A. Noe
 Business-Studio Address.....Knoe Road
 Phone: 8155.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeH-R Reps
 MembershipNARTB, RAB
 President.....James A. Noe
 General Manager.....Paul H. Goldman
 Station, Commercial Mgr.....Al Donaldson
 Program Director.....Harry Arthur
 Chief Engineer.....Jack Ratliff

KMRC

MORGAN CITY—1954

Frequency: 1430 Kc.....Power: 500 Watts
 Owned.....Tri-City Bcstg. Inc.
 Address.....P. O. Box 889
 News ServiceUP
 President.....Warren J. Fortier
 V.P., Gen. Mgr.....Samuel F. Hosea
 Treasurer.....Mortimer Silverman, Jr.
 Secretary.....A. A. Bensabat, Jr.

KWCJ

NATCHITOCHEs—1947—KBS

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

KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... New Iberia Bcstg. Co.
 Address... 101 West St., Peter St.
 Phone: 2-6726 Air Time: Full Time
 News Service AP
 Transcription Service World
 General Manager... George H. Thomas
 Station Manager... Dierrell Hamm
 Sales Prom. Hgr... Charles Malone
 Commercial Mgr... Donald Bonin
 Prog. Mgr... Jo Elyn Chambers
 Chief Engineer... Merle Case

KVIM

NEW IBERIA—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Queen City Bcstg. Co.
 Address... P. O. Box 50
 Phone: 2-5826 Air Time: Daytime
 Transcription Service Associated
 President... P. M. Cochran
 General Manager... John H. Coco
 Promotion Mgr... L. E. Barrilleaux
 Chief Engineer... Kearney Escayne

WBOK

NEW ORLEANS—1951

Frequency: 800 Kc. Power: 1000 Watts a.
 Owned-Operated By... WBOK, Inc.
 Address... 505 Baronne St.
 Phone: Tulane 5363 Air Time: Daytime
 News Service UP
 Representative ForJoe
 President Jules J. Paglin
 Gen., Sta. Mgr. Stanley W. Ray, Jr.
 Station Mgr. Ed. Prendergast
 Comm. Mgr. Fred Schwarz
 Sales Prom. Mgr. Jim Smith
 Chief Engineer John Rhode

WDSU

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By... WDSU Bcstg. Corp.
 Business-Studio Address... 520 Royal St.
 Phone: Tulane 4371 Air Time: Full Time
 News Service AP, UP
 Transcription Service Capitol, World
 Representative John Blair
 Membership NARTB, RAB
 President Edgar B. Stern, Jr.
 Exec. V.P. & Gen. Mgr. Robert Swezey
 V.P. & Comm. Mgr. Louis Read
 V.P. Charge Prog'ng Tom Hicks
 Program Director Don Howell
 Prom. Dir. Marion Annenberg
 Chief Engineer Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By... Louise C. Carlson
 Business-Studio Address... Cigali Bldg.
 Phone: Ma. 3488 Air Time: Full Time
 News Service AP
 Membership NARTB
 Pres., Gen. Mgr. Louise C. Carlson
 Commercial Mgr. Ed. Carlson
 Program Director Edward C. Carlson
 Chief Engineer Frank J. Recey, Jr.

WJMR

NEW ORLEANS—1946

Frequency: 990 Kc. Power: 500 Watts d.
 Owned-Operated By... Supreme Bcstg Co., Inc.
 Address... Jung Hotel, 1500 Canal Street
 Phone: Canal 0356 Air Time: Daytime
 News Service UP
 Representative McGillvra
 Membership NARTB, RAB
 President Chester Owens
 Gen., Sta., Comm. Mgr. George A. Mayoral
 Sales Prom. Mgr. Robert E. Jeffers
 Program Director Aubrey Moore
 Chief Engineer Jack Petrik

WMRY

NEW ORLEANS—1950

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By... Southland Bcstg. Co.
 Address... 2107 Dryades St.
 Phone: Tulane 4841 Air Time: Daytime
 Representative Gill-Perna
 Trans. Service B.M.I.
 News Service UP
 Membership NARTB
 President Lester Kamin
 General Manager Mort Silverman
 Sales Prom., Pub. Dir. Mary Potter
 Prog. Dir. Larry McKinley
 Chief Engineer Samuel Perkins

WNOE

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. Power: 50,000 d.; 5000 n.
 Owned-Operated By... James A. Noe
 Business-Studio Address... St. Charles Hotel
 Phone: Express 2173 Air Time: Full Time
 News Service AP
 Transcription Service SESAC
 Representative H-R
 Membership NARTB, RAB
 Owner James A. Noe
 V.P., Gen., Sta. Mgr. James E. Gordon
 Commercial Mgr. Paul Beville
 Program Director Tom Abbott
 Publicity Director Eldon Durand
 Chief Engineer A. J. Bourgeois

WSMB

NEW ORLEANS—1925—ABC

Frequency: 1350 Kc. Power: 5 Kw. d.; 5 Kw. n.
 Owned WSMB, Inc.
 Address... Maison Blanche Bldg.

Phone: Magnolia 5921... Air Time: Full Time
 News Service AP
 Transcription Service World
 Station Rep. Avery-Knodel
 Membership NARTB
 President Gaston Pureau
 General. Sta. Mgr. John R. O'Meallie
 Program Director. Marshall Pearce
 Publicity Dir. Mrs. Renate May
 Chief Engineer. Harold Nebe

WTIX

NEW ORLEANS—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Mid-Continent Bcstg. Corp.
 Address 624 Canal St.
 Phone: MAGnolia 3562... Air Time: Full Time
 News Service UP
 Membership NARTB
 Station Representative Young
 President Robert H. Storz
 Exec. Vice-President. Todd Storz
 Vice-Pres., Gen. Mgr. George W. Armstrong
 Commercial Mgr. Fred Berthelson
 Program Director. Larry Wilson
 Chief Engineer. Morris E. Jones

WTPS

NEW ORLEANS—1947

Frequency: 940 Kc. Power: 1000 d.; 500 n.

Owned-Oper. By The Times Picayune
 Business Address 615 North St.
 Phone: Tulane 2411... Air Time: Full Time
 Transcription Service Associated
 News Service AP
 Membership NARTB
 Representative Branham
 President John F. Tims
 General Mgr. H. F. Wehrmann
 Prog. Dir. Robert Smith
 Prom. Mgr. Martin Burke
 Chief Engineer. George DeBlieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By WWEZ Radio Inc.
 Bus.-Studio Address. Hotel New Orleans
 Phone: Canal 3521... Air Time: Full Time
 News Service UP
 Representative Walker
 President A. J. Chilton
 General Manager. Joe A. Oswald
 Program Dir. Ken Elliott
 Chief Engineer. Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. Power: 50,000 Watts
 Owned-Operated By Loyola University
 Address Roosevelt Hotel
 Phone: Raymond 2194... Air Time: Full Time
 News Service UP, AP
 Transcription Service. Standard, Thesaurus
 Representative Katz
 Membership NARTB
 President Rev. Patrick Donnelly
 General Manager. W. H. Summerville
 Comm. Manager. Larry Baird
 Sales Prom., Pub. Mgr. Harry Hildebrand
 Program Director. E. M. Hoerner
 Chief Engineer. J. D. Bloom, Jr.

KREH

OAKDALE—1953—KBS

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By Louisiana Bcstg. Service
 Address Box 571
 Phone: 900... Air Time: Daytime
 News Service UP
 President Cyril W. Reddick
 General Manager. Ralph L. Hooks
 Commercial Mgr. Mel Bennett

KSLO

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KSLO Bcstg. Co.
 Address KSLO Bldg.
 Phone Number 2633
 News Service UP
 Transcription Service World

In New Orleans

THE

MID-CONTINENT


FORMULA

works at

WTIX

In September, 1953, WTIX was last among 11 New Orleans stations. Then Mid-Continent took over, applied new ideas, programming, personalities. Now WTIX is *first* all day with an average of 21.3%; second station 17.9%.* Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.

*Per last available Hooper (November, 1954)



MID-CONTINENT BROADCASTING CO.
 President: Todd Storz

KOWH, Omaha Represented by H-R Reps, Inc.	WHB, Kansas City Represented by John Blair & Co.	WTIX, New Orleans Represented by Adam J. Young, Jr.
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To **SELL** The
SOUTH
 You Need
WWL
 New Orleans



South's Greatest
 Salesman

WWL 50,000 watts
 Clear channel
 CBS Radio Affiliate

A department of Loyola University
 Represented nationally by the Katz Agency

Representative.....Sears & Ayer
 Membership.....NARTB
 Pres., Gen. Mgr.....W. Eugene Jones
 Commercial Mgr.....A. B. Reed Jr.
 Program Director.....Wandell Allegood
 Chief Engineer.....Richard M. Cole

KRUS

RUSTON—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ruston Bcstg. Co.
 Bus.-Studio Address.....105 Park Ave.
 News Service.....UP
 Newspaper Affiliation....."Daily Leader"
 Representative.....Best
 President.....C. E. Faulk, Jr.
 Station Manager.....Kenneth L. Whitaker
 Program Director.....Bill Carter

KANV

SHREVEPORT—1954

Frequency: 1050 Kc.....Power: 250 Watts
 Owned.....Northwest La. Bcstg. Corp.
 Address.....2730 Talbot St., P. O. Box 3611
 Station Representative.....Dora-Clayton
 Managing Director.....Glenn V. Wilson
 Prog., Per. Mgr.....Doris F. Nargassans
 Chief Engineer.....Carl F. Goulden

KCIJ

SHREVEPORT—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Southland Bcstg. Co.
 Address.....205 Milam St.
 Phone: 4-6681.....Air Time: Daytime
 Representative.....Young, Clark Brown
 News Service.....UP, INS
 President.....Lester Kamin
 Gen., Comm. Mgr.....John H. Pace
 Chief Engineer.....N. L. Keys

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Frank H. Ford
 Business-Studio Address.....311 Milam Bldg.
 Phone: 3-3681.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Pearson
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Frank H. Ford
 Sta., Comm. Mgr.....Frank H. Ford, Jr.
 Prom., Pub. Dir.....Bill Monroe
 Sales Manager.....William F. Ford
 Prog. Dir.....Irv Zeidman
 Chief Engineer.....L. J. Carlson

KJOE

SHREVEPORT—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
 Owned.....Audiocasting, Inc.

Address.....507 Spring St.
 Phone: 2-0732.....Air Time: Daytime
 News Service.....AP
 Station Representative.....Forjoe
 Pres., Gen. Mgr.....Joe Monroe

K R M D

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD
 Bus.-Studio Address.....New Jefferson Hotel
 Phone: 3-6171.....Air Time: Full Time
 Representative.....Weed
 Membership.....NARTB
 President.....T. B. Lanford
 Manager.....G. V. Wilson
 Program Director.....Elizabeth V. Alford
 Chief Engineer.....Carl W. Goulden

K T B S

SHREVEPORT—1922—NBC

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.
 Owned-Oper. By.....KTBS, Inc.
 Address.....312 East Kings Hwy
 Phone: 7-3644.....Air Time: Full Time
 News Service.....AP, UP
 Representative.....Petry
 Transcription Service.....Associated
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....E. Newton Wray
 Business Manager.....Patrick White
 Pub., Prom. Mgr.....Dorothy Goldsworthy
 Program Director.....Michael Roppolo
 Chief Engineer.....C. H. Maddox

K W K H

SHREVEPORT—1925—CBS

Frequency: 1130 Kc.....Power: 50,000 Watts
 Owned-Operated By.....International Bcstg. Corp.
 Business-Studio Address.....Box 1387
 Phone: 2-8711.....Air Time: Full Time
 Newspaper Affiliation.....Shreveport Times
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Branham
 Membership.....NARTB, RAB
 President.....William H. Bronson
 Exec. V.P., Gen. Mgr.....Henry B. Clay
 Commercial Manager.....Fred Watkins, Jr.
 Prom. Mgr., Pub. Dir.....James T. Briggs
 Program Director.....Horace Logan
 Chief Engineer.....O. S. Droke

K B S F

SPRINGHILL—1954

Frequency: 1460 Kc.....Power: 1000 Watts
 Owner.....Springfield Bcstg. Co.
 Address.....Box 508

K T L D

TALLULAH—1954—KBS

Frequency: 1360 Kc.....Power: 500 Watts
 Owner.....Howard E. Griffin

K T I B

THIBODAUX—1953

Frequency: 630 Kc.....Power: 500 Watts
 Owner.....Delta Bcstrs., Inc.
 Address.....Lafourche Comet Building
 Phone.....5348
 President.....F. H. Block
 Chief Engineer.....Don Gatz

K V P I

VILLE PLATTE—1953

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Ville Platte Bcstg. Co.
 Address.....Box 566
 Phone: 5888.....Air Time: Daytime
 Membership.....NARTB
 President.....Lionel B. Deville
 General Manager.....Chris Duplechain
 Comm. Mgr.....W. O. Carson
 Program Director.....J. S. Fontenot
 Chief Eng.....J. S. Fontenot

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — Families 293,000
 Radio Homes 279,000 — TV Homes 122,000 — Stations in State 16

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...Twin City Bcstg. Co., Inc.
 Address.....223 Lisbon St.
 Phone: 3-3878 Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard, World
 Representative.....O'Connell, Borgatti
 President.....Faust Couture
 General Manager.....Norman G. Gallant
 Sales Prom. Mgr.....Harry Simons
 Program Director.....Mona Hixon
 Publicity Director.....Gregory Evans
 Supervisory Engineer.....Joseph Roy

WRDO

AUGUSTA—1932—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....WRDO, Inc.
 Address.....175 Water Street
 Phone: 3-4735 Air Time: Full Time
 News Service.....UP
 Representative.....Weed
 Membership.....NARTB, RAB
 President.....Adeline B. Rines
 Sta., Comm. Mgr.....Donald K. Powers
 Publ. Pgm. Dir.....Leslie R. Hubley
 Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—1924—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By...Community Bcstg. Service
 Business-Studio Address.....57 State St.
 Phone: 6446 Air Time: Full Time
 News Service.....AP
 Representative.....Hollingbery, Kettell-Carter
 Co-O., President.....Horace E. Hildreth
 Gen., Sta., Comm. Mgr.....Leon Gorman, Jr.
 Program Dir.....Richard Bronson
 Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned.....Bangor Bcstg. Corp.
 Address.....26 Central St.
 Phone: 7354 Air Time: Full Time
 News Service.....UP
 Station Rep.....Everett-McKinney, Kirby
 Pres., Gen. Mgr.....Sherwood J. Tarlow
 Station Mgr.....Allan W. Roberts
 Commercial Mgr.....Joseph Kruger
 Sales Prom. Mgr.....Herb Vining
 Program Dir.....Kenneth Manley
 Publicity Dir.....Robert Norris
 Chief Engineer.....Sal Fulchino

WLBZ

BANGOR—1926—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By.....Maine Bcstg. Co.
 Business-Studio Address.....100 Main St.
 Phone: Bangor 2-4656 Air Time: Full Time
 News Service.....UP
 Representative.....Weed
 Membership.....NARTB, RAB
 President.....Adeline Rines
 General Manager.....Edward E. Guernsey
 Comm. Mgr.....Gordon E. Kelley
 Program Director.....Irving S. Hunter
 Publicity Manager.....George Chapman
 Chief Engineer.....John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...Biddeford Bdcstg. Corp.
 Address.....234 Main St.
 Phone: 4-4566 Air Time: Full Time
 News Service.....AP
 Transcription Service.....World



WIDE BIDDEFORD-SACO, ME. MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781. From June through September 1,110,298 cars come into this market, bringing with them approximately 5,800,000 potential customers. 29.5 million dollars are spent annually in Biddeford and Saco. WIDE is located in the heart of Maine's richest resort area... Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls. Together with WIDE, WAZL, WHOL, WILM and WYDA are under the supervision of Victor C. Dethm, radio pioneer and executive.

ARTHUR A. DETERS
 President & General Mgr.
 Rep. Paul H. Raymer Co.

Station Rep.....Raymer, Borgatti
 Membership.....NARTB
 President.....Victor C. Diehm
 Gen., Sta., Comm. Mgr.....Arthur Deters
 Comm. Mgr.....Carl Swanson
 Prog. Dir.....Harold Swaney
 Chief Eng.....Arthur Deters

W A B M

HOULTON—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Aroostook Bdcstg. Corp.
 Address.....1340 North Rd.
 Phone: 2257.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Harry E. Umphrey
 General Manager.....Harold D. Glidden
 Station Manager.....Ted Coffin
 Commercial Mgr.....Eben Currie
 Program Director.....Keith Fowles
 Chief Engineer.....Robert W. MacIntosh

W C O U

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Twin City Bcstg. Co., Inc.
 Business-Studio Address.....223 Lisbon St.
 Phone: 4-6921.....Air Time: Full Time
 News Service.....UP
 Transcription Serv...Standard, SESAC, World
 Representative....O'Connell, Borgatti, Holman

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

President.....Faust Couture
 General-Station Mgr.....John C. Libby
 Comm. Mgr.....Oscar J. Normand
 Pgm., Pub. Dir.....Herb Fontaine
 Chief Engineer.....Carl P. Rounds

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Lewiston-Auburn Bcstg.
 Business-Studio Address.....129 Lisbon St.
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Representative....Everett-McKinney,
 O'Connell, Kettell-Carter
 President, Station Mgr.....Elden H. Shute, Jr.
 General Manager.....Frank S. Hoy
 Comm., Sales Prom. Mgr....Gerald T. Higgins
 Program Director.....Harold W. Dutch
 Chief Engineer.....Henry Root

W C S H

PORTLAND—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Oper. By....Congress Square Hotel Co.
 Business-Studio Address.....157 High St.
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB, RAB
 President.....Adeline B. Rines
 General Manager.....William H. Rines
 Station Manager.....Linwood T. Pitman
 Commercial Manager.....Albert W. Smith
 Prog. Dir.....Arthur Owens
 Chief Engineer.....Daniel H. Smith

W G A N

PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By..Guy Gannett Bcstg. Services
 Business-Studio Address.....390 Congress St.,
 News Service.....AP, UP
 Trans. Service.....ASCAP, SESAC, B.M.I.
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....Jean Gannett Williams
 General Manager....Creighton E. Gatchell
 Commercial Manager....Francis H. Farnum, Jr.
 Chief Engineer.....Roger W. Hodgkins

W P O R

**PORTLAND—1946—ABC-YANKEE
MBS-LOBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Oliver Bcstg. Corp.
 Business-Studio Address.....477 Congress St.
 Phone: 3-8111.....Air Time: Full Time
 News Service.....AP
 Rep.....O'Connell, Borgatti, Holman,
 Membership.....NARTB, RAB
 Pres., Sta., Gen. Mgr.....Harold H. Meyer
 Commercial Manager.....William J. Mullen
 Sales Prom. Mgr.....Robert Maynard
 Pgm., Pub. Dir.....Raymond Mercier
 Chief Engineer.....Thomas Conneen

WAGM

PRESQUE ISLE—1931—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Aroostook Bcstg. Corp.
 Address.....489 Main St.
 Phone: 8821.....Air Time: Full Time
 News ServiceAP
 MembershipNARTB
 Transcription ServiceThesaurus
 PresidentHarry Umphrey
 Gen., Sta. Mgr.....Harold D. Glidden
 Pgm., Comm. Dir.....Richard B. Marshall
 Chief Engineer.....Lester E. Hughes

WRKD

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knox Bcstg. Co.
 Address.....493 Main St.
 Phone: 1600.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeO'Connell, Borgatti
 MembershipRAB
 President.....Carleton D. Brown
 Station Manager.....Paul R. Huber
 Commercial Mgr.....Vere B. Crockett
 Chief Engineer.....Alfred M. Thurlow, Jr.

WRUM

RUMFORD—1953—KBS

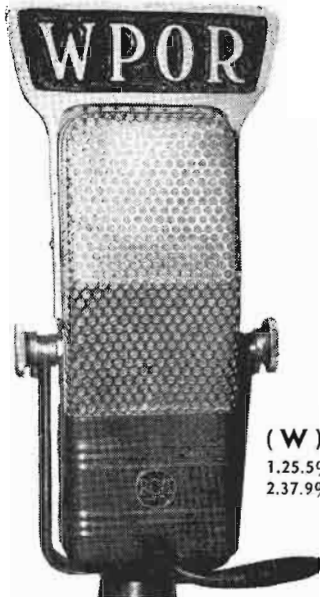
Frequency: 790 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Rumford Publ. Co.
 Address.....89 Congress St.
 Phone: 1057.....Air Time: Daytime
 News ServiceUP
 Trans. Service.....World, SESAC
 Representative.....O'Connell
 President.....Melvin L. Stone
 Gen. Mgr., Prog. Dir.....Ken J. Ellis
 Commercial Mgr.....G. B. Cunningham
 Program Director.....Ken Ellis
 Chief Engineer.....E. J. Tremblay

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Phone: 2700-1.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeO'Connell, Borgatti
 MembershipNARTB, RAB
 Pres., Gen.-Station Mgr.....Carleton D. Brown
 Commercial Mgr.....Harold L. Vique
 Program Director.....Fred Preble
 Chief Engineer.....Don Sutherland

AMERICAN — YANKEE — MUTUAL — LOBSTER



MUSIC

NEWS

SPORTS

(W) PORTLAND
 1.25.5% of state's population
 2.37.9% of state's retail sales

*Portland's
 Favorite Station
 Ask Anyone*

PORTLAND, MAINE

Represented by: New York: O'Connell • Boston: Borgatti • Chicago: Holman • Pacific Coast: Scott • HAL MEYER, Pres.

MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,654,000 — Families 692,600
Radio Homes 662,000 — TV Homes 620,000 — Stations in State 29

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By... Annapolis Bcstg. Corp.
Business-Studio Address... Box 749
Phone Number... Colonial 3-2500
News Service... UP
Representative... Pearson, Dora-Clayton
President, General Mgr... Morris H. Blum
Chief Engineer... Arthur P. Dietz

WASL

ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By... Chesapeake Radio Corp.
Business Address... P. O. Box 1551
Phone: 9211... Air Time: Daytime
News Service... AP
Transcription Service... World
Pres., Gen. Mgr... Robert L. Blalock
Program Director... John Drew
Chief Engineer... Jos. H. Griscom

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By... The Capital Bcstg. Co.
Phone: Colonial 3-2639... Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus
Representative... Forjoe
Membership... NARTB
President... Albert H. MacCarthy
Sta., Com., Sls. Prom. Mgr... M. A. Campbell, Jr.
Program Director... Betty Straubel
Pub. Dir... R. Norton
Chief Engineer... Alan B. Laffler

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts
Owned... Hearst Corp. (Radio & TV. Div.)
Address... 2610 North Charles St.
Phone: Hopkins 7-3000... Air Time: Unlimited
News Service... AP, INS, UP
Transcription Service... Thesaurus, SESAC
Representative... Christal
V.P. and Exec. Dir... Charles B. McCabe
V.P. & Gen. Mgr... D. L. Provost
V.P., (Engineering)... John Wilner
Station Manager... Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ... Arnold Wilkes
Program Director... Victor F. Campbell

Program Manager... William N. Rock
Local Sales Manager... Alfred Buck
Pub. Mgr... Thomas J. White, Jr.
Chief Engineer... William C. Bareham

WBMD

BALTIMORE—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By... Key Bcstg. Corp.
Business-Studio Address... 879 Park Ave.
Phone Number... Mulberry 5-7095
News Service... UP
President... George E. Hull
Gen., Sta., Comm. Mgr... H. Shelton Earp, Jr.
Program Dir... Thomas H. O'Connor
Chief Engineer... Leo W. Karns

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By... Monumental Radio Co.
Business-Studio Address... 1102 N. Charles St.
Phone: Mulberry 5-0600... Air Time: Full Time
News Service... AP
Trans. Service... World
Representative... Paul H. Raymer
Membership... NARTB
Pres., Sta., Gen. Mgr... L. W. Milbourne
Comm. Prom. Mgr... Robert M. Richmond
Program Dir... George L. Filling
Chief Engineer... Martin L. Jones

WCBM

BALTIMORE—1924—MBS

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
Owned-Oper. By... Baltimore Bcstg. Corp.
Bus.-Studio Address... Harford & North Aves.
Phone: Belmont 5-8400... Air Time: Full Time
Representative... Bolling
Membership... NARTB
President, Comm. Manager... John Elmer
Gen., Sta., Comm. Mgr... G. H. Roeder
Sales Director... William S. Pirie, Jr.
Asst. Mgr., Prog. Dir... Charles A. Roeder
Chief Engineer... G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By... The Baltimore Radio Show
Address... 10 E. No. Ave.
Phone: Mulberry 5-1300... Air Time: Full Time
News Service... AP, UP

Representative John Blair & Co.
 Membership RAB, NARTB
 President Robert S. Maslin
 V.P. & Gen. Mgr. Robert B. Jones, Jr.
 Sls. Prom. Manager. Mrs. Jean Mowbray
 Commercial Mgr. Dudley Tichenor
 Program Dir. Bert Hanauer
 Chief Engineer William Q. Ranft

Comm., Prom. Mgr. Jackson Lowe
 Chief Engineer Robert Carnine

W I T H

BALTIMORE—1941

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Maryland Bcstg. Corp.
 Business-Studio Address. 7 E. Lexington St.
 Phone: Lexington 9-7808. Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Membership RAB
 Pres., Gen. Mgr. Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr. Robert C. Embry
 Program Director. Anna Ray Suter
 Chief Engineer Allen Hedrick

W S I D

BALTIMORE—1947

Frequency: 1010 Kc. Power: 1000 Watts, d.
 Owned-Operated By. United Bcstg. Co.
 Business-Studio Address. 912 N. Charles St.
 Phone: Saratoga 8250. Air Time: Full Time
 News Service UP
 Representative R. Wittig
 President Richard Eaton
 Sta. Mgr. Marvin Mirvis
 Program Director. Helen Wherley
 Chief Engineer Cliff Inman

W W I N

BALTIMORE—1951

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Belvedere Bcstg. Co.
 Address. 1119 N. Charles St.
 Phone Number. Saratoga 7-3555
 News Service UP
 Representative McGillvra
 Pres., Gen. Mgr. Thomas F. McNulty
 Station Manager. Lenore Feldman
 Comm. Mgr. Bentley Stecher
 Chief Engineer Frank Murphy

W U S T

BETHESDA—1951

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Oper. By. Broadcast Management, Inc.
 Address. 3143 U St., Wash. D. C.
 Phone Number. HO 2-0011
 News Service UP
 Representative Forjoe & Co.
 Pres., Gen. Mgr. Harold E. Sheffers

W C E M

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By. The Shore Bcstg Co.
 Address The Pines
 Phone Number 1580
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. G. P. Richards
 Commercial Mgr. Sam Cannon
 Station Manager. Thomas H. Maquire, Jr.
 Prog. Dir. Bette B. Robbins
 Chief Engineer Arthur Coburn

W C U M

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. The Tower Realty Co.
 Address. Willam Rd., East of City Line
 Phone: 5400. Air Time: Full Time
 News Service AP
 Representative Forjoe
 President. Karl F. Steinmann
 Sta. Mgr. Eldred Steinmann
 Commercial Manager Roy S. Knotts
 Chief Engineer Paul E. Custer

W D Y K

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Western Md. Bcstg.
 Address 450 Byrd Avenue
 Phone: Cumberland 5001. Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Representative ... Radio Representatives, Inc.
 President Richard A. Raese
 General Manager. Gary Schroeder
 Commercial Manager. Floyd V. Cozad
 Pgm., Pub. Dir. Edwin Meyer
 Chief Engineer George Sokol, Jr.

W T B O

CUMBERLAND—1928—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned. Cumberland Valley Bcstg. Co.
 Address. 31 Frederick St.
 Phone: 299. Air Time: Full Time
 News Service UP
 Transcription Service. Thesaurus
 Representative Branham
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. A. William German
 Sales Prom. Mgr. Virginia Rosenbaum
 Pgm. Dir. Michael Hurst
 Publicity Director. Robert Rosamond
 Chief Engineer Ralf Wirgman

W F M D

FREDERICK—1936—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Monocacy Bcstg. Co.
 Address 1 West Seventh St.
 Phone: Monument 3-4181 Air Time: Daytime
 News Service AP
 Station Representative Meeker
 Membership NARTB
 President Laurence Leonard
 Commercial Manager Alan W. Long
 Program Director John W. Cooley
 Chief Engineer Howard Fisher

W A R K

HAGERSTOWN—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co., Inc.
 Address 128 S. Prospect St.
 Phone: 4500 Air Time: Full Time
 News Service UP
 Station Rep. United Bcstg.
 President Richard Eaton
 General Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Chief Engineer G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS-ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone: 2323 Air Time: Full Time
 News Service AP
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. Grover C. Crilley
 Sta., Comm. Mgr. William H. Paulsgrove
 Pub., Pgm., Dir. Robert Leshner
 Chief Engineer George McIntire

W A S A

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Address P. O. Box 97
 Phone: 800 Air Time: Daytime
 News Service AP
 Transcription Service Standard
 President, General-Station Mgr. Jason T. Pate
 Comm.-Sales Prom. Mgr. Charles W. Irwin
 Pgm., Pub. Dir. Bob Gray
 Chief Engineer Gerald D. Johnson

W K I K

LEONARDTOWN—1953

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Md. Bcstrs. Inc.
 Phone Number Greenwood 5-2211
 News Service UP
 President James L. Bittner
 General Manager Charles E. Springer
 Commercial Mgr. W. C. Redd
 Chief Engineer James L. Bittner

W P T X

LEXINGTON PARK—1953—KBS

Frequency: 920 Kc. Power: 500 Watts
 Owned Patuxent Radio Inc.
 Address 224 Great Mills Rd.
 Phone: 2-1031 Air Time: Daytime
 Newspaper Affil. Clearfield 'Progress'
 News Service AP
 Trans. Service Lang-Worth
 Pres., Gen. Mgr. W. J. Thomas
 Sta., Sls., Prom. Mgr. Charles Rutledge
 Commercial Manager Edward Lenaway
 Program Director Hazel Carnahan
 Publicity Director Edward Lenaway
 Chief Engr. Harold Huhn

W P G C

MORNINGSIDE—1954

Frequency: 1580 Kc. Power: 1000 Watts
 Owner WPGC Inc.
 Phone REDwood 6-8000

W I N X

ROCKVILLE—1940

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Montgomery Cty. Bcstg. Co.
 Phone: Poplar 2-4357 Air Time: Daytime
 News Service UP
 Sta. Rep. United, Oakes
 General Manager Richard Eaton
 Program Director Pierre Eaton
 Exec. V.P. Arthur A. Snowberger

W B O C

SALISBURY—1940—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By The Peninsula Bcstg. Co.
 Bus.-Studio Address Radio Park
 Phone: 6131 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Burn-Smith
 President John W. Downing
 Gen., Sta., Comm. Mgr. Charles J. Truitt
 Program Director John W. Downing, Jr.
 Chief Engineer Jack W. Ward

WGAY

SILVER SPRING—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-Suburban Bcstg. Corp.
 Business Address 11306 Kemp Mill Rd.
 Phone Number Juniper 9-1050
 News Service AP
 Representative Indie Sales
 Membership NARTB, RAB
 President John W. Kluge
 Gen.-Sta. Mgr. Joseph L. Brechner
 Comm. Mgr. Stuart J. Hepburn
 Program Dir. Chuck Dulane
 Chief Engineer Arthur McDougall

WTOW

TOWSON—1954

Frequency: 1570 Kc. Power: 1000 Watts
 Owner Suburban Time Mart

WTTR

WESTMINSTER—1953

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carroll County Bcstg. Corp.
 Address Uniontown Road
 Phone: 1170 Air Time: Daytime
 President E. Miller Richardson
 Gen., Sta., Comm. Mgr. R. H. Morgan
 Prog. Dir. C. T. Buffington
 Chief Engineer Charles T. Buffington

W DON

WHEATON—1953

Frequency: 1540 Kc. Power: 250 Watts
 Owned Commercial Radio Equip. Co.
 Address 1319 F St. N.W., Washington, D. C.
 Phone District 7-1356
 Owner, Gen. Mgr. Everett L. Dillard
 Commercial Mgr. James A. Gustafson
 Program Director Robert E. Best
 Chief Engineer John Moran

NERVE CENTER OF THE FABULOUS DEL-MAR-PENINSULA

WBOC

960 KC — Full Time — Est. 1940

81,915 RADIO HOMES

MUTUAL NETWORK

*Commands 65.8 percent of the radio listening audience.

WBOC-TV

Channel 16

Est. 1954

42,750 TV HOMES

ABC, CBS, DUMONT NETWORKS

Only Television station with a consistent signal in area.

RADIO-TV PARK SALISBURY, MD.

SERVING 301,700 POPULATION; \$430,000,000 RETAIL SALES

President: John W. Downing

General Manager: Charles J. Truitt

* Conlan Survey: Mon. through Fri. average, 6 AM-12 M, 63.3%; 12 M-6 PM, 68.1%; 6 PM-11 PM, 66.1%

MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — Families 1,505,000
Radio Homes 1,489,000 — TV Homes 1,370,000 — Stations in State 50

WARA

ATTLEBORO—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....8 N. Main St.
Phone Number.....AT 1-1320
Representative.....Walker
News Service.....UP
Membership.....NARTB
General Manager.....Keith S. Field
Commercial Mgr.....William A. Dawson, Jr.
Program Director.....David P. Mohr
Chief Engineer.....Raymond D. Arwold

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....Hotel Shelton
Phone: Copley 7-3005 Air Time: Daytime
News Service.....UP
Representative.....Indie Sales
General Manager.....John Laux
Station Mgr.....Norman Furman
Chief Engineer.....F. S. Bailey
Donald Snider

WBZ - WBZA

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

Frequency: 1030 Kc. Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned.....Westinghouse Bcstg. Co. Inc.
Business-Studio Add.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....AP, UP
Transcription Service.....Thesaurus
Membership.....RAB
Representative.....Free & Peters
President.....Chris J. Witting
Exec. Vice Pres.....J. E. Baudino
Station Manager.....P. E. Mills
Commercial Mgr.....William J. Williamson
Promotion Manager.....C. Lud Richards
Program Manager.....Avner Rakov
Chief Engineer.....W. H. Hauser
Publicity Director.....Joseph Cullinane

WCOP

BOSTON—1935

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By.....Post Pub. Co.
Business-Studio Address.....485 Boylston St.
Phone: Copley 7-0123 Air Time: Full Time
News Service.....AP

Newspaper Affil.....Boston Post
Transcription Service.....World
Representative.....Weed
President.....John J. Fox
Gen., Sta. Mgr.....Roy V. Whisnand
Commercial Mgr.....P. T. McGovern
Prog. Dir.....Irvin Dierdorff
Chief Engineer.....Roland C. Hale

WEEI

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone. HUbbard 2-2323 Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
President.....Adrian Murphy
Gen., Sta. Mgr.....Harvey J. Struthers
Commercial Mgr.....Emmett J. Heardt, Jr.
Sales Prom. Mgr.....John T. Curry, Jr.
Program Director.....K. R. Ovenden
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Harold A. Dorschug

WHDH

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By.....WHDH, Inc.
Bus-Studio Address.....6 St. James Ave.
Phone: HAncock 6-5500 Air Time: Full Time
Newspaper Affil.....Boston Herald
News Service.....AP
Representative.....John Blair
Membership.....NARTB, RAB
President.....Robert B. Choate
V.P., Managing Dir.....William B. McGrath
Commercial Manager.....Alexander M. Tanger
Program Director.....George M. Perkins
Sales Prom. Mgr., Pub. Dir.....William E. Shea
Chief Engineer.....Philip K. Baldwin

WMEX

BOSTON—1934

Frequency: 1510 Kc. Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address.....70 Brookline Ave.
Phone: CO 6-3900 Air Time: Full Time
News Service.....INS
Transcription Service.....SESAC
Pres., Prog. Dir.....John E. Reilly
General Manager.....William S. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....George Kaplan
Chief Engineer.....William Ferruzzi

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 680 Kc. Power: 50 Kw. d.
 Owned-Oper. By... Yankee Net. Div., General
 Teleradio, Inc.
 Bus-Studio Address... 21 Brookline Ave.
 Phone: CO 6-0800 Air Time: Full Time
 News Service... INS, UP
 Representative... H-R Reps.
 Membership... NARTB
 President... Tom O'Neill
 Exec. V.P., Gen. Mgr... Norman Knight
 Vice President... George Steffy
 Commercial Manager... Tom Bateson
 Sales Prom. Mgr... George Hallberg
 Program Director... John D. Maloy
 Publicity Director... Phyllis Doherty
 Chief Engineer... I. B. Robinson

WORL

BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Pilgrim Bcstg. Co.
 Address... 92 State St.
 Phone: Lafayette 3-4000 Air Time: Full Time
 News Service... AP
 Representative... Headley Reed Co.
 President... Joseph A. Dunn
 Gen., Sta., Comm. Mgr... Arthur E. Haley
 Program Director... Norm Prescott
 Pub. Dir... Polly Haddad
 Chief Engineer... John Parker

WVDA

BOSTON—1953—ABC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By... Vic Diehm Assoc. Inc.
 Address... 275 Tremont St.
 Phone: Hancock 6-1122 Air Time: Full Time
 News Service... UP
 Representative... Raymer
 Membership... NARTB
 President... Vic Diehm
 Station, Comm. Mgr... Len Hornsby
 Program Director... John Mounteer
 Promotion Mgr... Gay Swankin
 Publicity Dir... Bob Martin
 Chief Engineer... Kenneth Smith

WVOM

BOSTON-BROOKLINE—1948—KBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By... The Boston Bcstg. Corp.
 Address... 790 Commonwealth Ave.
 Phone: BEacon 2-5650 Air Time: Full Time
 Transcription Service... Thesaurus
 News Service... UP
 V.P., Gen. Mgr... Benjamin Bartzoff
 Program Director... James A. Fitzgerald, Jr.
 Chief Engineer... Jerome Bartzoff

WBET

BROCKTON—1946

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Enterprise Publishing Co.
 Business-Studio Address... 60 Main St.
 Phone: Brockton 7062 Air Time: Full Time
 News Service... AP
 Newspaper Affil... Enterprise Times
 Transcription Service... Thesaurus
 Representative... Walker
 Membership... NARTB, RAB
 General Manager... Charles A. Fuller
 Commercial Mgr... Earle G. Clement
 Program Director... Arthur B. Jones
 Chief Engineer... Charles Nowell

WTAO

CAMBRIDGE—1948

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By... Middlesex Bcstg. Corp.
 Address... 439 Concord Ave.
 Phone Number... Eliot 4-0500
 News Service... AP
 Membership... NARTB, RAB
 President... Frank J. Lyman, Jr.
 General Manager... Theodore B. Pitman, Jr.
 Commercial Mgr... John H. Kimball, Jr.
 Program Director... Edward Penney, Jr.
 Chief Engineer... John Hotz



WVDA

BOSTON, MASS. ABC

WVDA gives you more news and commentary than any TWO Boston stations combined and is the only station in the nation broadcasting ONLY news in the early morning, 6:00-8:30 A.M. The high calibre reporting of the news is reflective on all stations in the Vic Diehm group. Together with WDVN, WAZL, WHOL, WHLM and WIDE are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
 President

Rep. Paul H. Raymer Co.



WACE

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By: Regional Bcstg. Co.
 Business Address: Hotel Bridgeway
 Phone: 6-1323 Air Time: Daytime
 News Service: INS
 Representative: Bolling
 Membership: NARTB, RAB
 President: David Hayes
 Gen. Sta., Comm. Mgr.: Ralph J. Robinson
 Prog. Dir.: Ed Carter
 Chief Engineer: H. R. Glinka

WALE

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Narragansett Bcstg. Co.
 Address: 374 Central St.
 Phone: 4-1400 Air Time: Full Time
 News Service: UP
 Newspaper Affil.: Transcript
 Representative: Walker
 Pres., Gen. Sta. Mgr.: George L. Sisson, Jr.
 Commercial Mgr.: Markey Gosciminski
 Sales Prom. Mgr.: J. Roger Sisson
 Chief Engineer: Roland Berube

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By: Fall River Bcstg. Co., Inc.
 Business-Studio Address: Academy Bldg.
 Phone: 7-9477 Air Time: Full Time
 Newspaper Affiliation: Herald News, Inc.
 News Service: UP
 Representative: Headley-Reed, Kettell-Carter
 President: Frank W. Miller, Jr.
 Gen. Mgr., Treas.: Lincoln W. N. Pratt
 Commercial Manager: Cornelius Sullivan
 Program Director: Joseph Welch
 Chief Engineer: John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By: WEIM, Fitchburg, Inc.
 Business-Studio Address: 717 Main St.
 Phone: Fitchburg 3-3766 Air Time: Full Time
 News Service: UP
 Membership: NARTB
 Representative: Walker, Kettell-Carter
 President: Henry G. Molina, Jr.
 Station Mgr.: Al Maffie
 Commercial Mgr.: James W. Chalmers
 Chief Engineer: Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Wachusett Bcstg. Co.
 Address: 455 Main St.
 Phone: 3-4897 Air Time: Daytime

Representative: Walker
 News Service: UP
 Transcription Service: SESAC
 Pres., Gen., Sta. Mgr.: David M. Myers
 Sales Prom. Mgr.: Joseph R. Rich
 Program Director: Tal Hood
 Pub. Dir.: Kirk Anderson
 Chief Engineer: Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By: WKOX, Inc.
 Bus.-Studio Address: Mt. Wayte Ave.
 Transcription Service: World
 Representative: Kettell-Carter, Grant Webb
 President: Albert A. Anderson
 General Manager: Richard E. Adams
 Commercial Manager: Lewis F. Sargent
 Program Dir.: Roy Leonard
 Chief Engineer: Francis Bartol

WGAW

GARDNER—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned: Gardner Bcstg. Co.
 Business Number: 3 Pleasant St.
 Phone: 1490 Air Time: Full Time
 News Service: UP
 Representative: Borgatti, Inc., Webb
 Pres. & Treas.: Emilien R. Robillard
 V.P., Gen. Mgr.: William C. Engel
 Commercial Mgr.: Ernest T. Smiddy
 Program Director: Durham Caldwell
 Chief Engineer: Gordon Wiley

WHAI

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: John W. Haigis
 Business-Studio Address: 354 Main St.
 Phone: 4301 Air Time: Full Time
 News Service: AP
 Representative: Walker
 Membership: RAB, NARTB
 President: John W. Haigis, Sr.
 Gen., Sta. Mgr.: John W. Haigis, Jr.
 Commercial Manager: H. W. Nichols
 Sales Prom. Mgr., Pub. Dir.: Thomas J. Kelly
 Program Director: Ira I. Hewey
 Chief Engineer: Leland F. Wheeler

WHAV

HAVERHILL—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: WHAV, Inc.
 Business-Studio Address: 30 How St.
 News Service: UP
 Representative: Nona Kirby Co.
 Membership: RAB
 Station Manager: Robert I. Kimel
 Commercial Mgr.: John J. Kirby
 Program Director: Arthur Flynn
 Chief Engineer: David Cate

W H Y N

HOLYOKE-SPRINGFIELD—1941
CBS

Frequency: 560 Kc. Power: 1000 Watts
Owned-Oper. By... Hampden—Hamshire Corp.
Address... 1300 Liberty St., Springfield
Phone: Springfield 4-1126. Air Time: Full Time
News Service UP
Transcription Service Lang-Worth
Representative Branham, Weed
Membership NARTB
Gen., Sta. Mgr. Charles N. DeRose
Commercial Manager Patrick J. Montague
Prog. Director W. Martin
Chief Engineer Harold Schumacher

W R E B

HOLYOKE—1948—KBS

Frequency: 930 Kc. Power: 500 Watts d.
Owned-Oper. By... Valley Bcstg. Corp.
Address Holyoke Nat. Bank Bldg.
Phone Number 2-3296
Transcription Service SESAC
News Service AP
Representative Kirby, WREB Radio Sales
President James H. Wakelin
Sta., Pgm. Mgr. John H. Vondell, Jr.
Sales Mgr. Robert H. Berger
News Director Richard H. Stewart
Chief Engineer Donald A. Redman

W C C M

LAWRENCE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Lawrence Bdcstg. Co.
Address 278 Essex Street
Phone Number Lawrence 3-7171-2
News Service AP
Representative Foster, Walker
Membership RAB
Pres., Gen. Mgr. Geo. H. Jaspert
Comm., Sta. Mgr. Daniel Ruggles, III
Program Director Pete Ward
Chief Engineer John David Bodel

W C A P

LOWELL—1951

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Northeast Radio Inc.
Address 243 Central St.
Phone: 4-0404. Air Time: Daytime
News Service UP
Membership RAB
Representative Kettell-Carter
President Israel Cohen
Gen., Sta. Mgr. William J. Warren
Chief Engineer Theodore Cohen

W L L H

LOWELL-LAWRENCE—1934—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Merrimac Bdcstg. Co.

Address 39 Kearney Sq., Lowell
Phone: Glenview 8-8715. Lawrence 2-2148
Air Time Full Time
News Service UP
Representative Bloomberg
President Gerald Harrison
Sta. Mgr. Dana W. Fitzgerald
Program Director Tom Clayton
Commercial Manager Haskell Bloomberg
Chief Engineer Anthony G. Michaels

W L Y N

LYNN—1946

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By... Puritan Bcst. Service, Inc.
Business-Studio Address 7 Willow St.
Phone: LY 5-6200. Air Time: Full Time
News Service UP
Station Representative Walker
President Theodore Feinstein
General Manager Melvin Lahr
Chief Engineer Richard Drapeau

W H I L

MEDFORD—1952

Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Operated By Conant Bcstg. Co.
Address 99 Revere Beach Pkwy.
Phone Number Mystic 8-2250
News Service UP
Pres., Gen., Sta. Mgr. Sherwood J. Tarlow
Commercial Mgr. Joseph Kruger
Sales Prom. Mgr. Arthur Stampler
Chief Engineer Sal Fulchino

W B S M

NEW BEDFORD—1949

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By Bay State Bcstg. Co.
Address Pope's Island
Phone Number 3-1767
Representative The Bolling Co.
Membership NARTB
News Service UP
President Joseph P. Duchaine
General Manager Otto F. A. Arnold
Program Dir. Chris Clark
Commercial Manager Richard G. Evans
Chief Engineer Brownell Brightman

W N B H

NEW BEDFORD—1921—MBS
YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By E. Anthony & Sons, Inc.
Business-Studio Address 555 Pleasant St.
Phone: 5-7411. Air Time: Full Time
News Service AP
Newspaper Affiliation Standard-Times
Representative Walker Co., Bertha Bannan
Man., Comm. Mgr. Henry N. Solomon
Program Director James Gleason
Publicity Director Robert Sayre

W M N B

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address. 466 Curran
Phone: MOhawk 3-6567. Air Time: Full Time
News Service AP
Transcription Service. Thesaurus
Representative McGillvra, Kirby
Membership NARTB
Pres., Gen. Mgr. J. Gordon Keyworth
Prog. Dir. L. G. Truesdale

W N A W

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By. Cecil F. Clifton
Address Box 193
Phone: MOhawk 3-5356. Air Time: Daytime
News Service UP
Transcription Service. Associated, Cole
President. Cecil H. Clifton
General Manager. Robert E. Dain
Chief Engineer. Ralph Haneman

W H M P

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Pioneer Valley Bcstg. Co.
Address 78 Main St.
Phone: 4275. Air Time: Full Time
News Service AP
Representative Louis Borgatti, Webb
President. John H. Williams
Gen., Sta., Comm. Mgr. Alexander W. Milne
Program Director. Joseph T. Fennessey
Chief Engineer. David Angell

W B E C

PITTSFIELD—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Western Mass. Bcstg. Co.
Business-Studio Address. 30 Eagle St.
Phone: 8292. Ar Time: Full Time
Newspaper Affiliation. Evening Eagle
News Service AP
Transcription Service World
Membership NARTB
Rep. Everett-McKinney, Kettell-Carter
President. Donald B. Miller
Gen., Comm., Prom. Mgr. W. Wendell Budrow
Program Director. Theodore Miller
Chief Engineer. Walton Ayer

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Greylock Bcstg. Co.
Business-Studio Address. 8 Bank Row

Phone: 2-1553. Air Time: Full Time
News Service UP
Transcription Lang-Worth
Representative Walker, Borgatti
Membership NARTB, RAB
President Leon Podolsky
Gen., Sta., Comm. Mgr. Walter Kearsey
Sales Promotion Manager. Robert H. Burbank
Program Dir. Edward Merritt
Chief Engineer. Edward Taffett

W J D A

QUINCY—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By. South Shore Bcstg. Co., Inc.
Business-Studio Address. Box 373
Phone: Mayflower 9-1300. Air Time: Full Time
News Service UP
Transcription Service World
Representative. Grant Webb, Kirby
Pres., Gen., Sta. Mgr. James D. Asher
Program Dir. Charles Glass
Chief Engineer. Arthur F. Lane

W E S X

SALEM—1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. North Shore Bcstg. Co.
Business-Studio Address. P. O. Box 710
Phone: Salem 5670. Air Time: Full Time
Transcription Service World
Station Rep. Grant Webb, Nona Kirby
Commercial Mgr. Charles Asher
Pres., Gen., Sta. Mgr. William C. Asher
Program Director. Norman Durkee

W B Z A - W B Z

(Synchronous Operation)

SPRINGFIELD-BOSTON—1921

NBC-NERN

(See Boston Listing)

W J K O

SPRINGFIELD—1948

Frequency: 1600 Kc. Power: 5000 Watts d.
Owned-Oper. By. Springfield Bdcstg. Co.
Address P. O. Box 898
Phone: 2-7487. Air Time: Daytime
News Service UP
Representative Gill, Perna, Nona Kirby
Pres., Comm. Mgr. Earle G. Hewinson, Sr.
Gen. Mgr., Prog. Dir. Chris M. Manitsas

W M A S

SPRINGFIELD—1932—MBS

YANKEE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. WMAS, Inc.
Business-Studio Address. 101 West St.
Phone: RE 7-1414. Air Time: Full Time

News Service UP
 Representative H.R. Reps
 Membership NARTB
 President Gerald Harrison
 Station Manager Robert Donahue
 Commercial Mgr. Zachary Land
 Chief Engineer John Michnovex

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By WSPR, Inc.
 Business Address 63 Chestnut St.
 Phone: 2-4181 Air Time: Full Time
 News Service AP
 Transcription Service RCA, Thesaurus
 Representative George P. Hollingbery
 Membership NARTB
 Pres., Gen. Mgr. Alan C. Tindal
 Commercial Manager John J. Sullivan
 Program Dir. Paul Monson
 Chief Engineer George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 174 Broadway
 Phone: 4-7528 Air Time: Full Time
 News Service UP
 President J. Marshall McGregor
 General Manager James Milton Hammond
 Sta. Mgr. Joseph G. Quill
 Commercial Mgr. Edwin Stawnlak
 Production Dir. Charles S. Williams
 Chief Engineer Lawrence Prado

WARE

WARE—1945—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Central Bdcstg. Co.
 Business-Studio Address East St.
 Phone: Ware 1250 Air Time: Daytime
 News Service AP
 President H. Scott Killgore
 Gen., Sta. Mgr. William R. Sweeney
 Comm., Sls. Prom. Mgr. J. R. Jones
 Prog., Pub. Dir. L. L. Winiarski
 Chief Engineer David R. Pryce

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power 1 Kw.
 Owned Charles River Bcstg. Co.
 Address Sheraton Plaza Hotel
 Phone: Waltham 5-7080 Air Time: Full Time
 News Service UP
 Station Rep. Kirby Nat'l Good Music
 Membership BAB
 Pres., Gen. Mgr. Theodore Jones
 Prog. Dir., Chif Engr. Richard L. Kaye

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Address 34 Sylvan St.
 Phone: RE 9-4768 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB, RAB
 Pres., Gen. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Station Mgr. J. L. Spates

WOCB

WEST YARMOUTH—1940

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Address South Sea Avenue
 Phone Number Hyannis 502
 Representative Walker
 President Bas W. Brewer
 Pub., Comm. Mgr. Paul Stiles
 Program Director Marilyn Boesse
 Chief Engineer Frank L. Lynch

WAAB

WORCESTER—1931—MBS

Frequency: 1440 Kc. Power: 5000 Watts
 Owned by WAAB, Inc.
 Business-Studio Address 34 Mechanic St.
 Phone: 2-5611 Air Time: Full Time
 News Service AP
 Representative For Joe
 Pres., Gen. Mgr. Gorge F. Wilson
 Commercial Mgr. Wayne Teeter
 Sales Prom. Mgr. Robert Krieger
 Chief Engineer George Capalbo

WNEB

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Address 405 Main St.
 Phone: 6-4672 Air Time: Full Time
 News Service UP
 Representative Bolling
 Membership NARTB
 President Paul C. Lytle
 Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 Program Director Thomas J. Decker
 Chief Engineer Vernon P. Wilson

WORC

WORCESTER—1925—ABC

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By WORC, Inc.
 Business-Studio Address 4 Walnut St.
 Phone: 5-3101 Air Time: Full Time
 News Service AP



Representative...Headley-Reed, Kettell-Carter
 President.....Robert F. Bryar
 General Manager.....Kenneth M. Cooper
 Commercial Mgr.....Herman M. Rosen
 Chief Engineer.....Carroll Philbrook

Newspaper Affiliation.....Telegram & Evening Gazette
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Henry L. Christal Co.
 Membership.....NARTB, RAB
 Vice-Pres., Gen. Mgr.....Robert W. Booth
 Vice Pres., Sta. Mgr.....Herbert L. Krueger
 Commercial Manager.....Robert J. Brown
 Sales Promotion Manager.....Bernard J. La Plante
 Prod., Pgm. Dir.....A. J. Brissette
 Chief Engineer.....E. A. Browning

W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....WTAG, Inc.
 Business-Studio Address.....18 Franklin St.
 Phone: 5-4321.....Air Time: Full Time

MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — Families 2,020,000
 Radio Homes 2,016,000 — TV Homes 1,680,000 — Stations in State 74

W A B J

ADRIAN—1947

Frequency: 1490 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Gerity Bcstg. Co.
 Address.....2982 Treat Rd.
 Phone: Colfax 5-7123.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 Station Rep.....Hil Best
 Membership.....NARTB, RAB
 President.....James Gerity, Jr.
 General Manager.....O. Wm. Myers
 Commercial Manager.....Albert Bishop
 Chief Engineer.....Galen Stutzman

Business Address.....M-32 West
 Phone: 1049.....Air Time: Full Time
 News Service.....AP
 General Manager.....Les Biederman
 Station Manager.....Drew McClay
 Chief Engineer.....William Klker

W H R V

ANN ARBOR—1946—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Huron Valley Bcstrs., Inc.
 Address.....P. O. Box 608
 Phone: NO 2-4573.....Air Time: Full Time
 News Service.....AP
 Representative.....Walker
 President.....J. F. Hopkins
 Station Manager.....Steve Filiplak
 Commercial Mgr.....James H. Hopkins, Jr.
 Program Director.....Richard F. Harner
 Publicity Director.....Donald A. Herman
 Chief Engineer.....James Allen

W A L M

ALBION—1952—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Calhoun Bcstg. Co.
 Address.....Hawes Bldg.
 News Service.....UP
 President.....J. C. Bedient
 General Manager.....M. H. Wirth
 Program Director.....Park Watson

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....Washtenaw Bcstg. Co.
 Bus.-Studio Address.....3rd Floor, Hutzel Bldg.
 Phone: NO 2-5517.....Air Time: Daytime
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NARTB
 President.....Arthur E. Greene
 Gen. Sta. Manager.....Edward F. Baughn
 Commercial Manager.....Kenneth MacDonald
 Chief Engineer.....D. N. Bowdish

W F Y C

ALMA—1948—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WFYC, Inc.
 News Service.....UP
 Membership.....RAB
 Trans. Service.....Lang-Worth, World
 President.....L. R. Kamperman
 V.P., Gen. Mgr.....David W. Sommerville
 Chief Engineer.....Bruce Rigg

W L E W

BAD AXE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Port Huron Bdcstg. Co.
 Address.....935 S. Van Dyke Rd.
 Phone: 1010.....Air Time: Daytime

W A T Z

ALPENA—1946—MBS-KBS

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

Representative Gill, Perna
 Transcription Service Standard
 News Service UP
 Gen. Mgr. John Wismer
 Station Manager Jim Muehlenbeck
 Prog. Dir. Dick Estell
 Chief Engineer Don Clotier

WBCK

BATTLE CREEK—1348—MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Michigan Bcstg. Co.
 Address 402 Security Natl. Bank Bldg.
 Phone: WO 3-5555 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Burn Smith
 President Robert H. Holmes
 General Mgr. E. F. Cahill
 Chief Engineer Harley Hammond

WELL

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Federated Publications, Inc.
 Address Michigan National Bank Bldg.
 Phone: WO 4-7173 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus, World
 Representative Meeker
 Membership NARTB, RAB
 General Manager Dan E. Jayne

Comm. Mgr., Pgm. Dir. Forrest F. Owen
 Chief Engineer Earl J. Stone

W B C M

BAY CITY—1928—ABC

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.
 Owned-Operated By Bay Bcstg. Co., Inc.
 Business-Studio Address Wenonah Hotel
 Phone: 7551-2 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership RAB
 President Harley D. Peet
 Gen. Station-Comm. Mgr. Hugh A. Giesel
 Program Director Charles E. Anthony
 Chief Engineer Ralph H. Carpenter

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.
 Phone: 5-2113 Air Time: Daytime
 News Service AP
 Newspaper Affil. Palladium, Herald Press
 Transcription Service World, Thesaurus
 Representative Hal Holman
 Membership NARTB, RAB
 President Stanley R. Banyon
 Gen., Sta. Mgr. J. P. Scherer
 Program Director Ray M. Turner
 Chief Engineer Munson Robinson

1ST IN AUDIENCE in Greater Battle Creek Pulse

- First choice of radio listeners among 92,734 people in city area 68% of the time according to Pulse survey.
- Best bet for bonus audience of over 340,000 in four county primary coverage area.

930 KC • 1000 WATTS • MBS NET
 Represented Nationally by Burn-Smith Inc.

WBCK radio
 Battle Creek, Mich.

WELL BATTLE CREEK

*Battle Creek's
 top-rated station*

and the best buy because...

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

Represented nationally by
**ROBERT MEEKER
 ASSOCIATES, INC.**

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 New York City

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WELL

NOW!... double the wallop in the Detroit area!

CKLW-TV
channel

9

**325,000
WATTS**

CKLW
radio
800 kc

**50,000
WATTS**

**THE
MOST POWERFUL
RADIO AND TELEVISION
COVERAGE
IN THE
MARKET!**

**Adam J. Young Jr. Inc.
National Rep.**

**J. E. Campeau, Pres.
Guardian Bldg.
Detroit**

WBRN

BIG RAPIDS—1953—KBS

Frequency: 1460 Kc. Power: 1 Kw., d.
 Owned-Oper. By Paul A. Brandt
 Address P. O. Box 825
 Phone Number 648
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Membership RAB
 Representative Holman
 Owner Paul A. Brandt
 General Manager Spencer Denison

WATT

CADILLAC—1945—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Bcstg. Co.
 Business-Studio Address U. S. 131, South
 Phone Number PR 5-7831
 News Service AP
 Transcription Service SESAC
 Representative Hal Holman
 President Les Biederman
 Station Manager Art Nyhus
 Sales Manager M. L. Chandler
 Chief Engineer Bill Kiker

WCBY

CHEBOYGAN—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned Straits Bcstg. Co.
 Address Mackinaw Ave.
 Phone: 554 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Best
 Pres., Gen., Sta. Mgr. Richard E. Hunt
 Comm., Sales Prom. Mgr. Ben Morrow
 Prog., Pub. Dir. Bob Clark, Jr.
 Chief Engineer Norbert C. Poepelman

WTVB

COLDWATER—1949

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By Twin Valley Bdcstrs, Inc.
 Address Box 32
 Phone Number 1230
 News Service AP
 Trans. Service World, Thesaurus, Cole
 Representative Hil F. Best
 Membership RAB
 President George Hosek
 Gen., Sta. Mgr. E. Harold Munn, Jr.
 Program Dir. William Traphagen
 Chief Engineer Virgil Royer

CKLW

**DETROIT-WINDSOR—1932—MBS
 CBC**

Frequency: 800 Kc. Power: 50,000 Watts
 Owned-Oper. By Western Ontario Bcstg. Co.,
 Ltd., Essex Bcstrs., Inc.

Business Address 3300 Guardian Bldg., Det.
 825 Sandwich St. W. Windsor

Phone Woodward 1-7200, W. CL 4-1155, Det.
 Air Time Full Time
 News Service INS, UP
 Transcription Service World, Thesaurus
 Representative All Canada Facilities,
 Adam J. Young, Jr.
 Membership NARTB
 President, General Mgr. J. E. Campeau
 Dir., Oper. S. C. Ritchie
 Commercial Manager E. Wilson Wardell
 Program Director John Gordon
 Sales Prom. Mgr. Woodruff Crouse
 Publicity Director Art Gloster
 Chief Engineer W. J. Carter

WJBK

DETROIT—1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Storer Bcstg. Co.
 Business-Studio Address 500 Temple Ave.
 Phone: TEmple 3-7900 Air Time: Full Time
 News Service INS, UP
 Representative Katz Agency
 Membership NARTB, RAB
 President George B. Storer, Sr.
 Managing Director Harry Lipson
 Sales Director Al Nagler
 Sales Prom. Mgr. Kenneth H. Boehmer
 Program Director Richard Fischer
 Pub. Dir. E. Von Grimmenstein
 Chief Engineer Paul O. Frincke

WJLB

DETROIT—1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Booth Radio & TV Stas.
 Business Address Broderick Tower
 Phone: Woodward 5-2000 Air Time: Full Time
 Newspaper Affiliation Booth
 News Service AP
 Membership NARTB
 Transcription Service World
 Representative Forjoe
 President John L. Booth
 Gen., Sta. Mgr. Edwin E. Nyy
 Commercial Mgr. Eric V. Hay
 Sales Prom. Mgr. George Kendall
 Chief Engineer Edward H. Clark

WJR

DETROIT—1926—CBS

Frequency: 760 Kc. Power: 50,000 Watts
 Owned-Oper. By WJR, The Goodwill Sta., Inc.
 Address 2100 Fisher Bldg.
 Phone: Trinity 5-4440 Air Time: Full Time
 News Service AP, INS, UP
 Trans. Ser. Thesaurus, Lang-Worth
 Representative Christal, Radio Time Sales
 Membership NARTB, RAB
 President John F. Patt
 V.P. & Gen. Mgr. Worth Kramer
 Sec'y-Treas. William G. Siebert

Advt. & Pub. Rel. Dir.....James Quello
 Operations Mgr.....F. S. Moore
 Sales. Service, Research Dir...F. A. McPhillips
 Sales Manager.....Elmer O. Wayne
 Prog. Mgr.....Ron Gamble
 Chief Engineer.....A. Friedenthal

W K M H
 DETROIT—1946

Freq.: 1310 Kc.....Power 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....WKMH, Inc.
 Address.....15001 Michigan Ave.
 Phone: Tiffany 6-8500.....Air Time: Full Time
 News Service.....UP, INS
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 Membership.....NARTB
 V.P., Managing Dir.....George M. Miller
 Commercial Mgr.....John J. Carroll
 Program Director.....Bob Seymour
 Chief Engineer.....Jerrold Martin

W W J

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Evening News Assn.
 Address.....622 W. Lafayette
 Phone: WOODWARD 2-2000 Air Time: Full Time
 Newspaper Affiliation....."Detroit News"
 News Service.....AP, UP
 Trans. Serv.....Lang-Worth & Thesaurus
 Representative...George P. Hollingberry Co.
 Membership.....NARTB
 President.....Warren S. Booth
 General Manager.....Edwin K. Wheeler
 Asst. Gen. Mgr.....Don DeGroot
 Program Mgr.....M. C. Wissman
 Public Affairs Manager...James Eberle
 National Sales Mgr.....Thomas Warner
 Sales Mgr.....Robert J. McIntosh
 Sales Prom. Mgr.....Glen Kyker
 Business Mgr.....Henry C. Rogers
 Chief Engineer.....E. J. Love

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WXYZ, Inc.
 Business Address.....1700 Mutual Bldg.
 Phone: WOODWARD 3-8321 Air Time: Full Time
 News Service.....AP, INS
 Representative.....John Blair
 Membership.....BAB
 President.....James G. Riddell
 Commercial Manager.....Harold L. Neal
 Sales Prom. Mgr.....Robert Baldrice
 Chief Engineer.....Charles Kocher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delta Bcstg. Co.
 Business-Studio Address.....P. O. Box 419

Phone: 3190-1.....Air Time: Full Time
 News Service.....AP
 Membership.....BAB
 Representative.....Walker
 Pres., Gen. Mgr.....George D. Lindenthal
 Station Manager.....F. J. Lindenthal
 Publicity Director.....Wm. J. Duchawe
 Chief Engineer.....Henry C. Olsen

W E S K

ESCANABA—1953—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....M & M Bcstg. Co.
 Address.....Sherman Hotel
 Phone: 3750.....Air Time: Full Time
 News Service.....UP
 President.....William E. Walker
 General Manager.....Barclay Conley
 Commercial Manager.....Don Gamelin
 Program Director.....Eric Parker
 Chief Engineer.....Alister Alexander

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Oper. By..Booth Radio & TV Stations.
 Bus. Studio Address.....3076 E. Bristol Rd.
 Phone: CEDar 9-8686.....Air Time: Full Time
 News Service.....AP
 Representative.....Weed
 President.....John Lord Booth
 Sta., Gen., Mgr.....W. Gerald Schroeder
 Comm. Mgr.....Gene Ellerman
 Program Director.....James Rush
 Chief Engineer.....E. H. Clark

W F D F

FLINT—1922—NBC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Trebit Corp.
 Address.....Garland at First Ave.
 Phone: CE 2-7158.....Air Time: Full Time
 News Service.....AP
 Transcription Service...Standard, Thesaurus
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....Harry M. Bitner, Sr.
 Gen., Sta. Mgr.....Lester W. Lindow
 Sales Prom. Mgr.....Marvin Lovey
 Program Director.....Elmer A. Knopf
 Chief Engineer.....Gerald Wolpert

W K M F

FLINT—1952

Frequency: 1470 Kc.....Power: 1 Kw.
 Owned.....WKMH, Inc.
 Address.....112 W. Water St.
 Phone: 9-7608.....Air Time: Full Time
 Station Rep.....Mich. Spot Sls., Headley-Reed
 Pres., Gen. Mgr.....Fred A. Knorr
 Managing Director.....W. Eldon Garner

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Address 3217 Lapeer St.
 Phone: 3-5112. Air Time: Daytime
 Representative **Best**
 News Service **UP**
 President Herbert Hausser
 General Manager William H. Morford
 Commercial Manager Richard Carter
 Chief Engineer Duane Mrohs

W T A C

FLINT—1946—ABC

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.
 Owned WTAC, The BIG Station, Inc.
 Address 740 South Saginaw St.
 Phone: CE 2-1136. Air Time: Full Time
 Transcription Service Lang-Worth
 Station Representative Bolling Co.
 President John M. Shaheen
 Gen., Sta., Comm. Mgr. Jon R. McKinley
 Program Director Oscar A. Huff, Jr.
 Chief Engineer Frank Folsom

W B F C

FREMONT—1954

Frequency: 1490 Kc. Power: 100 Watts
 Owner Paul A. Brandt
 Address 901 E. Maple St., Mt. Pleasant

W A T C

**GAYLORD—1950—BUNYAN
 MBS-KBS**

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Midwestern Bcstg. Co.
 Address Paul Bunyan Bldg., Traverse City
 Phone: Traverse City 2700. Air Time: Daytime
 Representative Holman
 Pres., Gen. Mgr. Les Biederman
 Commercial Mgr. C. O. Reed
 Program Director Robert Fritz
 Chief Engineer William Kiker

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Furniture City Bcstg. Corp.
 Address 399 Garfield Ave., S.W.
 Phone: GL 6-9541. Air Time: Daytime
 News Service **UP**
 Transcription Service Associated
 Representative McGillvra
 Pres., Gen., Sta. Mgr. William Kuiper
 Commercial Manager H. J. Swierenga
 Chief Engineer Jack Timmer



The **BIG** station
 in Eastern Michigan is
W T A C
 Flint

Delivers more of
 Eastern Michigan
 than any other Flint
 Station.
 Dominate Sales with
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 Dominant Station.

It's Better When It's Big
 Expect and get **BIG**
 sales results with the
BIG Station

W T A C
 Flint

1000 watts at 600

nationally represented by
The Bolling Company, Inc.

W T A C
 The **BIG** Station, Inc.
 Flint, Michigan

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Add. 35 Lafayette Ave., N.E.
 Phone: 94-111 Air Time: Daytime
 News Service AP
 Transcription Service Standard
 Representative Gill Perna
 Pres., Gen. Mgr. Paul F. Eichhorn
 Sales Prom., Prog. Dir. Glenn LePard
 Publicity Director Dirk M. Nebbeling
 Chief Engineer Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Fetzer Bdcstg. Co.
 Address 187 Monroe N.W.
 Phone: Glendale 8-8512 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NARTB, RAB
 President John E. Fetzer
 Sta., Comm. Mgr. Martin Giaimo
 Managing Director Carl E. Lee
 Program Director Michael Joseph
 Publicity Director Dr. Willis F. Dunbar
 Chief Engineer Bruce Glycadgis

WLA V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned Versluis Radio & Television, Inc.
 Address 6 Fountain St., N.E.
 Phone: (Glendale 6-5461) Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 President Leonard A. Versluis
 Gen., Comm. Mgr. Lee G. Stevens
 Prog., Pub. Dir. Don Mullen
 Chief Engineer Carroll Hutchings

WMAX

GRAND RAPIDS—1954

Frequency: 1480 Kc. Power: 500 Watts
 Owner WMAX, Inc.
 President Joseph C. Hooker
 General Manager Chas. A. Sprague

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address 120 College Ave., S.E.
 Phone: 9-4125 Air Time: Full Time
 News Service AP, INS

Transcription Service World
 Representative Katz Agency
 Membership NARTB, RAB
 President H. M. Bitner, Sr.
 Gen., Sta. Mgr. Willard Schroede:
 Gen. Sales Mgr. Arthur M. Swift
 Program Director Frank Sisson
 Publicity Director John Dragomier
 Chief Engineer Louis Bergenroth

WHTC

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Address Hotel Warm Friend Tavern
 Phone: 9482 Air Time: Full Time
 News Service AP
 Transc. Serv. World, Lang-Worth, Thesaurus
 Representative Best
 President W. A. Butler
 General Manager Sandy Meek
 Program Director William Gargano
 Chief Engineer John Klungle

WHDF

HOUGHTON—1929—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Bcstg. Co.
 Address Douglass Hotel
 Phone: Houghton 1 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 Chief Owner G. L. Burgan
 General Manager Albert W. Payne
 Program Director Earl Norten
 Publicity Director F. Grant Richards
 Chief Engineer George L. Burgan

WHGR

HOUGHTON LAKE—1954

Frequency: 1290 Kc. Power: 1 Kw.
 Owned Sparks Bcstg. Co.
 Address 3431 Houghton Lake Dr.
 Air Time Daytime
 Pres., Gen. Mgr. Jacob B. Sparks
 Commercial Mgr. Harold Frisbey
 Mgr., Secy., Treas. Gordon A. Sparks
 V.P., Chief Engr. Garnet G. Sparks

WION

IONIA—1953

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Oper. By Ionia Bcstg. Co.
 Address Box 143
 Phone: 1537 Air Time: Daytime
 News Service AP
 Representative Best
 Transcription Service Thesaurus
 Owner Monroe MacPherson, Sr.
 Commercial Mgr. Kenneth R. Chapin
 Program Director W. M. MacPherson
 Chief Engineer Erwin Fuller

WMIQ

**IRON MOUNTAIN—1947
ABC-NORTHERN**

Frequency: 1450 Kc. Power: 250 Watts
Owned . . . Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address . . 211 E. Ludington St.
Phone: 2031 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
President Frank J. Russell
General Manager Russell J. Staffeld
Commercial Manager William C. Johnson
Prog. Dir. Donald J. Burdick
Chief Engineer Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned By WIKB, Inc.
Address Iron River Natl. Bank
Phone: 102-3 Air Time: Full Time
Representative Walker
President H. H. Frailing
General Manager Len Johnson
Chief Engineer Lester Patten

WJMS

IRONWOOD—1931—MBS-KBS

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By . . Upper Michigan-Wisconsin
Bcstg. Co., Inc.
Business-Studio Address . 124 E. McLeod Ave.
Phone: 20 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Representative Walker
President William L. Johnson
Program Director Laura Johnson
Chief Engineer Arne Dahlbacka

WJPD

ISHPEMING—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By . . . Ishpeming Bcstg. Co.
Business-Studio Address Jenks Block
Phone: HU 6-9937 Air Time: Full Time
News Service AP
Transcription Service World
Pres., Gen., Sta. Mgr. J. P. Deegan
Program Director Paul C. Crowley
Sales Prom. Mgr. Carl B. Tupala
Chief Engineer Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned Booth Radio & TV Stations, Inc.
Address 700 Buhl Bldg.
Phone: WO 2-0220 Air Time: Full Time
News Service AP

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FAMOUS BRAND
IN NEWS IS**

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Station Representative.....Weed & Co.
 Pres., Gen. Mgr.....John L. Booth
 Station Manager.....George P. Lasley
 Comm., Prom. Mgr.....Robert Lees
 Prog., Pub. Dir.....Jack Underwood
 Chief Engineer.....Paul Wolfcale

WKHM

JACKSON—1951—MBS

Frequency: 970 Kc.....Power: 1000 Watts
 Owned.....Jackson Bcstg. & Tele. Corp.
 Address.....441 Wildwood
 Phone: 4-7181.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Representative.....Headley-Reed
 Membership.....NARTB
 Pres., Gen. Mgr.....Fred A. Knorr
 Station Mgr.....John O. Gilbert II
 Program Director.....E. Richard Schueler
 Chief Engineer.....Paul Wright

WKMI

KALAMAZOO—1947

Frequency: 1360 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....Steere Bcstg. Co.
 Business-Studio Address...State Theatre Bldg.
 Phone Number.....4-0111
 News Service.....UP
 Representative.....Forjoe

Pres., Comm. Mgr.....Howard D. Steere
 Station Manager.....Emil J. Popke, Jr.
 Prog. Dir.....Dan Daniels
 Chief Engineer.....Kenneth Farrance

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Bcstg. Co.
 Business Address.....124 W. Michigan Ave.
 Phone: 5-2101.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 President, Gen. Mgr.....John E. Fetzer
 Sales Service Director.....John W. O'Harrow
 Program Director.....Charles T. Lynch
 Managing Director.....Carl E. Lee
 Publicity Dir.....Robert Dye
 Chief Engineer.....Arthur E. Covell

WILS

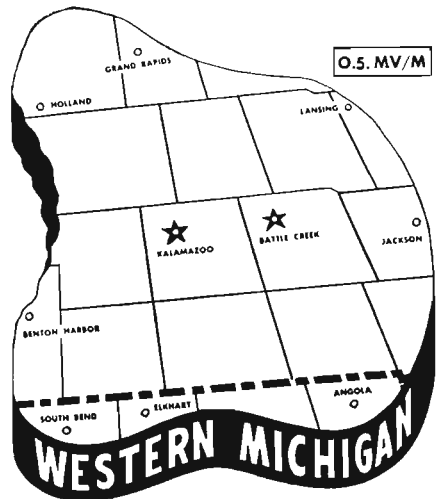
LANSING—1946

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Lansing Bcstg. Co.
 Bus. Studio Address.....407 N. Washington
 Phone: 2-1655.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Venard
 Pres., Gen. Mgr.....John C. Pomeroy

WKMI KALAMAZOO

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MUSIC • NEWS • SPORTS • 21½ HOURS A DAY • 1360 KC.

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National Representative: Forjoe and Co., Inc.
 In Detroit: Michigan Spot Sales

WKMI • STEERE BROADCASTING CORP. • KALAMAZOO, MICHIGAN

Sales Prom. Mgr., Pub. Dir..... Stanley Kirby
Program Director..... David L. Froh
Chief Engineer..... John Whitacre

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By WJIM, Inc.
Address..... Saginaw & Howard
Phone: 2-1333..... Air Time: Full Time
News Service UP
Transcription Service..... World, Standard
Representative Petry
Membership NARTB, RAB
President..... Harold F. Gross
General Manager..... Howard K. Finch
Sta. Mgr., Prog. Dir..... Richard Nason
Commercial Mgr..... Wm. Brazzil
Sales Prom. Mgr., Pub. Dir..... E. H. Davis
Chief Engineer..... Chas. I. Brady

W K L A

LUDINGTON—1944—ABC-KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Raymond A. Plank
Address..... 1204 East Ludington Ave.
Phone: 1450..... Air Time: Full Time
Transcription Service UP
Membership NARTB, RAB
Pres., Gen. Mgr..... Raymond A. Plank
Commercial Mgr..... Don Hack
Sales Prom. Mgr..... Hal Hall
Program Director..... C. J. Hagerman
Publicity Dir..... Tom Roy

W M T E

MANISTEE—1951—KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Manistee Radio Corp.
Address..... Box 332
Phone: 1340..... Air Time: Full Time
News Service AP
Trans. Ser..... Lang-Worth, Thesaurus
Representative Best
Membership NARTB
President..... Dr. T. H. Manwell
General Manager..... Stephen Cole
Commercial Manager..... Edward Owens
Sales Prom. Mgr..... Norm Knudstrup
Program Director..... Lucille Blake

W D O G

MARINE CITY—1950

Frequency: 1590 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Radio St. Clair, Inc.
Address..... 5300 Marine City Hwy.
Phone: Rockwell 2-1111..... Air Time: Daytime
President Jerry Coughlin
General Manager..... Harry C. Coughlin
Sales Prom., Pub. Dir..... Harry Coughlin
Chief Engineer..... Carlton Goodwin, Jr.

W D M J

MARQUETTE—1931—MBS-KBS

Frequency: 1320 Kc..... Power: 1000 Watts
Owned-Oper. By Lake Superior Bcstg. Co., Inc.
Business-Studio Address..... Mining Jnl. Bldg.
Phone: 616..... Air Time: Full Time
General Manager..... Leo G. Brott
Station Manager..... E. W. Wallace
Commercial Manager..... Robert Luke
Program Director..... Eldon Wallace
Chief Engineer..... Gordon Brozek

W M A W

MENOMINEE—1952—ABC-KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By Green Bay Bcstg. Co.
Phone: HE 5-5331..... Air Time: Full Time
News Service UP
Trans. Ser..... Lang-Worth, Thesaurus
Representative Pearson
President..... Ben Laird
Gen. Sta. Mgr..... Vernon Uecker
Commercial Mgr..... Ed Swartzby
Sales Promotion Mgr..... Jack DuBlon
Program Dir..... Larry Koesling
Publicity Dir..... Elaine Mottard
Chief Engineer..... Bob Reimers

W M D N

MIDLAND—1948

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Rich Publ. House, Inc.
Address..... 124 So. McDonald St.
Phone: Temple 9-9988..... Air Time: Full Time
News Service AP
Transcription Service..... Lang-Worth, Thesaurus
Station Rep..... Hll F. Best
President..... Phillip T. Rich
Station Mgr..... Peter A. Wolf
Commercial Mgr..... Harry B. Sherman
Program Director..... Betty Studer
Chief Engineer..... Peter A. Wolf

W C E N

MT. PLEASANT—1949—KBS

Freq.: 1150 Kc..... Power: 1 Kw. d., 500 W. n.
Owned..... Paul A. Brandt
Address..... Mt. Pleasant, Mich.
Phone: 33171..... Air Time: Full Time
News Service AP
Trans. Ser..... Thesaurus, SESAC, Lang-Worth
Membership NARTB, RAB
Pres., Gen. Mgr..... Paul A. Brandt
Sta., Prom. Mgr..... Russell Holcomb
Commercial Mgr..... Georgia Martin
Chief Engineer..... Peter Fronzack

W K B Z

MUSKEGON--1926—ABC

Frequency: 850 Kc..... Power: 1000 Watts
Owned-Oper. By..... Ashbacker Radio Corp.

Business-Studio Address 432 Apple Ave.
Phone: 2-6051 **Air Time:** Full Time
News Service AP
Trans. Serv. Thesaurus
Representative Meeker
Membership NARTB
Pres., Gen. Mgr. Arch Shawd
Program Director W. L. Trap
Publicity Director B. L. Bennett
Chief Engineer George Krivitzky

W K N K

MUSKEGON—1949

Frequency: 1600 Kc. **Power:** 5000 Watts
Owned-Oper. By NK Bcstg. Co.
Address Federal Square
Phone: 32126 **Air Time:** Full Time
News Service UP
Transcription Service World
Representative Best
President Nicholas W. Kurls
Program Director Evelyn Johnson
Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1946

Frequency: 1090 Kc. **Power:** 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address 517 W. Giles Rd.
Phone: 4-1672 **Air Time:** Daytime
News Service AP
Station Rep. McGillvra
President R. Bunker Rogoski
Gen. Mgr. Dalton C. Hille
Comm. Mgr. William Kuiper
Prom. Mgr. Henry Swierenga
Chief Engineer Sam Lombardi

W O A P

OWOSSO—1947—KBS

Frequency: 1080 Kc. **Power:** 250 Watts d.
Owned-Operated By Owosso Bcstg. Co.
Address 2301 N. Shiawassee
Phone: 980 **Air Time:** Daytime
News Service AP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
President J. E. Campbell
General Manager M. H. Wirth
Sta., Comm. Prog. Mgr. Merrill Walker
Chief Engineer Fran Bowles

W M B N

**PETOSKEY—1946—MBS-BUNYAN
 KBS**

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Bus.-Studio Address Traverse City
Station Representative Holman
President Les Biederman
Station Manager Ralph Pierson
Commercial Mgr. Merton Carter
Program Director Kenn Haven
Chief Engineer William Kiker

W P O N

PONTIAC—1954

Frequency: 1460 Kc. **Power:** 500 Watts
Owned Gerity Bcstg. Co.
Address 7 S. Perry
Phone: Federal 8-0444 **Air Time:** Full Time
News Service AP
Transcription Service Thesaurus
Station Representative Hil Best
President James Gerity, Jr.
Vice-President O. W. Myers
Station Manager Davis Lewis Norton
Asst. Mgr., Prog. Dir. Larry Payne

W H L S

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Port Huron Bcstg. Co.
Address 932 Military St.
Phone: Yukon 28536 **Air Time:** Full Time
News Service AP
Trans. Ser. World, Standard, Lang-Worth
Representative Gill-Perna
Membership NARTB
General Manager John F. Wismer
Station Mgr. Ned S. Hubbell
Comm., Prom. Mgr. John L. Shepard
Prom. Mgr. Frank Singelyn
Program Director Thomas G. Sicklesteel
Chief Engineer Harold Oliver

W T T H

PORT HURON—1947—ABC

Frequency: 1380 Kc. **Power:** 1000 Watts
Owned-Oper. By The Times Herald Co.
Address 606 Water St.
Phone: Yukon 5-5171 **Air Time:** Full Time
News Service AP
Transcription Service Standard
Membership NARTB
Pres., Exec. V.P. F. Granger Weil
General Manager R. S. Sommerville
Commercial Manager Gaylord H. Forbes
Program Director K. M. Blevins
Chief Engineer Kenneth Kunze

W H A K

ROGERS CITY—1948

Frequency: 960 Kc. **Power:** 5000 Watts d.
Owned-Operated By Rogers City Bcstg. Co.
Address Moltke Dr.
Phone: 7751 **Air Time:** Daytime
News Service UP
Membership NARTB
Transcription Service Thesaurus
Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
Prom., Comm. Mgr. Albert Klann
Program Director H. E. Broge

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sparks Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone: Jordan 4-6523 Air Time: Full Time
 News Service AP, INS
 Transcription Service Thesaurus
 Station Representative Gill-Perna
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Program Director Gordon A. Sparks
 Sales Manager Ernest Holder
 Chief Engineer Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 News Service UP
 Representative Gill-Perna
 Transcription Service Lang-Worth
 Membership NARTB, RAB
 Pres., Gen. Mgr. William J. Edwards
 Vice-President Alvin M. Bentley
 Station Manager Howard H. Wolfe
 Sales Prom. Mgr. Henry Scott
 Program Director Robert Dyer
 Chief Engineer Max W. Thomas

WSAM

SAGINAW—1942—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Saginaw Bdcstg. Co.
 Address 2435 Holland Ave.
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed Co.
 Membership NARTB
 President Milton L. Greenebaum
 Gen., Sta. Mgr. Robert W. Cessna
 Program Director Richard Crowley
 Chief Engineer Orin Nordenskjold

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By Booth Radio & TV Stations
 Address 400 Mason Bldg.
 Representative Pearson
 Transcription Service NBC Thesaurus
 News Service AP
 Pres., Mngg. Dir. John L. Booth
 Vice-Pres. & Gen. Mgr. Robert W. Phillips
 Prog., Pub. Director Fred Krell
 Chief Engineer Harold Volz, Jr.

WSOO

SAULT STE. MARIE—1940—ABC

Frequency: 1230 Kc. Power: 250 W. d., n.
 Owned-Operated By Hiawathaland Bcstg. Co.

Business-Studio Address 208 Ashmun St.
 Phone: Melrose 2-2231 Air Time: Full Time
 Membership NARTB, RAB
 Transcription Service Thesaurus
 President Stanley R. Pratt
 General Mgr. Richard Y. Burnett
 Publicity Dir. Edward L. Krieger
 Program Director J. Oscar Frenette
 Chief Engineer William F. Morris

WSTR

STURGIS—1951

Frequency: 1230 Kc. Power: 250 Watts d.
 Owned-Operated By WSTR, Inc.
 Address So. Nottawa Rd.
 Phone: 1199 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Hil B. Best
 Membership RAB
 President Dr. Clarence H. Snyder
 General Manager E. Harold Munn Jr.
 Station Manager Bob Geerdes
 Chief Engineer William S. Miller

WTCM

TRAVERSE CITY—1941—MBS
BUNYON-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bdcstg. Co.
 Address Paul Bunyan Bldg.
 Phone: 2700-1 Air Time: Full Time
 Representative Hal Holman Co.
 General Manager Les Biederman
 Commercial Manager R. E. Detwiler
 Program Director Kenn Haven
 Chief Engineer W. H. Kiker

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MINNESOTA

Pop. Feb. 1, 1955 (Est.) 3,165,000 — Families 950,000
 Radio Homes 927,000 — TV Homes 505,000 — Stations in State 50

K A S M

ALBANY—1950—KBS

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Oper. By: Stearns Co. Bcstg. Co.
 Phone: 53005 Air Time: Daytime
 News Service UP
 Transcription Service Lang-Worth
 Station Rep. Continental, Lawson
 President William Blattner
 General, Sta. Manager Urban J. Keppers
 Commercial Mgr. Arthur Boss
 Promotion Manager John Nugent
 Chief Engineer Dale Howard

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owner: Albert Lea-Austin Bdcstg. Co., Inc.
 Address 332 South Broadway
 Phone: 2338 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus

Representative Meeker
 Membership RAB
 President Bennett O. Knudson
 General Manager Anson Van Alstyne
 Program Director Dale Dickerson
 Pub. Dir. E. A. VanAlstyne
 Chief Engineer Robert Holt

K X R A

ALEXANDER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Alexandria Bcstg. Co.
 Address 1315 Broadway
 Phone: 1000 Air Time: Full Time
 News Service UP
 Transcription Service Keystone
 Representative Lawson
 General Manager R. C. Brown
 Station Manager Kenneth A. Tessmer
 Commercial Manager Everett Q. Walters
 Publicity Director Ercei Aga
 Chief Engineer Kenneth Olson

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MINNESOTA'S Billion Dollar FARM MARKET

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- * HOME-STATIONS FOR 1,251,900 PEOPLE
- * 50% OF MINNESOTA'S FARM POPULATION
- * 84% OF MINNESOTA'S CORN PRODUCTION

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 WILLMAR MARSHALL MANKATO MONTEVIDEO REDWOOD FALLS
 REPRESENTED BY JOHN E. PEARSON COMPANY

THE Linder GROUP
 HARRY W. LINDER
 EXECUTIVE OFFICES
 WILLMAR, MINNESOTA

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Cedar Valley Bcstg. Co., Inc.
 Business-Studio Address 405A N. Main St.
 Phone: 8836 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB
 President Martin Bustad
 Gen., Sta., Comm. Mgr. Tom Steensland
 Sales Promotion Mgr. Ken Soderberg
 Chief Engineer John Ecklin

KBUN

BEMIDJI—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Butler Bcstg. Co., Inc.
 Business-Studio Address 419½ Beltrami Ave.
 Phone 1900 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Lawson
 Pres., Gen. Mgr. Edward W. Butler
 Pgm., Prod. Dir. Gwenyth Butler
 Chief Engineer Delwyn Grage

KLIZ

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Brainerd Bcstg. Co.
 Business Address 2700 E. Oak
 Phone: 2853 Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative Walker
 Membership NARTB
 President, General Manager E. T. O'Brien
 Sta., Comm. Mgr. Earl R. Johnsen
 Sls. Prom., Pub. Dir. Betty Smith
 Chief Engineer James Peterson

KBMW

BRECKENRIDGE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Interstate Bdcstg. Corp.
 Address 519 Dakota Ave., Wahpeton, N. D.
 Phone: 2-5567-8 Air Time: Full Time
 News Service UP
 Station Representative Continental, Lawson
 Membership NARTB
 Transcription Service Standard
 General Manager H. M. Griffith
 Commercial Manager Geo. Kaufman
 Program Director Clayton Kulseth
 Chief Engineer Harold Unkenholz

WKLK

CLOQUET—1949—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cloquet Bcstg. Co.
 Address Reliable Bldg.

Phone 4-6725
 News Service UP
 Transcription Service Lang-Worth
 General Manager Richard A. Rall
 Sales Promotion Manager Beverly Norgren
 Chief Engineer Darrel Gander

KROX

CROOKSTON—1948—KBS

Freq.: 1260 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By Crookston Bcstg. Co.
 Business-Studio Address Eagles Bldg.
 Phone: 1050 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus, World
 Rep. Donald Cook, Tracy Moore, Lawson
 President Jerome A. Dahlberg
 General Manager William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Detroit Lakes Bcstg. Corp.
 Address 1360 Richwood Rd.
 Phone: 1100 Air Time: Daytime
 News Service AP
 Transcription Service World
 Representative Lawson
 President R. C. Brown
 General Manager Gordon Hutton
 Commercial Manager James Patterson
 Chief Engineer Eric Munro

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Red River Bcstg. Co., Inc.
 Business-Studio Address 218 Bradley Bldg.
 Phone: 2-2628 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knode
 Membership NARTB
 Pres., Gen. Mgr. Dalton Le Masurier
 Sta., Comm. Manager Odin S. Ramsland
 Sales Prom. Mgr. Dale Cowle
 Program Director Jack Gordon
 Chief Engineer Robert A. Dettman

WEBC

DULUTH—1924—NBC-Arrowhead

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address WEBC Bldg.
 Phone: RA 2-2873 Air Time: Full Time
 News Service UP
 Representative Hollingbery
 President Morgan Murphy
 General Manager Harold Parise
 Station Manager Robert J. Rich

Comm. Mgr. Jack Bartikoski
 Prog.am Director. Dennis Murphy
 Chief Engineer. Norman Gill

Station Manager. Frederic T. Dell
 Chief Engineer. Harold E. Allen

W E L Y

ELY—1954

Frequency: 1450 Kc. Power: 250 Watts
 Owner. Charles B. Persons
 Phone. Ely 744-R
 Pres., Gen. Mgr. Charles B. Persons
 Program Director. Rus Avery

W E V E

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Carl Bloomquist
 Phone: 1340. Air Time: Full Time
 Transcription Service. Standard
 Representative. Orville Lawson
 Membership. NARTB
 President. Carl Bloomquist
 General Manager. Arthur F. Nelson
 Traffic Director. Rose Ullman
 Chief Engineer. Joe Cerar

K S U M

FAIRMONT—1949—MBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Fairmont Bdcstg. Co.
 Address. 306 North Park St.
 Phone: 1370. Air Time: Full Time
 News Service. AP
 Representative. Ramebeau, Lawson
 Trans. Serv. Thesaurus
 Membership. NARTB, RAB
 President. Leo J. Seifert
 Gen., Sta. Mgr. Frank Endersbe
 Program Director. James L. Barkley
 Chief Engineer. Lawrence Lawson

K D H L

FARIBAULT—1948

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By. KDHL Bdcstg. Co.
 Business-Studio Address. 213 Central Ave.
 Phone: 4-4345. Air Time: Full Time
 News Service. AP
 Transcription. Capitol, World, Standard
 General Mgr. J. E. Hyde, Jr.
 Commercial Mgr. Palmer Dragsten
 Prog. Dir. Irv Kuelland

K G D E

FERGUS FALLS—1926—MBS

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By. Fergus Radio Corp.
 Business-Studio Address. Fergus Falls
 Phone: 6996. Air Time: Full Time
 News Service. AP
 Representative. Bulmer & Johnson
 Membership. NARTB
 Secy.-Treas., Gen. Mgr. Harold L. Dell

K O Z Y

GRAND RAPIDS—1948—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Itasca Bcstg. Co.
 Phone: 6-3446. Air Time: Full Time
 Membership. RAB, NARTB
 Pres., General Manager. Robert D. Kennedy
 Program Director. Bud Germ
 Chief Engineer. Ross A. Fessenmeyer

W M F G

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Head of the Lakes Bcstg. Co.
 Address. WMFG Bldg., W. 37th St.
 Phone: 3-7531. Air Time: Full Time
 News Service. UP
 Transcription Service. World
 Representative. Hollingbery, Bulmer & Johnson
 Membership. NARTB
 President. Morgan Murphy
 General Manager. Harold Parise
 Commercial Mgr. J. F. Kauper
 Program Director. Clyde Johnson
 Chief Engineer. Norman Gill

K D U Z

HUTCHINSON—1953—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By. A. & P. Tedesco
 Address. Radio City
 Phone: 1555. Air Time: Daytime
 General Manager. Albert Tedesco
 Commercial Mgr. Dean Holt
 Program Director. Pearl MacClod
 Promotion Mgr. Duke Fruck
 Chief Engineer. Darrel Gander

K L T F

LITTLE FALLS—1950—KBS

Frequency: 960 Kc. Power: 500 Watts d.
 Owned-Oper. By. Little Falls Bcstg. Co.
 Address. 105½ Broadway E.
 Phone: 367. Air Time: Daytime
 News Service. UP
 Membership. RAB
 Transcription Service. World, Capitol
 Pres., Gen. Mgr. John H. Lemme
 Station Manager. Jack J. Nugent
 Commercial Manager. Richard J. Rudeck
 Program Director. Sumner Sabean

K T O E

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Oper. By. Minnesota Valley Bcstg. Co.
 Address. Box 550
 Phone: 4537. Air Time: Full Time
 News Service. AP

Representative Pearson
 President H. W. Linder
 Gen., Sta. Manager D. O. Linder
 Sls. Prom. Dir. Willard Smith
 Prog. Dir. Wayne Hill
 Chief Engineer Steve Wolf

K Y S M

MANKATO—1938—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By F. B. Clements & Co.
 Address 101 N. Second St.
 Phone: 4673 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Meeker
 Membership NARTB, RAB
 Gen., Station, Comm. Mgr. Robert E. Dehaven
 Sales Promotion Manager Thomas Corniea
 Program Director Charles Pasek
 Chief Engineer James Houts

K M H L

MARSHALL—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Harry W. Linder
 Business-Studio Address KMHL Bldg.
 Phone: 2282 Air Time: Full Time
 News Service AP
 Representative John E. Pearson
 Owner Harry W. Linder
 General Manager Gilmore F. Frayseth
 Program Director Gil Amundson
 Chief Engineer Elwood Ewy

KEY D

MINNEAPOLIS—1948

Frequency: 1440 Kc. Power: 5000 Watts d.
 Owned-Operated By Family Bcstg. Corp.
 Address Foshay Tower
 Phone: Lincoln 8451 Air Time: Daytime
 News Service AP
 Transcription Service Standard
 Representative H.R.
 Membership NARTB, RAB
 President Leslie C. Park
 Gen., Sta. Mgr. Lee L. Whiting
 Commercial Manager Raymond Tenpenny
 Sales Promotion Mgr. Jim McGovern
 Program Dir. J. Randolph Norris
 Chief Engineer Harvey V. Headen

W C C O

MINNEAPOLIS—1924

CBS Radio

Frequency: 830 Kc. Power: 50,000 Watts
 Owned By Midwest Radio-Television, Inc.
 Business-Studio Address ... 625 Second Ave. S.
 Phone: Main 1202 Air Time: Full Time
 News Service AP, UP, INS
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 Membership NARTB, RAB
 General Manager Larry Hoeg

Commercial Manager Phil Lewis
 Director Research C. H. Smith
 Program Director Bob McKinsey
 Prom., Pub. Dir. C. Kaufman
 Chief Engineer Kermit Sueker

W D G Y

MINNEAPOLIS—1923—MBS

Freq.: 1130 Kc. Power: 50 Kw. d., 25 Kw. n.
 Owned-Oper. By Twin Cities Bcstg. Corp.
 Address Builders Exchange Bldg.
 Phone: Bridgeport 2271 Air Time: Full Time
 News Service UP
 Representative Avery-Knodel
 Membership NARTB
 Pres., Gen., Sta. Mgr. Clarence T. Hagman
 Commercial Manager Samuel N. Nemer
 Program Director Don O'Brien
 Chief Engrs. Kenneth Olson, Kenneth Larson

W L O L

MINNEAPOLIS—1940

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Independent Bcstg. Co.
 Address 554 Northwestern Bank Bldg.
 Phone: Atlantic 0406 Air Time: Full Time
 News Service UP, AP
 Representative A. M. Radio Sales
 President Ralph L. Atlass
 Station Manager Wayne Williams
 Prcm., Pgm. Dir. Edward L. Wiebe
 Chief Engineer Merle Bjork

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By People's Bdcstg. Co.
 Address 1133 Stinson Blvd.
 Phone: GR 4356 Air Time: Daytime
 Representative Indie Sales, Inc.
 Pres., Gen., Sta. Mgr. M. V. Stewart
 Commercial Mgr. D. Mylo Beam
 Merchandising Mgr. Jack I. Moore
 Prog., Pub. Dir. Mrs. B. A. Stewart
 Chief Engineer Ken Hanson

W T C N

MINNEAPOLIS—ST. PAUL—1935
ABC

Freq.: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned Minnesota TV Public Service Corp.
 Address 2925 Dean Blvd.
 Phone: WA 7-8881 Air Time: Daytime
 News Service AP, UP
 Transcription Service Associated
 Representative John Blair
 Membership NARTB
 President Robert Butler
 General Manager Joseph L. Merkle
 Sta., Comm. Mgr. Bill Daley
 Sls. Prom. Mgr., Pub. Dir. G. E. LaRocque
 Program Director Jim Boyesen
 Chief Engineer Mike Fleming

KDMA

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc. Power: 100 Watts
Owned-Oper. By: Midwest Bcstg. Corp.
Address: P. O. Box 369
Phone: 8891 Air Time: Full Time
Representative: Pearson
Pres., Gen. Mgr.: H. Willard Lindner
Commercial Mgr.: Bill Farrell
Chief Engineer: Richard Beekman

KVOX

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KVOX Bcstg. Co.
Address: FM Hotel
Phone: 3-1522 Air Time: Full Time
News Service: UP
Representative: Walker
Membership: NARTB
President: E. J. McKellar
Gen., Station Mgr.: M. M. Marget
Comm., Sls. Prom. Mgr.: R. L. Owens
Program Dir.: Dewey Berquist
Pub. Director: T. P. Hannaher
Chief Engineer: Don Geiken

KNUJ

NEW ULM—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By: KNUJ, Inc.
Address: 304½ N. Minn. St.
Phone: 904 Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth, World
Membership: RAB
President: W. K. Mickelson
General Manager: George E. Korenchen

KOBK

OWATONNA—1950—KBS

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By: Owatonna Bcstg. Co.
Address: 307 Vesterby Bldg.
Phone: 3388 Air Time: Daytime
News Service: UP
Representative: Clark
Membership: RAB
President: Myles H. Johns
Gen., Sta., Comm., Sls. Prom. Mgr.: H. Bulow, Jr.
Program Director: Thelma Bulow
Chief Engineer: W. S. Weikle

KAAA

RED WING—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By: Red Wing Bdcstg. Co.
Address: Highway 58, Red Wing
Phone: 3511 Air Time: Daytime
Transcription Service: World
Gen., Station Mgr.: Maxine Jacobs

Commercial Mgr.: James Bailey
Sales Promotion Mgr.: H. D. Cory
Program Director: Peter Lyman
Chief Engineer: Donald M. Willie

KLGR

REDWOOD FALLS—1954

Frequency: 1490 Kc. Power: 100 Watts
Owner: H. W. Linder
Address: 209 S. Washington St.
Phone: 2729
Representative: Pearson, Dairyland
General Manager: Willard Linder

KROC

ROCHESTER—1935—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned: Southern Minnesota Bcstg. Co.
Address: 100 1st Avenue Bldg.
Phone: 3924 Air Time: Full Time
News Service: UP
Transcription Service: Thesaurus
Representative: Meeker
Membership: NARTB, RAB
President: Mrs. Gregory P. Gentling
General Mgr.: G. David Gentling
Sta. Mgr., Prog. Dir.: Cal Smith
Comm. Mgr.: Warren Miller
Sls. Prom. Mgr., Pub. Dir.: A. Janus
Chief Engineer: Robert Cross

KFAM

ST. CLOUD—1938—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Times Publ. Co.
Address: Weber Bldg.
News Service: AP
Transcription Service: Thesaurus
Representative: Pearson
Membership: NARTB, RAB
Pres., Gen. Mgr.: Frederick C. Schlipplin
Sales Prom., Pub., Comm. Mgr.: Donald J. Orth
Program Director: Betty May
Chief Engineer: Robert Witschen

WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Granite City Bcstg. Co.
Address: St. Cloud Hotel
Phone: 1240 Air Time: Daytime
Transcription Service: World
News Service: UP
President: Max H. Lavine
Gen., Sta. Mgr.: M. Bartelme
Program Director: Wallace MacBriar
Chief Engineer: Charles Willms

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC
NORTHWEST

Frequency: 1500 Kc. Power: 50,000 Watts
Owned By: KSTP, Inc.

Bus-Studio Address.....3415 University Ave.
 Phone: Prior 2724.....Aid Time: Full Time
 News Service.....AP, UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Edward Petry
 President, Gen. Mgr.....Stanley E. Hubbard
 Nat. Sales Mgr.....Karl A. Plain
 Exec. V.P., Treas.....K. M. Hance
 Production Supervisor...D. Brooks Henderson
 Promotion-Publicity Director.....Wm. Davey
 Chief Engineer.....William S. Sadler

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Bcstg. Co.
 Address.....611 Frontenac Place
 Phone: Prior 7757.....Air Time: Full Time
 News Service.....AP
 Representative.....Clark
 Pres., Gen. Mgr.....N. L. Benton
 Commercial Mgr.....Frank M. Devaney
 Sls., Prom. Mgr.....Sherle M. Lowe
 Program Director.....Norman Page
 Chief Engineer.....Warren B. Fritze

WMNS

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....Franklin Bcstg. Co.
 Address.....611 Frontenac Pl.
 Phone.....PRIor 7757
 President.....William F. Johns
 Program Director.....Norm Page
 Chief Engineer.....Warren Fritze

WCOW

SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....South St. Paul Bcstg. Co.
 Address.....58 White Bear Ave.
 Phone: VA 5588.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....John E. Pearson
 General Manager.....Victor J. Tedesco
 Commercial Mgr.....N. Tedesco
 Station Mgr.....A. Peterson
 Sls. Prom. Mgr.....W. Freer
 Pub. Dir.....Sam Sabean
 Program Director.....Jack Douglas
 Chief Engineer.....Paul Dominguez

WSHB

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By.....St. Croix Bcstg. Co.
 Address.....126½ S. Main St.
 Phone: 46, 47.....Air Time: Daytime
 News Service.....UP
 Representative...Donald Cook, Inc., Lawson

President.....William F. Johns, Jr.
 General Manager.....Richard Power
 Commercial Manager.....James McLaughlin
 Prog. Dir.....Roger Erickson
 Chief Engineer.....Elmer Christenson

KTRF

THIEF RIVER FALLS—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Henry K. Arneson
 Phone: 13.....Air Time: Full Time
 Transcription Service.....World
 Representative.....Bulmer & Johnson, Inc.
 Membership.....RAB
 Pres., Gen. Mgr.....Don Olsen
 Prog. Dir.....Jane Carlson
 Chief Engineer.....Henry J. Bothman

WHLB

VIRGINIA—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Head of the Lakes Bcstg.
 Address.....WEBC Bldg.
 Phone: Randolph 2-2873...Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Hollingbery
 President.....W. C. Bridges
 Station Manager.....Baldino W. Rodorigo
 Program Director.....Harry Willis
 Chief Engineer.....Norman Gill

KWAD

WADENA—1947—MBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Associated Bcstrs., Inc.
 Bus-Studio Address.....First Natl. Bank Bldg.
 Phone: 920-1.....Air Time: Full Time
 News Service.....UP
 Transcription.....World
 Membership.....NARTB
 Representatives.....Bulmer & Johnson
 General Manager.....James Buchan
 Program Director.....Roxanne Michaels
 Chief Engineer.....Howard Helland

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lakeland Bcstg. Co.
 Business-Studio Address.....1340 N. 7th St.
 Phone: Belmont 5-1340...Air Time: Full Time
 News Service.....UP
 Transcription Service.....Cole
 Representative.....John E. Pearson
 Membership.....NARTB
 President, Gen. Mgr.....H. W. Linder
 Commercial Manager.....Jack Lynch
 Program Director.....Joe Martinson
 Chief Engineer.....Francois Peterson

K W N O

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Winona Radio Service
 Business-Studio Address... 216 Center St.
 Phone: 3314. Air Time: Full Time
 News Service... AP
 Newspaper Affiliation... Daily News
 Transcription Service... Standard, World
 Membership... NARTB, RAB
 Representative... John E. Pearson
 President... M. H. White
 Gen., Sta. Mgr... E. M. Allen
 Prog. Dir... C. E. Williams
 Pub. Dir... J. Rizzardi

Commercial Manager... H. Rod Hurd
 Chief Engineer... Lewis Denes

K W O A

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Worthington Bcstg. Co., Inc.
 Address... Hotel Thompson
 Phone: 2-7301. Air Time: Daytime
 Representative... Bulmer & Johnson
 Trans. Ser... Lang-Worth, Thesaurus
 Membership... NARTB
 President... R. W. Olson
 General Manager... R. E. Shepard
 Commercial Manager... Arne Karhu

MISSISSIPPI

Pop. Feb. 1, 1955 (Est.) 2,248,000 — Families 590,000
 Radio Homes 473,000 — TV Homes 137,000 — Stations in State 55

W M P A

ABERDEEN—1952—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Prairie Bdcstg. Co.
 Address... P. O. Box 402
 Phone: 1050. Air Time: Full Time
 News Service... UP
 Representative... McGillvra
 Transcription Service... Lang-Worth
 President... T. A. Richardson
 Gen., Sta., Comm. Mgr... William Felton
 Prog., Pub. Dir... Helen McShane
 Chief Engineer... Preston Derryberry

Membership... NARTB, RAB
 President... James S. Love, Jr.
 General Manager... Ray Butterfield
 Commercial Manager... Thomas B. Majure
 Sales Prom. Mgr... Richard Kettering
 Program Director... Mary Burns Griffin
 Chief Eng... Thomas B. Majure

W V M I

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Associates
 Address... P. O. Box 152
 Phone: 6961. Air Time: Daytime
 Rep... Nat'l. Time Sales, Dora-Clayton
 Transcription Service... Thesaurus, SESAC
 Membership... RAB, NARTB
 News Service... UP
 Pres., Gen., Sta. Mgr... Odes E. Robinson
 Sales Prom., Comm. Mgr... Homer Dedeaux
 Program Director... Earl B. Blessey
 Chief Engineer... Odes E. Robinson, Jr.

W A M Y

AMORY—1954

Frequency: 1580 Kc. Power: 5000 Watts
 Owner... Charles C. Boren, Jr.

W B L E

BATESVILLE—1953

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Panola Bcstg. Co.
 Address... Drawer No. 73
 Co-Owner, Gen. Mgr... Harold B. McCarley
 Co-Owners... Travis A. Palmer,
 James E. Hartness

W B I P

BOONEVILLE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Booneville Bcstg. Co.
 Address... Highway No. 45-S
 Newspaper Affiliation... The Independent
 Representative... Continental Radio Sales
 President, Gen. Mgr... E. O. Roden
 Sta. Comm., Sales Prom. Mgr... V. K. Wroten
 Program Director... Betty Box

W L O X

BILOXI—GULFPORT—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... WLOX Bcstg. Co.
 Address... Buena Vista Hotel
 Phone: 5581-2. Air Time: Full Time
 Trans. Ser... Lang-Worth, Standard
 News Service... UP
 Representative... Holman

W J M B

BROOKHAVEN—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Brookhaven Bcstg. Co.

Address.....W. Chickasaw St.
 Phone: 1298.....Air Time: Full Time
 Station Representative.....Continental
 News Service.....AP
 Transcription Service.....World
 Pres., Gen. Mgr.....Tullius Brady

W D O B

CANTON—1953—KBS

Frequency: 1370 Kc.....Power: 1 Kw. d.
 Owned-Oper. By...Madison County Bcstg. Co.
 Address.....Box 182
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Dora-Clayton, Indie
 Gen., Sta. Mgr.....Jerry P. Keith
 Commercial Mgr.....Tom Brewer
 Sales Prom. Mgr.....Elizabeth Gunn
 Program Director.....Buddy Thames
 Publicity Director.....Merle Godfrey
 Chief Engineer.....Hampton C. Clark, Jr.

W G L C

CENTREVILLE—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Southern Bdcstg. Co.
 Address.....Hiway 25
 News Service.....UP
 Transcription Service.....Capitol
 Phone Number.....4001
 President.....Carl Trepndahl
 General Manager.....Alvin Sansing
 Commercial Mgr.....C. W. Wright
 Chief Engineer.....Bill Norris

W R O X

CLARKSDALE—1943—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mrs. Eunice T. Imes
 Address.....Columbus, Miss.
 Phone: 1566.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....RCA Thesaurus
 Station Rep.....McGillvra
 General Manager.....Bob McRaney
 Program Director.....Jack Cristil
 Comm. Mgr.....Helen Sugg
 Station Manager.....P. B. Hinman
 Publicity Dir.....John Thomas
 Chief Engineer.....C. D. Graves

W C L D

CLEVELAND—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Voice of the Delta, Inc.
 Address.....H'way 61 So.
 Phone: 1115.....Air Time: Full Time
 News Service.....AP
 Station Representative.....Best
 President.....Joseph W. Carson
 Gen., Sta., Comm. Mgr.....C. W. Capps
 Program Director.....Elizabeth Bradley
 Chief Engineer.....Earl B. Neal

W C J U

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Lester Williams, WCJU, Inc.
 Address.....P. O. Box 472
 Phone: 755.....Air Time: Full Time
 Newspaper Affiliation.....The Progress
 News Service.....AP
 Transcription Service.....World
 Pres., Gen. Manager.....Lester Williams
 Sta. Mgr., Chief Eng.....Ray Tolar
 Program Director.....Clifford Chance

W A C R

COLUMBUS—1950—KBS

Frequency: 1050 Kc.....Power: 1 Kw. d.
 Owned.....J. W. Furr
 Address.....P. O. Box 1011
 Phone: 768.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Best
 Membership.....NARTE
 Owner.....J. W. Furr
 Gen., Sta., Comm. Mgr.....B. M. Dabney, Jr.
 Prog., Pub. Dir.....G. Wayne Harris
 Production Mgr.....C. Landis Rogers
 Chief Engineer.....Robert Montgomery

W C B I

COLUMBUS—1940 MBS—KBS-MID SOUTH

Frequency: 500 Kc.....Power: 1 Kw. d.
 Owned.....Columbus Bcstg. Co., Inc.
 Address.....Gilmer Hotel
 Phone: 1313, 1430.....Air Time: Full Time
 Newspaper Affil.....Commercial Dispatch
 News Service.....SAURUS
 Station Repeesntative.....McGillvra
 Membership.....NARTB
 President.....Birney Imes, Jr.
 Gen., Prom. Mgr.....Bob McRaney
 Sta., Comm. Mgr.....J. W. Eatherton
 Program Director.....Martha Puckett
 Chief Engineer.....Thos. McFerrin

W C M A

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Corinth Bcstg. Co., Inc.
 Business-Studio Address.....Ray Bldg.
 Phone: 5575.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 Vice-Pres.....Aaron B. Robinson
 Station Manager.....John E. Bell
 Program Director.....Vincent Lawrence
 Commercial Manager.....Joe P. Van Dyke
 Sales Prom. Mgr.....John E. Bell
 Chief Engineer.....James D. Anderson

WGVM

GREENVILLE—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By... Cotton Belt Broadcasting Co.
 Bus.-Studio Address... 118 So. B'way
 Phone: 4559. Air Time: Daytime
 News Service... UP
 Transcription Service... Lang-Worth
 Membership... NARTB
 Representative... Dora-Clayton, Melville
 Pres., General Manager... David M. Segal
 Station Manager... E. M. Guss
 Prom., Sta. Mgr... Jack Stull
 Program Director... Wallace D. Hoy
 Chief Engineer... W. McChristian

WJPR

GREENVILLE—1939—MBS-KBS

Freq.: 1330 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By... Radio Services Co.
 Business-Studio Address... 120 So. Poplar St.
 Phone: 2434. Air Time: Full Time
 Representative... Sears & Ayer
 Gen. Sta. Mgr... Emmett H. McMurry
 Commercial Manager... Frank W. Baldwin
 Program Director... Murray Schroyer
 Chief Engineer... Percy L. Kuhn

WABG

GREENWOOD—1950

Freq.: 960 Kw. Power: 1 Kw. d., 500 w. n.
 Owned-Oper. By... Greenwood Bcstg. Co.
 Address... Howard St.
 Phone: 3010. Air Time: Full Time
 News Service... AP
 President... Cy Bahakel
 Manager... Tom Reardon
 Chief Engineer... Clifford Greene

WGRM

GREENWOOD—1937—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Operated By... P. K. Ewing
 Address... 600 Walnut St.
 Phone: 1900-1. Air Time: Full Time
 Studio-Transmitter Location... Walnut St.
 President... P. K. Ewing
 General Manager... F. C. Ewing
 Chief Engr. Comm. Mgr... Louis Pierce

WNAG

GRENADA—1949—MBS-MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Birney Imes, Jr.
 Phone: 1400. Air Time: Full Time
 Representative... McGillvra
 Newspaper Affiliation... Dispatch
 President... Birney Imes, Jr.
 General Manager... Bob McRaney
 Sta., Comm. Mgr... Monroe Looney
 Chief Engineer... Jimmie Pinnix

WGCM

GULFPORT—1928—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... WGCM Bcstg. Co.
 Address... Hewes-Martin Bldg.
 Phone: 1110. Air Time: Full Time
 News Service... AP
 Transcription Service... World
 Station Representative... McGillvra
 Membership... NARTB
 Owner & Gen. Mgr... Hugh O. Jones
 Station Manager... C. Edwin Vann
 Commercial Manager... Mrs. O. L. Owens
 Sales Prom. Mgr... Holton Turnbough
 Program Director... C. "Eddie" Vann
 Chief Engineer... Charles T. Hook

WBKH

HATTIESBURG—1954

Frequency: 950 Kc. Power: 950 Watts
 Owner... Hattiesburg Bcstg. Co.
 Address... 122½ E. Front St.
 Phone... JU 3-1625
 Station Manager... Frank Holified

WFOR

HATTIESBURG—1925—NBC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Forrest Bcstg. Co.
 Address... 302 Hemphill St.
 Phone: Juniper 4-5432. Air Time: Full Time
 News Service... UP
 Membership... NARTB
 President... C. J. Wright, Sr.
 General, Station Manager... C. J. Wright, Jr.
 Program Director... David L. Waite
 Commercial Mgr... E. M. Jenkins
 Chief Engineer... B. B. McLemore

WHSY

HATTIESBURG—1948—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Hub City Bcstg. Co. Inc.
 Address... Highway 11, North
 Phone: Juniper 3-1741. Air Time: Full Time
 News Service... AP
 Station Representative... T. F. Clark
 Membership... NARTB, RAB
 President, Gen. Mgr... Charles W. Holt
 Sta. Mgr... W. R. England
 Comm. Mgr... Bill Veidt
 Sales Prom. Mgr... W. Murphey
 Program Director... Dean Griffin
 Publicity Director... Alice Bivin
 Chief Engineer... Charles Sharping

WMDC

HAZLEHURST—1953—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned... Southwestern Bcstg. Co. of Miss.
 Address... P. O. Box 571

Phone Number 869
 News Service UP
 Transcription Service Lang-Worth
 General Manager Louis Alford
 Sta. Mgr., Chief Engr. A. M. Smith
 Commercial Mgr. Greg Breland
 Program Director Malcolm Jones
 Chief Engineer A. M. Smith

WNLA

INDIANOLA 1953

Frequency: 1380 Kc. Power: 500 watts d.
 Owned Central Delta Bcstg. Co.
 Address 134 Baker St.
 Phone: 500 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Station Representative Thomas F. Clark
 Membership NARTB, MBA
 Co-Owners W. L. Kent; J. M. McLendon
 Gen., Sta. Mgr. Howard M. Peters
 Sales Promotion Mgr. Barbee Ashley
 Program Director Paul Artman
 Chief Engineer Bob Meador

WJDX

JACKSON—1929—NBC

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Lamar Life Ins. Co.
 Business Address P. O. Box 2171
 Phone: 2-2691, 3 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NARTB
 General Manager Fred L. Beard
 Commercial Manager Frank Gentry
 Program Director Forrest Cox
 Chief Engineer Percy G. Root

WJQS

JACKSON—1947—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Business-Studio Address Edwards Hotel
 Phone: 3-9681 Air Time: Full Time
 News Service UP
 Transcription Service Standard
 President, General Manager... Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned Jackson Bcstg. Co., Inc.
 Address 916 Foley St.
 Phone: 2-6673 Air Time: Full Time
 News Service INS
 Representative Indie, Dora Clayton
 Pres., Gen. Mgr. James T. Ownby
 Progress Dir. Lucy Pannel
 Chief Engineer Robert Statham

WOKJ

JACKSON—1954

Frequency: 1590 Kc. Power: 1 Kw. d.
 Owned Dixieland Bcstg. Co.
 Address 1017 Lynch St.
 Air Time Daytime
 News Service UP
 Station Rep. McGillvra
 Gen. Mgrs. Wilburn Kent, John McLendon
 Station Manager Jay Gilbert
 Promotion Dir. Chuck Allen

WRBC

JACKSON—1947—MBS

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Rebel Bcstg. Co., Inc.
 Business-Studio Address 125 So. Lamar
 Phone: 5-1562 Air Time: Full Time
 Transcription Service Associated
 Representative Branham
 General Manager J. W. Carlier
 Sales Prom. Mgr. W. V. Dubard
 Program Director A. C. Leonard
 Chief Engineer G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By Standard Life Bcstg. Co., Inc.
 Business Address P. O. Box 1847
 Phone: 3-2788 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB, RAB
 President W. R. Newman
 General-Station Manager L. M. Sepaugh
 Commercial Manager F. E. Wilkerson, Jr.
 Program Director B. K. Smith
 Chief Engineer C. A. Perkins

WKOZ

KOSCIUSKO—1947—KBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kosciusko Bcstg. Co.
 Address 109 W. Jefferson
 Phone: 782 Air Time: Full Time
 Representative McGillvra
 Membership NARTB
 General Manager Cy N. Bahakel
 Sta., Comm. Mgr. Mims Boswell, Jr.
 Program Director Gertrude Chennault
 Chief Engineer J. R. Collins

WAML

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Laurel Radio Station
 Bus.-Studio Address 442 6th Ave.
 Phone Number 5601
 News Service AP
 Transcription Service World

Representative.....George P. Hollingbery
 Membership.....NARTB, RAB
 President.....Harold Matison
 Gen., Sta. Mgr.....Granville Walters
 Commercial Manager.....M. M. Caver
 Program Director.....Stanley Walters
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southland Bcstg. Co.
 Address.....437 N. Magnolia St.
 Phone: 8-7227.....Air Time: Full Time
 News Service.....UP
 Representative.....McGillvra
 Membership.....RAB, NARTB
 President.....C. T. McCallum
 Gen., Sta. Mgr.....Norma H. Leggett
 Comm., Sales Prom. Mgr.....Teck Jones
 Pgm., Pub. Dir.....David Kane
 Chief Engineer.....W. B. Carter

WLSM

LOUISVILLE—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Louisville Bcstg. Corp.
 Address.....Box 111
 Phone: 1000.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Representative.....Hil Best
 Station Manager.....William R. Parkes
 Chief Engineer.....Herb Guthrie

WMBC

MACON—1947—MISS.-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....J. W. (Billy) Furr
 Address.....WACR, Bldg., Columbus, Miss.
 Phone: 310.....Air Time: Full Time
 News Service.....UP
 Station Rep.....Hil Best
 Membership.....NARTB
 President.....J. W. (Billy) Furr
 General Manager.....Felix Adams, Jr.
 Program Director.....John Isaacs
 Chief Engineer.....Bob Montgomery

WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....S. W. Bcstg. Co. of Miss.
 Address.....Pike Hotel
 Phone: 1884.....Air Time: Daytime
 Station Rep.....Continental
 Transcription Service.....Lang-Worth, World
 President.....Louis Alford
 Commercial Mgr.....W. K. Johnston
 Sales Prom. Mgr.....Cindy Gardner
 Program Director.....James Hemphill
 General Manager.....Phillip Brady

WHNY

McCOMB—1939

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By.....Bcstrs. Service, Inc.
 Address.....P. O. Box 111
 Phone: 2080.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Dora-Clayton, Clark
 General Manager.....Lester Williams
 Station Manager.....W. R. Taylor
 Commercial Manager.....Bill Tyler
 Chief Engineer.....Robert L. Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Mississippi Bcstg. Co., Inc.
 Business-Studio Address.....Threefoot Bldg.
 Phone: 7714.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 President, General Manager.....Withers Gavin

WMOX

MERIDIAN—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes, Jr.
 Address.....P. O. Box 1511
 Phone: 2-0171.....Air Time: Full Time
 News Service.....AP
 Representative.....McGillvra
 Transcription Service.....Thesaurus
 President.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Joseph W. Carson
 Comm., Mgr., Prog. Dir.....Eddie Holladay
 Chief Engineer.....Winton Beaver

WTOK

MERIDIAN—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southern TV Corp.
 Address.....Southern Bldg.
 News Service.....AP
 Transcription Service.....SESAC
 Pres., Gen. Mgr.....Robert F. Wright
 Sta., Comm. Mgr.....Jerry J. Joiner
 Program Director.....Gene Reeves
 Publicity Director.....George Shannon
 Chief Engineer.....Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Natchez Bcstg. Co.
 Address.....615 Main St.
 Phone: 8211.....Air Time: Full Time
 President.....P. K. Ewing
 General Manager.....P. K. Ewing, Jr.
 Commercial Mgr.....Ervin Parks
 Program Director.....Hoyle Littlejohn
 Chief Engineer.....George W. Wilson

W N A T

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old South Bcstg. Co.
 Address Eola Hotel
 Phone Number 4621
 News Service UP
 President Mrs. Laurie G. Ratcliffe
 General Manager Paul Schilling
 Prog. Dir. Val Jensen
 Commercial Mgr. Eddie Phelan
 Pub. Dir. Irene Griffey
 Chief Engineer Martin Tyrone

W P M P

PASCAGOULA—1951—KBS-ABC

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Crest Bcstg. Co., Inc.
 Address P. O. Box 391
 Phone: 83391 Air Time: Daytime
 News Service UP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. William R. Guest, Jr.
 Sta., Comm. Mgr. Floyd W. Hess
 Prom. Mgr. Bill Brewer
 Program Director Tommy Gilbert
 Chief Engineer Fred Strother

W H O C

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By William Howard Cole
 Phone: 740 Air Time: Full Time
 News Service UP
 Transcription Service Capitol
 President, Manager William Howard Cole
 Program Director Mrs. Wm. H. Cole
 Chief Eng. Paul M. Miller

W R J W

PICAYUNE—1949—KBS

Frequency: 1320 Kc. Power: 5000 d.
 Owned-Oper. By Tung Bcstg. Co.
 Address Picayune
 Phone: 510 Air Time: Daytime
 News Service AP
 Transcription Service SESAC
 Gen., Sta. Mgr. Jimmie Willson
 Program Director Archie Rushing, Jr.
 Chief Engineer Don Murphy

W S S O

STARKVILLE—1949—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Starkville Bcstg. Co.
 Business-Studio Address WSSO Bldg.
 Phone: 1230 Air Time: Full Time
 News Service AP
 Transcription Service Capitol
 Pres., Gen., Comm. Mgr. Joe Phillips
 Program Director Clarice Cruickshank

W E L O

TUPELO—1944—MBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tupelo Bcstg. Co.
 Business-Studio Address Welo Bldg.
 Phone: 1400 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 Gen. Mgr. Bob McRaney
 Station Manager Bob Evans
 Commercial Manager E. L. Bowen, Jr.
 Prog. Dir. Edward Cleary
 Chief Engineer LeRoy Green

W T U P

TUPELO—1953—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lee Bcstg. Co.
 Address Box 612
 Phone: 3111 Air Time: Daytime
 News Service UP
 Transcription Service World
 Station Representative Dora-Clayton
 Partner E. O. Roden
 Gen., Comm. Mgr. James E. Reese
 Chief Engineer Keith Wroten

W Q B C

VICKSBURG—1931—MBS-KBS

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By Delta Bcstg. Co., Inc.
 Business-Studio Address Post-Herald Bldg.
 Phone: 312 Air Time: Full Time
 News Service AP
 Transcription Service SESAC
 Representative Sears & Ayer
 Membership NARTB
 President L. P. Cashman
 General-Station Mgr. Mary-Van Cashman
 Commercial Manager L. L. Miller
 Chief Engineer Waverley Conway

W V I M

VICKSBURG—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Radio Miss., Inc.
 Business-Studio Address Box 76
 Phone: 3901 Air Time: Full Time
 Representative Indie Sales, Dora-Clayton
 President J. Dige Bishop
 General Manager Cecil Goodreau
 Chief Engineer J. W. Gardner

W A B O

WAYNESBORO—1954

Frequency: 990 Kc. Power: 250 Watts
 Owner New Laurel Radio Sta., Inc.
 Phone 5-4700
 Representative Dixie
 General Manager Granville Walters
 Chief Engineer Clyne Graves

WROB

WEST POINT—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Bob McRaney, Sr.
Phone: 1450 Air Time: Full Time
Station Rep.: McGillvra
Pres., Gen. Mgr.: Bob McRaney Sr.
Station Manager: Jack King

WAZF

YAZOO CITY—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned: WAZF, Inc.
Address: South Main St.
Phone: 1300 Air Time: Full Time
News Service: UP
President: E. O. Roden
General Mgr.: Richard F. Crans
Commercial Mgr.: Ollie Bales
Program Director: Joel Netherland
Publicity Director: Glenda Bridges
Chief Engineer: Keith Wroten

MISSOURI

Pop. Feb. 1, 1955 (Est.) 4,238,000 — Families 1,265,000

Radio Homes 1,196,000 — TV Homes 783,000 — Stations in State 65

KWRT

BOONVILLE—1953

Frequency: 1370 Kc. Power: 1000 Watts
Owner: Wm. R. Tedrick
Address: KWRT Building
Phone: 1031
Representative: Indie
General Manager: Wm. R. Tedrick
Chief Engineer: H. J. Schumaker

News Service: AP
Station Rep.: Continental
Membership: NARTB
Owner, Gen. Mgr.: J. J. Daly
Prog. Dir., Prom. Mgr.: Leon Crocker
Chief Engineer: William Woods

KFVS

CAPE GIRARDEAU—1925—MBS

Freq.: 960 Kc. Power: 1 Kw. d. 500 W. n.
Owned-Operated By: Hirsch Bcstg. Co.
Business-Studio Address: 324 Broadway
Phone: 5-5511 Air Time: Full Time
News Service: UP
Membership: NARTB, RAB
Representative: John E. Pearson
President: Oscar C. Hirsch
Station Manager: Ralph L. Hirsch

News Service: AP
Station Rep.: Continental
Membership: NARTB
Owner, Gen. Mgr.: J. J. Daly
Prog. Dir., Prom. Mgr.: Leon Crocker
Chief Engineer: William Woods

KCRV

CARUTHERSVILLE—1950—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Pemiscot Bcstg. Co.
Address: 106 W. 3rd St.
Phone: 965 Air Time: Daytime
Transcription Service: Thesaurus, World
News Service: UP
President: J. E. Taylor
General Manager: Robert L. Harrison
Commercial Manager: Ed Dyer
Program Director: Harry A. Moreland
Chief Engineer: Al Lawrence

KCHR

CHARLESTON—1953—KBS

Frequency: 1350 Kc. Power: 500 Watts d.
Owned-Oper. By: South Mo. Bcstg. Co.
Phone: 2-4451 Air Time: Daytime
News Service: Thesaurus
Representative: Hil Best
Co-Owner, Gen. Mgr.: Kermit Barker
Program Director: James L. Byrd IIIrd

KGMO

CAPE GIRARDEAU—1952—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By: KGMO Radio-TV Inc.
Address: Box 274
Phone: 5-8228 Air Time: Full Time
Pres., Prog. Dir.: William C. Brandt
General Manager: Richard C. Brandt
Chief Engineer: William M. Bryan

KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By: Cecil W. Roberts
Address: Highway 36
Phone: 1920 Air Time: Daytime
News Service: UP
Representative: Hil F. Best, Conwell
President: Cecil W. Roberts

KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Carthage Bcstg. Co.
Address: 1201 E. Chestnut
Phone: 2648, 2623 Air Time: Full Time

General Manager.....Howard G. Rion
 Commercial Mgr.....Jerry Wilson
 Chief Engineer.....Donald P. O'Brien

KDKD

CLINTON—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KDKD, Inc.
 Phone: 233.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Representative.....Keystone
 Membership.....NARTB
 President.....David M. Segal
 Station Manager.....Stanley Dixon
 Chief Engineer.....Dean Clayton

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KFRU, Inc.
 Business Address.....Box 89
 Phone: 4141.....Air Time: Full Time
 News Service.....AP, INS
 Newspaper Affil.....Tribune
 Station Rep.....Webb
 Transcription Service.....Lang-Worth, World
 Membership.....NARTB, RAB
 President.....H. J. Waters, Jr.
 General Manager.....Mahlon R. Aldridge, Jr.
 Commercial Mgr.....F. J. LeGrand
 Program Director.....Shirley Bauderer
 Chief Engineer.....Robert Halgh

KREI

FARMINGTON—1947—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Midwest Bcstg. System
 Address.....Ozarks Bldg.
 Phone: 1107.....Air Time: Daytime
 News Service.....UP
 Station Rep.....Hil F. Best
 President.....Cecil W. Roberts
 Station Manager.....Earl L. Whitener
 Comm. Mgr.....Roy Brewington
 Chief Engineer.....Bill Westbrook

KJCF

FESTUS—1951—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned.....Jefferson County Radio & TV Co.
 News Service.....UP
 Phone: YE 7-3810.....Air Time: Daytime
 General Manager.....Donald M. Donze
 Chief Engineer.....Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Lead Belt Bcstg. Corp.
 Business-Studio Address.....Flat River
 Phone: 1000.....Air Time: Full Time
 News Service.....UP

Representative.....John E. Pearson
 Membership.....RAB
 President, General Manager.....Oscar C. Hirsch
 Station-Comm. Mgr.....James F. Collins
 Prom. Mgr.....James Strader
 Program Director.....Lynn Bobs
 Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mo. Central Bcstrs.
 Address.....5th and Market
 Phone: 1400.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, RAB
 General Manager.....Robert W. Nickles
 Station Director.....Roger P. Fox
 Comm., Prom. Mgr.....L. Reed Holt
 Chief Engineer.....J. J. Patterson

KHMO

HANNIBAL—1941—MBS

Freq: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Bolling Bcstg. Co.
 Business-Studio Address.....102½ S. Main St.
 News Service.....AP
 Representative.....John E. Pearson
 Partners.....James and Ada Bolling
 General Manager.....William H. Shaw
 Prog. Dir.....Gene Hoenes
 Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Craig Siegfried
 Business-Studio Address.....310 N. Osage
 Newspaper Affil.....Daily News
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Craig Siegfried
 General Manager.....Harry L. Becker
 Sales Prom. Mgr.....Herb Dawson
 Chief Engineer.....Robert Atkinson

KLIK

JEFFERSON CITY—1953

Frequency: 950 Kc.....Power: 5 Kw., d.
 Owned.....Empire Bcstg. Co.
 Address.....410 Capital
 News Service.....UP
 Transcription Service.....Standard
 Station Representative.....Jerrell A. Shepherd
 Gen., Sta. Mgr.....Lynn Bickett
 Commercial Mgr.....Bill Brown
 Chief Engineer.....John Halligan

KWOS

JEFFERSON CITY—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.



Business-Studio Address.....210 Monroe St.
 Phone: 6-3137.....Air Time: Full Time
 Newspaper Affiliation.....News Tribune Co.
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Rep.....Joe Bogner
 President.....Mrs. L. R. Goshorn
 Gen., Sta. Comm. Mgr.....Catherine Roer
 Sales Director.....E. A. Richter
 Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Four States Bcstns, Inc.
 Address.....1027 Main
 Phone: MA 4-1310.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Meeker
 Membership.....NARTB
 President.....Harry Easley
 V.P., Gen. Mgr.....W. H. Clark
 Sales Prom. Mgr.....Sam Babcock
 Program Director.....Ed Johnson
 Chief Engineer.....Lloyd Frazier

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Address.....1928 W. 13 St.
 Phone: MA 4-7260.....Air Time: Full Time
 News Service.....UP
 Representative.....William G. Rambeau
 Membership.....NARTB
 Pres., Gen. Mgr.....Austin A. Harrison
 Sta. Mgr., Pgm. Dir.....Ronald Robson
 Commercial Mgr.....D. T. Knight Jr.
 Publicity Director.....Austin A. Harrison
 Chief Engineer.....Jack Langford

WMBH

JOPLIN—1934—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone: 330.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....D. J. Poynor
 Comm. Mgr.....M. E. Dunn
 Program Director.....Golda Shaunce
 Chief Engineer.....Jack Langford

KCKN

KANSAS CITY—1925

(See Kansas City, Kansas, listing)

KCMO

KANSAS CITY—1936—ABC

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....125 E. 31st St.
 Phone: Jefferson 6789.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus, Associated
 Representative.....Katz
 Membership.....NARTB, RAB
 President.....E. T. Meredith
 General Manager.....E. K. Hartenbower
 Asst. Manager.....C. E. Breazeal
 Commercial Manager.....R. W. Evans
 Sales Prom., Pub. Dir.....F. C. Strawn
 Program Director.....George Stump
 Chief Engineer.....Karl Troeglen

KFRM

KANSAS CITY—1947

For KFRM Listing—See Concordia, Kansas

KMBC

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KMBC Bcstg. Co.
 Address.....222 W. 11th St.
 Phone: HARRISON 2650.....Air Time: Full Time
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NARTB, RAB
 President.....L. G. Backstrom
 V.P., Managing Director.....John T. Schilling
 Sales Prom. Mgr.....George J. Higgins
 Chief Engineer.....Harry Goldenberg

KPRS

KANSAS CITY—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Twin City Adv. Agency
 Address.....2814 E. 23rd St.
 Phone: Humbolt 3100.....Air Time: Daytime
 Station Rep.....McGillvra
 News Service.....AP
 General Manager.....Edward H. Pate
 Commercial Mgr., Chief Engr.....Andrew Carter
 Program Director.....Eugenia Pate

KUDL

KANSAS CITY—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
 Owned.....KUDL, Inc.
 Address.....1012 Baltimore Ave.
 Phone: Baltimore 0077.....Air Time: Daytime
 News Service.....UP

Station Representative.....Forjoe & Co.
 Membership.....NARTB
 President.....David M. Segal
 General Mgr.....Harold Backun
 Commercial Mgr.....Irving Schwartz
 Program Director.....Jack Baruth
 Chief Engineer.....William Simons

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: Harrison 1200.....Air Time: Full Time
 News Service.....AP
 Newspaper Affil.....Kansas City Star
 Transcription Service.....Standard, Thesaurus
 Representative.....H. I. Christal
 President.....Roy A. Roberts
 Gen. Mgr.....H. Dean Fitzer
 Station Manager.....V. S. Batton
 Commercial Manager.....E. Manne Russo
 Pgm., Publ. Dir.....Harry J. Kaufmann
 Chief Engineer.....J. A. Flaherty

W H B

KANSAS CITY—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned.....Mid-Continent Bcstg Co.
 Address.....10th & McGee
 Phone: Baltimore 8300.....Air Time: Full Time
 News Service.....AP
 Station Representative.....John Blair Co.
 Membership.....NARTB
 President.....Robert H. Storz
 Exec. V.P.....Todd Storz
 V.P. Gen. Mgr.....George W. Armstrong
 Sales Promotion Mgr.....Jack Sampson
 Program Director.....John Pearson
 Technical Director.....Dale Moudy

K B O A

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....Kennett Bcstg. Corp.
 Business-Studio.....Kennett
 Phone: 84-616.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 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—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....North Mo. Bcstg. Co.
 Business-Studio Address.....KIRX Bldg.
 Phone: 5-3781.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....RAB

Gen., Sta. Mgr.....Samuel A. Burk
 Comm., Sales Prom. Mgr...James J. Dougherty
 Program Director.....Lois Daudel
 Chief Engineer.....Ralph Neely

K L W T

LEBANON—1947—MBS

Frequency 1220 Kc.....Power: 250 Watts
 Owned-Operated By.....Lebanon Bcstg. Co.
 Bus.-Studio Address.....221 E. Commercial St.
 Phone: 1015.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Langworth, SESAC
 President.....Robert C. Fields
 General Manager.....O. R. Wright
 Comm. Mgr., Prog. Dir.....Jack A. Sellers
 Chief Engineer.....Gene Clay

K T C B

MALDEN—1954

Frequency: 1470 Kc.....Power: 1 Kw.
 Owned.....Tri-County Bcstg. Co.
 Address.....100 W. Main St.
 Phone: 851.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 General Manager.....Harold Gregson
 Commercial Mgr.....Gerald Jumper
 Promotion Mg.....Ted Pyle

In Kansas City
 THE
 MID-CONTINENT
 FORMULA
 works at
 WHB

Mid-Continent purchased WHB in June, 1954. There's a new listen over K.C.'s oldest (1922) call letters. New programming, personalities, ideas and news have rocketed WHB to first place. Latest available Hooper: WHB first all day with 35.7%; second station, 17.5%. Talk to John Blair, or WHB General Manager, George W. Armstrong.

MID-CONTINENT BROADCASTING CO.
 President: Todd Storz

WTIX, New Orleans	KOWH, Omaha	WHB, Kansas City
Represented by Adam J. Young, Jr.	Represented by H-R Reps, Inc.	Represented by John Blair & Co.



K M M O

MARSHALL—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address.....Marshall
News Service.....UP
Transcription Service.....World
Station Rep.....Pearson
General Manager.....J. M. Silvey
Sta., Comm., Prom. Mgr.....Harold Douglas
Program Director.....Don Clem
Chief Engineer.....Bill Williams

K N I M

MARYVILLE—1953—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By.....Maryville Radio-TV Inc.
Address.....Box 278
Phone: 730.....Air Time: Daytime
News Service.....AP
President.....R. W. Wilson
Prog., Gen. Mgr.....J. L. Jaquay
Commercial Mgr.....Gilbert Poese
Chief Engineer.....Arnold Wilson

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....Box 260
Phone: 2340-1.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Membership.....NARTB, RAB
President.....John Badaracco
Gen., Sta. Mgr.....W. Earl Dougherty
Program Dir.....Greg Swanson
Chief Engineer.....Hyle Lemen

K N C M

MOBERLY—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Address.....Box 396
Phone: 1600.....Air Time: Full Time
Transcription Service...Lang-Worth, Thesaurus
Membership.....RAB
News Service.....AP
Owner, Gen. Mgr.....Jerrill A. Shepherd
Program Director.....James Lipsey
Chief Engineer.....Ed Scarr

K R M O

MONETT—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By.....Carthage Bcstg. Co.
Phone: 858.....Air Time: Daytime
News Service.....AP
Station Rep.....Continental
Membership.....NARTB

General Manager.....L. C. McKenney
Partner.....J. J. Daly
Program Director.....Floyd Stewart
Commercial Mgr.....Marion Pilant
Chief Engineer.....George Province

K L R S

MOUNTAIN GROVE—1954

Frequency: 1360 Kc. Power: 1000 Watts
Owner.....Kickapoo Prairie Bcstg. Co.
General Manager.....L. C. McKenney

K B T N

NEOSHO—1954—KBS

Frequency: 1420 Kc. Power: 500 Watts
Owner.....Ozarks Playground Bcstrs.
Address.....212½ E. Main St.
Phone.....1666
Pres., Gen. Mgr.....John V. Turner
Chief Engineer.....Norman Bradford

K N E M

NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Radio KNEM
Address.....P. O. Box 15
Phone: 15.....Air Time: Full Time
News Service.....UP
Station Rep.....Hil Best
President.....John Blake
Gen. Mgr., Chief Engr.....Kenneth E. White

K R M S

OSAGE BEACH—1953

Frequency: 1150 Kc. Power: 1 Kw. d.
Owned.....Robert M. Smith
News Service.....AP
Membership.....NARTB
President.....Robert M. Smith
Gen., Sta. Mgr.....Javes von Grep
Comm., Sales Prom. Mgr.....G. S. Strickland
Prog., Pub. Dir.....Helen R. Huber
Chief Engineer.....Robert M. Smith

K W O C

POPLAR BLUFF—1938—KBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By...Poplar Bluff Bcstg. Co., Inc.
Transmitter Address.....428 Vine St.
Transcription Service.....SESAC, World
Representative.....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....L. G. Stovall
Production Dir.....Ted Pyle
Chief Engineer.....Donald M. Lidenton

K T T R

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.

Address P. O. Box 567
 Phone: 380 Air Time: Full Time
 News Service AP
 Transcription Service World
 Pres., Gen., Sta. Mgr. Luther W. Martin
 Comm., Prom. Mgr. Wilson C. Burkhead
 Prog. Dir. Roxy Rhodes
 Pub. Dir. Muri Nash
 Chief Engineer. Martin M. Mitchum

KSGM

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By Donze Enterprises, nc.
 Bus.-Studio Address 410 Merchant St.
 Phone: 580 Air Time: Full Time
 News Service UP
 President, General Manager. Elmer L. Donze
 Chief Engineer. Murel L. Rose

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Business-Studio KFEQ Bldg.
 Phone: 3-2528 Air Time: Full Time
 News Service AP
 Transcription Service RCA, Thesaurus
 Representative Headley-Reed
 Membership NARTB
 Pres., Gen. Mgr. Barton Pitts
 Commercial Mgr. J. Ted Branson
 Program Director William R. Balch
 Chief Engineer. J. Wesley Koch

KRES

ST. JOSEPH—1946—KBS

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By KRESS Radio Corp.
 Address Box 69
 Membership NARTB
 News Service AP
 Pres., Gen., Sta. Mgr. Tee Casper
 Commercial Mgr. Robert Mosiman
 Prog., Pub. Dir. Richard Irving
 Chief Engineer. Floyd George

KMOX

ST. LOUIS—1925—CBS

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: Central 8240 Air Time: Full Time
 News Service AP, UP
 Transcription Service Associated
 Representative CBS Radio Spot Sales
 Membership RAB, NARTB
 General Manager. Gene Wilkey
 Commercial Manager. Robert Hyland, Jr.
 Sales Prom., Pub. Mgr. Foster Brown
 Program Director. Mark Russell
 Chief Engineer. Harry Harvey

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By The Pulitzer Publishing Co.
 Business-Studio Address 1111 Olive St.
 Phone Main 1-1111
 News Service AP
 Newspaper Affil. St. Louis Post Dispatch
 Transcription Service World, Thesaurus
 Representative NBC Spot Sales
 Membership NARTB
 President Joseph Pulitzer
 General Manager. George M. Burbach
 Sales Manager. Arthur J. Casey
 Program Director. Harold Grams
 Promotion Manager David Pasternak
 Chief Engineer J. E. Risk

KSTL

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Louis, Inc.
 Address 5915 Berthold Ave.
 Phone: Sterling 1-3636 Air Time: Daytime
 Representative For Joe
 Station Manager. Dick J. Kasten
 Commercial Manager. William A. Knight
 Program Director. Tony Glenn
 Sales Prom. Mgr. Joseph Voss
 Publicity Director. Norman Edwards
 Chief Engineer. Ira E. Pollock

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By KWK, Inc.
 Address 1215 Cole St.
 Phone: Main 1-9100 Air Time: Full Time
 Newspaper Affiliation St. Louis Globe-Democrat
 News Service AP
 Representative Krtz
 President, General Mgr. Robert T. Convey
 Station Manager. Ray E. Dady
 Commercial Manager. V. E. Carmichael
 Program Director John W. Tinnea
 Prom., Publ. Director. Fred J. Mueller
 Chief Engineer. N. J. Zehr

KXLW

ST. LOUIS—1946

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By St. Louis County Bcstg. Co.
 Bus.-Studio Address 2735 Bonaparte Ave.
 Phone: WO 1-1320 Air Time: Daytime
 News Service UP
 Representative Pearson
 President. John W. Kluge
 General Manager. William W. Jetteray
 Commercial Manager. Edward W. Pape
 Program Director. June R. Hardaway
 Chief Engineer. James F. Mitchell

KXOK

ST. LOUIS—1938—ABC-KBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By: KKOX, Inc.
 Address: 710 No. 12th Blvd.
 Phone: CHestnut 1-6000 Air Time: Full Time
 News Service: UP
 Representative: John Blair
 Membership: NARTB
 President: E. M. Roberts
 General Manager: C. L. Thomas
 Comm. Mgr.: V. N. Springgate
 Sales Prom. Mgr.: Frank Doyle
 Program Director: Elmer Muschany
 Publicity Director: Frank Doyle
 Chief Engineer: Arthur F. Rekart

WEW

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By: The St. Louis University
 Address: 3642 Lindell Blvd.
 Phone: FRanklin 1-5685 Air Time: Daytime
 Transcription Service: Lang-Worth
 Representative: Gill Perna
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.
 General Manager: Geo. A. Volz
 Commercial Manager: Ray Korpowicz
 Program Director: Lambert Kaiman
 Chief Engineer: Charles C. Casey

WIL

ST. LOUIS—1922

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By: Missouri Bcstg. Corp.
 Business-Studio Address: Hotel Sheraton
 Phone Number: Olive 2-4500
 News Service: AP
 Pres., Gen. Mgr.: L. A. Benson
 Vice-Pres., Sales Mgr.: R. M. Hetherington
 Station Manager: Nick Pagliara
 Sales Prom. Mgr.: C. W. Beintker
 Chief Engineer: L. A. Benson

KSMO

SALEM—1953

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: "Show-Me" Bcstg. Co.
 Address: Box 71
 Phone: 303 Air Time: Full Time
 News Service: AP
 General Manager: Luther W. Martin
 Promotion Mgr.: Joseph Leon Parker
 Station Manager: William B. Smith
 Program Director: Donna L. Sullinger
 Chief Engineer: Kenneth Wilkins

KDRO

SEDALIA—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Milton J. Hinlein

Bus-Studio Address: 2100 W. Broadway
 Phone: 4004 Air Time: Full Time
 News Service: AP
 Representative: Pearson
 President: Milton J. Hinlein
 General Manager: Herbert W. Brandes
 Program Director: Bob Harvey
 Commercial Manager: James F. Glenn

KSIS

SEDALIA—1953

Frequency: 1050 Power: 1000 Watts
 Owner: Yates Bcstg. Co.
 Address: KSIS Building
 Phone: 590
 Pres., Gen. Mgr.: Carl W. Yates

KSIM

SIKESTON—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper.: Sikeston Community Bcstg. Co.
 Bus-Studio-Transmitter Address: Hwry. 60 W.
 Phone: 1 Air Time: Full Time
 News Service: AP
 President: Lyman R. Bowman, Jr.
 Sta., Comm. Mgr.: Richard L. Watkins, Jr.
 Program Director: James Palmer

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Springfield Bcstg. Co.
 Bus-Studio Address: 605 Boonville Ave.
 Phone: 4-2822 Air Time: Full Time
 News Service: AP
 Newspaper Affil.: Springfield Newspapers, Inc.
 Transcription Service: Thesaurus
 Rep.: Venard, Rintoul & McConnell
 Membership: NARTB
 President: Tams Bixby, Jr.
 Gen., Sta. Mgr.: K. G. Wells
 Commercial Mgr.: Tyler Offutt
 Program Director: Francis Uhlis
 Pub., Prom. Dir.: Dudley Morris
 Chief Engineer: Richard Bowman

KICK

SPRINGFIELD—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Kickapoo Prairie Bcstg. Co.
 Address: 610 College St.
 Phone: 4-1561 Air Time: Full Time
 News Service: UP
 Representative: McGillvra
 Membership: NARTB, RAB
 President: Floyd W. Jones
 General Manager: L. C. McKenney
 Comm., Sales Prom. Mgr.: Richard Bradley
 Sta. Mgr., Prog. Dir.: Robert Vinyard
 Publicity Director: Les Kennon
 Chief Engineer: William Walker

K T T S

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Independent Bcstg. Co.
 Address.....P. O. Box 1716 S. S. S.
 Phone: 2-7474 Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipNARTB
 President.....J H. G. Cooper
 General Manager.....G. Pearson Ward
 Commercial Manager.....Bob Burke
 Program Director.....Wendel Smith
 Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By.....Ozarks Bcstg. Co.
 Business-Studio Address.....606 St. Louis St.
 Phone: 2-4422 Air Time: Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....John E. Pearson
 MembershipNARTB
 Pres., Gen. Mgr.....Ralph D. Foster
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
 Commercial Manager....Raymond M. Keltner
 Program Director.....Joe Slattery
 Prom., Pub. Dir.....Bill Bailey
 Chief Engineer.....Fritz Bauer

K A L M

THAYER—1953—KBS

Frequency: 1290 Kc. Power: 1 Kw. d.
 Owned.....Robert F. Neathery
 Address.....North Hiway 63
 Phone: 165 Air Time: Daytime
 News ServiceAP
 Transcription ServiceKeystone
 Pres., Gen. Sta. Mgr.....Robert F. Neathery
 Chief Engineer.....Sam Beatty

K L P W

UNION—1954

Frequency: 1220 Kc. Power: 250 Watts
 Owned.....Franklin County Bcstg. Co.
 Address.....P. O. Box 72
 Phone: Wash. 1439 Air Time: Daytime
 News ServiceAP
 OwnerLes Ware
 General Manager.....Norb Moore

K O K O

WARRENSBURG—1953—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Warrensburg Bcstg. Co.
 Address.....Box 395
 Phone: 1260 Air Time: Full Time
 News ServiceAP
 Transcription ServiceThesaurus
 Station Rep.ForJoe

President.....Lee E. Baker
 General Manager.....C. L. Parks
 Commercial Manager.....Dorsey Dobson
 Program Director.....Jim Gammon
 Publicity Director.....Gene Tipton
 Chief Engineer.....Jim Preston

K W R E

WARRENTON—1949—KBS

Frequency: 730 Kc. Power: 500 Watts
 Owned.....W. T. Zimmerman
 Address.....Warrenton
 Phone: 398 Air Time: Daytime
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Continental
 Gen., Sta. Mgr.....W. T. Zimmerman
 Comm. Mgr.....Russell Benton
 Sales Prom. Mgr.....Leo Waters

K W P M

WEST PLAINS—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned.....Robert F. Neathery
 Address.....E. Abe Taylor Blvd.
 Phone: 700 Air Time: Full Time
 News ServiceAP
 Transcription ServiceStandard
 Pres., Gen. Mgr.....Robert F. Neathery
 Commercial Mgr.....Fritze W. Dixon
 Program Director.....John Billingsley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — Families 191,000
Radio Homes 186,000 — TV Homes 52,000 — Stations in State 26

KANA

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Oper. By Anaconda Bcstg. Co.
Address P. O. Box 727
Phone: 136 Air Time: Full Time
News Service UP
Trans. Ser. Lang-Worth, MacGregor, Republic
Station Rep. Gill-Perna
President A. J. Mosby
Program Director King Harmon
Chief Engineer Charles Field

KBMY

BILLINGS—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned Billings Bcstg. Co.
Address Box 2124
News Service AP
Trans. Ser. Associated, Lang-Worth
Station Representative Avery-Knodel, Inc.
Membership NARTB, RAB
President Rockwood Brown
General Manager Ken Nybo
Commercial Mgr. Warren Marshall
Program Director Charles G. du Bois
Chief Engineer T. A. Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5 Kw. d.
Owned Midland Empire Bcstg. Co.
Address 5th Ave. & North B'way
News Service UP
Transcription Service Standard, SESAC
Station Representative Katz
Membership RAB
President P. N. Fortin
Gen. Mgr., Chief Eng. Jeff Kiichli
Sta. Mgr., Prog. Dir. V. Braunberger
Comm., Prom. Mgr. Ed Yocum

KOOK

BILLINGS—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By The Montana Network
Address P. O. Box 1498
Phone: 9-5970 Air Time: Full Time
News Service AP, UP
Transcription Service World
Representative Headley-Reed
Membership NARTB
President C. L. Crist
Station Manager V. V. "Bud" Clark
Commercial Manager Lloyd Larsen
Program Director Cliff Ewing
Chief Engineer Grant French

KBMN

BOZEMAN—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned Penn Engineering Co.
Address Box 691
Phone: 2105 Air Time: Full Time
News Service UP
Transcription Service World
Representative Gill-Perna
Pres., Gen. Mgr. G. Norman Penwell
Sta., Comm. Mgr. Dan Snyder
Chief Engineer Ben Hesper

KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned KRBM Bcstrs. Inc.
Address Bozeman, Mont.
Phone: 1420 Air Time: Full Time
News Service UP
Representative Walker
President E. B. Craney
General Mgr. Ernie Neath
Commercial Mgr. Ernest Seccomb, Jr.
Prog. Dir. Dick Smiley
Publicity Dir. Jim Gidley
Chief Engineer Pen Edwards

KBOW

BUTTE—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Copper City Radio Co.
Address 720 Yale Ave.
Phone: 7429 Air Time: Full Time
News Service UP
Station Rep. Cooke
President Frank Reardon
Chief Engineer Al Morgan

KOPR

BUTTE—1948—ABC-MBS

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Copper Bcstg. Co.
Business-Studio Address Hotel Finlen
Phone: 6546 Air Time: Full Time
News Service UP
Representative Avery-Knodell
President Frank C. Carman
General Manager Ed Cooney
Program Director Jim Harrold
Chief Engineer John Gort

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By KGIR, Inc.
Address Box 1956

Phone: 22-3-44..... Air Time: Full Time
 News Service..... AP, UP
 Transcription Service..... Standard, SESAC
 Representative..... Walker; Pacific No. West
 Pres., Gen. Mgr. E. B. Craney
 Sta., Comm. Mgr..... Ame E. Ansjon
 Program Director..... Paul Hatton
 Promotion Mgr..... Ray Larson
 Chief Engineer..... Vern Totten

KLTZ

GLASGOW—1954

Frequency: 1240 Kc..... Power: 250 Watts
 Owner..... Glasgow Bcstg. Co.
 Address..... 1st Nat. Bank Bldg.
 Phone..... 1000
 General Manager..... James C. Carson
 Chief Engineer..... William Sebastian

KXGN

GLENDDIVE—1948

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Glendive Bcstg. Co.
 Address..... Box 200
 Phone: EM 5-3377..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Standard, World
 Representative..... Lawson
 President..... Lewis Wiles Moore
 General Manager..... Daniel C. Palen
 Commercial Mgr..... William Danielson
 Sales Prom. Mgr..... James Taylor
 Prog. Dir..... Eleanor Rosman
 Chief Engineer..... Don Powers

KFBB

GREAT FALLS—1921—CBS

Frequency: 1310 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Wilkins Bcstg., Inc.
 Bus.-Studio Address.. 607 First Natl. Bank Bldg.
 Phone: 4-4377..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus
 Station Rep..... Headley-Reed
 Membership..... NARTB, RAB
 President..... J. P. Wilkins
 Station Manager..... LeRoy Stahl
 Commercial Manager..... W. C. Blanchette
 Program Director..... J. R. Kelley
 Chief Engineer..... Wilbur L. Myhre

KMON

GREAT FALLS—1947—MBS
 ABC-INTERMOUNTAIN

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Montana Farmer Bcstg. Co.
 Business Address..... Box 1935
 Phone: 4-4382..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Avery-Knodel
 Membership..... NARTB
 President..... Lester Cole
 General Manager..... Robert H. Warner

Commercial Manager..... Frank W. Karull
 Program Director..... Mel Hallock
 Chief Engineers.. Eugene B. Bunker, Ben Rush

KXLK

GREAT FALLS—1947—NBC NET

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Great Falls Bcstg. Co.
 Bus.-Studio-Transmitter Add..... P. O. Box 2072
 Phone: 2-2453..... Air Time: Full Time
 News Service..... AP, UP
 Representative..... Walker, Pacific Northwest
 President..... Barclay Craighead
 Gen., Sta., Comm. Mgr..... T. L. Frayling
 Program Director..... William Zimlich
 Prom. Mgr., Chief Eng..... Eugene Kukkola

KOJM

HAVRE—1946—MBS-KBS

Frequency: 610 Kc..... Power: 1000 Watts
 Owned-Operated By.. No. Montana Bcstg. Co.
 Address..... Box 70
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Cooke, Inc., Avery-Knodel
 Membership..... NARTB
 President..... O. R. Rubie
 General Manager..... Charlotte H. Brader
 Commercial Manager..... Carlyle D. Leeds
 Program Director..... James R. Saenger
 Publicity Director..... Stan G. Stephens
 Chief Engineer..... George H. Bauer

KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By.. Lewis & Clark Bcstg. Corp.
 Address..... P. O. Box 1164
 Membership..... NARTB
 President..... Edward Maronick
 General Manager..... K. O. MacPherson
 Commercial Mgr..... Carl Argabright
 Sales Prom. Mgr..... Walter H. Marshall
 Program Director..... Pat Lee
 Chief Engineer..... Dean Mack

KXLJ

HELENA—1937—NBC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Peoples Forum of the Air
 Address..... 1306 Eleventh Ave.
 News Service..... UP, AP
 Representative..... Walker, Moore
 President..... A. T. Hibbard
 Gen., Sta. Mgr..... Barclay Craighead
 Commercial Mgr..... Gene Hogan
 Sales Prom. Mgr..... George Wenstrum
 Chief Engineer..... Glenn Breech

KGEZ

KALISPELL—1927—MBS-KBS

Frequency: 600 Kc..... Power: 1000 Watts
 Owned-Operated By..... KGEZ, Inc.

Bus-Studio Address.....7 Main St.
 Phone: 4331.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World, SESAC, Standard
 Station Rep.....Donald Cook, Inc.
 Membership.....NARTB, RAB
 President.....Frank Reardon
 Sales Prom. Mgr.....Richard V. Vick
 Gen., Sta. Mgr., Prog. Dir.....Norm Fisher
 Chief Engineer.....Paul Johnston

KXLO

LEWISTOWN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....W. G. Kelly
 Address.....P. O. Box 620
 Phone: 1210.....Air Time: Full Time
 News Service.....UP
 Station Rep.....Intermountain
 President.....William G. Kelly
 General Manager.....Donald C. Williams
 Comm. Mgr.....Joe Spoja
 Chief Engineer.....David Sather

KLCB

LIBBY—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lincoln County Bcstrs. Inc.
 Address.....Box 636
 Phone: 410.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Langworth, MacGregor
 Membership.....NARTB
 President.....Smith McNeill
 Station Manager.....Joe Menehan
 Prog., Pub. Dir.....James Maurer
 Chief Engineer.....Jim L. McLaughlin

KPRK

LIVINGSTON—1947—KBS
 INTERMTN.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Yellowstone Amuse. Co.
 Business Address.....Box 691
 Phone: 1000.....Air Time: Full Time
 News Service.....UP
 Station Rep.....Avery-Knodel
 Transcription Service.....World
 Pres., Gen. Mgr.....Paul B. McAdam
 Commercial Manager.....Jack Hinman
 Program Director.....Nikki Kolence
 Chief Engineer.....Duke Long

KATL

MILES CITY—1941—KBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Address.....Box 209
 Phone: 1340.....Air Time: Full Time
 Newspaper Affiliation....."Daily Star"
 News Service.....UP
 Transcription Service.....Thesaurus

Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 Gen., Sta. Mgr.....Ian A. Elliot
 Commercial Manager.....Fred B. Hunnes
 Sales Prom. Mgr.....Norval B. Davis
 Program Director.....Earl L. Dahlstrom
 Publicity Director.....Donald Kern
 Chief Engineer.....Francis Kelly

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mosby's, Inc.
 Business-Studio Address.....127 E. Main St.
 Phone: 2-2155.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Gill Perna
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....A. J. Mosby
 Sta., Comm. Mgr.....Guy B. Farnsworth
 Prom. Mgr., P.og. Dir.....Don Bradley
 Chief Engineer.....Leo Stewart

KXLL

MISSOULA—1948—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Montana Assoc.
 Phone: 4-4114.....Air Time: Full Time
 News Service.....UP
 Representative.....Walker
 Pres., Gen., Sta. Mgr.....Pat M. Goodover
 Comm., Prom. Mgr.....Bob Gillis
 Program Director.....Pat M. Goodover
 Publicity Director.....John Campbell
 Chief Engineer.....Ray Lee

KIYI

SHELBY—1947—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri County Radio Corp.
 Address.....P. O. Box 185
 Phone: 5541.....Air Time: Full Time
 Representative.....Cooke
 Membership.....NARTB, RAB
 President.....John Lyon
 Sec.-Treas.....Frank Krshka
 Program Director.....Don Redfield
 Chief Engineer.....George Potter

KGCS

SIDNEY—1926—MBS-KBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Address.....109 S. Central
 Phone: 408.....Air Time: Full Time
 News Service.....UP
 Representative.....Lawson
 General Manager.....E. E. Krebsbach
 Commercial Mgr.....Keith Krebsbach
 Sales Prom. Mgr.....Don Cole
 Chief Engineer.....O. H. Halvorson

NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,000 — Families 436,000

Radio Homes 418,000 — TV Homes 208,000 — Stations in State 27

K C O W

ALLIANCE—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sandhills Bcstg. Corp.
Trans. Address... 1100 West 10th St.
Phone: 1300 Air Time: Full Time
News Service... UP
Transcription Service... World
Representative... McGillvra
Membership... NARTB
President... Hansford Jagers
General Manager... Gene Ackerley
Program Director... George Vogel
Chief Engineer... Roland Reed

K W B E

BEATRICE—1949—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Blue Valley Bcstg. Co.
Address... Box 567
Phone: 1245 Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus, Cole
Membership... NARTB
President... Merle G. Jones
General Manager... Bud Pentz
Commercial Mgr... William Boyce
Program Director... Madge McGavren
Chief Engineer... Earl McWilliams

K C N I

BROKEN BOW—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By... Custer County Bstg. Co.
Address... Box 561
Phone: 611 Air Time: Daytime
News Service... UP
Transcription Service... Capitol
Gen. Mgr., Chief Engr... Bud Crawford
Commercial Mgr... Joe Grieser

K C S R

CHADRON—1954

Frequency: 1450 Kc. Power: 250 Watts
Owned... Community Ser. Radio Corp.
Address... 212 Bordeaux St., Box 949
Phone: 5545 Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus
Co-Owners... Bill Finch, Bob Fouse

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: 5154 Air Time: Daytime
News Service... AP
Representative... Biddick, Continental
Transcription Service... Thesaurus
Pres., Gen. Sta. Mgr... George Basil Anderson
Commercial Manager... Milo Kincaid
Chief Engineer... Max Reeves

K F G T

FREMONT—1939

Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By... Walker Radio, Inc.
Business-Studio Address... 118 E. 5 St.
Newspaper Affiliation... Guide, Tribune
Membership... NARTB
News Service... AP
Transcription Service... Capitol
Pres., Gen. Mgr... Lester A. Walker
Station Manager... Robert L. Johnson
Program Director... Ken Headrick
Chief Engineer... Harry Snyder

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Town & Farm Co., Inc.
Business-Studio Address... Division at Cedar
Phone: 703-4 Air Time: Daytime
News Service... UP
Transcription Service... Thesaurus
Representative... H-R
Membership... RAB
President... Don Searle
V.P. & General Manager... Bill Martin
V.P. & Regional Sales Mgr... Ed Mason
Comm. Mgr... Ken Titus
Program Director... Ed. Meyer
Publicity Dir... Willard Morton
Chief Engineer... U. L. Lynch

K R G I

GRAND ISLAND—1953

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By... Grand Island Bcstg. Co.
Address... 315 South Locust
News Service... AP
Trans. Service... Capitol, Lang-Worth
Representative... Séars & Ayer
President... Robert L. Lester
General Manager... Wick Heath
Comm. Mgr., Prog. Dir... Ray Kozak
Chief Engineer... Don Campbell

K H A S

HASTINGS—1940—MBS-KBS

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

Transmitter Address.....906½ W. Second St.
 Phone: 2-5101.....Air Time: Full Time
News Service.....INS
 Transcription Service.....Thesaurus
 Representative.....Gill-Perna
 Membership.....NARTB
 President.....Fred A. Seaton
 Gen., Sta. Mgr.....James Pickett
 Pub., 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. Bcstg. Corp.
 Bus.-Studio Address.....2221 Central Ave.
News Service.....UP
 Transcription Service.....World
 Representative.....Hal Holman
 Pres., Sta. Mgr.....John W. Yeager, Jr.
 General Manager.....J. C. Mitchell
 Commercial Mgr.....Bob Riedy
 Pgm., Pub. Dir.....Robert Rudy
 Chief Engineer.....Howard Harrington

K R V N

LEXINGTON—1950

Frequency: 1010 Kc.....Power: 25,000 Watts d.
 Owned-Oper. By.....Nebraska Rural Radio
 Address.....104 W. 8th St.
 Phone: 716.....Air Time: Daytime
 Transcription Service.....Standard
News Service.....AP
 Representative.....Raymer
 President.....Jay A. Person
 General Manager.....Max Brown
 Commercial Manager.....Harry H. Packard
 Program Director.....G. W. Embree
 Chief Engineer.....Robert Bitner

K F O R

LINCOLN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Cornbelt Bcstg. Corp.
 Business-Studio Address.....48th and Vine Sts.
 Phone: 2-6965.....Air Time: Full Time
News Service.....AP
 Transcription Service.....Thesaurus, Standard
 Representative.....Paul Raymer
 Membership.....NARTB, RAB
 President.....James Stuart
 Gen., Sta. Mgr.....Richard Chapin
 Commercial Manager.....Roger Larson
 Program Director.....Avrun Bondarin
 Chief Engineer.....Al Pugsley

K L M S

LINCOLN—1949—KBS

Freq.: 1480 Kc.....Power: 1 Kw. d., 1 Kw. n.
 Owned.....Lincoln Bcstg. Corp.
 Address.....130 N. 16th St.
 Phone: 2-7579.....Air Time: Full Time
News Service.....UP
 Transcription Service.....Standard

Station Representative.....McGillvra
 President.....Howard A. Shuman
 Gen., Sta., Comm. Mgr.....Frank Stubbs
 Chief Engineer.....Charles Winkler

K O L N

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Cornhusker Radio & TV, Corp.
 Business-Studio Address.....40th and W Sts.
 Phone: 6-2367.....Air Time: Full Time
News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 President.....John E. Fetzer
 General Manager.....A. James Ebel
 Radio Mgr.....Dale V. Berger
 Commercial Mgr.....Otis H. Seegler
 Program Director.....Jack Meyer
 Prom. Mgr.....Graham Jeambey
 Chief Engineer.....Ray Taylor

K B R L

McCOOK—1947—MBS-KBS

Frequency: 1300 Kc.....Power: 1 Kw. d.
 Owned.....McCook Bcstg. Co.
 Address.....1300 West J St.
 Phone: 1300.....Air Time: Daytime
News Service.....AP
 Representative.....McGillvra, Inc.
 Membership.....NARTB, RAB
 Pres., Gen. Sta. Mgr.....LeRoy W. Lenwell
 Program Dir.....Ronald D. Schaffer
 Chief Engineer.....Gilbert H. Mitchell

W J A G

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Huse Publ. Co.
 Phone: 432.....Air Time: Daytime
News Service.....AP
 Transcription Service.....Standard, World
 Representative.....Walker
 Membership.....NARTB, RAB
 President.....Gene Huse
 Station Manager.....Bob Thomas
 Operations Dir.....Evans G. Meier
 Program Director.....Glen Hixson
 Chief Engineer.....Frank Wiedenbach

K N B R

NORTH PLATTE—1952

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By.....John Townsend
 Address.....P. O. Box 778
 Phone: 3528.....Air Time: Daytime
News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Indie Sales
 Owner.....John Townsend
 Gen., Comm. Mgr., Prog. Dir.....Bill Lemke
 Chief Engineer.....Herb Zimmerman

K O D Y

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: 382. Air Time: Full Time
News Service AP
Transcription Service. Lang-Worth, World
Representative Meeker
Membership NARTB
Gen., Sta. Mgr. John Alexander
Program Director. Bill Wood
Commercial Manager. Joe di Natale
Chief Engineer. Jay Blakesley

K O G A

OGALLALA—1954—KBS

Frequency: 930 Kc. Power: 500 Watts
Owner. Ogallala Bcstg. Corp.
Address. 216 N. Spruce
Phone. 845
General Manager. Ed Launer
Chief Engineer. Al Peters

K B O N

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Inland Bcstg. Co.
Business-Studio Add. 676 World Ins. Bldg.
Phone: JAckson 8282. Air Time: Full Time
News Service AP
Transcription Service. Thesaurus, London
Representative Pearson
Membership NARTB
Pres., Gen. Mgr. Paul R. Fry
Commercial Manager. Ernest S. Priesman
Chief Engineer. Richard E. Welna

K F A B

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
Owned-Operated By. KFAB Bcstg. Co.
Business-Studio Address. 620 Farnam Bldg.
Phone: Ja. 3420. Air Time: 24 Hours
Newspaper Affil. "Journal & Star" (Lincoln)
News Service. INS, AP
Transcription Service. SESAC
Representative. Free & Peters
Membership NARTB
President. Victor Toft
Gen., Sta. Mgr. Harry Burke
Commercial Mgr. Harold Soderlund
Prom. Mgr., Pub. Dir. Don Shoemaker
Program Director. Lyell Bremser
Transmitter Engineer. Art Stewart

K O I L

OMAHA—1925—ABC

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By. Central States Bcstg. Co.
Business-Studio Address. 511 So. 17th St.
Phone: JAckson 7826. Air Time: Full Time
News Service. AP, INS

Transcription Service. Capitol, Standard, World
Representative Paul H. Raymer
Membership NARTB, RAB
Gen. Managers. Don W. Burden, Chic Crabtree
Commercial Mgr. Had Hughes

K O W H

OMAHA—1922

Frequency: 660 Kc. Power: 500 Watts d.
Owned-Oper. By. Mid-Continent Bcstg. Co.
Address. Kilpatrick Bldg.
Phone: Atlantic 2228. Air Time: Daytime
News Service. AP, INS, UP
Representative H-R
Membership NARTB
President. Todd Storz
V.P., Gen. Mgr. Virgil Sharpe
Local Sales Mgrs. Jack Sandler, Ed Morgan
Production Mgrs. James O'Neill,
James Milliken, William Baldwin

W O W

OMAHA—1923—NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By. Meredith WOW, Inc.
Business-Studio Address. 280 Insurance Bldg.
Phone: Webster 3400. Air Time: Full Time
News Service. INS, UP
Transcription Service. Standard

In Omaha

THE

**MID-CONTINENT
FORMULA**

works at

KOWH

Mid-Continent ideas, programming, personalities brought KOWH to the top in December, 1951, and have kept KOWH on top ever since without a break. Last available Hooper Continuing Measurement noted KOWH ahead in 36 out of 40 daytime quarter hours, with ratings of 50% or more in 18 quarter hours. Latest Hooper gives KOWH 46.7%; second station 19.9%. Talk to H-R Reps, or KOWH General Manager, Virgil Sharpe.

 **-CONTINENT BROADCASTING CO.**
President: Todd Storz

WHB, Kansas City Represented by John Blair & Co.	WTIX, New Orleans Represented by Adam J. Young, Jr.	KOWH, Omaha Represented by H-R Reps, Inc.
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Representative John Blair
Membership NARTB, RAB
Chairman of Board Fred Mohen
President E. T. Meredith, Jr.
Vice Pres., Gen. Mgr. Frank P. Fogarty
Sales Manager Bill Wiseman
Program Director Ray Olson
Chief Engineer Glenn Flynn

KNEB

SCOTTSBLUFF—1948—MBS

Freq.: 960 Kc. **Power:** 1 Kw. d., 500 Wts. n.
Owned-Oper. By: Platte Valley Bcstg. Corp.
Business-Studio Address: Golden Rule Bldg.
Phone: 1620. **Air Time:** Full Time
News Service AP
Transcription Service Thesaurus
Representative Hal Holman
Membership NARTB
President John R. Jrdon
General-Station Mgr. Russ M. Stewart
Commercial Mgr. Byron Joachim
Sales Prom. Mgr. Paul Freygang
Program Director Wayne McIntosh
Publicity Director Fred Walgren
Chief Engineer Leslie A. Proctor

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. **Power:** 5000 d., 1000 n.
Owned-Operated By: The Hilliard Co.
Address 1517½ Bway
Phone: 856. **Air Time:** Full Time
News Service AP
Transcription Service World
Membership NARTB, RAB
Representative Gill-Perna
Pres., Gen-Sta. Mgr. L. L. Hilliard
Commercial Manager Tony Kehl
Program Director A. W. Taylor
Chief Engineer Harland A. Morrison

KSID

SIDNEY—1952—ABC-KBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By: Wm. C. Grove, Inc.
Address Legion Park
Phone: 5503. **Air Time:** Full Time
News Service UP
Representative McGillvra
Membership NARTB
Pres., Chief Eng. W. C. Grove
Gen., Comm. Mgr. David W. Young
Program Director Edith Sanks

NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — Families 76,000

Radio Homes 74,000 — TV Homes 26,000 — Stations in State 12

KELK

ELKO—1948—MBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By: Elko Bcstg. Co.
Address P. O. Box 790
Phone: 260. **Air Time:** Full Time
News Service UP
President Chris Sheerln
General Manager John J. Gammlck
Program Director Bob Vizina
Chief Engineer Milo Taber

Phone: Frontier 2-1131. **Air Time:** Full Time
News Service AP
Manager Tom Magowan

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. **Power:** 1000 Watts
Owned-Operated By: Nevada Bcstg. Co.
Address 2700 So. 1st St.
Phone: 1400. **Air Time:** Full Time
News Service UP
Representative W. S. Grant
Membership NARTB
Pres., Gen-Sta. Manager Maxwell Kelch
Commercial Mgr. Merl Sage
Pgm., Pub. Dir. Ken O'Connell
Chief Engineer R. O. Dow

KELY

ELY—1953

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By: White Pine Bcstg. Co.
Address Box 1088
Phone: 2077. **Air Time:** Full Time
Membership RAB
News Service AP
Co-Manager D. I. Hansen
Co-Manager D. V. Bradley

KBMI

HENDERSON—1954

Frequency: 1400 Kc. **Power:** 250 Watts
Owned KBMI Bcstrs.

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By: Las Vegas Bcstrs., Inc.
Address Desert Inn, P. O. Box 1510
Phone: 4646. **Air Time:** Full Time
Transcription Service Standard
News Service AP
Representative Weed & Co.
Membership RAB

President.....R. G. Jolley
 General Manager.....Tom Ivory
 Commercial Manager.....Bill Pursel
 Program Director.....James Hart
 Publicity Director.....Lois Lott
 Chief Engineer.....Greg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Vegas Valley Bcstg. Co.
 Address.....Hotel Thunderbird
 Phone: 6500.....Air Time: Full Time
 News Service.....UP
 Representative.....Geo. P. Hollingbery
 Membership.....RAB
 President.....David McKay
 Sales Prom. Mgr.....Lois Earp
 Gen. Mgr.....Jean Paul King
 Program Director.....Robert Baker
 Chief Engineer.....Bill Binford

KRAM

**LAS VEGAS—1947—MBS-KBS
 INTERMOUNTAIN**

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Boulder City Bcstg. Co.
 Address.....P. O. Box 1712
 Phone: 920.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Station Representative.....Avery-Knodel
 President.....Edward J. Jansen
 General Manager.....Truman B. Hinkle
 Commercial Manager.....Lester Seiffer
 Program Director.....Sam Salerno
 Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Robert L. Stoddard
 Business-Studio Address.....Box 2231
 Phone: 2-4501.....Air Time: Full Time
 Rep.....Walker, McGavren, Western Radio
 News Service.....UP
 Trans. Service.....Langworth, McGregor
 Membership.....NARTB
 Pres., Gen. Mgr.....R. L. Stoddard
 Commercial Manager.....Robert S. Hughes
 Program Director.....Betty Stoddard
 Chief Engineer.....Al Glass

KOH

RENO—1928—NBC

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owner.....McClatchy Bcstg. Co.
 Address.....P. O. Box 2271
 Phone: 3-5106.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer

President.....Eleanor McClatchy
 Manager.....Hewitt Kees
 Program Director.....Bruce Branson
 Chief Engineer.....Wesley Craig

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Reno Bcstg. Co.
 Business-Studio Address.....33 Sierra St.
 Phone: 2-4518.....Air Time: Full Time
 News Service.....UP
 Representative.....George P. Hollingbery
 Membership.....NARTB, RAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Commercial Manager.....Howard Doyle, Jr.
 Sales Prom. Mgr.....Gene McKenna
 Program Director.....Roland DuBois
 Publicity Director.....Pat Welty
 Chief Engineer.....George O'Brien

KWRN

RENO—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWRN, Inc.
 Address.....Riverside Hotel
 Phone: 3-6156.....Air Time: Full Time
 News Service.....UP
 Station Rep.....W. S. Grant
 Pres., Gen. Mgr.....Franz J. Robischok
 Commercial Mgr.....W. V. Leroy Swecker
 Chief Engineer.....Walt Rees

KWNA

WINNEMUCCA—1955

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....N. W. Radio & TV Corp.
 Address.....Box 546
 President.....Lester W. Pearce

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — Families 159,000
Radio Homes 155,000 — TV Homes 105,000 — Stations in State 12

W M O U BERLIN—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. White Mins., Bcstg. Co.
Address 27 Green Square
News Service AP
Transcription Service World
Representative Kettell-Carter, Stars Natl.
Membership NARTB, RAB
President John W. Guider
General Manager Wendell C. MacKenzie
Program Dir. Charles Ross
Chief Engineer Herschel M. Howe

W T S V CLAREMONT—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Grandview Inc.
Trans. Address 221 Washington St.
Representative A. Young, L. Borgatti
President William J. Barkley
General Manager Ralph Gottlieb
Sales Prom., Comm. Sta. Mgr. F. Richard Hill
Prog., Pub. Dir. J. V. Shaw
Chief Engineer A. J. Davis

W K X L CONCORD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Capitol Bcstg. Co.
Business-Studio Address Eagle Hotel
Phone: 5-5521 Air Time: Full Time
News Service AP
Representative Adam Young, Kettell-Carter
President H. Scott Kilgore
Gen., Sta., Comm. Mgr. H. Chase
Prog. Dir. Gary Miller
Pub. Dir. E. O'Connor
Chief Engineer Fred Sheehan

W T S L HANOVER-LEBANON—1950—ABC GRANITE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WTSL Inc.
Address 155 Front St.
Phone: 4-4075 Air Time: Full Time
News Service UP
Station Rep. Borgatti, Young
President William J. Barkley
General Manager Ralph Gottlieb
Chief Engineer Al Davis

W K N E KEENE—1926—CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By WKNE Corp.

Address 17 Dunbar St.
Phone: 2080 Air Time: Full Time
News Service AP
Transcription Service Thesaurus
Representative Meeker, Kettell-Carter
Membership NARTB, RAB
President Joseph K. Close
Gen., Sta., Comm. Mgr. Frank B. Estes
Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer
Chief Engineer Ernest Roberge

W L N H LACONIA—1922—ABC-KBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Oper. By Northern Bcstg. Corp.
Business-Studio Address 653 Main St.
News Service AP
Representative Kettell-Carter, Grant
Membership NARTB
Transcription Service Lang-Worth
President Genevieve Wingate
Gen., Sta. Mgr. Arthur Rothafel
Commercial Manager Sydney Clarke
Program Director Irving W. Kaizer
Chief Engineer Walter Avery

W F E A MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5 Kw. d. n.
Owned Public Information, Inc.
Address P. O. Box 446
News Service AP
Transcription Service Thesaurus
Station Rep. McKinney, Kettell-Carter
President Farris E. Rahall
General Mgr. O. R. Davis
Station Mgr. Norton I. Virglen, Jr.
Commercial Mgr. Albert L. Auclair
Program Dir. Donald L. Jones
Publicity Dir. Alan Rock
Chief Engineer Jay Kosik

W K B R MANCHESTER—1946 GRANITE STATE

Frequency: 1240 Kc. Power: 250 Watts
Owned Granite State Bcstg. Co.
Address 155 Front St.
Phone: 4-4075, 6, 7 Air Time: Full Time
News Service UP
Station Rep. Borgatti, Young
Membership NARTB
President William J. Barkley
General Manager Ralph Gottlieb
Station Manager Warren H. Journey
Commercial Mgr. Saul Gross
Sales Prom. Mgr. Forrest Morgan
Program Director Norman Bailey
Chief Engineer Royston Phillips

W M U R

MANCHESTER—1941—CBS

Freq.: 810 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned.....The Radio Voice of N. H., Inc.
 Business-Studio Address.....1819 Elm St.
 Phone: 5-5788.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NARTB, RAB
 President.....Hon. Francis P. Murphy
 V.P., Gen. Mgr.....N. Gittleson
 Commercial Mgr.....Wallace A. Walker
 Program Director.....Bernie Mack
 Chief Engineer.....Vincent Chandler

W H E B

PORTSMOUTH—1932—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By.....WHEB, Inc.
 Phone: 4080.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Kettel-Carter, Walker
 Pres., Comm. Mgr.....Charles M. Dale
 Gen., Prom. Mgr.....Thomas M. Dale
 Program Dir.....George Pinkerton
 Chief Engineer.....Anthony Vaccaro

W O T W

NASHUA—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Nashua Bcstg. Corp.
 Bus-Studio-Transmitter Location.....Lund Rd.
 Phone: 2-2781.....Air Time: Daytime
 News Service.....UP
 Representative.....Walker
 Membership.....RAB
 Pres., Gen., Sta. Mgr.....Arthur A. Newcomb
 Station Manager.....R. E. Berry
 Comm. Mgr.....H. Q. Bauman
 Chief Engineer.....R. C. Bingham

W W N H

**ROCHESTER—1948
 GRANITE STATE**

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By...Strafford Bcstg. Corp.
 Address.....Rochester Hill Rd.
 Phone: 1400-1.....Air Time: Daytime
 News Service.....UP
 Representative.....Borgati, Webb
 Membership.....RAB, NARTB
 Pres., Gen. Mgr.....A. J. K. Malin
 Commercial Mgr.....M. C. Ball
 Station Manager.....H. Martin
 Prog. Dir.....J. Alan Jasper
 Chief Engineer.....Ralph Warren

NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — Families 1,577,000
 Radio Homes 1,523,000 — TV Homes 1,456,000 — Stations in State 21

W J L K

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Operated By..Asbury Park Press, Inc.
 Address.....Press Plaza
 Phone: Prospect 4-3000...Air Time: Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 President.....Wayne D. McMurray
 Station Manager.....Everett Rudloff
 Commercial Manager.....Margaret Curtis
 Prog. Mgr.....Charles F. Hill
 Program Director.....Frank Huber

Office Manager.....Pearl Kogen
 Program Dir.....Ed Davis
 Publicity Director.....Jessie Morris
 Chief Engineer.....Earle Godfrey
(See Page 498)

W M I D

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
 Address.....Brighton Hotel
 Phone: 4-1340.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Associated, World
 Representative.....Stars Natl.
 Membership.....NARTB
 President.....Richard Endicott
 Gen., Sta. Mgr.....David H. Freedman
 Program Director.....Alan Owen
 Publicity Dir.....Dow Rich

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: 5-2188.....Air Time: Full Time
 News Service.....UP
 Representative.....John E. Pearson
 President.....Fred Weber
 Director of Operations.....Blair K. Thron
 Commercial Mgr.....Cole Leaming

W S N J

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Eastern States Bcstg. Corp.
 Phone: BR 2930.....Air Time: Full Time

News Service UP
Transcription Service Thesaurus
Station Representative Clark
Membership NARTB
President Russell S. Henderson
Vice-Pres., Gen. Mgr. Paul Alger
Sales Prom., Prog. Dir. Joseph McCulley
Publicity Dir. Don Hart
Chief Engineer Ed Bold

W C A M
CAMDEN—1926

Frequency: 1310 Kc. **Power:** 250 Watts
Owned-Oper. By City of Camden
Business Address Camden 1
Phone: Emerson 5-5600 ... **Air Time:** Full Time
Transcription Service Standard
News Service UP
Membership NARTB
General Manager John Cleary
Sales Prom. Mgr. Gil Whiting
Program Director Jack La Mar
Publicity Director Jack Silin
Chief Engineer John Zander

W K D N
CAMDEN—1948

Frequency: 800 Kc. **Power:** 1000 Watts d.
Owned-Oper. By South Jersey Bcstg. Co.

Business-Studio Address 2881 Mt. Ephraim Ave.
Phone: Emerson 5-7200 ... **Air Time:** Daytime
Representative Rambeau
Membership NARTB
News Service AP
President Ranulf Compton
General Manager Gordon Giffen
Program Director Harvey Husten
Chief Engineer Robert Houston

W M L V
MILLVILLE—1953

Frequency: 1440 Kc. **Power:** 1000 Watts
Owner Union Lake Bcstrs., Inc.
Address Lincoln Rd.
Phone 2600
Chief Eng., Mgr. R. G. Balleu

W M T R
MORRISTOWN—1948—ABC

Frequency: 1250 Kc. **Power:** 1000 Watts d.
Owned-Operated By ... Morristown Bcstg. Co.
Address Box 345
Phone: MO 4-5700 ... **Air Time:** Daytime
News Service AP
Transcription Service Lang-Worth
Membership NARTB
President George S. Croy
General Manager Kenneth A. Croy
Commercial Mgr. Henry Behre
Program Director Bob Vesel
News Dir. Merrill Morris
Chief Engineer Rudolph C. Prow

W A A T
NEWARK—1921

Frequency: 970 Kc. **Power:** 5000 d., 1000 n.
Owned-Operated By Bremer Bcstg. Corp.
Business-Studio Address 1020 Broad St.
Phone: Mitchell 2-6400; Barclay 7-3260 (N. Y.)
News Service AP
Air Time Full Time
Transcription Service Associated. SESAC
Membership NARTB
President, Gen. Mgr. Irving R. Rosenhaus
V.P., Sales Bertram Lebar, Jr.
Sales Prom. Dir. Lou Frankel
Program Director George Green
V.P., Engineering Frank V. Bremer

W H B I
NEWARK—1922

Freq.: 1280 Kc. **Power:** 2½ Kw. d., 1 Kw. n.
Owned-Operated By ... May Radio Bcst. Corp.
Business-Studio Address 100 Shipman St.
Phone: Mitchell 2-7354 ... **Air Time:** Sun. Only
President James L. Shearer
General Manager William Masi
Program Dir. Marie Masi
Chief Engineer Harold Michaels

FRIENDLY GROUP STATIONS

UNITED PRESS NEWS-AFFILIATE
JOHN E. PEARSON COMPANY—REPRESENTED

WFPG-AM *CBS Network*
Sports
Music-News
 Atlantic City, N. J.

WBMS-AM *Independent*
Music-News
 Boston, Mass.

WPIT-AM *Independent*
Features-
Music-News
 Pittsburgh, Pa.

WSTV-TV *CBS-TV Network*
MBS Network
WSTV-AM *Sports*
Music-News
 Steubenville, Ohio

WNJR

NEWARK—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By Rollins Bcstg. Co.
 Business-Studio Address P. O. Box 1258
 Phone Unionville 2-3665, Worth 4-3445
 Air Time Full Time
 News Service UP
 Transcription Service Standard
 President O. Wayne Rollins
 General Manager A. R. Lanphear

WVNJ

NEWARK—1947

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Newark Bcstg. Corp.
 Address W. Mt. Pleasant Ave., Livingston
 Phone Number Mitchell 3-7600
 News Service UP
 Transcription Service Standard
 President Edward W. Scudder, Jr.
 Gen., Sta. Mgr. Harry D. Goodwin
 Commercial Mgr. Ivon B. Newman
 Chief Engineer Peter Testan

WCTC

NEW BRUNSWICK—1946

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

Business-Studio Address 385 George St.
 Phone: Charter 7-1450. Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB, RAB
 President James L. Howe
 Station Manager James L. Howe
 Commercial Manager James M. Vogdes, Jr.
 Prog. Dir. John Allen Potts
 Chief Engineer Victor Takach

WNNJ

NEWTON—1953

Frequency: 1360 Kc. Power: 500 Watts
 Owned Sussex County Bcstrs.
 Address Box 23
 Phone: 1616. Air Time: Daytime
 News Service AP
 Gen., Sta. Mgr. Thurston Holmes
 Comm., Prom. Mgr. George Coghlan
 Program Director Bob Hamilton
 Chief Engineer William Fairclough

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstrs., Inc.
 Address Old Turnpike
 Phone: 3971. Air Time: Full Time
 Transcription Service Standard, Thesaurus
 News Service AP

**"Good Counsellors
 Lack No Clients."
 . . . the Bard**



"Mighty Mike"

400,000 Central Jerseys
 with \$402 million to spend
 consult WCTC for

Music LOCAL NEWS Sports
 New Brunswick, N. J. CH 7-1450

1450 AM WCTC 98.3 FM

In ATLANTIC CITY

it's the
 South Jersey Key

the
WONDerful music station
 for sensational
RESULTS

*More People Listen to WOND
 Than Any Other Station*

WOND

It's listener loyalty to top personalities on programs of music, news and sports geared to local tastes. That's why most Atlantic advertisers and more national sponsors are using

WOND

Studios—Pleasantville, N. J.
 John G. Struckell, Gen. Mgr.

* Advertest Research

MembershipNARTB, RAB
 PresidentCharles Rupp
 Sta., Gen. Mgr.....John Struckell
 Chief Engineer.....Milton Thurlow, Jr.

W P A T
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.)
 Air Time.....Full Time
 Ex. V.P., General Mgr.....D. J. Wright
 Business Manager.....Charles W. Parker
 Chief Engineer.....Earl F. Lucas

W B U D
TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By....Morrisville Bcstg. Co.
 Address.....Ewingville Rd.
 Phone: EX 4-7191.....Air Time: Full Time
 News Service.....AP
 Station Rep.....United Bcstg.
 Membership.....RAB
 Transcription Service.....World, Lang-Worth
 General Manager.....Richard M. Hardin
 Program Director.....Albert Eastburn
 Chief Engineer.....William A. Brewer

W T N J
TRENTON—1923

Frequency: 1300 Kc.....Power: 250 Watts
 Owned.....WOAX, Inc.
 Address.....416 Bellevue Ave.
 Phone: EX 3-4281.....Air Time: Daytime
 News Service.....UP
 Station Representative.....Grant Webb
 President.....William DeFreitas
 General Manager.....William G. Long
 Commercial Manager.....Leonard H. Levitt
 Program Director.....Albert Leibert
 Chief Engineer.....Nicholas Dalessandro

W T T M
TRENTON—1941—NBC

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Peoples Bcst. Corp.
 Business-Studio Address.....541 E. State St.
 Phone: OW 5-8515.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....For Joe
 Membership.....NARTB, RAB
 President.....M. D. Lincoln
 General Manager.....F. L. Bernstein
 Publicity Director.....Howard Tedder
 Prog. Dir.....Wes Hopkins
 Chief Engineer.....Chester Sunderland

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