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KNOG — Nogales, Ariz.	333	KOZY — Grand Rapids, Minn.	470
KNOR — Norman, Okla.	564	KPAC — Port Arthur, Tex.	631
KNOW — Austin, Tex.	615	KPAL — Palm Springs, Calif.	352
KNOX — Grand Forks, N. D.	548	KPAM — Portland, Oreg.	571
KNPT — Newport, Oreg.	570	KPAN — Hereford, Tex.	624
KNUJ — New Ulm, Minn.	472	KPAS — Banning, Calif.	344
KNUZ — Houston, Tex.	625	KPAT — Pampa, Tex.	630
KNX — Los Angeles, Calif.	349	KPBM — Carlsbad, N. M.	502
KOA — Denver, Colo.	363	KPDN — Pampa, Tex.	630
KOAL — Price, Utah	638	KPDQ — Portland, Oreg.	571
KOAM — Pittsburgh, Kans.	426	KPET — Lamesa, Tex.	627
KOAT — Albuquerque, N. M.	501	KPHO — Phoenix, Ariz.	333
KOB — Albuquerque, N. M.	501	KPIG — Cedar Rapids, Ia.	416
KOBE — Las Cruces, N. M.	503	KPKW — Pasco, Wash.	651
KOBK — Owatonna, Minn.	472	KPLC — Lake Charles, La.	438
KOCA — Kilgore, Tex.	627	KPLN — Camden, Ark.	336
KOCO — Salem, Oreg.	572	KPLT — Paris, Tex.	631
KOCS — Ontario, Calif.	351	KPMC — Bakersfield, Calif.	343
KOCY — Oklahoma City, Okla.	564	KPMO — Pomona, Calif.	352
KODI — Cody, Wyo.	669	KPOA — Honolulu, Hawaii	673
KODL — The Dalles, Oreg.	568	KPOC — Pochontas, Ark.	340
KODY — North Platte, Nebr.	493	KPOJ — Portland, Oreg.	571
KOEL — Oelwein, Ia.	420	KPOL — Los Angeles, Calif.	349
KOFE — Pullman, Wash.	652	KPOW — Powell, Wyo.	669
KOFO — Ottawa, Kans.	426	KPQ — Wenatchee, Wash.	655
KOGA — Ogallala, Nebr.	493	KPRC — Houston, Tex.	625
KOGT — Orange, Tex.	630	KPRK — Livingston, Mont.	490
KOH — Reno, Nev.	495	KPRL — Paso Robles, Calif.	352
KOIL — Omaha, Nebr.	493	KPRO — Riverside, Calif.	353
KOIN — Portland, Oreg.	571	KPRS — Kansas City, Mo.	482
KOJM — Havre, Mont.	489	KPST — Preston, Idaho	397
KOKX — Keokuk, Ia.	419	KPUG — Bellingham, Wash.	649
KOKO — Warrensburg, Mo.	487	KQV — Pittsburgh, Pa.	586
KOL — Seattle, Wash.	653	KRAL — Craig, Colo.	362
KOLD — Yuma, Ariz.	335	KRAL — Rawlins, Wyo.	669
KOLE — Port Arthur, Tex.	631	KRAM — Las Vegas, Nev.	495
KOLH — Council Bluffs, Iowa	628	KRAT — Denver, Colo.	628

KRCO — Prineville, Oreg.	571	KSFA — Nacogdoches, Tex.	630
KRCT — Baytown, Tex.	616	KSFE — Needles, Calif.	351
KRDO — Colorado Springs, Colo.	362	KSFO — San Francisco, Calif.	357
KRDU — Dinuba, Calif.	345	KSGM — Ste. Genevieve, Mo.	485
KRE — Berkeley, Calif.	344	KSIB — Creston, Ia.	417
KREH — Oakdale, La.	440	KSID — Sidney, Nebr.	494
KREI — Farmington, Mo.	481	KSIG — Crowley, La.	437
KREL — Baytown, Tex.	616	KSII — Gladwater, Tex.	624
KREM — Spokane, Wash.	654	KSIL — Silver City, N. M.	504
KREO — Indio, Calif.	347	KSIM — Sikeston, Mo.	486
KRES — St. Joseph, Mo.	485	KSIS — Sedalia, Mo.	486
KREW — Sunnyside, Wash.	654	KSIW — Woodward, Okla.	566
KRGA — Springfield, Oreg.	572	KSIX — Corpus Christi, Tex.	619
KRGI — Grand Island, Nebr.	491	KSJB — Jamestown, N. D.	548
KRGV — Weslaco, Tex.	636	KSJO — San Jose, Calif.	357
KRHD — Duncan, Okla.	562	KSKY — Dallas, Tex.	620
KRIB — Mason City, Ia.	420	KSL — Salt Lake City, Utah	639
KRIC — Beaumont, Tex.	616	KSLM — Salem, Oreg.	572
KRIG — Odessa, Tex.	630	KSLO — Opelousas, La.	440
KRIO — McAllen, Tex.	629	KSLV — Monte Vista, Colo.	365
KRIS — Corpus Christi, Tex.	619	KSMA — Santa Maria, Calif.	359
KRIZ — Phoenix, Ariz.	334	KSML — Seminole, Tex.	634
KRKD — Los Angeles, Calif.	350	KSMN — Mason City, Ia.	420
KRKO — Everett, Wash.	650	KSMO — Salem, Mo.	486
KRLC — Lewiston, Idaho	397	KSNY — Snyder, Tex.	634
KRLD — Dallas, Tex.	620	KSO — Des Moines, Ia.	418
KRLN — Canon City, Colo.	362	KSOK — Arkansas City, Kans.	422
KRLW — Walnut Ridge, Ark.	341	KSON — San Diego, Calif.	355
KRMD — Shreveport, La.	442	KSOO — Sioux Falls, S. D.	602
KRMG — Tulsa, Okla.	566	KSPA — Santa Paula, Calif.	359
KRMO — Monett, Mo.	484	KSPI — Stillwater, Okla.	565
KRMS — Osage Beach, Mo.	484	KSPQ — Spokane, Wash.	654
KRNO — San Bernardino, Calif.	354	KSPR — Casper, Wyo.	668
KRNR — Roseburg, Oreg.	571	KSPT — Sandpoint, Idaho	398
KRNT — Des Moines, Ia.	418	KSRO — Santa Rosa, Calif.	360
KROC — Rochester, Minn.	472	KSRV — Ontario, Oreg.	570
KROD — El Paso, Tex.	622	KSST — Sulphur Springs, Tex.	634
KROF — Abbeville, La.	435	KSTA — Coleman, Tex.	618
KROG — Sonora, Calif.	360	KSTB — Breckenridge, Tex.	617
KROP — Brawley, Calif.	344	KSTL — St. Louis, Mo.	485
KROS — Clinton, Ia.	417	KSTN — Stockton, Calif.	360
KROW — Oakland, Calif.	351	KSTP — St. Paul-Minneapolis, Minn.	472
KROX — Crookston, Minn.	469	KSTT — Davenport, Ia.	417
KROY — Sacramento, Calif.	353	KSTV — Stephenville, Tex.	634
KRPL — Moscow, Idaho	397	KSUB — Cedar City, Utah	637
KRRV — Sherman-Denison, Tex.	634	KSUE — Susanville, Calif.	360
KRSD — Rapid City, S. D.	602	KSUM — Fairmont, Minn.	470
KRSN — Los Alamos, N. M.	503	KSUN — Bisbee, Ariz.	331
KRTN — Raton, N. M.	503	KSVC — Richfield, Utah	639
KRTV — Hillsboro, Oreg.	569	KSVP — Artesia, N. M.	502
KRUL — Corvallis, Oreg.	568	KSWA — Graham, Tex.	624
KRUN — Ballinger, Tex.	615	KSWI — Council Bluffs, Ia.	417
KRUS — Ruston, La.	441	KSWM — Joplin, Mo.	482
KRUX — Phoenix, Ariz.	334	KSWO — Lawton, Okla.	563
KRVN — Lexington, Nebr.	492	KSWY — Roswell, N. M.	504
KRWC — Forest Grove, Oreg.	568	KSYC — Yreka, Calif.	361
KRXK — Rexburg, Idaho	398	KSYL — Alexandria, La.	435
KRXL — Roseburg, Oreg.	572	KTAC — Tacoma, Wash.	654
KSAL — Salina, Kans.	426	KTAE — Taylor, Tex.	635
KSAM — Huntsville, Tex.	626	KTAN — Sherman, Tex.	634
KSAN — San Francisco, Calif.	356	KTAR — Phoenix, Ariz.	334
KSBW — Salinas, Calif.	354	KTAT — Frederick, Okla.	562
KSCB — Liberal, Kans.	425	KTBB — Tyler, Tex.	635
KSCJ — Sioux City, Ia.	421	KTBC — Austin, Tex.	615
KSCO — Santa Cruz, Calif.	358	KTBS — Shreveport, La.	442
KSD — St. Louis, Mo.	485	KTCB — Malden, Mo.	483
KSDA — Redding, Calif.	353	KTEL — Walla Walla, Wash.	655
KSDN — Aberdeen, S. D.	601	KTEM — Temple, Tex.	635
KSDO — San Diego, Calif.	355	KTER — Terrell, Tex.	635
KSEI — Pocatello, Idaho	397	KTFI — Twin Falls, Idaho	398
KSEK — Pittsburg, Kans.	426	KTFS — Texarkana, Tex.	635
KSEL — Lubbock, Tex.	628	KTFY — Brownfield, Tex.	617
KSEM — Moses Lake, Wash.	651	KTHS — Little Rock, Ark.	339
KSEO — Durant, Okla.	562	KTHT — Houston, Tex.	625
KSET — T. D. T.	562	KTI — T. D. T.	442

KTIM — San Rafael, Calif. . . . . 358  
 KTIP — Porterville, Calif. . . . . 352  
 KTJS — Hobart, Okla. . . . . 563  
 KTKN — Ketchikan, Alaska . . . . . 672  
 KTKR — Taft, Calif. . . . . 360  
 KTKT — Tucson, Ariz. . . . . 335  
 KTLD — Tallulah, La. . . . . 442  
 KTLN — Denver, Colo. . . . . 363  
 KTLO — Mountain Home, Ark. . . . . 339  
 KTLW — Texas City, Tex. . . . . 635  
 KTMC — McAlester, Okla. . . . . 563  
 KTMS — Santa Barbara, Calif. . . . . 358  
 KTNM — Tucumcari, N. M. . . . . 504  
 KTNV — Tacoma, Wash. . . . . 654  
 KTOE — Mankato, Minn. . . . . 470  
 KTOH — Lihue, Kauai, Hawaii . . . . . 674  
 KTOK — Oklahoma City, Okla. . . . . 564  
 KTOP — Topeka, Kans. . . . . 427  
 KTOW — Oklahoma City, Okla. . . . . 564  
 KTRB — Modesto, Calif. . . . . 350  
 KTRC — Santa Fe, N. M. . . . . 504  
 KTRF — Lufkin, Tex. . . . . 628  
 KTRH — Thief River Falls, Minn. . . . . 473  
 KTRH — Houston, Tex. . . . . 626  
 KTRI — Sioux City, Ia. . . . . 421  
 KTRM — Beaumont, Tex. . . . . 616  
 KTRN — Wichita Falls, Tex. . . . . 636  
 KTRY — Bastrop, La. . . . . 435  
 KTTA — San Antonio, Tex. . . . . 633  
 KTTM — El Paso, Tex. . . . . 622  
 KTSW — Emporia, Kans. . . . . 423  
 KTRR — Rolla, Mo. . . . . 484  
 KTTT — Springfield, Mo. . . . . 487  
 KTUC — Tucson, Ariz. . . . . 335  
 KTUL — Tulsa, Okla. . . . . 566  
 KTUR — Turlock, Calif. . . . . 361  
 KTW — Seattle, Wash. . . . . 653  
 KTXC — Big Spring, Tex. . . . . 617  
 KTXJ — Jasper, Tex. . . . . 626  
 KTXL — San Angelo, Tex. . . . . 632  
 KTXN — Austin, Tex. . . . . 615  
 KTYL — Mesa, Ariz. . . . . 333  
 KUAM — Agana, Guam . . . . . 672  
 KUBA — Yuba City, Calif. . . . . 362  
 KUBC — Montrose, Colo. . . . . 365  
 KUDL — Kansas City, Mo. . . . . 482  
 KUDU — Ventura, Calif. . . . . 361  
 KUGN — Eugene, Oreg. . . . . 568  
 KUIN — Grants Pass, Oreg. . . . . 569  
 KUJ — Walla Walla, Wash. . . . . 655  
 KUKI — Ukiah, Calif. . . . . 361  
 KULA — Honolulu, Hawaii . . . . . 674  
 KULE — Ephrata, Wash. . . . . 650  
 KULP — El Campo, Tex. . . . . 621  
 KUOA — Siloam Springs, Ark. . . . . 340  
 KUNO — Corpus Christi, Tex. . . . . 619  
 KURV — Edinburg, Tex. . . . . 621  
 KUTA — Salt Lake City, Utah . . . . . 639  
 KUTI — Yakima, Wash. . . . . 655  
 KVAN — Vancouver, Wash. . . . . 655  
 KVAS — Astoria, Oreg. . . . . 567  
 KVBC — Farmington, N. M. . . . . 502  
 KVCV — Redding, Calif. . . . . 353  
 KVEC — San Luis Obispo, Calif. . . . . 357  
 KVEN — Ventura, Calif. . . . . 361  
 KVET — Austin, Tex. . . . . 615  
 KVFD — Fort Dodge, Ia. . . . . 419  
 KVGB — Great Bend, Kans. . . . . 423  
 KVI — Seattle, Wash. . . . . 653  
 KVIC — Victoria, Tex. . . . . 636  
 KVIM — New Iberia, La. . . . . 439  
 KVMM — Monahans, Tex. . . . . 629  
 KVLB — Cleveland, Tex. . . . . 618  
 KVLC — Little Rock, Ark. . . . . 339  
 KVLE — El Paso, Tex. . . . . 655

KVMA — Magnolia, Ark. . . . . 339  
 KVMC — Colorado City, Tex. . . . . 618  
 KVNC — Winslow, Ariz. . . . . 335  
 KVNI — Coeur D'Alene, Idaho . . . . . 396  
 KVNU — Logan, Utah . . . . . 637  
 KVOA — Tucson, Ariz. . . . . 335  
 KVOC — Casper, Wyo. . . . . 668  
 KVOD — Denver, Colo. . . . . 363  
 KVOG — Ogden, Utah . . . . . 637  
 KVOL — Lafayette, La. . . . . 437  
 KVOM — Morrilton, Ark. . . . . 339  
 KVON — Napa, Calif. . . . . 351  
 KVOO — Tulsa, Okla. . . . . 566  
 KVOP — Plainview, Tex. . . . . 631  
 KVOR — Colorado Springs, Colo. . . . . 362  
 KVOS — Bellingham, Wash. . . . . 649  
 KVOU — Uvalde, Tex. . . . . 635  
 KVOW — Littlefield, Tex. . . . . 627  
 KVOX — Moorhead, Minn. . . . . 472  
 KVOZ — Laredo, Tex. . . . . 627  
 KVPI — Ville Platte, La. . . . . 442  
 KVRC — Arkadelphia, Ark. . . . . 336  
 KVRH — Salida, Colo. . . . . 367  
 KVRS — Rock Springs, Wyo. . . . . 670  
 KVSA — McGehee, Ark. . . . . 339  
 KVSF — Santa Fe, N. M. . . . . 504  
 KVSM — San Mateo, Calif. . . . . 358  
 KVSO — Ardmore, Okla. . . . . 561  
 KVWC — Vernon, Tex. . . . . 636  
 KVWO — Cheyenne, Wyo. . . . . 669  
 KWAD — Wadena, Minn. . . . . 473  
 KWAK — Stuttgart, Ark. . . . . 341  
 KWAL — Wallace, Idaho . . . . . 398  
 KWAT — Watertown, S. D. . . . . 602  
 KWBB — Wichita, Kans. . . . . 428  
 KWBC — Fort Worth, Tex. . . . . 623  
 KWBE — Beatrice, Nebr. . . . . 491  
 KWBG — Boone, Ia. . . . . 416  
 KWBM — Williston, N. D. . . . . 549  
 KWBR — Oakland, Calif. . . . . 351  
 KWBU — Corpus Christi, Tex. . . . . 619  
 KWBW — Hutchinson, Kans. . . . . 425  
 KWCB — Searcy, Ark. . . . . 340  
 KWCJ — Natchitoches, La. . . . . 438  
 KWCO — Chickasha, Okla. . . . . 562  
 KWDM — Des Moines, Ia. . . . . 418  
 KWED — Seguin, Tex. . . . . 633  
 KWEI — Weiser, Idaho . . . . . 398  
 KWEM — Memphis, Tenn. . . . . 608  
 KWEW — Hobbs, N. M. . . . . 303  
 KWFC — Hot Springs, Ark. . . . . 338  
 KWFT — Wichita Falls, Tex. . . . . 636  
 KWG — Stockton, Calif. . . . . 360  
 KWGB — Goodland, Kans. . . . . 423  
 KWHI — Brenham, Tex. . . . . 617  
 KWHK — Hutchinson, Kans. . . . . 425  
 KWHN — Fort Smith, Ark. . . . . 337  
 KWHP — Cushing, Okla. . . . . 562  
 KWHW — Altus, Okla. . . . . 561  
 KWIE — Kennewick, Wash. . . . . 651  
 KWIK — Pocatello, Idaho . . . . . 397  
 KWIL — Albany, Oreg. . . . . 567  
 KWIN — Ashland, Oreg. . . . . 567  
 KWIZ — Santa Ana, Calif. . . . . 358  
 KWJB — Globe, Ariz. . . . . 333  
 KWJJ — Portland, Oreg. . . . . 571  
 KWKC — Abilene, Tex. . . . . 612  
 KWKH — Shreveport, La. . . . . 442  
 KWK — St. Louis, Mo. . . . . 485  
 KWKW — Pasadena, Calif. . . . . 352  
 KWLK — Longview, Wash. . . . . 651  
 KWLM — Willmar, Minn. . . . . 473  
 KWNA — Winnemucca, Nev. . . . . 495  
 KWNO — Winona, Minn. . . . . 474  
 KWON — Winona, Minn. . . . . 474  
 KWON — Winona, Wash. . . . . 655

KWOC — Poplar Bluff, Mo.	484	WABC — New York, N. Y.	513
KWOE — Clinton, Okla.	562	WABG — Greenwood, Miss.	476
KWON — Bartlesville, Okla.	561	WABI — Bangor, Me.	443
KWOR — Worland, Wyo.	670	WABJ — Adrian, Mich.	456
KWOS — Jefferson City, Mo.	481	WABM — Houlton, Me.	444
KWPC — Muscatine, Ia.	420	WABO — Waynesboro, Miss.	479
KWPM — West Plains, Mo.	487	WABR — Winter Park, Fla.	384
KWRC — Pendleton, Oreg.	570	WABY — Albany, N. Y.	504
KWRE — Warrenton, Mo.	487	WABZ — Albemarle, N. C.	533
KWRF — Warren, Ark.	341	WACA — Camden, S. C.	595
KWRL — Riverton, Wyo.	670	WACB — Kittaning, Pa.	580
KWRN — Reno, Nev.	495	WACE — Chicopee-Springfield, Mass.	452
KWRO — Coquille, Oreg.	567	WACH — Newport News, Va.	645
KWRT — Boonville, Mo.	480	WACL — Waycross, Ga.	395
KWSD — Mt. Shasta, Calif.	350	WACO — Waco, Tex.	636
KWSH — Wewaka, Okla.	566	WACR — Columbus, Miss.	475
KWSK — Pratt, Kans.	426	WADC — Akron, O.	549
KWSO — Wasco, Calif.	361	WADE — Wadesboro, N. C.	545
KWTC — Barstow, Calif.	344	WADK — Newport, R. I.	593
KWTO — Springfield, Mo.	487	WADP — Kane, Pa.	583
KWTX — Waco, Tex.	636	WAEB — Allentown, Pa.	573
KWWL — Waterloo, Ia.	421	WAEL — Mayaguez, P. R.	675
KWYO — Sheridan, Wyo.	670	WAEW — Crossville, Tenn.	605
KXA — Seattle, Wash.	653	WAFB — Baton Rouge, La.	435
KXAR — Hope, Ark.	337	WAFD — Staunton, Va.	648
KXEL — Waterloo, Ia.	422	WAGA — Atlanta, Ga.	385
KXEO — Mexico, Mo.	484	WAGC — Chattanooga, Tenn.	603
KXGI — Ft. Madison, Ia.	419	WAGF — Dothan, Ala.	324
KXGN — Glendive, Mont.	489	WAGG — Franklin, Tenn.	605
KXIC — Iowa City, Ia.	419	WAGM — Presque Isle, Me.	445
KXIT — Dalhart, Tex.	619	WAGR — Lumberton, N. C.	541
KXJK — Forrest City, Ark.	337	WAGS — Bishopville, S. C.	595
KXL — Portland, Oreg.	571	WAHR — Miami Beach, Fla.	379
KXLA — Pasadena, Calif.	352	WAIM — Anderson, S. C.	595
KXLE — Ellensburg, Wash.	650	WAIN — Columbia, Ky.	429
KXLF — Butte, Mont.	488	WAIP — Prichard, Ala.	329
KXLJ — Helena, Mont.	489	WAIR — Winston-Salem, N. C.	547
KXLK — Great Falls, Mont.	489	WAIT — Chicago, Ill.	401
KXLL — Missoula, Mont.	490	WAJF — Decatur, Ala.	323
KXLO — Lewiston, Mont.	490	WAJR — Morgantown, W. Va.	658
KXLQ — Bozeman, Mont.	488	WAKE — Greenville, S. C.	598
KXLR — Little Rock, Ark.	339	WAKN — Aiken, S. C.	595
KXLW — St. Louis, Mo.	485	WAKR — Akron, O.	549
KXLY — Spokane, Wash.	654	WAKU — Latrobe, Pa.	580
KXO — El Centro, Calif.	345	WALA — Mobile, Ala.	328
KXOA — Sacramento, Calif.	354	WALB — Albany, Ga.	384
KXOB — Stockton, Calif.	360	WALD — Waterboro, S. C.	601
KXOC — Chico, Calif.	344	WALE — Fall River, Mass.	452
KXOK — St. Louis, Mo.	486	WALK — Patchogue, N. Y.	523
KXOL — Fort Worth, Tex.	623	WALL — Middletown, N. Y.	512
KXOX — Sweetwater, Tex.	634	WALM — Albion, Mich.	456
KXRA — Alexander, Minn.	468	WALT — Tampa, Fla.	382
KXRJ — Russellville, Ark.	340	WAMI — Opp, Ala.	329
KXRO — Aberdeen, Wash.	649	WAML — Laurel, Miss.	477
KXRX — San Jose, Calif.	357	WAMS — Wilmington, Del.	371
KXXX — Colby, Kans.	422	WAMY — Amory, Miss.	474
KXYZ — Houston, Tex.	626	WANA — Anniston, Ala.	321
KYA — San Francisco, Calif.	357	WAND — Canton, O.	550
KYAK — Yakima, Wash.	655	WANE — Fort Wayne, Ind.	411
KYCA — Prescott, Ariz.	334	WANN — Annapolis, Md.	446
KYJC — Medford, Oreg.	570	WANS — Anderson, S. C.	595
KYMA — Yuma, Ariz.	335	WANT — Richmond, Va.	648
KYNO — Fresno, Calif.	346	WAOK — Atlanta, Ga.	385
KYOK — Houston, Tex.	626	WAOV — Vincennes, Ind.	415
KYOR — Blythe, Calif.	344	WAPA — San Juan, P. R.	677
KYOS — Merced, Calif.	350	WAPP — McComb, Miss.	478
KYOU — Greeley, Colo.	365	WAPI — Birmingham, Ala.	322
KYSM — Mankato, Minn.	471	WAPL — Appleton, Wis.	661
KYW — Philadelphia, Pa.	583	WAPO — Chattanooga, Tenn.	603
KYUM — Yuma, Ariz.	335	WAPX — Montgomery, Ala.	328
WAAA — Winston-Salem, N. C.	546	WARA — Attleboro, Mass.	450
WAAB — Worcester, Mass.	455	WARB — Covington, La.	436
WAAF — Chicago, Ill.	401	WARD — Johnstown, Pa.	579
WAAT — Newark, N. J.	498	WARE — Ware, Mass.	455
WABA — Aquadilla, P. R.	674	WARO — Hagerstown, Md.	448



WARM — Scranton, Pa. . . . . 588  
 WARN — Fort Pierce, Fla. . . . . 375  
 WARU — Peru, Ind. . . . . 414  
 WASA — Havre De Grace, Md. . . . . 448  
 WASK — Lafayette, Ind. . . . . 413  
 WASL — Annapolis, Md. . . . . 446  
 WATA — Boone, N. C. . . . . 533  
 WATC — Gaylord, Mich. . . . . 461  
 WATG — Ashland, O. . . . . 549  
 WATH — Athens, O. . . . . 550  
 WATK — Antigo, Wis. . . . . 661  
 WATM — Atmore, Ala. . . . . 321  
 WATN — Watertown, N. Y. . . . . 532  
 WATO — Oak Ridge, Tenn. . . . . 611  
 WATR — Waterbury, Conn. . . . . 370  
 WATS — Sayre, Pa. . . . . 588  
 WATT — Cadillac, Mich. . . . . 459  
 WATW — Ashland, Wis. . . . . 661  
 WATZ — Alpena, Mich. . . . . 456  
 WAUD — Auburn, Ala. . . . . 321  
 WAUG — Augusta, Ga. . . . . 387  
 WAUX — Waukesha, Wis. . . . . 667  
 WAVE — Louisville, Ky. . . . . 431  
 WAVI — Springfield, O. . . . . 559  
 WAVL — Apollo, Pa. . . . . 574  
 WAVU — Albertville, Ala. . . . . 321  
 WAVY — Portsmouth, Va. . . . . 646  
 WAVZ — New Haven, Conn. . . . . 369  
 WAYB — Waynesboro, Va. . . . . 649  
 WAYN — Rockingham, N. C. . . . . 543  
 WAYS — Charlotte, N. C. . . . . 535  
 WAYX — Waycross, Ga. . . . . 395  
 WAYZ — Waynesboro, Pa. . . . . 590  
 WAZF — Yazoo City, Miss. . . . . 480  
 WAZL — Hazleton, Pa. . . . . 579  
 WBAC — Cleveland, Tenn. . . . . 604  
 WBAL — Baltimore, Md. . . . . 446  
 WBAM — Montgomery, Ala. . . . . 328  
 WBAP — Fort Worth, Tex. . . . . 623  
 WBAR — Bartow, Fla. . . . . 374  
 WBAT — Marion, Ind. . . . . 413  
 WBAW — Barnwell, S. C. . . . . 595  
 WBAX — Wilkes-Barre, Pa. . . . . 590  
 WBAY — Green Bay, Wis. . . . . 662  
 WBBA — Pittsfield, Ill. . . . . 498  
 WBBB — Burlington, N. C. . . . . 535  
 WBBC — Flint, Mich. . . . . 460  
 WBBF — Rochester, N. Y. . . . . 527  
 WBPM — Chicago, Ill. . . . . 401  
 WBBO — Forest City, N. C. . . . . 537  
 WB3Q — Augusta, Ga. . . . . 387  
 WBBW — Youngstown, O. . . . . 569  
 WBBZ — Ponca City, Okla. . . . . 565  
 WBCK — Battle Creek, Mich. . . . . 457  
 WBCM — Bay City, Mich. . . . . 457  
 WBCO — Bessemer-Birmingham, Ala. . . . . 322  
 WBCR — Christianburg, Va. . . . . 642  
 WBCU — Union, S. C. . . . . 601  
 WBEC — Pittsfield, Mass. . . . . 454  
 WBEJ — Elizabethton, Tenn. . . . . 605  
 WBEL — Beloit, Wis. . . . . 661  
 WBEN — Buffalo, N. Y. . . . . 507  
 WBET — Brockton, Mass. . . . . 451  
 WBEU — Beaufort, S. C. . . . . 595  
 WBEV — Beaver Dam, Wis. . . . . 661  
 WBEX — Chillicothe, O. . . . . 551  
 WBFC — Fremont, Mich. . . . . 461  
 WBGE — Atlanta, Ga. . . . . 385  
 WBGR — Jessup, Ga. . . . . 391  
 WBBH — Fitzgerald, Ga. . . . . 390  
 WBHF — Cartersville, Ga. . . . . 388  
 WBHP — Huntsville, Ala. . . . . 327  
 WBIA — Austin, Ga. . . . . 387  
 WBIG — Goldsboro, N. C. . . . . 538  
 WBIR — Bensenville, Ill. . . . . 543

WBIS — Bristol, Conn. . . . . 367  
 WBIW — Bedford, Ind. . . . . 410  
 WBIZ — Eau Claire, Wis. . . . . 661  
 WBKH — Hattiesburg, Miss. . . . . 476  
 WBKV — West Bend, Wis. . . . . 668  
 WBLE — Batesville, Miss. . . . . 474  
 WBLJ — Dalton, Ga. . . . . 389  
 WBLK — Clarksburg, W. Va. . . . . 657  
 WBLT — Bedford, Va. . . . . 641  
 WBMD — Baltimore, Md. . . . . 446  
 WBML — Macon, Ga. . . . . 391  
 WEMS — Boston, Mass. . . . . 450  
 WBNI — Boonville, Ind. . . . . 410  
 WBNS — Columbus, O. . . . . 554  
 WBNX — New York, N. Y. . . . . 513  
 WBNI — Buffalo, N. Y. . . . . 507  
 WBOB — Galax, Va. . . . . 643  
 WBOC — Salisbury, Md. . . . . 448  
 WBOF — Virginia Beach, Va. . . . . 648  
 WBOK — New Orleans, La. . . . . 439  
 WEOW — Terre Haute, Ind. . . . . 415  
 WBOY — Tarpon Springs, Fla. . . . . 383  
 WPPZ — Lock Haven, Pa. . . . . 581  
 WBRG — Birmingham, Ala. . . . . 322  
 WBRD — Ft. Lauderdale, Fla. . . . . 375  
 WBRF — Wilkes-Barre, Pa. . . . . 590  
 WBRK — Pittsfield, Mass. . . . . 454  
 WBRM — Marion, N. C. . . . . 541  
 WBRN — Big Rapids, Mich. . . . . 459  
 WBRO — Waynesboro, Ga. . . . . 395  
 WERT — Bardonia, Ky. . . . . 428  
 WBRW — Welch, W. Va. . . . . 660  
 WBRV — Waterbury, Conn. . . . . 370  
 WBSC — Bennettsville, S. C. . . . . 595  
 WBSM — New Bedford, Mass. . . . . 453  
 WBSR — Pensacola, Fla. . . . . 380  
 WBT — Charlotte, N. C. . . . . 535  
 WBTA — Batavia, N. Y. . . . . 507  
 WBTH — Williamson, W. Va. . . . . 660  
 WBTM — Danville, Va. . . . . 643  
 WBTV — Bennington, Vt. . . . . 640  
 WBTO — Linton, Ind. . . . . 413  
 WBUD — Trenton, N. J. . . . . 500  
 WBUT — Butler, Pa. . . . . 575  
 WBUX — Doylestown, Pa. . . . . 576  
 WBUI — Lexington, N. C. . . . . 541  
 WBVP — Beaver Falls, Pa. . . . . 574  
 WBYS — Canton, Ill. . . . . 399  
 WEZ-WBZA — Boston-Springfield, Mass. . . . . 450  
 WCAE — Pittsburgh, Pa. . . . . 586  
 WCAM — Camden, N. J. . . . . 498  
 WCAO — Milwaukee, Wis. . . . . 664  
 WCAO — Baltimore, Md. . . . . 446  
 WCAP — Lowell, Mass. . . . . 453  
 WCAU — Philadelphia, Pa. . . . . 583  
 WCAW — Charleston, W. Va. . . . . 656  
 WCAX — Burlington, Vt. . . . . 640  
 WCAZ — Carthage, Ill. . . . . 399  
 WCBA — Corning, N. Y. . . . . 508  
 WCBC — Anderson, Ind. . . . . 410  
 WCBD — Zion, Ill. . . . . 410  
 WCBI — Columbus, Miss. . . . . 475  
 WCBL — Benton, Ky. . . . . 428  
 WCBM — Baltimore, Md. . . . . 446  
 WCBR — Memphis, Tenn. . . . . 608  
 WCBS — New York, N. Y. . . . . 513  
 WCBT — Roanoke Rapids, N. C. . . . . 543  
 WCBY — Cheboygan, Mich. . . . . 459  
 WCCC — Hartford, Conn. . . . . 368  
 WCCM — Lawrence, Mass. . . . . 453  
 WCCO — Minneapolis, Minn. . . . . 471  
 WCCP — Savannah, Ga. . . . . 393  
 WCDD — Carbondale, Pa. . . . . 575  
 WCDF — Winchester, Tenn. . . . . 612  
 WCDT — Mount N. C. . . . . 543

WCEF — Parkersburg, W. Va.	659	WCTT — Corbin, Ky.	429
WCEH — Hawkinsville, Ga.	390	WCUE — Akron, O.	549
WCEN — Cambridge, Md.	447	WCUM — Cumberland, Md.	447
WCEN — Mt. Pleasant, Mich.	465	WCVA — Culpeper, Va.	643
WCFL — Chicago, Ill.	402	WCVI — Connellsville, Pa.	576
WCFS — Harvey, Ill.	405	WCVS — Springfield, Ill.	409
WCFV — Clifton Forge, Va.	642	WCYB — Bristol, Va.	642
WCGA — Calhoun, Ga.	388	WDAD — Indiana, Pa.	579
WCGC — Belmont, N. C.	533	WDAE — Tampa, Fla.	382
WCHA — Chambersburg, Pa.	575	WDAF — Kansas City, Mo.	483
WCHF — Chippewa Falls, Wis.	661	WDAK — Columbus, Ga.	388
WCHL — Chapel Hill, N. C.	535	WDAN — Danville, Ill.	403
WCHN — Norwich, N. Y.	523	WDAR — Savannah, Ga.	393
WCHO — Washington Court House, O.	560	WDAS — Philadelphia, Pa.	583
WCHS — Charleston, W. Va.	656	WDAY — Fargo, N. D.	548
WCHV — Charlottesville, Va.	642	WDBC — Escanaba, Mich.	460
WCIL — Carbondale, Ill.	399	WDBF — Delray Beach, Fla.	375
WCIN — Cincinnati, O.	551	WDBJ — Roanoke, Va.	647
WCJU — Columbia, Miss.	475	WDBL — Springfield, Tenn.	611
WCKB — Dunn, N. C.	536	WDBO — Orlando, Fla.	380
WCKY — Cincinnati, O.	551	WDBQ — Dubuque, Ia.	419
WCLB — Camilla, Ga.	388	WDCF — Dade City, Fla.	374
WCLD — Cleveland, Miss.	475	WDEC — Americus, Ga.	384
WCLG — Morgantown, W. Va.	659	WDEF — Chattanooga, Tenn.	603
WCLI — Corning, N. Y.	508	WDEL — Wilmington, Del.	371
WCLO — Janesville, Wis.	662	WDEV — Waterbury, Vt.	641
WCLT — Newark, O.	557	WDGY — Minneapolis, Minn.	471
WCMA — Corinth, Miss.	475	WDIA — Memphis, Tenn.	608
WCMB — Harrisburg, Pa.	578	WDIG — Dothan, Ala.	324
WCMC — Wildwood, N. J.	501	WDIX — Orangeburg, S. C.	599
WCMI — Ashland, Ky.	428	WDKD — Kingstree, S. C.	599
WCMN — Arecibo, P. R.	674	WDLA — Walton, N. Y.	531
WCMS — Norfolk, Va.	645	WDLB — Marshfield, Wis.	664
WCMW — Canton, O.	550	WDLG — Port Jervis, N. Y.	524
WCMY — Ottawa, Ill.	407	WDLP — Panama City, Fla.	380
WCNB — Connersville, Ind.	411	WDMG — Douglas, Ga.	389
WCNC — Elizabeth City, N. C.	536	WDMJ — Marquette, Mich.	465
WCNH — Quincy, Fla.	381	WDNC — Durham, N. C.	536
WCNR — Bloomsburg, Pa.	574	WDNE — Elkins, W. Va.	657
WCNT — Centralia, Ill.	401	WDOB — Canton, Miss.	475
WCNU — Crestview, Fla.	374	WDOE — Chattanooga, Tenn.	603
WCNX — Middletown, Conn.	368	WDOG — Marine City, Mich.	465
WCOA — Pensacola, Fla.	381	WDOI — Cleveland, O.	553
WCOC — Meridian, Miss.	478	WDON — Wheaton, Md.	449
WCOG — Greensboro, N. C.	538	WDOR — Sturgeon Bay, Wis.	667
WCOH — Newnan, Ga.	392	WDOE — Oneonta, N. Y.	523
WCOJ — Coatesville, Pa.	576	WDOT — Burlington, Vt.	640
WCOL — Columbus, O.	554	WDOV — Dover, Del.	371
WCOP — Parkersburg, W. Va.	659	WDQN — Du Quion, Ill.	404
WCOR — Cornelia, Ga.	389	WDRC — Hartford, Conn.	368
WCOP — Boston, Mass.	450	WDRF — Chester, Pa.	575
WCOR — Lebanon, Tenn.	607	WDSC — Dillon, S. C.	597
WCOS — Columbia, S. C.	596	WDSG — Dyersburg, Tenn.	605
WCOU — Lewiston, Me.	444	WDSM — Superior, Wis.	667
WCOV — Montgomery, Ala.	328	WDSR — Lake City, Fla.	377
WCOW — South St. Paul, Minn.	473	WDSU — New Orleans, La.	439
WCPA — Clearfield, Pa.	576	WDUN — Gainesville, Ga.	390
WCPM — Cumberland, Ky.	429	WDUZ — Green Bay, Wis.	662
WCPO — Cincinnati, O.	551	WDVA — Danville, Va.	643
WCPS — Tarboro, N. C.	544	WDWD — Dawson, Ga.	389
WCRA — Effingham, Ill.	404	WDWS — Champaign, Ill.	401
WCRB — Waltham, Mass.	455	WDXB — Chattanooga, Tenn.	603
WCRE — Cheraw, S. C.	596	WDXE — Lawrenceburg, Tenn.	607
WCRI — Scottsboro, Ala.	330	WDXI — Jackson, Tenn.	606
WCRK — Morristown, Tenn.	609	WDXL — Lexington, Tenn.	608
WCRL — Oneonta, Ala.	329	WDXN — Clarksville, Tenn.	604
WCRO — Johnstown, Pa.	579	WDYK — Cumberland, Md.	447
WCRS — Greenwood, S. C.	598	WDZ — Decatur, Ill.	403
WCRT — Birmingham, Ala.	322	WEAB — Greer, S. C.	598
WCRW — Chicago, Ill.	402	WEAM — Arlington, Va.	641
WCSC — Charleston, S. C.	595	WEAN — Providence, R. I.	593
WCSH — Portland, Me.	444	WEAR — Pensacola, Fla.	381
WCSI — Columbus, Ind.	411	WEAS — Decatur, Ga.	389
WCSS — Amsterdam, N. Y.	505	WEAT — West Palm Beach, Fla.	383
WCTE — Anderson, Ill.	392	WEAU — Eau Claire, Wis.	392

WEAW — Evanston, Ill.	404
WEBC — Duluth, Minn.	469
WEBJ — Brewton, Ala.	323
WEBK — Tampa, Fla.	382
WEBQ — Harrisburg, Ill.	405
WEBR — Buifalo, N. Y.	508
WEBY — Milton, Fla.	379
WEDC — Chicago, Ill.	402
WEDO — McKeesport, Pa.	581
WEDR — Birmingham, Ala.	322
WEEB — Southern Pines, N. C.	544
WEED — Rocky Mount, N. C.	543
WEEL — Boston, Mass.	450
WEEK — Peoria, Ill.	407
WEEU — Reading, Pa.	587
WEGO — Concord, N. C.	536
WEIC — Charleston, Ill.	401
WEIM — Fitchburg, Mass.	452
WEIR — Weirton, W. Va.	660
WEKR — Fayetteville, Tenn.	605
WEKY — Richmond, Ky.	434
WEKZ — Monroe, Wis.	665
WELC — Welch, W. Va.	660
WELI — New Haven, Conn.	369
WELL — Battle Creek, Mich.	457
WELM — Elmira, N. Y.	508
WELO — Tupelo, Miss.	479
WELP — Easley, S. C.	597
WELR — Roanoke, Ala.	330
WELS — Kinston, N. C.	540
WELY — Ely, Minn.	470
WEMP — Milwaukee, Wis.	664
WEMR — Emporium, Pa.	576
WENA — Bayamon, P. R.	674
WENC — Whiteville, N. C.	545
WENE — Binghamton-Endicott, N. Y.	507
WENK — Union City, Tenn.	612
WENT — Gloversville, N. Y.	509
WENY — Elmira, N. Y.	509
WEOA — Evansville, Ind.	411
WEOK — Poughkeepsie, N. Y.	524
WEOL — Elyria, O.	555
WEPG — South Pittsburgh, Tenn.	611
WEPM — Martinsburg, W. Va.	658
WERC — Erie, Pa.	577
WERD — Atlanta, Ga.	385
WERE — Cleveland, O.	553
WERH — Hamilton, Ala.	327
WERI — Westerly, R. I.	594
WESA — Charleroi, Pa.	575
WESB — Bradford, Pa.	575
WESC — Greenville, S. C.	598
WESK — Escanaba, Mich.	460
WEST — Easton, Pa.	576
WESX — Salem, Mass.	454
WETB — Johnson City, Tenn.	606
WETO — Gadsden, Ala.	325
WETU — Wetumpka, Ala.	331
WETZ — New Martinsville, W. Va.	659
WEVA — Emporia, Va.	643
WEVD — New York, N. Y.	513
WEVE — Eveleth, Minn.	470
WEW — St. Louis, Mo.	486
WEWO — Laurinburg, N. C.	540
WEXL — Royal Oak, Mich.	467
WEYE — Sanford, N. C.	544
WEZB — Birmingham, Ala.	322
WFAA — Dallas, Tex.	621
WFAH — Alliance, O.	549
WFAI — Fayetteville, N. C.	537
WFAR — Farrell, Pa.	577
WFAS — White Plains, N. Y.	532
WFAU — Augusta, Me.	443
WFAX — Falls Church, Va.	643
WFBC — Greenville, S. C.	598

WFBL — Syracuse, N. Y.	528
WFBM — Indianapolis, Ind.	412
WFBR — Baltimore, Md.	446
WFCB — Dunkirk, N. Y.	508
WFDF — Flint, Mich.	460
WFEA — Manchester, N. H.	496
WFEB — Sylacauga, Ala.	330
WFEC — Miami, Fla.	378
WFGM — Fitchburg, Mass.	452
WFGN — Gaffney, S. C.	597
WFHG — Bristol, Va.	642
WFHR — Wisconsin Rapids, Wis.	668
WFIG — Sumter, S. C.	600
WFIL — Philadelphia, Pa.	583
WFIN — Findlay, O.	556
WFIW — Fairfield, Ill.	404
WFKN — Franklin, Ky.	430
WFKY — Frankfort, Ky.	429
WFLA — Tampa, Fla.	383
WFLB — Fayetteville, N. C.	537
WFLO — Farmville, Va.	643
WFMC — Goldsboro, N. C.	538
WFMD — Frederick, Md.	448
WFMH — Cullman, Ala.	323
WFMJ — Youngstown, O.	561
WFMO — Fairmont, N. C.	537
WFMW — Madisonville, Ky.	432
WFNC — Fayetteville, N. C.	537
WFNS — Burlington, N. C.	535
WFOB — Fostoria, O.	556
WFOM — Marietta, Ga.	391
WFOR — Hattiesburg, Miss.	476
WFOX — Milwaukee, Wis.	664
WFOY — St. Augustine, Fla.	381
WFPA — Ft. Payne, Ala.	325
WFPG — Atlantic City, N. J.	497
WFPM — Fort Valley, Ga.	390
WFPR — Hammond, La.	437
WFRC — Reidsville, N. C.	543
WFRL — Freeport, Ill.	404
WFRM — Coudersport, Pa.	576
WFRO — Fremont, O.	556
WFRP — Savannah, Ga.	393
WFRX — West Frankfort, Ill.	410
WFTC — Kinston, N. C.	540
WFTL — Fort Lauderdale, Fla.	375
WFTM — Maysville, Ky.	432
WFTR — Front Royal, Va.	643
WFTW — Ft. Walton Beach, Fla.	376
WFUL — Fulton, Ky.	430
WFUN — Huntsville, Ala.	327
WFUR — Grand Rapids, Mich.	461
WFVA — Fredericksburg, Va.	643
WFBG — Fuquay Springs, N. C.	537
WFYC — Alma, Mich.	456
WGAA — Cedartown, Ga.	388
WGAC — Augusta, Ga.	387
WGAD — Gadsden, Ala.	325
WGAF — Valdosta, Ga.	394
WGAI — Elizabeth, N. C.	537
WGAL — Lancaster, Pa.	580
WGAN — Portland, Me.	444
WGAP — Maryville, Tenn.	608
WGAR — Cleveland, O.	553
WGAT — Utica, N. Y.	531
WGAU — Athens, Ga.	384
WGAW — Gardner, Mass.	452
WGAY — Silver Springs, Md.	449
WGBA — Columbus, Ga.	388
WGBB — Freeport, N. Y.	509
WGBF — Evansville, Ind.	411
WGBG — Greensboro, N. C.	538
WGBI — Scranton, Pa.	588
WGBR — Goldsboro, N. C.	538
WGBS — Miami, Fla.	378

WGCD — Chester, S. C.	596	WHBT — Harriman, Tenn.	605
WGCM — Gulfport, Miss.	476	WHBU — Anderson, Ind.	410
WGEA — Geneva, Ala.	325	WHBY — Appleton, Wis.	661
WGEN — Quincy, Ill.	408	WHCC — Waynesville, N. C.	545
WGES — Chicago, Ill.	402	WHCU — Ithaca, N. Y.	511
WGET — Gettysburg, Pa.	577	WHDF — Houghton, Mich.	462
WGEZ — Beloit, Wis.	661	WHDH — Boston, Mass.	450
WGFS — Covington, Ga.	389	WHDL — Olean, N. Y.	523
WGGa — Gainesville, Ga.	390	WHDM — McKenzie, Tenn.	603
WGGG — Gainesville, Fla.	376	WHEB — Portsmouth, N. H.	457
WGGH — Marion, Ill.	406	WHEC — Rochester, N. Y.	527
WGH — Newport News, Va.	645	WHED — Washington, N. C.	545
WGIG — Brunswick, Ga.	387	WHEE — Martinsville, Va.	644
WGIL — Galesburg, Ill.	404	WHEN — Syracuse, N. Y.	528
WGIV — Charlotte, N. C.	535	WHEP — Foley, Ala.	325
WGKV — Charleston, W. Va.	656	WHFB — Benton Harbor, Mich.	457
WGL — Ft. Wayne, Ind.	411	WHFC — Chicago, Ill.	402
WGLC — Centerville, Miss.	475	WHGB — Harrisburg, Pa.	578
WGLS — Decatur, Ga.	389	WHGR — Houghton Lake, Mich.	462
WGMA — Hollyhwood-Miami, Fla.	376	WHHH — Warren, O.	560
WGMS — Washington, D. C.	372	WHHM — Memphis, Tenn.	608
WGN — Chicago, Ill.	401	WHIE — Griffin, Ga.	370
WGNC — Gastonia, N. C.	537	WHIL — Medford, Mass.	453
WGNI — Wilmington, N. C.	545	WHIM — Providence, R. I.	594
WGNS — Murfreesboro, Tenn.	609	WHIN — Gallatin, Tenn.	6 5
WGNV — Newburgh, N. Y.	512	WHIO — Dayton, O.	555
WGOV — Valdosta, Ga.	395	WHIP — Mooresville, N. C.	541
WGPA — Bethlehem, Pa.	574	WHIR — Danville, Ky.	423
WGPC — Albany, Ga.	384	WHIS — Bluefield, W. Va.	656
WGR — Buffalo, N. Y.	508	WHIT — New Bern, N. C.	542
WGFA — Cairo, Ga.	388	WHIZ — Zanesville, O.	561
WGRC — Louisville, Ky.	431	WHJB — Greensburg, Pa.	577
WGRD — Grand Rapids, Mich.	462	WHJC — Matewan, W. Va.	658
WGRM — Greenwood, Miss.	476	WHK — Cleveland, O.	553
WGRV — Greenville, Tenn.	605	WHKK — Akron, O.	549
WGRY — Gary, Ind.	412	WHKP — Hendersonville, N. C.	539
WGSM — Huntington, N. Y.	511	WHKY — Hickory, N. C.	539
WGST — Atlanta, Ga.	385	WHLB — Virginia, Minn.	473
WGTV — Guntersville, Ala.	325	WHLD — Niagara Falls, N. Y.	523
WGSW — Greenwood, S. C.	598	WHLF — South Boston, Va.	648
WGTA — Summerville, Ga.	394	WHLI — Hempstead, N. Y.	511
WGTC — Greenville, N. C.	538	WHLL — Wheeling, W. Va.	660
WGTH — Hartford, Conn.	368	WHLM — Bloomsburg, Pa.	574
WGTL — Kannapolis, N. C.	540	WHLN — Harlan, Ky.	430
WGTM — Wilson, N. C.	546	WHLS — Port Huron, Mich.	466
WGTN — Georgetown, S. C.	597	WHMA — Anniston, Ala.	321
WGUY — Bangor, Me.	443	WHMP — Northampton, Mass.	454
WGVA — Geneva, N. Y.	509	WHNC — Henderson, N. C.	538
WGYM — Greenville, Miss.	476	WHNY — McComb, Miss.	478
WGWC — Selma, Ala.	330	WHO — Des Moines, Ia.	418
WGWD — Gadsden, Ala.	325	WHOC — Philadelphia, Miss.	479
WGWR — Asheboro, N. C.	533	WHOD — Homestead, Pa.	579
WGY — Schenectady, N. Y.	528	WHOK — Lancaster, O.	556
WGYV — Greenville, Ala.	325	WHOL — Allentown, Pa.	573
WHAB — Baxley, Ga.	387	WHOM — New York, N. Y.	515
WHAI — Greenfield, Mass.	452	WHOO — Orlando, Fla.	380
WHAK — Rogers City, Mich.	466	WHOP — Hopkinsville, Ky.	431
WHAL — Shelbyville, Tenn.	611	WHOS — Decatur, Ala.	323
WHAM — Rochester, N. Y.	527	WHOT — South Bend, Ind.	415
WHAN — Charleston, S. C.	596	WHOW — Clinton, Ill.	403
WHAP — Hopewell, Va.	644	WHP — Harrisburg, Pa.	578
WHAR — Clarksburg, W. Va.	657	WHPE — High Point, N. C.	539
WHAS — Louisville, Ky.	431	WHRV — Ann Arbor, Mich.	456
WHAT — Philadelphia, Pa.	583	WHSC — Hartsville, S. C.	599
WHAV — Haverhill, Mass.	452	WHSY — Hattiesburg, Miss.	476
WHAW — Weston, W. Va.	660	WHTB — Talladega, Ala.	330
WHAY — New Britain, Conn.	368	WHTC — Holland, Mich.	462
WHB — Kansas City, Mo.	483	WHTN — Huntington, W. Va.	657
WHBB — Selma, Ala.	330	WHUB — Cookeville, Tenn.	605
WHBC — Canton, O.	550	WHUC — Hudson, N. Y.	511
WHBF — Rock Island, Ill.	408	WHUM — Reading, Pa.	587
WHBI — Newark, N. J.	498	WHUN — Huntingdon, Pa.	579
WHBL — Sheboygan, Wis.	666	WHVF — Wausau, Wis.	668
WHBO — Tampa, Fla.	383	WHVR — Hanover, Pa.	577
WHBQ — Memphis, Tenn.	608	WHVW — Rutland, Vt.	640

WHXY — Bogalusa, La. . . . . 436  
 WHYL — Carlisle, Pa. . . . . 575  
 WHYN — Holyoke-Springfield, Mass. . . . . 453  
 WIAM — Williamston, N. C. . . . . 545  
 WIBA — Madison, Wis. . . . . 663  
 WIBB — Macon, Ga. . . . . 391  
 WIBC — Indianapolis, Ind. . . . . 412  
 WIBG — Philadelphia, Pa. . . . . 585  
 WIBM — Jackson, Mich. . . . . 463  
 WIBR — Baton Rouge, La. . . . . 435  
 WIBU — Poynet's, Wis. . . . . 665  
 WIBV — Belleville, Ill. . . . . 399  
 WIBW — Topeka, Kans. . . . . 427  
 WIBX — Utica, N. Y. . . . . 531  
 WICA — Ashtabula, O. . . . . 550  
 WICC — Bridgeport, Conn. . . . . 367  
 WICE — Providence, R. I. . . . . 593  
 WICH — Norwich, Conn. . . . . 369  
 WICK — Scranton, Pa. . . . . 588  
 WICR — Cruz Bay, V. I. . . . . 677  
 WICY — Malone, N. Y. . . . . 512  
 WIDE — Biddeford, Me. . . . . 443  
 WIEL — Elizabethtown, Ky. . . . . 429  
 WIFM — Elkin, N. C. . . . . 537  
 WIGM — Medford, Wis. . . . . 654  
 WIKB — Iron River, Mich. . . . . 463  
 WIKC — Bogalusa, La. . . . . 436  
 WIKE — Newport, Vt. . . . . 640  
 WIKK — Erie, Pa. . . . . 577  
 WIKY — Evansville, Ind. . . . . 411  
 WIL — St. Louis, Mo. . . . . 486  
 WILD — Birmingham, Ala. . . . . 322  
 WILE — Cambridge, O. . . . . 550  
 WILK — Wilkes-Barre, Pa. . . . . 590  
 WILM — Wilmington, Del. . . . . 371  
 WILO — Frankfort, Ind. . . . . 412  
 WILS — Lansing, Mich. . . . . 464  
 WILY — Pittsburgh, Pa. . . . . 586  
 WIMA — Lima, O. . . . . 556  
 WIMO — Winder, Ga. . . . . 395  
 WIMS — Michigan City, Ind. . . . . 414  
 WINA — Charlotteville, Va. . . . . 642  
 WINC — Winchester, Va. . . . . 649  
 WIND — Chicago, Ill. . . . . 402  
 WING — Dayton, O. . . . . 555  
 WINI — Murphysboro, Ill. . . . . 407  
 WINK — Ft. Myers, Fla. . . . . 375  
 WINN — Louisville, Ky. . . . . 432  
 WINR — Binghamton, N. Y. . . . . 507  
 WINS — New York, N. Y. . . . . 515  
 WINX — Rockville, Md. . . . . 448  
 WINZ — Miami, Fla. . . . . 378  
 WIOD — Miami, Fla. . . . . 378  
 WIOK — Tampa, Fla. . . . . 383  
 WION — Ionia, Mich. . . . . 462  
 WIOU — Kokomo, Ind. . . . . 413  
 WIP — Philadelphia, Pa. . . . . 585  
 WIPC — Lake Wales, Fla. . . . . 377  
 WIPS — Ticonderoga, N. Y. . . . . 530  
 WIRA — Fort Pierce, Fla. . . . . 376  
 WIRB — Enterprise, Ala. . . . . 324  
 WIRC — Hickory, N. C. . . . . 539  
 WIRE — Indianapolis, Ind. . . . . 412  
 WIRJ — Humboldt, Tenn. . . . . 606  
 WIRK — West Palm Beach, Fla. . . . . 384  
 WIRL — Peoria, Ill. . . . . 407  
 WIRO — Ironton, O. . . . . 556  
 WIRY — Plattsburg, N. Y. . . . . 524  
 WIS — Columbia, S. C. . . . . 596  
 WISC — Madison, Wis. . . . . 663  
 WISE — Asheville, N. C. . . . . 533  
 WISH — Indianapolis, Ind. . . . . 413  
 WISL — Shamokin, Pa. . . . . 588  
 WISN — Milwaukee, Wis. . . . . 664  
 WISO — Ponce, P. R. . . . . 625

WISR — Butler, Pa. . . . . 575  
 WIST — Charlotte, N. C. . . . . 535  
 WITH — Baltimore, Md. . . . . 447  
 WITY — Danville, Ill. . . . . 403  
 WITZ — Jasper, Ind. . . . . 413  
 WIVI — Christiansted, V. I. . . . . 677  
 WIVK — Knoxville, Tenn. . . . . 637  
 WIVY — Jacksonville, Fla. . . . . 376  
 WIZE — Springfield, O. . . . . 559  
 WIZZ — Streator, Ill. . . . . 409  
 WJAC — Johnstown, Pa. . . . . 580  
 WJAG — Norfolk, Nebr. . . . . 492  
 WJAM — Marion, Ala. . . . . 327  
 WJAN — Spartanburg, S. C. . . . . 600  
 WJAR — Providence, R. I. . . . . 594  
 WJAS — Pittsburgh, Pa. . . . . 586  
 WJAT — Swainsboro, Ga. . . . . 394  
 WJAX — Jacksonville, Fla. . . . . 376  
 WJAY — Mullins, S. C. . . . . 599  
 WJAZ — Albany, Ga. . . . . 384  
 WJBB — Haleyville, Ala. . . . . 327  
 WJBC — Bloomington, Ill. . . . . 399  
 WJBK — Detroit, Mich. . . . . 459  
 WJBO — Baton Rouge, La. . . . . 435  
 WJBS — Deland, Fla. . . . . 375  
 WJBW — New Orleans, La. . . . . 439  
 WJCD — Seymour, Ind. . . . . 414  
 WJCM — Sebring, Fla. . . . . 382  
 WJDA — Quincy, Mass. . . . . 454  
 WJDX — Jackson, Miss. . . . . 477  
 WJEF — Grand Rapids, Mich. . . . . 462  
 WJEH — Gallipolis, O. . . . . 556  
 WJEJ — Hagerstown, Md. . . . . 448  
 WJEL — Springfield, O. . . . . 559  
 WJER — Dover, O. . . . . 555  
 WJET — Erie, Pa. . . . . 577  
 WJFR — Caguas, P. R. . . . . 674  
 WJHL — Johnson City, Tenn. . . . . 606  
 WJHO — Opelika, Ala. . . . . 329  
 WJHP — Jacksonville, Fla. . . . . 376  
 WJIG — Tullahoma, Tenn. . . . . 612  
 WJIM — Lansing, Mich. . . . . 465  
 WJIV — Savannah, Ga. . . . . 393  
 WJJD — Chicago, Ill. . . . . 402  
 WJIL — Niagara Falls, N. Y. . . . . 523  
 WJIM — Lewisburg, Tenn. . . . . 607  
 WJKO — Springfield, Mass. . . . . 454  
 WJLB — Detroit, Mich. . . . . 459  
 WJLD — Birmingham, Ala. . . . . 322  
 WJLK — Asbury Park, N. J. . . . . 497  
 WJLS — Beckley, W. Va. . . . . 656  
 WJMA — Orange, Va. . . . . 646  
 WJMB — Brookhaven, Miss. . . . . 474  
 WJMC — Rice Lake, Wis. . . . . 666  
 WJMJ — Philadelphia, Pa. . . . . 585  
 WJMW — Athens, Ala. . . . . 321  
 WJMX — Florence, S. C. . . . . 597  
 WJMO — Cleveland, O. . . . . 553  
 WJMR — New Orleans, La. . . . . 439  
 WJMS — Ironwood, Mich. . . . . 463  
 WJNC — Jacksonville, N. C. . . . . 539  
 WJNO — West Palm Beach, Fla. . . . . 383  
 WJOB — Hammond, Ind. . . . . 412  
 WJOC — Jamestown, N. Y. . . . . 511  
 WJOI — Florence, Ala. . . . . 324  
 WJOL — Joliet, Ill. . . . . 405  
 WJON — St. Cloud, Minn. . . . . 472  
 WJOT — Lake City, S. C. . . . . 599  
 WJOY — Burlington, Vt. . . . . 640  
 WJPA — Washington, Pa. . . . . 590  
 WJPD — Ishpeming, Mich. . . . . 463  
 WJPF — Herrin, Ill. . . . . 405  
 WJPG — Green Bay, Wis. . . . . 662  
 WJPR — Greenville, Miss. . . . . 476  
 WJPS — Evansville, Ind. . . . . 411

WJR — Detroit, Mich. ....	459	WKRG — Mobile, Ala. ....	328
WJRD — Tuscaloosa, Ala. ....	331	WKRM — Columbia, Tenn. ....	604
WJRI — Lenoir, N. C. ....	540	WKRO — Cairo, Ill. ....	399
WJTN — Jamestown, N. Y. ....	511	WKRS — Waukegan, Ill. ....	410
WJVA — South Bend, Ind. ....	415	WKRT — Cortland, N. Y. ....	508
WJVB — Jacksonville Beach, Fla. ....	377	WKRZ — Oil City, Pa. ....	583
WJVW — Cleveland, O. ....	553	WKSB — Milford, Del. ....	371
WJWL — Georgetown, Del. ....	371	WKSR — Pulaski, Tenn. ....	611
WJWS — South Hill, Va. ....	648	WKST — New Castle, Pa. ....	581
WJXN — Jackson, Miss. ....	477	WKTG — Thomasville, Ga. ....	394
WJZM — Clarksville, Tenn. ....	604	WKTM — Mayfield, Ky. ....	432
WKAB — Mobile, Ala. ....	328	WKTY — LaCrosse, Wis. ....	663
WKAI — Macomb, Ill. ....	406	WKUL — Cullman, Ala. ....	323
WKAL — Rome, N. Y. ....	527	WKVA — Lewiston, Pa. ....	580
WKAM — Warsaw, Ind. ....	415	WKVM — San Juan, P. R. ....	677
WKAN — Kankakee, Ill. ....	405	WKWF — Key West, Fla. ....	377
WKAP — Allentown, Pa. ....	573	WKWK — Wheeling, W. Va. ....	660
WKAQ — San Juan, P. R. ....	677	WKXL — Concord, N. H. ....	496
WKAT — Miami Beach, Fla. ....	379	WKXV — Knoxville, Tenn. ....	607
WKAY — Glasgow, Ky. ....	430	WKXY — Sarasota, Fla. ....	382
WKBC — North Wilkesboro, N. C. ....	542	WKY — Oklahoma City, Okla. ....	564
WKBH — LaCrosse, Wis. ....	663	WKYB — Paducah, Ky. ....	433
WKBI — St. Mary's, Pa. ....	588	WKYR — Keyser, W. Va. ....	658
WKBL — Covington, Tenn. ....	605	WKYW — Louisville, Ky. ....	432
WKBN — Youngstown, O. ....	561	WKZO — Kalamazoo, Mich. ....	464
WKBO — Harrisburg, Pa. ....	578	WLAC — Nashville, Tenn. ....	609
WKBR — Manchester, N. H. ....	496	WLAD — Danbury, Conn. ....	367
WKBS — Oyster Bay, N. Y. ....	523	WLAF — LaFollette, Tenn. ....	607
WKBV — Richmond, Ind. ....	414	WLAG — LaGrange, Ga. ....	391
WKBW — Buffalo, N. Y. ....	507	WLAK — Lakeland, Fla. ....	377
WKBZ — Muskegon, Mich. ....	465	WLAM — Lewiston, Me. ....	444
WKCT — Bowling Green, Ky. ....	428	WLAN — Lancaster, Pa. ....	580
WKDA — Nashville, Tenn. ....	609	WLAP — Lexington, Ky. ....	431
WKDK — Newberry, S. C. ....	599	WLAQ — Rome, Ga. ....	392
WKDN — Camden, N. J. ....	498	WLAR — Athens, Tenn. ....	603
WKEI — Kewanee, Ill. ....	405	WLAS — Jacksonville, N. C. ....	540
WKEU — Griffin, Ga. ....	390	WLAT — Conway, S. C. ....	597
WKEY — Covington, Va. ....	642	WLAU — Laurel, Miss. ....	478
WKGN — Knoxville, Tenn. ....	607	WLAV — Grand Rapids, Mich. ....	462
WKHM — Jackson, Mich. ....	464	WLAY — Muscle Shoals, Ala. ....	329
WKIC — Hazard, Ky. ....	430	WLBB — Carrollton, Ga. ....	388
WKID — Urbana, Ill. ....	409	WLBC — Muncie, Ind. ....	414
WKIK — Leonardtown, Md. ....	448	WLBE — Leesburg, Fla. ....	378
WKIN — Kingsport, Tenn. ....	606	WLBG — Laurens, S. C. ....	599
WKIP — Poughkeepsie, N. Y. ....	527	WLBH — Mattoon, Ill. ....	406
WKJB — Mayaguez, P. R. ....	675	WLBJ — Bowling Green, Ky. ....	428
WKJG — Ft. Wayne, Ind. ....	412	WLBK — DeKalb, Ill. ....	404
WKKO — Cocoa, Fla. ....	374	WLBL — Stevens Point, Wis. ....	667
WKLA — Ludington, Mich. ....	465	WLBN — Lebanon, Ky. ....	431
WKLF — Canton, Ala. ....	323	WLBK — Lebanon, Pa. ....	580
WKLJ — Sparta, Wis. ....	667	WLBS — Birmingham, Ala. ....	323
WKLK — Cloquet, Minn. ....	469	WLBZ — Bangor, Me. ....	443
WKLO — Louisville, Ky. ....	432	WLCK — Campbellsville, Ky. ....	429
WKLW — Blackstone, Va. ....	642	WLCM — Lancaster, S. C. ....	599
WKLY — Hartwell, Ga. ....	390	WLCR — Torrington, Conn. ....	369
WKMF — Flint, Mich. ....	460	WLCS — Baton Rouge, La. ....	436
WKMH — Detroit, Mich. ....	460	WLCC — LaCrosse, Wis. ....	663
WKMI — Kalamazoo, Mich. ....	464	WLDS — Jacksonville, Ill. ....	405
WKMT — Kings Mountain, N. C. ....	540	WLDT — Ladysmith, Wis. ....	663
WKNA — Charleston, W. Va. ....	656	WLEA — Hornell, N. Y. ....	511
WKNB — New Britain, Conn. ....	368	WLEC — Sandusky, O. ....	559
WKNE — Keene, N. H. ....	496	WLEE — Richmond, Va. ....	647
WKNK — Muskegon, Mich. ....	466	WLET — Toccoa, Ga. ....	394
WKNX — Saginaw, Mich. ....	467	WLEU — Erie, Pa. ....	577
WKNY — Kingston, N. Y. ....	512	WLEW — Bad Axe, Mich. ....	456
WKOA — Hopkinsville, Ky. ....	431	WLEX — Lexington, Ky. ....	431
WKOK — Sunbury, Pa. ....	589	WLFA — Lafayette, Ga. ....	391
WKOP — Binghamton, N. Y. ....	507	WLFH — Little Falls, N. Y. ....	512
WKOV — Wellston, O. ....	560	WLIB — New York, N. Y. ....	517
WKOW — Madison, Wis. ....	663	WLII — Newport, Tenn. ....	611
WKOX — Framingham, Mass. ....	452	WLIL — Lenoir City, Tenn. ....	607
WKOY — Bluefield, W. Va. ....	656	WLIP — Kenosha, Wis. ....	663
WKOZ — Kosciusko, Miss. ....	477	WLLH — Lowell-Lawrence, Mass. ....	453
WKPA — New Kensington, Pa. ....	581	WLMJ — Jackson, O. ....	556
WKPT — Kingsport, Tenn. ....	506	WLNK — Peekskill, N. Y. ....	524



WLOA — Braddock, Pa. . . . .	575	WMIQ — Iron Mountain, Mich. . . . .	463
WLOE — Leaksville, N. C. . . . .	540	WMIS — Natchez, Miss. . . . .	478
WLOF — Orlando, Fla. . . . .	380	WMIX — Mt. Vernon, Ill. . . . .	407
WLOG — Logan, W. Va. . . . .	658	WMJM — Cordele, Ga. . . . .	389
WLOH — Princeton, W. Va. . . . .	659	WMLS — Sylacauga, Ala. . . . .	330
WLOI — La Porte, Ind. . . . .	413	WMLT — Dublin, Ga. . . . .	389
WLOK — Lima, O. . . . .	557	WMLV — Millville, N. Y. . . . .	498
WLOL — Minneapolis, Minn. . . . .	471	WMMB — Melbourne, Fla. . . . .	378
WLON — Lincolnton, N. C. . . . .	541	WMMN — Fairmont, W. Va. . . . .	657
WLOS — Asheville, N. C. . . . .	533	WMMT — McMinnville, Tenn. . . . .	608
WLOU — Louisville, Ky. . . . .	432	WMMW — Meriden, Conn. . . . .	368
WLOW — Portsmouth, Va. . . . .	646	WMNB — North Adams, Mass. . . . .	454
WLOX — Gulfport-Biloxi, Miss. . . . .	474	WMNC — Morganton, N. C. . . . .	541
WLPM — Suffolk, Va. . . . .	648	WMNE — Menomonie, Wis. . . . .	664
WLPO — LaSalle, Ill. . . . .	406	WMNS — St. Paul, Minn. . . . .	473
WLRP — New Albany, Ind. . . . .	414	WMOA — Marietta, O. . . . .	557
WLS — Chicago, Ill. . . . .	403	WMOD — Moundsville, W. Va. . . . .	659
WLSD — Big Stone Gap, Va. . . . .	641	WMOG — Brunswick, Ga. . . . .	388
WLSE — Wallace, N. C. . . . .	545	WMOH — Hamilton, O. . . . .	556
WLSH — Lansford, Pa. . . . .	580	WMOK — Metropolis, Ill. . . . .	406
WLSI — Pikesville, Ky. . . . .	433	WMON — Montgomery, W. Va. . . . .	658
WLSM — Louisville, Miss. . . . .	478	WMOP — Ocala, Fla. . . . .	379
WLTC — Gastonia, N. C. . . . .	538	WMOU — Berlin, N. H. . . . .	496
WLVA — Lynchburg, Va. . . . .	644	WMOX — Meridian, Miss. . . . .	478
WLW — Cincinnati, O. . . . .	551	WMOZ — Mobile, Ala. . . . .	328
WLYC — Williamsport, Pa. . . . .	591	WMPA — Aberdeen, Miss. . . . .	474
WLYN — Lynn, Mass. . . . .	453	WMPM — Smithfield, N. C. . . . .	544
WMAJ — State College, Pa. . . . .	589	WMPS — Memphis, Tenn. . . . .	609
WMAK — Nashville, Tenn. . . . .	609	WMRB — Greenville, S. C. . . . .	598
WMAL — Washington, D. C. . . . .	372	WMRE — Monroe, Ga. . . . .	392
WMAM — Marinette, Wis. . . . .	664	WMRF — Lewistown, Pa. . . . .	581
WMAN — Mansfield, O. . . . .	557	WMRN — Marion, O. . . . .	557
WMAP — Monroe, N. C. . . . .	541	WMRO — Aurora, Ill. . . . .	399
WMAQ — Chicago, Ill. . . . .	403	WMRP — Flint, Mich. . . . .	461
WMAS — Springfield, Mass. . . . .	454	WMRY — New Orleans, La. . . . .	439
WMAW — Menominee, Mich. . . . .	465	WMSA — Massena, N. Y. . . . .	512
WMAX — Grand Rapids, Mich. . . . .	462	WMSC — Columbia, S. C. . . . .	596
WMAY — Springfield, Ill. . . . .	409	WMSL — Decatur, Ala. . . . .	324
WMAZ — Macon, Ga. . . . .	391	WMSN — Raleigh, N. C. . . . .	542
WMBC — Macon, Miss. . . . .	478	WMT — Cedar Rapids, Ia. . . . .	416
WMBD — Peoria, Ill. . . . .	408	WMTA — Central City, Ky. . . . .	429
WMBG — Richmond, Va. . . . .	647	WMTB — Vance, Ky. . . . .	434
WMBH — Joplin, Mo. . . . .	482	WMTE — Manistee, Mich. . . . .	465
WMBL — Morehead City, N. C. . . . .	541	WMTM — Moutrie, Ga. . . . .	392
WMBM — Miami Beach, Fla. . . . .	379	WMTR — Morristown, N. J. . . . .	498
WMBN — Petosky, Mich. . . . .	466	WMTS — Murfreesboro, Tenn. . . . .	609
WMBO — Auburn, N. Y. . . . .	505	WMUR — Manchester, N. H. . . . .	497
WMBR — Jacksonville, Fla. . . . .	376	WMUS — Muskegon, Mich. . . . .	466
WMBS — Uniontown, Pa. . . . .	590	WMUU — Greenville, S. C. . . . .	598
WMC — Memphis, Tenn. . . . .	609	WMVA — Martinsville, Va. . . . .	644
WMCA — New York, N. Y. . . . .	513	WMVG — Milledgeville, Ga. . . . .	391
WMCH — Church Hill, Tenn. . . . .	604	WMVO — Mt. Vernon, O. . . . .	557
WMCK — McKeesport, Pa. . . . .	581	WMYB — Myrtle Beach, S. C. . . . .	599
WMCW — Harvard, Ill. . . . .	405	WMYR — Ft. Myers, Fla. . . . .	375
WMDC — Hazlehurst, Miss. . . . .	476	WNAB — Bridgeport, Conn. . . . .	367
WMDD — Fajardo, P. R. . . . .	675	WNAC — Boston, Mass. . . . .	451
WMDN — Midland, Mich. . . . .	465	WNAE — Warren, Pa. . . . .	590
WMEV — Marion, Va. . . . .	644	WNAG — Grenada, Miss. . . . .	476
WMEX — Boston, Mass. . . . .	450	WNAH — Nashville, Tenn. . . . .	610
WMFC — Monroeville, Ala. . . . .	328	WNAM — Neenah-Menasha, Wis. . . . .	665
WMFD — Wilmington, N. C. . . . .	546	WNAO — Raleigh, N. C. . . . .	542
WMFG — Hibbing, Mich. . . . .	470	WNAR — Norristown, Pa. . . . .	583
WMFJ — Daytona Beach, Fla. . . . .	374	WNAT — Natchez, Miss. . . . .	479
WMFR — High Point, N. C. . . . .	539	WNAV — Annapolis, Md. . . . .	446
WMFS — Chattanooga, Tenn. . . . .	603	WNAW — North Adams, Mass. . . . .	454
WMGA — Moultrie, Ga. . . . .	392	WNAX — Yankton, S. D. . . . .	602
WMGM — New York, N. Y. . . . .	513	WNB — Binghamton, N. Y. . . . .	507
WMGR — Bainbridge, Ga. . . . .	387	WNBH — New Bedford, Mass. . . . .	453
WMGW — Meadville, Pa. . . . .	581	WNBS — Murray, Ky. . . . .	433
WMGY — Montgomery, Ala. . . . .	329	WNBZ — Saranac Lake, N. Y. . . . .	528
WMIA — Caguas, P. R. . . . .	674	WNCA — Siler City, N. C. . . . .	544
WMID — Atlantic City, N. J. . . . .	497	WNCC — Barnsboro, Pa. . . . .	574
WMIE — Miami, Fla. . . . .	379	WNDB — Daytona Beach, Fla. . . . .	375
WMIK — Middlesboro, Ky. . . . .	433	WNDR — Syracuse, N. Y. . . . .	530
WMIL — Milwaukee, Wis. . . . .	665	WNFB — Worcester, Mass. . . . .	455

WNES — Central City, Ky.	429	WOWO — Ft. Wayne, Ind.	412
WNEW — New York, N. Y.	521	WOXF — Oxford, N. C.	542
WNEX — Macon, Ga.	391	WOZK — Ozark, Ala.	329
WNGO — Mayfield, Ky.	432	WPAB — Ponce, P. R.	675
WNHC — New Haven, Conn.	369	WPAC — Patchogue, N. Y.	524
WNIX — Springfield, Vt.	641	WPAD — Paducah, Ky.	433
WNJR — Newark, N. J.	499	WPAG — Ann Arbor, Mich.	456
WNLA — Indianola, Miss.	477	WPAL — Charleston, S. C.	596
WNLC — New London, Conn.	369	WPAM — Pottsville, Pa.	587
WNLK — Norwalk, Conn.	369	WPAQ — Mt. Airy, N. C.	541
WNMP — Evanston, Ill.	404	WPAR — Parkersburg, W. Va.	659
WNNC — Newton, N. C.	542	WPAT — Paterson, N. J.	500
WNNJ — Newton, N. J.	499	WPAW — Pawtucket, R. I.	593
WNNT — Warsaw, Va.	648	WPAX — Thomasville, Ga.	394
WNOE — New Orleans, La.	439	WPAY — Portsmouth, O.	559
WNOK — Columbia, S. C.	597	WPAZ — Pottstown, Pa.	587
WNOP — Newport, Ky.	433	WPBB — Jackson, Ala.	327
WNOR — Norfolk, Va.	645	WPBC — Minneapolis, Minn.	471
WNOS — High Point, N. C.	539	WPCF — Panama City, Fla.	380
WNOW — York, Pa.	591	WPCT — Putnam, Conn.	369
WNOX — Knoxville, Tenn.	607	WPDQ — Jacksonville, Fla.	377
WNPT — Tuscaloosa, Ala.	331	WPDR — Portage, Wis.	665
WNRC — New Rochelle, N. Y.	512	WPDY — Clarksburg, W. Va.	657
WNRI — Woonsocket, R. I.	594	WPEL — Montrose, Pa.	581
WNRV — Narrows, Va.	645	WPEN — Philadelphia, Pa.	585
WNTM — Vero Beach, Fla.	383	WPEO — Peoria, Ill.	408
WNVA — Norton, Va.	646	WPEP — Taunton, Mass.	455
WNXT — Portsmouth, O.	559	WPET — Greensboro, N. C.	538
WOAI — San Antonio, Tex.	633	WPFB — Middletown, O.	557
WOAP — Owosso, Mich.	466	WPFY — Park Falls, Wis.	665
WOAY — Oak Hill, W. Va.	659	WPGC — Morningside, Md.	448
WOBZ — Jacksonville, Fla.	376	WPGW — Portland, Ind.	414
WOBX — Rhinelander, Wis.	666	WPIC — Sharon, Pa.	589
WOC — Davenport, Ia.	417	WPID — Piedmont, Ala.	329
WOCB — West Yarmouth, Mass.	455	WPIK — Alexandria, Va.	641
WOHI — East Liverpool, O.	555	WPIN — St. Petersburg, Fla.	381
WOHO — Toledo, O.	559	WPIT — Pittsburgh, Pa.	586
WOHP — Bellefontaine, O.	550	WPKE — Pikeville, Ky.	434
WOHS — Shelby, N. C.	544	WPKO — Waverly, O.	560
WOIC — Columbia, S. C.	597	WPKY — Princeton, Ky.	434
WOKE — Oak Ridge, Tenn.	611	WPLA — Plant City, Fla.	381
WOKJ — Jackson, Miss.	477	WPLH — Huntington, W. Va.	657
WOKO — Albany, N. Y.	504	WPLY — Plymouth, Wis.	665
WOKW — Sturgeon Bay, Wis.	667	WPME — Punxsutawney, Pa.	587
WOKY — Milwaukee, Wis.	665	WPMP — Pascagoula, Miss.	479
WOKZ — Alton, Ill.	399	WPNF — Brevard, N. C.	535
WOL — Washington, D. C.	372	WPNX — Phenix City, Ala.	329
WOLF — Syracuse, N. Y.	530	WPON — Pontiac, Mich.	466
WOLS — Florence, S. C.	597	WPOR — Portland, Me.	444
WOMI — Owensboro, Ky.	433	WPPA — Pottsville, Pa.	587
WOMT — Manitowoc, Wis.	663	WPPA — Mayaguez, P. R.	675
WOND — Pleasantville, N. J.	499	WPRC — Lincoln, Ill.	406
WONE — Dayton, O.	555	WPRE — Prairie Du Chien, Wis.	666
WONN — Lakeland, Fla.	377	WPRO — Providence, R. I.	593
WONW — Defiance, O.	555	WPRP — Ponce, P. R.	675
WOOD — Grand Rapids, Mich.	462	WPRS — Paris, Ill.	407
WOOF — Dotham, Ala.	324	WPRT — Prestonburg, Ky.	434
WOOK — Washington, D. C.	372	WPRY — Perry, Fla.	381
WOOW — New Bern, N.C.	542	WPTF — Raleigh, N. C.	542
WOPA — Oak Park, Ill.	407	WPTR — Albany, N. Y.	505
WOPJ — Bristol, Tenn.	603	WPTS — Pittston, Pa.	586
WOR — New York, N. Y.	521	WPTW — Piqua, O.	557
WORA — Mayaguez, P. R.	675	WPTX — Lexington Park, Md.	448
WORC — Worcester, Mass.	455	WPUV — Pulaski, Va.	646
WORD — Spartanburg, S. C.	600	WPXY — Punxsutawney, Pa.	587
WORK — York, Pa.	593	WQAM — Miami, Fla.	379
WORL — Boston, Mass.	451	WQAN — Scranton, Pa.	588
WORZ — Orlando, Fla.	380	WQBC — Vicksburg, Miss.	479
WOSA — Wausau, Wis.	668	WQUA — Moline, Ill.	406
WOSC — Fulton, N. Y.	509	WQXI — Atlanta, Ga.	387
WOSH — Oshkosh, Wis.	665	WQXR — New York, N. Y.	523
WOTR — Corry, Pa.	576	WRAC — Racine, Wis.	666
WOTW — Nashau, N. H.	497	WRAD — Radford, Va.	646
WOV — New York, N. Y.	521	WRAG — Carrollton, Ala.	323
WOW — Omaha, Nebr.	492	WRBK — Williamsport, Pa.	591

WRAP — Norfolk, Va.	645	WSBB — New Smyrna Beach, Fla.	379
WRAW — Reading, Pa.	587	WSBC — Chicago, Ill.	403
WRAY — Princeton, Ind.	414	WSBT — South Bend, Ind.	415
WRBC — Jackson, Miss.	477	WSCR — Scranton, Pa.	588
WRBL — Columbus, Ga.	388	WSDR — Sterling, Ill.	409
WRC — Washington, D. C.	373	WSFA — Montgomery, Ala.	329
WRCA — New York, N. Y.	521	WSFC — Somerset, Ky.	434
WRCD — Dalton, Ga.	389	WSFT — Thomaston, Ga.	394
WRCO — Richland Center, Wis.	666	WSGC — Elberton, Ga.	390
WRCS — Ahoskie, N. C.	533	WSGN — Birmingham, Ala.	323
WRDB — Reedsburg, Wis.	666	WSGW — Saginaw, Mich.	467
WRDO — Augusta, Me.	443	WSHB — Stillwater, Minn.	473
WRDW — Augusta, Ga.	387	WSHE — Sheboygan, Wis.	667
WREB — Holyoke, Mass.	453	WSIC — Statesville, N. C.	544
WREC — Memphis, Tenn.	609	WSID — Baltimore, Md.	447
WREL — Lexington, Va.	644	WSIG — Mount Jackson, Va.	645
WREN — Topeka, Kans.	427	WSIP — Paintsville, Ky.	433
WREV — Reidsville, N. C.	543	WSIR — Winter Haven, Fla.	384
WRFC — Athens, Ga.	385	WSIV — Pekin, Ill.	407
WRFD — Worthington, O.	560	WSIX — Nashville, Tenn.	610
WRFS — Alexander City, Ala.	321	WSJS — Winston-Salem, N. C.	547
WRFW — Eau Claire, Wis.	662	WSKI — Montpelier-Barre, Vt.	640
WRGA — Rome, Ga.	393	WSKY — Asheville, N. C.	533
WRGS — Rogersville, Tenn.	611	WSLB — Ogdensburg, N. Y.	523
WRHC — Jacksonville, Fla.	377	WSLI — Jackson, Miss.	477
WRHI — Rock Hill, S. C.	600	WSLM — Salem, Ind.	414
WRIB — Providence, R. I.	593	WSLS — Roanoke, Va.	648
WRIC — Richlands, Va.	646	WSM — Nashville, Tenn.	610
WRIO — Rio Piedras, P. R.	675	WSMB — New Orleans, La.	439
WRIS — Roanoke, Va.	648	WSMI — Litchfield, Ill.	406
WRJN — Racine, Wis.	666	WSMT — Sparta, Tenn.	611
WRJW — Picayune, Miss.	479	WSNJ — Bridgetown, N. J.	497
WRKD — Rockland, Me.	445	WSNW — Seneca, S. C.	600
WRLD — Lanett, Ala.	327	WSNY — Schenectady, N. Y.	528
WRLE — West Point, Ga.	395	WSOC — Charlotte, N. C.	536
WRMA — Montgomery, Ala.	329	WSOK — Nashville, Tenn.	610
WRMN — Elgin, Ill.	404	WSO — Henderson, Ky.	430
WRNL — Richmond, Va.	647	WSOO — Sault Ste. Marie, Mich.	467
WRNY — Rochester, N. Y.	527	WSOY — Decatur, Ill.	403
WROB — West Point, Miss.	480	WSPA — Spartanburg, S. C.	603
WROD — Daytona Beach, Fla.	375	WSPB — Sarasota, Fla.	382
WROK — Rockford, Ill.	408	WSPC — Anniston, Ala.	321
WROL — Knoxville, Tenn.	607	WSPD — Toledo, O.	559
WROM — Rome, Ga.	393	WSPN — Saratoga Springs, N. Y.	528
WRON — Ronceverte, W. Va.	659	WSPR — Springfield, Mass.	455
WROS — Scottsboro, Ala.	330	WSPT — Stevens Point, Wis.	667
WROW — Roanoke, Va.	648	WSRC — Durham, N. C.	536
WROW — Albany, N. Y.	505	WSRS — Cleveland, O.	554
WROX — Clarksdale, Miss.	475	WSSB — Durham, N. C.	536
WROY — Carmi, Ill.	399	WSSC — Sumter, S. C.	600
WRPB — Warner Robbins, Ga.	395	WSSO — Starkville, Miss.	479
WRR — Dallas, Tex.	621	WSSV — Petersburg, Va.	646
WRRF — Washington, N. C.	545	WSTA — Charlotte-Amalie, V. I.	677
WRRR — Rockford, Ill.	408	WSTC — Stamford, Conn.	369
WRRZ — Clinton, N. C.	536	WSTN — St. Augustine, Fla.	381
WRSW — Warsaw, Ind.	415	WSTP — Salisbury, N. C.	543
WRTA — Altoona, Pa.	573	WSTR — Sturgis, Mich.	467
WRUF — Gainesville, Fla.	376	WSTU — Stuart, Fla.	382
WRUM — Rumford, Me.	445	WSTV — Steubenville, O.	559
WRUN — Utica-Rome, N. Y.	531	WSUN — St. Petersburg, Fla.	381
WRUS — Russellville, Ky.	434	WSVA — Harrisonburg, Va.	644
WRVA — Richmond, Va.	647	WSVS — Crewe, Va.	642
WRWB — Kissimmee, Fla.	377	WSWN — Belle Glade, Fla.	374
WRXO — Roxboro, N. C.	543	WSYB — Rutland, Vt.	640
WSAI — Cincinnati, O.	553	WSYD — Mount Airy, N. C.	542
WSAL — Logansport, Ind.	413	WSYR — Syracuse, N. Y.	528
WSAM — Saginaw, Mich.	467	WTAC — Flint, Mich.	461
WSAN — Allentown, Pa.	573	WTAD — Quincy, Ill.	408
WSAR — Fall River, Mass.	452	WTAG — Worcester, Mass.	456
WSAT — Salisbury, N. C.	543	WTAL — Tallahassee, Fla.	382
WSAU — Wausau, Wis.	668	WTAM — Cleveland, O.	553
WSAV — Savannah, Ga.	393	WTAN — Clearwater, Fla.	374
WSAY — Rochester, N. Y.	527	WTAO — Cambridge, Mass.	451
WSAZ — Huntington, W. Va.	658	WTAQ — LaGrange, Ill.	405
WSB — Atlanta, Ga.	387	WTAR — Norfolk, Va.	645

WTAX — Springfield, Ill.	409	WUSJ — Lockport, N. Y.	512
WTBC — Tuscaloosa, Ala.	331	WUSN — Charleston, S. C.	596
WTBF — Troy, Ala.	330	WUST — Bethesda, Md.	447
WTBO — Cumberland, Md.	447	WVAM — Altoona, Pa.	574
WTCH — Shawano, Wis.	666	WVCG — Coral Gables, Fla.	374
WTCJ — Tell City, Ind.	415	WVCH — Chester, Pa.	576
WTCM — Traverse City, Mich.	467	WVDA — Boston, Mass.	451
WTCN — Minneapolis-St. Paul, Minn.	471	WVEC — Hampton, Va.	643
WTCO — Campbellsville, Ky.	429	WVET — Rochester, N. Y.	527
WTCW — Whitesburg, Ky.	434	WVIM — Vicksburg, Miss.	479
WTEL — Philadelphia, Pa.	586	WVJP — Caguas, P. R.	675
WTHI — Terre Haute, Ind.	415	WVJS — Owensboro, Ky.	433
WTHC — Hartford, Conn.	368	WVKO — Columbus, O.	555
WTIK — Durham, N. C.	536	WVLK — Lexington, Ky.	431
WTLI — Mayaguez, P. R.	675	WVLN — Olney, Ill.	407
WTIM — Taylorville, Ill.	409	WVMC — Mount Carmel, Ill.	407
WTIP — Charleston, W. Va.	657	WVMI — Biloxi, Miss.	474
WTIX — New Orleans, La.	440	WVNJ — Newark, N. J.	499
WTJH — East Point, Ga.	390	WVOK — Birmingham, Ala.	323
WTJS — Jackson, Tenn.	606	WVOM — Boston-Brookline, Mass.	451
WTKM — Hartford, Wis.	662	WVOP — Vidalia, Ga.	395
WTLS — Tallahassee, Ala.	330	WVOS — Liberty, N. Y.	512
WTMA — Charleston, S. C.	596	WVOT — Wilson, N. C.	546
WTMC — Ocala, Fla.	380	WVOW — Logan, W. Va.	658
WTMJ — Milwaukee, Wis.	665	WVPO — Stroudsburg, Pa.	589
WTMV — East St. Louis, Ill.	404	WVSC — Somerset, Pa.	589
WTNC — Thomasville, N. C.	545	WVVW — Fairmont, W. Va.	657
WTND — Orangeburg, S. C.	600	WVBG — Bowling Green, O.	550
WTNJ — Trenton, N. J.	500	WVBE — Vineland, N. J.	501
WTNS — Coshocton, O.	555	WWCA — Gary, Ind.	412
WTNT — Tallahassee, Fla.	382	WWCO — Waterbury, Conn.	370
WTOB — Winston-Salem, N. C.	547	WWDC — Washington, D. C.	373
WTOC — Savannah, Ga.	393	WWEZ — New Orleans, La.	440
WTOE — Toledo, O.	560	WWGP — Sanford, N. C.	544
WTOK — Meridian, Miss.	478	WWGS — Tifton, Ga.	394
WTOI — Toledo, O.	560	WWHG — Hornell, N. Y.	511
WTON — Staunton, Va.	648	WWIN — Baltimore, Md.	447
WTOP — Washington, D. C.	373	WWIT — Canton, N. C.	535
WTOR — Torrington, Conn.	370	WWJ — Detroit, Mich.	460
WTOW — Towson, Md.	449	WWKO — Ashland, Ky.	428
WTPR — Paris, Tenn.	611	WWKY — Winchester, Ky.	434
WTPS — New Orleans, La.	440	WWL — New Orleans, La.	440
WTRB — Ripley, Tenn.	611	WWNC — Asheville, N. C.	533
WTRC — Elkhart, Ind.	411	WWNH — Rochester, N. H.	497
WTRL — Bradentown, Fla.	374	WWNR — Beckley, W. Va.	656
WTRN — Tyron, Pa.	590	WWNS — Statesboro, Ga.	393
WTRP — LaGrange, Ga.	391	WWNY — Watertown, N. Y.	532
WTRR — Sanford, Fla.	382	WWOC — Manitowoc, Wis.	664
WTRW — Two Rivers, Wis.	667	WWOD — Lynchburg, Va.	644
WTRX — Bellaire, O.	550	WWOL — Buffalo, N. Y.	508
WTRY — Troy, N. Y.	530	WWON — Woonsocket, R. I.	594
WTSB — Brattleboro, Vt.	640	WWPA — Williamsport, Pa.	591
WTSB — Lumberton, N. C.	541	WWPB — Miami, Fla.	379
WTSI — Hanover-Lebanon, N. H.	496	WWPF — Palatka, Fla.	380
WTSJ — St. Petersburg, Fla.	381	WWPG — West Palm Beach, Fla.	384
WTSV — Claremont, N. H.	496	WWRL — Woodside, N. Y.	532
WTTB — Vero Beach, Fla.	383	WWSC — Glens Falls, N. Y.	509
WTTM — Port Huron, Mich.	466	WWSR — St. Albans, Vt.	641
WTTN — Trenton, N. J.	500	WWST — Wooster, O.	560
WTTN — Watertown, Wis.	667	WWSW — Pittsburgh, Pa.	586
WTRR — Westminster, Md.	449	WWVA — Wheeling, W. Va.	660
WTTT — Bloomington, Ind.	410	WWWB — Jasper, Ala.	327
WTUP — Tupelo, Miss.	479	WWWF — Fayette, Ala.	324
WTUS — Tuskegee, Ala.	331	WWWR — Russellville, Ala.	330
WTUX — Wilmington, Del.	371	WWWV — Rio Piedras, P. R.	675
WTVB — Coldwater, Mich.	459	WWYO — Pineville, W. Va.	659
WTVH — Peoria, Ill.	408	WXAL — Demopolis, Ala.	324
WTVL — Waterville, Me.	445	WXGI — Richmond, Va.	647
WTVN — Columbus, O.	554	WXLW — Indianapolis, Ind.	413
WTWA — Thomson, Ga.	394	WXOK — Baton Rouge, La.	436
WTWN — St. Johnsbury, Vt.	641	WXRA — Buffalo-Kenmore, N. Y.	508
WTKL — West Springfield, Mass.	455	WXRZ — Guayama, P. R.	675
WTYC — Rock Hill, S. C.	600	WXYZ — Detroit, Mich.	460
WTYN — Tryon, N. C.	545	WYVE — Wytheville, Va.	649
WTYS — Marianna, Fla.	378	WZIP — Covington, Ky.	429

# ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,000 — Families 792,000

Radio Homes — 656,000 — TV Homes — 360,000 — Stations in State 91

## WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Sand Mt. Bcstg. Service  
Business-Studio Address . . . . . P. O. Box 250  
Phone Number . . . . . 630  
News Service . . . . . AP  
Transcription Service . . . . . World  
Pres. Gen. Mgr. . . . . Pat M. Courington  
Commercial Manager . . . . . Glenn Jackson  
Station Mgr. . . . . Jesse Culp  
Prog. Dir. . . . . Bill Hagler  
Chief Engineer . . . . . Gene Killian

## WRFS

ALEXANDER CITY—1947—KBS

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . Piedmont Service Corp.  
Business-Studio Address . . . . . Main St.  
Phone: Adams 4-2566 . . . . . Air Time: Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Dora Clayton  
President . . . . . James L. Coley  
Gen.-Station-Com. Mgr. . . . . Jim Whatley  
Prog. Dir. . . . . Bob McKinnon  
Chief Engineer . . . . . James W. Whatley

## WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 920 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . Andalusia Bcstg. System  
Address . . . . . Sanford Rd.  
Air Time . . . . . Full Time  
News Service . . . . . AP  
Transcription Service . . . . . RCA  
Representative . . . . . Walker-Dora Clayton  
Membership . . . . . NARTB  
Exec. V.P., Gen. Mgr. . . . . Dige Bishop  
Commercial Manager . . . . . Don Cooke  
Program Director . . . . . Barbara Nicholson  
Publicity Director . . . . . Bart Pryor  
Chief Engineer . . . . . J. Dige Bishop

## WANA

ANNISTON—1954—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned . . . . . Gadsden Radio Co.  
Address . . . . . 300 Leighton Ave.  
Air Time . . . . . Full Time  
Sta. Rep. . . . . McGillvra, Inc.  
Co-Owners . . . . . Edwin H. Estes, Cary L. Graham  
Gen. Mgr. . . . . Edwin Estes

## WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . Anniston Bcstg. Co., Inc.  
Business-Studio Address . . . . . Radio Bldg.  
Phone: 2380 . . . . . Air Time: Full Time  
Transcription Service . . . . . World, Thesaurus  
Representative . . . . . Sears & Ayer  
Membership . . . . . NARTB, RAB  
President . . . . . Harry M. Ayers  
Gen.-Sta. Mgr. . . . . Malcolm Street  
Commercial Mgr. . . . . R. A. Davidson  
Program Director . . . . . Rosamond Ponder  
Publicity Director . . . . . E. Cody Hall  
Sales Prom. Mgr. . . . . Teena Taylor  
Chief Engineer . . . . . James A. Hudson

## WSPC

ANNISTON—1948—MBS

Freq.: 1390 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By Model City Bcstg. Co., Inc.  
Business Address . . . . . Jefferson Davis Hotel  
Phone: 6-8291 . . . . . Air Time: Unlimited  
News Service . . . . . AP  
Representative . . . . . Walker & Dora-Clayton  
Pres., Gen., Sta. Mgr. . . . . W. S. Weatherly  
Commercial Manager . . . . . John M. Orrison  
Program Director . . . . . Rosebud Waldrop  
Chief Engineer . . . . . Winfred B. Kennedy

## WJMW

ATHENS—1948

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . Athens Bcstg. Co., Inc.  
Business-Studio Address . . . . . Hine St.  
Phone Number . . . . . 565  
Trans. Ser. . . . . Lang-Worth, Library Service  
News Service . . . . . AP  
Pres.-Gen. Mgr. . . . . Homer F. Dunnivant  
Pgm., Prom., News Dir. . . . . Marjorie Jones  
Chief Engineer . . . . . William G. Mitchell

## WATM

ATMORE—1949

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . Southland Bcstg. Co.  
Address . . . . . P. O. Box 59  
News Service . . . . . AP  
Transcription Service . . . . . World  
Partner . . . . . T. C. Miniard  
Partner . . . . . Grady L. Ingram  
General Manager . . . . . T. C. Miniard  
Commercial Manager . . . . . Sam Ford  
Program Director . . . . . Julia Miniard  
Chief Engineer . . . . . T. C. Miniard

## WAUD

AUBURN—1947—ABC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Auburn Bcstg. Co.  
Address . . . . . Montgomery H'way



Air Time..... Full Time  
 Phone..... 1240  
 Transcription Service..... Associated  
 Representative..... Continental  
 Pres., Gen. Station Mgr..... Elmer G. Salter  
 Sales Prom. Dir..... Lowell E. Takles  
 Chief Engineer..... Lawrence Dobbins  
 Publicity Dir..... Elmer G. Salter

## WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Bessemer Bcstg. Co., Inc.  
 Business Address..... Box 606  
 Phone: 5-5241..... Air Time: Full Time  
 Representative..... Forjoe, Dora-Clayton  
 Gen. & Comm. Mgr..... Eugene P. Weil  
 Pres..... J. E. Lanier  
 Program Director..... E. Faush  
 Chief Engineer..... Jack Warden

## WAPI

BIRMINGHAM—1922—NBC

Frequency: 1070 Kc..... Power: 10,000 Watts  
 Owned-Oper. By..... Television Corp.  
 Address..... P. O. Box 2553  
 Phone: 4-2466..... Air Time: Full Time  
 News Service..... AP  
 Newspaper Affil..... Birmingham News  
 Representative..... John Blair  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... Henry P. Johnston  
 VP Programming..... Ray F. Furr  
 VP & Mgr. of Radio Operations..... Herbert Martin  
 Publicity Director..... James Chenoweth  
 Chief Engineer..... J. V. Sanderson

## WBRC

BIRMINGHAM—1925—CBS

Frequency: 960 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Birmingham Bcstg. Co., Inc.  
 Address..... 1727½ 2nd Ave., N.  
 Phone: 7-3172..... Air Time: Full Time  
 News Service..... INS, AP  
 Transcription Service..... Capitol  
 Representative..... Katz  
 Membership..... NARTB, RAB  
 President..... George B. Storer  
 Mging. Dir., Comm. Mgr..... James E. Bailey  
 Sales Prom. Mgr..... Natt Smith  
 Prog. Dir..... Fox Lightfoot  
 Prod. Mgr..... Jack Williams  
 Chief Engineer..... Robert L. DuPriest

## WCRT

BIRMINGHAM—1953

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Chapman Radio-TV Co.  
 Business Address..... 725 S. 22nd St.  
 Air Time..... Daytime  
 Phone Number..... 7-3019  
 News Service..... UP  
 Trans. Service..... Standard  
 Representative..... Clark

Membership..... NARTB  
 Pres., Prog. Dir..... Geolge K. Chapman  
 General Manager..... Rudy C. Clark  
 Dir. of News..... Ray Shader  
 Sales Prom. Mgr..... W. R. Kennedy  
 Publicity Dir..... W. A. Chapman  
 Chief Engineer..... George K. Chapman

## WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Magic City Bcstg. Co.  
 Business Address..... 1417 Fourth Ave, N.  
 Air Time..... Daytime  
 Phone Number..... 40925  
 News Service..... UP  
 Representative..... McGillvra  
 Partner..... J. L. Doss  
 Gen. Mgr..... John A. Thompson  
 Chief Engineer..... John F. Cram

## WEZB

BIRMINGHAM—1953

Frequency: 1320 Kc..... Power: 1 Kw. d.  
 Owned..... Gene Newman & Emory M. Mcelroy  
 Address..... Bankhead Hotel, Birmingham;  
 Phone: 2-9122, 4-0234-6-3040 Air Time: Daytime  
 News Service..... UP  
 Trans. Service..... Special Johnson Trans. Lib.  
 Representative..... Continental Radio Sales  
 Membership..... NARTB  
 Pres., Gen. Mgr..... Gene Newman  
 Station Mgr..... Tommy Walters  
 Comm. Mgr..... Ganes Allen  
 Sales Prom. Mgr..... Davi Higgenbothom  
 Prog. Dir..... Ganus Scarborough  
 Publicity Dir..... Rita Kline  
 Chief Engineer..... VerI Cicero

## WILD

BIRMINGHAM—1945—MBS

Frequency: 850 Kc..... Power: 10,000 Watts  
 Owned-Oper. By..... Pilot Bcstg. Corp.  
 Address..... 1901 Montgomery Hi-way  
 Air Time..... Full Time  
 Phone Number..... 4-4511  
 President..... George A. Mattison, Jr.  
 Sta., General Manager... George L. Sutherland  
 Commercial Mgr..... J. B. Roberts  
 News Service..... UP  
 Rep..... H-R Representatives  
 Membership..... NARTB  
 Program Director..... Richard Bennick  
 Sales Prom., Pub..... W. E. Mattison  
 Chief Engineer..... Ray Lowery

## WJLD

BIRMINGHAM—1942—KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... Johnston Bcstg. Co.  
 Business Address..... Box 5767, Birmingham  
 Phone: 54-3466..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Interstate





Pres.-Gen. Mgr. .... George Johnston, Jr.  
 Station Manager ..... James Connolly  
 Program Director ..... Joyce Savage  
 Comm., Sales Manager ..... Joe Brewer  
 Chief Engineer ..... Maurice McKinney

**WLBS****BIRMINGHAM—1946**

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... WLBS, Inc.  
 Address ..... 212 N. 13th St.  
 Phone Number ..... 54-2541  
 President ..... E. D. Rivers  
 General Manager ..... Wm. Randall  
 Chief Engineer ..... Gordon Bishop

**WSGN****BIRMINGHAM—1926—ABC**

Frequency: 610 Kc. .... Power: 5000d.; 1000 n.  
 Owned-Oper. .... Jemison Bcstg. Co., Inc.  
 Address ..... 2320 7th Ave., South  
 Phone: 4-3434 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World, Thesaurus  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, RAB  
 President ..... Bascom Hopson  
 Comm. Mgr. .... G. O. Privett  
 Program Director ..... Ralph Rogers  
 Publicity Director ..... Mary Childers  
 Chief Engineer ..... Jack Shea

**WVOK****BIRMINGHAM—1947**

Frequency: 690 Kc. .... Power: 50,000 Watts d.  
 Owned-Operated By ..... Voice of Dblde Inc.  
 Business Address ..... P. O. Box 2468,  
 Phone: 6-2924 ..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Radio Reps., Inc.  
 Membership ..... NARTB  
 Pres., Gen. Sta. Mgr. .... Iralee W. Benms  
 Com. Sales Prom. Mgr. .... Ira Leslie  
 Chief Engineer ..... R. G. Blaskow

**WEBJ****BREWTON—1947—MBS-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Brewton Bcstg. Co.  
 Business Address ..... Box 870  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 Representative ..... Dora-Clayton  
 Pres. .... W. Emmett Brooks  
 Gen. Mgr. .... Bolling Brooks  
 Program Director ..... Helen Aughtman  
 Chief Engineer ..... J. A. Sikes

**WRAG****CARROLLTON—1951—KBS**

Frequency: 590 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Pickens County Bcstg. Co.  
 Address ..... Box 71

Phone Number: 2364 ..... Air Time: Daytime  
 News Service ..... UP  
 Trans. Service ..... World  
 Representative ..... Continental  
 Gen. Mgr., Chief Eng. .... Hugh Hughes  
 Comm. Mgr. .... Ray Hardin  
 Prog. Mgr. .... Carl Sauceman

**WKLF****CLANTON—1947—KBS**

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Southeastern Bcstg. Co.  
 Address ..... P. O. Box 110  
 Phone Number: 449 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... World  
 President ..... Dr. J. Kelley Robinson  
 Gen., Sta., Sales Mgr. .... Leland L. Hudson  
 Pgm., Pub. Dir. .... Helen Parrish  
 Chief Engineer ..... Lester Carter

**WFMH****CULLMAN—1949**

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... The Voice of Cullman  
 Address ..... 206 Second Ave. E.  
 Phone No. .... 910  
 News Service ..... AP  
 Transcription Service ..... Associated & Thesaurus  
 Membership ..... RAB  
 Gen., Comm. Mgr. .... B. C. Eddins  
 Prog. Dir. .... V. E. Waters  
 Chief Engr. .... J. E. Buxton

**WKUL****CULLMAN—1946—MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Cullman Bcstg. Co.  
 Address ..... P. O. Box 211  
 Phone: 863 ..... Air Time: Full Time  
 News Service ..... UP  
 Gen. Mgr. .... Ralph Mann  
 Program Director ..... Charles Crule  
 Chief Engineer ..... Arthur Bachmann

**WAJF****DECATUR—1953**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... J. B. Falt, Jr.  
 Business Address ..... 112 Grant Street  
 Phone: 4016 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Station Representative ..... Sears & Ayer, Inc.  
 President ..... J. B. Falt, Jr.  
 General Manager ..... Cletus Quick  
 Comm. Mgr. .... Charles Wingate  
 Chief Engineer ..... Prince Jones

**WHOS****DECATUR—1948**

Frequency: 800 Kc. .... Power: 1000 Watts d.

Owned-Operated By...No. Alabama Bcstg. Co.  
 Business-Studio Address.....Masonic Bldg.  
 Phone: 991.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Joseph Hershey McGillvra  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 Partners.....Barrett C. Shelton, John J. Jones  
 Gen., Comm. Mgr.....Louis C. Blizzard  
 Pgm. Dir.....Bob Dean  
 Prom. Mgr.....Jim Fouts  
 Chief Eng.....G. Upton

## WMSL

DECATUR—1953—KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Tennessee Valley Bcstg. Co.  
 Address.....703 Bank St.  
 Phone: 802-803.....Air Time: Full Time  
 News Service.....AP  
 Pres., Gen. & Comm. Mgr.....Frank Whisenant  
 Pgm. Dir. & Pub. Dir.....Robert E. Gleason  
 Chief Engineer.....John Short

## WXAL

DEMOPOLIS—1948—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Demopolis Bcstg. Co.  
 Phone: 400.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Pres., General Manager.....W. M. Jordan  
 Commercial Manager.....Henry J. Bley  
 Pgm. Dir.....A. A. Caldwell  
 Chief Engineer.....Barry Collins

## WAGF

DOTHAN—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Dothan Bcstg. Co.  
 Address.....204½ E. Main Street  
 Phone: 2-9100.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NARTB  
 General Manager.....Julian C. Smith  
 Sales Prom. Mgr.....Eugene S. McClintic  
 Comm. Mgr.....Fred C. Moseley  
 Program Director.....Lamar Trammell  
 Chief Engineer.....Howard T. Rawlinson

## WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Houston Bcasters.  
 Business-Studio Address.....107 E. Adams St.  
 Phone: 3-4100.....Air Time: Full Time  
 News Service.....UP  
 Trans. Service.....Thesaurus  
 Representative.....Cummings Reiner  
 Pres., Gen. Mgr.....Jess Swicegood  
 Prog. Dir.....Earl Hutto  
 Chief Engineer.....Charles Lawshe

## WOOF

DOTHAN—1948

Frequency: 560 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....The WOOF Trust  
 Business-Studio Address...Columbia Highway  
 Phone Number.....3-0560, 4-9730  
 News Service.....UP  
 Representative..Dora-Clayton, Thomas F. Clark  
 Membership.....NARTB, RAB  
 General Manager.....Agatha Gay  
 Station Manager.....R. A. Dowling, Jr.  
 Commercial Manager.....Gus Cotter  
 Chief Engineer.....Earl Williford

## WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..The Wiregrass Bcstg. Co.  
 Phone: 30.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Gen. Mgr.....R. E. James  
 Com. Mgr.....Fred S. Watson  
 Prom. Dir.....E. E. Vinson

## WULA

EUFAULA—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.  
 Address.....U. S. H'way. 431  
 Phone Number: 745.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Indies  
 Gen. Mgr.....Edward B. Fussell  
 Gen. Mgr.....Fellis Carnley  
 Prog. Dir.....Walter E. Freeman  
 Chief Engineer.....Hugh G. Chastain

## WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Bankhead Bcstg. Co., Inc.  
 Address.....Jasper, Ala.  
 Phone: 23461.....Air Time: Daytime  
 News Service.....UP  
 President.....W. W. Bankhead  
 General Manager.....James Reese  
 Sta. Mgr.....Jack Black  
 Chief Engineer.....James Dickenson

## WJOI

FLORENCE—1945—ABC-ABS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Florence Bcstg. Co., Inc.  
 Address.....850 S. Court St.  
 Phone: 2608.....Air Time: Full Time  
 Pres., Gen. Mgr.....Joe T. Van Sandt  
 Sta. Mgr.....J. W. Phillips  
 Commercial Manager.....Tom York  
 Sales Prom. Mgr.....Paula Ferguson  
 Chief Engineer.....Paul Shannon

# WOWL

FLORENCE—1945—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Muscle Shoals, Inc.  
Business Address... 800 Cypress Mill Rd.  
Phone: 4000 Air Time: Full Time  
News Service... AP  
Representative... Rambeau and Dora Clayton  
Membership... NARTB, RAB  
President, Gen. Mgr... Richard B. Biddle  
Station Mgr... Bill Mapes  
Commercial Manager... Gene Moore  
Sales Prom. Mgr... Dick Biddle  
Program Director... Whit Patch  
Publicity Director... Shirley Cheyne  
Chief Engineer... Lawrence Rohling

# WHEP

FOLEY—1953

Frequency: 1310 Kw. Power: 1000 Watts d.  
Owned-Oper. By... Alabama Gulf Radio Inc.  
Address... Box 1556  
Phone: 3 Air Time: Daytime  
News Service... AP  
Transcription Service... NBC Thesaurus  
Representative... Indie Sales  
President... Howard E. Pill  
General Manager... Ralph Howard  
Commercial Manager... William Rowland  
Program Director... Jim Stewart  
Chief Engineer... Drue Rutherford

# WFPA

FT. PAYNE—1950

Frequency: 1400 Kc. Power: 250 watts  
Owned... Gothberg Community Bdcstg.  
Address... 102 So. Gault Ave.  
Phone Number... 643  
President... George Gothberg  
Gen. Mgr... Ozelle Gothberg  
Chief Engineer... Ben Louden

# WZOB

FT. PAYNE—1950—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By... Glenn M. Gravitt  
Address... P. O. Box 255  
Phone: 1096 Air Time: Daytime  
News Service... UP  
Transcription Service... Thesaurus  
General Manager... Glenn M. Gravitt  
Commercial Mgr... Irvin S. Liber  
Chief Engr... Jess R. Moore

# WETO

GADSDEN—1950—KBS

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By... Gadsden Radio Co.  
Address... 722 S. 12th St.  
Phone Number: 69201 Air Time: Daytime  
News Service... UP  
Transcription Service... Capitol  
Representative... McGillvra

Partner, Gen. Mgr... Edwin H. Estes  
Partner... Cary L. Graham  
Commercial Manager... David Vowell  
Program Director... Ray Estes  
Chief Engineer... Julius Vessels

# WGAD

GADSDEN—1947—ABC

Freq.: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.  
Owned-Oper. By... Coosa Bcstg. Co., Inc.  
Address... Philipson Bldg.  
Phone: 5641, 5642 Air Time: Full Time  
News Service... UP  
Representative... Rambeau, D. Clayton  
Membership... NARTB, RAB  
Pres., Gen. Mgr... James L. Garrett  
Prog., Spts. Director... Boyd Parsons  
Chief Engineer... Halley D. Williams

# WGWD

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Etowah Bdcstrs., Inc.  
Address... 750 Forest Ave.  
Phone Number... 6-6301  
News Service... UP  
Transcription... Associated  
Representative... Kirby  
Membership... NARTB  
President... Joe L. Moore  
Gen. Mgr... J. P. Kirby  
Chief Engineer... W. G. Anderson

# WGEA

GENEVA—1953

Frequency: 1150 Kw. Power: 1000 Watts d.  
Owned-Oper. By... Geneva County Reaper  
Business Address... Westville Road  
Phone Number... 456  
Newspaper Affil... Geneva County Reaper  
Transcription Service... World  
President... Howard Scott  
Gen. Mgr... J. C. Williams  
Membership... NARTB  
Station Manager... Robert Sidewell  
Program Director... Junior Walker  
Commercial Manager... Gene Free

# WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Greenville Bcstg. Corp.  
Business Address... P. O. Box 227  
Phone: 585 Air Time: Full Time  
News Service... UP  
Representative... Continental  
Commercial Mgr... W. H. Miller, Jr.

# WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By... Gunterville Bcstg. Co.  
Address... P. O. Box 32  
Phone: 4131 Air Time: Daytime

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**



News Service .....UP  
 Membership .....NARTB  
 President..... H. E. Moore  
 Gen., Sta., Comm. Mgr..... Edward Z. Carrell  
 Chief Engineer..... Lavelle Jackson

## W J B B

HALEYVILLE—1949—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Haleyville Bcstg. Co.  
 Phone: 389.....Air Time: Full Time  
 Membership .....ABA  
 Representative .....Indie Sales  
 President..... W. P. Thielens  
 Gen. Mgr..... J. L. Slatton  
 Program Director..... Pat Slatton  
 Chief Engineer..... Paul Kelly

## W E R H

HAMILTON—1950

Frequency: 970 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By...Marion County Bcstg. Co.  
 Address .....Box 187  
 Phone: 3481.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....SESAC  
 Representative...Hill F. Best Co., Dora-Clayton  
 President, Gen. Mgr..... Hugh Fite  
 Sta., Sales, Mgr..... C. B. Tucker  
 Program Director..... Edgar L. Clayton  
 Publicity Director..... Hugh J. Fite  
 Chief Engineer..... C. B. Tucker

## W B H P

HUNTSVILLE—1937—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wilton H. Pollard  
 Bus. Studio Address.....Fifth Ave.  
 Phone: JE 2-3521.....Air Time: Full Time  
 President, Gen. Mgr..... Wilton H. Pollard  
 Sales Prom. Mgr..... Lew Banks  
 Prog. Dir..... Shirley Hangan  
 Publicity Dir..... Lew Banks  
 Chief Engineer..... James Potter

## W F U N

HUNTSVILLE—1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Huntsville Bcstg. Co., Inc.  
 Phone: 2424.....Air Time: Full Time  
 News Service .....UP  
 Representative...Sears & Ayers, Dora-Clayton  
 General Manager..... J. B. Falt, Jr.  
 Sta. Mgr., Prog. Dir., Chief Engr.. John Garrison

## W H B S

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc.....Power: 5,000 Watts  
 Owned-Oper. By...The Huntsville Times Co.  
 Address .....P. O. Box 986  
 Phone Number: 2345.....Air Time: Full Time  
 Newspaper Affiliation.....Huntsville Times  
 News Service.....AP

Rep.....Henry E. Cummings, Gill-Perna  
 Membership.....NARTB, RAB  
 President.....Henry P. Johnston  
 General Manager.....ohn F. Neal  
 Program Director..... Reuben Miller  
 Chief Engineer..... Victor Bankowski

## W P B B

JACKSON—1950—KBS-MBS

Frequency: 1280.....Power: 1000 Watts d.  
 Owned-Operated By.....Jackson Bcstg. Co.  
 Address.....H'way 5  
 News Service.....UP  
 Representative.....Indie, Southern Radio  
 Membership .....NARTB  
 Pres., Gen. Mgr..... T. H. Gaillard, Jr.  
 Program Director..... Charles Ballas  
 Com. Mgr..... Ben Haskew

## W W W B

JASPER—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Bankhead Bcstg. Co., Inc.  
 Address.....Bankhead-Long Bldg.  
 Phone Number: 23461.....Air Time: Full Time  
 Transcription Service.....Capitol  
 News Service .....UP  
 Sta. Rep..... Southern Radio  
 Membership .....NARTB  
 President..... W. W. Bankhead  
 Gen. Mgr..... William C. Edgehon

## W R L D

LANETT—1943—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valley Bcstg., Inc.  
 Address .....P. O. Box 312, West Point, Ga.  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Representative .....McGillvra  
 President..... J. C. Henderson  
 General Manager..... C. Jim Murphy  
 Program Director..... Aileen Love  
 Chief Engineer..... A. L. Stancel Jr.

## W J A M

MARION—1951—ABS

Frequency: 1310 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Neely Bcstg. Co.  
 Address .....Bay 221  
 Phone: 7111.....Air Time: Daytime  
 Transcription Service.....Capitol  
 Membership .....NARTB  
 Representative.....Continental Radio  
 News Service .....AP  
 Representative .....Southern  
 Pres. & General Manager..... L. M. Neely, Jr.  
 Station Manager..... Earl W. Hanna  
 Chief Engineer..... Virgil Moore

## W A B B

MOBILE—1948—ABC

Frequency: 1480 Kc.....Power: 5000 Watts

Owned-Oper. By... Mobile Press Register, Inc.  
 Business Address..... 304 Government St.  
 Phone: 3-1551..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Branham Co.  
 Membership..... BAB  
 President..... R. B. Chandler  
 Executive V.P..... W. J. Hearin, Jr.  
 Gen. Mgr..... Dewey H. Long  
 Prog. Director..... Bruce Miller  
 Chief Engineer..... William H. Murphree

## WALA

MOBILE—1930—NBC

Frequency: 1410 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Pape Bcstg. Co., Inc.  
 Bus.-Studio Address..... 210 Government St.  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Headley-Reed  
 Membership..... NARTB  
 President..... W. O. Pape  
 Exec. Vice-Pres..... H. K. Martin  
 Station Manager..... W. B. Pape  
 Pgm. Dir..... Al Homan  
 Chief Engineer..... R. B. Hurley

## WKAB

MOBILE—1947

Frequency: 840 Kc..... Power: 1000 Watts d.  
 Owned-Operated By... Pursley Bcstg. Service  
 Business-Studio Address..... 525 Donald St.  
 Phone: 7-6345..... Air Time: Daytime  
 Transcription Service..... SESAC, Lang-Worth  
 Representative..... Forjoe, Dora Clayton  
 News Service..... AP  
 Owner..... Louise P. Pursley  
 Sta. Mgr., Pub. Dir..... R. H. Moore  
 Com. Mgr..... J. C. Smith  
 Sales Prom. Mgr..... Jim Smith  
 Program Director..... John T. Jackson  
 Chief Engineer..... Ray Gartman

## WKRG

MOBILE—1946—CBS

Frequency: 710 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Giddens & Rester  
 Bus.-Studio-Trans. Address..... Telegraph Rd.  
 Phone: 2-6789..... Air Time: Unlimited  
 News Service..... AP  
 Transcription Service..... Lang-Worth  
 Representative..... Adam J. Young, Jr.  
 Membership..... RAB, NARTB  
 President..... Kenneth R. Giddens  
 Gen., Sta. Mgr..... Frank Conwell  
 Local Sales Manager..... Carl Haug  
 Program Director..... Richard McMullen  
 Public Service Dir..... S. R. Konrad  
 Chief Engineer..... Leon V. Hance

## WMOZ

MOBILE—1953—KBS

Frequency: 960 Kc..... Power: 1000 Watts d.

Owned-Oper. By..... Gasden Radio Co.  
 Phone Number..... 6-3546  
 Representative..... John E. Pearson  
 President..... Edwin Estes  
 Partner..... C. L. Graham  
 General Mgr..... John Watkins  
 Commercial Mgr..... W. H. Dutton  
 Prog. Dir..... Marguerite Swor  
 Chief Engineer..... Vernon Floyd

## WMFC

MONROEVILLE—1952—KBS

Frequency: 1220 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Monroe Bcstg. Co.  
 Address..... H'way 84  
 Phone Number: 1220..... Air Time: Daytime  
 Sta. Rep..... Continental  
 News Service..... AP  
 Transcription Service..... World  
 Gen. Mgr., Chief Eng..... George T. Shurden  
 Program Director..... Jim Aycock

## WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc..... Power: 1000 Watts  
 Owned-Operated By..... United Bcstg. Co.  
 Business, Studio Address..... 116 Catoma St.  
 Phone: 3-7569..... Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... World, Standard  
 Representative..... Walker Co.  
 Pres., Gen. Mgr..... Thomas E. Martin  
 Commercial Manager..... Hoke Williford  
 Sales Promotion Manager..... Frank Dudley  
 Program Director..... Lee Stockfelt  
 Chief Engineer..... Owen Lehr

## WBAM

MONTGOMERY—1953

Frequency: 740 Kc..... Power: 50 Kw. d.  
 Owned..... Deep South Bcstg. Co.  
 Phone: 2-3851..... Air Time: Daytime  
 News Service..... UP  
 Representative..... Radio-TV Reps.  
 Pres., Gen. Mgr..... W. J. Brennan  
 Sales Prom. Mgr..... Felix Robinson  
 Program Dir..... Fred Wamble  
 Chief Engineer..... Cyril G. Brennan

## WCOV

MONTGOMERY—1939—CBS

Frequency: 1170 Kc..... Power: 10 Kw.  
 Owned-Oper. By..... Southern Bcstg. Co.  
 Address..... Adrian Lane  
 Phone Number..... 5-3561  
 News Service..... UP  
 Representative..... Paul H. Raymer Co.  
 Membership..... NARTB  
 President..... Oscar P. Covington  
 General Manager..... Hugh M. Smith  
 Station Manager..... Joe Petranka  
 Sales Prom. Mgr..... W. W. Hunt  
 Program Director..... Weston Britt  
 Chief Engineer..... Fred Wright

**W M G Y**

**MONTGOMERY—1946**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By Dixie Bcstg. Co.  
 Business-Studio Address 4 S. Perry St.  
 News Service UP  
 Representative Forjoe & Co., Dora Clayton  
 Membership NARTB, RAB  
 President Dr. S. D. Suggs  
 Gen.-Comm. Manager Thomas W. Sewell  
 Sales Prom. Mgr. Chuck Elliott  
 Chief Engineer John D. Lamar

**W R M A**

**MONTGOMERY—1954**

Frequency: 950 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Southland Bcstg. Co.  
 Business Address 26 North Lawrence St.  
 Phone: 4-6440 Air Time: Daytime  
 Transcription Service Associated  
 Membership NARTB  
 Representative McGillvra  
 Partner & Gen. Mgr. Ralph M. Allgood  
 Partner Grover Wise  
 Chief Engineer Walter B. Stevenson

**W S F A**

**MONTGOMERY—1930—NBC**

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Montgomery Bcstg. Co., Inc.  
 Business Address P. O. Box 1031  
 Phone: 5-1251 Air Time: Full Time  
 News Service AP  
 Representative Headley-Reed  
 Membership NARTB  
 President David E. Dunn  
 Comm. Manager John C. Hughes  
 Tech. Dir. Sebie B. Smith

**W L A Y**

**MUSCLE SHOALS—1933—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Oper. By Muscle Shoals Bcstg. Corp.  
 News Service UP  
 Trans. Service World  
 President Frank M. Farris, Jr.  
 General Manager E. O. Whitehead  
 Program Director George Manush  
 Publicity Dir. (Miss.) Jean Watkins  
 Chief Engineer Lynn V. McMoran

**W C R L**

**ONEONTA—1952**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By Pat M. Courington  
 Address H'way 32  
 Phone: 4871 Air Time: Daytime  
 News Service AP  
 Trans. Service Capitol, World, Thesaurus  
 President Pat M. Courington  
 Gen., Comm. Mgr. L. D. Bentley, Jr.

**W J H O**

**OPELIKA—1940—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Oper. By Opelika-Auburn Bcstg. Co.  
 Address 1400 Auburn Road  
 News Service UP  
 Transcription Service World  
 Representative Indie Sales, Inc.  
 Membership NARTB, RAB  
 General Manager John C. Cooper, Jr.  
 Commercial Manager E. Turk  
 Program Director M. L. King, Jr.  
 Chief Engineer John E. Smollon

**W A M I**

**OPP—1952**

Frequency: 860 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Opp Bcstg. Co.  
 Business Address Box 169  
 News Service UP  
 Representative Dora Clayton  
 President H. N. Lee  
 Gen., Com. Mgr. Beri Moore  
 Chief Engineer Joe Osgatharp

**W O Z K**

**OZARK—1953**

Frequency: 900 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Ozark Bcstg. Corp.  
 Phone 655  
 Pres. Douglas Brown

**W P N X**

**PHENIX CITY—1952—ABC-MBS**

Frequency: 1460 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Community Bdcstg. Co.  
 Address Phenix Girard Bank Bldg.  
 Phone: 8-8787 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 President Ray M. Greene  
 Station Mgr. Bob Mann  
 Comm. Mgr. Sam Keel  
 Prog. Dir., Chief Engineer Jay H. Lamb

**W P I D**

**PIEDMONT—1952**

Frequency: 1280 Kw. Power: 1000 watts d.  
 Owned-Oper. By Piedmont Radio Station  
 Phone: 2211 Air Time: Daytime  
 News Service UP  
 President C. L. Graham  
 General Manager Curt Blair  
 Program Director Ollie Blair  
 Pub. Dir. Alen Payne  
 Chief Engineer Acker Livingston

**W A I P**

**PRICHARD—1954**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By Prichard Bcstg. Co.  
 Address 100 Chidester Ave.

# WELR

ROANOKE—1949—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Operated By..... J. W. Buttram  
Address..... 801 N. Main St.  
Station Rep. .... Dora-Clayton  
Pres., Gen., Com. Mgr..... J. W. Buttram  
Program Director..... Richard Killebrew  
Chief Engineer..... Leverne Foster

# WWWR

RUSSELLVILLE—1949—KBS

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Bankhead Bcstg. Co., Inc.  
Address... Bankhead-Long Bldg., Jasper, Ala.  
Phone Number: 2-3461. Air Time: Daytime  
News Service ..... UP  
Transcription Service ..... SESAC  
Representative ..... Southern Radio  
President..... Walter W. Bankhead  
Gen. Mgr..... Hal Kirby  
Pgm. Dir., Chief Engineer... Carl Van Sittert

# WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By..... Pat M. Courington  
Address..... P. O. Box 394  
Phone: 123. Air Time: Daytime  
News Service ..... AP  
Trans. Service..... Thesaurus  
Gen. Mgr..... Pat M. Courington  
Station Mgr..... J. F. Thompson  
Program Director..... Gene Brown  
Chief Engineer..... James G. Wallace

# WROS

SCOTTSBORO—1952—KBS

Frequency: 1330 Kw. Power: 1000 Watts d.  
Owned-Oper. By..... Scottsboro Bcstg. Co.  
Business Address..... 717 Scott St.  
President..... Hugh T. Kirby  
Gen., Com. Mgr..... Rose M. Kirby  
Program Dir..... Clyde R. Varner  
Chief Engr..... Bill Prickett

# WGWC

SELMA—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Dallas Broadcasters, Mc.  
Address..... P. O. Box 686  
Phone: TRinity 4-6687. Air Time: Full Time  
Station Representatives... Hal Holman, Ayers  
Trans. Ser..... Thesaurus  
Membership ..... NARTB  
President..... Oscar Covington  
Gen. Mgr. & Chief Engr... John F. Townshend  
Commercial Manager..... John Frazier

# WHBB

SELMA—1935—NBC-KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By..... Selma Bcstg., Inc.  
Business Address..... 209 Washington St.  
Phone: TR 4-8661. Air Time: Full Time  
President..... B. H. Hopson  
Gen., Sta., Comm. Mgr..... Julien Smith, Jr.  
Program Director..... Carolyn Perrin  
Chief Engineer..... W. D. Powers, Jr.

# WFEB

SYLACAUGA—1945—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Alabama Bcstg. Co.  
Address..... 527 No. Broadway  
Phone Number: 2-3281. Air Time: Full Time  
News Service ..... UP  
President..... E. E. Forbes, Sr.  
Comm., Sta. Mgr..... George W. Carr  
Chief Engineer..... Conrad Pickren

# WMLS

SYLACAUGA—1948

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Marble City Bcstg. Co., Inc.  
Business Address..... 11 West 2nd St.  
Phone: 2-4854. Air Time: Daytime  
News Service ..... AP  
Pres., Gen. Manager..... Curtis O. Liles, Jr.  
Commercial Manager... Marion W. McEwen  
Prog., Pub. Dir..... Robert M. Duck  
Chief Engineer..... Walter Welch

# WHTB

TALLADEGA—1945—MBS-KBS-ABS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Voice of Talladega, Inc.  
Address..... Bemiston Highway  
Phone: 2205. Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Continental  
President..... Cecil Hornady  
Gen. Mgr..... Myron T. Snoddy  
Commercial Mgr..... W. B. Dorriety  
Chief Engineer..... David Andrews

# WTLS

TALLAHASSEE—1954

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By..... Tallahassee Bcstg. Co.  
Address..... H'way 14  
Phone Number ..... 8535  
Pres., Gen. Mgr..... Bert Bank  
Comm. Mgr., Sta. Mgr., Chief Eng. Ned Butler  
Prog. Dir., Sales Mgr., Spts. Dir... Hank Holman  
Prod. Mgr., News Dir..... Wallace Hobgood

# WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Troy Bcstg. Corp.  
Address..... College Drive  
Phone Number: 980-1. Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... World



**Membership** ..... NARTB  
**President** ..... Roy Crow  
**Gen. Mgr.** ..... Jess Jordan  
**Commercial Mgr.** ..... Robert Tolbert  
**Chief Engineer** ..... Joe W. Gilchrist

# W J R D

**TUSCALOOSA—1936—NBC**

**Freq.:** 1150 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** ..... Wilhelmina (Doss) Echols  
**Business-Studio Address** ..... 2316 Broad St.  
**Phone:** 4464 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Representative** ..... Rambeau, Clayton  
**Membership** ..... NARTB  
**Gen., Sta. Mgr.** ..... Gene Tibbett  
**Comm. Mgr.** ..... Lehman Mayer  
**Sls. Prom. Mgr., Pub. Dir.** ..... G. Tibbett  
**Prog. Dir.** ..... Roy McAllister  
**Chief Engineer** ..... Dave Livingston

# W N P T

**TUSCALOOSA—1951**

**Frequency:** 1280 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... W. Alabama Bdcstg. Co.  
**Address** ..... P. O. Box 181  
**Phone Number:** 3311 ..... **Air Time:** Full Time  
**Representative** ..... Indie Sales  
**Trans. Ser.** ..... Lang-Worth  
**President** ..... W. P. Thielens  
**Program Director** ..... Bob Jones  
**Chief Engineer** ..... T. H. Todd

# WTBC

**TUSCALOOSA—1946—MBS-KBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned By** ..... Tuscaloosa Bcstg. Co.  
**Address** ..... Radio Center  
**Phone Number:** 8-5523-4. **Air Time:** Full Time  
**News Service** ..... UP  
**Representative:** ..... Sears & Ayer  
**Membership** ..... NARTB, RAB  
**General Manager** ..... Bert Bank  
**Comm. Mgr.** ..... James A. Davis  
**Prog. Dir.** ..... Jack Mock  
**Chief Engr.** ..... J. A. Ward

# WTUS

**TUSKEGEE—1952—KBS**

**Frequency:** 580 Kc. .... **Power:** 500 Watts d.  
**Owned-Oper. By** ..... Radio Tuskegee, Inc.  
**Address** ..... P. O. Box 577  
**Phone:** 580 ..... **Air Time:** Daytime  
**News Service** ..... UP  
**Sta. Manager** ..... J. A. Bowers  
**Program Manager** ..... Joe Burton  
**Commercial Mgr.** ..... George Burton  
**Chief Engineer** ..... Julian A. Duncan

# WETU

**WETUMPKA—1954—KBS**

**Frequency:** 1570 Kc. .... **Power:** 250 Watts  
**Owned** ..... Elmore Service Corp.  
**Address** ..... Rockford Rd., Box 60  
**Phone:** 7369 ..... **Air Time:** Daytime  
**Transcription Ser.** ..... Thesaurus  
**News Service** ..... UP  
**Station Rep.** ..... Dorra-Clayton  
**General Mgr.** ..... Ed Morgan

# ARIZONA

Pop. Feb. 1, 1955 (Est.) 1,002,000 — Families 346,000

Radio Homes 319,000 — TV Homes 124,000 — Stations in State — 31

# K S U N

**BISBEE—1933—MBS-ABS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Carleton W. Morris  
**Address** ..... P. O. Drawer C, Lowell Station  
**Phone** ..... 2-2277—**Air Time:** Full Time  
**Transcription** ..... Thesaurus, World, SESAC  
**News Service** ..... UP  
**Representative** ..... Blair & Co.  
**President** ..... Carleton W. Morris  
**Gen., Sta., Comm. Mgr.** ..... Arlo Woolery  
**Sales Promotion Manager** ..... Leo Bernard  
**Program Director** ..... Ray Helgesen  
**Chief Engineer** ..... Ben Strotman

# KCLF

**CLIFTON—1950**

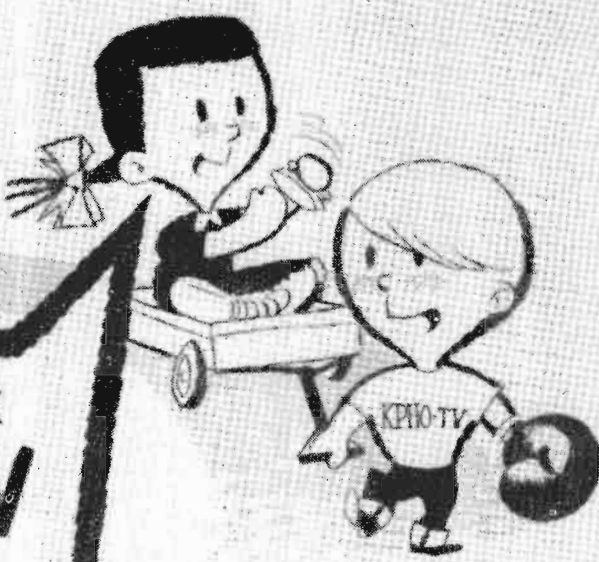
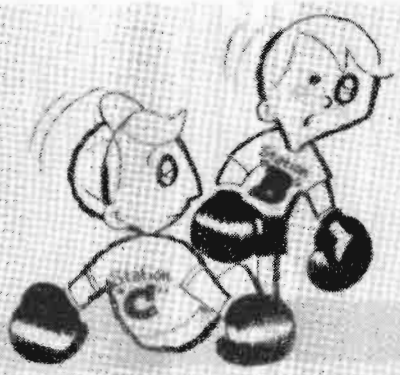
**Frequency:** 1400 Kc. .... **Power:** 250 Watts

**Owned-Oper. By** ..... Gila Bcstg. Co.  
**Address** ..... Box 548  
**Phone Number:** 321 ..... **Air Time:** Full Time  
**Sta. Rep.** ..... Best  
**News Service** ..... UP  
**President** ..... D. F. Long  
**Gen. Mgr.** ..... Ira Toler  
**Chief Engineer** ..... Paul R. Wieman

# KCKY

**COOLIDGE—1948—CBS-ABS-KBS**

**Frequency:** 1150 Kc. .... **Power:** 1,000 Watts  
**Owned-Oper. By** ..... Gila Bcstg. Co., Inc.  
**Address** ..... Roosevelt & Main Streets  
**Phone Number** ..... 4451  
**Transcription Service** ..... Lang-Worth  
**President** ..... Louis F. Long  
**Station Manager** ..... Bill Parady  
**Comm. Mgr.** ..... Jim Doyle



**IN PHOENIX  
KPHO-TV  
IS CHAMP!**



KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows KPHO-TV captured 320 quarter hours — 76% of all quarter hours. *Telecode, November, 1954*



KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows KPHO-TV captured 307 quarter hours — 76% of all quarter hours. *KXZ, October, 1954*



KPHO-TV captured 12 out of 15 top weekly shows, 9 of 10 top multi-weekly shows KPHO-TV captured 304 quarter hours — 71% of all quarter hours. *Mapco, October, 1954*



KPHO-TV's own local shows, "Gold Duet Charlie," "Children" and "Three Star News," were among top 10 multi-weekly shows on all three surveys.

*Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations . . . on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — \$515,290,000 in retail sales!*

**IT'S KPHO-TV IN PHOENIX**  
*. . . first in Arizona*

**YOUR MEREDITH STATIONS**

**CHANNEL 5 CBS BASIC**

**KPHO-TV**

**FIRST IN ARIZONA SINCE '49**

**AFFILIATED WITH BETTER HOMES and GARDENS**  
**REPRESENTED NATIONALLY BY KATZ**



Program Director ..... Jim Murdock  
Chief Engineer..... Jeff Lapping

General Manager..... Willard Shoecraft  
Comm. Mgr..... C. W. Mizner

# KAWT

**DOUGLAS—1946—MBS—DON LEE**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..... Carleton W. Morris  
Address..... Drawer C  
Phone: Hemlock 2-2277..... Air Time: Full Time  
Transcription Service..... Lang-Worth, MacGregor  
Membership..... RAB  
Gen., Sta., Comm. Mgr..... Robert L. Whitaker  
Program Director..... Sidney Manette  
Publicity Director..... James Bruns  
Chief Engineer..... Ben Strotman

# KCLS

**FLAGSTAFF—1950—MBS-KBS  
DON LEE—ARIZONA**

Frequency: 1360 Kc.....Power: 5000 Watts d.  
Owned-Operated By..... Saunders Bcstg. Co.  
Address..... Box 1677  
Phone: 946..... Air Time: Daytime  
Owner, Gen. Mgr..... Charles J. Saunders  
Office Mgr..... Dorothy Saunders  
Prog. Dir..... Bill Johnson  
Publicity Dir..... Don Gellers  
Chief Engineer..... Len Benson

# KGPH

**FLAGSTAFF—1950—ABC**

Frequency: 630 Kc.....Power: 1 Kw. d.  
Owned-Operated By..... Frontier Bcstg. Co.  
Address..... Weatherford Hotel  
Phone: 51 or 65..... Air Time: Full Time  
News Service..... AP  
Transcription Service..... Lang-Worth  
Representative... John Hershey McGillvra, Inc.  
Membership..... NARTB  
General Manager..... A. S. Holm  
Pres., Chief Engineer..... E. C. Phillippi  
Publ. Dir..... Mary Jane Phillippi

# KRUX

**GLENDALE—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..... Radio Arizona Inc.  
Address..... 633 E. Grand Ave.  
Phone..... Alpine 2-2371  
President..... Stan Norman  
Gen. Mgr..... Frank S. Barc, Jr.  
Comm. Mgr..... Sandy Wise  
Prog. Dir..... Val Brewer

# KWJB

**GLOBE—1938—NBC-ABS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..... Gila Bcstg. Co., Inc.  
Address..... H'way 60-70, between Globe & Miami  
Phone Number: 41..... Air Time: Full Time  
News Service..... AP  
Transcription Service..... Thesaurus  
Representative..... Paul H. Raymer  
President..... Louis F. Long

# KGAN

**KINGMAN—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... J. James Glancy  
Business Address..... P. O. Box 1208  
President..... J. J. Glancy  
Comm. Mgr..... Kathlene Covarrubias  
Chief Engineer..... Leroy O'Laughlin

# KTYL

**MESA—1947**

Freq.: 1310 Kc.....Power: 1 kw. d.; 500 w. n.  
Owned-Oper. By..... Harkins Bdcstg. Co.  
Address..... P. O. Box 231  
News Service..... UP  
Transcription Service..... Standard  
Membership..... NARTB  
Pres., Gen. Mgr..... Dwight Harkins  
Commercial Manager..... Lorenzo K. Lisonbee  
Program Director..... Jack Harris  
Chief Engineer..... Ben Smith

# KNOG

**NOGALES—1948—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By..... Old Pueblo Bcstg. Co.  
Address..... Rancho Grande Hotel  
Phone: 770..... Air Time: Full Time  
Gen., Comm. Mgr..... C. F. Montano  
Asst. Mgr., Prog. Dir..... A. B. Montano  
Chief Eng..... Jose E. Brauca

# KOOL

**PHOENIX—1947—CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Operated By..... Maricopa Bcsters., Inc.  
Business-Studio Address..... 511 W. Adams  
News Service..... UP  
Representative..... AM Radio Sales  
Membership..... NARTB  
President..... Gene Autry  
General Manager..... Charles H. Garland  
Commercial Manager..... William Connelly  
Station Mgr., Prog. Dir..... Homer Lane  
Chief Engineer..... Miles Shepherd

# KPHO

**PHOENIX—1940—ABC**

Frequency: 910 Kc.....Power: 5000 Watts  
Owned..... Meredith Engineering Co.  
Address..... 631 No. 1st Ave.  
Phone: ALpine 8-4511..... Air Time: Full Time  
News Service..... UP  
Representative..... Katz  
Membership..... NARTB, RAB  
President..... E. T. Meredith, Jr.  
Commercial Manager..... Charles Schlueter  
Gen. Mgr..... Richard B. Rawls  
Program Director..... Gene Stry  
Publicity Director..... Ron De Pinto  
Chief Engineer..... George L. McClanathan

**KIFN****PHOENIX—1949**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Western Bcstg. Co.  
 Address: 1975 S. Central Ave.  
 Phone Number: ALpine 3-6155  
 News Service: UP  
 Transcription Service: SESAC  
 Station Representative: Harlan Oakes  
 Pres., Gen. Mgr.: Frank P. Redfield  
 Prog. Dir.: Peter Moraga  
 Chief Engineer: Edgar B. Pool

**KOY****PHOENIX—1922—MBS, Don Lee**

Frequency: 550 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By: KOY Bcstg. Co.  
 Address: 840 N. Central Ave.  
 Phone: ALpine 8-8181 Air Time: Full Time  
 Air Time: 24 hrs. wk. d.; 17 hrs. Sun.  
 News Service: UP  
 Transcription Service: World  
 Representative: John Blair  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: John L. Hogg  
 Sls. Mgr.: James W. Ross  
 Prog., Pub. Director: John R. Williams  
 Chief Engineer: Edward R. Janney

**KONI****PHOENIX—1949**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Station KONI  
 Address: Rm. 103, Mayer Heard Bldg.  
 Phone: ALpine 8-8044 Air Time: Full Time  
 News Service: INS  
 Sta. Rep.: Indie, Dora-Clayton  
 President: James T. Ownby  
 Program Dir.: Margie Abbott  
 Chief Engineer: Ed Doraty

**KRIZ****PHOENIX—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Howard M. Loeb  
 Address-Trans. Loc.: 2345 Westward Blvd.  
 Phone: 4-8436 Air Time: Full Time  
 News Service: UP  
 Station Representative: Burn-Smith  
 Membership: NARTB  
 Pres., Gen., Sta. Manager: Howard M. Loeb  
 Comm., Prom. Mgr.: Sheldon Engel  
 Prog. Dir.: Bill Bailey  
 Chief Engineer: James E. Groll

**KRUX****PHOENIX—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Arizona Inc.  
 Bus.-Studio Address: Goodrich Bldg.  
 Phone: ALpine 2-2371 Air Time: Full Time  
 News Service: UP  
 Transcription: SESAC, Lang-Worth

Representative: Indie Sales, O'Conner  
 President: Stanley Schultz  
 General Manager: Stan Norman  
 Sta., Comm. Mgr.: Frank Barc  
 Program Dir.: Gene Burrus  
 Chief Engineer: Gene Boos

**KTAR****PHOENIX—1922—NBC-ARIZ. BCSTG.**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: KTAR Bcstg. Co.  
 Business Studio Address: 1101 North Central  
 Phone: AL 4-4161 Air Time: Full Time  
 News Service: AP  
 Trans. Ser.: Thesaurus, Standard, Capitol  
 Representative: Paul H. Raymer  
 Membership: NARTB  
 Ch. of Bd.: John J. Louls  
 Pres., Gen. Mgr.: Richard O. Lewis  
 Commercial Manager: E. W. Harvey  
 Public Service, Prom.: Ted Edwards  
 Program Director: Rol Laughner  
 Chief Engineer: A. C. Anderson

**KYCA****PRESCOTT—1940  
NBC-ARIZ. BCSTG.**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Southwest Bcstg. Co.  
 Business-Studio Address: East Gurley St.  
 Phone: 244 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus, Capitol  
 Representative: Paul H. Raymer  
 Pres., Gen. Mgr.: Harold Ritter  
 Program Director: Hollis Hill  
 Chief Engineer: George Eitel

**KGLU****SAFFORD—1938—NBC-ABS**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By: Gila Bcstg. Co.  
 Business-Studio Address: 520 Main St.  
 Phone: 15 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Paul H. Raymer  
 Membership: NARTB  
 President: Louis F. Long  
 Gen., Sta. Mgr.: Paul Merrill  
 Pgm. Dir.: Lester McBride  
 Comm. Mgr.: Edward E. Furman  
 Pub. Dir.: Russ Wennacott  
 Chief Engineer: John E. Hickman

**KCNA****TUCSON—1946—ABC**

Freq.: 580 Kc. Power: 5 kw. d.; 500 w. n.  
 Owned-Operated By: Catalina Bcstg. Co.  
 Business-Studio Address: 1511 East 16th  
 Phone: 2-4664 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Hollingbery

Membership ..... NARTB, RAB  
 President ..... Erskine Caldwell  
 Gen., Sta. Manager..... Wayne Sanders  
 Sales Manager..... Harry Chambers  
 Chief Engineer..... Tom Epperson

# KEVT

TUCSON—1953

Frequency: 690 Kw..... Power: 250 Watts d.  
 Owned-Oper. By..... Tucson Radio Inc.  
 Business Address..... 400 N. Shawnee  
 Representative ..... Oakes  
 Membership ..... NARTB  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr..... Peter Trowbridge  
 Comm. Mgr..... De Witt Wray  
 Program Dir..... Oscar H. Stevens  
 Chief Engineer..... Peter Trowbridge

# KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By.... Old Pueblo Bcstg. Co.  
 Business-Studio Add..... 115 W. Drachman St.  
 News Service ..... AP  
 Representative ..... AM Radio Sales  
 Membership ..... NARTB  
 President..... Gene Autry  
 Manager..... E. S. Mittendorf  
 Commercial Manager..... Paul Plunkett  
 Promotion Mgr..... Joe Crystall  
 Chief Engineer..... Vernard Cimmiyotti

# KTKT

TUCSON—1949

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Thomas J. Wallace  
 Business-Studio Address ..... 500 W. Elm  
 Transcription Service ..... Standard  
 Owner..... Thomas J. Wallace  
 Chief Eng., Asst. Mgr.. Thomas J. Wallace, Jr.

# KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Tucson Bcstg. Co.  
 Business-Studio Address... 900 E. Broadway  
 Phone: 2-3344..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Service ..... World, Associated  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 Pres. & General Manager..... Lee Little  
 Business Manager..... Mac C. Matheson  
 Commercial Mgr..... George Bradley  
 Program Director..... Pete Tufts  
 Chief Engineer..... Cliff Livingston

# KVOA

TUCSON—1929—NBC-ABS

Frequency: 1290 Kc..... Power: 1000 Watts  
 Owned-Operated By.. Arizona Bcstg. Co., Inc.

Business-Studio Address..... 209 W. Elm  
 Transcription Service..... Thesaurus, Capitol  
 Representative..... Paul H. Raymer  
 Membership ..... NARTB  
 General Manager..... R. B. Williams  
 Business Mgr..... Harper M. Phillips  
 Commercial Mgr..... John C. Underwood, Jr.  
 Program Director..... Ben L. Slack, Jr.  
 Chief Engineer..... Ray H. Holsclaw

# KVNC

WINSLOW—1952

Frequency: 1010 Kc..... Power: 1 Kw. d.  
 Owned-Oper. By..... Gila Bdcstg. Co.  
 Address..... P. O. Box 373  
 News Service..... AP, PA  
 Transcription..... Thesaurus, Standard, World  
 President..... L. F. Long  
 Gen. Mgr..... O. E. Whelan  
 Comm. Mgr..... John C. Schooley  
 Chief Engineer..... Earl Hickman

# KOLD

YUMA—1953—CBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By.... Maricopa Bctrs., Inc.  
 Address..... P. O. Box 1430  
 Transcription Service ..... Standard  
 Representative ..... Tracy Moore, Holman  
 Membership ..... NARTB  
 President ..... Jack Hawthorne  
 General Manager..... Charles H. Garland  
 Station Manager..... Robert C. Garland  
 Chief Engineer..... Donald Peltz

# KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc..... Power: 250 W/atts  
 Owned-Oper. By..... KYMA-Yuma, Inc.  
 Address..... P. O. Box 671  
 Transcription Service ..... World  
 Representatives..... John Blair, Harlan Oakes  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... William B. Lindsey  
 Commercial Mgr..... Bob Brennan  
 Sales Prom. Mgr..... Ralph Davis  
 Publicity Dir..... Lowell McGill  
 Chief Engineer..... Ray Ring

# KYUM

YUMA—1940—NBC-ABS

Frequency: 560 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Yuma Bcstg. Co.  
 Business Address..... 1901 E. 1st St.  
 News Service..... AP, UP, INS  
 Transcription Service... Thesaurus & Standard  
 Representative..... Paul H. Raymer  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... Ray C. Smucker  
 Commercial Manager..... Roy L. Jorgensen  
 Sales Prom. Mgr..... Pat Carrick  
 Program Director..... Bob Hansen  
 Publicity Director..... Russ Siner  
 Chief Engineer..... Leavenworth Wheeler

# ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,948,000 — Families 568,000  
Radio Homes — 470,000 — TV Homes 117,000 — Stations in State 51

## KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Arkadelphia Bcstg. Co.  
Business-Studio Address: 507 Main St.  
Phone: 790 Air Time: Full Time  
News Service AP  
Representative Hil F. Best  
President Cecil W. Cupp  
Gen., Sta., Comm. Mgr. J. M. Moore  
Pgm., Prod. Pub. Dir. Bill Deaton  
Chief Engineer Ray Burns

## KBTA

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned: White River Valley Bdcsts. Co.  
Phone: 1112-1113 Air Time: Full Time  
News Service AP  
Representative Best  
Transcription Service World  
Membership NARTB, RAB  
President J. F. Higginbottom  
Comm. Mgr. E. A. Poole  
Program Director E. A. Lotridge  
Chief Engineer Morris Coiffer

## KBBA

BENTON—1953—KBS

Frequency: 690 Kw. Power: 250 Watts d.  
Owned-Oper. By: Benton Bcstg. Service  
Business Address: Box 294  
Phone: Spring 8-2690 Air Time: Daytime  
Sta. Rep. H. L. Best  
Pres., Gen. Mgr. W. R. Tuck Jr.  
Comm. Mgr. Lavelle Langley  
Prod. Dir. Preston Bridges  
Prom. Dir. Eddie Zoch  
Chief Engineer Preston Bridges

## KLCN

BLTYHEVILLE—1922

Frequency: 910 Kc. Power: 5000 Watts d.  
Owned-Operated By: Harold L. Sudbury  
Address: Sudbury Bldg., Main St.  
Phone: Poplar 2-2093 Air Time: Daytime  
News Service AP  
Station Representative John E. Pearson  
Pres., Gen. Comm. Mgr. Harold L. Sudbury  
Sales Promotion Manager J. T. Sudbury  
Program Director Carl Frame  
Chief Engineer Joe Nearns

## KAMD

CAMDEN—1946—MBS-KBS  
RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Camden Radio Inc.  
Address: P. O. Box 5859  
News Service AP  
Representative Gill-Perna  
Membership NARTB  
President Walter E. Hussman  
Gen., Sta., Comm. Mgr. Donald Cathey  
Sales Prom., Prog. Dir. Callis Carter  
Chief Engineer Dorris C. Hunter

## KPLN

CAMDEN—1953

Frequency: 1370 Kw. Power: 1000 Watts d.  
Owned-Oper. By: Southern Bcstg. Co.  
Business Address: Stephens Rd.  
Trans. Ser. SESAC, World  
Sta. Rep. Hil Best  
President D. R. James Jr.  
Gen. Mgr. C. T. Mullins  
Program Director J. Andrew Wright  
Comm. Mgr. L. J. Smith

## KCON

CONWAY—1950—KBS

Owned-Operated By: Conway Bcstg. Co.  
Frequency: 1230 Kc. Power: 250 Watts  
Address: 903½ Front St.  
Phone: 189 Air Time: Full Time  
Transcription Service SESAC, World  
Sta. Rep. Hil Best  
News Service UP  
Pres., Gen., Sta. Mgr. James E. Clayton  
Comm. Mgr. E. McClendon  
Program Director Corra N. Tilley  
Chief Engineer Herman G. Stermer

## KAGH

CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Julian Haas  
Address: 900 Main St.  
Phone: 750 Air Time: Full Time  
News Service AP  
Pres., Gen. Mgr. Julian Haas  
Chief Engineer Charles Bucie

## KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc. Power: 1,000 Watts d.  
Owned-Operated By: KDMS, Inc.  
Address: Randolph Hotel  
Phone: 3-5121 Air Time: Daytime  
News Service UP  
Transcription Service Thesaurus  
Representative Devney—Melville  
Gen. Mgr. P. E. Norton  
Comm., Sis. Prom. Mgr. G. Beckwith  
Prog. Dr. Jesse James  
Chief Eng. J. Crawford



# KELD

**EL DORADO—1935—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Radio Enterprises, Inc.  
 Business-Studio Address Radio Center Bldg.  
 Phone: UNion 3-6126 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Membership NARTB  
 Pres., Gen., Sta. Mgr. W. N. McKinney  
 Comm. Mgr. J. R. Duerson  
 Program Director Mrs. D. Pondrom  
 Chief Engineer John Long

# KGRH

**FAYETTEVILLE—1946—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Fayetteville Bcstg. Co., Inc.  
 Business-Studio Address 922 Leverett St.  
 Phone: Hillcrest 2-2322 Air Time: Full Time  
 News Service AP  
 Representative Walker  
 Membership NARTB  
 President Hayden McIlroy  
 Gen. Sta. Mgr. Fred J. Stevenson  
 Commercial Mgr. Ed. Gideon  
 Program Director Wallie Ingalls  
 Chief Engineer Harold Lindsey

# KXJK

**FORREST CITY—1949—KBS**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned By Forrest City Bcstg. Co., Inc.  
 Address Natl. Bank of East. Arkansas Bldg.  
 Phone: 950 Air Time: Daytime  
 News Service AP  
 Transcription Service World  
 Rep. H. F. Best, Dora-Clayton  
 Gen., Sta. Mgr. William Fogg  
 Commercial Manager James Pearson  
 Program Director Harold Webber  
 Chief Engineer Walter Smith, Jr.

# KFPW

**FORT SMITH—1925—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Tulsa Bcstg. Co.  
 Business Address Sta. B Box 98  
 Phone: 34105 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Avery-Knode  
 Membership NARTB  
 President John T. Griffin  
 General Manager L. A. Blust  
 Station Manager J. Paul McCaslin  
 Chief Engineer Gene Gregory

# KFSA

**FORT SMITH—1947—ABC**

Freq: 950 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By Southwestern Pub. Co.  
 Business-Studio Address 920 Rogers Ave.

Phone: 29126 Air Time: Full Time  
 News Service AP  
 Representative John E. Pearson  
 Membership NARTB  
 President Donald W. Reynolds  
 Gen., Sta. Mgr. Weldon Stamps  
 Comm. Mgr. D. L. Johnson  
 Program, Pub. Director Pat Porta  
 Chief Engineer Robert W. Platt, Jr.

# KWHN

**FT. SMITH—1947—MBS**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By KWHN Bcstg. Co., Inc.  
 Business-Studio Add. 421-423 Garrison Ave.  
 Phone: Sunset 3-8967-8 Air Time: Full Time  
 News Service AP  
 Trans. Ser. Standard  
 Representative Rambeau  
 Gen. Mgr., Sec. Treas. H. S. Nakhdimen  
 Sta. Dir., Comm. Mgr. Parkman R. Feezor  
 Program Director Glenn O'Neal  
 Chief Engineer Bruce Dennis

# KHOZ

**HARRISON—1946—KBS-MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Harrison Bcstg. Corp.  
 Bus-Studio Address Radio City Addition  
 Phone: 1240 Air Time: Full Time  
 News Service UP  
 Sta. Rep. Hil Best  
 Transcription Service Thesaurus  
 Gen. Mgr. R. S. Wheeler, Jr.  
 Sta. Mgr. Bruce C. Washburn  
 Comm. Mgr. Everett S. Horton  
 Chief Engineer Fred E. Ward

# KFFA

**HELENA—1941—KBS—MBS**

Frequency: 1360 Kc. Power: 1,000 Watts  
 Owned-Operated By Helena Bcstg. Co.  
 Address 215 York St.  
 Phone: Hickory 4-2361 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Best  
 Comm. Mgr. George Caven  
 Pres., General Manager Sam W. Anderson  
 Program Director Larry Parker  
 Chief Engineer Earl Hodges

# KXAR

**HOPE—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Hope Bcstg. Co.  
 Address P. O. Box 138  
 Phone Number: PR 7-3601 Air Time: Full Time  
 News Service AP  
 Sta. Rep. Best  
 President A. H. Washburn  
 Gen. Mgr., Chief Engineer L. B. Tooley  
 Comm. Mgr. Wes Ninemire  
 Program Director Carroll A. Wynn

# KBHS

**HOT SPRINGS—1953—KBS**

Frequency: 590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Resort Bdcstg. Co., Inc.  
 Address. 113 Third St.  
 Phone: 3888 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Sta. Rep. Sears & Ayer  
 Membership RAB  
 President I. A. Cain  
 Comm. Mgr. Ed C. Appler  
 Sales Prom. Mgr. Fred Ross  
 Prog. Dir. Steve Nichols  
 Publicity Dir. Bonnie Jean Brooks  
 Gen. Mgr. Randall L. McCarrell  
 Chief Eng. Dalton Sanders

# KBLO

**HOT SPRINGS—1953**

Frequency: 1470 Kw. Power: 1000 Watts d.  
 Owned-Oper. By. National Park Bcstg. Co.  
 Address. 1011 Central Ave.  
 Phone: 5365 Air Time: Daytime  
 News Service AP  
 Trans. Service SESAC  
 Co-Owner, Gen. Mgr. R. S. Bielon  
 Co-Owner J. W. Bowie Meredith  
 Comm. Mgr. Jesse Pate  
 Program Director Jim Waites  
 Chief Engineer R. G. King

# KWFC

**HOT SPRINGS—1941—MBS-ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. Spa Bcstg. Co., Inc.  
 Business-Studio Address. 819½ Central Ave.  
 Phone: 412-3 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Gill-Perna  
 President Walter E. Hussman  
 Gen. Sta. Mgr. C. J. Dickson  
 Commercial Manager Jack Wolever  
 Prog. Dir. Jim City  
 Chief Engineer William A. Carr

# KBTM

**JONESBORO—1930—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Regional Bcstg. Co.  
 Address. 603 Madison St.  
 Phone: Webster 5-5597 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Transcription Service World  
 Owner, Mgr. Harold E. King  
 Comm. Mgr. James Barnes  
 Sls. Prom. Mgr. Marion Bohne  
 Program Director Bill Hart  
 Publicity Director Clarence Adams  
 Chief Engineer Norman Bowman

# KNEA

**JONESBORO—1950**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Radio Jonesboro, Inc.  
 Address. Citizens Bank Bldg.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Gill-Perna  
 Membership NARTB  
 President Ernest Farabee  
 General, Station Manager Dick Crane  
 Comm., Sales Prom. Mgr. Bernie Hargreaves  
 Program Director Chad Lassiter  
 Chief Engineer Wesley Bell

# KARK

**LITTLE ROCK—1928—NBC**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Oper. By. Arkansas Radio & Equip. Co.  
 Address. 10th & Spring  
 News Service AP, UP  
 Transcription Service World  
 Representative Edward Petry  
 Membership NARTB, RAB  
 President T. H. Barton  
 Station Manager Douglas J. Romine  
 Commercial Mgr. A. C. Dowden  
 Prom. Mgr. Shirley Kennedy  
 Sales Prom. Mgr. Carol Vinson  
 Program Director Ernest M. Howard  
 Chief Engineer Dan L. Winn

# KGHI

**LITTLE ROCK—1927—ABC**

Freq.: 1250 Kc. Power: 1 Kw. d. 500 w. n.  
 Owned-Operated By. KGHI Bcstg. Service  
 Address. P. O. Box 3099  
 Station Representative George P. Hollingbery  
 News Service UP  
 President A. L. Chilton  
 General Manager S. C. Vinsonhaler  
 Commercial Mgr. Kermit L. Richardson  
 Program Director Hugh Brown  
 Chief Engineer V. O. Van Dusen

# KLRA

**LITTLE ROCK—1927—CBS**

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By. Arkansas Bcstg. Co.  
 Business-Studio Address. Gazette Bldg.  
 Phone: 2-5427 Air Time: Full Time  
 Newspaper Affiliation Arkansas Gazette  
 News Service AP, UP  
 Transcription Service Standard, SESAC  
 Representative Paul Raymer  
 President J. N. Heiskell  
 General Manager G. H. Robertson  
 Prom. Mgr. R. J. Myers, Bob Hicks  
 Prog. Dir. Harris Owen  
 Pub. Dir. M. Berg  
 Chief Engineer Kermit F. Tracy



# K T H S

## LITTLE ROCK—1924—CBS

Frequency: 1090 Kc. Power: 50,000 Watts  
 Owned-Operated Radio Bcstg., Inc.  
 Business-Studio Address: 313 Main St.  
 Phone: 4-2293 Air Time: Full Time  
 News Service UP, AP  
 Transcription Service Lang-Worth  
 Representative Branham  
 Membership NARTB, BAB  
 President W. H. Bronson  
 General Manager B. G. Robertson  
 Comm. Mgr. W. V. Hult  
 Sales Prom. Mgr. R. Brown  
 Program Director Cecil Bland  
 Chief Engineer Cecil L. Suitt

# K V L C

## LITTLE ROCK—1948—KBS

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By Southwestern Bcstg. Co.  
 Address Southern Natl. Insurance Bldg.  
 Phone: FR 5-5321 Air Time: Full Time  
 News Service AP  
 Representative Radio Representatives  
 Membership BAB  
 President R. M. Saxon  
 Vice-Pres. Leonard Coe  
 Sta. Mgr., Chief Eng. Dale Mahurin  
 Asst. Sta. Mgr. Wally Geiger

# K X L R

## LITTLE ROCK—1946—MBS

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Ark. Airways Co.  
 Address Cotton Belt Bldg.  
 Phone: FR 2-2155 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Rep. Venard, Rintoul & McConnell  
 President John F. Wells  
 Gen., Sta. Manager Emil J. Pouzar  
 Commercial Mgr. Melton Lancaster  
 Program Director Roy Nichols  
 Chief Engineer Earl H. Butler

# K V M A

## MAGNOLIA—1948—MBS-KBS

Frequency: 630 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Magnolia Bcstg. Co.  
 Business-Studio Address: 212 N. Jefferson St.  
 News Service AP  
 President Joe F. Rushton  
 Rep. John E. Pearson  
 Membership NARTB  
 Comm. Mgr. D. Waller  
 Gen., Sta. Mgr. William M. Bigley  
 Chief Engineer Ray Wells

# K D A S

## MALVERN—1951—KBS

Frequency: 1420 Kc. Power: 1000 Watts d.

Owned-Operated By Malvern Bcstg. Co.  
 Address Young Insurance Bldg.  
 Phone: 1584 Air Time: Daytime  
 Transcription Service World  
 Representative Devney, Melville  
 President J. C. Cuffman  
 Gen. Manager Charles Perry  
 Program Director Overton Hurst  
 Chief Engineer John R. Williams

# K V S A

## McGEHEE—1953—KBS

Frequency: 1220 Kw. Power: 1000 Watts d.  
 Owned-Oper. By S. E. Arkansas Bcstrs. Inc.  
 Address Box 1220  
 Phone: 20 Air Time: Daytime  
 News Service AP  
 Transcription Service Capitol  
 Representative Best  
 Membership NARTB  
 Pres., Gen. Mgr. Abbott F. Kinney  
 Comm. Mgr. Mrs. M. F. Kinney  
 Sales Manager William R. Moore  
 Program Director H. E. Parent  
 Chief Engineer Robert L. Padgett

# K E N A

## MENA—1950—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By R. B. Bell  
 Address S. Reese St.  
 Phone: 878 Air Time: Full Time  
 Transcription Service Standard  
 News Service UP  
 Station Representative Hill Best  
 Owner Manager R. B. Bell  
 Program Director Bernice Bell  
 Chief Engineer O. D. Frederick

# K V O M

## MORRILTON—1953

Frequency: 800 Kw. Power: 250 Watts d.  
 Owned-Oper. By Morrilton Bcstg. Co.  
 Address P. O. Box 541  
 Phone: 506 Air Time: Daytime  
 Transcription Service Standard, World  
 Station Manager J. C. Willis  
 Commercial Manager Howard F. Houston  
 Station Representative Hill Best

# K T L O

## MOUNTAIN HOME—1953—MBS

Frequency: 1490 Kw. Power: 250 Watts  
 Owned-Oper. By Mountain Home Bcstg. Corp.  
 Address Box 67  
 Phone: 1490 Air Time: Full Time  
 Transcription World  
 Membership NARTB  
 Pres., Gen. Mgr. A. Stricklen  
 Commercial Mgr. Bob Pratt  
 Chief Engineer Don Bowen

# KNBY

NEWPORT—1949

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Newport Bcstg. Co.  
 Business Address... Box 218  
 Phone: 749 Air Time: Daytime  
 News Service... UP  
 President... Harold Sudbury  
 Commercial Mgr... Gene Howe  
 Program Director... Jerry Grojean  
 Chief Engineer... Anson Clark

# KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Osceola Bcstg. Corp.  
 Business Address... P. O. Box 311  
 Phone: 880 Air Time: Daytime  
 News Service... AP  
 Transcription Service... World  
 Membership... NARTB  
 Representative... Hil F. Best  
 President... H. F. Ohlendorf  
 General Manager... Ted Woods  
 Commercial Manager... Betty G. Woods  
 Program Director... Hobson Daws  
 Chief Engineer... H. M. Jones

# KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Progressive Bcstg. Co.  
 Business Address... Box 491  
 Phone: Cedar 2-7627 Air Time: Full Time  
 News Service... AP  
 General Manager... G. T. Rand  
 Commercial Manager... Doyne F. Bateman  
 Business Manager... T. M. Self  
 Prog. Dir... W. Wheelis  
 Chief Engineer... Russell Schwamb

# KCLA

PINE BLUFF—1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Engineering Service  
 Business-Studio Address... 2900 W. 28th St.  
 Phone: 1900 Air Time: Full Time  
 News Service... AP  
 Transcription Service... Langworth  
 Station Representative... Hil Best  
 General Mgr... Kenneth Kesterson  
 Commercial Manager... Clyde Martin  
 Pgm. Dir., Chief Engineer... Charles Penix

# KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Universal Bcstg. Corp.  
 Address... 505½ Main St.  
 Phone: 721 Air Time: Full Time  
 News Service... AP

Transcription Service... Thesaurus  
 Pres., Gen. Mgr., Chief Engr... B. J. Parrish  
 Prom. Mgr... R. W. Etter  
 Program Director... Hilda Matz

# KPOC

POCAHONTAS—1950—KBS

Frequency: 1420 Kc. Power: 1,000 Watts d.  
 Owned-Operated By... Pocahontas Radio, Inc.  
 Address... P. O. Box 250  
 Phone: 500 Air Time: Daytime  
 News Service... AP  
 Transcription Service... World  
 Membership... NARTB  
 Pres., Gen. Mgr... Adrian L. White  
 Com. Mgr... Hiram Mayo  
 Prog. Dir... Bill Nicholson  
 Chief Engineer... Jack Wilson

# KAMO

ROGERS—1954

Frequency: 1390 Kc. Power: 500 Watts  
 Owned... Leon McAuliffe, Don Thompson  
 Address... Am. Natl. Bank Bldg.  
 Phone: 1390 Air Time: Daytime  
 News Service... UP  
 Station Representative... Hil Best  
 General Mgr... G. Don Thompson  
 Commercial Mgr... Gean Boroughs

# KXRJ

RUSSELLVILLE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Valley Broadcasters, Inc.  
 Address... Fine Arts Bldg.  
 Phone: 299 Air Time: Full Time  
 News Service... AP  
 Owner, Gen., Sta. Mgr... C. R. Horne  
 Commercial Manager... L. L. Bryan  
 Sales Prom. Mgr... Don Sammons  
 Pgm. Dir., Chf. Engr... W. C. McKenney

# KWCB

SEARCY—1951—KBS

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned... White County Bcstg. Co., Inc.  
 Address... P. O. Box 95  
 Phone: 1281 Air Time: Daytime  
 News Service... AP  
 Representative... Hil F. Best  
 Membership... NARTB  
 Pres., Gen. Mgr... Carl N. Dodd  
 Sales Prom. Manager... Don P. Jones  
 Program Director... Marie H. Apple  
 Chief Engineer... Homer Harris

# KUOA

SILAM SPRINGS—1923—MBS

Frequency: 1290 Kc. Power: 5,000 Watts d.  
 Owned-Operated By... KUOA, Inc.  
 Business-Studio Address... Siloam Springs  
 Phone: 777 Air Time: Daytime

News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President ..... John E. Brown, Jr.  
 Gen. Mgr. .... Cecil Smith  
 Comm. Mgr. .... James Sheed  
 Program Director ..... Ralph Kennedy  
 Chief Engineer ..... Cecil E. Smith

## K B R S

SPRINGDALE—1949—ABC-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned. .... N.W. Ark. Bcstg. & TV. Co.  
 Address ..... Box 29  
 Phone: 675. .... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Pearson  
 President ..... Donald W. Reynolds  
 General Manager ..... Roy J. Bowman  
 Comm. Mgr. .... E. E. Bullock  
 Sales Prom. Mgr. .... Phil Phillips  
 Chief Engineer ..... Bill Ussery

## K W A K

STUTTGART—1948—MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Stuttgart Bcstg. Corp.  
 Business Address ..... 1818 S. Buerkle  
 Phone: 25212. .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard, World  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... Beloit Taylor  
 Gen. Manager ..... Melvin P. Spann  
 Station Mgr. .... June S. Spann  
 Tech. Dir. .... Wm. R. Beard  
 Chief Engineer ..... Marvin Heffington

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

# AP

## K O S Y

TEXARKANA—1951—MBS

Freq.: 790 Kc. .... Power: 1 Kw. d. 500 w. n.  
 Owned-Operated By ..... Gateway Bcstg. Co.  
 Address ... Wadley Bldg., State Line Ave.  
 at 6th  
 News Service ..... AP  
 Station Representative ..... Pearson  
 Transcription Service ..... Thesaurus  
 Partners. ... Dr. W. Decker Smith, A. L. Davis  
 General Manager ..... Tom E. Dillahunt  
 Commercial Manager ..... Herman Cecil  
 Program Director ..... Bill Mitchell  
 Chief Engineer ..... Chas. Mathis

## K R L W

WALNUT RIDGE—1951  
RAZORBACK

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By . Southern Baptist College  
 Address ..... College City  
 Phone: 980. .... Air Time: Day Time  
 Representative ..... Best  
 President ..... Dr. H. E. Williams  
 General Manager ..... Wm. H. Cate  
 Program Director ..... Bill Thornton  
 Chief Engineer ..... Leonard Ringle

## K W R F

WARREN—1953

Freq.: 860 Kc. .... Power: 250 Watts  
 Owned ..... Pines Bcstg. Co.  
 Address ..... Box 480  
 Phone: 353, 4. .... Air Time: Daytime  
 News Service ..... AP  
 Trans. Service ..... World  
 Gen., Sta. Mgr. .... Lee Reaves  
 Comm., Sls. Prom. Mgr. .... Bill Wells  
 Program Dir. .... Deno Nichols  
 Chief Engineer ..... Larry Self

## K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... KWEM Inc.  
 Business-Studio Address ..... 69 Buntyn St.  
 Phone: 48-3311. .... Air Time: Daytime  
 President ..... E. D. Rivers, Jr.  
 Sta. Dir. .... Bob Way  
 Sales Prom. .... Bob Honore  
 Prog. Dir. .... Tom Roan  
 Pub. Dir. .... Matty Brescia  
 Com. Mgr. .... Spencer Bedsole  
 Chief Engineer ..... Ed Beck

# ONLY **4** STATIONS

in Southern California are powerful enough and popular enough to register audiences in radio survey ratings of both **Los Angeles** and **San Diego**.

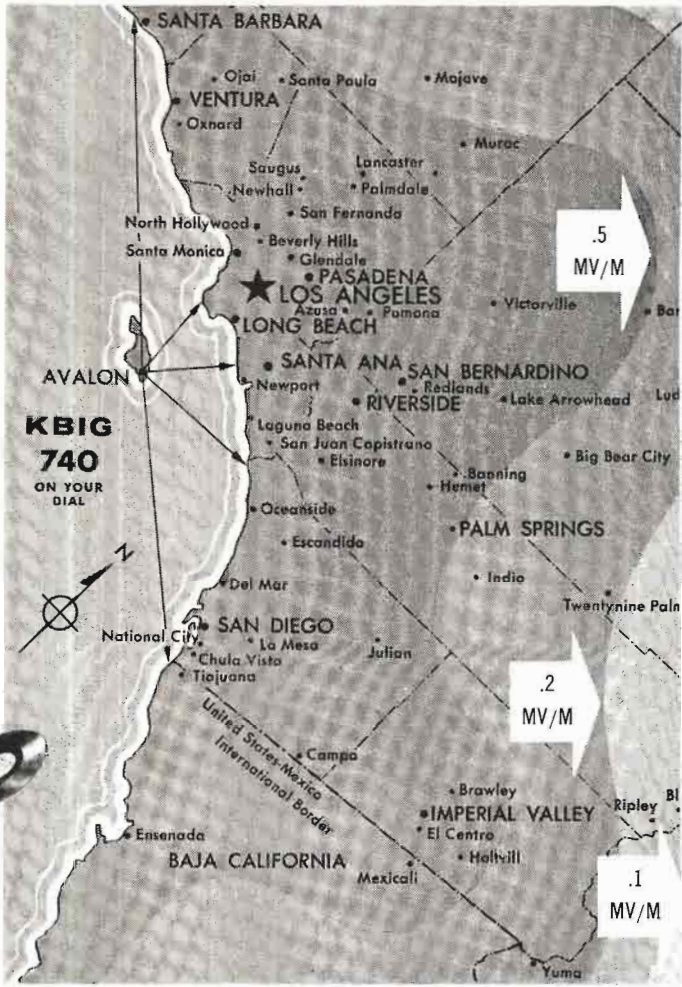
- Of these top four, KBIG ...**
- is the only independent
  - costs the least
  - delivers most listeners per dollar

KBIG's 10,000-watt Catalina Island signal focuses all its strength on its mainland market, wastes none out to sea. Booming across salt water (finest natural conductor of radio waves) KBIG covers Southern California from Santa Barbara to Mexico.

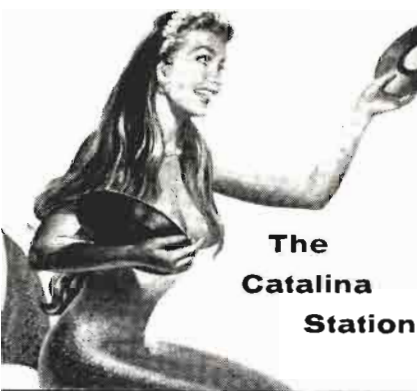
KBIG helps you to make the Whole Sale, to all the Southland, at Wholesale Prices — as little as \$6.75 a break!

Prove It To Yourself! Compare KBIG's base hour rate (\$132) or base minute rate (\$20) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the **Giant Economy Package of Southern California Radio.**

Call Meeker or us — get the whole KBIG story.



**KBIG  
740  
ON YOUR  
DIAL**



**The Catalina Station**

# KBIG

10,000 WATTS  
740 KILOCYCLES

# CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12,804,000 — Families 4,380,000  
Radio Homes — 4,923,000 — TV Homes 3,273,000 Stations in State 141

## KCNO ALTURAS—1951

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Operated By.....CONR Inc.  
Address.....P. O. Box 207  
Phone: 2531.....Air Time: Daytime  
News Service.....UP  
Trans. Ser.....Standard, Capitol, SESAC  
Representative.....Best  
President.....Jackson Teuter  
Managing Director.....Dale C. Williams  
Comm., Prom. Mgr.....Rae E. Gloster  
Chief Engineer.....Ralph Powers

## KAVR

### APPLE VALLEY—1954

Frequency: 960 Kc. Power: 5 Kw.  
Owned.....Apple Valley Bcstg. Co.  
Address.....Apple Valley Inn  
Phone: Victorville 5390.....Air Time: Daytime  
News Service.....UP  
Membership.....NARTB  
President.....Newton T. Bass  
Gen., Sta., Comm. Mgr.....Charles H. Cowling  
Exec. Secretary.....Mary Sowell  
Program Dir.....Jerry Casselman  
Chief Engineer.....Dean Kiner

## KBIG

### AVALON—1952

Frequency: 740 Kc. Power: 10,000 Watts  
Owned-Operated By.....John Poole Bcstg. Co.  
Address.....6540 Sunset Blvd., Hollywood  
Phone Number.....Hollywood 3-3205  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Robert Meeker Associates  
Membership.....NARTB, BAB  
Pres., Gen., Sta. Mgr., Chf. Engr.....John Poole  
Comm., Prom. Mgr.....Robert J. McAndrews  
Operations Manager.....Cliff Gill  
Program Director.....Alan Lisser

## KBAK

### BAKERSFIELD—1946

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By.....Bakersfield Bcstg. Co.  
Address.....29 Woody Rd., P. O. Box 1448  
Phone: FA 4-6421.....Air Time: Full Time  
News Service.....UP  
Representative.....Forjoe  
Membership.....NARTB  
President.....Harold P. See  
General Manager.....A. H. Constant  
Sales Manager.....Frank Onstott  
Program Director.....Joe Kinser

Publicity Director.....Vern Mack  
Chief Engineer.....James Garner

## KBIS

### BAKERSFIELD—1950

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By.....Marmat Bcstg. Co.  
Studio Address.....2013 Chester Ave.  
Phone: FA 4-6093.....Air Time: Full Time  
News Service.....UP  
Representative.....Young  
Membership.....NARTB, RAB  
Pres., Mgr.....Hal Brown  
Commercial Mgr.....Franklin H. Wilbur  
Program Director.....Hal Brown  
Chief Engineer.....Jack Duemler

## KERN

### BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By.....McClatchy Bcstg. Co.  
Business-Studio Address.....Elk's Club Building  
Phone: FA 5-7475.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Paul H. Raymer  
President.....Eleanor McClatchy  
Station Manager.....Walter Baziuk  
Chief Engineer.....Luverne Shatto

## KERO

### BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Kern County Bcstrs., Inc.  
Business-Studio Address.....1420 Truxton Ave.  
Phone: 44548.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World  
Representative.....Avery Knodel  
Membership.....NARTB, BAB  
Pres., Gen. Mgr.....Gene De Young  
V.P., Gen. Sales Mgr.....Ed Uner  
Program Director.....Leslyn Day  
Publicity Director.....Forrest Kyle  
Chief Engineer.....Edwin Andrews

## KPMC

### BAKERSFIELD—1932—ABC

Frequency: 1560 Kc. Power: 1000 Watts  
Owned-Oper. By.....Pioneer Mercantile Co.  
Address.....P. O. Bin 1709  
Phone: Fairview 7-8157.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Thesaurus  
Station Representative.....George P. Hollingbery  
Membership.....NARTB, BAB  
President.....F. G. R. Schamblin  
Gen., Sta. Mgr.....L. A. Schamblin  
Sales Prom., Comm. Mgr.....C. C. Sturm

Publicity Director.....P. R. Biermann  
Chief Engineer.....L. P. Jarvis

# KPAS

**BANNING—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Darwin Bcstg. Co.  
Address.....4425 W. Ramsey St.  
Phone: 515.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World. SESAC  
Representative.....Continental  
Pres., Gen. Mgr.....Chet Darwin  
Sales Prom. Mgr.....Harry Reed  
Prog. Dir., Chief Eng.....Jack Campbell  
Publicity Dir.....Bob Allen

# KWTC

**BARSTOW—1947—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Mojave Valley Bcstg. Co.  
Address.....Box 697  
Phone: 4001.....Air Time: Full Time  
News Service.....UP  
Representative.....O'Connell  
President.....W. T. Brown  
Sta., Com. Mgr.....Harry S. White  
Program Director.....Richard Cruse  
Chief Engineer.....Don Hetzel

# KRE

**BERKELEY—1923**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Calif. Bcstrs., Inc  
Address-Trans.....601 Ashby Avenue  
Phone Number.....Ashberry 3-7715  
Air Time.....6 a.m.-12M.  
News Service.....AP  
Membership.....NARTB  
Pres., Gen. Sta. Mgr.....Arthur Westlund  
Comm., Prom. Mgr.....Don Hambly  
Program Director.....Les Avery

# KIBS

**BISHOP—1953—KBS**

Frequency: 1230 Kw.....Power: 250 Watts  
Owned-Oper. By.....Inyo Bcstg. Co.  
Address.....Rt. 1, Box 28  
Phone: Bishop 4411.....Air Time: Full Time  
Transcription Service.....Capital  
Station Representative.....Western Radio Sales  
Owner, Gen. Mgr.....James R. Oliver  
Partner.....S. A. Cisler  
Commercial Mgr.....R. S. Deming  
Program Director.....John Drozd  
Chief Engineer.....Alva Wilt

# KYOR

**BLYTHE—1948—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Bcstg. Corp. of Am.  
Address.....Box 987  
Phone: 6290.....Air Time: Full Time

News Service.....UP  
Representative.....Pearson  
General Mgr.....Peter R. Odens  
Program Dir.....Mrs. Guen McIntosh  
Chief Engineer (actg.).....Conrad Figueroa

# KROP

**BRAWLEY—1946—ABC**

Frequency: 1300 Kc.....1000 Watts d., 500 n.  
Owned-Oper. By.....Bcstg. Corp. of America  
Address.....Del Rio Country Club Bldg.  
Phone: OV 6-0260.....Air Time: Full Time  
Representative.....John E. Pearson Co.  
General Manager.....Dale R. Peterson  
Station Manager.....Vince Palmer  
Program Director.....Ed Silvera  
Chief Engineer.....John Quimby

# KBLA

**BURBANK—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Bcstrs. of Burbank  
Address.....11516 Oxnard St.  
Phone: Sunset 2-1195.....Air Time: Full Time  
News Service.....UP  
Station Representative.....Grant Webb  
Transcription Service.....Langworth, Capitol  
President.....Gordon A. Rogers  
Gen. Mgr.....Robert S. Marshall  
Chief Engineer.....William Robinson

# KICO

**CALEXICO—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Charles R. Love  
Address.....724 Main St., El Centro  
News Service.....AP  
Station Representative.....D. Cooke, O'Connell  
Membership.....NARTB  
President.....Charles R. Love  
General Mgr.....W. A. Geddes  
Program Director.....Chap Rollins  
Chief Engineer.....Jim Coin

# KHSL

**CHICO—1935—CBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated.....Golden Empire Bcstg. Co.  
Address.....Box 303  
Phone: FI 2-0141.....Air Time: Full Time  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
Pres., Gen. Mgr.....Mrs. H. McClung  
Station Manager.....Charles H. Kinsley, Jr.  
Commercial Manager.....J. A. Perio  
Program Director.....Tommy Nelson  
Chief Engineer.....Mel Milburn

# KXOC

**CHICO—1949—MBS**

Frequency: 1060 Kc.....Power: 10,000 Watts

Owned-Oper. By.....**KXOC, Inc.**  
 Address-Trans.....Box 523  
 Phone: FI 2-4211.....Air Time: Full Time  
 News Service.....**UP**  
 Transcription Service.....Standard  
 Rep.....Adam J. Young, D. F. McGavren Co.  
 Membership.....**RAB**  
 President.....Harold T. Gibney  
 Gen., Sta., Mgr.....Jack L. Powell  
 Comm., Promotion Mgr.....Burke Riley  
 Prog. Director.....Neil McIntyre  
 Chief Engineer.....Bill Pope

# KCHV

**COACHELLA—1954**

Owner.....Coachella Valley Bcstg. Co.  
 Address.....Professional Bldg.

# KBMX

**COALINGA—1950—KBS**

Frequency: 1470 Kc.....Power: 500 d.  
 Owned-Oper. By.....Westside Brcstg. Co.  
 Address.....Box 715  
 Phone: 136.....Air Time: Daytime  
 News Service.....**UP**  
 Gen., Mgr., Chief Eng.....Clifford S. Lantz  
 Station Mgr.....H. R. Brown  
 Comm. Mgr.....Dick Brown

# KBUC

**CORONA—1948**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned.....Radio Broadcasting, Inc.  
 Business Address.....Porphy Rd.  
 Phone: 1370-1-2.....Air Time: Full Time  
 News Service.....**UP**  
 Pres., Gen. Mgr.....Henry Fritzen  
 Sta., Sales Mgr.....Charles M. Ferguson  
 Chief Engineer.....Robert Cochems

# KCRE

**CRESCENT CITY—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Del Norte Bcstg. Co.  
 Address.....Box 248  
 Phone: 3061.....Air Time: Full Time  
 News Service.....**AP, INS**  
 Representative.....Ayres  
 Transcription.....Standard, SESAC, World  
 Pres., Gen. Mgr., Pgm. Dir.....Robert E. Grey  
 Comm. Mgr.....A. S. Lavanaway

# KCHJ

**DELANO—1950**

Frequency: 1010 Kc.....Power: 1000 Kc. d.  
 Owned-Oper. By.....Charles Herman Johnes  
 Address.....P. O. Box 262  
 Phone: 8676.....Air Time: Daytime  
 Transcription Service.....**SESAC**  
 News Service.....**UP**  
 Pres., Gen. Mgr., Chief Eng.....Charle H. Johnes  
 Program Director.....Jean J. Johnes

# KRDU

**DINUBA—1948—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Dinuba Co.  
 Business-Studio Address.....Box 157  
 Phone: DI 500.....Air Time: Full Time  
 News Service.....**AP**  
 Station Rep.....Continental, Ayres  
 Pres., Gen., Sta. Mgr.....Egon A. Hofer  
 Program Director.....Harold Sparks  
 Chief Engineer.....Warren Nystrom

# KXO

**EL CENTRO—1927—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valradio Inc.  
 Business Address.....Box 140  
 Phone: 1100.....Air Time: Full Time  
 News Service.....**UP**  
 Transcription Service.....Capitol  
 Representative.....Paul H. Raymer  
 President.....Paul A. Jenkins  
 General Manager.....Riley R. Gibson  
 Commercial Manager.....Belle Hovey  
 Chief Engineer.....Norm German

# KHUM

**EUREKA—1947—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carroll R. Hauser  
 Address.....Box 1015  
 Phone: Hillside 2-5744.....Air Time: Full Time  
 News Service.....**AP**  
 Transcription Service.....Capitol  
 Representative.....Pearson, MacGavren  
 Gen., Sta. Mgr.....Carroll R. Hauser  
 Commercial Mgr.....Frank M. Smith  
 Sta. Mgr., Pgm., Pub. Dir.....Frank R. Brown  
 Chief Engineer.....Dean Elliott

# KIEM

**EUREKA—1933—MBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.  
 Address.....6th at E. Sts.  
 Phone: Hillside 3-1621.....Air Time: Full Time  
 Trans. Ser.....MacGregor, World  
 News Service.....**UP**  
 Membership.....**NARTB, RAB**  
 Representative.....John Blair  
 President, Manager.....Wm. B. Smullin  
 General Manager.....Don Telford  
 Commercial Mgr.....Robert Stach  
 Program Director.....Pearl Jacobsen  
 Chief Engineer.....Larry King

# KDAC

**FORT BRAGG—1948—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Mendocino Coast Bcstg. Co.  
 Address.....Box 616  
 Phone: 3251.....Air Time: Full Time



News Service .....AP  
 Owner .....Edward Mertle  
 General Manager.....Craig N. Smith  
 Comm. Mgr., Prog. Dir.....Matthew V. Huber  
 Chief Engineer.....Donald E. Wood

# K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KARM  
 Business-Studio Address...1333 Van Ness Ave.  
 Phone: 4-2966.....Air Time: Full Time  
 News Service.....AP, INS  
 Transcription Service.....Standard  
 Representative.....Bolling  
 President.....Mrs. Hattie Harm  
 General-Station Manager...Clyde F. Coombs  
 Comm. Mgr.....L. L. Daggett  
 Sls. Prom. Mgr.....E. Roth Cooney  
 Program Director.....Lou Lampe  
 Chief Engineer.....Elbert Dean

# K F R E

FRESNO—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Calif. Inland Bcstg. Co.  
 Business-Studio Address...T. W. Patterson Bldg.  
 Phone: 4-5001.....Air Time: Full Time  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 V. P. Eng.....Keith L. Mealey  
 V.P., Sta. Mgr.....Ed J. Frech  
 Program Dir.....Hal O'Donnell  
 Treasurer.....Helen Johnson  
 Dir. Sales Service.....Harry H. Burum

# K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Delle Broadcasting Co.  
 Address.....Plaza Shopping Center  
 Phone: 6-9901.....Air Time: Daytime  
 News Service.....UP  
 Station Representative.....Rambeau  
 Membership.....NARTB  
 Commercial Manager.....Morris Mindel  
 Program Director.....Jeanne Bacher

# K M A K

FRESNO—1953

Frequency: 1340 Kw.....Power: 250 Watts  
 Owned-Oper. By.....McMahan Bcstg. Co.  
 Address.....2020 McKinley  
 Phone: 6-9448.....Air Time: Full Time  
 Representative.....Grant  
 Membership.....NARTB  
 President.....R. O. McMahan  
 Gen., Sta. Mgr.....Coyle Chambers  
 Chief Engineer.....Ed Nickels

# K M J

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....McClatchy Bcstg. Co.  
 Business-Studio Address...1515 Van Ness Ave.  
 Phone: 3-6277.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Station Manager.....David T. Harris  
 Commercial Manager.....Roy Swanson  
 Sales Promotion.....Richard Ebbert  
 Chief Engineer.....William N. Wallace

# K Y N O

FRESNO—1947—MBS—DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio KYNO  
 Address.....2125 N. Barton Ave.  
 Phone: 5-8383.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB, RAB  
 General, Sta. Manager.....L. E. Chenault  
 Sales Prom. Mgr.....Jim Carroll  
 Program Director.....Leo Goldman  
 Chief Engineer.....Bert Williamson

# K I E V

GLENDALE—1933

Frequency: 870 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Cannon System, Ltd.  
 Address.....102 N. Glendale Ave.  
 Phone: Cltrus 1-1133.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....David H. Cannon  
 General Mgr.....Cal Cannon  
 Chief Engineer.....Charles N. Whitten, Jr.

# K N G S

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hanford Bcstg.  
 Business Address.....P. O. Box 620  
 Phone: 620.....Air Time: Full Time  
 Paper Affiliation...Hanford Sentinel, Journal  
 News Service.....INS, UP  
 Representative.....McGavren  
 Membership.....NARTB, RAB  
 President.....Earl J. Fenston  
 Gen., Sta., Mgr.....Robert Klein  
 Commercial Manager.....M. Offenbach  
 Program Director.....Les Castaneda  
 Chief Eng.....Stan Vestal



# KFWB

**HOLLYWOOD—1926**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: KFWB Inc.  
 Business-Studio Add.: 6419 Hollywood Blvd.  
 Phone: HO 3-5151 Air Time: Unlimited  
 News Service: UP, INS  
 Transcription Service: SESAC  
 Station Representative: Branham  
 Pres.: Harry Maizlish  
 Gen. Manager: Morton Sidley  
 Program Director: Dan Russell  
 Chief Engineer: Harry Meyers

# KGFJ

**HOLLYWOOD—1926**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Ben S. McGlashan  
 Business-Studio Address: 6314 Sunset Blvd.  
 Phone: HO 4-0201 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Associated  
 Owner: Ben S. McGlashan  
 General Manager: Thelma Kirchner  
 Chief Engineer: Homer Obuchon

# KLAC

**HOLLYWOOD—1928**

Freq.: 570 Kc. Power: 5 Kw. d.; 1 Kw. n  
 Owned-Operated By: KMTR Radio Corp.  
 Address: 6363 Sunset Blvd  
 Phone: Hollywood 2-7271 Air Time: Full Time  
 News Service: INS, UP  
 Representative: Adam J. Young, Jr.  
 Membership: NARTB  
 President, Gen. Mgr.: M. W. Hall  
 Commercial Manager: Felix D. Adams  
 Program Director: R. F. Horgam

# KREO

**INDIO—1946—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Bcstg. Corp. of America  
 Phone: OV 6-0260 Air Time: Full Time  
 News Service: UP  
 Representative: Pearson  
 General Mgr.: Dale R. Peterson  
 Station Mgr.: John M. Wages  
 Commercial Mgr.: Nadine Hill  
 Office Mgr.: Teddy Wages  
 Chief Engineer: Manuel Barraza

# KAVL

**LANCASTER—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Antelope Bcstg. Co.  
 Address: P. O. Box 1192  
 Phone: Lancaster 1000 Air Time: Full Time  
 Transcription Service: Lang-Worth  
 Membership: NARTB, RAB  
 Station Representative: Western Radio  
 News Service: UP

Pres., Gen. Mgr.: W. B. Carter  
 Commercial Mgr.: H. L. Comstock  
 Chief Engineer: James French

# KCVR

**LODI—1946—KBS**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Central Valley Radio  
 Business Address: P. O. Box 600  
 Phone: Lodi 8-0628 Air Time: Daytime  
 Transcription Service: Standard  
 Station Representative: Wm. Ayres  
 Membership: RAB  
 News Service: UP  
 Co-owners: Herbert W. Brown, D. A. Brown  
 Public Relations: Clyde C. Casto  
 Chief Engineer: George Sampson

# KFOX

**LONG BEACH—1924**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By: Nichols & Warriner, Inc.  
 Address: 220 E. Anaheim Street  
 Phone: Long Beach 6-7281 Air Time: Full Time  
 News Service: UP  
 Membership: NARTB, RAB  
 Pres., Gen., Sta. Mgr.: F. A. Fetsch  
 Gen., Sta. Mgr.: Hal G. Nichols  
 Pub., Prom. Mgr.: Robert Lamb  
 Prog. Pub. Director: Hal Shideler  
 Technical Advisor: Al Mutter

# KGER

**LONG BEACH—1926—KBS**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By: John Brown Schools of Calif., Inc.  
 Business-Studio Address: 3745 Atlantic  
 Phone: 40-7907 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Gill-Perna  
 Membership: NARTB  
 President: Dr. John E. Brown  
 Gen., Sta. Mgr.: Clinton H. Fowler  
 Chief Engineer: Luther Crumbaugh

# KABC

**LOS ANGELES—1929—ABC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By: American Bcstg. Co., Inc.  
 Address: 1539 N. Vine St., Hollywood 28, Cal.  
 Phone: HO 2-3141 Air Time: Full Time  
 News Service: AP, UP  
 Representative: Edward Petry  
 President: Robert E. Kintner  
 General Manager: John Hansen  
 Promotion Manager: David Nowinson  
 Commercial Mgr.: William Baxley  
 Program Director: Dresser Dahlstead  
 Chief Engineer: Cameron Pierce

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**CBS RADIO IN**  
**LOS ANGELES**

CARROLL ALCOTT  
 EVE ARDEN  
 RUTH ASHTON  
 GENE AUTRY  
 HARRY BABBITT  
 MEL BALDWIN  
 BILL BALLANCE  
 LIONEL BARRYMORE  
 JACK BENNY  
 EDGAR BERGEN  
 BARBARA BRITTON  
 ROSEMARY CLOONEY  
 CHARLES COLLINGWOOD  
 PERRY COMO  
 BILL CONRAD  
 DWIGHT COOKE  
 CHARLES CORRELL  
 BILL COSTELLO  
 BING CROSBY  
 DAN CUBBERLY  
 BILL CULLEN  
 IRVING CUMMINGS  
 ROSEMARY DeCAMP  
 RICHARD DENNING  
 HUGH DOUGLAS  
 BILL DOWNS  
 GALEN DRAKE  
 CHARLES FARRELL  
 BOB FERRIS  
 GASTON FISCHER  
 GEORGE FISHER  
 TENNESSEE ERNIE FORD  
 BILL FORMAN  
 CHRISTY FOX  
 ARTHUR GODFREY  
 GALE GORDON  
 FREEMAN GOSDEN  
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 ROBERT Q. LEWIS  
 ART LINKLETTER  
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 JOHN LUND  
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 JAMES MATTHEWS  
 NELSON McININCH  
 RAY MILLAND  
 VAUGHN MONROE  
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 LOUELLA PARSONS  
 PETER POTTER  
 MAX ROBY  
 WILL ROGERS, Jr.  
 BILL SHADEL  
 DAVE SHOWALTER  
 HERB SHRINER  
 HOWARD K. SMITH  
 GALE STORM  
 RALPH STORY  
 LOWELL THOMAS  
 LARRY THOR  
 ROBERT TROUT  
 DAVID VAILLE  
 ELENA VERDUGO  
 JIMMY WAKELY  
 JOE WALTERS  
 MAURIE WEBSTER

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DIAL 1070

# K F A C

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Los Angeles Bcstg. Co., Inc.  
 Bus.-Studio Address.....5773 Wilshire Blvd.  
 Phone: Webster 0161.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Bolling  
 Membership.....NARTB  
 Pres.-Gen.-Sta. Mgr.....Calvin J. Smith  
 Program Director.....Howard Rhines  
 Chief Engineer.....Ron Oakley

# K F I

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts  
 Owned-Operated By...Earle C. Anthony, Inc.  
 Business-Studio Address...141 N. Vermont Ave.  
 Phone: Dunkirk 2-2121....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Capitol, World  
 Representative.....Henry I. Christal  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Earle C. Anthony  
 Sales Prom. Mgr.....Ronnie Manders  
 Asst. to President.....Charles E. Hamilton  
 Program Director.....Pat Kelly  
 Co-Chief Eng's...H. L. Blatterman, C. W. Mason

# K F V D

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Standard Bcstg. Co.  
 Business-Studio Add.....338 S. Western Ave.  
 Phone: Dunkirk 8-2345....Air Time: Daytime  
 News Service.....AP, UP  
 Trans. Ser.....Lang-Worth, MacGregor  
 Representative.....McGillvra  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Frank Burke, Jr.  
 Comm., Sta. Manager.....Vern Lindblade  
 Pgm., Pub. Dir.....Carl Brewster  
 Chief Engineer.....Leonard Reeves

# K N X

LOS ANGELES—1922—CBS (RADIO)  
COLUMBIA PACIFIC

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 Operated By.....CBS Radio Division  
 Business-Studio Address...6121 Sunset Blvd.  
 Phone: Hollywood 9-1212..Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....CBS Radio Spot Sales  
 Gen., Sta. Mgr.....William D. Shaw  
 Comm. Mgr.....Bert West  
 Sales Promotion Mgr.....John Asher  
 Program Director.....Robert Sutton  
 Pub. Dir.....Lloyd Brownfield  
 Chief Engineer.....Les Bowman

# K M P C

LOS ANGELES—1927

Freq.: 710 Kc....Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Oper. By.....KMPC, Inc.  
 Address.....5939 Sunset Boulevard  
 Phone: Hollywood 9-5341..Air Time: Full Time  
 News Service.....INS, UP  
 Membership.....NARTB  
 President.....Gene Autry  
 Gen. Mgr. & V.P.....Robert O. Reynolds  
 V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon  
 Gen. Sales Mgr.....Stanley Spero  
 Director of Bcstg., Sls. Prom.....Mark Haas  
 Chief Engineer.....L. C. Sigmon

# K P O L

LOS ANGELES—1952

Frequency: 1540 Kc....Power: 10,000 Watts d.  
 Owned-Oper. By...Coast Radio Bdcstg. Corp.  
 Address.....4628 Wilshire Blvd.  
 Phone Number.....Webster 8-2345  
 News Service.....AP  
 Transcription Service...Associated, SESAC  
 Representative.....Keller  
 Membership.....NARTB  
 President, Gen. Mgr.....Hugh R. Murchison  
 Station, Comm. Mgr.....Frederick Custer  
 Program Director.....R. Scott  
 Chief Engineer.....Floyd Hall

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Represented by  
Joseph Hershey McGillvra, Inc.

# K H J

**LOS ANGELES—1922**  
**MBS-DON LEE**

Frequency: 930 Kc. Power: 5,000 Watts  
Owned-Oper. By: General Teleradio, Inc.  
Address: 1313 N. Vine St., Hollywood  
Phone: Hollywood 2-2133 Air Time: Full Time  
News Service AP, UP  
Representative H-R  
Membership NARTB, RAB  
President Willet H. Brown  
General Manager Ward D. Ingram  
Vice Pres., Sales Norman Boggs  
Sales Promotion Mgr. Robert Light  
Program Director A. J. LaFrano  
Publicity Director Bud Coulson  
Chief Engineer Robert Arne

# K R K D

**LOS ANGELES—1927**

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By: Radio Bctrs., Inc.  
Business-Studio Address: 541 So. Spring St.  
Phone: Madison 2121 Air Time: Daytime  
News Service AP, INS  
Transcription Service World, SESAC  
Membership NARTB  
General Manager Ned Connor  
Pgm. Dir.-Chief Announcer Charles Clifton  
Chief Engineer Benjamin Brown

# K M Y C

**MARYSVILLE—1940—MBS**

Frequency: 1410 Kc. Power: 1,000 Watts  
Owner-Oper. Marysville-Yuba City Bcstrs., Inc.  
Business Address: P. O. Box 631  
Phone: 2-2396 Air Time: Full Time  
News Service AP  
Transcription Service World  
Representative W. S. Grant  
Membership NARTB, RAB  
President H. E. Thomas  
Gen.-Station Manager Joe D. Carroll  
Program Director W. R. Cleveland  
Chief Engineer Loyd McQueary

# K Y O S

**MERCED—1936—MBS-DON LEE-KBS**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Operated By: Merced Bcstg. Co.  
Business Address: G. St. Grade  
Phone: RAndolph 2-6251 Air Time: Full Time  
News Service UP  
Representative W. S. Grant  
Membership NARTB, RAB  
Pres., Gen. Mgr. C. O. Chatterton  
Commercial Manager Bob Garrett  
Program Director Gene Bell  
Sales Promotion Mgr. Gary Lorensen  
Chief Engineer Mal Beavers

# K B O X

**MODESTO—1951**

Frequency: 970 Kc. Power: 1000 Watts  
Owned: Stanislaus County Bcstrs. Inc.  
Address: 1507 10th St.  
Phone: 3-7756 Air Time: Full Time  
News Service AP  
Representative Rambeau  
Pres., Gen., Sta. Mgr. Milton Hibdon  
Comm. Sls., Prom. Mgr. R. Nicholson  
Program Director Norma Alamshau  
Chief Engineer Maurice Hill

# K M O D

**MODESTO—1950—ABC**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By: Radio Modesto, Inc.  
Address: P. O. Box 941  
Phone: 2-1051 Air Time: Full Time  
News Service AP  
Representative Meeker; Moore; McGovern  
Membership NARTB  
President John Griffin  
Gen. Mgr. Don C. Reeves  
Comm. Mgr. Judd Sturtevant  
Program Director Gene D'Accardo  
Chief Engineer Don Allen

# K T R B

**MODESTO—1933**

Frequency: 860 Kc. Power: 10,000 d.; 1000 n.  
Owned-Operated By: KTRB Bcstg. Co., Inc.  
Address: Norwegian Ave.  
Phone: 3-0737 Air Time: Full Time  
News Service INS, UP  
Transcription Service Cole, Standard  
Representative W. S. Grant  
Pres.-Gen.-Station Mgr. William H. Bates, Jr.  
Commercial Mgr. Lee Roddy  
Prog. Dir. Don E. Lapan  
News Director Charlie McEwen  
Chief Engineer William H. Bates, Jr.

# K M B Y

**MONTEREY—1939—CBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Monterey Radio-TV Co.  
Business Address: 468 Calle Principal  
Phone: 2-4541 Air Time: Full Time  
Membership NARTB  
News Service UP  
Transcription Service World  
Station Representative Grant  
President Kenyon Brown  
General Manager S. M. Aston

# K W S D

**MT. SHASTA—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Shasta Cascade Bcstg. Corp.  
Address: E. Alma Street



Phone: Mt. Shasta 2124..Air Time: Full Time  
 News Service .....AP  
 Representative.....Continental, McGavren,  
 Western Radio  
 Membership .....NARTB  
 General Manager.....Arthur Adler  
 Sta. Mgr., Chief Eng.....David H. Rees  
 Program Director.....Iola Huntingdon

## K V O N

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned-Oper. By....Gibson Radio & Pub. Co.  
 Address.....P. O. Box 911  
 Phone: Vallejo 2-7127...Air Time: Full Time  
 News Service .....UP  
 Newspaper Affil.....Times Herald, News  
 Chronicle  
 Transcription Service.....World  
 Representative.....Wm. Ayres  
 Pres., Gen. Mgr.....Luther E. Gibson  
 Sta., Comm. Mgr.....Elmer L. Gibson  
 Sales Prom. Mgr.....Dave Bous  
 Publicity Director.....Nolan S. Cruise  
 Program Director.....Cindy Morgan  
 Chief Engineer.....Harley Shumway

## K S F E

NEEDLES—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Needles Bdcstg. Co.  
 Address.....P. O. Box C-2  
 Phone: 1234.....Air Time: Full Time  
 News Service .....INS  
 Station Representative.....Continental  
 Transcription Service.....Thesaurus  
 Partners..B. J. Fitzpatrick, L. A. Newsome, Jr.  
 Program Director.....L. A. Newsome, Jr.  
 Chief Eng.....Albert Lincoln

## K L X

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By....Tribune Building Co.  
 Business Studio Address.....401 13th St.  
 Phone: Glencourt 1-0660..Air Time: Full Time  
 Newspaper Affiliation.....Oakland Tribune  
 News Service .....AP  
 Transcription Service.....World, Thesaurus  
 Representative.....Moore, Walker  
 Membership .....BAB  
 President.....J. R. Knowland, Jr.  
 General Manager.....Bud Foster  
 Prog. Dir.....Bill Laws  
 Publicity Director.....Jean Williams  
 Chief Engineer.....Roswell S. Smith

## K R O W

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KROW, Inc.  
 Address.....464 19th St.  
 Phone: TWinoaks 3-9600..Air Time: Full Time

News Service .....UP  
 Transcription Service.....Standard  
 Representative.....Raymer  
 Membership .....NARTB, BAB  
 President.....Sheldon F. Sackett  
 General Manager.....J. G. Paltridge  
 Program Director.....Russ Coughlan  
 Chief Engineer.....A. Pattison

## K W B R

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By....Warner Bros. Radio  
 Business-Studio Address.....327 22nd St.  
 Phone: Higate 4-1212...Air Time: Unlimited  
 News Service.....UP  
 Transcription .....Capitol  
 Representative.....Forjoe  
 General Manager.....S. W. Warner  
 Station Manager.....F. Wellington Morse  
 Program Director.....Jeane K. Fisher  
 Chief Engineer.....Paul Gregg

## K O C S

ONTARIO—1946

Frequency: 1510 Kc.....Power 250 Watts  
 Owned-Operated By....The Daily Report Co.  
 Business-Studio Address.....222 East "B" St.  
 Phone: 627-54.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....World, SESAC  
 Representative.....L. O'Connell  
 President.....Jerene A. Harnish  
 Gen., Comm. Mgr.....Harry Allen  
 Chief Engineer.....Glenn Clark

## K M O R

OROVILLE—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oroville Bcstrs.  
 Address.....P. O. Box 1032  
 Phone Number .....1340  
 News Service .....UP  
 Representative.....Ayres (S.F.)  
 President.....Joy C. Fearhead  
 Gen., Sta., Comm. Mgr.....J. R. Bird  
 Program Director.....Louis Coppola  
 Chief Engineer.....James R. Bird

## K C M J

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By....Palm Springs Bcstg. Co.  
 Business Address.....Box KK  
 Phone: 2253.....Air Time: Full Time  
 News Service .....UP  
 Rep.....Western Radio Sales, McGavren  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Joseph E. Gamble  
 Commercial Manager.....Norman Lothock  
 Program Director.....Jim Hadlock  
 Chief Engineer.....N. Vincent Parsons

# KPAL

**PALM SPRINGS—1954**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. Desert Radio-Telecasting Co.  
Address: 174 N. Palm Canyon Dr.

# KIBE

**PALO ALTO—1947**

Frequency: 1220 Kc. Power: 1,000 Watts d.  
Owned-Oper. By Sundial Bcstg. Corp.  
Address: 149 Calif. St.  
Phone: Yukon 2-6272. Air Time: Daytime  
News Service UP  
Representative Western Radio Sales  
Membership NARTB, RAB  
President William R. Crocker  
General Mgr. Edward Davis  
Sta., Comm., Sales Mgr. Peter A. Cuneo  
Program Director George Schaffer  
Chief Engineer H. J. Richards

# KALI

**PASADENA—1950**

Frequency 1430 Kc. Power: 5000 Watts d.  
Owned-Operated By Consolidated Bcstg. Co.  
Business-Studio Address 758 E. Colorado  
Phone: RY 1-7148. Air Time: Daytime  
News Service UP  
Representative Harla Oakes  
Pres., Gen. Mgr. Henry Fritzen  
Sales Prom., Prog Dir. Ernesto Cervera  
Chief Engineer Harvey Fritch

# KWKW

**PASADENA—1942**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By Southern Calif. Bcstg. Corp.  
Address: 800 Sierra Madre Villa  
Phone: Ryan 1-6744. Air Time: Unlimited  
News Service AP  
Rep. O'Connell, BCSTG. Time Sales  
Membership NARTB  
President Marshall S. Neal  
Gen.-Station-Comm. Mgr. William J. Beaton  
Pgm. Dir. Bill Garr  
Chief Engineer Paul W. Spargo

# KXLA

**PASADENA—1941**

Frequency: 1110 Kc. Power: 10,000 Watts  
Owned-Operated By Pacific Coast Bcstg. Co.  
Business: 1401 So. Oak Knell Ave.  
Phone: Ryan 6-8383. Air Time: Full Time  
News Service AP  
Trans. Ser. World, Lang-Worth, Associated  
Membership RAB  
President-Gen. Sta. Mgr. Loyd K. Kiny  
Director of News Carl Saunders  
Program Director Marian Atkinson  
Chief Engineer Jack Reeder

# KPRL

**PASO ROBLES—1946—MBS-KBS  
DON LEE**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By D. J. & Bernard Schwartz  
Business-Studio Address 32nd & Oak Sts.  
Phone: 204. Air Time: Full Time  
News Service AP  
Membership NARTB  
Representative W. S. Grant  
Station Mgr. Dale Schwartz  
Pgm., Comm. Dir. Bernard Schwartz  
Commercial Mgr. Dorothy Schwartz  
Gen. Mgr., Chief Engineer Dale Schwartz

# KAFP

**PETALUMA—1950—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned Redwood Empire Bcstg. Co.  
Address Redwood Hwy South  
Phone Number 2-9787  
Transcription Service World  
News Service UP  
Rep. Western Radio Sls., McGavren  
Pres., Gen., Sta. Mgr. A. T. Shields  
Comm., Sls. Prom. Mgr. Gerald M. Hauser  
Prog., Pub. Dir. Corinne Shields  
Chief Engineer Aubin Thomas

# KECC

**PITTSBURG—1949**

Frequency: 990 Kc. Power: 1000 Watts  
Owned-Operated By KECC, Inc.  
Business 235 Railroad Ave.  
Phone: 2-2964. Air Time: Full Time  
News Service UP  
Transcription Service World, Lang-Worth  
Representative W. S. Grant  
General Mgr. Mel D. Marshall  
Commercial Mgr. John C. McFarland  
Chief Engineer Wm. P. Grether

# KPMO

**POMONA—1947**

Frequency: 1600 Kc. Power: 1 Kw. d.  
Owned-Oper. By Valley Bdcstg. Co.  
Business-Studio Address 1240 E. Holt St.  
Phone: Lycoming 2-1293. Air Time: Full Time  
News Service UP  
Station Representative Ben Paschall  
Partner, Comm. Mgr. Dean H. Wickstrom  
Chief Engineer R. H. Rogers

# KTIP

**PORTERVILLE—1947—ABC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Ralph F. Miller  
Business-Studio Address Box 1312  
Phone: PO 1450. Air Time: Full Time  
News Service UP



Transcription Service ..... Thesaurus  
 Representative ..... O'Connell  
 Gen. Mgr., Owner ..... Ralph F. Miller  
 Local Sales Mgr. .... B. Harland Ohde

## KBLF

RED BLUFF—1946—KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Hal K. Shade  
 Address ..... 737 Main St.  
 Phone: 880 ..... Air Time: Full Time  
 General Manager ..... Hal K. Shade  
 Chief Engineer ..... Harry Shelby

## KSDA

REDDING—1954

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owner ..... Valr. Inc.  
 Address ..... 1308 Placer St.  
 Phone ..... 600 & 163  
 Representative ..... Grant  
 Pres., Mgr. .... R. H. Dow  
 Chief Engineer ..... Harry Shelby

## KVCV

REDDING—1936—CBS

Frequency: 600 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Golden Empire Bcstg. Co.  
 Address ..... Box 717, Merced  
 Phone: 1646 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Avery Knodel  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Mrs. Hugh McClung  
 Station Manager ..... Fred M. Stuelpnagel  
 Commercial Manager ..... H. E. McCarty  
 Sales Prom. Mgr. .... Ted Dooley  
 Pgm., Prod. Dir. .... Lyle Mathys  
 Publicity Director ..... Charles Castor  
 Chief Engineer ..... Russ Pope

## KCAL

REDLANDS—1954

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owner ..... Southwest Bcstg. Co., Inc.  
 Address ..... P. O. Box 52  
 Phone ..... 3-2358  
 Representative ..... Tracy Moore  
 President ..... Dr. Bernard Corren  
 Chief Engineer ..... Robert Levinson

## KPRO

RIVERSIDE—1941

Frequency: 1440 Kc. .... Power: 1000 Watts  
 Owned ..... Bcstg. Co. of America  
 Business Address ..... 3401 Russell  
 Phone: Riverside 6290 ... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Pearson  
 Gen. Mgr. .... D. R. Peterson

## KCRA

SACRAMENTO—1945—NBC

Freq.: 1320 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... KCRA, Inc.  
 Business Studio Address ..... 1010 11th St.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Robert Meeker  
 Membership ..... RAB, NARTB  
 President-General Mgr. .... Ewing C. Kelly  
 Commercial Mgr. .... David A. Williamson  
 Station Mgr. .... Howard J. Smiley  
 Publicity Director ..... Irma Davis  
 Program Dir. .... John Kuhlman  
 Chief Engineer ..... W. Herbert Hartman

## KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ... McClatchy Bcstg. Co.  
 Business Studio Address ..... 708 Eye St.  
 Phone: Gilbert 3-1745 ... Air Time: Full Time  
 Newspaper Affiliation ..... Sacramento Bee  
 News Service ..... UP, AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Paul H. Raymer  
 Membership ..... RAB, NARTB  
 President ..... Eleanor McClatchy  
 Station Manager ..... Keith B. Collins  
 Commercial Mgr. .... A. C. Williams  
 Program Director ..... Harry Warren  
 Chief Engineer ..... Stam Sronce

## KGMS

SACRAMENTO—1952

Frequency: 1380 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Capitol Radio Enterprises  
 Address ..... Hotel Senator  
 News Service ..... AP  
 Transcription Service ..... World, Langworth  
 Representative ..... W. S. Grant  
 Membership ..... NARTB  
 General Manager ..... Irving J. Schwartz  
 Station Manager ..... J. Matranga  
 Commercial Manager ..... S. George  
 Chief Engineer ..... Vince Lambert

## KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KROY, Inc.  
 Business-Studio Address ..... Hotel Sacramento  
 Phone: Gilbert 3-2525 ... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... C. L. McCarthy  
 Comm. Mgr. .... W. H. Weaver  
 Sls. Prom. Mgr. .... E. Jefferey  
 Prod. Mgr. .... E. Gish  
 Oper. Mgr. .... Orel Phillips  
 Chief Engineer ..... William Karpisek



## KXOA

SACRAMENTO—1945—MBS  
DON LEE

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By. Sacramento Bcstrs., Inc.  
Business Address. P. O. Box 94  
Phone: WAbash 5-2717 Air Time: Full Time  
News Service. UP  
Representative. A. J. Young, McGavern  
Membership. NARTB, RAB  
Pres., Gen. Mgr. Lincoln Dellar  
Comm., Sales Prom., Mgr. R. Guild  
Program Director. Dean Seaton  
Chief Engineer. Ewald Berger

## KDON

SALINAS—1935

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By. Charles Blackwood Grant  
Business Address. Box 1490, Salinas  
Phone: 2-6464 Air Time: Full Time  
News Service. UP  
Transcription Service. World, Capitol  
Representative. Weed & Co.  
Membership. NARTB, RAB  
Pres., Gen. Mgr. Charles B. Grant  
Commercial Mgr. Ann Knowlton  
Program Director. George Nicholaw  
Chief Engineer. Omer Wright

## KSBW

SALINAS—1947—MBS

Frequency: 1380 Kc. Power: 1,000 Watts  
Owned-Operated By. Salinas Bcstg. Corp.  
Business Address. P.O. Box 1651  
Phone Number. 8071  
News Service. AP  
Transcription Service. Lang-Worth  
Representative. Forjoe  
Membership. NARTB, RAB  
Gen., Sta. Manager. John C. Cohan  
Commercial Manager. W. M. Oates  
Sales Prom., Pub. Dir. Mike Morisoli  
Program Director. Richard E. Shermerhorn  
Chief Engineer. George Freeman

## KCSB

SAN BERNARDINO—1947

Frequency: 1350 Kc. Power: 500 Watts  
Owned-Oper. By. Fred P. D'Angelo  
Business Address. 770 Mill St.  
Phone: 8-2245 Air Time: Full Time  
News Service. UP  
Representative. W. S. Grant  
President, Gen. Mgr. Fred P. A'Angelo  
Pgm. Dir. Jim Tracewell  
Comm. Prom. Dir. Jim Lawson

## KFXM

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Operated By. Lee Bros. Bcstg. Corp.  
Business-Studio Address. 512 Fifth St.

Phone: 4761 Air Time: Full Time  
News Service. UP  
Membership. NARTB  
Representative. John Blair  
President. E. W. Lee  
General Manager. Gene W. Lee  
Commercial Mgr. Willard Hasbrook  
Sls. Prom. Mgr. Ed England  
Pub. Dir. Bettie Iglai  
Chief Engineer. George Ewing

## KITO

### SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By. KITO, Inc.  
Address. Box 889  
Phone: 7807 Air Time: Unlimited  
News Service. UP  
Representative. Hollingbery  
Pres., Gen., Sta. Mgr. J. J. Flanigan  
Commercial Manager. Arnold Benum  
Program Director. Fred Reinhardt  
Chief Engineer. Richard Klitzing

## KRNO

### SAN BERNARDINO—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Western Empire Bcstrs., Inc.  
Address. 990 Colton Ave  
Phone: 8-2771 Air Time: Full Time  
News Service. AP  
Representative. Donald Cooke, Western  
Radio, McGavren  
Pres., Gen. Mgr. Norman H. Rogers  
Station Manager. Wesley Brock  
Program Director. Chuck Palmer  
Chief Engineer. George W. Brock

## KCBQ

### SAN DIEGO—1946-ABC

Freq.: 1170 Kc. Power: 5 Kw. d. 1 Kw. n.  
Owned-Operated By. Charles E. Salik  
Bus.-Studio Address. P. O. Box 1629  
Phone: Cypress 5-4103 Air Time: Unlimited  
News Service. UP  
Representative. Weed  
Membership. NARTB  
Pres. Stanley Schultz  
Gen., Station Mgr. Stan Norman  
Comm. Mgr. Matt Baer  
Sales Promotion Mgr. John Caidenhead  
Program Director. Ralph Nenard  
Publicity Director. Harry Dangerfield  
Chief Engineer. Charles Sherburne

## KFMB

### SAN DIEGO—1941—CBS

Freq.: 540 Kc. Power: 5 Kw. d. 5 Kw. n.  
Owned. Wrather-Alvarez Bcstng Co.  
Bus.-Studio Address. Fifth & Ash Sts.  
Phone: BE 2-2114 Air Time: Full Time  
News Service. AP, UP  
Transcription Service. Capitol



Representative .....Petry  
 Membership .....RAB, NARTB  
 President.....J. D. Wrather  
 Vice President.....Maria Helen Alvarez  
 General Manager.....George Whitney  
 Station Manager.....A. M. Mortensen  
 Comm. Mgr.....J. M. Miller  
 Sls. Prom. Mgr., Pub. Dir.....W. H. Ryan  
 Program Director.....Jerry Lee Pecht  
 Chief Engineer.....Charles F. Abel

# K F S D

SAN DIEGO—1925—NBC

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KFSD, Inc.  
 Business-Studio Address.....U. S. Grant Hotel  
 Phone: Belmont 3-6353.....Air Time: Full Time  
 News Service.....AP  
 Representative .....Katz Agency  
 Membership .....NARTB  
 President.....James G. Rogers  
 General Manager.....William Goetze  
 Station Manager.....W. R. Hasbrook  
 Program Director.....Bill Browning  
 Chief Engineer.....Leroy Bellwood

# K G B

SAN DIEGO—1926—MBS

Frequency: 1360 Kc.....Power: 1000 Watts

Owned-Operated By.....Marion R. Harris  
 Address.....1017 First Ave.  
 Phone: BE 3-6151.....Air Time: Full Time  
 News Service .....UP  
 Representative .....H-R  
 Membership .....RAB, NARTB  
 President.....Marion R. Harris  
 Ass't Mgr.....Leonard W. Landmark  
 Program Director.....Robert S. Regan  
 Chief Engineer.....Joe Kline

# K S D O

SAN DIEGO—1947

Freq.: 1130 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By...San Diego Bcstg. Co.  
 Bus.-Studio Address...U. S. Natl. Bank Bldg.  
 Phone: BE 2-2041.....Air Time: Full Time  
 News Service .....AP  
 Rep.....Pearson, McGavren, Moore & Lund  
 Vice-Pres., Gen. Mgr.....Wilson Edwards  
 Commercial Manager.....Norman Kay  
 Station Manager.....W. Edwards  
 Chief Engineer.....Vern Milton

# K S O N

SAN DIEGO—1946

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fred & Dorothy Rabell  
 Address.....630 F. St.

## THOSE WHO KNOW FAMOUS BRANDS . . .

## KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

Phone: BE 3-5175..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Associated, Standard  
 Membership ..... NARTB  
 Representative ..... Tracy Moore  
 General Manager..... Fred Rabell  
 Program Director..... Dick Thompson  
 Chief Engineer..... Jack Rabell

# KGIL

## SAN FERNANDO—1947

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By. San Fernando Va. Bcstg. Co.  
 Business Address..... 4919 Van Nuys Blvd.  
 Phone: State 4-6291..... Air Time: Full Time  
 News Service ..... AP  
 Transcription..... Capitol, World, Lang-Worth  
 President..... E. P. Franklin  
 Gen., Comm., Sta. Mgr..... Howard P. Gray  
 Prog., Pub. Dir..... Allen McKee  
 Chief Engineer..... Jay Rice

# KCBS

## SAN FRANCISCO—1912—CBS

Frequency: 740 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... CBS  
 Address ..... Palace Hotel  
 Phone: YUkon 2-7000..... Air Time: Full Time  
 News Service ..... AP, UP, INS  
 Representative ..... CBS Radio Spot Sales  
 Membership ..... NARTB, RAB  
 President (CBS)..... Frank Stanton  
 Gen., Sta. Mgr..... Arthur Hull Hayes  
 Commercial Manager..... Jules Dundes  
 Promotion Mgr..... Evelyn Clark  
 Program Director..... Pede Worth  
 Publicity Director..... William Cullenward  
 Chief Engineer..... Alan Cormack

# KFRC

## SAN FRANCISCO—1924—MBS

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... General Teleradio  
 Business-Studio Address..... 1000 Van Ness Ave.  
 Phone: Prospect 6-0500..... Air Time: Full Time  
 News Service ..... AP, UP  
 Representative ..... H-R Representatives  
 Membership ..... RAB, NARTB  
 General Manager..... William D. Pabst  
 Commercial Manager..... William E. Nichols  
 Sales Prom. Mgr.-Pub. Dir..... Dink Templeton  
 Program Director..... Mel Venter  
 Chief Engineer..... E. G. Underwood

# KGO

## SAN FRANCISCO—1924—ABC

Frequency: 810 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... ABC-PT  
 Business Address..... 277 Golden Gate Ave.  
 Phone: UN 3-0077..... Air Time: Full Time  
 News Service..... AP, INS  
 Transcription Service ..... Lang-Worth  
 Representative ..... Edward Petry  
 Membership ..... RAB  
 President (ABC)..... Robert E. Kintner  
 General Manager..... James H. Connolly  
 Station Manager..... Paul T. Scheiner  
 Sales Manager..... Aaron S. Bloom  
 Program Director..... Russ Baker  
 Chief Engineer..... Harry Jacobson

# KJBS

## SAN FRANCISCO—1924

Frequency: 1100 Kc..... Power: 1000 Watts d  
 Owned-Operated By..... KJBS Bcstrs.  
 Business Studio Address..... 1470 Pine St.  
 Phone: Ordway 3-4148..... Air Time: Daytime  
 News Service..... AP, INS  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, RAB  
 Gen. Mgr.-Sta. Mgr..... Edwin P. Franklin  
 Comm. Mgr..... Stanley G. Breyer  
 Pgm. Dir.-Prod.-Pub. Mgr..... Charles F. Pendleton  
 Chief Engineer..... Roger Roberts

# KNBC

## SAN FRANCISCO—1924—NBC

Frequency: 680 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... National Bcstg. Co.  
 Address..... 420 Taylor St.  
 Phone: GRaystone 4-8700..... Air Time: Full Time  
 News Service..... AP, INS, UP  
 Transcription Service ..... Thesaurus  
 Representative..... NBC Spot Sales  
 Membership ..... NARTB, RAB  
 President (NBC)..... S. L. Weaver, Jr.  
 Gen., Sta. Mgr..... George Greaves  
 Commercial Mgr..... W. K. McDaniel  
 Sales Promotion Mgr..... Dean Moxley  
 Program Director..... John Thompson  
 Publicity Director..... Jane Morrison  
 Chief Engineer..... Curtis Peck

# KSAN

## SAN FRANCISCO—1922

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Golden Gate Bcstg. Corp.  
 Business Address..... 1355 Market St.  
 Phone: Market 1-8171..... Air Time: Full Time  
 News Service ..... UP  
 Representative..... Stars National  
 President..... S. H. Patterson  
 Gen. Mgr..... N. J. Patterson  
 Station Mgr..... Richard P. Bott  
 Pgm. Dir..... Shirley Bott

Comm. Mgr. . . . . Walter Conway  
Chief Engineer. . . . . H. Wickersham

# K S F O

## SAN FRANCISCO—1925

Freq.: 560 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned By. . . . . San Francisco Bcstr's, Inc.  
Bus. Studio Address. Van Ness at Greenwich  
Phone: PProspect 6-5100. . . . . Air Time: Full Time  
News Service. . . . . INS, UP  
Trans. Service. . . . . Standard; World; Associated  
Representative . . . . . Headley-Reed  
Membership . . . . . NARTB, RAB  
President. . . . . Wesley I. Dumm  
Gen., Sta. Mgr. . . . . Alan L. Torbet  
Com. Mgr. . . . . Gary Garland  
Prom. Mgr. . . . . Phyllis Diller  
Program Dir. . . . . Robert Hansen  
Dir. of Engineering. . . . . Charles Smith

# K Y A

## SAN FRANCISCO—1926

Freq.: 1260 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. . . . . KYA, Inc.  
Business Studio Address. . . . . Fairmont Hotel  
Phone: DOuglas 2-2536. . . . . Air Time: Full Time  
News Service. . . . . UP  
Representative . . . . . Wins, Young  
Membership . . . . . RAB  
President. . . . . J. Elroy McCaw  
General Manager. . . . . H. G. Fearnhead  
Commercial Manager. . . . . Irving C. Phillips  
Prog. Dir. . . . . Pat Heron  
Chief Engineer. . . . . Paul Beck

# K B I F

## SANGER—1947

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . John Poole Bdcsta. Co.  
Business Address. . . . . 1117 N. St.  
Phone: 6-0791. . . . . Air Time: Daytime  
News Service . . . . . UP  
Representative . . . . . Meeker  
Transcription . . . . . Associated  
Membership . . . . . RAB, NARTB  
President. . . . . John H. Poole  
Gen. Mgr. . . . . George Nickson  
Comm. Mgr. . . . . Ray Grant  
Prog. Dir. . . . . Walter K. Novell  
Chief Engineer. . . . . Russell C. Friend

# K E E N

## SAN JOSE—1947

Frequency 1370 Kc. . . . . Power 1000 Watts  
Owned-Operated By. . . . . United Bcstg. Co.  
Business Studio Address. . . . . Hotel De Anza  
Phone: Cypress 4-0344. . . . . Air Time. Full Time  
News Service . . . . . UP  
Representative . . . . . W. S. Grant  
President. . . . . George M. Mardikian  
V.P., Gen. Mgr. . . . . Floyd Farr  
Commercial Mgr. . . . . Robert J. Blum

# K L O K

## SAN JOSE—1946

Frequency: 1170 Kc. . . . . Power: 5000 Watts d.  
Owned-Operated By. . . . . Valley Bcstg Co.  
Business Address. . . . . P. O. Box 967  
Phone: YUkon 6-0621. . . . . Air Time: Full Time  
News Service. . . . . AP  
Membership . . . . . RAB  
Representative . . . . . Pearson  
President-Gen. Mgr. . . . . E. L. Barker  
Commercial Mgr. . . . . Richard E. Ryan  
Program Director. . . . . Ruth Poindexter  
Chief Engineer. . . . . Bill Cunningham

# K S J O

## SAN JOSE—1946

Freq.: 1590 Kc. . . . . Power: 1 Kw. d., 500 w. n.  
Owned-Operated By. . . . . Santa Clara Bcstg. Co.  
Business Address. . . . . P. O. Box 995  
Phone: Cypress 3-8030. . . . . Air Time: Unlimited  
Paper Affil. . . . . Los Gatos Times, Gilroy Dispatch  
News Service. . . . . UP  
Transcription Service. . . . . Standard  
Representative . . . . . Rambeau  
President. . . . . Patrick H. Peabody  
Gen., Sta. Mgr. . . . . R. M. Bruce  
Comm. Mgr. . . . . Earle Russell  
Sales Prom. Mgr. . . . . F. Darien  
Program Director. . . . . Norman Paul  
Chief Engineer. . . . . Edward W. Meese

# K X R X

## SAN JOSE—1948

Frequency: 1500 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . San Jose Bcstg. Co.  
Address . . . . . Box 167  
Phone: Cypress 2-5080. . . . . Air Time: Full Time  
News Service . . . . . UP  
Representative . . . . . McGavren, Tracy Moore  
President-Gen. Mgr. . . . . Joe E. Levitt  
Sia., Commercial Mgr. . . . . Gordon Graham  
Program Director. . . . . Frank G. Kilpatrick  
Chief Engineer. . . . . Frank Glass

# K A T Y

## SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KATY  
Address. . . . . P. O. Box 700  
Phone: 3171. . . . . Air Time: Full Time  
News Service . . . . . UP  
Trans. Service . . . . . World  
Representative . . . . . Meeker  
President . . . . . Maynard Marquardt  
Sales Prom. Mgr. . . . . Dave Hildebran  
Program Director. . . . . Barbara Brydia  
Publicity Director. . . . . Glenn O. Porter  
Chief Engineer. . . . . Clay Coldwell

# K V E C

## SAN LUIS OBISPO—1937

### MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.



Owned-Oper. By....Valley Electric-Jacobson  
 Business Address.....787 Higuera St.  
 Phone: 1100.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....W. S. Grant  
 Membership.....NARTB  
 Pres.-Owner.....Christina M. Jacobson  
 Gen., Sta. Mgr.....Les Hacker  
 Commercial Manager.....Si Darrah  
 Program Director.....Arthur Hapgood  
 Chief Engineer.....James Cochrane

## KEAR

SAN MATEO—1947

Frequency: 1550 Kc.....Power: 10 Kw.  
 Owned-Oper. By.....Bay Radio Inc.  
 Address.....1 Nob Hill Circle  
 Phone: EX 2-4265.....Air Time: Full Time  
 News Service.....AP  
 Rep.....Good Music, Western Sales  
 President.....Stephen A. Cisler  
 Gen. Mgr.....Ken Hildebrandt  
 Commercial Mgr.....Walter Tolleson, Jr.  
 Program Director.....Ward Glen  
 Chief Engineer.....D. F. Mariska

## KVSM

SAN MATEO—1947

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Hugh H. Smith  
 Business Studio Address...279 Baldwin Ave.  
 Phone: Diamond 4-2541...Air Time: Daytime  
 News Service.....INS, UP  
 Representative.....Rambeau  
 President.....Les Malloy  
 Program Director.....Edward Kirk  
 General Manager.....Jack Grant  
 Chief Engineer.....Carl Rolliff

## KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Marin Bcstg. Co., Inc.  
 Business Address.....1117 Fifth St.  
 Phone: GLENwood 3-6880..Air Time: Daytime  
 Newspaper Affiliation....S. R. Independent  
 Journal  
 News Service.....UP  
 Station Rep.....LaFonteese, Indie  
 President.....Roy A. Brown  
 Gen. Mgr., Prog. Dir.....Hugh E. Turner  
 Publicity Director.....Kitty Oppenheimer  
 Chief Engineer.....Edward Ohmstead

## KWIZ

SANTA ANA—1926

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned.....Voice of the Orange Empire  
 Business Address.....105 E. 5th St.  
 Phone: Kimberly 3-8321..Air Time: Unlimited  
 News Service.....UP  
 Representative.....Pearson

Pres., Gen. Mgr.....Ernest L. Spencer  
 Station Manager.....Hal Davis  
 Commercial Mgr.....Donner P. Spencer  
 Chief Engineer.....Roy Morris

## KDB

SANTA BARBARA—1921—MBS  
 DON LEE

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....F. Robert Bauer  
 Business-Studio-Transmitter...Radio Square  
 Phone: 413.....Air Time: Unlimited  
 News Service.....UP  
 Representative.....Pearson  
 Transcription.....Standard  
 Pres., Gen., Sta.....F. Robert Bauer  
 Comm. Mgr.....W. Buckley  
 Program Director.....Richard Barrett  
 Chief Engineer.....Robert Carter

## KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harry C. Butcher  
 Business-Studio Address.....Balboa Bldg.  
 Phone: Woodland 3981...Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....George P. Hollingbery  
 Membership.....RAB  
 Pres., Gen., Sta., Pub. Mgr.. Harry C. Butcher  
 Vice President.....M. J. McKeogh  
 Commercial Manager.....James Blomfield  
 Sales Promotion Mgr.....Michael J. McKeogh  
 Program Director.....Claire Behan  
 Chief Engineer.....Gene Fossell

## KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Oper. By...News-Press Publishing Co.  
 Business-Studio Address..de la Guerra Plaza  
 Phone: 3921.....Air Time: Full Time  
 Newspaper Affil...Santa Barbara News-Press  
 News Service.....AP, UP  
 Transcription Service.....Langworth  
 Representative.....Paul H. Raymer  
 President.....Thomas M. Storke  
 Gen., Sta. Mgr.....Charles A. Storke  
 Commercial Mgr.....Jo Benes  
 Prog., Prom. Dir.....Gordon Phillips  
 Chief Engineer.....Leo De Connick

## KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.  
 Owned-Operated By.....Radio Santa Cruz  
 Business Address.....P. O. Box 1080  
 Phone: GR 5-1080.....Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Transcription Service....Standard, Thesaurus



Pres., Gen. Mgr., Chief Eng.....C. V. Berlin  
Pub. Dir.....Lena Saluas

# KCOY

**SANTA MARIA—1947—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By...News-Press Publishing Co.  
Business-Studio Address.....114 W. Cook St.  
Phone: 5-2644.....Air Time: Full Time  
Newspaper Affiliation.....News Press Co.  
Representative.....Paul H. Raymer  
President.....T. M. Storke  
Gen. Mgr.....C. A. Storke  
Sales Prom. Mgr.....Harold Young  
Program Director.....Carolyn Conrad  
Chief Engineer.....John D. Clowes, Jr.

# KSMA

**SANTA MARIA—1945—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Hagerman, Groom  
Address.....510 W. Morrison  
Phone: 5-2582.....Air Time: Full Time  
**News Service**.....UP  
Sta. Rep.....Tracy Moore  
**Transcription Service**.....World  
Partners...James M. Hagerman, John I. Groom  
Program Dir.....Anthony Kent  
Chief Eng.....Gale Brady

# KOWL

**SANTA MONICA—1947**

Frequency: 1580 Kc..Power: 10,000 Watts, d.  
Owned-Operated By.....KOWL, Bcstg. Co.  
Address.....Pico at Ocean  
Phone: TEAs 0-5152.....Air Time: Daytime  
Membership.....RAB  
President.....J. D. Funk  
General Manager.....G. A. Baron  
Office Manager.....Margaret A. Johnson  
Sls. Promotion Director.....John Malone  
Program Director.....Paul Compton  
Chief Engineer.....Robert H. Dye

# KSPA

**SANTA PAULA—1948—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Santa Paula Bcstrs. Inc.  
Business-Studio Address.....Middle Rd.  
Phone: 940.....Air Time: Full Time  
Transcription Service.....World, SESAC  
Station Rep.....O'Connell, Ayres  
General Manager.....Hugh D. Elder  
Program Director.....Stella Elder  
Prom., Comm. Mgr.....Chas. Martin  
Chief Engineer.....Denman Dayton

meet the people

whose

"Specialized  
Programming"

SELLS your clients' products

KOWL with 10,000 watts and "Specialized Programming"—gives you more complete coverage of the Negro, Spanish and Mexican-American markets in Los Angeles County, than any other radio station.



**JOE ADAMS**  
Nation's Top Negro D.J. (also Negro spirituals).



**LILLIAN RANDOLPH**  
Top Negro star of radio, TV and movies... now daily on her own variety show



**'CHICO' LIONEL SESMA**  
The original Mexican - American D.J. (English speaking)



**CHESTER WASHINGTON**  
Negro news and sports... West Coast Editor of Pittsburgh Courier and sports chief.



**ELENA SALINAS**  
Most beloved Spanish language personality... variety and music.



**WM. OROZCO**  
Favorite Spanish language radio personality for over 25 years... news and variety.



**10,000 WATTS**

Transmitter: Los Angeles, California  
Executive Offices: Santa Monica, California

National Representatives:

Forjoe & Co. New York, Chicago,  
Dallas, San Francisco

Dora-Clayton Atlanta, Georgia

**GEORGE A. BARON, Gen'l Mgr.**

# K S R O

## SANTA ROSA—1937

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Oper. By... Finley Bcstg. Co.  
Bus. Studio Address... Corner Fresno & Finley  
Phone: 110. Air Time: Full Time  
News Service... UP  
Representative... W. S. Grant  
President... Mrs. Ruth Finley  
Gen. Station Manager... Frank McLaurin  
Program Director... Al Pearson  
Chief Engineer... Hilmar Cann

# K R O G

## SONORA—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Brewster E. Ferrel  
Business Address... P. O. Box 996  
Phone: Jefferson 2-7426. Air Time: Full Time  
News Service... UP  
Transcription Service... Standard, SESAC  
Owner, Gen. Mgr... Brewster E. Ferrel  
Comm. Mgr... G. E. Manley  
Prog., Pub. Dir... L. E. Ferrel  
Chief Engineer... C. W. Mitchell

# K G D M

## STOCKTON—1926—CBS

Frequency: 1140 Kc. Power: 5000 Watts  
Owned-Operated By... E. F. Peffer  
Business-Studio Address... 519 E. Market St.  
Phone: 4-4551. Air Time: Full Time  
News Service... UP  
Transcription Service... World  
Representative... John Blair  
President... E. F. Peffer  
Gen., Comm. Mgr... E. Smith  
Program Director... A. Stover  
Promotion Director... James Block  
Publicity Dir... L. Parkin  
Chief Engineer... J. Tyron Kelley

# K S T N

## STOCKTON—1949

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Operated By... San Joaquin Bcstg. Co.  
Business Address... Hotel Clark  
Phone: HO 4-7338. Air Time: Full Time  
News Service... UP  
Representative... Hollingbery  
Membership... NARTB, RAB  
President... Knox La Rue  
Gen., Sta., Com. Mgr... D. T. Ralph  
Program Director... Ellis Lind  
Chief Engineer... Carl McGee

# K W G

## STOCKTON—1921—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... McClatchy Bcstg. Co.  
Bus. Studio Address... 612 E. Market St.  
Phone: HOward 5-5728. Air Time: Full Time  
Newspaper Affiliation... McClatchy

News Service... AP  
Transcription Service... Thesaurus  
Representative... Paul H. Raymer  
Membership... NARTB, RAB  
President... Eleanor McClatchy  
Station Manager... James H. Ranger  
Program Manager... James E. Longe  
Chief Engineer... Frank Nesmith

# K X O B

## STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By... KXOB, Inc.  
Business-Studio Address... Hotel Stockton  
Phone: 4-7313. Air Time: Full Time  
News Service... UP  
Representative... Young Co., McGavren  
Membership... RAB  
President... J. E. Gamble  
Gen., Sta. Mgr... Ort Lofthus  
Comm. Mgr., Prog. Dir... Arthur Taylor  
Publicity Director... Carolyn Prybil  
Chief Engineer... James R. Johnson

# K S U E

## SUSANVILLE—1948—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Nolan Hollowell,  
James E. McKahan  
Phone: 2020. Air Time: Full Time  
News Service... UP  
Transcription Service... Capitol, Standard  
Representative... Tracy Moore  
Membership... NARTB  
Gen., Sta. Mgr... Nolan Hollowell  
Commercial Manager... Frank Rondas  
Program Director... Gerald Oliver  
Chief Engineer... Harold C. Houston

# K T K R

## TAFT—1948—KBS

Frequency: 1310 Kc. Power: 500 Watts d.  
Owned-Operated By... Taft Bcstg. Co.  
Business Address... P.O. Box "WW"  
Phone: 5-3101. Air Time: Daytime  
News Service... UP  
Pres., Gen. Mgr... Kenneth Aitken  
Station Manager... George J. Tchumy, Jr.  
Commercial Manager... Jack Smith  
Chief Engineer... Kenneth Aitken

# K C O K

## TULARE—1945—MBS-DON LEE

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By... Sheldon Anderson  
Business Address... P. O. Box 119  
Phone: 6-9513. Air Time: Full Time  
News Service... UP  
Representative... Forjee  
Membership... NARTB, RAB  
Acting Gen. Mgr... J. Bowles  
Sta., Sales Prom. Mgr... Don Weldon  
Program Director... Jack Miller  
Chief Engineer... Don Ferguson

# KTUR

**TURLOCK—1949—KBS**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By: Turlock Bcstg. Corp.  
 Address: P. O. Box 526  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: O'Connell  
 Membership: NARTB, RAB  
 President: Wallace Lindskoog  
 General Manager: H. Ansell McMillen  
 Program Director: B. McMillen  
 Chief Engineer: Maxon Sayre

# KUKI

**UKIAH—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: M. E. Sims  
 Address: P. O. Box 638  
 Representative: Grant  
 Transcription Service: Standard  
 News Service: AP  
 Membership: NARTE  
 Pres., Gen. Mgr.: M. E. Sims  
 Commercial Mgr.: Louis DuMoulin  
 Program Director: John Oliveira  
 Chief Engineer: Stanley Ryno

# KGYW

**VALLEJO—1947**

Frequency: 1190 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Vallejo Bcstg. Co.  
 Business-Studio Address: 3267 Sonoma Blvd.  
 Phone Number: Vallejo 8-8944  
 News Service: UP  
 Transcription: Capitol  
 Representative: McGavren  
 Co-Owners: Ellsworth Peck, A. J. Krisik  
 Program Director: Ellsworth Peck  
 Publicity Director: Robert Wade  
 Chief Engineer: William Roberts

# KVEN

**VENTURA—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Coast Ventura Co.  
 Address: Box 1611  
 Phone: Miller 3-8675 Air Time: Full Time  
 News Service: UP  
 Rep.: McGavren, Webb, Western Radio Sls.  
 President: Carroll Hauser  
 General Manager: Sydney Held  
 Station Manager: Karl Rembe  
 Commercial Mgr.: Bob Brown  
 Sls. Prom. Mgr.: Woody Bretz  
 Program Director: Fred Hall  
 Chief Engineer: Charles Farmer

# KUDU

**VENTURA—1947—KBS**

Frequency: 1590 Kc. Power 1000 Watts

Owned-Oper. By: Voice of Ventura County  
 Business Address: South Mills Rd.  
 Phone: Miller 3-6185 Air Time: Full Time  
 Representative: Walker, Oakes, Keystone  
 News Service: AP  
 Transcription Service: Langworth  
 Gen., Prom., Prog. Dir.: Bill E. Williams  
 Comm. Mgr.: Dwight Drumm  
 Chief Eng.: Dick Anderson

# KONG

**VISALIA—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Tulare County Bcstg.  
 Address: Rt. 6, Box 205  
 Phone: 4-5811 Air Time: Full Time  
 News Service: UP  
 Representative: Hollingbery  
 President: Knox La Rue  
 General Manager: Stan Simpson  
 Sls. Prom. Mgr.: Virginia Hooker  
 Program Manager: Dick Scudder  
 Publicity Dir.: Greg LeClercq  
 Chief Engineer: Gorman Brown

# KWSO

**WASCO—1950**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Maple Leaf Bcstg. Co.  
 Address: P. O. Box 366  
 Phone: 4251 Air Time: Daytime  
 Transcription Service: Lang-Worth, SESAC  
 News Service: UP  
 President: E. J. Peters  
 Gen. Mgr.: E. Franz  
 Station Mgr.: Theo. G. Heinrichs  
 Comm. Mgr.: Jim Hodges  
 Pgr. Dir.: Bob Bann

# KHUB

**WATSONVILLE—1937**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Patrick H. Peabody  
 Business Address: P. O. Box 349  
 Phone: 4-5641 Air Time: Full Time  
 News Service: UP  
 Representative: Rambeau  
 Membership: NARTB  
 President: Patrick H. Peabody  
 Gen., Comm. Mgr.: Vic Rugh  
 Program Director: Tom Martin  
 Chief Engineer: Merle Rossman

# KSYC

**YREKA—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Siskiyou Cty. Bcstg. Co., Inc.  
 Address: Lawrence Lane & S. Oregon St.  
 Phone: 624 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: T. Moore  
 Membership: NARTB

President.....E. G. Millbourn  
 General Manager.....D. C. Hollinger  
 Station Manager.....Jack A. Mitchell  
 Asst. Mgr., Prog. Dir.....C. Eng

# KAGR

YUBA CITY—1953

Frequency: 1450 Kc.....Power: 100 Watts  
 Owner.....James E. Jaeger  
 Address.....Box 271  
 Phone.....MAYsville 3-7343  
 President.....James E. Jaeger  
 Chief Engineer.....James E. Walley

# KUBA

YUBA CITY—1947

Fre.: 1600 Kc.....Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By...Peachbowl Bcstrs., Inc.  
 Business Address.....Hotel Marysville  
 Phone: 3-7309.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Ayers, O'Connell  
 President.....Chester V. Ullom  
 Gen., Station Manager.....Roger R. Hunt  
 Commercial Manager.....Lloyd Klemp  
 Sales Promotion Mgr.....Robert Fahey  
 Pgm., Pub. Dir.....Ric Ryan  
 Chief Engineer.....Carl W. Pendergraft

# COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — Families 446,000

Radio Homes 434,000 — TV Homes 217,000 — Stations in State 31

# KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....E. L. Allen  
 Address.....P. O. Box 179  
 Phone: 26.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC  
 General Manager.....D. L. Allen  
 Sls. Prom. Mgr.....Dick Frink  
 Prog. Director.....Kyle McClaugherty  
 Chief Engineer.....Delbert L. Allen

# KRDO

COLORADO SPRINGS—1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Pikes Peak Bcstg. Co.  
 Business-Studio Address.....399 S. 8th St.  
 Phone: Melrose 2-1515.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service...Standard, Langworth,  
 Thesaurus  
 Representative.....McGillvra  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Harry W. Hoth  
 Program Director.....John Finlayson  
 Publicity Dir.....Patricia Colt  
 Chief Engineer.....Herbert Schubarth

# KBOL

BOULDER—1946

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Boulder Radio KBOL, Inc.  
 Address.....1617 Pearl  
 Phone: Hillcrest 2-2242.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service...Standard, Thesaurus  
 Station Rep.....Holman  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Russel Shaffer  
 Commercial Manager.....Gene Palm  
 Program Dir.....John Wilcox  
 Chief Engineer.....Blair Dobbins

# KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Voice of the Rockies, Inc.  
 Address.....512 So. Tejon  
 Phone: Melrose 4-2844.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service...World, Associated  
 Representative.....Hollingbery  
 Membership.....NARTB, RAB  
 President.....J. D. Russell  
 Station Mgr.....Verl Bratton  
 Sls., Prom. Mgr., Prog. Dir.....R. Conner  
 Chief Engineer.....Earl Leonard

# KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Royal Gorge Bcstrs., Inc.  
 Business-Studio Address...1615 Central Ave.  
 Phone: 1400.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service...Keystone, Cole  
 Pres.-Gen.-Sta. Mgr.....Ray M. Beckner  
 Chief Engineer.....Ed Wood

# KRAI

CRAIG—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...No. Western Colo. Bcstg. Co.  
 Address.....P. O. Box 65  
 Phone: 707-8.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Community Network



Transcription Service.....Thesaurus  
 Membership.....NARTB  
 President.....Miles Barrett  
 General Manager.....George Cory  
 Station Manager.....Richard E. Bonderod  
 Sales Prom. Mgr.....Dale Kirk  
 Program Dir.....Norman Davis  
 Chief Engineer.....Tom Weir

# KFSC

DENVER—1954

Frequency: 1220 Kc.....Power: 1 Kw.  
 Owned.....Francisco V. Sanchez  
 Address.....P. O. Box 246  
 Phone: AComa 2-8935.....Air Time: Daytime  
 News Service.....INS  
 General Manager.....Paco Sanchez  
 Manager, Director.....Levi Beall  
 Commercial Manager.....Joe Lito  
 Sales Manager.....J. R. Rutherford

# KIMN

DENVER—1923—MBS

Frequency: 950 kc.....Power: 5 kw.  
 Owned.....KIMN, Inc.  
 Address.....5350 W. 20th Ave.  
 Phone: BE 7-2734.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Station Representative.....Avery-Knodel, Inc.  
 Membership.....RAB  
 President.....A. L. Glasmann  
 Gen., Sta. Mgr.....Collin W. Lowder  
 Commercial Manager.....Kenneth E. Palmer  
 Sales Promotion Mgr.....Ted Nelson  
 Program Director.....Ronald J. McCoy  
 Publicity Director.....Ted Nelson  
 Chief Engineer.....Arthur F. Southwick

# KLIR

DENVER—1953—KBS

Frequency: 990 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....G. B. Anderson  
 Address.....6535 W. Jewell  
 Phone: WA-2-1189.....Airtime: Daytime  
 News Service.....INS  
 Rep.....Holman, Continental, Biddick  
 Owner-Gen. Mgr.....G. B. Anderson  
 Commercial Mgr.....L. L. Tracy  
 Bus. Mgr.....H. G. Kincaid  
 Pub. Dir.....F. F. Hayes  
 Chief Engineer.....Lloyd L. Wilson

# KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Aladdin Radio & TV, Inc.  
 Business-Studio Address.....131 Speer Blvd.  
 Phone: MAIn 3-4271.....Air Time: Full Time  
 News Service.....AP, INS.  
 Newspaper Affiliation.....Time, Inc.  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Hugh B. Terry

Station Mgr.....Phil Hoffman  
 Commercial Manager.....Lee Fondrew  
 Sales Prom. Mgr.....Harold Storm  
 Program Director.....Charles Roberts  
 Chief Engineer.....Harvey E. Wehrman

# KMYR

DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KMYR Bcstg. Co.  
 Address.....Security Life Bldg.  
 Phone: MAIn 3-4161.....Air Time: Full Time  
 News Service.....AP  
 Station Representative.....Sears & Ayer  
 Membership.....NARTB  
 Pres., Gen. Mgr.....F. W. Meyer  
 Station Manager.....A. G. Meyer  
 Commercial Manager.....Ed Koepke  
 Pgm., Prod. Dir.....Lowell Switzer  
 Chief Engineer.....Walt Wilson

# KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Metropolitan TV. Co.  
 Business-Studio Address.....1625 California St.  
 Phone: Main 3-6211.....Air Time: Full Time  
 News Service.....AP, INS  
 Representative.....Edward Petry & Co.  
 Membership.....NARTB, RAB  
 President.....William W. Grant  
 Gen., Sta. Mgr.....Don Searle  
 Sales Promotion Manager.....John Aldern  
 Comm. Mgr.....Robert Hix  
 Program Director.....Jim Atkins  
 Publicity Director.....Ralph Radetsley  
 Chief Engineer.....J. A. Slussea

# KTLN

DENVER—1948

Frequency: 1280 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....Radio Station KTLN  
 Address.....431 W. Colfax  
 Phone: Acoma 2-4811.....Air Time: Full Time  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Radio Repts., Inc.  
 Owner.....Leonard Coe  
 General Manager.....John L. Buchanan  
 Local Sales Mgr.....Dean Jarvis  
 Nat. Sales Mgr.....Lee Mehlig  
 Program Director.....Jack Helling  
 Chief Engineer.....O. E. Kelly

# KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Colorado Radio Corp.  
 Business-Studio Add.....Midland Savings Bldg.  
 Phone: TAbor 5-2291.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Associated  
 Representative.....Free & Peters

Membership ..... NARTB, RAB  
 President-Gen. Mgr. .... William D. Pyle  
 Station Manager ..... T. C. Ekrem  
 Sales Prom. Mgr. .... Ben Stanton  
 Program Director ..... V. W. Corbett  
 Chief Engineers ..... W. D. Pyle, T. C. Ekrem

# KIUP

**DURANGO—1935—MBS-KBS**

Frequency: 930 Kc. .... Power: 1000 Watts  
 Owned-Operated By .... San Juan Bcstg. Co.  
 Address ..... P. O. Box 641  
 Phone: 117 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... Holman Co.  
 President ..... J. A. Segerberg  
 General Manager ..... R. E. O'Brien  
 Comm., Prom. Mgr. .... Lindsey Becker  
 Program Director ..... Herb Jobs  
 Publicity Director ..... Frank Toomey  
 Chief Engineer ..... Lou Shaw

# KGMC

**ENGLEWOOD—1952**

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned By ..... McMa Agency  
 Address ..... 3355 S. Broadway  
 Phone: Sunset 1-4481 ..... Air Time: Daytime  
 News Service ..... UP  
 Co-owner, Gen. Mgr. .... Grady F. Maples  
 Co-owner ..... R. B. McAlister  
 Comm. Mgr. .... J. Kenneth Brothers  
 Sls. Prom. Mgr. .... R. J. Cutting  
 Chief Engineer ..... D. F. White, Jr.

# KCOL

**FT. COLLINS—1947**

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .... Northern Colo. Bcstg. Co.  
 Business-Studio Address ..... 1600 La. Porte Ave.  
 Phone: 2600 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Station Rep. .... H-R Reprs. Inc.  
 Membership ..... NARTB, RAB  
 President ..... Herb Hollister  
 General Manager ..... Ellis Atteberry  
 Commercial Manager ..... Bob McClary  
 Program Director ..... Hollis Hoff  
 Chief Engineer ..... Dan Coltrane

# KFTM

**FORT MORGAN—1949—KBS**

Frequency: 1260 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By .... Morgan County Bcstg. Co.  
 Address ..... P. O. Box 431  
 Phone: 1000 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 General Manager ..... Mac McGraw  
 Program Director ..... Frank Alien  
 Chief Engineer ..... Richard Oldfield

# KGLN

**GLENWOOD SPRINGS—1950—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KGLN, Inc.  
 Address ..... P. O. Box C  
 Phone: 777 ..... Air Time: Full Time  
 Representative ..... Holman  
 Membership ..... NARTB  
 News Service ..... UP  
 President ..... Rex Howell  
 Co-owner, Gen. Mgr. .... Jerry Fitch  
 Sales Promotion Director ..... Bob Duffy  
 Program Director ..... Gene Curtis  
 Chief Engineer ..... Bonner Z. Baker

# KEXO

**GRAND JUNCTION—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Voice of Western Colo., Inc.  
 Address ..... 2508 North Ave.  
 Phone: 1230 ..... Air Time: Full Time  
 News Service ..... INS  
 Transcription Service ..... Capitol, Thesaurus  
 Representative ..... Harlan Oakes  
 Membership ..... NARTB, RAB  
 President ..... D. Spencer Grow  
 Gen., Sta. Mgr. .... Abbott Tessman  
 Program Director ..... Robert Collins  
 Publicity Director ..... Mildred Fuller  
 Chief Engineer ..... D. E. Towne

# KFXJ

**GRAND JUNCTION—1926—MBS**

Freq.: 920 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By .... Western Slope Bcstg. Co.  
 Business-Studio Address ..... Box 30  
 Phone: 1300 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Hal Holman  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Rex Howell  
 Sta., Comm. Mgr. .... E. Anson Thomas  
 Program Director ..... Gregg Chancellor  
 Chief Engineer ..... Cecil Whitchurch

# KFKA

**GREELEY—1921**

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .... Mid-Western Bcstg. Co., Inc.  
 Business-Studio Address ..... 620—8th Ave.  
 Phone: 450 ..... Air Time: Full Time  
 Representative ..... Hal Holman  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Pres., Gen. Mgr. .... H. E. Green  
 Sta., Comm. Mgr. .... William G. Stewart  
 Program Director ..... Jack Redus  
 Chief Engineer ..... Harry Brewer

# KYOU

GREELEY—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By 2424 6th Ave., Meroco B. Co.  
 Phone: 3275 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Representative McGillvra, Inc.  
 Transcription Service World  
 President, Gen. Mgr. Elwood H. Meyer  
 Comm. Mgr. Everett Shupe  
 Sta. Mgr. Chief Engr. John T. Roscoe

# KBNZ

LA JUNTA—1937—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Otero Broadcasting Co.  
 Address Box 485  
 Phone: 42 Air Time: Full Time  
 News Service UP  
 Representative Clark  
 Transcription Standard  
 President M. S. Morrison  
 Gen., Sta. Mgr. R. D. McGregor  
 Comm. Mgr., Chief Eng. Don Smith  
 Sls. Prom. Mgr. Jack Lee  
 Pub. Dir. Robert Mahaffey  
 Program Director Jane Henkenseifken

# KLMR

LAMAR—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By SE Colorado Bcstg. Co.  
 Address P. O. Box 632  
 Phone: 804 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Continental  
 President Ralph Eaton  
 Gen., Sta. Mgr. Everett Shupe  
 Comm., Prom. Mgr. Dennis Behan  
 Program Director Claire Behan  
 Chief Engineer Kenneth Roberts

# KLVC

LEADVILLE—1951—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. Top of the Nation Station, Inc.  
 Address 520 W. 6th St.  
 Phone: 70 Air Time: Full Time  
 Membership NARTB  
 Representative Clark  
 President Arline S. Hodgins  
 General Manager David W. Hodgins

# KLMO

LONGMONT—1949—KBS

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By Longmont Bcstg. Co.  
 Address Imperial Hotel  
 Phone: 1050 Air Time: Daytime  
 News Service UP  
 Transcription Service Lang-Worth

Station Rep. Continental  
 Membership NARTB  
 President Irving Ludlow  
 Program Director Frank Leslie  
 General Manager P. Reed Walker  
 Sales Manager Pat Patnode  
 Chief Engineer Walter Robinson

# KSLV

MONTE VISTA—1954—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned San Luis Valley Bcstg. Co.  
 Address 109 Adams St.  
 Phone: 553 Air Time: Full Time  
 News Service UP  
 Trans. Service Thesaurus  
 Membership NARTB  
 General Manager George O. Cory  
 Asst. Gen. Mgr. Dale G. Moore  
 Station Mgr. John McRae

# KUBC

MONTROSE—1947—KBS

Freq: 1260 Kc. Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By Uncompaghe Bcstg. Co.  
 Business-Studio Address P. O. Box 279  
 Phone: 599 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB, RAB  
 President F. J. Hartman  
 Gen. Mgr. Geo. Cory  
 Station Mgr. Dale G. Moore  
 Comm., Sales Prom. Mgr. Robert Churney  
 Program Director Ed DeJulio  
 Chief Engineer Tom Weir

# KCSJ

PUEBLO—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By Star Bcstg. Co., Inc.  
 Address 2226 Big Hill Rd.  
 Phone: LI 4-5782 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Avery-Knodel, Inc.  
 Pres., Gen. Mgr. Douglas Kahle  
 Commercial Mgr. Ray Whitworth  
 Station Mgr. Larry Gordon  
 Chief Engineer Marion Cunningham

# KDZA

PUEBLO—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Pueblo Radio Co.  
 Address 3011 Elizabeth  
 Phone: 1255 Air Time: Full Time  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative McGillvra  
 Pres., Gen., Comm. Mgr. Dee B. Crouch  
 News, Spts. Dir. Jerry Rhoads

# WTIC...By Every Measurement A GREAT RADIO STATION

**MANAGEMENT**  
WTIC's management is in the hands of experienced personnel that meet and anticipate the needs of the listener.

**FACILITIES**  
From most modern studios to the latest in sound equipment, WTIC has the facilities to produce the best.

**PROGRAMMING**  
Many top stars of radio had their start on WTIC produced programs such as...

**PUBLIC SERVICE**  
WTIC has earned the loyalty and confidence of its listeners by placing public welfare above all other considerations. Not only in times of emergency and disaster but every day the public welfare is our concern.

**MARKET**  
Connecticut, the center of the great WTIC market, ranks first\* in the U. S. in per family income. WTIC dominates this prosperous Southern New England Market . . .

<b>Total Number of Families</b>	<b>794,700</b>
* Effective Buying Income . . . . .	\$4,763,631,000
* Total Retail Sales . . . . .	3,265,380,000
* Total Food Sales . . . . .	864,958,000

\* Copr. 1954, Sales Management Survey of Buying Power; further reproduction not licensed.

**MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE • MARKET**

Measure of a Great  
Radio Station

REPRESENTED NATIONALLY BY  
THE HENRY I. CRISTAL CO., INC.

NEW YORK \_\_\_\_\_ BOSTON \_\_\_\_\_ CHICAGO \_\_\_\_\_ DETROIT \_\_\_\_\_ SAN FRANCISCO

**K G H F**

**PUEBLO—1928—ABC**

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Colorado Bcstg. Co., Inc.  
 Address ..... Box 293  
 Phone: LI 2-5570. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Gill-Perna, Inc.  
 Membership ..... NARTB, RAB  
 President ..... Gifford Phillips  
 General Manager ..... Robert D. Ellis  
 Commercial Manager ..... Bill Mahoney  
 Station Manager ..... J. H. McGill  
 Chief Engineer ..... Willis C. Shanks

**K V R H**

**SALIDA—1948—KBS-MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned ..... Heart of the Rockies Bcstg. Co.  
 Phone: 30. Air Time: Full Time  
 News Service ..... INS  
 Pres., Gen. Mgr. .... Jon F. Lohmer  
 Program Director ..... Alan Wall  
 Chief Engineer ..... O. V. Charles

**K G E K**

**STERLING—1925**

Frequency: 1230 Kc. Power: 250 Watts d.  
 Owned-Operated By ..... Elmer G. Beehler  
 Address ..... P. O. Box 830  
 Phone: 679. Air Time: Daytime  
 News Service ..... UP  
 Trans. Service. Lang-Worth, MacGregor, Cole  
 Membership ..... NARTB  
 Owner, Gen. Mgr. .... Elmer G. Beehler  
 Station, Comm. Mgr. .... Al Ross  
 Prog. Director ..... John Gazdik  
 Chief Engr. .... E. G. Beehler

**K C R T**

**TRINIDAD—1946—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By ..... KCRT, Inc.  
 Address ..... Box 772  
 Phone: 338. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Rep., Indie Sales ..... Ken Palmer  
 Pres., Gen. Mgr. .... E. M. Cooper  
 Program Director ..... Pete Deluca  
 Chief Engineer ..... E. M. Cooper

**CONNECTICUT**

Pop. Feb. 1, 1955 (Est.) 2,263,000 — Families 678,000  
 Radio Homes 670,000 — TV Homes 557,000 — Stations in State 25

**W I C C**

**BRIDGEPORT—1926—MBS-YANKEE**

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By ..... Bridgeport Bcstg. Co.  
 Address ..... Box 9140  
 Phone: AM 8-1601. Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Adam Young  
 Membership ..... RAB  
 Pres., Gen., Sta. Mgr. .... Philip Merryman  
 Commercial Manager ..... Manning Slater  
 Sales Promotion Manager ..... Joan Fisher  
 Program Director ..... Bob Crane  
 Publicity Director ..... Leo Miller  
 Chief Engineer ..... Pat Uliano

**W N A B**

**BRIDGEPORT—1941  
 ABC-CONN. STATE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By ..... WNAB, Inc.  
 Business-Studio Address ..... 991 Broad St.  
 Phone: 3-3112. Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Burke Stuart, Walker  
 President ..... Harold Thomas

Gen., Sta., Comm. Mgr. .... John Ellinger  
 Sales Prom. Mgr., Prog. Dir. .... Harry Luke  
 Asst. Prog. Dir. .... Jack Kane  
 Publicity Director ..... Stu Warschauer  
 Chief Engineer ..... Norman Howard

**W B I S**

**BRISTOL—1948**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Oper. By ..... The Bristol Bcstg. Corp.  
 Business-Studio Address ..... 183 Main St.  
 Phone: 3-9265. Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Clark  
 Transcription Service ..... Associated, World  
 Pres., Gen. Mgr. .... Eric Hatch  
 Sta. Mgr. .... R. C. Kilbourn  
 Comm. Mgr. .... Amleto Ciccarelli  
 Chief Engineer ..... Richard L. Ricci

**W L A D**

**DANBURY—1947**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By ..... Berkshire Bcstg. Corp.  
 Business-Studio Address ..... 207 Main St.  
 Phone: 8-3565. Air Time: Daytime  
 News Service ..... AP

Transcription Service.....World, SESAC  
 Representative .....Indie Sales  
 President.....John P. Previdi  
 Gen., Comm. Mgr., Pub. Dir.....Sol Robinson  
 Program Director.....Eleanor Kemble  
 Chief Engineer.....George McGuy

Asst. Gen. Mgr., Sls. Mgr.....Walter Johnson  
 Asst. Sales Mgr.....Irwin Cowper  
 Program Manager.....Leonard J. Patricelli  
 Public Rel. Dir.....Bernard Mullins  
 Chief Engr.....Herman D. Taylor  
 (See Page 366)

## WCCC

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts &  
 Owned-Oper. By..Greater Hartford Bcstg Corp.  
 Address .....Hotel Bond  
 Phone: Jackson 5-6648.....Air Time: Daytime  
 News Service .....UP  
 Station Rep. ....Walker  
 President.....William M. Savitt  
 Sec't. Treas.....M. Savitt  
 Sta., Comm. Mgr.....R. H. Klein  
 Program Director.....B. LaCoe  
 Publicity Director.....E. Seltzer  
 Chief Engineer.....Michael Cookish

## WMMW

MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Silver City Crystal Co.  
 Business-Studio Address.....8 W. Main St.  
 Phone: 5-5747.....Air Time: Daytime  
 News Service.....UP  
 Representative .....Rambeau  
 President.....C. A. Schultz  
 General Manager.....G. A. Kruttschnitt  
 Comm. Mgr.....William Golder  
 Sales Prom. Mgr.....James McGovern  
 Program Director.....Lester H. Fox  
 Chief Engineer.....John Roache

## WDR C

HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By..The Connecticut Bcstg. Co.  
 Business-Studio Address. 869 Blue Hills Ave.  
 Phone: Chapel 2-5596.....Air Time: Full Time  
 News Service .....UP  
 Representative.....Paul H. Raymer  
 Membership .....NARTB  
 President.....Franklin M. Doolittle  
 General Manager.....Walter B. Haase  
 Comm., Sales Prom. Mgr.....William F. Malo  
 Program. News Dir.....Harvey H. Olson  
 Chief Engineer.....Henry M. Broderick, Jr.

## WCNX

MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..Middlesex Bcstg. Co.  
 Business-Studio Address.....460 Main St.  
 Phone: Diamond 7-2565.....Air Time: Daytime  
 Transcription .....Thesaurus  
 Station Rep. ....Devney  
 President.....R. J. O'Brien  
 General Manager.....Wm. J. O'Brien, Jr.  
 Program Director.....Wm. J. Glynn  
 Chief Engineer.....Kenneth A. F. Bishop

## WHAY

NEW BRITAIN—1949  
 CONNECTICUT STATE  
 FOREIGN LANGUAGE

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By..Central Conn. Bcstg. Co.  
 Business Address.....22 Grove Hill  
 Phone: 3-2721.....Air Time: Unlimited  
 News Service .....UP  
 Representative .....Nona Kirby  
 President .....Patrick Goode  
 Exec. Vice-Pres.....Edward D. Taddei  
 General Mgr.....Aldo DeDominicis  
 Sta., Comm. Mgr.....Charles Bell  
 Program Director.....George Ehrlich  
 Chief Engineer.....Hillis W. Holt

## WGTH

HARTFORD—1935—MBS-ABC

Frequency: 1410 Kc.....Power: 5,000 Watts  
 Owned-Oper. By..Gen. Times Television Corp.  
 Business-Studio Address.....54 Pratt St.  
 Phone: JA 7-9131.....Air Time: Full Time  
 News Service .....UP  
 Representative.....H-R Reps. Inc.  
 Membership .....RAB  
 President.....Thomas F. O'Neil  
 General Manager.....F. W. Wagenvoord  
 Commercial Manager.....Gordon R. Kerr  
 Program Director.....John Downey  
 Chief Engineer.....Rogers Holt

## WKNB

NEW BRITAIN—1946

Frequency: 840 Kc...Power: 1000 Watts d.  
 Owned-Oper. By.....New Britain Bcstg. Co.  
 Address.....1422 New Britain Ave.  
 Phone: Baldwin 3-3603.....Air Time: Daytime  
 News Service .....AP  
 Representative .....Bolling  
 President .....Julian Gross  
 General Manager.....Peter B. Kenney  
 Commercial Manager.....Gustave Nathan  
 Program Director.....Ray Neilan  
 Publicity Director.....Helen M. Loy  
 Chief Engineer.....John Shipley

## WTIC

HARTFORD—1925—NBC

Frequency: 1080 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Travelers Bcstg. Service  
 Business-Studio Address.....26 Grove St.  
 Phone: JA 5-0801.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service...Lang-Worth SESAC  
 Representative .....Christal  
 Membership .....NARTB, RAB  
 V.P., Gen. Mgr.....Paul W. Morency

# WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WAVZ Bcstg. Corp.  
 Business-Studio Address . . . . . 152 Temple St.  
 News Service . . . . . AP  
 Representative . . . . . Forjoe, Kettell, Carter  
 Membership . . . . . RAB  
 President . . . . . Victor W. Knauth  
 V.P., Gen. Mgr. . . . . Daniel W. Kops  
 Comm. Mgr. . . . . Richard J. Monahan  
 Program Director . . . . . E. J. Markle  
 Publicity Director . . . . . S. L. Barstein  
 Chief Engineer . . . . . Ralph Carrano

# WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Conn. Radio Foundation, Inc.  
 Business-Studio Address . . . . . 221 Orange St.  
 News Service . . . . . UP  
 Representative . . . . . H. R. Reps., Rbt. Foster  
 Pres., Gen. Mgr. . . . . Richard W. Davis  
 Commercial Mgr. . . . . Edwin H. Schweitzer  
 Publicity Director . . . . . Rudy Frank  
 Program Director . . . . . Charles H. Wright  
 Chief Engineer . . . . . Fred King

# WNHC

NEW HAVEN—1944—NBC, CSN

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Elm City Bcstg. Corp.  
 Business-Studio Address . . . . . 1110 Chapel St.  
 Phone: SP 7-3611 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Katz Agency  
 Membership . . . . . NARTB  
 President . . . . . Patrick J. Goode  
 General Manager . . . . . Aldo DeDominicis  
 Exec. Vice-Pres. . . . . Edward D. Taddei  
 Commercial Manager . . . . . J. Vincent Callanan  
 Station Manager . . . . . Edward C. Obrist  
 Prom. Mgr., Publ. Dir. . . . . James W. Evans  
 Chief Engineer . . . . . Vinnie DeLaurentis

# WNLG

NEW LONDON—1936 — MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Thames Bcstg. Corp.  
 Business-Studio Address . . . . . 281 State St.  
 Phone: GI 2-4365 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 President-Gen. Sta. Mgr. . . . . Gerald J. Morey  
 Comm.-Sales Prom. Mgr. . . . . Leo B. Keegan  
 Prog., Publ. Dir. . . . . Nelson Brown  
 Chief Engineer . . . . . Randolph Barrett

# WNLK

NORWALK—1948

Frequency: 1350 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Norwalk Bcstg. Co., Inc.

Business-Studio Address . . . . . Main & Wall Sta.  
 Phone: Temple 8-5566 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . McGillvra  
 Pres., Gen. Mgr. . . . . James Stolcz  
 Program Director . . . . . Dick Bounerba  
 Chief Engineer . . . . . Clarence Burnham

# WICH

NORWICH—1946

Freq: 1310 Kc. . . . . Power: 1 Kw.  
 Owned-Oper. By . . . . . Eastern Conn Bcstg. Co.  
 Business-Studio Address . . . . . Cuprak Rd.  
 Phone: Turner 7-1613 . . . . . Air Time: Full Time  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . CWB Time, World  
 Representative . . . . . Grant Webb  
 Membership . . . . . NARTB, RAB  
 President . . . . . D. Lasser  
 Promotion Dir. . . . . Edward Adler  
 Comm. Mgr. . . . . Richard Reed  
 Program Dir. . . . . Sid Frank  
 Chief Engineer . . . . . Alexander Dubenetsky

# WPCT

PUTNAM—1953

Frequency: 1350 Kw. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Israel Putnam Bcstg. Co.  
 Address . . . . . 42 Main St.  
 Phone: 8-2721 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription . . . . . World  
 Membership . . . . . NARTB  
 President . . . . . Roland A. Gayette  
 Station Manager . . . . . Ralph F. D'Andrea  
 Chief Engineer . . . . . James Bonney

# WSTC

STAMFORD—1941—ABC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . W. Conn. Bcstg. Co.  
 Business-Studio Address . . . . . 270 Atlantic St.  
 Phone: 4-7575 . . . . . Air Time: Full Time  
 Newspaper Affiliation . . . . . Stamford Advocate  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Everett-McKinney  
 Membership . . . . . NARTB  
 President . . . . . Kingsley Gillespie  
 Gen. Manager . . . . . Julian Schwartz  
 Program Director . . . . . Steve Phillips  
 Chief Engineer . . . . . Robert A. Reynolds

# WLCR

TORRINGTON—1947

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Litchfield Cty. Radio Corp.  
 Business-Studio Address . . . . . 23 Main St.  
 Phone: Hunter 9-4173-74 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayer

Membership .....BAB, NARTB  
 Pres., Gen. Mgr.....Charles O. Scott  
 Station Mgr. ....Joe Trent  
 Comm. Mgr.....Alex Pernal  
 Program Director.....Joe Storm  
 Chief Engineer.....Alfred Pollakat

Sales Prom. Mgr.....Wallace Gordon  
 Program Director.....Wally King  
 Publicity Director.....Bob Gillespie  
 Chief Engineer.....Russell Jensen

## W T O R

**TORRINGTON—1948  
CONN. STATE—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By....Torrington Bcstg. Co., Inc.  
 Business-Studio Address.....93 Perkins St.  
 Phone: 9-4181.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Rambeau  
 President .....Edmund Waller  
 Gen., Sta., Comm. Mgr.....John J. Morris  
 Program Director.....Al Ayre  
 Pub. Dir.....Louise Morris  
 Chief Engineer.....Edwin Michalski

## W B R Y WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Oper. By...American-Republican, Inc.  
 Business-Studio Address.....P. O. Box 1627  
 Phone: 3-1125.....Air Time: Full Time  
 Newspaper Affiliation .Waterbury Republican  
 News Service .....AP  
 Transcription Service .....World  
 Rep. ....Avery-Knodel, Kettel-Carter  
 Membership .....NARTB  
 President.....William J. Pape  
 Commercial Manager....Harry A. DeVorken  
 Gen. Mgr.....J. Maxim Ryder  
 Sales Promotion Mgr.....Robert Holczer  
 Program Director.....Walter O. Howard  
 Chief Engineer.....Frank B. Hales

## W A T R

**WATERBURY—1934  
ABC-CONN. STATE**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The WATR Co., Inc.  
 Business-Studio Address.....440 Meadow St.  
 Phone: 5-1121.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Burke-Stuart  
 Membership .....NARTB  
 President .....Harold Thomas  
 Gen., Sta., Comm. Mgr.....Sam Elman

## W W C O WATERBURY—1946 MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.Mattatuck Bcstg. Co., Inc.  
 Business-Studio Address....119 W. Main St.  
 Phone: 4-5141.....Air Time: Full Time  
 News Service .....AP  
 Representative .....McGillvra  
 President.....William G. Wells  
 General Manager.....James H. Shoemaker  
 Program Director.....Robert C. Crager  
 Chief Engineer.....Wm. Goldstein

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

# AP



# DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — Families 103,000  
Radio Homes 99,000 — TV Homes 87,000 — Stations in State 7

## W D O V DOVER—1947

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned Del. State Bcstg. Corp.  
Business Address Denny's Rd.  
Phone: 5816 Air Time: Daytime  
News Service AP  
Transcription Service World  
Representative Rambeau  
Membership RAB  
President William S. Freed  
General Manager Cliff Goodman  
Program Director Virginia Bracken  
Chief Engineer Perley Tribout

## W J W L GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By Rollins Bcstg., Inc.  
Address DuPont Highway  
Phone: 2567 Air Time: Daytime  
News Service AP  
Transcription Service Thesaurus  
Representative Zimmer  
President John W. Rollins  
Gen., Comm. Manager Norman M. Glenn  
Program Director Bill Jaeger  
Chief Engineer Edward Marzoa

## W K S B MILFORD—1953

Frequency: 930 Kc. Power: 500 Watts d.  
Owned-Oper. By Kent-Sussex Bcstg. Co.  
Address Box 444  
Phone: Milford 8881 Air Time: Daytime  
News Service UP  
Transcription Service Lang-Worth  
Co-owner, Comm. Mgr. H. M. Griffith Jr.  
Co-owner, Chief Engineer C. V. Lundstedt  
Program Director Borden E. Smith

## W A M S WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts  
Owned Rollins Broadcasting Co.  
Address 321 Delaware Ave.  
Phone: 4-8882 Airtime: Daytime  
News Service AP  
Transcription Service Associated  
Representative Rollins, Inc., N. Y. C.  
President O. Wayne Rollins  
General Manager Ralph J. Baron  
Program Director Tim Crow  
Chief Engineer Fitzgerald McDaniel

## W D E L

### WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By WDEL, Inc.  
Business-Studio Address 10th & King Sts.  
Phone: 8-7269 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Robert Meeker  
Membership NARTB  
Station Executive Clair R. McCollough  
Station Manager Harvey C. Smith  
General Sales Mgr. J. Robert Gulick  
Program Director R. V. Aydelotte  
Technical Director J. E. Mathiot

## W I L M

### WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Delaware Bcstg. Co.  
Business-Studio Address 920 King St.  
Phone: 4-7771 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Bolling Co.  
Membership RAB  
Pres., Gen. Mgr. Ewing B. Hawkins  
Sta., Comm. Mgr. Jackson F. Lee  
Program Director Warren Keyser  
Chief Engineer H. Edwin Kennedy

## W T U X

### WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned-Oper. By Port Frere Bcstg. Co., Inc.  
Business-Studio Address 1400 Market St.  
Phone: 5-8821 Air Time: Daytime  
News Service AP  
Representative Indie Sales, Inc.  
Pres.-Sta. Mgr. Gordon K. MacIntosh  
V.P., Sales Mgr. William S. Ewing  
General Mgr. Howard Robinson  
Commercial Mgr. John M. Talley  
Program Director William H. Gehlert  
Publicity Director Justina Spagnolo  
Chief Engineer Seymour Toberlisky

# DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — Families 281,000  
 Radio Homes 272,000 — TV Homes — 231,000 — Stations in State 7

## WGMS

WASHINGTON, D.C.—1947

Freq.: 570 Kc. . . . . Power: 1000 W. d.  
 Owned-Oper. By . . . The Good Music Station, Inc.  
 Address . . . . . Hotel Harrington  
 Phone: Executive 3-8676. . . Air Time: Daytime  
 Transcription Service . . . . . Associated  
 News Service . . . . . AP  
 Representative . . . . . Good Music, Thomas F. Clark  
 Pres., Gen., Sta. Mgr. . . . . M. Robert Rogers  
 Comm. Sales Prom. Mgr. . . . . Dan R. Cavalier  
 Program Director . . . . . Pierson Underwood  
 Chief Engineer . . . . . Nicholas J. Chaconas

## WMAL

WASHINGTON, D.C.—1925—ABC

Freq.: 630 Kc. . . . . Power: 5,000 Watts  
 Owned . . . . . Evening Sun Bcstg. Co., Inc.  
 Address . . . . . 4461 Connecticut Ave., N.W.  
 Phone: Kellogg 7-1100. . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Katz  
 Newspaper Affiliation . . . . . The Evening Star  
 President . . . . . John W. Thompson, Jr.

General Manager . . . . . Fred S. Houwink  
 Station Manager . . . . . Robert W. Jonscher  
 Sales Prom. Mgr. . . . . Arnold Katinsky  
 Program Director . . . . . Martin Pinsker  
 Chief Engineer . . . . . Allan Powley

## WOL

WASHINGTON, D. C.—1924

Frequency: 630 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Wash. Bcstg. Corp.  
 Address . . . . . 2000 P. St., N. W.  
 Phone: ME 8-0010. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Gill-Perna  
 Pres., Gen. Mgr. . . . . Henry Rau  
 Vice-Pres. . . . . Charles Dillon  
 Comm. Mgr., Prog. Dir. . . . . Maxwell Marvin  
 Publicity Director . . . . . Charles Brailer  
 Chief Engineer . . . . . Lloyd Smith

## WOOK

WASHINGTON, D. C.—1940

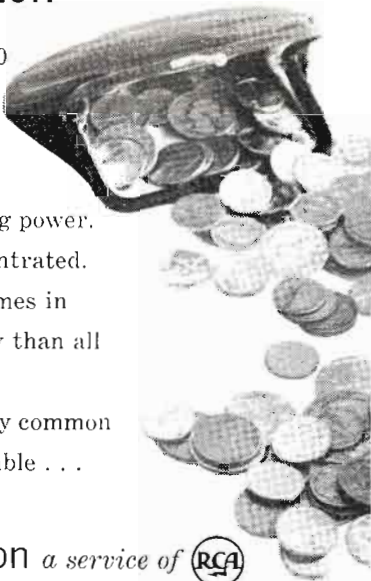
Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . United Bcstg. Co.  
 Business Studio . . . . . 8th & I Sts., N.W.

## There's a mint in Washington

No, not a big government building, but 728,000 family purses stuffed with \$4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. Nielsen averages show WRC delivering more homes in Washington's rich five-county area night and day than all the other radio stations combined!

To tap this tremendous buying power, it is only common sense to use the most potent selling power available . . .



Radio in Washington a service of 

Sources: Nielsen Coverage Service;  
 Sales Management Survey of Buying Power

Represented by NBC Spot Sales

Phone: Republic 7-8000... Air Time: Full Time  
 Station Rep..... United Bcstg., Harlan Oakes  
 News Service ..... WNS  
 Pres., Gen. Mgr..... Richard Eaton  
 Program Director..... Cliff Holland  
 Comm., Sta. Mgr..... Arthur A. Snowberger

# W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Operated By... National Bcstg. Co., Inc.  
 Business-Studio Address... Sheraton Park Hotel  
 Phone: Adams 4-5400... Air Time: Full Time  
 News Service..... AP, INS, UP  
 Transcription Service ..... Thesaurus  
 Representative..... NBC Spot Sales  
 Membership ..... NARTB, RAB  
 President (NBC)..... Sylvester L. Weaver Jr.  
 Exec. Vice-Pres. (NBC)..... Robert Sarnoff  
 Vice-Pres. (Wash.) ..... Frank Russell  
 Vice-Pres., Gen. Mgr..... Carlton D. Smith  
 Program Director..... James E. Kovach  
 Sales Prom. Mgr..... Robert Adams  
 Director of Sales..... Joseph W. Goodfellow  
 Commercial Mgr..... Charles de Lozier  
 Publicity Director..... Jay Royen  
 Chief Engineer..... John Rodgers

# W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc..... Power: 50,000 Watts  
 Owned-Operated By ..... WTOP Inc.  
 Address..... 40th & Brandywine, N.W.  
 Phone: Emerson 2-9300... Air Time: Full Time  
 News Service..... AP, UP, INS  
 Representative..... CBS Radio Spot Sales  
 Membership ..... RAB  
 President ..... John S. Hayes  
 V.P., Sta. Mgr..... Lloyd Dennis  
 Comm. Mgr..... R. W. Schellenberg  
 Sls. Prom. Mgr., Pub. Dir..... W. J. Wiggins  
 Prog. Dir. .... P. A. Searight  
 Chief Eng..... Granville Klink

# W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WWDC, Inc.  
 Business-Studio Address..... 1627 K St., N.W.  
 Phone: Sterling 3-3800... Air Time: Full Time  
 News Service..... AP, UP  
 Transcription Service... Standard, Thesaurus,  
 ..... Langworth, World  
 Representative ..... Blair  
 Membership ..... NARTB, RAB  
 President ..... Joseph Katz  
 General Manager..... Ben Strouse  
 Comm. Manager..... Herman Paris  
 Program Director..... Norman Reed  
 Sls. Prom., Pub. Dir..... Irving Lichtenstein  
 Chief Engineer..... Ross H. Beville

## THOSE WHO KNOW

## FAMOUS BRANDS . . .

## KNOW THE MOST

## FAMOUS BRAND

## IN NEWS IS

# AP

# FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — Families 1,141,000  
Radio Homes 1,005,000 — TV Homes 490,000 — Stations in State 95

## W B A R

**BARTOW—1953**

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....WBAR, Inc.  
Address.....Box 820, Lakeland Hwy.  
Phone Number.....3-5111  
President.....W. A. Wynne  
General Manager.....Ted Leeper  
Commercial Mgr.....John Burgreen  
Program Dir.....Chuck Dent  
Chief Engineer.....Edward St. Clair

## W S W N

**BELLE GLADE—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Seminole Bcstg. Co.  
Phone: 2064.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Thesaurus, World  
Membership.....RAB, NARTB  
President.....Dr. R. G. Nelson  
V.P., Gen. Mgr.....Mrs. Mary Foy  
Sales Manager.....Marvin Smith  
Program Director.....W. E. Eggleston  
Chief Engineer.....C. S. Clemans

## W T R L

**BRADENTOWN—1947—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Land o' Lakes Bcstg. Co.  
Address.....Memorial Pier, P. O. Box 1060  
Phone: 31-531.....Air Time: Full Time  
News Service.....AP  
Representative.....Hil Best  
Membership.....NARTB  
Transcription Service.....World, Standard  
President.....Howard A. Donahoe  
Gen., Sta. Mgr.....William McD. Herson  
Comm., Sales Prom. Dir.....Ken McKendree  
Program Director.....Charles A. Blake  
Publicity Director.....Earl Lindgren  
Chief Engineer.....Gerald McGougan

## W T A N

**CLEARWATER—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....WTAN, Inc.  
Business Address.....200 Pierce Blvd.  
Phone: 33084.....Air Time: Full Time  
News Service.....UP  
Representative.....McGillvra  
Membership.....NARTB, RAB  
President.....Wm. G. Wells  
General, Station Manager.....H. D. Parker  
Commercial Manager.....F. L. Parker  
Program Director.....L. H. Falconnier  
Chief Engineer.....Leslie E. Freedom

## W K K O

**COCOA—1953—KBS**

Frequency: 860 Kc. Power: 250 Watts d.  
Owned-Operated By.....Brevard Bcstg. Co.  
Address.....Box 387  
Phone: 1020.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Standard, SESAC  
Representative.....Hil F. Best  
Membership.....BAB  
Gen. Mgr., Program Dir.....Carl G. Collins, Jr.  
Comm. Mgr.....Mercer Livermore  
Chief Engineer.....Davis E. Wilson

## W V C G

**CORAL GABLES—1948**

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Peninsular Bcstg. Corp.  
Business Address.....223 Aragon Ave.  
Phone: 8-74-11.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Clark  
Membership.....RAB, NARTB  
President-General Mgr.....George W. Thorpe  
Commercial Manager.....T. Hooke McCallie  
Program Director.....Robert S. Stevens  
Chief Engineer.....Thomas Middleton

## W C N U

**CRESTVIEW—1948—KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Gulfshores Bcstg. Co.  
Business-Studio Address.....Box 518  
Phone: 3511.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....World, SESAC  
President.....D. Grady O'Neal  
General Manager.....H. French Brown, Sr  
Program Director.....Vernon Cooper  
Station Manager.....Sam F. Townsend

## W D C F

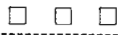
**DADE CITY—1954**

Frequency: 1350 Kc. Power: 1 Kw.  
Owned.....Pasco Bcstg. Co.  
Address.....P. O. Box 387  
News Service.....AP  
Station Representative.....Dora-Clayton  
General Manager.....Elmo B. Kitts

## W M F J

**DAYTONA BEACH—1935—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....W. Wright Esch  
Business-Studio Address.....444 N. Beach St.



Phone: 6492 ..... Air Time: Full Time  
 News Service .....UP  
 Membership ..... NARTB  
 Representative... Joseph Hershey McGillvra  
 Station Manager.....Ray Clancy  
 Commercial Manager.....John S. Pitts  
 Program Director..... Mildred Mullins  
 Chief Engineer..... Webster K. Ellenwood

## WNDB

### DAYTONA BEACH—1948—MBS

Frequency: 1150 Kc..... Power: 1,000 Watts  
 Owned-Operated By..... News-Journal Corp.  
 Business-Studio Address... Daytona Beach, Fla.  
 Phone: 2-1511..... Air Time: Full Time  
 News Service .....AP  
 Representative..... John H. Perry  
 Membership ..... RAB, NARTB  
 Gen.-Sta. Mgr..... Jerry Stone  
 Comm. Mgr..... R. Y. Huffman  
 Prog. Dir..... Jo Bledsoe  
 Chief Engineer..... F. A. Scott

## WROD

### DAYTONA BEACH—1947—NBC

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned..... Daytona Beach Bcstg. Corp.  
 Bus. Address..... Wilder Blvd. & S. Beach St.  
 Phone: 4626..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service ..... Thesgurus  
 Membership ..... RAB  
 Representative ..... Rambeau  
 Pres.-Gen. Mgr..... E. J. Sperry  
 Pgm. Dir., Chief Engr..... W. C. Collier

## WJBS

### DELAND—1948—NBC

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... John B. Stetson Univ.  
 Address..... 220 East Hubbard Ave.  
 Phone: 1490..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service ..... Associated  
 Stations Rep..... Donald Cooke  
 Membership ..... NARTB  
 Gen. Mgr., Prog. Dir..... C. L. Menser  
 Comm. Mgr..... William G. Hall  
 Program Dir..... C. L. Menser  
 Chief Engineer ..... John Andre

## WDBF

### DELRAY BEACH—1954

Frequency: 1420 Kc..... Power: 500 Kw.  
 Owned..... Delray Bcstg. Corp.  
 Address..... Bon Air Hotel  
 President..... S. R. Sague  
 Commercial Mgr..... Norman V. Bergholm  
 Station Manager..... Robert Murray  
 Promotion Mgr..... Bill Gannon  
 Chief Engineer..... Jim Lacey  
 Executive Engineer..... Bob Leedham

## WBRD

### FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Broward Bcstg. Co.  
 Address..... P. O. Box 78  
 Phone Number ..... 2-2563  
 News Service .....UP  
 Representative..... Hil F. Best  
 President..... L. C. Judd  
 Gen., Sta. Mgr..... Chas. H. Gravett  
 Program Director..... Betty Phillips  
 Chief Engineer..... Theodore Dudas

## WFTL

### FORT LAUDERDALE—1946

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Gore Publishing Co.  
 Bus.-Studio Address..... 1785 S. E. 15th St.  
 Phone: 3-2511..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service..... World  
 President..... J. W. Dickey  
 Gen., Sta. Comm. Mgr..... R. L. Bowles  
 Program Director..... Jack W. Swart  
 Chief Engineer..... Richard P. Northey

## WINK

### FT. MYERS—1940—CBS—KBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Ft. Myers Bcstg. Co., Inc.  
 Address..... 54 Palm Beach Blvd.  
 News Service .....AP  
 Representative ..... Donald-Cooke  
 President..... Daniel Sherby  
 General Manager..... A. J. Bauer  
 Program Director..... Frank Nodine  
 Chief Engineer..... Bob Bachman

## WMYR

### FT. MYERS—1952

Frequency: 1410 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Robert Hecksher  
 Address..... WMYR Bldg.  
 Phone: 5-1175..... Air Time: Full Time  
 News Service .....UP  
 Station Representative ..... Dora-Clayton  
 Membership ..... RAB  
 Owner ..... Robert Hecksher

## WARN

### FORT PIERCE—1952—ABC-KBS

Frequency: 1330 Kw..... Power: 1000 Watts d.  
 Owned-Oper. By..... Hurricane Bcstg. Co.  
 Address..... Angle Rd.  
 Phone: 1330..... Air Time: Daytime  
 News Service .....AP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, RAB  
 Co-owner, Gen. Mgr..... Murray C. Tillman  
 Co-owner, Prom. Mgr..... C. C. Tillman  
 Program Director..... Willis M. Shawver Jr.  
 Chief Engineer..... John E. Palmer

# WIRA

**FORT PIERCE—1946—MBS-NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Indian River Bcstg. Co.  
Business Address... Melody Lane  
Phone: 1400 Air Time: Full Time  
News Service... UP  
Membership... RAB, NARTB  
Transcription Service... World  
Pres., Gen., Sta. Mgr... James L. Howe  
Program Director... Anne Wilder  
Commercial Manager... J. Kingsley Butt  
Chief Engineer... James Sowinski

# WFTW

**FT. WALTON BEACH—1953**

Frequency: 1260 Kc. Power: 1000 Watts  
Owner... Vacationland Bcstg. Co.  
Address... 39 Main St., Box 87  
Phone... 3-2601  
President... Wilbur R. Powell  
Chief Engineer... Frank Prestwood

# WGGG

**GAINESVILLE—1948—ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned... Alachua County Bcstg. Co., Inc.  
Business-Studio... 1230 Waldo Rd.  
Phone: Franklin 6-5791 Air Time: Full Time  
News Service... AP  
Transcription Service... World  
Representative... Best  
Pres., Gen. Mgr., Ch. Eng... R. M. Chamberlin  
Commercial Manager... Leon E. Mims  
Program Director... Pierre A. Bejano  
Promotion Manager... Scott Sutton

# WRUF

**GAINESVILLE—1928—MBS**

Frequency: 850 Kc. Power: 5000 Watts  
Owned-Operated By... Univ. of Fla.  
Business-Studio Address... Campus, Univ. of Fla.  
Phone: 3261, Ext. 466-7-8 Air Time: Full Time  
News Service... AP  
Trans. Service... Lang-Worth, Thesaurus  
Representative... Burn-Smith  
Membership... NARTB  
General Manager... Garland Powell  
Commercial Manager... John Dunnivant  
Program Director... Ray Dantzler  
Chief Engineer... Bertram McNamara

# WGMA

**HOLLYWOOD-MIAMI—1953**

Freq.: 1320 Kc. Power: 500 Watts  
Owned... Greater Miami Broadcasters, Inc.  
Address... Box 757  
Phone: Jackson 3-2616 Air Time: Daytime  
News Service... AP  
Station Representative... J. Hershey McGillvra  
Membership... NARTB  
President... Major Ranulf Compton

Gen. Managers... Mr. & Mrs. Wm. B. Murphy  
Sales Prom. Mgr... Steve Marko  
Program Director... Bop Hope  
Chief Engineer... Wm. B. Murphy

# WIVY

**JACKSONVILLE—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By... WIVY, Inc.  
Address... 1050 Spring Grove Ave.  
News Service... INS  
Representative... Thomas F. Clark  
Pres., Gen. Mgr... Edward J. Oberle  
Commercial Manager... Randolph S. Jones  
Program Director... Lawrence Picus  
Chief Engineer... James Stephens

# WJAX

**JACKSONVILLE—1925—NBC**

Frequency: 930 Kc. Power: 5,000 Watts  
Owned-Operated By... City of Jacksonville, Fla.  
Business-Studio Address... 1 Broadcast Pl.  
Air Time... Full Time  
Transcription Service... MUSAC  
Representative... John Blair; Harry E. Cummings  
Commissioner in Charge... J. D. Kennedy  
Sta. Mgr., Chief Engr... John T. Hopkins, III  
Program Director... Marion D. Trowell  
Commercial Manager... J. W. Douglass

# WJHP

**JACKSONVILLE—1940—MBS**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By... Jacksonville Journal Co.  
Bus.-Studio Address... 4038 Phillips Highway  
Phone: EX 8-9751 Air Time: Full Time  
News Service... AP, UP  
Transcription Service... Lang-Worth  
Representative... John H. Perry Associates  
President... John H. Perry, Jr.  
General Manager... T. S. Gilchrist, Jr.  
Operation Mgr... Jack Newsom  
Commercial Mgr... Bill Fraker  
Sales Prom. Mgr... Martha Thomas  
Program Director... Larry Bodkin  
Publicity Director... Martha Thomas  
Chief Engineer... Beecher Hayford

# WOBS

**JACKSONVILLE—1948**

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By... So. Radio and Equip. Co.  
Business-Studio Address... 1036 Mary St.  
Phone: 98-3411 Air Time: Daytime  
Station Representative... Stars  
President... E. D. Rivers, Sr.  
General Manager... Jim Macri  
Chief Engineer... W. F. Askew

# WMBR

**JACKSONVILLE—1933—CBS**

Frequency: 1460 Kc. Power: 5000 Watts

Owned-Oper. By.....Washington Post Co.  
 Business-Studio Address.....605 Main St. S.  
 Phone: Ex 8-0501.....Air Time: Full Time  
 News Service.....UP  
 Representative.....CBS Radio Spot Sales  
 Membership.....BAB  
 President.....Philip Graham  
 Vice President.....John S. Hayes  
 V.P., Comm. Mgr.....Dave Booher  
 Sls. Prom. Mgr.....Roger Langston  
 Program Director.....Ted Chapeau  
 Chief Engineer.....Ernest B. Vordermark

## WPDQ

JACKSONVILLE—1942—ABC

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Jacksonville Bcstg. Corp.  
 Studio Address.....Gulf Life Bldg.  
 News Service.....AP  
 Transcription Service.....World  
 Station Rep.....Rintoul & McConnell, Ayers  
 President.....James R. Stockton  
 General-Station Manager.....Robert R. Feagin  
 Comm., Prom. Mgr.....Kenneth F. Small  
 Program Director.....Wm. H. Blackburn  
 Chief Engineer.....James R. Donavan

## WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St.  
 Phone: 6-0461.....Air Time: Full Time  
 Membership.....NARTB, RAB  
 Representative.....Forjoe & Co.  
 Pres., Prom. Mgr.....Harold S. Cohn  
 General Manager.....Harold Cohn, II  
 Program Director.....Mrs. Elva Stein  
 Chief Engineer.....William Johnson

## WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Jacksonville Beach Bcstg. Co.  
 Address.....12th Ave., N., Box 428  
 Phone: 5-5674.....Air Time: Daytime  
 Representative.....Hil F. Best  
 Membership.....NARTB  
 News Service.....AP  
 Pres., Gen. Mgr.....J. Lyle Williams, Jr.  
 Station Mgr.....Morton B. Robinson  
 Commercial Mgr.....Thomas P. Harper  
 Program Director.....Morton B. Robinson  
 Chief Engineer.....Leslie C. Miner

## WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By.....John M. Spottswood  
 Address.....P. O. Box 891  
 Phone: 2-7777.....Air Time: Full Time  
 Pres., Gen. Comm., Mgr.....John M. Spottswood  
 Station Manager.....Kermit Lewin  
 Chief Engineer.....Charles Lowe

## WRWB

KISSIMMEE—1954

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned.....Emerson W. Browne  
 Address.....Accade Theater Bldg.  
 Phone: 2111.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 General Manager.....Emerson W. Browne  
 Commercial Mgr.....Frank Taylor

## WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Deep South Radioways  
 Business-Studio Address.....126 No. Marion St.  
 Phone: 525-591.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 General Manager.....Alfred H. Temple  
 Station Mgr.....Dick Whittington  
 Chief Engineer.....Richard L. Cook

## WLAK

LAKELAND—1936—NBC

Freq.: 1430 Kc.....Power: 5 Kw.  
 Owned-Operated By.....Lakeland Bcstg. Corp.  
 Business Address.....P. O. Box 1211  
 Phone: MU 2-1271.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated, World, Std.  
 Station Representative.....John E. Pearson  
 Membership.....RAB, NARTB  
 Pres., Gen. Mgr.....S. O. Ward  
 Sta. Mgr., Chief Engr.....William P. Lee  
 Sales & Prom. Mgr.....S. O. Ward  
 Commercial Manager.....Powell Adams  
 Program Director.....Garland Burt  
 Chief Engineer.....William P. Lee

## WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Coastal Bcstg. Co.  
 Business Address.....Lake Hunter Drive  
 Phone: MU 5117.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Donald Cooke, Inc.  
 Pres., Gen., Sta. Mgr.....Robert S. Taylor  
 Commercial Mgr.....Tom Barber  
 Program Dir.....Ted Covington  
 Chief Engineer.....Duane McConnell

## WIPC

LAKE WALES—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned.....Imperial Polk Bcstg. Corp.  
 Address.....P. O. Box 712  
 Phone: 2-9831.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....SESAC  
 Membership.....RAB, NARTB



President..... S. W. Keen  
 Gen. Mgr., Chf. Engr..... G. Max Kimbrel  
 Program Director..... Shirley Tucker  
 Publicity Director..... John Haughee

## WLBE

LEESBURG—1949—MBS-KBS

Frequency: 790 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WLBE, Inc.  
 Address..... Box 297  
 Phone: Leesburg 552..... Air Time: Full Time  
 News Service..... UP  
 Station Representative..... Best  
 Transcription Service..... World  
 President..... Paul A. Husebo  
 General Manager..... Wendel F. Husebo  
 Program Director..... Richard R. Coleman  
 Chief Engineer..... Martin Kirkland

## WNER

LIVE OAK—1949—KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Suwanne Bcstg. Co.  
 Business Address..... P. O. Box 655  
 Phone: 1450..... Air Time: Full Time  
 News Service..... UP  
 Owner, Gen. Mgr..... Norman O. Protsman  
 Commercial Mgr..... John Lee Alford  
 Program Director..... Faith Protsman  
 Chief Engineer..... C. S. Parker

## WTYS

MARIANNA—1948—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... John H. Phipps Radio Stas.  
 Address..... Box 565  
 Phone: 650..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Cummings  
 President..... John H. Phipps  
 General Manager..... L. H. Graves  
 Station Manager..... Guy Hamilton  
 Chief Engineer..... Wm. A. Snowden, Jr.

## WMMB

MELBOURNE—1948—MBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Melbourne Bcstg. Corp.  
 Business-Studio Address..... WMMB Bldg.  
 Phone: 574-5..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... World  
 Station Representative..... Rambeau  
 President..... Louis G. Bessler  
 Vice-President..... Erna Bessler  
 Gen., Comm. Mgr..... Vern L. Bessler  
 Sales Prom. Mgr..... Le Chapman  
 Publicity Director..... Robert Jobs  
 Chief Engineer..... Fred Schopflin

## WFEC

MIAMI—1949

Frequency: 1220 Kc..... Power: 250 Watts  
 Owned-Oper. By..... David Haber  
 Address..... 350 N.E. 71st St.  
 Phone: 89-7534..... Air Time: Daytime  
 Representative..... Rambeau  
 President..... David Haber  
 Gen., Comm. Mgr..... Herbert Schorr  
 Program Director..... Milton Oshins  
 Chief Engineer..... William Reeder

## WGBS

MIAMI—1944—CBS

Freq.: 710 Kc..... Power: 50 Kw. d., 10 Kw. n.  
 Owned..... Storer Bcstg. Co.  
 Address..... 1650 Biscayne Blvd.  
 Phone: 9-2401..... Air Time: Full Time  
 Newspaper Affiliation..... Miami Beach Sun  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Station Representative..... Katz Agency, Inc.  
 Membership..... NARTB, RAB  
 President..... George B. Storer  
 Managing Director..... Miller N. Babcock  
 Commercial Manager..... Francis J. Riordan  
 Sales Promotion Mgr..... James Storer  
 Program Director..... Donald E. Fischer  
 Chief Engineer..... Edward C. Lockwood

## WINZ

MIAMI—1946

Freq.: 940 Kc..... Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By..... Hollywood Bcstg.  
 Business Address..... Biscayne Terrace Hotel  
 Phone: 82-6641-3..... Air Time: Full Time  
 News Service..... INS  
 Trans. Service..... Standard, Associated  
 Representative..... Paul Raymer  
 Membership..... NARTB  
 Pres., Gen. Mgr..... Rex Rand  
 Nat. Sls. Mgr..... B. E. Henry  
 Chief Engineer..... Stanley Brown

## WIOD

MIAMI—1926—NBC

Frequency: 610 Kc..... Power: 5,000 Watts  
 Owned-Oper. By..... Isle of Dreams Bcstg. Corp.  
 Business-Studio Address..... 600 Biscayne Blvd.  
 Phone: 3-6444..... Air Time: Full Time  
 Newspaper Affiliation..... Miami Daily News  
 News Service..... AP, INS, UP  
 Transcription Service..... RCA, Thesaurus  
 Representative..... Hollingbery



President.....Daniel J. Mahoney  
 General Manager.....James M. LeGate  
 Commercial Manager.....Robert L. Fidler  
 Program Director.....Scott Bishop  
 Chief Engineer.....M. C. Scott

# WMIE

MIAMI—1948

Freq.: 1140 Kc..Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By...Sun Coast Bcastg. Corp.  
 Address ..... 244 Biscayne Blvd.  
 Phone: 3-5556.....Air Time: Full Time  
 News Service .....INS  
 Representative.....Stars Natl., Inc.  
 President.....E. D. Rivers, Sr.  
 Gen., Sta. Mgr.....Kurt Meer  
 Commercial Manager.....Stan Beaton  
 Sales Promotion Director.....S. J. Spiegel  
 Program Director.....Bill O'Hara  
 Publicity Director.....Harriet Baroness  
 Chief Engineer.....Russell Bennett

# WQAM

MIAMI—1921—ABC

Frequency: 560 Kc..Power: 5 Kw.d., 1 Kw. n.  
 Owned-Operated By.....Miami Bcastg. Co.  
 Business-Studio Address.....duPont Bldg.  
 Phone: 2-6121.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....John Blair  
 Membership .....NARTB, BAB  
 President.....John S. Knight  
 Gen., Sta., Comm. Mgr.....Owen F. Uridge  
 Sales Prom., Pub. Dir.....Ruth Tanksley  
 Program Dir.....Walt Suehla  
 Chief Engineer.....Gene Rider

# WWPB

MIAMI—1947—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul Brake  
 Business-Studio Address...414 S.W. 2nd Ave.  
 Phone: 3-7405.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Walker  
 Pres., Gen., Sta. Mgr.....Paul Brake  
 Program Director.....Peggy Newmay  
 Publicity Director.....Bert Y. Johnson  
 Chief Engineer.....Les Bryant

# WAHR

MIAMI BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Alan H. Rosenson  
 Address.....420 Lincoln Road  
 Pres., Gen. Mgr.....Alan Rosenson

# WKAT

MIAMI BEACH—1937—MBS

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WKAT, Inc.  
 Trans.-Address.....1759 Bay Road  
 Phone: 5-5711.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Standard, Cole  
 Representative .....Headley-Reed  
 President.....A. Frank Katzentine  
 General Manager.....John I. Prosser  
 Commercial Mgr.....C. A. Wamper  
 Chief Engineer.....Arthur P. Smith, Jr.

# WMBM

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....R. W. Rounsaville  
 Address .....MacArthur Causeway  
 Phone: 5-5586.....Air Time: Daytime  
 News Service .....UP  
 Representatives.....Dora, Clayton, Forjoe  
 Mgr. Dir.....W. R. Wagner  
 Station Manager.....J. E. Vaughn  
 Program Director.....Ed. Cook  
 Commercial Mgr.....Arnold Kaufman  
 Chief Engineer.....E. H. Wilbur

# WEBY

MILTON—1954

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned.....C. W. Mapoles  
 Address.....Ward Basin Rd.  
 Air Time.....Daytime  
 News Service .....UP  
 Trans. Service .....World  
 Owner.....C. W. Mapoles

# WSBB

NEW SMYRNA BEACH—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Beach Bcastg. Co.  
 Address.....P. O. Box 125  
 Phone: 1230-1.....Air Time: Full Time  
 News Service .....UP  
 Station Rep. ....Continental  
 Transcription Service .....Lang-Worth  
 General Manager.....A. V. Catterton  
 Program Director.....James D. King  
 Chief Engineer.....Roland W. Jordon

# WMOP

OCALA—1953

Frequency: 900 Kc.....Power: 1000 Watts  
 Owner.....A. B. Letson  
 Address .....311 Robertson Bldg.  
 Phone .....Marion 2-4118  
 Prog. Dir.....Art Creamer  
 Chief Eng.....Lloyd Lutz

# WTMC

**OCALA—1939—NBC-KBS**

Frequency: 1290 Kc. .... Power: 1000 Watts  
 Owned-Operated By... Ocala Bcstg. Co. Inc  
 Address ..... 14 S. Magnolia  
 Phone: MA 2-4127 ..... Air Time: Full Time  
 Newspaper Affiliation..... Perry Newspapers  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 President..... John H. Perry, Jr.  
 Gen. Mgr..... Thomas S. Gilchrist, Jr.  
 Station Manager..... T. S. Catalano  
 Comm. Mgr..... Paul Marlowe  
 Publicity Director..... Ken Brown  
 Program Dir..... Ruth Brumball  
 Chief Engineer..... William P. Callahan

# WDBO

**ORLANDO—1924—CBS-FRN**

Frequency: 589 Kc. .... Power: 5000 Watts  
 Owned-Operated By... Orlando Bcstg. Co., Inc.  
 Business-Studio Address..... P. O. Box 3707,  
 30 S. Ivanhoe Blvd.  
 Phone: 5-0541 ..... Air Time: Full Time  
 News Service ..... AP, UP  
 Trans. Ser..... World, Thesaurus, Associated  
 Representative.... John Blair, Harry Cummings  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... Harold P. Danforth  
 Sales Dir..... W. G. McBride  
 Program Director..... Rosalind Boggs  
 Chief Engineer..... J. E. Yarbrough

# WHOO

**ORLANDO—1947—ABC**

Freq.: 980 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By..... WHOO, Inc.  
 Address..... Fort Gatlin Hotel  
 Phone: 5-3591 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Standard, World  
 Representative ..... Forjoe  
 President ..... Edward Lamb  
 Gen., Sta., Comm. Mgr..... Carl Hallberg  
 Program Director..... Walter Mitchell  
 Chief Engineer..... Don Compton

# WLOF

**ORLANDO—1940—MBS**

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By... Mid-Fla. Radio Corp.  
 Business-Studio Address..... Box 1991  
 Phone: 8163 ..... Air Time: Full Time  
 News Service ..... UP  
 Station Rep. .... Raymer  
 Membership ..... NARTB, RAB  
 General Manager..... Donn R. Collee  
 Commercial Mgr..... Thomas H. Donohue  
 Program Director..... Ernest Legge  
 Promotion Dir..... Thomas H. Donohue  
 Chief Engineer..... W. Dodd Daniel

# WORZ

**ORLANDO—1947—NBC**

Freq.: 740 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Central Florida Bcstg. Co.  
 Address..... P. O. Box 740  
 Phone: 2-2451 ..... Air Time: Full Time  
 News Service ..... INS  
 Transcription Service..... Capitol, Associated  
 Rep..... Venard, Rintoul & McConnell  
 President ..... Naomi Murrell  
 Sta., Comm. Mgr..... Eugene D. Hill  
 Comm. Mgr..... John E. Surrick  
 Sls. Prom. Mgr..... Maurice Marshall  
 Program Director..... Stephen Wesley  
 Chief Engineer..... James Guerrinni

# WWPF

**PALATKA—1947—KBS**

Frequency: 1260 Kc. .... Power: 500 Watts  
 Owned-Operated By..... Palatka Bcstg. Co.  
 Address ..... Box 86  
 Phone: EA 54555 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Gen. Mgr., Chief Engr..... L. C. McCall  
 Program Dir..... Johnny Gillis  
 Commercial Manager..... Herb Young

# WDLF

**PANAMA CITY—1940—NBC-KBS**

Frequency: 590 Kc. .... Power: 1000 Watts  
 Owned-Oper. By... Panama City Bcstg. Co., Inc.  
 Business-Studio Address... 323 West Beach Dr.  
 Phone: Poplar 3-1777 ..... Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 News Service ..... AP  
 Representative ..... Perry Associates  
 President..... John H. Perry  
 General Manager..... C. B. Kelly  
 Sta., Comm. Mgr..... Don Brookins  
 Chief Engineer..... Cal Howrigan

# WPCF

**PANAMA CITY—1949—ABC-MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By... Bay County Bcstg. Co.  
 Address..... 300 E. 15th St.  
 Phone: SU 5-6176 ..... Air Time: Full Time  
 Transcription Service..... Thesaurus  
 Representative..... Devney, Dora-Clayton  
 Pres., Gen. Mgr..... E. L. DuKate  
 Program Director..... Martha Ann Heath  
 Production Director..... Glenn Lockhart  
 Chief Engineer..... J. Frank Haynes

# WBSR

**PENSACOLA—1946—CBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By... WBSR, Inc.  
 Business Address..... 1603 N. Pace Blvd.  
 Phone: Hemlock 2-6172 ..... Air Time: Full Time  
 News Service ..... AP

Representative.. Venard, McConnell & Rintoul  
 Pres. & Gen. Mgr.....Don J. Lynch  
 Commercial Manager.....Bo Mitchell  
 Program Director.....Tony Chastain  
 Chief Engineer.....Glenn Nichols

## WCOA

PENSACOLA—1925—NBC

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCOA, Inc.  
 Address .....118 E. Intendencia St.  
 Newspaper Affiliation.....News-Journal  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry Associates  
 President.....John H. Perry, Jr.  
 General Manager.....J. Holliday Veal  
 Sales Promotion Mgr.....Ronald C. Tuten  
 Program Director.....Roland Wolf, Jr.  
 Chief Engineer.....Harold Heath

## WEAR

PENSACOLA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper By.....Gulfport Bcstg. Co.  
 Address.....P. O. Box 1188  
 News Service .....AP  
 Sta. Rep. ....Hollingbery  
 Membership .....RAB  
 Pres., Gen., Sta. Mgr.....Mel Wheeler  
 Program, Pub. Dir.....Bill Anderson  
 Chief Engineer.....Jim Smith

## WPRY

PERRY—1954

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Taylor Co. Bcstg. Co.  
 Pres., Gen. Mgr.....Elmo B. Kitts

## WPLA

PLANT CITY—1949—KBS

Frequency: 1570.....Power: 250 Watts d.  
 Owned-Operated By.....W. A. Smith  
 Address.....P. O. Box 1588  
 Station Representative .....Best  
 Membership .....NARTB, BAB  
 President .....W. A. Smith  
 Gen., Sta., Comm. Mgr.....George Friend  
 Sales Prom. Mgr.....Joseph J. Wilson  
 Program Director...Miss Frankie Blackwelder  
 Publicity Director.....Gordon Solie  
 Chief Engineer.....James L. Derrick

## WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Quincy Bcstg. Corp.  
 Address .....Box 190  
 Membership .....NARTB  
 Pres., Gen. Mgr.....A. B. Letson  
 Comm. Mgr.....Wendell Taylor  
 Program Director.....Dewey C. Newton  
 Chief Engineer.....A. B. Letson

## WFOY

ST. AUGUSTINE—1936—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Fountain of Youth Bcstg. Co.  
 Address .....Box 588  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep.....W. S. Grant  
 Membership .....NARTB  
 President.....Mrs. Mary E. Bell  
 Gen., Sta. Mgr.....John E. Bernhard, Jr.  
 Prog., Pub. Dir.....Mrs. Frankie C. Walker  
 Chief Eng., Farm Editor.....Ernest Raistrick

## WSTN

ST. AUGUSTINE—1954

Frequency: 1420 Kc.....Power 1 Kw.  
 Owned.....St. Augustine Bcstg. Co.  
 Address.....66 Treasury St.  
 Phone: 815.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Station Rep.....Indie  
 General Manager.....Tom Carr  
 Commercial Mgr.....Roth K. Robbins

## WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Fla. W. Coast Bcstrs., Inc  
 Address.....Royal Palm Hotel  
 Phone: 7-0511.....Air Time: Daytime  
 News Service .....AP  
 Station Representative.....Indie Sales  
 Membership .....BAB  
 President.....Dr. Charles Farrington  
 Gen., Comm. Mgr.....Arthur Mundorff  
 Station Manager.....Bob Clayton  
 Commercial Mgr.....Richard Marsh  
 Promotion Manager.....Marjorie Blank  
 Program Director.....James Carley  
 Publicity Director.....Larry Rhodes  
 Chief Engineer.....Manley St. Jean

## WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By...City of St. Petersburg  
 Business Address.....Municipal Pier  
 Phone: 5-4121.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Associated, World  
 Representative .....Weed  
 Membership .....NARTB  
 General Manager.....Charles L. Kelly  
 Commercial Manager.....Vera New  
 Program Director.....Louis J. Link

## WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pinellas Bcstg. Co.

Business-Studio Address.....Box 691  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....H.R.  
 Membership .....NARTB, BAB  
 President .....Nelson Poynter  
 General Manager.....L. F. J. Kelly  
 Comm. Mgr.....L. L. Wildman  
 Prom., Prog. Dir.....Jack Faulkner  
 Chief Engineer.....William D. Mangold

### WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Myron A. Reck  
 Business Address.....Box 1541  
 News Service .....UP  
 Gen., Sta. Mgr.....Myron A. Reck  
 Commercial Manager.....Roy D. Green  
 Program Director.....J. Marion Harman, Sr.  
 Chief Engineer.....James S. Williamson, Jr.

### WKXY

SARASOTA—1949—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sarasota Bcstg. Co.  
 Address.....P. O. Box 2431  
 Representative .....Hil Best  
 Membership .....NARTB  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World  
 Pres., Gen. Mgr.....A. G. Fernandez

### WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.  
 Business Address.....City Island  
 Phone: Ringling 8-1811. Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....John E. Pearson  
 Membership .....NARTB, BAB  
 President.....Robert C. Jones, Jr.  
 General Manager.....John B. Browning  
 Commercial Manager.....J. M. Miller  
 Program Director.....David Hale  
 Chief Engineer.....James E. Grant

### WJCM

SEBRING—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clearfield Bcstrs., Inc.  
 Business Address.....P. O. Box 233  
 Phone: 5-1811.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 News Service .....UP  
 President.....W. K. Ulerich  
 Gen. Mgr.....William J. Thomas  
 Sta., Comm. Mgr.....Al Frank  
 Program Director.....Betty Frank  
 Chief Engineer.....Robert Goshorn

### WSTU

STUART—1954—MBS-KBS

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Bluewater Bcstg. Co.  
 Pres., Gen. Mgr.....Lester M. Combs

### WTAL

TALLAHASSEE—1935—CBS

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By.....John H. Phipps  
 Business Address.....Box 989  
 President.....John H. Phipps  
 General Manager.....L. Herschel Graves  
 Program Director.....Joe Hosford  
 Chief Engineer.....W. A. Snowden, Jr.

### WTNT

TALLAHASSEE—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tallahassee Appli. Corp.  
 Business-Studio Address.....Duval Hotel  
 Representative .....Dora-Clayton  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Frank W. Hazelton  
 Chief Engineer.....Charles Clifton

### WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Tampa Bcstg. Co.  
 Address.....401 W. Tyler St.  
 Transcription Service .....Lang-Worth  
 Station Representative .....Pearson  
 Membership .....NARTB  
 Pres., Gen., Sta., Comm. Mgr. W. Walter Tison  
 Program Dir.....C. W. Geer  
 Chief Engineer.....J. B. Tison

### WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tampa Times Co.  
 Business Address.....N. Franklin St.  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Katz  
 President.....David E. Smiley  
 General Manager.....L. Spencer Mitchell  
 Program Director.....Kenneth W. Skelton  
 Chief Engineer.....William Pharr Moore

### WEBK

TAMPA—1950—KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Hillsboro Bcstg. Co.  
 Address.....1521 E. Broadway  
 Phone: 4-4177.....Air Time: Full Time  
 News Service .....INS

Station Rep.....Dora Clayton  
Gen. Mgr., Chf. Engr.....Elmo B. Kitts  
Commercial Mgr.....John Sanders

# WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Operated By.....Tribune Co.  
Business Address.....P. O. Box 1410  
Transcription Service.....Thesaurus  
Representative..John Blair, Harry E. Cummings  
Membership.....NARTB  
President.....John C. Council  
Sta.-Gen. Mgr.....George W. Harvey  
Sales Prom. Mgr., Pub. Dir.....Tom Matthews  
Prog. Director.....Paul M. Jones  
Commercial Mgr.....Melvin E. Myer  
Chief Engineer.....Joseph Mitchell

# WHBO

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned By.....Sulphur Springs Bcstrs., Inc.  
Business Address.....11,011 Florida Ave.  
News Service.....AP  
Pres., Gen. Mgr.....Harold A. Dunlap  
Sta., Comm. Mgr.....Charley Arnett  
Program Director.....Ellen Sculs  
Chief Engineer.....Larry M. Kay

# WIOK

TAMPA—1954

Frequency: 1150 Kw.....Power: 1000 Watts  
Owner.....H. C. Young, Jr.  
Address.....Box 1101  
Phone.....4-1109  
Chief Engineer.....Henry Cassady

# WBOY

TARPON SPRINGS—1954

Frequency: 1470 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Freedomiller Bcstg. Co.

# WNTM

VERO BEACH—1954

Frequency: 1370 Kc.....Power: 1 Kw.  
Owned.....Cen. Fla. Bcstg. Co.  
Address.....P. O. Box 397  
Sta. Rep.....Venard, Rintoul & McConnell  
President.....(Mrs.) Naomi T. Murrell  
Sta., Comm. Mgr.....Rex Barney  
Program Director.....James King, Jr.  
Publicity Director.....Jeanne Pharr  
Chief Engineer.....James Gurrinni

# WTTB

VERO BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tropics, Inc.  
President.....Merrill P. Barber

# WEAT

WEST PALM BEACH—1948—NBC

Frequency: 850 Kc.....Power: 1 Kw. d. n.  
Owned.....WEAT-TV, Inc.  
Address.....P. O. Box 70  
Phone: 2-1505.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Capitol  
Station Rep.....Walker Reps.  
President, Gen., Sta. Mgr.....J. R. Meachem  
Commercial Mgr.....Clifford H. Glick  
Sls. Prom. Mgr., Prog., Pub. Dir.....Peter Cole  
Chief Engineer.....Wayne Stump

# WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....WJNO, Inc.  
Business-Studio Address..1500 N. Flagler Dr.  
Phone: 2-3638.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World, Lang-Worth  
Representative.....Robert Meeker, Ayres  
Membership.....NARTB  
President.....S. K. Russell  
Gen.-Sta. Mgr.....H. V. McMillan  
Publicity Director.....Harry Forster  
Chief Engineer.....Curtis Brinson

EST. 1936

# WJNO

CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

3rd LARGEST CITY  
On the Famous Florida Gold Coast

TRADING AREA—206,000 PLUS  
— Plus a Big Bonus Tourist Population  
Year Around

WJNO EASILY LEADS  
in Total Morning, Afternoon and Evening  
Radio

QUALITY OF MARKET INDEX

139\*

- EFFECTIVE BUYING INCOME  
\$190,341,000.00
- RETAIL SALES  
\$110,225,000.00
- BUILDING PERMITS SHOW  
INCREASE EACH YEAR

WJNO IS A HABIT IN  
THE PALM BEACHES  
WEST PALM BEACH, FLORIDA

National Representative:  
Robert Meeker Associates, Inc.  
Southeastern: James S. Ayres Co.



## W I R K

### WEST PALM BEACH—1947—MBS

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Ken-Sell, Inc.  
 Business Address.....715 S. Flagler Drive  
 Phone: 2-1744.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Cooke, Dora Clayton  
 Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.  
 Sales & Operations Mgr.....Rome Hartman  
 Chief Engineer.....William P. Heitzman

## W S I R

### WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Citrus Belt Bcstrs., Inc.  
 Business Address.....P. O. Box 633  
 Phone: 32-561.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Devney & Co.  
 President.....Tom Moore  
 Gen., Sta. Manager.....Larry Rollins  
 Commercial Manager.....Earl Sturgeon  
 Program Director.....Richard Eyrich  
 Chief Engineer.....L. Orden Craig

## W W P G

### WEST PALM BEACH—1941—ABC

Frequency: 1340 Kc. Power 250 Watts  
 Owned.....Palm Beach Bcstg. Co.  
 Address.....3000 So. Ocean Blvd.  
 News Service.....UP  
 Sta. Rep.....John H. Perry  
 President.....Charles E. Davis  
 Program Director.....Jodi Westaway  
 Chief Engineer.....Clyde Walkden

## W A B R

### WINTER PARK—1954

Frequency: 1440 Kc. Power: 1 Kw.  
 Owned.....Orange County Bcstrs. Inc.  
 Address.....P. O. Box 7547  
 Phone: 5-6631.....Air Time: Daytime  
 Sta. Rep.....Stars Nat'l  
 General Mgr.....R. H. Gunckel, Jr.  
 Sales Manager.....Jim Macri  
 Chief Engineer.....Ray Campbell

# GEORGIA

Pop. Feb. 1, 1955 (Est.) 3,732,000 — Families 998,000

Radio Homes 837,000 — TV Homes 450,000 — Stations in State 92

## W A L B

### ALBANY—1941—MBS

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By.....Herald Publishing Co.  
 Address.....138 Pine Ave.  
 Phone: Hemlock 5-4511.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Newspaper Affiliation.....Albany Herald  
 Representative.....Burn-Smith, Ayers  
 Membership.....NARTB  
 President.....James H. Gray  
 General Manager.....Tom Stillwagon  
 Program Director.....Jack Mayer  
 Chief Engineer.....John Rivard

## W J A Z

### ALBANY—1952

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Southeastern Bcstg. System  
 Representative.....Dora-Clayton  
 News Service.....UP  
 President.....James S. Rivers  
 General Manager.....Richard B. Smith  
 Sta., Comm. Mgr.....R. V. Rogers

## W D E C

### AMERICUS—1947—MBS-KBS

Frequency: 1280 Kc. Power: 250 Watts  
 Owned-Operated By.....The Americus Bdcstg. Co.  
 Business-Studio Address.....109½ Windsor Ave.  
 Phone: 3681-3682.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Dora-Clayton, Indie Sales  
 Vice-Pres., Gen., Sta. Mgr.....Charles C. Smith  
 Comm. Mgr.....J. G. Gilstrap, Jr.  
 Chief Engineer.....Raymond C. LaPrade

## W G P C

### ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Albany Bdcstg. Co.  
 Business-Studio Address.....New Albany Hotel  
 Phone: Hemlock 21277.....Air Time: Full Time  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 Membership.....NARTB, BAB  
 President.....J. W. Woodruff  
 Executive Manager.....J. W. Woodruff, Jr.  
 Sta., Comm., Sls., Prom., Pub. Dir.....L. M. George  
 Program Director.....Walter H. Flint  
 Chief Engineer.....Asa Tift

## W G A U

### ATHENS—1938—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....J. K. Patrick Bcstg. Co.  
 Business-Studio Address.....Bobbins Mill Road  
 Phone: Liberty 6-6575.....Air Time: Full Time

Newspaper Affiliation .....Banner-Herald  
 News Service .....AP  
 President.....C. A. Rowland, Sr.  
 Gen., Sta. Mgr.....Burl Womack  
 Program Dir.....Mary L. Betts  
 Chief Engineer.....Bill Evans

**WRFC**  
 ATHENS—1948

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Radio Athens, Inc.  
 Business-Studio Add.....279½ N. Lumpkin St.  
 News Service.....UP  
 Membership.....RAB, NARTB  
 Sta. Rep.....McIlvra  
 Pres., Gen., Sta. Mgr.....L. H. Christian  
 Commercial Mgr.....J. T. Lloyd  
 Sls. Prom. Mgr.....E. A. Thilenius  
 Program Director.....Franklin Butler  
 Publicity Director.....Ed Thilenius  
 Chief Engineer.....Lucius D. Drewry

**WAGA**  
 ATLANTA—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Storer Bcstg. Co.  
 Bus.-Studio Address.....1018 W. Peachtree St.  
 Phone: Vernon 3553.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative .....Katz  
 Membership .....NARTB, BAB  
 President.....George B. Storer, Sr.  
 General Manager.....Claude H. Frazier  
 Promotion Manager.....R. David Mayo  
 Program Director.....Les Henrikson  
 Chief Engineer.....Hugo Bondy

**WAOK**  
 ATLANTA—1931

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Atlanta Bcstg. Co.  
 Business Address.....201 Henry Grady Bldg.  
 Representative .....Forjoe  
 Pres., Gen. Mgr.....L. M. George  
 Station Mgr.....Dorothy Lester  
 Comm. Mgr.....Stan Raymond  
 Prog., Pub. Dir.....Zena Sears  
 Chief Engineer.....Eathel Holley

**WBGE**  
 ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....General Bcstg. Co.  
 Bus.-Studio Address...Georgian Terrace Hotel  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Station Rep.....J. Hershey McGillvra, Inc.  
 Pres.....Robert N. Pinkerton  
 Gen., Sta. Mgr.....H. W. Lanham  
 Program Director.....Edward S. Sosman  
 Chief Engineer.....Howard J. Parrish, Jr.

**WERD**

ATLANTA—1948

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Business-Studio Add..274½ Auburn Ave., NE  
 Phone Number.....Lamar 0888-7-9  
 Representative.....Interstate, Dora-Clayton  
 Membership .....NARTB, BAB  
 President.....J. B. Blayton, Sr.  
 Gen. & Sta. Mgr.....J. B. Blayton, Jr.  
 Commercial Mgr.....Albert H. Saddler  
 Program Director.....Paul E. X. Brown  
 Chief Engineer.....William F. Kennedy

**WGST**

ATLANTA—1923—ABC

Frequency: 920 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned..Board of Regents, University System  
 of Ga.  
 Bus.-Studio Address.....900 Forsyth Bldg.  
 Phone: Walnut 8441.....Air Time: Full Time  
 News Service.....AP  
 Representative .....Blair  
 Membership .....NARTB, BAB  
 Gen., Sta. Manager.....Ben Ackerman  
 Commercial Mgr.....Don Mitchell  
 Prom., Pub. Dir.....Mrs. M. Lunt  
 Program Director.....Jack Kelly  
 Chief Engineer.....Ivan Miles



**waga**  
 ATLANTA, GA.

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by  
 The Katz Agency, Inc.



# Southern arithmetic:

750<sub>KC</sub> + 2<sup>CHANNEL</sup> = 1zillion\*  
SET HOMES

\*That's all there is — there ain't no more!

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

**wsb**

The Voice of the South  
750 KC

**wsb-tv**

The Great AREA station  
of the Southeast  
CHANNEL 2



# W S B

**ATLANTA—1922—NBC**

Frequency: 750 Kc. Power: 50,000 Watts  
 Owned-Oper. By...Atlanta Newspapers, Inc.  
 Address...Biltmore Hotel  
 Phone: ELgin 6711 Air Time: Full Time  
 Newspaper Affiliation...Journal, Constitution  
 News Service...AP, UP  
 Transcription Service...Associated  
 Representative...Edward Petry  
 Membership...NARTB, BAB  
 Exec. Director...J. Leonard Reinsch  
 General Manager...John M. Outler, Jr.  
 Station Manager...Frank Gaither  
 Sales Promotion Mgr...Walter Paschall  
 Program Director...Elmo Ellis  
 Publicity Director...Wayne L. Anderson  
 Chief Engineer...C. F. Daugherty

# W Q X I

**ATLANTA—1948—MBS**

Frequency: 790 Kc. Power: 5 Kw. d.: 1 Kw. n.  
 Owned-Operated By...R. W. Rounsaville  
 Bus-Studio Address...3165 Mathieson Dr., N.E.  
 Transcription Service...Standard  
 Station Rep...Hollingbery, Dora Clayton  
 Membership...NARTB  
 Station Manager...John Fulton  
 Commercial Mgr...Frank Erwin  
 Program Dir...Robert Watson  
 Chief Engineer...Elton B. Chick  
 Technical Director...Paul Cram

# W A U G

**AUGUSTA—1951—KBS**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned...Geo. Nicholson, Chester H. Jones  
 Address...Bon Air Hotel  
 Sta. Rep...Interstate United Newspapers  
 Membership...BAB  
 Pres., Gen. Sta. Mgr...G. C. Nicholson  
 Comm., Sls., Prom. Mgr...J. Louis Solomon  
 Program Dir...Reese J. Vaughn  
 Chief Engineer...Marvin Tarpley

# W B B Q

**AUGUSTA—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owner...Savannah Valley Bdcstg. Co.  
 Address...515 Jefferson Davis Avenue  
 Representative...Walker, Dora Clayton  
 Membership...BAB  
 President...John W. Weiss  
 Gen., Sta., Comm. Mgr...Edward H. Dumbor  
 Prom. Mgr...Joe Physioc  
 Program Director...George W. Fisher  
 Chief Engineer...Marvin Tarpley

# W G A C

**AUGUSTA—1940—ABC**

Frequency: 580 Kc. Power: 5 Kw. d.: 1 Kw. n.

Owned-Oper. By...The Twin States Bcstg. Co.  
 Business-Studio Address...664 Broad St.  
 Phone: 2-2692 Air Time: Full Time  
 News Service...UP  
 Transcription Service...Thesaurus  
 Representative...Avery-Knoel  
 Membership...NARTB, BAB  
 Pres., Gen. Mgr...A. D. Willard, Jr.  
 Station Mgr...Donald MacDonald  
 Commercial Mgr...Martin E. White  
 Program Dir...Stanley Carey  
 Chief Engineer...William Atkinson

# W B I A

**AUSTIN—1945—NBC**

Frequency: 1230 Kc. Power: 250 Kw.  
 Owned...Media, Inc.  
 Address...15 8th St.  
 Station Rep...Forjoe & Co., Dora Clayton  
 Membership...NARTB, BAB  
 Vice Pres., Gen. Mgr...J. T. Snowden, Jr.  
 Station Manager...Steve D. Manderson  
 Program Director...Jim Armistead  
 Chief Engineer...Ernest Swint

# W R D W

**AUGUSTA—1930—CBS**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By...Radio Augusta, Inc.  
 Address...Masonic Bldg.  
 Phone: 2-8805 Air Time: Full Time  
 News Service...AP  
 Transcription Service...World  
 Representative...Headley-Reed  
 Membership...RAB, NARTB  
 President...Grover C. Maxwell  
 General Manager...W. R. Ringson  
 Station Manager...J. R. Owens, Jr.  
 Sales Manager...M. C. Gregory  
 Program Director...Richard Warner  
 Chief Engineer...Rabun F. Bobo

# W M G R

**BAINBRIDGE—1946—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Decatur Bcstg. Co.  
 Address...Box 375  
 Transcription Service...World  
 General Manager...Charles W. Dowdy  
 Commercial Manager...R. A. Vaughn  
 Program Director...Joe Hill  
 Chief Engineer...Woodrow Dunlap

# W H A B

**BAXLEY—1954**

Frequency: 1260 Kc. Power: 1000 d.  
 Owned-Oper. By...Farnell O'Quinn

# W G I G

**BRUNSWICK—1949—ABC**

Frequency: 1440 Kc. Power: 1,000 Watts  
 Owned-Operated By...Brunswick Bcstg. Corp.

Business-Studio Address.....1514 Union St.  
 Phone Number .....2714  
 News Service .....AP  
 Representative .....McGillvra  
 General Manager.....Hugh K. Tollison  
 Commercial Manager.....John Lane  
 Program Director.....Jack Lenz  
 Chief Engineer.....Herman Lange

### W M O G

**BRUNSWICK—1940—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Brunswick Inc.  
 Address.....St. Simons Causeway  
 Phone Number.....1500  
 Representative .....Dora-Clayton  
 President.....Allen M. Woodall  
 General Manager.....E. J. Turk  
 Program Director.....Lew Carter  
 Chief Engineer.....Cecil Tankersly

### W G R A

**CAIRO—1950—ABC—KBS-GALS**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Grady Mitchell Bcstg. Co.  
 Address .....Bainbridge Rd.  
 Phone Number .....2-4392  
 Transcription Service .....Standard  
 Station Rep. ....Indie  
 News Service .....UP  
 President .....Geise Dozier  
 General Manager .....Glenn Pelham  
 Program Director .....Gus W. Mann  
 Chief Engineer.....Ilmar A. Strang

### W C G A

**CALHOUN—1953**

Frequency: 900 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Gordon Cty. Bcstg. Co.  
 Address.....Box 312, West Point, Ga.

### W C L B

**CAMILLA—1954—KBS**

Frequency: 1540 Kc.....Power: 250 Watts  
 Owned.....Capel Bcstg. Co.  
 Address.....P. O. Box 205  
 Phone: 2776.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Standard  
 General Mgr.....Russell A. Browne  
 Commercial Mgr.....Charlie Browne

### W L B B

**CARROLLTON—1947—KBS**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Carroll Bcstg. Co., Inc.  
 Business-Studio Address.....Bremen Rd.  
 Phone Number.....2-7041  
 Transcription Service .....World  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....Thomas K. Vassy  
 Comm. Sales Prom. Mgr.....J. D. Norton Jr.  
 Program Director.....Bill Shell  
 Chief Engineer.....Chessley Hooper

### W B H F

**CARTERSVILLE—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. R. Frier  
 Phone Number .....1200  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Station Manager.....W. Ryan Frier  
 Program Director.....Martha Sullins  
 Chief Engineer.....H. E. Bridges

### W G A A

**CEDARTOWN—1941—ABC—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Polk City Bcstg. Co.  
 Business-Studio Address.....P. O. Box 807  
 Phone Number .....Cedartown 777  
 News Service .....AP  
 Representative .....Southern Radio Prod.  
 Gen. Mgr., Chief Engr.....Frank Proctor

### W D A K

**COLUMBUS—1943—NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Columbus, Inc.  
 Business-Studio Address.....Martin Bldg.  
 Phone: 5447.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Station Representative.....Headley Reed  
 Membership .....NARTB, BAB  
 President.....Allen M. Woodall  
 Sta., Sales Prom. Mgr.....Miles H. Ferguson  
 Commercial Manager.....William Massie  
 Program Director.....Joe Byars  
 Chief Engineer.....Max F. Harper

### W G B A

**COLUMBUS—1947**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Christian and McClure  
 Business-Studio Address.....1213½ Broadway  
 Phone: 3-3603.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....McGillvra, Dora-Clayton  
 Membership .....BAB  
 Pres., Gen., Sta. Mgr.....C. A. McClure  
 Sales Prom. Mgr.....Ralph Burgess  
 Program Director.....Rhett Turnipseed  
 Publicity Director.....Robert F. Bradley  
 Chief Engineer.....F. Keith Brown

### W R B L

**COLUMBUS—1928—CBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Columbus Bdcstg. Co.  
 Business-Studio Address.....1350 - 13th St.  
 Phone: 2-0601.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Associated  
 Sta. Rep. ....Hollingbery  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....J. W. Woodruff Jr.



Operations Dir.....Ridley Bell  
 Commercial Mgr.....Walter Graham  
 Sis. Prom. Dir.....George 'Red' Jenkins  
 Program Director.....George A. Gingeil  
 Chief Engineer.....Joe A. Gamble

## WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southeastern Bcstg. System  
 Business-Studio Address....20th Ave. & B St.  
 Representative.....T. F. Clark  
 President.....James S. Rivers  
 General Mgr.....William E. Blizzard, Jr.  
 Commercial Manager.....O. Grady Cooper  
 Program Director.....Clark Standard  
 Chief Engineer.....Russell Caldwell

## WCON

CORNELIA—1953—ABC

Frequency: 1450 Kw.....Power: 250 Watts  
 Owned-Oper. By.....Habersham Bcstg. Co.  
 Address.....1 Burrell St.  
 Station Rep.....Indie  
 General Manager.....Jack Bradley  
 Commercial Mgr.....Bobby Wilkes  
 Program Director.....Jim Marlow  
 Promotion Mgr.....Bob Kilgore  
 Chief Engineer.....Bobby Wilkes

## WGFS

COVINGTON—1953—KBS

Frequency: 1430 Kc.....Power: 1 Kw.  
 Owned.....Georgia Bcstg. Ser.  
 Address.....615 Monticello St.  
 Phone: 2337.....Air Time: Daytime  
 Station Representative.....Dora-Clayton  
 General Manager.....R. B. Taber

## WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dalton Bdcstg. Corp.  
 Business-Studio Address...111 South Pentz St.  
 Membership.....NARTB, BAB  
 President.....H. C. Kenemer  
 General Manager.....William B. Davies  
 Program Dir.....Marthel Acree  
 Chief Engineer.....John S. Andrews

## WRCD

DALTON—1954

Frequency: 1430 Kc.....Power: 1000 d.  
 Owned-Oper. By.....Whitefield Bcstg. Co.  
 General Manager.....Jim Honey

## WDWD

DAWSON—1948—ABC-KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.  
 Owned-Operated By.....Dawson Bdcstg. Co.  
 Trans.-Bus.-Studio Address.....Box 390

Phone Number.....416  
 News Service.....UP  
 Representative.....Indie Sales  
 President.....Ed Stevens  
 General Manager.....W. C. Woodall, Jr.  
 Program Director.....Barney Parnacott  
 Chief Engineer.....Joe Stephens

## WEAS

DECATUR—1947

Frequency: 1010 Kc.....Power: 50 Kw.  
 Owned.....WEAS, Inc.  
 Address.....217 W. Ponce de Leon Ave.  
 Phone: DE 2521.....Air Time: Daytime  
 News Service.....INS  
 Station Representative.....Stars, Inc.  
 Chairman of Board.....E. D. Rivers, Jr.  
 Vice-Chairman.....Marie Bie Rivers  
 Vice-President.....Imogene Jones  
 Secretary.....D. E. May  
 Treasurer.....Hubert E. Ulmer  
 Program Director.....Bob Siegrist  
 Chief Engineer.....W. H. Loudermilk

## WGLS

DECATUR—1949—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....DeKalb Bcstg. Co.  
 Business-Studio Address.....526 Church St.  
 Phone: Crescent 6471.....Air Time: Day Time  
 Newspaper Affiliation....."New Era"  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Rumbeau  
 President.....Guy W. Rutland, Sr.  
 Gen., Sta. Mgr.....Sam W. Kane  
 Comm. Sales Prom. Mgr.....Al Ciraldo  
 Chief Engineer.....Lawrson Leake

## WDMG

DOUGLAS—1947—KBS

Frequency: 860 Kc.....Power 1000 Watts D.  
 Owned-Operated By.....WDMG, Inc.  
 Business-Studio Address.....Box 590  
 Phone: 564.....Air Time: Daytime  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Dora-Clayton  
 President.....B. F. J. Timm  
 General Mgr.....Mary Jarrard  
 Prog. Director.....Donald H. Wingate  
 Chief Engr., Prog. Dir.....S. H. Strickland

## WMLT

DUBLIN—1945—MBS-KBS

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned-Operated By.....Dublin Bdcstg. Co.  
 Business Address.....Dublin  
 Phone: 871.....Air Time: Day Time  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....BAB  
 President.....George T. Morris  
 General Manager.....W. Newton Morris

# WTJH

**EAST POINT—1949—KBS**

Frequency: 1260 Kc. Power: 5000 Watts d.  
Owned-Oper. By J. S. & D. R. Rivers  
Address Cordele, Ga.  
News Service UP  
President James S. Rivers  
Gen. Mgr., Chief Engr. Wm. J. Hill

# WSGC

**ELBERTON—1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Elberton Bcatg. Co.  
Address Elberton  
Manager Melvin C. Gorman

# WBHB

**FITZGERALD—1946—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Ben Hill Bdcstg. Corp.  
Address 601 Roanoke Dr.  
Air Time Full Time  
News Service AP  
Transcription Service World  
Representative Evans  
President Otto Griner  
Gen., Sta., Comm. Mgr. Al H. Evans  
Program Director Duphine Newsome  
Chief Engineer Ed Durham

# WFPM

**FORT VALLEY—1951—KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Operated By Peach Belt Bcstg. Co.  
Address Fort Valley  
News Service UP  
Trans. Service Noew  
Representative Indie Sales  
President Ed Stevens  
General Manager Hugh Birdsong  
Program Director Lowell Register  
Chief Engineer Wayne Foster

# WDUN

**GAINESVILLE—1949—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Northeast Ga. Bdcstg. Co.  
Business-Studio Address 217½ S. Main St.  
Phone: LEnox 4-7331 Air Time: Full Time  
News Service AP  
Representative Indie Sales  
Pres., Gen. Manager John W. Jacobs, Jr.  
Station Manager J. A. Hartley  
Program Director Julius Still  
Chief Engineer Les Brooks

# WGGA

**GAINESVILLE—1941—MBS-KBS**

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.  
Owned-Operated By Blue Ridge Bdcstg. Co.

Business Address Press-Radio Center  
Phone: LE 2-6211 Air Time: Full Time  
News Service INS  
Newspaper Affil. Daily Times  
Membership NARTB, BAB  
Representative Dora Clayton Agency  
President Charles A. Smithgall  
Gen., Sta. Manager Edmond F. Jared  
Commercial Manager Robert Schwab  
Chief Engineer Wilbert Darracott

# WKEU

**GRIFFIN—1933—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Radio Station WKEU  
Address P. O. Box 155  
Phone Number 5507  
Air Time Full Time  
News Service AP  
Transcription Service Lang-Worth  
President, General Mgr. A. W. Marshall, Jr.  
Chief Engineer W. F. Westmoreland

# WHIE

**GRIFFIN—1952**

Frequency: 1320 Kw. Power: 1000 Watts d.  
Owned-Oper. By Griffin Bcstg. System  
Address Box 971  
Phone Number 9451  
News Service UP  
Transcription Service World  
Representative Dora Clayton  
Membership NARTB, BAB  
Owner Virginia Price Bowen  
Station Manager James Watson  
Commercial Mgr. Johnny Williams  
Chief Engineer Charles Player

# WKLY

**HARTWELL—1947**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By Louie L. Morris  
Business Address Box 189, Hartwell  
Phone Number 71  
News Service UP  
Transcription Service Capitol, World  
President Louie L. Morris  
Exec. Vice-Pres. Max G. Pfander  
Chief Engineer Broadus McLane

# WCEH

**HAWKINSVILLE—1952—KBS**

Frequency: 610 Kc. Power: 500 Watts  
Owned Tri-County Bcstg. Co., Inc.  
Address Box 184  
Phone: TWilight 3-3381 Air Time: Day Time  
News Service UP  
Trans. Service World  
Representative Dora Clayton  
President R. T. Ragan  
Gen., Sta., Comm. Mgr. Paul E. Reid  
Sls. Prom. Mgr. James D. Popwell  
Chief Engineer Mike Pelton

# W B G R

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By... Altamaha Bcstg. Co.  
Address... P. O. Box 147  
Phone: 2444 Air Time: Daytime  
News Service... UP  
Transcription Service... Capitol  
Representative... Dora-Clayton  
Pres., Gen. Mgr... W. G. Thomas, Sr.  
Sta., Comm. Mgr... Dennis N. Brown

# W L F A

LAFAYETTE—1954—KBS

Frequency: 1590 Kc. Power: 1000 d.  
Owned-Oper. By... Radio Dixie  
General Manager... Harry Morgan

# W L A G

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By... LaGrange Bdcstg. Co.  
Business-Studio Address... 305-307 Broome St.  
News Service... UP  
Representative... Indie Sales, Dora-Clayton  
President... Roy C. Swank  
General-Station Mgr... Edwin Mullinax  
Sales Promotion Mgr... Patricia Smith  
Program Director... John Boggess  
Publicity Director... Carol Keith  
Chief Engineer... James McKay

# W T R P

LaGRANGE—1953

Frequency: 620 Kw. Power: 300 Watts d.  
Owned... Chattahoochee Bcstg. Co., Ltd.  
Address... Hammett Bldg.  
Transcription Service... Thesaurus  
Membership... RAB  
Partner, Gen. Mgr... Byron H. Hurst, Jr.  
Station Manager... W. Weyman Brooks  
Program Director... Emil Rutland  
Publicity Director... George Pettit  
Commercial Mgr... Frank E. Hurst  
Chief Engineer... Ray Relihan

# W B M L

MACON—1941—NBC

Frequency: 1240 Kc. Power: 250 Watts  
Owned... Middle Georgia Bdcstg. Co.  
Business-Studio Address... 230 Second St.  
News Service... AP  
Transcription Service... World  
Representative... Headley-Reed  
Membership... RAB  
President... C. R. Rader  
Sta., Gen. Mgr... George W. Patton  
Commercial Mgr... E. Frederick Griffith, Jr.  
Chief Engineer... James M. Wilder

# W I B B

MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Peach State Bcstg. Co., Inc.  
Business-Studio Address... Professional Bldg.  
Phone: 2-2505 Air Time: Daytime  
News Service... AP  
Representative... Walker, Dora-Clayton  
Membership... NARTB  
Pres., Gen. Mgr... Thomas H. Maxwell  
Commercial Manager... Donald C. Frost  
Program Director... Gordon Price

# W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts  
Owned-Oper. By... Southeastern Bcstg. Co.  
Address... Bankers Insurance Bldg.  
Phone: 2-7373 Air Time: Full Time  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... Katz  
Pres., Chief Engineer... George P. Rankin  
General Manager... Wilton E. Cobb  
Commercial Mgr... Frank Crowther  
Publicity Director... Ed Pendleton  
Chief Engineer... George P. Rankin

# W N E X

MACON—1945—MBS-ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Macon Bcstg. Co.  
Business-Studio Address... Bibb Bldg.  
Phone... 5-3301  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Branham  
President... Ed Lowe  
General Manager... Alfred Lowe  
Business Manager... Emory G. Stroberg  
Commercial Manager... Marion Bragg  
Program Director... Jean Jackson  
Chief Engineer... Emanuel Farber

# W F O M

MARIETTA—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... F. Wilson & A. Jones  
Address... P. O. Box 131  
Phone: 8-3396 Air Time: Full Time  
News Service... UP  
Transcription Service... Thesaurus  
General Manager... Albert L. Jones  
Prog. Dir., Chief Engr... Chuck Strauss

# W M V G

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Jere N. Moore  
Business-Studio Address... Milledgeville, Ga.  
Phone: 250 Air Time: Full Time  
Newspaper Affiliation... "Union Recorder"  
Transcription Service... Lang-Worth

Representative ..... Hazel Griffith  
 Membership ..... NARTB  
 General Manager ..... Michael T. Landy  
 Program Director ..... Josephine Ragsdale  
 Chief Engineer ..... Joseph S. Boone

# WMRE

MONROE—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned ..... Walton Bcstg. Co.  
 Address ..... Monroe, Ga.  
 Phone: 8-1711.....Air Time: Full Time  
 News Service ..... AP  
 Manager ..... Warren G. Gilpin

# WMGA

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....John F. Pidcock  
 Business-Studio Address.....Box 310  
 Phone Number .....999  
 Air Time.....Full Time  
 News Service .....UP  
 Representative.....Everett-McKinney, Ayres  
 Owner, Gen. Mgr.....John F. Pidcock  
 Station, Comm. Mgr.....Roy F. Zess  
 Pgm., Publ. Dir.....Robert Lenihan  
 Chief Engineer.....Homer Sloan

# WMTM

MOULTRIE—1953

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owner ..... Douglas J. Turner  
 Owner ..... N. B. Mills  
 Chief Engineer ..... Wm. C. Player

# WCOH

NEWNAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Newnan Bcstg. Co.  
 Address ..... P. O. Box 581  
 Phone: 1400.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service ..... Thesaurus  
 Pres., Gen., Sta., Comm. Mgr...J. O. Hardin, Jr.  
 Chief Engineer ..... William E. Davis, Jr.

# WLAQ

ROME—1947—ABC

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....News Publishing Co.  
 Address ..... 209 Broad St.  
 Phone Number .....7787  
 Newspaper Affiliation....."News Tribune"  
 News Service.....AP, INS  
 Transcription Service.....SESAC  
 President.....Mrs. Jane F. Mooney  
 General Manager.....J. F. Mann  
 Station Manager.....Roy Underwood

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

Commercial Manager.....Martha Daniel  
Program Director.....Jean Wadsworth  
Chief Engineer.....Dan Scott

# WRGA

ROME—1929—MBS-WGN-KBS

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Operated By.....Rome Bcstg. Corp.  
Bus.-Studio Address.....501 Broad St.  
Phone: 2-2411.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Walker, Dora-Clayton  
Pres. and Gen. Mgr.....Mather Payne  
Secretary-treasurer.....Charles Smithgall  
Commercial Manager.....L. B. Talley  
Sales Prom. Mgr.....Clarence Salmon  
Program Director.....Jim Roberts  
Chief Engineer.....R. A. Starr

# WROM

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Coosa Valley Radio Co.  
Business-Studio Address.....121½ Broad St.  
Phone: 2-0833.....Air Time: Daytime  
News Service.....AP  
Representative.....Southern  
President.....Dean Covington  
Gen. Mgr.....Edward N. McKay  
Program Director.....Charlie Doss  
Chief Engineer.....Thomas Robertson

# WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated by.....Dixie Bcstg. Co.  
Business-Studio Address.....P. O. Box 943  
News Service.....UP  
Representative.....Walker  
Membership.....NARTB  
Pres., Gen. Mgr.....Carter C. Peterson  
Sta., Comm. Mgr.....Weldon Herrin  
Program Director.....Charles Beresford  
Publicity Director.....Jesse Mooney  
Chief Engineer.....William Moats

# WDAR

SAVANNAH—1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WDAR, Inc.  
Business-Studio Address.....34 E. Bryan St.  
Air Time.....Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Pearson  
Membership.....NARTB-BAB  
Pres., Gen. Mgr.....H. Blair Minick  
Commercial Manager.....Robert Radecki  
Program Director.....Danny Clark  
Chief Engineer.....Joseph Testo

# WFRP

SAVANNAH—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Georgia Bcstg. Co.  
Business-Studio Address.....219 E. Charlton St.  
Phone: 3-9642.....Air Time: Full Time  
News Service.....AP  
Representative.....McKinney-Ayres  
Pres., Gen. Sta. Mgr., Pgm. Dir., John F. Pidcock  
Comm., Sls. Prom., Pub. Mgr., John Williams  
Chief Engineer.....B. M. McKnight

# WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....WJIV, Inc.  
Bus. Address.....Box 737  
Phone.....4-7264  
News Service.....AP  
Membership.....BAB  
Representative.....Stars' Natl.  
President.....W. H. Keller, Jr.  
General Manager.....J. L. Woods  
Program Dir.....Jack Holden  
Chief Engineer.....Heyward Tuten

# WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Operated By.....WSAV, Inc.  
Bus.-Studio Address.....Liberty Natl. Bank Bldg.  
Phone: 3-0234.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Blair  
Pres., Gen.-Sta. Mgr.....Harben Daniel  
Comm., Sales Prom. Mgr.....Don Jones  
Program Director.....Duane A. Hatch  
Publicity Director.....Susan Perry  
Chief Engineer.....M. E. Thompson

# WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....Savannah Bcstg. Co.  
Business-Studio Address.....516 Abercorn St.  
Phone: 2-0127.....Air Time: Full Time  
News Service.....UP  
Representative.....Katz  
Membership.....NARTB  
Pres., Gen. Mgr.....William T. Knight, Jr.  
Commercial Manager.....Ben Williams  
Program Director.....Dwight J. Bruce  
Sales Prom. Mgr.....C. J. Lipton  
Publicity Director.....Joan Purcell  
Chief Engineer.....Kyle E. Goodman

# WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Statesboro Bcstg. System  
Address.....P. O. Box 146

Phone: PO 4-5446..... Air Time: Full Time  
**News Service** ..... **UP**  
 Membership ..... **NARTB, RAB**  
 Pres., Gen. Mgr..... **R. H. Thompson, Sr.**  
 Station Manager..... **Jack V. LoPresti**  
 Comm. Mgr., Chief Eng..... **Ed. Bass**

# WGTA

## SUMMERVILLE—1950

Frequency: 950 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... **Tri-State Bcstg. Co.**  
 Address ..... **Box 213**  
 Phone: 295..... Air Time: Daytime  
**News Service** ..... **UP**  
 Transcription Service ..... **Capitol**  
 Station Rep..... **Stars Natl.**  
 President..... **E. C. Pesterfield**  
 General Manager..... **William B. Farrar**  
 Program Director..... **Laurence Keown**  
 Chief Engineer..... **Charles M. Lowry, Jr.**

# WJAT

## SWAINSBORO—1950

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By... **Jack & Nancy M. Thompson**  
 Address ..... **Covena Rd.**  
 Phone Number ..... **2011**  
 Trans. Service... **Langworth, Capitol, World**  
**News Service** ..... **UP**  
 Membership ..... **NARTB**  
 General Manager..... **Jack A. Thompson**  
 Sta. Mgr., Chief Engr... **John H. (Jack) Wiseley**  
 Program Director..... **Doris Lewis**

# WSFT

## THOMASTON—1947—MBS-KBS

Frequency: 1220 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... **Thomaston Bcstg. Co.**  
 Business-Studio Address..... **P. O. Box 689**  
 Phone: 2187..... Air Time: Daytime  
 Newspaper Affil... **"Times" and "Free Press"**  
 Transcription Service ..... **World**  
**News Service** ..... **AP**  
 Membership ..... **BAB, NARTB**  
 President..... **J. B. Hardy**  
 Gen., Sta. Mgr..... **S. J. Carswell**  
 Comm., Sales Prom. Mgr..... **C. D. Thames**  
 Program Director..... **Bill Heule**  
 Chief Engineer..... **Craig Willis**

# WKTG

## THOMASVILLE—1947

Frequency: 730 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By... **Southern Bcstg. System, Inc.**  
 Address ..... **Bank of Thomas County Bldg.**  
 Phone: 1501..... Air Time: Daytime  
**News Service** ..... **AP**  
 Transcription Service..... **World, Thesaurus**  
 Representative ..... **Clark, Dora-Clayton**  
 Pres., Gen. Mgr..... **W. F. Scott, Jr.**  
 Sta., Comm. Manager..... **L. T. Porter**  
 Program Director..... **Ed Bray**  
 Chief Engineer..... **Bruce E. Singleton**

# WPAX

## THOMASVILLE—1934

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

# WTWA

## THOMSON—1947—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By... **Hickory Hill Bcstg. Co., Inc.**  
 Business Address..... **127 Journal St.**  
 Phone: 777..... Air Time: Full Time  
 Newspaper Affiliation... **McDuffie Progress,**  
**Columbia News**  
**News Service** ..... **UP**  
 Transcription Service..... **Thesaurus**  
 Membership ..... **NARTB, BAB**  
 President..... **Edgar H. Kobak**  
 General Manager..... **Frank F. Hash**  
 Commercial Mgr..... **H. E. Buffington**  
 Chief Engineer..... **Gene Hardin**

# WWGS

## TIFTON—1947—MBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... **Tifton Bcstg. Corp.**  
 Address ..... **800 So. Main**  
 Phone: 921..... Air Time: Full Time  
**News Service** ..... **UP**  
 Membership ..... **NARTB**  
 Representative..... **Thomas F. Clark**  
 President..... **Ralph N. Edwards**  
 Commercial Mgr..... **Evelyn K. Edwards**  
 Program Director..... **Joe Beaumont**  
 Publicity Director..... **Pat Newsome**  
 Chief Engineer..... **J. Allen Brimmer**

# WLET

## TOCCOA—1941—MBS-KBS

Frequency: 1420 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By..... **R. G. LeTourneau**  
 Address ..... **423 Prather Bridge Rd.**  
 Phone: 544..... Air Time: Daytime  
**News Service** ..... **UP**  
 Transcription Service..... **Keystone**  
 Representative..... **Thomas F. Clark**  
 President..... **R. G. LeTourneau**  
 Sta. Mgr., Prog. Dir..... **Virgle E. Craig**  
 Comm., Sis. Prom. Mgr..... **Roy Gaines**  
 Prog. Dir..... **Virgle E. Craig**  
 Chief Engineer..... **C. H. Sutton**

# WGAF

## VALDOSTA—1951—ABC

Frequency: 910 Kc..... Power: 5000 Watts  
 Owned-Operated By..... **Valdosta Bcstg. Co.**  
 Address..... **116 W. Hill Ave.**



Phone Number ..... 910  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative .. John E. Pearson, Dora-Clayton  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... George B. Cook  
 Program Director ..... Willard Belote  
 Publicity Director ..... Mary V. McDonald  
 Chief Engineer ..... E. W. Greene

# WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By ..... WGOV, Inc.  
 Address ..... Daniel Ashley Hotel  
 Phone Number ..... 1420  
 Air Time ..... Full Time  
 News Service ..... UP  
 Chairman of Board ..... Ed Rivers  
 President ..... Wm. H. Keller, Jr.  
 General Mgr. .... A. B. Smith  
 Program Director ..... Vince Randolph  
 Chief Engineer ..... Lester Q. Hall

# WVOP

VIDALIA—1946—MBS-KBS

Frequency: 970 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Vidalia Bcstg. Co.  
 Address ..... Box 391  
 Phone: 3029 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Cole  
 Membership ..... NARTB  
 Bus., Gen. Mgr. .... Howard C. Gilreath  
 Station Manager ..... Ruby Bryant  
 Commercial Mgr. .... Howard C. Gilreath  
 Sales Prom. Mgr. .... R. E. Leoford  
 Program Director ..... Joe Doggan  
 Chief Engineer ..... Loren Dorough

# WRPB

WARNER ROBBINS—1954

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. . . Warner Robbins Bcstg. Co., Inc.  
 President ..... D. L. Fountain

# WACL

WAYCROSS—1951

Frequency: 570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Teletronics Inc.  
 Address ..... Memorial Drive  
 Phone Number ..... 3068  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... BAB  
 President ..... James S. Rivers  
 General Manager ..... L. H. Thesmar  
 Station Manager ..... Robert C. Lay  
 Chief Engineer ..... Lloyd E. McKinney

# WAYX

WAYCROSS—1936—MBS-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Jack Williams  
 Business-Studio Address ..... 1600 Carswell Ave.  
 Phone: 965 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Representative ..... Hal Holman  
 President ..... Jack Williams  
 Commercial Mgr. .... John J. Tobola  
 Sales Prom. Mgr. .... Charles R. Witt  
 Program Director ..... Raymond Williamson  
 Publicity Director ..... Dorothy Smith  
 Chief Engineer ..... Curtis Frazier

# WBRO

WAYNESBORO—1953—MBS-KBS

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
 Owned ..... Burke County Broadcasting Co.  
 Address ..... Highway 56, McBean Road  
 Phone Number ..... 3373  
 Air Time ..... Daytime  
 News Service ..... INS  
 President ..... R. F. Chalker  
 Gen. Mgr., Chief Engr. .... Billy Fulghum

# WRLD

WEST POINT—1941—ABC-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Valley Bcstg. Co., Inc.  
 Business Address ..... P. O. Box 312  
 Phone: 2-2771 ..... Air Time: Full Time  
 Newspaper Afilil. .... Valley Daily Times News  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Joseph H. McGillvra  
 Membership ..... BAB, NARTB  
 Pres., Gen. Mgr. .... J. C. Henderson  
 Sales Promotion Mgr. .... Dorothy Forrester  
 Sta. Comm. Mgr. .... Jim Murphy  
 Prog. Pub. Director ..... Aileen Love  
 Chief Engineer ..... Al Stancil

# WIMO

WINDER—1952—KBS

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Winder-Monroe Bcstg.  
 Business Address ..... P. O. Box 526  
 Phone Number ..... 4831  
 News Service ..... UP  
 President ..... W. C. Woodall, Jr.  
 Gen., Comm. Mgr. .... C. H. Grider  
 Program Director ..... Orson G. Swindle, Jr.  
 Publicity Director ..... R. A. Jones  
 Chief Engineer ..... W. R. Powell

# IDAHO

Pop. Feb. 1, 1955 (Est.) 627,000 — Families 188,000  
Radio Homes 184,000 — TV Homes 40,000 — Stations in State 24

## KBLI

**BLACKFOOT—1951**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . William I. Palmer  
Address . . . . . P. O. Box 192  
Phone: 780 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Membership . . . . . NARTB  
President . . . . . Howard Johnson  
Gen., Sta. Mgr. . . . . T. L. Morrison  
Program Director . . . . . Tommy Thompson  
Chief Engineer . . . . . Donald R. Clark

## KBOI

**BOISE—1947—CBS**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Boise Valley Bcstrs., Inc.  
Business-Studio Address . . . . . 311 N. 10th St.  
Phone: 3-2511 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Free & Peters  
Membership . . . . . RAB  
Pres., Gen. Mgr. . . . . H. Westerman Whillock  
Sta., Comm. Mgr., Prog. Dir. . . . . Earl Glade, Jr.  
Local Sales Mgr. . . . . George Ganz  
Publicity Dir. . . . . Dave Johnson  
Chief Engineer . . . . . James Jontz, Jr.

## KGEM

**BOISE—1946—ABC-KBS**

Frequency: 1140 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By . . . . . Idaho Bcstg. & Telev. Co.  
Business-Studio Address . . . . . 5601 Cassia  
Phone: 4-3511 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Avery-Knodel  
Membership . . . . . RAB, NARTB  
President . . . . . Frank C. Carman  
Comm., Gen. Mgr. . . . . George R. Turpin  
Chief Engineer . . . . . Howard McDonald

## KIDO

**BOISE—1928—NBC**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . KIDO, Inc.  
Address . . . . . 709 Idaho St.  
Phone: 2-4611 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Blair-TV, Inc.  
Membership . . . . . NARTB, RAB  
President . . . . . Georgia M. Davidson  
General Mgr. . . . . Walter E. Waqstaff  
Commercial Mgr. . . . . John Young  
Program Director . . . . . George Walton  
Chief Engineer . . . . . Harold W. Toedtemeir

## KBAR

**BURLEY—1946—ABC-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . KBAR, Inc.  
Business-Studio Address . . . . . P. O. Box 461  
Phone: 10 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Membership . . . . . RAB  
Transcription Service . . . . . World  
Station Rep. . . . . McKinney, O'Connell, Ayres  
President . . . . . Jessica L. Longston  
Commercial Mgr. . . . . Dee Carter  
Gen., Sta. Mgr. . . . . K. Clark  
Program Director . . . . . E. Joan Walleri  
Chief Engineer . . . . . Donald Lockwood

## KCID

**CALDWELL—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Caldwell Bcstg. Co.  
Address . . . . . Box 1052  
Phone: 9-7444 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Membership . . . . . NARTB, RAB  
Transcription Service . . . . . Capitol  
Station Rep. . . . . Harlan G. Oakes  
Pres., Comm. Mgr. . . . . Clair B. Hull  
Sta. Mgr., Prog. Dir. . . . . F. H. Booton  
Program Director . . . . . Joy Myers  
Chief Engineer . . . . . Richard Lewis

## KVNI

**COEUR D'ALENE—1946—MBS**

**DON LEE**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Coeur d'Alene Bcstg. Co.  
Business-Studio Address . . . . . Blackwell Island  
Phone: 4-2522 . . . . . Air Time: Full Time  
Pres., Gen. Mgr. . . . . Burl C. Hagadone  
Sta., Comm. Mgr. . . . . Wayne E. Olsen  
Program Director . . . . . Bernard V. Merriman  
Chief Engineer . . . . . Don Schafer

## KORT

**GRANGEVILLE—1954**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owner . . . . . Far West Radio Inc.

## KID

**IDAHO FALLS—1928—CBS**

Freq.: 590 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . Idaho Radio Corp.  
Phone: 4 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Gill-Perna

**General-Station Manager**.....C. N. Layne  
**Commercial Manager**.....Leonard Wasden  
**Program Director**.....Leo Higham  
**Chief Engineer**.....Carroll Secrist

**Program Director**.....John Mix  
**Publicity Director**.....Al McDonald  
**Chief Engineer**.....Bert Anderson

# KIFI

IDAHO FALLS—1946—ABC-MBS

KBS

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Eastern Idaho Bcstg. & Television Co.  
**Business-Studio Address**.....Box 581  
**Phone:** 1054.....**Air Time:** Full Time  
**News Service**.....AP  
**Transcription Service**.....Standard  
**Representative**.....Avery-Knodel  
**Pres., Gen. Mgr.**.....J. M. Brady  
**Commercial Mgr.**.....J. L. Thomas  
**Program Director**.....Hal Simmons  
**Publicity Director**.....Malcolm Davis  
**Chief Engineer**.....George Stone

# KLER

LEWISTON—1953

**Frequency:** 740 Kw.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Cole E. Wylie  
**Address**.....2829 Country Club Dr.  
**Phone:** 3-5558.....**Air Time:** Daytime  
**News Service**.....AP  
**Representative**.....McGillvra  
**Membership**.....RAB  
**President**.....Cole E. Wylie  
**General Manager**.....William C. Rhodes  
**Program Director**.....Robert O. Edwards  
**Chief Engineer**.....Gene Wilson

# KRLC

LEWISTON—1935—MBS

**Frequency:** 1350 Kc.....**Power:** 5 Kw. d.  
**Owned-Operated By**.....H. E. Studebaker  
**Business-Studio Address**.....Lewis-Clark Hotel  
**Phone:** 3-1551.....**Air Time:** Full Time  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**Representative**.....Weed, Moore-Lund  
**Membership**.....NARTB, RAB  
**General Manager**.....H. E. Studebaker  
**Station Manager**.....Donald Thomas  
**Commercial Manager**.....Thomas Decker  
**Program Director**.....Alben Nelson  
**Chief Engineer**.....William Neuman

# KRPL

MOSCOW—1947—KBC

**Frequency:** 1400.....**Power:** 250 Watts  
**Owned By**.....Latah County Bcstrs.  
**Address**.....Box 396  
**Phone:** 2283.....**Air Time:** Full Time  
**News Service**.....AP  
**Representative**.....Moore & Lund, Biddick  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....Roy Anderson  
**Sta. Comm. Mgr.**.....Gale "Gub" Mix  
**Sales Prom. Mgr.**.....Jim New

# KFXD

NAMPA—1930—MBS  
INTERMOUNTAIN

**Frequency:** 580 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Frank E. Hurt & Son  
**Business Address**.....Box 891  
**Phone:** 6-4611.....**Air Time:** Full Time  
**News Service**.....UP  
**Transcription Service**.....Lang-Worth  
**Representative**.....Avery-Knodel  
**Membership**.....RAB  
**President**.....Edward P. Hurt  
**Sta., Comm. Mgr.**.....Doyle Cain  
**Program Director**.....Shirl Black  
**Chief Engineer**.....G. M. Rose

# KSEI

POCATELLO—1926—NBC

**Frequency:** 930 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Radio Service Corp.  
**Business-Studio Address**.....Box 31  
**Phone:** 4000.....**Air Time:** Full Time  
**News Service**.....UP  
**Transcription, Standard, Lang-Worth, Thesaurus**  
**Representative**.....Weed and Co.  
**Membership**.....NARTB, RAB  
**Pres., Gen. Comm. Mgr.**.....Henry H. Fletcher  
**Publicity Dir.**.....Olive M. Leoney  
**Program Director**.....Ruth A. Fletcher  
**Chief Engineer**.....Ellis W. Call

# KWIK

POCATELLO—1946—ABC-MBS-KBS  
INTERMOUNTAIN

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned**.....Pocatello TV Corp.  
**Address**.....1140 Yellowstone Ave.  
**Phone:** 3400.....**Air Time:** Full Time  
**News Service**.....UP  
**Transcription Service**.....World  
**Station Rep.**.....Avery-Knodel, Donald Cooke,  
 Daren McGavren, Western Radio  
**President**.....James M. Brady  
**General Manager**.....John R. Taylor  
**Commercial Mgr.**.....Roger L. Hagadone  
**Program Director**.....Bert Godfrey  
**Chief Engineer**.....Dean McCurdy

# KPST

PRESTON—1948—KBS

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Voice of The Rockies, Inc.  
**Address**.....Box 192  
**News Service**.....UP  
**Transcription Service**.....Associated  
**President**.....Leon Smith  
**Gen., Sta. Mgr.**.....Rulon Dunn  
**Commercial Mgr.**.....M. S. Stocking  
**Chief Engineer**.....D. A. Nash, Jr.

# K R X K

REXBURG—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned..... Snake River Radio & TV Co., Inc.  
 Address..... 445 S. 2nd East  
 Phone: 700, 701 Air Time: Full Time  
**News Service** ..... AP  
 Transcription Service ..... Thesaurus  
 Rep. Radio-TV Prom. Synd., West Coast Sales  
 President..... Dr. M. F. Rigby  
 General Manager..... Merrill Skinner  
 Program Director..... James G. Clawson  
 Chief Engineer..... Merrill Andrus

# K S P T

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... Bauer Bcstg. Co.  
 Address..... P. O. 431  
 Phone: 555 Air Time: Full Time  
**News Service** ..... AP  
 Station Rep..... Continental, Moore & Lund  
 Transcription Service..... Standard, Langworth  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Norman Bauer  
 Program Director..... Watt Moreland Jr.  
 Chief Engineer..... William Frey

# KEEP

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By..... Radio Sales Corp.  
 Address..... P. O. Box 511  
 Phone: 3002 Air Time: Full Time  
**News Service** ..... UP  
 Transcription Service ..... Thesaurus  
 Station Rep..... Gill-Perna  
 President..... Spencer D. Grow  
 Gen., Sta. Mgr..... Kenneth W. Montgomery  
 Program Director..... Dick Bingham  
 Chief Engineer..... Harold W. Gilson

# KLIX

TWIN FALLS—1946—MBS-ABC-KBS

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned..... Southern Idaho Bcstg. & TV Co.  
 Business-Studio Address..... Elizabeth Blvd.  
 Phone: 2820 Air Time: Full Time  
**News Service** ..... AP  
 Transcription..... Capitol, MacGregor, Associated  
 Rep..... Avery-Knodel, Moore-Lund, N. W.  
 Membership ..... NARTB  
 V.P., Gen. Sta. Mgr..... Frank C. McIntyre  
 Commercial Mgr..... Juneau H. Shinn  
 Program Director..... Don Allen  
 Sales Prom. Mgr..... Bill Folsom  
 Chief Engineer..... Don Cedarstrom

# K T F I

TWIN FALLS—1928—NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By..... Radio Bcstg. Corp.  
 Address..... 241 Main Ave. W.  
 Phone: 2400 Air Time: Full Time  
**News Service** ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Weed  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... F. M. Gardner  
 Commercial Mgr..... D. Silvester  
 Pub., Prog. Dir., Sales Prom. Mgr..... L. Parker  
 Chief Engineer..... Marvin Hartley

# K W A L

WALLACE—1938—MBS

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Metals Bcstg. Co.  
 Business-Studio Address..... Box 930  
 Phone: 8-2111 Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 Reps..... Hal Holman, Moore & Lund Co.  
 Membership ..... RAB  
 Pres., Gen., Sta. Mgr..... R. Lee Black  
 Program Director..... W. E. Roberts  
 Comm., Sales Prom. Mgr..... T. R. Lantry  
 Publicity Director..... J. D. Adams  
 Chief Engineer..... Joe L. Martin

# K W E I

WEISER—1949

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..... Inland Bcst. Co.  
 Business-Studio Address..... Box 791  
 Phone: 700 Air Time: Full Time  
**News Service** ..... UP  
 Transcription Service ..... Capitol  
 Membership ..... RAB  
 Pres., Gen., Sta. Mgr..... M. V. Ling  
 Comm., Sales Prom. Mgr. George MacDonald  
 Chief Engr., Prog. Dir..... Edwin C. Miller  
 Publicity Director..... Don Quigley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS  
BRAND IN NEWS IS

# AP

# ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — Families 2,887,000

Radio Homes 2,826,000 — TV Homes 2,212,000 — Stations in State 87

## WOKZ

ALTON—1948—KBS

Frequency: 1570 Kc. .... Power 1000 Watts  
Owned-Oper. By..... Edward N. Palen  
Address..... Hotel Stratford  
Phone: 5-5506..... Air Time: Daytime  
News Service..... UP  
Pres., Gen. Mgr..... Edward N. Palen  
Sta., Comm. Mgr..... W. Eccles Huff  
Sales Prom. Mgr..... Lloyd Smith  
Program Director..... Clyde Wiseman  
Chief Engineer..... Nicholas Bono

## WMRO

AURORA—1938

Frequency: 1280 Kc. .... Power: 250 Watts, d.  
Owned-Operated By..... Martin R. O'Brien  
Business-Studio Address..... 184 S. River  
News Service..... INS  
Transcription Service..... Lang-Worth  
Pres., Gen., Sta. Mgr..... Martin R. O'Brien  
Comm., Sales Prom. Mgr..... Vincent G. Coffey  
Prog., Publ. Dir..... Jeanne M. Doran  
Chief Engineer..... John Kitner

## WIBV

BELLEVILLE—1947

Frequency: 1080 Kc. .... Power: 250 Watts, d.  
Owned-Operated By..... Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address..... 2100 W. Main  
Phone: AD 3-5000..... Air Time: Daytime  
News Service..... AP  
Representative..... Indie Sales  
Pres., Gen., Sta. Mgr..... John W. Lewis  
Program Director..... Wm. C. Bailey  
Comm., Prom. Mgr..... Clarence Keller  
Chief Engineer..... Marvin Mollring

## WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By..... Bloomington Bcstg. Corp.  
Address..... 209 E. Washington  
Phone: 5-2078..... Air Time: Full Time  
News Service..... UP  
Transcription Service..... Thesaurus, World  
Representative..... Rambeau  
Membership..... NARTB, RAB  
President..... Loring C. Merwin  
General Sta., Manager..... Warner C. Tidemann  
Asst. Mgr., Prog. Dir..... Fred Muxfeld  
Chief Engineer..... Fred L. Bailey

## WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By..... Oscar C. Hirsch

Business Address..... Box 311  
Phone: 1490..... Air Time: Full Time  
News Service..... UP  
Representative..... John E. Pearson  
Membership..... NARTB, RAB  
Owner-Chief Engr..... Oscar C. Hirsch  
Gen.-Station-Comm. Mgr..... Merrill C. Currier  
Program Director..... C. Graham  
Publicity Director..... E. S. Myers

## WBYS

CANTON—1947—KBS

Frequency: 1560 Kc. .... Power: 250 Watts, d.  
Owned-Operated By..... Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter..... East Linn Limits  
News Service..... AP  
Transcription Service..... SESAC  
Membership..... RAB  
President..... H. R. Winsor  
General Manager..... Charles E. Wright  
Program Director..... Jerry Bidle  
Sta., Comm. Mgr..... Gene Mayhall  
Chief Engineer..... John Stockberger

## WCIL

CARBONDALE—1946

Frequency: 1020 Kc. .... Power: 1000 Watts, d.  
Owned-Operated By..... Southern Illinois Bcstg.  
Business-Studio Address..... 218 W. Main St.  
Phone: 167..... Air Time: Daytime  
News Service..... AP  
Membership..... NARTB  
Gen., Sta. Mgr., Chf. Engr..... Paul F. McRoy

## WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Carmi Bdcstg Co.  
Address..... 101 South Walnut Street  
News Service..... UP  
Transcription Service..... Lang-Worth, SESAC  
Representative..... Sears & Ayer, Inc.  
President..... Roy Clippinger  
General Manager..... Howard M. Reedy  
Commercial Manager..... Frank Cummins  
Publicity Director..... Howard M. Beedy  
Program Director..... Bill Baker  
Chief Engineer..... John Greenwood

## WCAZ

CARTHAGE—1921

Frequency: 990 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Superior Bcstg. Service, Inc.  
Address..... 502 Wabash Ave.  
Phone: 520..... Air Time: Daytime  
Station Rep..... Sears & Ayer  
President..... Lola Compton  
Manager..... John Palmer

# Others May Talk— But Here Are Facts!

In October, 1954, Fairbanks, Morse & Company ran 40 station break announcements in one day on WGN.

*Results from WGN and WGN Only:*

375 sump pumps sold at \$65 to  
\$140 each!

Every dewatering pump sold at  
double that amount!

Many electric motors sold!

Three standby generators sold!

Obtained five new dealers!

Results such as this can be yours on WGN  
— reaching more homes per week than  
any other medium in Chicago.

The logo for WGN radio station, featuring the letters 'WGN' in a stylized, bold, sans-serif font. The 'G' is positioned between the 'W' and the 'N', and all letters are interconnected.

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11  
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Representatives: Geo. P. Hollingbery Co.  
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—233 Peachtree Street  
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

# 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

**W I N D**  
**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

**W J J D**

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 Herbuveaux  
 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. Stuckwisch  
 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 Stofan  
 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.  
 Address ..... 212 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.  
 Address ..... 926 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.  
 Address ..... 234 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.  
 Address ..... 10th 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.  
 Address ..... 113 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. Sিনnett

# WCVS

SPRINGFIELD—1922—MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WCBS, Inc.  
 Business-Studio Address...523 E. Capitol Ave.  
 Transcription Service .....World  
 Membership .....NARTB  
 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 Service .....UP  
 Transcription .....Thesaurus  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 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 Service .....AP  
 Transcription .....World  
 Representative.....Weed  
 Membership .....NARTB, 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 Service .....AP  
 Transcription Service.....Capitol, Lang-Worth  
 Pres., Gen. Mgr.....Sam Bartlett  
 Comm. Mgr.....Lillian Bartlett  
 Program Director.....John Rohwer  
 Chief Engineer .....Ed Fisher

# WIZZ

STREATOR—1953

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

Owned-Oper. By.....Streator Bcstg. Co.  
 Address .....Box 431  
 Phone: 4147.....Air Time: Daytime  
 Representative .....Best  
 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 Service .....UP  
 Representative .....Continental  
 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.  
 Address .....P. O. Box 192  
 Phone: 75431.....Air Time: Daytime  
 News Service .....INS  
 Representative .....John 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

Membership .....NARTB  
 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 Service .....AP  
 Transcription Service.....Thesaurus, Standard  
 Representative .....McGillvra  
 President .....F. 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 Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Indie 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 Bdcstg Corp.  
 Address.....204 Tower Bldg.  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....RAB  
 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 Service .....INS  
 Transcription Service.....Thesaurus, RCA  
 Representative.....W. S. Grant  
 Pres., Gen. Mgr.....William C. Smith, Jr.  
 Program Director.....Claude Parsons  
 Chief Engineer .....Carl 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 Service .....Standard  
 Representative .....Bolling Co.  
 Membership .....RAB, 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 Service .....AP  
 Representative.....Robert Meeker Associates  
 Membership .....RAB  
 President .....Sarkes 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 Service .....UP  
 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..... MErose 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: MErose 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.

Address .....1910 South Main St.  
 Phones' 131, 407.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus, RCA  
 Representative .....McGillvra  
 Membership .....NARTB  
 President .....S. 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 Service .....AP  
 Transcription Service.....World, Thesaurus  
 Representative.....Orville Lawson, Walker  
 Membership .....NARTB  
 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 Service .....AP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Gen., Comm. Mgr.....Russell A. Hickom  
 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.  
 Address .....246 Fifth Avenue South  
 Phone: 446.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Pearson  
 Membership .....NARTB, RAB  
 President .....W. S. Jacobsen  
 General Manager.....B. M. Jacobson  
 Commercial Mgr.....Darline Gordon  
 Program Director.....Ralph Stoeckel  
 Chief Engineer.....Gerald 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 Service .....AP  
 Newspaper Affil.....Nonpareil  
 Transcription Service.....Thesaurus

Representative.....Arthur Hagg & Assoc.  
 Membership .....NARTB  
 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.  
 Address .....Creston  
 Phone: 55.....Air Time: Full Time  
 News Service .....INS  
 Transcription Service.....Thesaurus  
 Representative .....Pearson  
 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 Service .....UP  
 Transcription Service .....Capitol  
 Station Representative.....Best, Associated  
 Membership .....NARTB  
 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.  
 Address .....805 Brady Street  
 Phone: 3-3661.....Air Time: Full Time  
 News Service .....UP  
 Representatives .....Free & Peters, Inc.  
 Membership .....NARTB, 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 Director .....Dick 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 Service .....UP  
 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 Service .....UP  
 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 Number .....8-1181  
 News Service .....INS  
 Trans. Service .....World  
 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 By .....Keokuk Bdcstg. Co.  
 Address.....4 So. 5th St.  
 Phone: 235.....Air Time: Full Time  
 News Service .....AP  
 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 Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative..... Hil F. Best  
 Membership .....NARTB, RAB  
 President .....Alf 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 Service .....AP  
 Membership .....NARTB  
 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 Service .....AP  
 Newspaper Affiliation.....Daily Republican  
 Transcription Service.....Thesaurus  
 Membership .....RAB  
 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 Service .....AP  
 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 Service .....UP  
 Membership .....RAB  
 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 Service .....AP  
 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 Service .....AP  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 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 Service .....AP  
 Membership .....NARTB  
 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  
 Membership .....NARTB, 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 Service .....AP  
 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 Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Meeker  
 Membership .....NARTB, 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 Service .....AP  
 Transcription Service .....World  
 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 Service .....UP  
 Transcription Service .....World  
 Representative.....John E. Pearson  
 Membership .....NARTB, 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  
 Membership .....NARTB

Representative .....Forjoe  
 News Service .....AP  
 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  
 Membership .....NARTB  
 Transcription Service .....Thesaurus  
 Representative .....Burn-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 Service .....AP  
 Representative.....NBC Spot Sales  
 Membership .....NARTB, 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 Service .....UP  
 Membership .....NARTB  
 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 Service .....AP  
 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 Rolfe 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 Greesp  
 Commercial Manager: John T. Rutledge  
 Sales Prom. Mgr.: Leola C. Haydon  
 Program Director: Larry Adams  
 Publicity Dir.: Walter Greesp  
 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

# WPK E

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

# W P R T

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

# W P K Y

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

# W E K Y

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

# W R U S

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

# W S F C

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

# W M T C

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

# W T C W

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

# W W K Y

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 Service .....UP  
 Representative .....Forjoe  
 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 Service .....AP  
 Representative .....Pearson  
 Trans. Service .....Thesaurus  
 Membership .....NARTB  
 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 Service .....AP  
 Transcription Service.....World  
 Representative .....Weed  
 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 Service .....AP  
 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 Service .....UP  
 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 Service .....UP  
 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 Service .....AP  
 Membership .....NARTB, RAB  
 Representative .....Venard  
 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 Service .....AP  
 Transcription Service.....World  
 Representative .....H-R Reps  
 Membership .....NARTB, 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 Service .....UP  
 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 Service .....AP  
 Membership .....NARTB  
 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. Reclay, 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.
---	--	---

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 Service.....AP  
 Membership.....NARTB  
 Transcription Service.....Thesaurus  
 President.....Harry 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 Service.....UP  
 Transcription Service.....Standard  
 Representative.....O'Connell, Borgatti  
 Membership.....RAB  
 President.....Carleton D. Brown  
 Station Manager.....Paul R. Huber  
 Commercial Mgr.....Vere B. Crockett  
 Chief Engineer.....Alfred M. Thurlow, Jr.

# WRUM

**RUMFORD—1953—KBS**

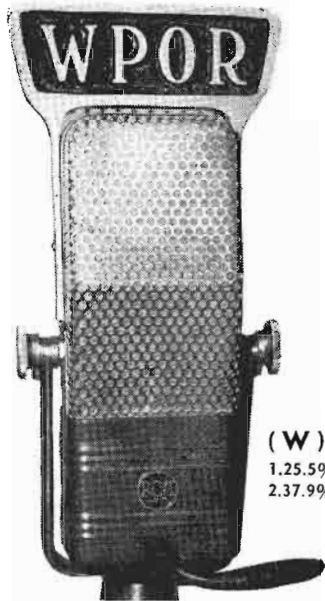
Frequency: 790 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Rumford Publ. Co.  
 Address.....89 Congress St.  
 Phone: 1057.....Air Time: Daytime  
 News Service.....UP  
 Trans. Service.....World, SESAC  
 Representative.....O'Connell  
 President.....Melvin L. Stone  
 Gen. Mgr., Prog. Dir.....Ken 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 Service.....UP  
 Transcription Service.....Standard  
 Representative.....O'Connell, Borgatti  
 Membership.....NARTB, 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

# WITH

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

# WSID

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

# WWIN

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

# WUST

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

# WCEM

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

# WCUM

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

# WDYK

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.

# WTBO

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

## W A R A

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

## W B M S

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

## W B Z - W B Z A

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

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned.....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

## W C O P

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

## W E E I

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

## W H D H

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

## W M E X

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.**

521 — 5th Avenue  
 New York City

250W • 1400  
**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  
 Eastern Michigan's  
 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

**THOSE WHO KNOW  
FAMOUS BRANDS . . .**

**KNOW THE MOST  
FAMOUS BRAND  
IN NEWS IS**

# AP

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

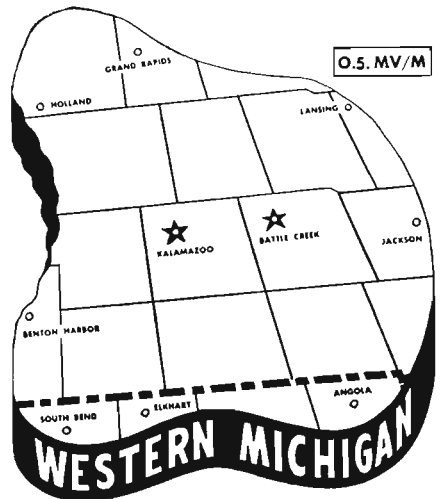
## LANSING—1946

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

# NOW

# 5,000 WATTS



### WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

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

Covering 1,719,000 population in the primary area . . . including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone . . . and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

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. Sicksteel  
**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 Erceel Aga  
 Chief Engineer Kenneth Olson

**NATIONAL Advertisers GO LOCAL WITH ONE ORDER . . ONE BILLING!**

**MINNESOTA'S Billion Dollar FARM MARKET**

- \* RETAIL SALES: \$1,369,158,000.00
- \* HOME-STATIONS FOR 1,251,900 PEOPLE
- \* 50% OF MINNESOTA'S FARM POPULATION
- \* 84% OF MINNESOTA'S CORN PRODUCTION

THE LINDER GROUP OF STATIONS COMPLETELY DOMINATES THIS PROSPEROUS FARM AND URBAN AUDIENCE. RADIO IS BIGGER THAN EVER IN THIS "NO TV" AREA!

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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-Knodel  
 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  
 Prom., 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 Bcstg. 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

## W N L A

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

## W J D X

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

## W J Q S

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

## W J X N

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

## W O K J

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

## W R B C

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

## W S L I

JACKSON—1938—ABC

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Standard Life Bcstg. Co., Inc.  
 Business Address ..... P. O. Box 1847  
 Phone: 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

## W K O Z

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

## W A M L

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

## WCOB

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

# 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

# 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

# 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

# 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

# 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

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

**K F S B**  
 JOPLIN—1948

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Four States Bcstg. 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

**K S W M**  
 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

**W M B H**  
 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

**K C K N**  
 KANSAS CITY—1925

(See Kansas City, Kansas, listing)

**K C M O**

**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

**K F R M**

**KANSAS CITY—1947**

For KFRM Listing—See Concordia, Kansas

**K M B C**

**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

**K P R S**

**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

**K U D L**

**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

# K X O K

**ST. LOUIS—1938—ABC-KBS**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By: KXOX, 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

# W E W

**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

# W I L

**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

# K S M O

**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

# K D R O

**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

# K S I S

**SEDALIA—1953**

Frequency: 1050 Power: 1000 Watts  
 Owner: Yates Bcstg. Co.  
 Address: KSIS Building  
 Phone: 590  
 Pres., Gen. Mgr.: Carl W. Yates

# K S I M

**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

# K G B X

**SPRINGFIELD—1926—NBC**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By: Springfield Bcstg. Co.  
 Bus-Studio Address: 605 Boonville Ave.  
 Phone: 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

# K I C K

**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 Service .....AP  
 Transcription Service .....World  
 Representative.....Sears & Ayer  
 Membership .....NARTB  
 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 Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 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 Service .....AP  
 Transcription Service .....Keystone  
 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 Service .....AP  
 Owner .....Les 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 Service .....AP  
 Transcription Service .....Thesaurus  
 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 Service .....UP  
 Transcription Service .....Thesaurus  
 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 Service .....AP  
 Transcription Service .....Standard  
 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

GLENDIVE—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: 580 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  
**WOND**erful 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

Membership ..... NARTB, RAB  
 President ..... Charles 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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**W P A T**

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 in the important  
 New York—New Jersey Market

**5000** watts Paterson, N. J. **930** KC

# W W B Z

VINELAND—1946

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By... Community Bcstg. Serv.  
Address... 633 Wood St.  
Phone: Vineland 7-1360... Air Time: Full Time  
News Service... UP  
Transcription Service... World  
Representative... Gill, Perna  
President... Joseph M. Bullock  
Gen., Sta., Prom. Mgr... Fred M. Wood  
Commercial Manager... John Serra  
Prog. Dir... Dorothy H. Carlson  
Chief Engineer... Saul Altzman

# W C M C

WILDWOOD—1951

Frequency: 1230 Kc. Power: 100 Watts  
Owned-Operated By... Francis J. Matrangola  
Address... 3010 N. J. Ave.  
Phone: 2-7751... Air Time: Full Time  
Transcription Service... Capitol  
News Service... AP  
Membership... NARTB  
Owner, Gen. Mgr... Francis J. Matrangola  
Comm. Manager... Edward Brown  
Program Director... George M. Hart  
Chief Engineer... Carlton S. Owen

# NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — Families 203,000  
Radio Homes 191,000 — TV Homes 98,000 — Stations in State 31

# K A L G

## ALAMOGORDO—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... William Wayne Phelps  
Address... Box 268  
Phone: 211... Air Time: Full Time  
News Service... UP  
Membership... NARTB, RAB  
Pres., Gen., Sta. Mgr... Wayne Phelps  
Chief Engineer... Bill Shimer

# K G G M

## ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By... New Mexico Bcstg. Co.  
Business Address... 1414 Coal St., S.W.  
Phone: 3-4543... Air Time: Full Time  
Representative... Weed & Co.  
Transcription Service... World  
President... A. R. Hebenstreit  
Comm. Mgr... Geo. Morgan  
Program Director... Robert Vandriel  
Chief Engineer... Leonard F. Dodds

# K A B Q

## ALBUQUERQUE—1947—MBS INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... KABQ Bcstg. Co.  
Address... 317 N. Broadway, Box 1388  
Transcription Service... Thesaurus  
News Service... AP  
Representative... Richard O'Connell, Oakes  
Membership... RAB  
Pres., Prom. Mgr... Helen A. Price  
V.P., Gen. Mgr... Bert Arnold  
Commercial Mgr... Lloyd Anderson  
Program Director... Lowell Christison  
Chief Engineer... John Morrison

# K O A T

## ALBUQUERQUE—1946—ABC

Frequency: 860 Kc. Power: 1 Kw. d.  
Owned-Oper. By... Sunshine Bcstg. Co., Inc.  
Bus. Studio Address... 2000 Indian School Rd.  
News Service... UP  
Transcription Service... Associated  
Representative... Hollingbery  
President... Wm. Wayne Phelps  
Station Manager... Bob Watson  
General Manager... A. M. Caldwell  
Chief Engineer... Donald Delaney

# K D E F

## ALBUQUERQUE—1953

Frequency: 1280 Kc. Power: 1 Kw. d.  
Owned... KDEF Bcstg. Co.  
Address... 506 2nd St. N.W.  
News Service... AP  
Transcription Service... Standard  
Station Representative... McGillvra  
Membership... NARTB  
President, Gen. Mgr... Frank Quinn  
Sta. Mgr., Prog. Dir... Wayne Griffin  
Chief Engineer... Don White

# K O B

## ALBUQUERQUE—1921—NBC

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By... Albuquerque Bcstg. Co.  
Address... 1430 Coal Ave. S.W.  
Phone: 3-4411... Air Time: Full Time  
News Service... AP, UP  
Transcription Service... Lang-Worth  
Representative... Branham  
Membership... RAB, NARTB  
Pres., Gen. Mgr... Wayne Coy  
Commercial Manager... Rolf Nielson  
Program Director... Michael Dillon  
Chief Engineer... George S. Johnson

# K S V P

**ARTESIA—1946—KBS-MBS**

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.  
 Owned-Operated By Artesia Bcstg. Corp.  
 Business-Studio Address Box 38  
 Phone: 650 Air Time: Full Time  
 News Service UP  
 Transcription Service Standard, Capitol  
 Representative Keystone  
 Membership NARTB, RAB  
 President Martin Yates III  
 General Manager David M. Button  
 Comm. Mgr. Thomas Howard  
 Chief Engineer Ronald Austin

# K A V E

**CARLSBAD—1936—CBS-SWN**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Carlsbad Bcstg. Corp.  
 Business-Studio Address 601 No. Canal St.  
 Phone: 5-4101 Air Time: Full Time  
 News Service AP  
 Representative Branham  
 Transcription Service Standard  
 President Val Lawrence  
 General-Station Mgr. Norman R. Loose  
 Commercial Manager Richard E. Doyle  
 Sales Prom. Mgr. Richard Miner  
 Program Director Alexander Pitcaithley  
 Chief Engineer Harland Nilong

# K P B M

**CARLSBAD—1950**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By Coronado Bcstg. Co.  
 Address 313 W. Mermod  
 Phone: 5-5373 Air Time: Daytime  
 Transcription Service Lang-Worth  
 Representative McGillvra  
 Membership RAB, NARTB  
 Pres., Gen., Sta. Mgr. Darrell A. Swayze  
 Prog. Dir. Martin Murray  
 Chief Engineer Vic Daley

# K L M X

**CLAYTON—1949—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper By Ari-Ne-Mix Bcstg.  
 Address Box 7, Fair Grounds  
 Phone: 616 Air Time: Full Time  
 Transcription Service Thesaurus  
 News Service UP  
 Representative Best, Palmer  
 President Arthur Jernigan  
 Gen., Sta., Comm. Mgr. Frank Vale  
 Prog., Pub. Dir. Henry Pruet  
 Chief Engineer Robert Waters

# K C L V

**CLOVIS—1952**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By New-Tex Bdcstg.

Address 2112 Thornton  
 Phone: 4401 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Membership NARTB  
 Representative Pearson  
 President Odus L. Echols, Sr.  
 Sta., Comm. Mgr. Odus L. Echols, Jr.  
 Sales Prom. Mgr. Dave Follis  
 Program Director Albert Houpe  
 Chief Engineer Clayton Fuchs

# K I C A

**CLOVIS—1931—MBS**

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Oper. By Hugh DeWitt Landis  
 Address 520 Pile  
 Phone: 5511 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Station Representative Hal Holman  
 Membership RAB, NARTB  
 Station Manager DeWitt Landis  
 Pgm., Pub. Dir. Harold Cook  
 Chief Engineer M. S. O'Dell

# K O T S

**DEMING—1954—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Luna County Bcstg. Co.  
 Address P. O. Box 470  
 Phone: 999 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 General Mnaager Robert W. Tobey

# K V B C

**FARMINGTON—1951—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Valley Bcstg. Co.  
 Address 413½ West Main St.  
 Phone: Davis 5-3541 Air Time: Full Time  
 News Service UP  
 Membership RAB  
 Transcription Service World  
 Pres., Gen. Mgr. Marvin E. Bowles  
 Station Mgr. C. O. Kendrick  
 Commercial Mgr. James Montgomery  
 Prog. Dir. Gene Pearsall  
 Chief Eng. M. E. Bowles

# K G A K

**GALLUP—1945—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Thunderbird Bcstg. Co.  
 Address P. O. Box 1150  
 Phone: 1300 Air Time: Full Time  
 Newspaper Affiliation Times  
 News Service UP, AP  
 Transcription Service Lang-Worth  
 Station Representative McGillvra  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. Merle H. Tucker  
 Program Director Stewart Chamberlain  
 Chief Engineer Robert Adamson

**KHOB****HOBBS—1954**

Frequency: 1280 Kc. Power: 1 Kw.  
 Owned-Oper. By...Lea County Bcstg. Co.  
 Address...P. O. Box 1596  
 Phone: 3-5148. Air Time: Daytime  
 Station Rep. ....Melville  
 Owner & Gen. Mgr. ....Lloyd Hawkins  
 Sales Mgr. ....Jack Crandall

**KWEW****HOBBS—1938****MBS-KBS-SOUTHWEST**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...KWEW, Inc.  
 Business-Studio Address...116 E. Dunnam  
 Representative ....Branham  
 President...Mrs. Theresa Whitmore  
 General Manager ....Harry McAdams  
 Commercial Manager...Phil McGee  
 Chief Engineer...Roy Evans

**KOBE****LAS CRUCES—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By...Mesilla Valley Bcstg. Co.  
 Bus.-Studio Address...902 N. Main St.  
 Phone: Jackson 6-2496. Air Time: Full Time  
 News Service .....UP  
 Transcription Service ....Lang-Worth  
 Membership .....NARTB, RAB  
 President...M. B. Thompson  
 General Manager...R. J. Gregory, Jr.  
 Chief Engineer...Jack Diehl

**KFUN****LAS VEGAS—1941—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Sunshine Bcsters, Inc.  
 Business Address...Box 710  
 News Service .....UP  
 Transcription Service ....Standard  
 Membership .....NARTB, RAB  
 Representative...Hil F. Best  
 Pres., Comm. Mgr. ....Ernest N. Thwaites  
 Chief Engineer...A. F. Schultz

**KRSN****LOS ALAMOS—1949—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By...Sunshine Bcstg. Co  
 Address...Community Center  
 Representative...George P. Hollingbery  
 Transcription Service ....Associated  
 News Service .....UP  
 Membership .....RAB, NARTB  
 President...W. W. Phelps  
 General Manager...A. M. Cadwell  
 Sta., Comm. Mgr. ....Bob Porton  
 Program Director...William Spack, Jr.  
 Publicity Director...Jack N. Hardwick  
 Chief Engineer...John L. Lockhart

**KLEA****LOVINGTON—1952**

Frequency: 630 Kc. Power: 500 Watts  
 Owned-Oper. By...Prosperity Land Bcstg. Co.  
 Address...P. O. Drawer 865  
 Phone: 8911, 62211. Air Time: Daytime  
 News Service .....UP  
 Transcription Service ....Standard  
 Representative ....Clyde Melville  
 Owner, Gen. Mgr. ....David R. Worley  
 Station Manager...James Littlejohn  
 Comm. Mgr. ....Hoyt Caldwell  
 Program Director...Bobby Stone  
 Chief Engineer...Francis Clements

**KENM****PORTALES—1949—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...Plains Bcstg. Co.  
 Address...Box 447, Roswell  
 Phone: 600. Air Time: Full Time  
 News Service .....UP  
 Transcription Service...Lang-Worth, MacGregor  
 Membership .....NARTB  
 President...John Burroughs  
 Gen. Sta., Comm. Mgr. ....L. Randolph  
 Prog., Pub. Dir. ....Bill Mathers  
 Chief Engineer...Rollie Simmons, Jr.

**KRTN****RATON—1948—MBS**  
**INTERMOUNTAIN**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Southwest Bcsters, Inc.  
 Business Address...Box 767  
 Phone: 875. Air Time: Full Time  
 News Service .....UP, INS  
 Station Rep. ....Hil Best  
 Transcription Service ....Standard  
 Membership .....RAB  
 Pres., Gen. Manager...Ernest N. Thwaites  
 Sta., Comm., Prom. Mgr. ....Dorothy G. Thwaites  
 Chief Engineer...A. F. Schultz

**KBIM****ROSWELL—1953—KBS**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned...Taylor Bcstg. Co.  
 Address...512 W. 2nd St.  
 Phone: 4848, 9. Air Time: Daytime  
 News Service .....AP  
 Transcription Service ....Thesaurus  
 Station Rep. ....Clark  
 Membership .....NARTB, RAB  
 Pres., Gen. Sta. Mgr. ....William C. Taylor  
 Comm., Prom. Mgr. ....Woodrow Groves  
 Program Director...S. A. Harral  
 Chief Engineer...Vernon N. Hughes

**KGFL****ROSWELL—1927—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...KGFL, Inc.

Business-Studio Address.....Box 1019  
 Phone: 2000.....Air Time: Full Time  
**News Service**.....UP  
 Transcription Service.....Langworth, World  
 Membership.....NARTB  
 Representative.....Branhams  
 President.....Mrs. W. E. Whitmore  
 General Manager.....G. F. Roberts  
 Chief Engineer.....E. C. Rader

### K S W S

ROSWELL—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....John A. Barnett  
 Business-Studio Address.....1723 W. Second  
 Phone: 3737.....Air Time: Full Time  
**News Service**.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 Representative.....Meeker, Melville  
 Owner & Gen. Mgr.....John A. Barnett  
 Prog. Dir.....John Anderson  
 Dir. Sales Service.....Paul B. McEvoy  
 Asst. Gen. Mgr.....W. L. Shackelford  
 Chief Engineer.....Ray R. Summersgill

### K T R C

SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....J. Gibbs & Bayne A. Spring  
 Address.....210 E. Marcy St.  
 Phone: 3-6685.....Air Time: Full Time  
**News Service**.....UP  
 Transcription Service.....Associated  
 Representative.....McGillvra  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....J. Gibbs Spring  
 Commercial Mgr.....S. C. Horn  
 Prog. Dir.....Bayne A. Spring  
 Chief Engineer.....Lloyd Storr

### K V S F

SANTA FE—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts

Owned-Oper. By.....Sante Fe Bcstg. Co.  
 Business-Studio Address.....759 Cerrillos Rd.  
 Phone: 3-7319.....Air Time: Full Time  
 Representative.....Weed  
 President.....A. R. Hebenstreit  
 Gen., Comm. Mgr.....Ivan R. Head  
 Chief Engineer.....E. J. Vanderwood

### K S I L

SILVER CITY—1946—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....James H. Duncan  
 Bus.-Studio-Transmitter Address..17th & Cactus  
 Phone: 611, 612.....Air Time: Full Time  
**News Service**.....AP  
 Representative.....Branhams  
 Pres., Gen. Mgr.....J. H. Duncan  
 Chief Engineer.....Earl McCall

### K C H S

TRUTH OR CONSEQUENCES—1946

KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rex A. Tynes  
 Address.....P. O. Box 351  
 Phone: 161.....Air Time: Full Time  
**News Service**.....UP  
 Representative.....Continental Radio Sales  
 Program Director.....Richard Bonner  
 Chief Engineer.....Dell Sanders

### K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Quay County Bcstg. Co.  
 Business Address.....Box 668  
 Transcription Service.....World  
 Representative.....Melville  
 Membership.....NARTB  
 Gen., Sta. Mgr.....Lloyd Hawkins  
 Commercial Mgr.....Richard S. Fox  
 Program Director.....Kathryn Stephenson  
 Chief Engineer.....Howard Maudlin

## NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — Families 4,772,000

Radio Homes 4,630,000 — TV Homes 4,310,000 — Stations in State 101

### W A B Y

ALBANY—1933

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Eastern N. Y. Bcstg.  
 Business-Studio.....80 Braintree St.  
 Representative.....Rambeau  
 President.....David Kyle  
 Gen. Mgr.....Edward L. Trudeau  
 Station Mgr.....Toni Brady  
 Comm. Mgr.....Alix Blake  
 Chief Engineer.....Tom McDermott

### W O K O

ALBANY—1924

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Gov. Dongan Bcstg. Corp.  
 Business-Studio Address.....Hotel Wellington  
 Representative.....McGillvra  
 President, General Mgr.....James T. Healey  
 Station Manager.....Eugene J. Fitzpatrick  
 Program Director.....Frank G. Panny  
 Chief Engineer.....Stanley J. Pawlic

# WPTR

ALBANY—1948—MBS

Frequency: 1540 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Patroon Brdctg. Co., Inc.  
 Address . . . . . Box 1540  
 Phone: 5-3345 . . . . . Air Time: Full Time  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World  
 Station Representative . . . . . Weed and Co.  
 Membership . . . . . RAB  
 President . . . . . J. Myer Schine  
 General Manager . . . . . Leo Rosen  
 Program Director . . . . . George Miller  
 Chief Engineer . . . . . W. Russell David

# WROW

ALBANY—1947—ABC

Freq.: 590 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Hudson Valley Br. Co., Inc.  
 Address . . . . . P. O. Box 4100  
 Phone: 3-2225 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Station Representative . . . . . The Bolling Co.  
 Membership . . . . . NARTB  
 General Manager . . . . . T. S. Murphy  
 Station Manager . . . . . Harry L. Goldman

Sales Manager . . . . . Harry V. Barker  
 Chief Engineer . . . . . Charles Heisler

# WCSS

AMSTERDAM—1948—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Community Service Bcst.  
 Business-Studio Address . . . . . Upper Locust Ave.  
 Phone: Victor 3-2500 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . McGillvra  
 Membership . . . . . RAB  
 President . . . . . Alphonse Di Mezza  
 V.P. & Gen. Mgr. . . . . Walter T. Gaines  
 Chief Engineer . . . . . Barry Frank

# WMBO

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WMBO, Inc.  
 Business-Studio Address . . . . . 141 Genesee St.  
 Phone: 2-3511 . . . . . Air Time: Full Time  
 Newspaper Affiliation . . . . . "Advertiser"  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Thomas F. Clark

## PYRAMID SALES WITH THE WPTR PYRAMID PLAN

CONTACT  
 YOUR  
 WEED  
 MAN

Here's the plan to parlay profits . . . power-packed radio, 7-foot bus cards, displays in 90 A&P's, 60 drug stores, mailings to 5,000 dealers, scheduled promcs, news ads, etc. Your only cost—production and postage, small schedule.

**WPTR** 1540 KCS  
 ALBANY, N. Y.  
 50,000 WATTS OF POWER,  
 PERSONALITY & PUNCH!  
 LEO ROSEN, GENERAL MANAGER



**AMSTERDAM IS  
 Leading New York  
 State in Progress**

The New York Daily Mirror,  
 twice in 1954, carried stories  
 of WCSS's service.

FOREIGN LANGUAGE PROGRAMS  
 Jewish • Italian • Polish  
 Ukrainian • Lithuanian

Wherever you go, in the Car-  
 pet and Glove Cities Area,  
 there's radio—

**WCSS**  
 AMSTERDAM, N. Y.  
 WALT GAINES Vice Pres. & Gen. Mgr.



## SMALL BUDGET ADVERTISERS

# GET **BIG** BUDGET COVERAGE

## ON **WKBW** IN THE WESTERN NEW YORK AREA

Call Avery-Knodel or this station. Find out how much you can buy for only . . .  
**\$100 A WEEK!**



. . . you'll be surprised what \$100 a week will buy!

### **SATURATION**

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it.

### **MORE LISTENERS PER DOLLAR**

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details call Avery-Knodel or WKBW.

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

# **WKBW**

**BUFFALO'S MOST POWERFUL STATION**

# **WKBW**

**BASIC ABC**  
CLINTON H. CHURCHILL  
Founder, President  
and General Manager



Membership ..... NARTB, RAB  
 President ..... William O. Dapping  
 General Manager ..... Frederick L. Keesee  
 Prog., Pub. Dir. .... Robert B. Morgan  
 Chief Engineer ..... Herbert House

# W B T A

**BATAVIA—1941—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Batavia Bcstg. Corp.  
 Business-Studio Address ..... 218 East Main St.  
 News Service ..... AP  
 Transcription Service ..... World  
 Pres., Gen. Mgr. .... Edmund R. Gamble  
 Sales Prom. Mgr. .... Charles L. Snow  
 Commercial Mgr. .... Charles Snow  
 Program Director ..... Jim Faqan  
 Chief Engineer ..... Fred Callendar

# W E N E

**BINGHAMTON—ENDICOTT—1947  
ABC**

Frequency: 1430 Kc. .... Power: 5 Kw.  
 Owned-Oper. By ..... Ottaway Stations, Inc.  
 Business-Studio Address ..... 909 E. Main  
 Transcription Service ..... Associated  
 Representative ..... Radio Reprs. Inc.  
 Membership ..... NARTB, BAB  
 President ..... James H. Ottaway  
 Managing Director ..... F. H. Brinkley  
 Station Manager ..... S. W. Ryder  
 Sales Manager ..... Norman F. Flynn  
 Program Director ..... Len Hathaway  
 Chief Engineer ..... Sheldon W. Weyland

# W I N R

**BINGHAMTON—1946—NBC**

Freq.: 680 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By ..... Southern Tier Radio Service  
 Business-Studio Address ..... Court House Square  
 Phone: 4-4318 ..... Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 Representative ..... George P. Hollingbery  
 President ..... Donald Kramer  
 General Manager ..... George J. O'Connor  
 Commercial Manager ..... H. R. Nicholson  
 Pgm., Prom. Dir. .... Charles Bishara  
 Chief Engineer ..... A. A. Kelley

# W K O P

**BINGHAMTON—1947—MBS**

Freq.: 1360 Kc. .... Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By ..... The Binghamton Bcstrs., Inc.  
 Business-Studio Address ..... 34 Chenango St.  
 Phone: 2-3437 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 Pres., Gen. Sta. Mgr. .... Andrew Jarema  
 Commercial Mgr. .... Wally Buman  
 Chief Engineer ..... Charles Hallinan

# W N B F

**BINGHAMTON—1927—CBS**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Clark Associates, Inc.  
 Business Address ..... P. O. Box No. 48  
 Phone: 3-7311 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Bolling  
 Membership ..... NARTB  
 General Manager ..... George R. Dunham  
 Sales Manager ..... S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir. .... John Turner  
 Program Director ..... E. M. Scala  
 Chief Engineer ..... L. H. Stantz

# W B E N

**BUFFALO—1930—CBS**

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WBEN, Inc.  
 Phone: MOhawk 0930 ..... Air Time: Full Time  
 Newspaper Affiliation ..... Buffalo Evening News  
 News Service ..... AP, INS, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Henry I. Christal  
 Membership ..... NARTB, BAB  
 President ..... Edward H. Butler  
 Vice-President ..... A. H. Kirchofer  
 General Manager ..... C. Robert Thompson  
 Station Manager ..... Frank W. Kelly  
 Sales Manager ..... C. E. Daly  
 Program Director ..... Carl Erickson  
 Publicity Director ..... Joseph A. Haefner  
 Chief Engineer ..... Ralph J. Kingsley

# W B N Y

**BUFFALO—1935**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... Roy L. Albertson, Inc.  
 Address ..... 485 Main St.  
 News Service ..... AP, UP  
 Transcription Service ..... Capitol  
 Station Representative ..... Adam J. Young  
 President ..... Roy L. Albertson, Sr.  
 General Mgr. .... Michael L. Merla  
 Sales Promotion Mgr. .... Eugene K. McWhite  
 Chief Engineer ..... Thomas L. Vines

# W K B W

**BUFFALO—1925—ABC**

Frequency: 1520 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... WKBW, Inc.  
 Business Address ..... Radio Center, 1430 Main St.  
 Phone: Grant 5101 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Clinton H. Churchill  
 Public Service Dir. .... Dorothy L. Ireland  
 Station Mgr. .... Alfred E. Ancombe  
 Program Director ..... Frank Ward  
 Chief Engineer ..... Leroy Fiedler

# WEBR

**BUFFALO—1924—MBS**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By: WEBR, Inc.  
 Business-Studio Address: 23 North St.  
 Newspaper Affiliation: "Courier-Express"  
 News Service: AP, INS, UP  
 Trans. Service: Thesaurus, Standard, SESAC  
 Representative: Katz  
 Membership: NARTB, BAB  
 President: William J. Connors, III  
 General Manager: William Doerr  
 Commercial Manager: Carl J. Kirchofer  
 Pgm., Prom. Mgr.: Wm. Schweitzer  
 Chief Engineer: Frank B. Ridgeway

# WGR

**BUFFALO—1922—NBC**

Frequency: 550 Kc. Power: 5 Kw. d.  
 Owned: WGR Corp.  
 Address: Lafayette Hotel  
 Phone: WA 3100. Air Time: Full Time  
 News Service: UP  
 Station Representative: Free & Peters, Inc.  
 Membership: NARTB, BAB  
 President: George F. Goodyear  
 General Mgr.: J. J. Bernard  
 Sta., Comm. Mgr.: Nat L. Cohen  
 Sales Prom. Mgr.: Philip H. Curtis  
 Program Dir.: Robert J. Strigl  
 Chief Engineer: Karl B. Hoffman

# WWOL

**BUFFALO—1947**

Frequency: 1120 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Greater Erie Broad. Co.  
 Address: 315 Main St.  
 Phone: MO 1200. Air Time: Daytime  
 Representative: Forjoe  
 Owner: Leon Wyszatycki  
 General Manager: Ted Wyszatycki  
 Commercial Manager: Jack Greenfield  
 Chief Engineer: Walter Williams Jr.

# WXRA

**BUFFALO—KENMORE—1948**

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Operated By: W. New York Broad. Co.  
 Address: Box 85  
 Phone: AMherst 1160. Air Time: Daytime  
 News Service: UP  
 Transcription Service: World  
 Station Representative: Wm. G. Rambeau  
 Gen., Comm. Mgr.: Thaddeus Podbielniak  
 Sales Prom., Pub. Dir.: Bradley D. Steiger  
 Program Director: James J. Frieling  
 Chief Engineer: Roger W. Fleming

# WCBA

**CORNING—1949**

Frequency: 1350 Kc. Power: 1000Watts d.  
 Owned: Wellsboro Corning Broad. Adv. Inc.

Address: Caton Road  
 Phone: 6-7000. Air Time: Daytime  
 News Service: UP  
 Transcription Service: World  
 Representative: McGillvra, Inc.  
 Pres., Gen. Mgr.: Paul L. Carpenter  
 Station Manager: Paul E. Carpenter  
 Program Director: Richard Buzzard  
 Chief Engineer: Thomas Shaffer

# WCLI

**CORNING—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Radio Corning, Inc.  
 Address: 90 W. First St.  
 Phone: 6-5421. Air Time: Full Time  
 Transcription Service: Thesaurus  
 Station Representative: Meeker  
 News Service: AP  
 Pres., Gen. Mgr.: Gordon M. Jenkins  
 Prom., Comm. Mgr.: Frank P. Costello  
 Sta. Mgr., Prog. Dir.: George P. Droelle, Jr.  
 Chief Engineer: Frank Saia

# WKRT

**CORTLAND—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By: Radio Cortland, Inc.  
 Bus. Studio Address: State Theatre Bldg.  
 Phone: Skyline 6-2828, 2829  
 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Gill, Perna  
 Membership: RAB  
 President: Leighton A. Hope  
 General Manager: William L. Thompson  
 Chief Engineer: William Barron

# WFCB

**DUNKIRK—1949**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Operated By: Dunkirk Broad. Corp.  
 Address: 316 Main St.  
 Phone: 7756. Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus, World  
 Station Representative: Walker  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr., Sta. Mgr.: Alois A. Schmidt  
 Commercial Manager: B. F. Goodrich  
 Program Director: Van Miller  
 Chief Engineer: J. T. Grace

# WELM

**ELMIRA—1947—CBS-ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner: Radio Elmira, Inc.  
 Business-Studio Address: 222 E. Market St.  
 Phone: 3-5626. Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus  
 Station Representative: Meeker  
 Membership: NARTB  
 President: John S. Riggs

Vice Pres. (Sales)..... Keith W. Horton  
 Vice Pres. (Bcstg.)..... Phil Cameron  
 Program Director..... Ruth E. Dibble  
 Chief Engineer..... Arthur French

## W E N Y

**ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By... Elmira Star-Gazette, Inc.  
 Bus.-Studio Address..... Mark Twain Hotel  
 Phone: 5181..... Air Time: Full Time  
 News Service ..... AP  
 Newspaper Affiliation..... Gazette, Advertiser  
 Transcription Service ..... World  
 Representative ..... Everett & McKinley  
 Membership ..... NARTB, RAB  
 General Manager..... Dale L. Taylor  
 Commercial Mgr..... Bill Pope  
 Sales Manager..... Ellis Erdman  
 Program Director..... Ted Hodge  
 Chief Engineer..... Thurlow A. Greene

## W G B B

**FREEPORT—1924**

Frequency: 1240 Kc..... Power: 100 Watts  
 Business-Studio Address... 44 So. Grove St.  
 Phone: Freeport 9-1400... Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 General Manager..... John D. Whitmore  
 Station Manager..... Murray C. Evans  
 Program Director..... A. Cheesman  
 Publicity Manager..... Herbert Clock

## W O S C

**FULTON—1949—KBS**

Frequency: 1300 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Cassill Radio Corp.  
 Address..... Box 97, Oswego  
 Phone: Fulton 2-2255... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Richard C. Mitchell  
 Station Manager..... Jack Burgess  
 Program Director..... Edward Reich  
 Publicity Dir..... Betty J. Sterling  
 Chief Engineer..... Robert N. Blair

## W G V A

**GENEVA—1947—ABC**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Star Bcstg. Co., Inc.  
 Address..... Geneva Federal Savings Bldg.  
 Phone: 6691..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Cooke  
 Transcription Service ..... World  
 Membership ..... RAB  
 President..... M. R. Forman  
 General Manager..... Thomas L. Brown  
 Sta., Comm. Mgr..... Ernest F. Oliver  
 Program Director..... Alex Lamutis  
 Sales Prom. Mgr..... Archie Fabretti  
 Chief Engineer..... R. Carleton Greene

## W W S C

**GLENS FALLS—1946—ABC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By... Gt. Northern Radio Co.  
 Address..... 13 Warren St.  
 Phone: 2-6518..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Devney  
 Membership ..... RAB  
 President ..... Louis Brown  
 Gen., Comm. Mgr..... Martin Karig  
 Comm. Mgr..... E. V. Wiley  
 Program Director..... Carl Mattison  
 Chief Engineer..... Wilson P. Foy

## W E N T

**GLOVERSVILLE—1944—CBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By... Sacandaga Bcstg. Corp.  
 Business-Studio Address..... 8 W. Fulton St.  
 Phone: 4-7175..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Gill, Perna  
 President ..... George Bissell  
 General Manager..... A. C. Lloyd, Jr.  
 Program Director..... Peter Dreyer  
 Chief Engineer..... Richard Stewart

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**

# WHLI

"THE VOICE  
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*"The Pulse" Proves:*

Strong LOCAL programming gives **WHLI**  
the Largest Daytime Audience in the  
*big booming Major Long Island Market*

- Familiar good music Long Islanders prefer
- LOCAL Long Island — national — international news
- Railroad — bus — school and industrial plant information
- LOCAL special events — editorial leadership in Long Island issues
- Long Island traffic and complete highway condition information
- Long Island weather — boating — fishing — beach and garden reports

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larger daytime audience in the Major Long Island  
Market than any network or independent station!

\* Data: "The Pulse" Report  
Daytime, Nov. 1954  
Hempstead Township, N. Y.

## WHLI

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F M 98.3

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LONG ISLAND, N. Y.  
PAUL GODOFSKY, Pres.

*the voice of  
long island*

Represented by Rambeau

**WHLI****HEMPSTEAD—1947**

Frequency: 1100 Kc. . . . . Power: 2000 Watts d.  
 Owned-Oper. By . . . . . FM Bcstg. Corp.  
 Business-Studio Address . . . . . 245 Baldwin Rd.  
 Phone: Ivanhoe 1-8000 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription . . . . . Associated, World, Thesaurus  
 Representative . . . . . Rambeau  
 Membership . . . . . RAB  
 Pres., Gen. Mgr. . . . . Paul Godofsky  
 Ex-Vice-President . . . . . Joseph A. Lenn  
 Prog. Dir. . . . . Jerry Carr  
 Publicity Director . . . . . George Ball  
 V.P., Chief Engineer . . . . . Frank E. Knaack

**WLEA****HORNELL—1951—MBS-KBS**

Frequency: 1480 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Hornell Bcstg. Corp.  
 Business-Studio Address . . . . . 97 Main St.  
 Phone: 1420 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Representative . . . . . Gill, Perna  
 Membership . . . . . RAB  
 Pres., Gen. Mgr. . . . . Charles D. Henderson  
 Sta. Mgr. . . . . G. W. Stidstone  
 Prog. Dir. . . . . Don Jones  
 Chief Engineer . . . . . Frederick Witter

**WWHG****HORNELL—1949**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . W. H. Greenhow Co.  
 Address . . . . . 85 Canisteo St.  
 Phone: 2000, 1 . . . . . Air Time: Daytime  
 Newspaper Affil. . . . . Tribune, Advocate  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . McGillvra  
 Pres., Gen. Mgr. . . . . Louis G. Buisch  
 Station Manager . . . . . Donald J. Curran  
 Commercial Mgr. . . . . Sheffield Davis  
 Program Director . . . . . Edward Spoo  
 Chief Engineer . . . . . Howard Huff

**WHUC****HUDSON—1947—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Colgren Bcstg. Co.  
 Address . . . . . Union Turnpike  
 Phone: HU 8-3341 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . McGillvra, Kittell-Carter  
 Membership . . . . . NARTB  
 General Manager . . . . . John Kearney  
 Commercial Manager . . . . . Robert Strakos  
 Program Director . . . . . James P. Cranna  
 Publicity Director . . . . . Jennie Weaver  
 Chief Engineer . . . . . Charles Weiler

**WGSM****HUNTINGTON—1951**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Huntington-Montauk Bcstg. Co., Inc.  
 Address . . . . . 379 New York Ave.  
 Phone: Huntington 4-6740 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Station Representative . . . . . Robert Keller  
 Transcription Service . . . . . World  
 President . . . . . Byron T. Sammis  
 Gen., Sta. Mgr. . . . . Edward J. Fitzgerald  
 Program Director . . . . . Marjorie Anning  
 Publicity Director . . . . . Ruth Rogers  
 Chief Engineer . . . . . William Naramore

**WHCU****ITHACA—1940—CBS**

Frequency: 870 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Cornell University  
 Business-Studio Address . . . . . Savings Bank Bldg.  
 Phone: 4-6301 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NARTB, RAB  
 Gen., Sta. Mgr. . . . . Michael R. Hanna  
 Commercial Mgr. . . . . H. E. M. Brockway  
 Program Director . . . . . Joseph A. Short  
 Publicity Director . . . . . Sam Woodside  
 Chief Engineer . . . . . Herbert P. Michels

**WJOC****JAMESTOWN—1948—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Air Waves, Inc.  
 Trans.-Bus.-Studio Address . . . . . 415 W. Fourth St.  
 Phone: 5-108 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Gill-Perna  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Sta. Mgr. . . . . Harold P. Kane  
 Program Director . . . . . William Winn  
 Sales Prom. Mgr. . . . . T. Graham Maxwell  
 Chief Engineer . . . . . Burton O. Waterman

**WJTN****JAMESTOWN—1924—ABC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . James Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . Hotel Jamestown  
 Phone: 7-151 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, McGregor  
 Representative . . . . . Venard, Rintoul & McConnell  
 Membership . . . . . NARTB, RAB  
 President . . . . . Jay E. Masor  
 Gen., Sta. Mgr. . . . . Simon Goldman  
 Comm. Mgr. . . . . J. Carl Willems  
 Program Director . . . . . George Pflieger  
 Publicity Dir. . . . . Christine O'Polka  
 Chief Engineer . . . . . Harold J. Kratzert

# W K N Y

**KINGSTON—1939—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Kingston Bcstg. Corp.  
 Business-Studio Address. 601 Broadway  
 Phone: 4500 Air Time: Full Time  
 News Service UP  
 Representative Meeker  
 Membership RAB, NARTB  
 President. Joseph K. Close  
 General, Station Mgr. Robert M. Peebles  
 Program Director. Ernest Ward  
 Publicity Director. Richard McCarthy  
 Chief Engineer. Carl Egolf

# W V O S

**LIBERTY—1947—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Sullivan County Bcstg. Co.  
 Phone: 1680-1 Air Time: Full Time  
 News Service UP  
 Pres., Gen. Mgr. S. D. Lubin  
 Commercial Mgr. H. G. Borwick  
 Chief Engineer. Robert Gessner

# W L F H

**LITTLE FALLS—1952—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Radio City Bcstrs.  
 Address. 339 S. 2nd St.  
 Phone: 654 Air Time: Full Time  
 News Service AP  
 Representative McGillvra  
 President. Arthur Feldman  
 Vice-President. Robert Feldman  
 Commercial Mgr. Frank Camarata  
 Chief Engineer. Arthur Clark

# W U S J

**LOCKPORT—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Union-Sun & Journal, Inc.  
 Trans. Address. 320 Michigan St.  
 Phone: 3-5944 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Newspaper Affil. "Union Sun & Journal"  
 Representative Gill, Perma  
 Membership NARTB  
 President. Egbert D. Corson  
 General Manager. William J. Kemble  
 Comm. Mgr. Joseph A. Pinna  
 Prog. Dir. Tony Allen  
 Chief Engineer. Richard Weatherbee

# W I C Y

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. North Country Bcstg. Co.  
 Address. 65 Woodward St.  
 Phone: 187 Air Time: Full Time

News Service UP  
 Pres., Gen. Sta. Mgr. Mitchell C. Tackley  
 Commercial Manager. Alice M. Tackley  
 Program Director. Donald J. Paye  
 Publicity Dir. M. C. Tackley  
 Chief Engineer. Adolf Stromer

# W M S A

**MASSENA—1945—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. The Brockway Co.  
 Business Address. Arcade St.  
 Phone: Watertown 27 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Weed  
 Membership NARTB, RAB  
 President. John B. Johnson  
 General Manager. Louis Sciff, Jr.  
 Station Manager. Thomas R. McHugh  
 Program Director. James H. Nash  
 Chief Engineer. Michael Tarkulich

# W A L L

**MIDDLETOWN—1942—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. The Community Bcstg. Corp.  
 Business-Studio Address. 62 North St.  
 Phone: Middletown 3119 Air Time: Full Time  
 News Service AP  
 Pres., Gen., Comm. Mgr. James M. Patt  
 Program Director. Jerry Wax  
 Chief Engineer. Fred Schoelkopf

# W G N Y

**NEWBURGH—1933**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned. Orange County Bcstg. Co., Inc.  
 Business-Studio Address. 161 Broadway  
 Phone: Newburgh 4600 Air Time: Daytime  
 News Service AP  
 Membership RAB  
 Sta. Rep. Kettell-Carter  
 Pres., Gen. Mgr. George W. Bingham  
 Commercial Manager. Joseph Rake  
 Prog. Dir. Richard Kaskin  
 Chief Engineer. Marvin S. Seimes

# W N R C

**NEW ROCHELLE—1950**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By. Radio New Rochelle, Inc.  
 Address. 411 Fifth Ave.  
 Phone: 6-0800 Air Time: Daytime  
 News Service AP  
 Pres., Gen., Sta. Mgr. James A. Iodice  
 Comm., Prog. Dir. Paul V. Coughlin  
 Sales Prom. Mgr. Nick Andrews  
 Publicity Director. Jerry Dale

# WABC

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts  
 Owned-Oper. By... American Bcstg. Co., Inc.  
 Business Address... 7 West 66th St.  
 Phone: SU 7-5000 Air Time: Full Time  
 News Service... AP, INS  
 Representative... Edward Petry & Co.  
 President... Robert E. Kintner  
 Acting Gen. Mgr... Michael Renault  
 Program Manager... Myrtle Tower  
 Sales Prom. Mgr... Eugene Accas  
 Chief Engineer... John Bourcier

# WBNX

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By... WBNX Bcstg. Co., Inc.  
 Bus. Studio Address... 260 E. 161st St., Bronx  
 Phone: MEIrose 5-0333 Air Time: Full Time  
 News Service... AP  
 Transcription Service... SESAC  
 Representative... King  
 President... A. L. Haskell  
 V.P., Sta.-Gen. Manager... William I. Moore  
 Asst. Comm. Mgr... Edward Betchley  
 Production Director... Frank Johnson

# WCBS

NEW YORK—1924—CBS  
RADIO

Frequency: 880 Kc. Power: 50,000 Watts  
 Owned By... Columbia Bcstg. System, Inc.  
 Operated By... CBS Radio Division  
 General Studio Address... 485 Madison Ave.  
 Phone: Plaza 1-2345 Air Time: Full Time  
 News Service... AP, INS, UP  
 Transcription Service... Capitol  
 Representative... CBS Radio Spot Sales  
 Membership... NARTB, RAB  
 President of CBS... Frank Stanton  
 General Manager... Carl Ward  
 Sales Manager... Henry Untermyer  
 Merchandising Dir... Howard Lally  
 Sales Prom. Mgr... Murray Gross  
 Program Director... Sam Slate  
 Public Affairs Dir... D. Gordon Graham  
 Publicity Director... Milton Rich  
 Chief Engineer... Davidson Vorhes

# WEVD

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By... Debs Memorial Radio Fund  
 Business-Studio Address... 117 W. 46th St.  
 Phone Number... PLaza 7-0880  
 News Service... AP  
 President... Adolph Held  
 Gen.-Sta.-Comm. Mgr... Henry Greenfield  
 Program Director... George Field  
 Chief Engineer... Charles Brown

# WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By... WMCA, Inc.  
 Business-Studio Address... 1657 Broadway  
 Phone: Circle 6-2200 Air Time: Full Time  
 Transcription Service... World  
 Representative... AM Radio Sales  
 Membership... BAB  
 President... Nathan Straus  
 General Manager... M. M. Fleischl  
 Program Director... Leon Goldstein  
 Sales Prom. Mgr... Patricia Bolton  
 Sales Mgr... John J. McSweeney  
 Chief Engineer... James McCafferty

# WMGM

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Marcus Loew Booking Agcy.  
 Business-Studio Address... 711 Fifth Ave.  
 Phone: MU 8-1000 Air Time: Full Time  
 News Service... UP, AP  
 Representative... Rambeau  
 Director... Arthur M. Tolchin  
 General Manager... Frank Roehrenbeck  
 Sales Manager... Samuel Faust  
 Program Director... Raymond Katz  
 Publicity Director... Jo Ranson  
 Chief Engineer... Paul Fuelling

**TAP THE RICH MARKET  
OF METROPOLITAN NEW YORK**

through

**WEVD** AM 1330 K.C. 5000 K.W.  
FM 97.9 20 K.W.

**ENGLISH . . . JEWISH**

The more than 600,000 Jewish families, comprising approximately 3,000,000 people, are one of the vital segments of the vast Metropolitan New York market.

For more than two decades top-draw national and local advertisers have tapped this fabulously rich market, with the essential help of WEVD's unmatched superiority in the volume of Jewish listeners.

Renewing their contracts year after year, these advertisers have proved the loyalty of WEVD's audience . . . it stays tuned to WEVD . . . it responds to quality . . . it has the means to buy.

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**WHO'S WHO AMONG WEVD'S SPONSORS**

*All Programs Broadcast on  
AM and FM Simultaneously*

HENRY GREENFIELD, Managing Director

**WEVD 117-119 West 46th Street  
New York 36, N. Y.**

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- 62 Hours a Week of Spanish Programs.
- 18 Hours a Week of Italian Programs.
- 18 Hours a Week of Polish Programs.
- 12 Hours a Week of German Programs.
- 4½ Hours a Week of Russian Programs.
- 3½ Hours a Week of Ukranian Programs.

... 21 Hours a week devoted to our large Negro following, presenting "After Hours Swing Session," featuring Willie Bryant, "The Mayor of Harlem," and one of the best loved Negro Disc Jockeys on the air.

ATLANTIC BROADCASTING COMPANY, INC.  
136 West 52 St. CI 6-3900  
New York 19, N. Y.





# WHOM

## NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
 Business Address.....136 W. 52nd St.  
 Phone: Circle 6-3900.....Air Time: Full Time  
 Newspaper Affil.. Il Progreso, Italo-Americano  
 News Service .....UP  
 President .....Fortune Pope  
 V.P., Chge. Sales.....Charles Baltin  
 Sales Prom. Mgr.....R. A. Fornier  
 Program Director.....Ralph Constantino  
 Chief Engineer.....George Steiger

# WINS

## NEW YORK—1926

Frequency: 1010 Kc.....Power: 50,000 Wtts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....28 W. 44th St.  
 Phone: BRyant 9-6000.....Air Time: Full Time  
 News Service.....INS. UP  
 Membership.....NARTB, BAB  
 President.....J. Elroy McCaw  
 General Manager.....Robert Leder  
 Director of Sales.....Jacques Biraben  
 Sales Prom. Mgr.....Joe Besch  
 Program Director.....Robert Smith  
 Chief Engineer.....Paul von Kunitz

(See Page 516)

# The Red Cross Needs



# Your Unstinting Assistance

# GIVE!

**BOB & RAY**

*the* **PETER ROBERTS** *show*

**YANKEE  
BASEBALL**

**LISTEN TO LACY**

**SINGING  
BATTLE ROYAL**

**WINS** *"The Smile on your Dial spot"*

**STAN SHAW**

**LES KEITER'S**



**SPORTS**

**SHOW**

*the*

**ALAN  
FREED**

*Rock 'n Roll  
Party*

**PETER ROBERTS** \* news \* special events



**BIRDLAND SHOW**

**WINS**



NEW YORK • 50 KW

**DREW  
PEARSON**

**the U. N. today**

**SATURDAY NIGHT HOP**

**24**  
HOURS A DAY

# WLIB

NEW YORK—1944

Frequency: 1190 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....New Bcstg. Co., Inc.  
Business-Studio Address.....207 E. 30th St.  
Phone: ORegon 9-2720.....Air Time: Daytime  
News Service .....AP

Representative .....Forjoe  
President .....Morris S. Novik  
General Mgr.....Harry Novik  
Program Director.....Nat Rudich  
Comm. Mgr.....George A. Bernstein  
Chief Engineer.....Gordon A. Greenfield

*(See Page 518)*

FOR THE

# WHLI Story

AND

## PERSONNEL ROSTER

SEE

### PAGES 510-511

# LARGEST MORNING NEGRO AUDIENCE IN N. Y. — PULSE

## The Only station in New York with studios in Harlem.



WALTER WHITE

**WALTER WHITE SHOW**  
SYNDICATED NATIONALLY  
FEATURES NEWS AND  
INTERVIEWS WITH  
FAMOUS PEOPLE  
IN ALL WALKS  
OF LIFE.

—WRITE FOR RATES

### S T A R R I N G



GEO. GOODMAN



LLOYD WILLIAMS



VICTOR BOZEMAN

NEW YORK NEGRO  
POPULATION IS 1,012,883  
(U. S. CENSUS, 1952)

NEGRO COMMUNITY NEWS  
PROGRAMS EVERY HOUR ON THE HALF  
HOUR—35 NEWSCASTS PER WEEK



THE BOWERS



HAL JACKSON



BILL JENKINS

# WLIB

# 1190

207 EAST 30th STREET, NEW YORK 16, N. Y.

ON THE DIAL

*See pages 100-101 for*

# **LISTING OF NEW YORK PHONE NUMBERS**



**NETWORKS**



**PUBLICATIONS**



**ORGANIZATIONS**



**TALENT AGENCIES**



**FM RADIO STATIONS**



**AM RADIO STATIONS**



**NEWS ASSOCIATIONS**



**TELEVISION STATIONS**



**PROGRAM PRODUCERS**



**RECORDING COMPANIES**



**ADVERTISING AGENCIES**



**TRANSCRIPTION COMPANIES**



**STATION REPRESENTATIVES**





# The Italian Influence

In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact.

Let WOV show you how to direct this influence to the profit of the product you advertise.

*One of America's Important Stations*  
**WOV**  
NEW YORK  
5000 WATTS

Representatives:  
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

# W N E W

NEW YORK—1934

Freq.: 1130 Kc. . . . . Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By . . . . . WNEW, Inc.  
 Business-Studio Address . . . . . 565 Fifth Ave.  
 Phone: PLaza 3-3300 . . . . . Air Time: Full Time  
 Transcription Service . . . . . Lang-Worth  
 News Service . . . . . AP  
 Representative . . . . . John Blair  
 Pres. & Gen. Mgr. . . . . R. D. Buckley  
 V.P., Sales Director . . . . . Ira Herbert  
 Promotion Manager . . . . . Kenneth Klein  
 Coordinator of Operations (V.P.) . . . . . John Jaeger  
 Chief Engineer . . . . . Max Welner

# W O V

NEW YORK—1926

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Wodaam Corp.  
 Business-Studio Address . . . . . 730 Fifth Ave.  
 Phone: CI 5-7979 . . . . . Air Time: 21 Hrs.  
 News Service . . . . . AP, ANSA  
 Transcription Service Standard . . . . . MacGregor  
 Representative . . . . . Pearson, Walker  
 Membership . . . . . RAB  
 President . . . . . Richard E. O'Dea  
 General Manager . . . . . Ralph N. Well  
 Commercial Manager . . . . . Joseph N. Curl  
 Sales Promotion Mgr. . . . . Carroll Forbes  
 Program Director . . . . . Arnold Hartley  
 Chief Engineer . . . . . Emile Hill

# W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . General Teleradio, Inc.  
 Business-Studio Address . . . . . 1440 Broadway  
 Phone: LOngacre 4-8000 . . . . . Air Time: Full Time  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . H.R. Reps.  
 Membership . . . . . NARTB, RAB  
 President . . . . . Thomas F. O'Neil  
 V.P., Gen. Mgr., Prog. Dir. . . . . Gordon Gray  
 Commercial Mgr. . . . . William Dix  
 Publicity Manager . . . . . Richard Jackson  
 Chief Engineer . . . . . Charles Singer

(See Page 302)

# W R C A

NEW YORK—1922—NBC

Frequency: 660 Kc. . . . . Power: 50 Kw., d.  
 Owned . . . . . National Bcstg. Co.  
 Address . . . . . 30 Rockefeller Plaza  
 Phone: CI 7-8300 . . . . . Air Time: Full Time  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Thesaurus  
 Station Rep. . . . . NBC Spot Sales  
 Membership . . . . . NARTB, BAB  
 President . . . . . Sylvester Weaver  
 General Mgr. . . . . Hamilton Shea  
 Station Mgr. . . . . Ernest dela Ossa  
 Commercial Mgr. . . . . George Stevens  
 Sales Prom. Mgr. . . . . Max Buck  
 Program Dir. . . . . Steve White  
 Chief Engineer . . . . . Gerald Sellar

**THOSE WHO KNOW FAMOUS BRANDS . . .**  
**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

# AP

# Good music rings the bell!



America's Number One Good Music Station, WQXR, becomes America's most Powerful Good Music Station as our new 50,000 watt transmitter goes on the air.

This means that the appetite for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Almost twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 600,000 families of higher-than-average income in the world's richest market area — New York. Our new top-power transmitter will extend that market further.

More people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

## WQXR

1560 on AM dial 96.3 on FM dial

**THE RADIO STATION OF THE NEW YORK TIMES**

*"Always the best in music"*

229 West 43rd Street, New York 36, N. Y. LA 4-1100



# W Q X R NEW YORK—1936

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Interstate Bcstg. Co.  
 Business-Studio Address..... 229 W. 43rd St.  
 Phone: LA 4-1100. Air Time: Full Time  
 News Service..... N. Y. Times (Owner)  
 Transcription Service..... Associated, SESAC  
 Representative..... Paul H. Raymer  
 President..... Arthur Hays Sulzberger  
 Exec. V.P., Gen. Mgr..... Elliott M. Sanger  
 V.P. Sales Mgr..... Norman S. McGee  
 Sales Prom. Dir..... Mary Rice Anderson  
 Program Director..... Eleanor N. Sanger  
 Pub. Dir..... E. "Pat" Hurley  
 Chief Engineer..... L. J. Kleinklaus

# W H L D

## NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By..... Earl C. Hull  
 Business-Studio Address..... Hotel Niagara  
 Phone: 8421. Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... Associated, Standard  
 Representative..... Headley-Reed  
 Membership..... NARTB  
 V.P., Gen.-Station Mgr..... Earl C. Hull  
 Commercial Mgr..... Jack Whitney  
 Program Director..... Eddy Joseph  
 Chief Engineer..... Robert Wilson

# W J J L

## NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... John J. Laux  
 Address..... 129 Main St.  
 Phone: 5796. Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... SESAC  
 Representative..... Pearson  
 Gen., Comm. Mgr..... Tom W. Talbot  
 Program Director..... Tiny Hamerick  
 Chief Engineer..... Gustav Czaplak

# W C H N

## NORWICH—1953

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Radio Norwich, Inc.  
 Address..... 14 S. Broad St.  
 Phone: 4-2218. Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Station Rep..... McGillvra  
 Pres., Gen. Mgr..... William J. Hall  
 Publicity Director..... Ray Whitlock  
 Chief Engineer..... Kenneth Rockwell

# W S L B

## OGDENSBURG—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... St. Lawrence Bcstg. Corp.

Address..... 2315 Knox St.  
 Phone Number..... 500  
 News Service..... UP  
 Membership..... RAB  
 President..... Joseph R. Brandy  
 General Manager..... Harold J. Frank  
 Comm. Mgr..... Joseph R. Brandy  
 Program Director..... Hal Gilman  
 Chief Engineer..... Ellsworth Hall

# W H D L

## OLEAN—1929—ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... WHDL, Inc.  
 Address..... 3219 State St.  
 Phone: 4149. Air Time: Full Time  
 Newspaper Affiliation..... Times Herald  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... Everett & McKinney  
 Membership..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... John R. Henzel  
 Commercial Manager..... James F. Hastings  
 Program Director..... Donald W. Merriman  
 Chief Engineer..... Wallace D. Taylor

# W D O S

## ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... Ottoway Stations, Inc.  
 Bus.-Studio Address..... 104 Chestnut St.  
 Phone: 2470. Air Time: Full Time  
 News Service..... UP  
 Newspaper Affiliation..... Oneonta Star  
 Transcription Service..... Associated  
 Representative..... Radio Reps.  
 Membership..... RAB  
 President..... James H. Ottaway  
 Managing Director..... Francis H. Brinkley  
 Station Manager..... Harold E. Graves  
 Comm. Mgr..... Benjamin Turnbull  
 Program Director..... Howard Atwell  
 Chief Engineer..... Wiley Bates

# W K B S

## OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts  
 Owned-Oper. By..... Bcstg. System, Inc.  
 Address..... Jericho Turnpike, Mineola, Box 750  
 Phone: Pioneer 6-6700. Air Time: Daytime  
 News Service..... UP  
 Pres. & Gen. Mgr..... Lee Hollingsworth  
 Comm. Mgr..... D. B. Robbins  
 Sales Prom. Mgr..... Tommy Hollingsworth  
 Program Dir..... Bob Jenkins  
 Chief Engineer..... Lee Hollingsworth

# W A L K

## PATCHOGUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Suffolk Bcstg. Corp.  
 Address..... P. O. Box 230  
 Phone: Patchogue 3-0408. Air Time: Daytime

News Service ..... AP  
 Newspaper Affiliation... Suffolk Cons. Press  
 Transcription Service... Associated, Capitol  
 Representative ..... Webb  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Nils E. Segerdahl  
 Vice-President..... W. K. Macy, Jr.  
 Gen. Mgr..... Nils E. Segerdahl  
 Prog. Dir..... Jack Ellsworth  
 Chief Engineer..... George Chandler

## WPAC

PATCHOGUE—1951

Frequency: 1580 Kc..... Power: 1 Kw. d.  
 Owned-Oper. By..... Patchogue Bcstg. Co.  
 Address ..... Box 651  
 Phone: Patchogue 3-4600. Air Time: Daytime  
 News Service ..... UP  
 Pres., Gen. Mgr..... Lee Morrison  
 Station Mgr..... Stan Allan  
 Comm. Mgr..... Herbert Morrison  
 Sales Prom. Mgr..... Don Lombardy  
 Program Director..... Dick Hodkin  
 Chief Engineer..... Morton Morrison

## WLNA

PEEKSKILL—1948

Frequency: 1420 Kc... Power: 1000 Watts d.  
 Owned-Oper. By..... Highland Bcstg. Corp.  
 Trans. Address..... Radio Terrace  
 Phone: Peekskill 7-1124... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service..... SESAC, World  
 Station Rep..... Kettell-Carter  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Irving E. Cottrell  
 Comm., Sales Prom. Mgr..... Francis Lough

## WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Plattsburg Bcstg. Corp.  
 Studio Address..... 153 Margaret St.  
 Phone: 1600..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Gill-Perna  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... George F. Bissell  
 Program Director..... Leon Kelly  
 Commercial Mgr..... Jack Charles  
 Sales Prom. Mgr..... Alex Coursey  
 Chief Engineer..... Larry Lapanne

## WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By . . . Clinton Cty. Bdcstg. Corp.  
 Trans. Loca. Address . . . 301-03 Cornelia St.  
 Phone: Plattsburg 2800. Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... W. S. Grant Co., Inc.  
 Membership ..... NARTB, RAB

Pres., Gen., Comm. Mgr. .... Joel H. Scheier  
 Business Mgr..... Donald Pelkey  
 Program Director..... Betty Kraus  
 Chief Engineer ..... John M. Nazak

## WDLC

PORT JERVIS—1953

Frequency: 1490 Kc..... Power: 100 Watts  
 Owned-Oper. By..... Port Jervis Bcstg. Co.  
 Address ..... Neversink Drive  
 News Service ..... AP  
 Membership ..... NARTB  
 Transcription Service ..... World  
 President..... William H. Ware  
 General Manager..... Ernest C. Winkler  
 Commercial Mgr..... Oscar Wein  
 Program Director..... Henry Schwartz  
 Chief Engineer..... Richard L. Van Schaick

## WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc... Power: 1000 Watts, d.  
 Owned-Operated By... Mid-Hudson Bcsts. Inc.  
 Business-Studio Address..... 385 Main St.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, SESAC  
 Representative..... Everett-McKinney  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Arthur J. Barry, Jr.  
 Comm. Mgr..... Frank Breslin  
 Prom. Dir..... William Eames  
 Chief Engineer..... John P. Burke

1000 W **WEAV** 960 KC

### ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties . . .  
 . . . a fast growing, fertile market for your product's sales.  
 . . . a natural test market.

*Retail Sales Almost Tripled in 10 Years*

250 W **WENT** 1340 KC

### CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT . . . making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

*WENT means consistently high listenership and best results for advertisers.  
 WENT can sell the rich Gloversville-Johnstown area for you.*

## GILL-PERNA, INC.

National Representative

# HOW TO APPLY FOR FCC LICENSE

(Continued from Page 249)

## License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Ap-

plication for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature; i.e., where no substantial changes in interest occur.

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**



## THERE'S A NEW AUDIENCE IN WGYLAND

The New York State Thruway brings a huge and important Auto-Radio audience to upstate New York. WGY will hold this audience for more than 200 miles.

And... WGY also covers 54 counties of New York and Western New England with a population of 2,752,800.

WGY

32 YEARS

WGY's 50,000 Watts now cover one of the most prosperous markets in New York, 24 hours a day.



**Measure of a Great  
Radio Station**

## WGY A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—  
54 counties in New York and New England  
Represented nationally by Henry I. Christal Co., Inc.  
New York—Boston—Chicago—Detroit—San Francisco

**WKIP****POUGHKEEPSIE—1940—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned. Dutchess County Bcstg. Corp.  
 Business-Studio Address. Box 889  
 Phone: 6800. Air Time: Full Time  
 News Service. AP  
 Transcription Service. Associated  
 Station Rep. Kettell-Carter  
 Membership. NARTB, RAB  
 Pres., Gen. Mgr. George W. Bingham  
 Commercial Manager. Richard A. Dwelley  
 Program Director. John Kuhn  
 Chief Engineer. Marvin S. Seimes

**WBBF****ROCHESTER—1947—MBS**

Frequency: 950 Kc. Power: 1000 Watts  
 Owned-Oper. By. WBBF, Inc.  
 Bus. Studio Address. Sheraton Hotel  
 Phone: HA 8920. Air Time: Full Time  
 News Service. AP  
 Representative. Cooke  
 Transcription Service. RCA  
 President. Thomas L. Brown  
 Commercial Mgr. Lloyd B. Gibson  
 Sales Prom. Mgr. Nick Nickson  
 Program Director. Claude Johnstone  
 Chief Engineer. Vinent Jopolo

**WHAM****ROCHESTER—1922—NBC**

Frequency: 1180 Kc. Power: 50,000 Watts  
 Owned-Operated By. Stromberg-Carlson Co.  
 Business Address. Rochester Radio Cty.  
 Phone: Culver 7240. Air Time: Full Time  
 News Service. UP  
 Transcription Service. World, Standard  
 Representative. George P. Hollingbery  
 Membership. NARTB  
 Sta., Gen. Mgr. William Fay  
 Commercial Manager. John W. Kennedy, Jr.  
 Program Director. Charles W. Siverson  
 Sales Manager. Arthur W. Kelly  
 Chief Engineer. Kenneth Gardner

**WHEC****ROCHESTER—1925—CBS**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned. Gannett Co. Inc.  
 Bus. Studio Address. 55 Exchange St.  
 Phone: Locust 5600. Air Time: Full Time  
 News Service. AP  
 Newspaper Affiliation. Gannett Co.  
 Representative. Everett McKinney  
 Membership. NARTB, RAB  
 President. Frank E. Gannett  
 General Manager. Glover Delaney  
 Commercial Manager. Lowell H. MacMillan  
 Sales Prom. Mgr. R. Boyanizer  
 Program Director. Warren Doremus  
 Chief Engineer. Bern C. O'Brien

**WRNY****ROCHESTER—1947**

Frequency: 680 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Rochester Bcstg. Co., Inc.  
 Business-Studio Address. 191 East Ave.  
 Phone: Hamilton 9775. Air Time: Daytime  
 News Service. AP  
 Transcription Service. Associated, etc.  
 Representative. Stars Natl.  
 Membership. RAB  
 President. Arthur C. Kyle, Jr.  
 Gen., Sta. Mgr. J. A. Shefrin  
 Chief Engineer. John Rathbun

**WSAY****ROCHESTER—1936**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Oper. By. Federal Bcstg. System, Inc.  
 Business-Studio Address. 328 Main St. E.  
 Phone: Baker 4870. Air Time: Full Time  
 News Service. INS  
 Representative. Walker, Webb  
 Pres., Gen. Mgr. Gordon P. Brown  
 Station Director. John Hill

**WVET****ROCHESTER—1947—ABC**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Oper. By. Veterans Bdcstg. Inc.  
 Address. 17 Clinton Ave So.  
 Phone: HAmilton 4820. Air Time: Full Time  
 News Service. AP  
 Pres., Gen. Mgr. Ervin F. Lyke  
 Gen. Sales Mgr. Arthur Murrellwright  
 Program Director. Paul C. Louthier  
 Chief Engineer. Raymond Jobs

**WKAL****ROME—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Copper City Bcstg. Corp.  
 Business-Studio Address. Capitol Theatre Bldg.  
 Phone: 3616-7. Air Time: Full Time  
 News Service. UP  
 Transcription Service. Lang-Worth  
 Representative. Cooke  
 President. Myron J. Kallet  
 General Manager. Joseph Kallet  
 Program Director. Louis Barile  
 Chief Engineer. James Delaney

# WNBZ

**SARANAC LAKE—1927—ABC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Upstate Bcstg. Corp.  
 Business-Studio Address: 88 Main St.  
 Phone: 1320 Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Representative: Wm. G. Rambeau  
 Membership: NARTB  
 Pres., Gen. Mgr.: Jacques DeMattos  
 Chief Engineer: H. Berwind Williams

# WSPN

**SARATOGA SPRINGS—1954**

Frequency: 930 Kc. Power: 250 Watts  
 Owner: Spa Bcstrs., Inc.  
 Address: 71 West Ave.  
 Phone: 2180  
 Pres., Gen. Mgr.: Richard O'Connor

# WGY

**SCHENECTADY—1922—NBC**

Frequency: 810 Kc. Power: 50,000 Watts  
 Owned-Oper. By: General Electric Co.  
 Business-Studio Address: 1 River Rd.  
 Phone: 7-2261 Air Time: Full Time  
 News Service: AP, UP  
 Transcription Service: Thesaurus, World

Covering the Adirondacks

Since 1927

# WNBZ

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

Representative: Henry I. Christal  
 Membership: NARTB, RAB  
 General Manager: Merl L. Galusha  
 Station Operations Mgr.: R. W. Welpott  
 Supervisor of Sales: Robert F. Reid  
 Promotion Mgr.: James Cobb  
 Station Service: Caleb Paine  
 Spvr. of Programs: A. G. Zink  
 Mgr. of Engineering: W. J. Purcell  
*(See Page 526)*

# WSNY

**SCHENECTADY—1942**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Western Gateway Bcstg.  
 Business-Studio Address: 619 State St.  
 Phone Number: 3-3622  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Membership: RAB  
 President, Gen. Mgr.: Winslow Leighton  
 Comm., Sls. Prom. Mgr.: Thomas Seeley  
 Prog. Dir.: Stephen Fitz  
 Chief Engineer: Irving P. Beck

# WHEN

**SYRACUSE—1941—ABC**

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned: Meredith Syracuse Radio Corp.  
 Address: 511 Loew Bldg.  
 Phone: 2-0277 Air Time: Full Time  
 Newspaper Affil.: Meredith Publishing Co.  
 News Service: AP  
 Transcription Service: Standard  
 Station Representative: Katz  
 Membership: NARTB, RAB  
 V.P. & Gen. Mgr.: Paul Adanti  
 Local Sales: L. N. Parmentier  
 Promotion Mgr.: Robert Peel  
 Program Director: John L. Scott  
 Chief Engineer: Donald F. Langham

# WFBL

**SYRACUSE—1922—CBS**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Oper. By: Onondaga Radio Bcstg.  
 Bus.-Studio Address: 433 S. Warren St.  
 Phone: 2-1147 Air Time: Full Time  
 News Service: UP  
 Representative: Free & Peters  
 Membership: NARTB, RAB  
 President: Oscar F. Soule  
 Chief Engr., Gen. Mgr.: Charles F. Phillips  
 Commercial Mgr.: Richard F. Polgreen  
 Sales Prom. Mgr.: Robert W. Weir  
 Program Director: Edward Bryant  
 Publicity Director: Robert W. Weir

# WSYR

**SYRACUSE—1922—NBC**

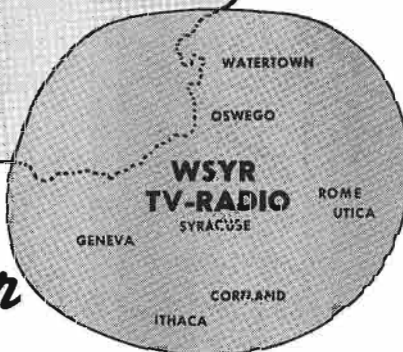
Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: Central N. Y. Bcstg.  
 Bus.-Studio Address: 224 Harrison St.  
 Phone: SY 3-7111 Air Time: Full Time  
 News Service: UP, AP



*Definitely . . .*

## CENTRAL NEW YORK'S

*Superior*



## BROADCASTING SERVICES!

WSYR-TV is Central New York's *only* maximum-power television station. WSYR Radio is the area's *only* low-frequency station operating day *and* night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business *right here in Central New York.*

It's that combination of topnotch facilities, *plus* topnotch local programming, *plus* the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.

NBC AFFILIATES

# WSYR

**TV**

100 KW  
CHANNEL 3

**RADIO**

5 KW  
570 KC

Represented Nationally by  
HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by  
The HENRY I. CRISTAL CO., Inc.

**S Y R A C U S E , N . Y .**

Trans. Service.....Lang-Worth Capitol "Q"  
 Newspaper Affiliation .....Herald-Journal,  
 Post Standard  
 Rep.....Henry I. Christal, Harrington,  
 Righter & Parsons  
 Representative .....Henry I. Christch  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....E. R. Vadeboncoeur  
 Commercial Mgr.....W. R. Alford, Jr.  
 Sales Prom. Mgr.....Thomas McCollum  
 V.P., Pgm. Dir.....Bill Rothrum  
 V.P., Chief Engineer.....Albert J. Eicholzer

# W N D R

SYRACUSE—1946—MBS

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By .....Syracuse Bcstg. Corp.  
 Address .....Box 1212  
 Station Rep. ....Rambeau  
 Membership .....NARTB  
 General Manager.....Arthur C. Kyle, Jr.  
 Asst. Manager.....James A. McKechnie  
 Commercial Mgr.....M. Silvieus  
 Program Director.....Fred L. Jeske  
 Chief Engineer.....Fred Schamu

# W O L F

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By .....Civic Bcstg. Corp.  
 Bus.-Studio Address.....Kirkpatrick & Van  
 Rensselaer Sts.

Phone: 2-7211.....Air Time: Full Time  
 Transcription Service .....Standard  
 Representative .....Walker  
 President, General Mgr...T. Sherman Marshall  
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle  
 Chief Engineer.....Don Muir

# W I P S

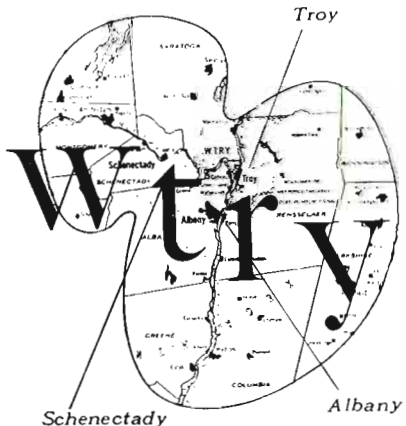
TICONDEROGA—1954—ABC-KBS

Frequency: 1250 Kc.....Power: 500 Watts  
 Owner .....Portage Bcstg. Co., Inc.  
 Phone .....1776  
 President .....Martin Karig  
 Prog. Dir., Chief Eng.....John Glynn

# W T R Y

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Troy Bcstg. Co., Inc.  
 Business-Studio Address.....92 Fourth St.  
 Phone .....Albany 4-2500, Ashley 4-1100  
 Air Time .....Full Time  
 News Service .....UP  
 Representative .....John Blair  
 Membership .....NARTB, RAB  
 President.....H. C. Wilder  
 General Manager.....W. W. Carter  
 Commercial Manager.....E. M. Sleighel  
 Sales Prom. Mgr., Pub. Dir..James F. Baker, Jr.  
 Program Director.....Randolph English  
 Chief Engineer.....A. H. Chismark



In this, the nation's 32nd  
 retail market, WTRY remains  
 the most popular station and  
 benefits from these character-  
 istics of the market:

RADIO PENETRATION: 99.1%  
 TV PENETRATION: 76%  
 RADIO TUNE-IN, 6:00 AM-12 PM: 18.5%  
 TV TUNE-IN, 7:00 AM-12 PM: 18%

\*SHARE OF AUDIENCE:

	AM	PM	6-12PM
WTRY .....	31%	26%	26%
First 50kw net. station	18%	23%	27%
Other 50kw net. station	11%	12%	11%

\*Pulse, Inc. October 1954

**STATION WTRY . . . THE CBS RADIO NETWORK, ALBANY-TROY-SCHENECTADY**  
 JOHN BLAIR & COMPANY...NEW NATIONAL REPRESENTATIVE FOR WTRY



# WGAT

UTICA—1946

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.  
Owned. Central Bcstg. Co.  
Address Kellogg Rd.  
Phone: 5-5209. Air Time: Full Time  
News Service AP  
Station Rep. J. Hershey McGillvra  
President. J. Eric Williams  
Station Manager. C. D. Williams  
Sales Prom. Mgr. Nicola Capomacchio  
Program Director. Nick Dardano  
Chief Engineer. Frederick H. Harrington

# WIBX

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By WIBX, Inc.  
Address First Bank Bldg.  
Phone: 2-2101. Air Time: Full Time  
News Service UP  
Transcription Service World  
Reps. Biddick, Walker  
Membership NARTB, RAB  
Pres., Gen. Mgr. Mrs. Margaret B. Stevens  
Exec. V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart  
Production Director Betty Cushing Griffin  
Comm. Mgr., Pub. Dir. Nathan W. Cook  
Merchandising Mgr. F. C. Bowen  
V.P., Secretary Gladys P. Moore  
Chief Engineer John T. Dowdell

# WRUN

UTICA—ROME—1947—ABC

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By The Rome Sentinel Co.  
Business-Studio Address 258 Genesee St.  
Phone: 2-5111. Air Time: Full Time  
Representative Avery-Knodel  
Transcription Service Associated  
President. Bradley C. Barnard  
General Manager. Fritz S. Updike  
Program Director. Edward M. Stemmler  
Sta., Comm. Mgr. Richard A. Clark  
Chief Engineer. George S. Woods

# WDLA

WALTON—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By Delaware County Bcstg.  
Address Bear Spring Mt.  
Phone: UN 5-4321. Air Time: Full Time  
News Service UP  
Representative Rambeau  
President. Dr. E. Ogden Bush  
V.P., Gen., Comm. Mgr. Michael J. Cuneen  
Program Director. James T. Kirwan  
Chief Engineer. Robert Devine

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

# W A T N

**WATERTOWN—1941—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Watertown Bcstg. Corp.  
 Bus.-Studio Location.....118 Washington St.  
 Phone Number.....2424  
 Transcription Service.....Standard, SESAC  
 Membership.....NARTB  
 Pres., Gen. Mgr.....G. Harry Righter

# W W N Y

**WATERTOWN—1941—CBS**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Address.....Hotel Woodruff  
 Phone: 4120.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Weed  
 Membership.....NARTB, RAB  
 President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station Manager.....Earl R. Kelly  
 Sales Manager.....Patrick E. Rheame  
 Production Manager.....John V. Evans  
 Chief Engineer.....M. B. Davis

# W F A S

**WHITE PLAINS—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus.-Studio Address.....P. O. Box 711  
 Phone: WH 9-6400.....Air Time: Full Time  
 News Service.....AP  
 Trans. Service.....Amp, Thesaurus, SESAC  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz  
 Program Director.....Randall Kaler

# W W R L

**WOODSIDE—1926**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address..41-30 58th St.  
 Phone: DE 5-1600.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated, SESAC  
 President.....W. H. Reuman  
 Gen., Sta. Mgr.....Edith Dick  
 Sales Prom. Mgr.....Selvin Donneson  
 Program Director.....Fred Barr  
 Chief Engineer.....Benton R. Bartlett

# WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest  
Market at the Lowest Cost

• • •

TOPS in New York  
for the

NEGRO MARKET

SPANISH  
GERMAN

• • •

1600 Kc    DEfender 5-1600

54 in '54!

46 Agencies placed Fifty Four Na-  
tional and Regional Accounts\* on

# W F A S

to reach the Billion Dollar  
Westchester Market in

**1954!**

\* No "P.I.'s, No "Call-me-Now"s!

# WFAS and WFAS-FM

White Plains, N. Y.

# NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,000 — Families 1,150,000

Radio Homes 1,004,000 — TV Homes 556,000 — Stations in State 115

## WRCS

### AHOSKIE—1947—KBS

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
Owned. . . . . Roanoke-Chowan Bcstg. Co., Inc.  
Business Address. . . . . P. O. Box 89  
Phone: 3101. . . . . Air Time: Daytime  
**News Service** . . . . . UP  
Transcription Service . . . . . Associated  
Station Rep. . . . . Dora-Clayton  
**President.** . . . . . Charles H. Jenkins  
**Gen., Comm. Mgr.** . . . . . P. G. Sewell  
**Program Director.** . . . . . Bill Smith  
**Chief Engineer.** . . . . . W. G. Barnes

## WABZ

### ALBEMARLE—1948—KBS

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Radio Station WABZ, Inc.  
Business-Studio Address. . . . . Hotel Albemarle  
Phone: 1100. . . . . Air Time: Daytime  
**News Service** . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Dora-Clayton  
**President.** . . . . . S. R. Williams  
**General Manager** . . . . . W. J. Page  
**Commercial Manager.** . . . . . J. T. Newman  
**Program Director.** . . . . . C. H. Fletcher  
**Chief Engineer** . . . . . J. D. Brooks

## WGWR

### ASHEBORO—1947—KBS

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Asheboro Bcstg. Co., Inc.  
Business-Studio Address. . . . . Box 309  
Phone: 2187. . . . . Air Time: Daytime  
**News Service** . . . . . UP  
Newspaper Affil. . . . . Courier Tribune  
Transcription Service . . . . . Thesaurus  
Membership . . . . . RAB  
**President** . . . . . Roy Cox  
**Gen., Sta., Comm., Prom. Mgr.** . . . . . J. R. Marlowe  
**Program Director.** . . . . . A. B. Brown  
**Chief Engineer.** . . . . . W. H. Trogdon

## WISE

### ASHEVILLE—1939—NBC

Freq.: 1310 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. . . . . Radio Station WISE, Inc.  
Address . . . . . Langren Hotel  
Phone: 3-5381-3. . . . . Air Time: Full Time  
**News Service** . . . . . AP  
Membership . . . . . RAB, BMB  
Representative . . . . . Bolling Co.  
**Pres., Gen. Sta. Mgr.** . . . . . Harold H. Thoms  
**Commercial Mgr.** . . . . . Loyd B. Leonard  
**Program Director.** . . . . . Dick Harshaw  
**Publicity Dir.** . . . . . Skeeter Moore  
**Chief Engineer** . . . . . John Randolph

## WLOS

### ASHEVILLE—1947—ABC

Freq.: 1380 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. . . . . Skyway Bcstg. Co.  
Business-Studio Address. . . . . 288 Macon Ave.  
Phone: 2-2431. . . . . Air Time: Full Time  
**News Service** . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Venard, Inc., Ayers  
Executive Vice President. . . . . Charles B. Britt  
**Commercial Mgr.** . . . . . Bradley H. Roberts  
**Program Director.** . . . . . R. Fred Brown Jr.  
**Chief Engineer.** . . . . . M. D. Hunnicut

## WSKY

### ASHEVILLE—1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Radio Asheville, Inc.  
Business-Studio Address. . . . . 12 Church St.  
Phone: 3-4451. . . . . Air Time: Full Time  
**News Service** . . . . . AP  
Representative . . . . . Rambeau  
**Pres., Gen., Sta. Mgr.** . . . . . Zeb Lee  
**Prom., Pub., Comm. Mgr.** . . . . . James W. Young  
**Program Director.** . . . . . Sam Greene  
**Chief Engineer.** . . . . . Bill Clements

## WWNC

### ASHEVILLE—1927—CBS

Frequency: 570 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Asheville Citizen-Times Co.  
Business-Studio Address. . . . . 14 O'Henry Ave.  
Phone: 5611. . . . . Air Time: Full Time  
Newspaper Affiliation . . . . . Citizen-Times  
**News Service.** . . . . . AP, UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . H-R  
Membership . . . . . NARTB, RAB  
**President.** . . . . . Charlie Peace  
**Gen., Sta., Prom. Mgr.** . . . . . Cecil B. Hoskins  
**Comm. Mgr.** . . . . . James A. Hagan  
**Program Director.** . . . . . William F. Melia  
**Chief Engineer.** . . . . . William H. Hamrick

## WCGC

### BELMONT—1954

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owner . . . . . Central Bcstg. Co.  
Address . . . . . Box 58  
**Gen. Mgr., Chief Eng.** . . . . . Robert R. Hilker

## WATA

### BOONE—1950

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Wilkes Bcstg. Co.  
Address . . . . . Depot St.  
Phone: Amherst 4-8461. . . . . Air Time: Full Time

**criteria in the carolinas**



44% for JEANNE ALEXANDER and "JIM & JEANNE" weekday mornings.



GIL STAMPER pulls 42% with the charming "Sunday Scrapbook".



CLYDE McLEAN captures 61% with "Thursday Night Classics".



PHIL AGRESTA'S "Carolina News" has 57%.



65% gather Wednesday nites for ARTHUR SMITH and THE CRACKERJACKS.



LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 59% by "Starlite Salute".



A 48% share for ALAN NEWCOMB'S "HITCHHIKER".



GRADY COLE...for 25 years "Mr. Radio" in the South with a 43% share of audience.

40% in the afternoon for JIMMY PATTERSON, "By Jimmy".



BOB RALFORD'S "Rafard at Random" attracts 61%.



JACK KNELL and the news command 34% of the 6:00 P.M. traffic.



Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1954... from 39% to 65% shares of audience, each personality leading all other competition.

Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 600,000 daytime North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 32-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

**WBT**  
CHARLOTTE, N. C.

**JEFFERSON STANDARD BROADCASTING COMPANY**

Represented Nationally by CBS Radio Spot Sales

**News Service** .....AP  
**Transcription Service** .....Thesaurus  
**President** .....Doris B. Brown  
**General Manager** .....Roland Potter  
**Commercial Manager** .....Ralph Tugman  
**Program Director** .....Dwight Larick  
**Chief Engineer** .....Bob Daugherty

## W P N F

**BREVARD—1950—NBC**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Pisgah Bcstg. Co., Inc.  
**Phone:** 3-2611 ..... **Air Time:** Full Time  
**News Service** .....AP  
**News. Affil.** ..... "Transylvania Times"  
**News Service** .....AP  
**President** ..... Ed M. Anderson  
**Gen., Comm. Mgr.** ..... Jack Hammette  
**Program Director** ..... John Dellinger  
**Sales Prom. Mgr.** ..... John Anderson  
**Chief Engineer** ..... Baxter Morris

## W B B B

**BURLINGTON—1941—MBS-KBS**

**Frequency:** 920 Kc. .... **Power:** 5000 Watts d.  
**Owned-Operated By** ..... Alamance Bcstg. Co., Inc.  
**Business-Studio Address** ..... 318 S. Main St.  
**Phone:** 6-6376 ..... **Air Time:** Daytime  
**News Service** .....AP  
**Transcription Service** ..... Associated  
**Station Rep.** ..... Media Sales  
**General Manager** ..... E. Z. Jones  
**Commercial Manager** ..... Robert Ray  
**Program Director** ..... Ed Brooks  
**Publicity Director** ..... Cletus Peacock  
**Chief Engineer** ..... Berry Tysor

## W F N S

**BURLINGTON—1946**

**Frequency:** 1150 ..... **Power:** 1000 Watts d.,  
**Owned-Oper. By** ..... Burlington-Graham Bdcstg Co.  
**Address** ..... P. O. Box 1328  
**Phone:** 4261 ..... **Air Time:** Daytime  
**News Service** .....UP  
**Transcription Service** ..... World  
**Representative** ..... Sears & Ayer  
**Membership** ..... NARTB, RAB  
**President** ..... L. E. Neese  
**Gen., Sta. Mgr.** ..... G. C. Starnes  
**Comm. Prom. Mgr.** ..... Harold Nall  
**Program Director** ..... Phil Peterson  
**Chief Engineer** ..... Charles D. Chandler

## W W I T

**CANTON—1954**

**Frequency:** 970 Kc. .... **Power:** 1 Kw.  
**Owned** ..... Western N. C. Bcstrs., Inc.  
**Address** ..... Radio Center  
**Phone:** 3588 ..... **Air Time:** Daytime  
**Membership** ..... NARTB  
**News Service** .....UP  
**President** ..... Beverly M. Middleton  
**Vice-President** ..... Kermit Edney  
**Treasurer** ..... D. A. Gilmore

## W C H L

**CHAPEL HILL—1953**

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Village Bcstg. Co.  
**Address** ..... Box 338  
**Phone:** 8484 ..... **Air Time:** Daytime  
**News Service** .....AP  
**Transcription Service** ..... Lang-Worth, Indie  
**Pres., Gen. Mgr.** ..... R. McClamroch, Jr.  
**Asst. to Gen. Mgr.** ..... W. M. Alexander  
**Chief Engineer** ..... Fritz Thurston

## W A Y S

**CHARLOTTE—1941—ABC**

**Freq.:** 610 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** ..... Inter-City Advertising Co.  
**Business-Studio Address** ..... 3229 S. Blvd.  
**Phone:** 3-7173 ..... **Air Time:** Full Time  
**Representative** ..... Bolling Co., Ayers  
**President** ..... George W. Dowdy  
**Gen., Sta. Mgr.** ..... J. P. Poston  
**Sales Prom., Pub. Dir.** ..... Don Matney  
**Chief Engineer** ..... B. C. Stewart

## W B T

**CHARLOTTE—1922—CBS**

**Frequency:** 1110 Kc. .... **Power:** 50,000 Watts  
**Owned-Oper. By** ..... Jefferson Standard Bdcstg.  
**Address** ..... 1901 W. Morehead St.  
**Phone:** ED 3-8833 ..... **Air Time:** Full Time  
**News Service** .....AP, UP  
**Transcription Service** ..... World  
**Representative** ..... CBS Radio Spot Sales  
**Membership** ..... NARTB, RAB  
**President** ..... J. M. Bryan  
**General Manager** ..... Charles H. Crutchfield  
**V.P., Sales & Prom.** ..... Robert Covington  
**Program Director** ..... William Nelson  
**Prom. Super.** ..... John Dillon  
**Publicity Director** ..... Ned Burgess  
**Chief Engineer** ..... Thomas Howard

## W G I V

**CHARLOTTE—1947**

**Frequency:** 1600 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Charlotte Radio & TV Corp.  
**Business Address** ..... 2520 Toomey Ave.  
**News Service** .....AP  
**Representative** ..... ForJoe  
**Transcription** ..... Capital  
**Pres., Gen. Mr.** ..... Francis M. Fitzgerald  
**Sales Prom. Mgr.** ..... Everett Benout  
**Commercial Mgr.** ..... Ray Ervin  
**Program Director** ..... John McKeel  
**Pub. Dir.** ..... Nelda McMamus  
**Chief Engineer** ..... S. K. Lineberger

## W I S T

**CHARLOTTE—1951—MBS**

**Frequency:** 930 Kc. .... **Power:** 5000 d; 1000 n.  
**Owned-Oper. By** ..... Bcstg. Co. of South

Address.....204 Liberty Life Bldg.  
 Phone: 6-3511.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Free & Peters  
 Membership.....NARTB, RAB  
 President.....B. C. Hipp  
 General Manager.....G. R. Shafto  
 Station Mgr.....W. Frank Harden  
 Comm. Mgr.....T. B. Sawyer  
 Prom., Pub. Dir.....Charles Friar  
 Program Director.....Fred Vinroot  
 Chief Engineer.....John N. Parker

**WSOC**  
**CHARLOTTE—1933—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WSOC, Inc.  
 Address.....1925 N. Tryon St.  
 Phone: Edison 2-7138.....Air Time: Full Time  
 News Service.....AP  
 Representative.....H-R Reps  
 Membership.....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....E. J. Gluck  
 Commercial Mgr.....Bomar A. Lowrance  
 Sls. Prom. Mgr., Pub. Dir.....Charles M. Marshall  
 Program Director.....Armand F. Bodie  
 Chief Engineer.....L. L. Caudle, Jr.

**WRRZ**  
**CLINTON—1946**

Frequency: 880 Kc.....Power: 1000 Watts d.  
 Owned.....Tar Heel Bcstg. System, Inc.  
 Bus.-Studio Address.....Butler Bldg.  
 News Service.....AP  
 Transcription Service.....World  
 Station Rep.....Walker  
 President.....W. R. Roberson, Sr.

**WEGO**  
**CONCORD—1943—KBS**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Own-Oper. By.....Cabarrus Bdcstg. Co.  
 Business-Studio Address.....P. O. 527  
 Phone.....2-6000  
 Station Rep.....Continental  
 President.....A. W. Huckle  
 General Manager.....Elizabeth Huckle  
 Pgm., Comm. Dir.....Howard McCurry  
 Chief Engineer.....Kenneth R. Kennedy

**WCKB**  
**DUNN—1946—KBS**

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....No. Car. Cent. Bcstrs.  
 Business Address.....Box 431  
 News Service.....UP  
 Transcription Service.....World  
 Station Rep.....Media  
 President.....Leifton A. Tart, Sr.  
 Sta., Gen. Mgr.....A. Lincoln Faulk  
 Commercial Manager.....Carl Lamm  
 Sales Prom. Mgr.....John Ciccone  
 Program Director.....Hershell Barbour  
 Publicity Director.....John Thomas  
 Chief Engineer.....Joseph Kotlas

**WDNC**

**DURHAM—1934—CBS**

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....The Durham Radio Corp.  
 Bus.-Studio Address.....138½ E. Chapel Hill St.  
 Phone: 6155.....Air Time: Full Time  
 News Service.....UP  
 Newspaper Affiliation.....Herald Sun  
 Transcription Service.....Associated  
 Representative.....Paul H. Raymer  
 Membership.....NARTB, RAB  
 President.....C. C. Council  
 V.P., Gen. Mgr.....J. Frank Jarman  
 Office Manager.....Sue Germino  
 Commercial Manager.....C. James Woodhouse  
 Program Director.....E. R. Higgins, Jr.  
 Chief Engineer.....G. W. Bartlett

**WSRC**

**DURHAM—1954**

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Southern Bcstg. Co.  
 Address.....Box 28, East Club Blvd.  
 Phone: 2-4681.....Air Time: Daytime  
 Station Rep.....Rambeau, Dora-Clayton  
 General Manager.....John C. Greene, Jr.

**WSSB**

**DURHAM—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Public Information Corp.  
 Address.....211 Rigsbee Ave.  
 News Service.....INS  
 Station Rep.....McGillvra  
 Pres., Gen. Mgr.....E. L. Clinton  
 Program Director.....C. Cook  
 Chief Engineer.....Edward Norman

**WTIK**

**DURHAM—1946—ABC**

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....WTIK, Inc.  
 Address.....205½ W. Main St.  
 News Service.....AP  
 Representative.....Bolling Co.  
 Membership.....NARTB, RAB  
 President.....James L. Howe  
 General Mgr.....Robert L. Williams  
 Commercial Mgr.....James W. Batts  
 Program Dir.....William P. Weathers  
 Chief Engineer.....Robert L. Williams

**WCNC**

**ELIZABETH CITY—1939—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Albemarle Bcstg. Co., Inc.  
 Address.....E. Colonial Ave.  
 Transcription Service.....Lang-Worth, SESAC  
 Station Rep.....Continental  
 General Manager.....R. C. Ryan  
 Commercial Mgr.....Norman Ragsdale  
 Program Director.....Charles R. Burroughs

# WGAI

**ELIZABETH CITY—1947**

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By...WGAI Radio Co., Inc.  
 Business-Studio Address...Kramer Bldg.  
 Phone: 4371-2 Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....RAB  
 President.....C. Alden Baker  
 Commercial Mgr.....Jim Woods  
 Prom., Pub. Dir.....Don Owens  
 Chief Engineer.....Goodrich Williams

# WIFM

**ELKIN—1949**

Frequency: 1540 Kc. Power: 250 Watts  
 Owned.....Tri-County Bcstg. Co. Inc.  
 Address.....Elk Spur St.  
 Phone: 860 Air Time: Daytime  
 News Service .....AP  
 Station Rep.....Media-Sales & Service  
 President.....H. Lefoon  
 General Mgr.....Will Erwin  
 Commercial Mgr.....Eugene Smith, Jr.  
 Program Director.....Mrs. Ruth Smith  
 Chief Engineer.....Eugene Smith, Jr.

# WFMO

**FAIRMONT—1953**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Carolinas Bcstg. Corp.  
 Address.....Box 492  
 Phone: 4781 Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 President.....Cutlar Moore  
 Gen., Sta., Prom. Mgr.....B. E. Peele  
 Comm., Prog. Dir.....Jim Clark  
 Chief Engineer.....J. F. Milazzo

# WFAI

**FAYETTEVILLE—1951—CBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Ralph E. Hess  
 Bus.-Studio Add.....Huske Bldg.  
 Phone: 2-8131 Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....RCA Thesaurus  
 Representative.....Thomas F. Clark  
 President.....Ralph E. Hess  
 General Manager.....James H. Mayes, Jr.  
 Comm. Mgr.....Bob Smith  
 Publicity Director.....Covey Moorman  
 Program Director.....Dick Perry  
 Chief Engineer.....Bob Money

# WFLB

**FAYETTEVILLE—1948—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.  
 Address.....P. O. Box 512

Phone Number .....2-7136  
 Air Time .....5:30 a.m.-M.  
 News Service .....AP  
 Representative .....Burn-Smith  
 Membership .....NARTB, RAB  
 General Manager.....L. W. Allen  
 Commercial Manager.....W. D. Bailey  
 Sales Prom. Mgr.....W. B. Belche  
 Chief Engineer.....Richard Madson

# WFNC

**FAYETTEVILLE—1940**  
**MBS—TOBACCO NET**

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Cape Fear Bcstg. Co.  
 Address.....1009 William Clark Rd.  
 Phone: 2-4196, 2-4197 Air Time: Full Time  
 News Service .....UP  
 Representative .....Walker  
 Membership .....RAB  
 Pres., Gen. Mgr.....Victor W. Dawson  
 Commercial Manager.....Tom Harrell  
 Program Director.....Mac Stamps  
 Chief Engineer.....John Ikner

# WBBO

**FOREST CITY—1947—KBS**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Rutherford County Radio  
 Co., Inc.  
 Address.....Forest City  
 Phone: 3205 Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Station Rep.....Media  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Ed M. Anderson  
 Sta., Comm. Mgr.....Fred Blanton  
 Sales Prom. Mgr., Prog. Dir.....Jane Smith  
 Chief Engineer.....Merton Iwerks

# WFVG

**FUQUAY SPRINGS—1949—KBS**

Frequency: 1460 Kc. Power: 1000 Watts a.  
 Owned-Oper. By...WFVG Bdcstg. Co  
 Business-Studio Address.....Box 465  
 Phone: 333 Air Time: Daytime  
 News Service .....UP  
 President.....J. M. Stephenson  
 Gen., Sta. Mgr.....Robert E. Stephenson  
 Comm., Prom. Mgr.....Rupert Weathers  
 Prog., Pub. Dir.....Walter M. Pearson  
 Chief Engineer.....Harry Stephenson

# WGNC

**GASTONIA—1939—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...Catherine T. McSwain  
 Address.....Dallas Highway  
 Phone: 8501 Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative.....Continental Radio Sales  
 President.....Catherine T. McSwain  
 Gen., Sta. Mgr.....Pat McSwain

Commercial Manager.....F. C. Abernathy  
Program Director.....Fred Gray  
Chief Engineer.....W. C. Groves, Jr.

# WLTC

GASTONIA—1947—KBS

Frequency: 1370 Kc....Power: 1000 Watts d.  
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.  
Address.....P. O. Box 1142  
Phone: 5-1079.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....World, Capitol  
Representative.....Thomas F. Clark  
Pres., Gen. Mgr., Chief Eng....James B. Petty  
Commercial Manager.....Boyce C. Morrow  
News Director.....Don Voigt

# WFMC

GOLDSBORO—1951—KBC

Frequency: 750 Kc.....Power: 1 Kw. d.  
Owned.....Southern Radio & TV Corp.  
Address.....P. O. Box 655  
Phone: 963.....Air Time: Daytime  
News Service.....UP  
Trans. Service...World, Lang-Worth, SESAC  
Membership.....NARTB  
Pres., Gen. Mgr.....Kenneth T. Marshall  
Prog. Dir., Chief Eng...Henry M. Harrison, Jr.

# WGBR

GOLDSBORO—1938—ABC

Frequency: 1150 Kc.....Power: 1000 Watts  
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.  
Address.....P. O. Box 1024  
Phone: 3730.....Air Time: Full Time  
Transcription Service.....Associated  
President.....A. T. Hawkins  
Comm., Gen. Mgr.....V. Gerald Balkcum  
Chief Engineer.....Daniel B. Trueblood  
Program Director...Norman D. Satterthwaite

# WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By....North Carolina Bcstg. Co.  
Phone: 2-6125.....Air Time: Full Time  
Studio Address.....O. Henry Hotel Bldg.  
News Service.....AP  
Transcription Service.....World  
Representative.....George P. Hollingbery  
Membership.....NARTB, RAB  
President.....Michaux H. Crocker  
Gen., Prom., Sta. Mgr.....Allen Wannamaker  
Commercial Mgr.....William P. Mitchell  
Publicity Director.....Virginia Neese  
Program Director.....Dan Griffin  
Chief Engineer.....William H. Malone

# WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Inter-City Adv. Co., Inc.  
Business-Studio Address.....314 S. Greene St.

Phone: 3-6925.....Air Time: Full Time  
News Service.....UP  
Representative.....The Bolling Co.  
Membership.....NARTB  
President.....George W. Dowdy  
General Manager.....Gilbert M. Hutchison  
Commercial Manager.....Terry Bane  
Sales Prom. Mgr.....Mrs. Margaret Jones  
Chief Engineer.....Joseph L. Lamb, Jr.

# WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By....Greensboro Bcstg. Co., Inc.  
Business-Studio Address.....P. O. Box 2280  
Phone: 3-3631.....Air Time: Full Time  
News Service.....UP  
Representative.....Burn-Smith  
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth  
Commercial Mgr.....B. George Barber, Jr.  
Publicity Director.....Earl O. Sullivan  
Program Director.....H. Marie Craven  
Chief Engineer.....Fred S. Smith

# WPET

GREENSBORO—1954

Frequency: 950 Kc.....Power: 500 Watts  
Owned.....Wayne M. Nelson  
Address.....Meadowview Rd.  
Phone: 5-4464.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Cole, Capitol  
Station Rep.....W. S. Grant  
Owner, Gen. Mgr.....Wayne M. Nelson

# WGTC

GREENVILLE—1940

TOBACCO—MBS

Freq.: 1590 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.  
Address.....Evans St. & 5th  
Phone: 6181.....Air Time: Full Time  
News Service.....UP  
Transcription.....World, Capitol, Associated  
Representative.....John E. Pearson Co.  
Membership.....NARTB  
President.....H. W. Anderson  
General Manager.....A. Hartwell Campbell  
Commercial Manager.....John G. Clark, Jr.  
Program Director.....Bill Durwell  
Chief Engineer.....Hank Tribbley

# WHNC

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Henderson Radio Corp.  
Bus.-Studio Address.....Norlina Road  
News Service.....AP  
Transcription Service.....Lang-Worth  
Pres., Gen., Pub., Comm. Mgr...Nathan Frank  
Program Director.....Tommy Powell  
Station Manager.....Edwin Evans  
Chief Engineer.....James Mayo



# W H K P

**HENDERSONVILLE—1946—ABC-KBS**  
 Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Hendersonville, Inc.  
 Address... Chimney Rock Road  
 Phone: 9061 Air Time: Daytime  
 News Service... UP  
 Transcription... McGregor, Keystone, Standard  
 Representative... Donald Cooke  
 President... Beverly Middleeson  
 Station Manager... Kermit Edney  
 Commercial Manager... Robert Smith  
 Chief Engineer... Charles Renfrow

# W H K Y

**HICKORY—1939—ABC**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Catawba Valley Bcstg. Co.  
 Address... 415 1st Ave., N.W.  
 Representative... Dora Clayton; Media  
 Transcription Service... World  
 News. Affil... "Daily Record"  
 Membership... NARTB  
 News Service... UP  
 President... Carl V. Cline  
 General Manager... Edmund S. Long  
 Comm. Prom. Mgr... Ted Weaver  
 Prog., Pub. Dir... Laura Hall  
 Chief Engineer... Thomas E. Long

# W I R C

**HICKORY—1948—TOBACCO NET**

Frequency: 630 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Foothills Bdcstg., Inc.  
 Address... 329 1st Ave.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... John E. Pearson  
 Membership... NARTB  
 President... Margaret A. Smith  
 General Manager... E. H. Smith, Jr.  
 Sta. Mgr., Chief Engr... Elmer Troutman  
 Commercial Manager... Lee Douglas  
 Program Director... Mattie I. Padgett

# W H P E

**HIGH POINT—1947—KBS**

Frequency: 1070 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... High Point Enterprise, Inc.  
 Business-Studio Address... 504½ N. Main St.  
 News Service... AP  
 Transcription Service... World  
 Station Rep... Media Sales  
 President... Gary C. Davis  
 Gen., Comm. Mgr... James A. Penley  
 Chief Engineer... Robert Moore

# W M F R

**HIGH POINT—1935—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Station WMFR, Inc.

Business Studio Address... 164 S. Main  
 Phone: 4593 Air Time: Full Time  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Burn-Smith  
 Membership... RAB  
 Pres., Gen.-Station Mgr... Frank S. Lambeth  
 Commercial Manager... Frank Smith  
 Sales Prom. Mgr... William Smith  
 Publicity Dir... Gerald D. Sullivan  
 Program Director... Max Meeks  
 Chief Engineer... Robert P. Boyd

# W N O S

**HIGH POINT—1953**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... North State Bcstg. Co.  
 Address... Box 1448  
 Phone: 8900 Air Time: Daytime  
 News Service... AP  
 Transcription Service... Associated  
 Station Rep... Continental  
 Pres., Gen. Mgr... W. H. Currie  
 Commercial Mgr... Howell F. McElfresh  
 Program Director... Joy A. Currie  
 Chief Engineer... Yancey Cecil

# W J N C

**JACKSONVILLE—1945—MBS-TBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned... Greater Carolina TV & Radio, Inc.  
 Address... Box "E"

LESTER L. GOULD  
 PRESIDENT  
 MUTUAL AND TOBACCO  
 NETWORKS AFFILIATE

**WJNC**  
**MUTUAL**

*Greater Carolinas  
 Television and  
 Radio Industries, Inc.  
 Jacksonville, North Carolina*

**IF YOU  
 HAVE ANY  
 BUSINESS IN  
 ONSLOW COUNTY —  
 TALK IT OVER WJNC  
 SINCE 1945,  
 YOUR COMMUNITY STATION**

HOME OF CAMP LEJEUNE, WORLD'S LARGEST  
 ALL PURPOSE TRAINING BASE OF THE  
 UNITED STATES MARINE CORPS



Phone: 7707-7708..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... World, Capitol  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Lester L. Gould  
 Comm. Mgr..... Rodric L. Jones  
 Sales Prom. Mgr..... W. Shelton Kellum  
 Publicity Dir..... Richard J. Bove  
 Program Director..... Dorothy R. Gould  
 Chief Engineer..... Rod O. Dorsey

## WLAS

JACKSONVILLE—1954

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Seaboard Bcstg. Corp.  
 Address ..... Box 56  
 Phone ..... 3901  
 President ..... Jerry Popkin  
 Prog. Dir., Chief Eng..... Tancil Horne

## WGTL

KANNAPOLIS—1946

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Fred H. Whitley, Inc.  
 Address ..... Box 997  
 Transcription Service..... Lang-Worth, World  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Fred H. Whitley  
 Chief Engineer..... Foy Hlason

## WKMT

KINGS MOUNTAIN—1953

Frequency: 1220 Kc..... Power: 1 Kw. d.  
 Owned-Oper. By..... Southern Radiocasting Co.  
 Address ..... Box 669  
 Phone: 999..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Dora-Clayton  
 President..... R. H. Whitesides  
 Gen., Sta. Mgr..... Jonas R. Bridges  
 Comm. Mgr..... Paul League  
 Sales Prom. Mgr..... Ed Campbell  
 Program Dir..... Doris Bridges  
 Chief Engineer..... Bob Hilker

## WELS

KINSTON—1950—KBS

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Farmers Bstg. Service, Inc.  
 Address ..... 1400 W. Vernon Ave.  
 Transcription Service..... Thesaurus  
 Representative..... Devney, Dora Clayton  
 Membership ..... RAB  
 President..... William S. Page  
 General Manager..... Jack P. Hankins  
 Prog. Dir..... W. A. Kiker  
 Chief Engineer..... William Dixon

## WFTC

KINSTON—1937—ABC

Frequency: 960 Kc..... Power: 5000 d.; 1000 n.  
 Owned-Operated By..... Kinston Bcstg. Co.

Address..... 204 East King St.  
 Phone: 4111..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Lang-Worth  
 Representative ..... Burn-Smith  
 Membership ..... RAB  
 General Manager..... J. Harold Vester  
 Chief Engineer..... Herman Civils

## WISP

KINSTON—1953—MBS

Frequency: 1230 Kc..... Power: 100 Watts  
 Owned-Oper. By..... E. J. Schuffman  
 Address ..... Oasis Bldg.  
 Phone: 8161..... Air Time: Full Time  
 News Service ..... AP  
 Transcription ..... World  
 Pres., Gen. Mgr..... E. J. Schuffman  
 Commercial Mgr..... J. L. Moseley  
 Program Director..... Robert E. Mongold  
 Chief Engineer..... David Hardison

## WEWO

LAURINBURG—1947—KBS

Frequency: 1080 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Scotland Bcstg. Co  
 Bus. Studio Address ..... State Bank Bldg.  
 Phone: 770..... Air Time: Daytime  
 News Service..... AP, UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 Sta. Rep..... Dora Clayton  
 President ..... Edwin Pate  
 General Manager..... J. R. Dalrymple, Jr.  
 Commercial Mgr..... Bud Ward  
 Chief Engineer..... Truman N. Brock

## WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... WLOE, Inc.  
 Address ..... Box L, Blvd. St.  
 Phone: MA 3-3118..... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... Douglas L. Craddock  
 Sales Prom. Mgr..... Carl F. Webb  
 Program Director..... Barbara Earles  
 Chief Engineer..... Eldred Winn

## WJRI

LENOIR—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By ..... John P. Rabb  
 Address ..... 107 West Ave.  
 Phone: PL 4-5361..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative..... Media Sales & Ser.  
 Pres., Gen. Mgr..... John P. Rabb  
 Commercial Manager ..... F. Kent Atwater  
 Program Director ..... K. Rabb  
 Chief Engineer..... Arnold Setzer

# WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Davidson County Bcstg. Co.  
 Business Address: P. O. Box 359  
 Phone: 2716 Air Time: Daytime  
 News Service: UP  
 Transmitter Service: Thesaurus  
 Station Rep.: Continental  
 Membership: RAB  
 General Manager: Omar G. Hilton  
 Station Manager: Walley Mack  
 Commercial Mgr.: Dewey Hutchins  
 Program Director: Claude White  
 Chief Engineer: Fred Honeycutt

# WLON

LINCOLNTON—1953

Frequency: 1050 Kc. Power: 500 Watts  
 Owned: Lincoln County Bcstg. Co., Inc.  
 Address: Startown Rd., Box 248  
 Phone: RE 5-8071-2 Air Time: Daytime  
 News Service: AP  
 Representative: Media Sales  
 President: J. A. Polhill  
 Gen., Sta., Comm. Mgr.: W. Jack Brown  
 Prog. Dir.: Charles W. Loveland  
 Chief Engineer: Dennis C. Long

# WAGR

LUMBERTON—1954—ABC

Frequency: 1480 Kc. Power: 1000 Watts  
 Owner: Southeastern Bcstg. Corp.  
 Address: 217 E. 3rd St.  
 Phone: 6056  
 General Manager: Billy S. Hodges

# WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Robeson Bcstg. Corp.  
 Business-Studio Address: 112 W. Fifth St.  
 Phone: 6056 Air Time: Full Time  
 News Service: AP  
 Membership: NARTB  
 Transcription Service: World  
 Representative: Continental Radio Sales  
 President: H. E. Stacy  
 Program Director: Marv Stuart  
 Chief Engineer: J. E. Howell  
 General Manager: James MacNeil

# WBRM

MARION—1949

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Lake City Bcstg. Corp.  
 Address: 229  
 Phone: 7221  
 News Service: UP  
 President: W. P. Erwin  
 Commercial Mgr.: J. C. Pleasant  
 Sta. Mgr., Prog. Dir.: J. L. Reynolds, Jr.  
 Chief Engineer: Hubert C. Martin

# WMAP

MONROE—1948—KBS

Frequency: 1060 Kc. Power: 250 Watts d.  
 Owned-Operated By: Union Bcstg. Corp.  
 Business Address: Walkup Ave.  
 Phone: 1060 Air Time: Daytime  
 Transcription Service: World  
 Station Rep.: Continental  
 News Service: UP  
 President: Dick Marable  
 Station Manager: W. D. Benton  
 Program Director: Frank Funderburk  
 Chief Engineer: Robert I. Smith

# WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Wayne M. Nelson  
 Address: Mooresville, N. C.  
 News Service: UP  
 Transcription Service: Capitol  
 Pres., Gen. Sta. Mgr.: Wayne M. Nelson  
 Chief Engineer: E. M. Stanton, Jr.

# WMBL

MOREHEAD CITY—1947—KBS

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Carteret Bcstg. Co., Inc.  
 Address: Box 740  
 News Service: UP  
 Transcription Service: Thesaurus  
 Membership: NARTB  
 Representative: McGillvra  
 Pres., Gen. Mgr.: Grover C. Munden  
 Sales Prom. Mgr.: Charles Markey  
 Comm. Mgr., Chief Eng.: Walder Niemi  
 Program Director: Ray Cummins

# WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Nathan J. Cooper  
 Address: Box 698  
 News Service: AP  
 Pres., Gen. Mgr.: Nathan J. Cooper  
 Chief Engineer: Frank A. Bailley  
 Program Director: Madelyn V. Patton

# WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Ralph D. Epperson  
 Address: Springs Rd.  
 Phone: 1400-1 Air Time: Daytime  
 News Service: AP  
 Representative: Thomas Clark  
 Membership: NARTB  
 Pres., Gen. Sta. Mgr.: Ralph D. Epperson  
 Commercial Manager: Lucy Bowman  
 Sales Prom. Mgr.: Bill Belton  
 Program Director: Costin Lindsay  
 Chief Engineer: Harry A. Epperson, Jr.

# WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
Address.....P. O. Box 209  
Phone: 581.....Air Time: Full Time  
Pres., Gen. Mgr.....Robert H. Epperson  
Commercial Manager.....Erastus F. Poore  
Program Director.....Alma Hiatt

# WHIT

NEW BERN—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station WHIT  
Address.....Highway 17, So.  
Phone: 4450-4024.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....John E. Pearson  
President.....Harmon Duncan  
Gen.-Sta.-Comm. Mgr.....Ray D. Williams  
Sales Prom. Mgr.....William Banks  
Program Director.....George Nelson  
Pub. Dir.....Jim Putnam  
Chief Engineer.....Roy Gallagher

# WOOW

NEW BERN—1952—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Craven Bcstg. Co.  
Address.....Glenburnie Gardens  
Phone: 3311.....Air Time: Full Time  
Transcription Service.....Thesaurus  
Co-Owners: L. T. Grantham, L. H. Wetherington  
General Manager.....L. T. Grantham  
Commercial Mgr.....James C. Clark  
Program Director.....Harry Doggette  
Chief Engineer.....Sam Birdsong

# WNNC

NEWTON—1948—KBC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Newton-Conover Bcstg. Co.  
Business Address.....West "A" St.  
Phone: 930.....Air Time: Full Time  
Transcription Service.....SESAC  
News Service.....UP  
General Manager.....Earl Holder  
Partner.....R. H. Whitesides  
Commercial Mgr.....Eugene Henry  
Program Director.....Sylvia Cope  
Chief Engineer.....Eddie Cope

# WKBC

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Wilkes Bcstg. Co.  
Address.....Radio Bldg.  
Phone: 633.....Air Time: Daytime  
News Service.....AP

Transcription Service.....World  
Pres., Gen. Mgr.....Doris B. Brown  
Comm.-Sales Prom. Mgr.....Roland B. Potter  
Chief Engineer.....Walter Harrold

# WOXF

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Oxford Bcstg. Corp.  
Address.....P. O. Box 1111  
Phone: 4167.....Air Time: Full Time  
News Service.....UP  
President.....Charles Allen  
General Manager.....James F. Flanagan  
Comm. Mgr., Prog. Dir.....Bob Gilreath  
Promotion Manager.....Bob Smith  
Chief Engineer.....Gale Louis

# WMSN

RALEIGH—1954

Frequency: 570 Kc.....Power: 500 Watts  
Owned.....B. H. Ingle, Sr.  
Address.....649 Maywood Ave.  
Phone: 3-3874.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....SESAC  
General Mgr.....B. H. Ingle, Jr.  
Program Dir.....Mrs. Josh Johnson  
Commercial Mgr.....H. Tom Morris  
Chief Engineer.....Lewis E. McLeod

# WNAO

RALEIGH—1948—ABC

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By.....Sir Walter Television Co.  
Address.....219 So. McDowell St.  
Phone: 2-0321.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Avery-Knodel  
Membership.....NARTB, RAB  
President.....John W. English  
Gen., Sta. Mgr.....Charles G. Baskerville  
Commercial Mgr.....Earl Welde  
Program Director.....Leo Ribitzki  
Chief Engineer.....Pete Miller

# WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....WPTF Radio Co.  
Business-Studio Address.....Insurance Bldg.  
Phone: 8311.....Air Time: Full Time  
News Service.....AP, UP  
Transcription Service.....Thesaurus  
Representative.....Free & Peters  
Membership.....NARTB  
Pres., Gen. Mgr.....Richard H. Mason  
Commercial Mgr.....R. W. Youngsteadt  
Program Manager.....Graham B. Poyner  
Publicity Director.....Henry T. Vaden  
Chief Engineer.....Henry Hulick, Jr.

# WRAL

RALEIGH—1939—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address... 130 S. Salisbury St.  
 Phone: 4-6401. Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Forjoe & Co.  
 Membership ..... NARTB, RAB  
 President ..... A. J. Fletcher  
 General Manager ..... Fred Fletcher  
 Commercial Mgr. .... N. Fletcher Turner, Jr.  
 Program Director ..... George Hall  
 Chief Engineer ..... Virgil D. Duncan

# WFRC

REIDSVILLE—1947—KBS-ABC

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By... Piedmont Carolina Bcstg.  
 Business-Studio Address... Box 990, Gilmer St.  
 Phone: 4361-2. Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 President ..... H. T. Williams  
 Gen., Sta. Mgr. .... Stephen F. Woodson  
 Sales Prom. Mgr. .... Page Smith  
 Program Director ..... Alfred Nelson  
 Publicity Director ..... Page Smith  
 Chief Engineer ..... Sam Sexton

# WREV

REIDSVILLE—1948

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Reidsville Bcstg. Co.  
 Address ..... Drawer 1349  
 Phone: 7051. Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Webb, Media Sales  
 Pres., Gen. Mgr. .... William M. Oliver, Sr.  
 Program Director ..... Mrs. Katye P. Oliver  
 Chief Engineer ..... William M. Oliver, Jr.

# WCBT

ROANOKE RAPIDS—1940—MBS  
KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... WCBT, Inc.  
 Address ..... 251 Roanoke Ave.  
 News Service ..... AP  
 Station Rep. .... Continental  
 Transcription Service ..... World  
 Pres., Mgr. .... J. Winfield Crew, Jr.  
 Station Manager ..... Jerry Elliott  
 Commercial Mgr. .... Donald O. Collins  
 Program Director ..... Dick Phillips  
 Chief Engineer ..... Marvin Floyd

# WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By... WAYN, Inc.

Address ..... Manufacturers Bldg.  
 Phone: 4041. Air Time: Daytime  
 Transcription Service ..... World  
 Pres., Gen. Mgr. .... Wayne M. Nelson  
 Commercial Mgr. .... William Futterer  
 Chief Engineer ..... William Henley

# WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.  
 Owned-Operated By... E. Caro. Elec.  
 Bus.-Studio Address... 115 N. Church St.  
 News Service ..... AP  
 Newspaper Affiliation ..... Telegram  
 Representative ..... Pearson  
 President ..... Josh L. Horne  
 General Manager ..... Mel Warner  
 Commercial Manager ..... Ray Thompson  
 Program Director ..... Ray Wilkinson  
 Chief Engineer ..... Grover Taylor

# WEED

ROCKY MOUNT—1933—ABC

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... W. A. Wynne  
 Address ..... Box 752  
 Phone: 2-6149. Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... RCA Thesaurus  
 Representative ..... Burn-Smith  
 Gen.-Sta. Manager ..... W. A. Wayne  
 Commercial Mgr. .... R. E. Horner  
 Chief Engineer ..... Joe R. Morris

# WRXO

ROXBORO—1949

Frequency: 1430. Power: 1000 Watts d.  
 Owned-Operated By... Roxboro Bcstg. Co.  
 Address ..... Box 130  
 Phone: 6013. Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 President ..... H. S. Taylor  
 Chief Engineer ..... Lloyd Perkins

# WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By... Mid-Carolina Bcstg. Co.  
 Business-Address ..... Drawer 99  
 Phone: 276. Air Time: Full Time  
 News Service ..... UP  
 Representative ..... McGillvra  
 Membership ..... NARTB  
 President ..... Charles H. Wentz  
 Gen., Sta. Mgr. .... Harry L. Welch  
 Program Director ..... Johnny L. Joyce  
 Chief Engineer ..... Elbert Sherman

# WSTP

SALISBURY—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Piedmont Bcstg. Corp.

Bus.-Studio Address.....Center Theatre Bldg.  
 Phone: 2121.....Air Time: Full Time  
 Representative.....Burn-Smith  
 Membership.....NCAB  
 Pres., Gen. Mgr.....Robert Wallace  
 Sta. Mgr., Prog. Dir.....Russ McIntire  
 Comm. Mgr.....Katherine F. Murphy  
 Sales Prom. Mgr.....Russell Hunt  
 Publicity Dir.....Jim Turner  
 Chief Engineer.....Carl B. Watson

## W E Y E

**SANFORD—1952**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Lee Bcstg. Corp.  
 Address.....137 S. Steele St.  
 Phone: 4-5561.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Associated, SESAC  
 President.....W. L. Simmons  
 Comm. Mgr.....L. B. Nelson  
 General Manager.....W. W. Primm  
 Program Director.....W. M. Primm

## W W G P

**SANFORD—1946—KBS**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Sandhills Bcstg. Corp.  
 Address.....P. O. Box 651  
 Phone: 3-6611.....Air Time: Daytime  
 News Service.....UP  
 Newspaper Affiliation.....Herald  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....J. C. McIver  
 Gen., Sta., Comm. Mgr.....Del Cary  
 Prog. Dir.....Dan Moss  
 Chief Engineer.....J. S. Dees

## W O H S

**SHELBY—1946—MBS-KBS**

Frequency: 730 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Carolina Radio  
 Business Address.....Box 1401, Shelby  
 Phone: 6313.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....SESAC  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Robert M. Wallace  
 Comm., Prom. Mgr.....Max P. Butler  
 Program Director.....Hugh Dover  
 Chief Engineer.....Edwin Patterson

## W N C A

**SILER CITY—1953**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Chatam Bdcstg. Co.  
 Address.....P. O. Box 352  
 Phone: 616.....Air Time: Daytime  
 News Service.....UP  
 Membership.....RAB  
 Transcription Service.....Lang-Worth, SESAC  
 General Manager.....L. C. Bruce  
 Chief Engineer.....Henry P. Irvin

## W M P M

**SMITHFIELD—1950**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Selma-Smithfield Bcstg. Co.  
 Address.....Buffalo Rd.  
 Phone: 2434.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Capitol  
 General Manager.....John S. Townsend  
 Program Director.....Bill Kirby  
 Commercial Mgr.....Bill Burwell  
 Chief Engineer.....John Townsend

## W E E B

**SOUTHERN PINES—1947**

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned.....The Sandhill Community Bcstrs., Inc.  
 Address.....Drawer 1140  
 Phone: 2-2942, 2-2952.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Associated  
 Station Rep.....Holman  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Jack S. Younts  
 Commercial Mgr.....Joe A. Warren  
 Program Director.....Charles G. Clapp  
 Chief Engineer.....J. A. Warren

## W S I C

**STATESVILLE—1947—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Statesville Bcstg. Co.  
 Address.....Box 1189  
 Phone: 9078.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Southern Radio Reps  
 Membership.....NARTB, RAB  
 Gen., Comm. Mgr.....Charles D. Melton  
 Sales Prom. Mgr.....Garrett Allen  
 Program Director.....Tom Lawrence  
 Chief Engineer.....T. K. Abernethy

## W C P S

**TARBORO—1946**

Frequency: 760 Kc.....Power: 1000 Watts d.  
 Owned-Oper.....Coastal Plains Bcstg. Co., Inc.  
 Bus.-Studio Address.....Edgecombe Bank Bldg.  
 Phone: 2191-2.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Dora-Clayton  
 Membership.....NARTB  
 President.....V. E. Fountain  
 Prom., Gen., Sta. Mgr.....G. Lee Hodges  
 Sales Director.....R. M. Fountain  
 Program Director.....Tom Shields  
 Chief Engineer.....G. Lee Hodges

# WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned By: The Thomasville Bcastg. Co.  
 Address: P. O. Box 750  
 Representative: Continental  
 President: George W. Lyles, Sr.  
 Gen., Sta., Comm. Mgr.: Harold Harrison  
 Chief Engineer: James McAden

# WTYN

TRYON—1954

Frequency: 1580 Kc. Power: 250 Watts  
 Owned: Thermal Bcastg. Co.  
 Address: P. O. Box 1482  
 Manager: Mildred Allen  
 Commercial Mgr.: Edith Mooneyham  
 Program Director: G. H. Bridgeman, Jr.

# WADE

WADESBORO—1947—KBS

Frequency: 1210 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: R. P. Lyon & Son  
 Address: P. O. Box 341  
 Representative: Walker  
 General Mgr.: W. P. Billingsley  
 Program Director: Peggy L. Mitchell  
 Chief Engineer: Kenneth Read

# WLSE

WALLACE—1953—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Duplin Bcastg. Co.  
 Address: Box 449  
 President: Harry Kramer  
 General Manager: Lester L. Gould  
 Station Mgr.: Howard Fisher  
 Chief Engineer: Gene Vinson

# WHED

WASHINGTON—1948—KBS

Frequency: 930 Kc. Power: 5 Ww d; 1 Kw, n.  
 Owned-Oper. By: Pamlico Bcastg. Co.  
 Representative: Continental  
 President: R. R. Knowles  
 Gen., Sta., Comm. Mgr.: W. W. Moore  
 Program Director: Alex Dare  
 Chief Engineer: R. Tripp

# WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.  
 Owned-Oper. By: Tar Heel Bcastg. System, Inc.  
 Bus. Studio Add.: Bank of Washington Bldg.  
 Representative: Walker  
 President: W. R. Roberson, Jr.  
 Gen., Sta. Mgr.: T. H. Patterson  
 Comm. Sales Prom. Mgr.: William Abeyounis  
 Prog., Pub. Dir.: Merrill Daniels  
 Chief Engineer: L. E. Hiland

# WHCC

WAYNESVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: WHCC, Inc.  
 Business-Studio Address: Box 180  
 Station Rep.: Media Sales  
 Pres., Gen. Mgr.: K. D. Fry  
 Chief Engineer: Joseph W. Herman

# WENC

WHITEVILLE—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Whiteville Bcastg. Co., Inc.  
 Business-Studio Address: P. O. Box 700  
 Representative: Clark  
 Membership: NARTB, RAB  
 President: Josiah Maulsby  
 General Manager: Jlm Newton  
 Commercial Manager: Jerry Honeycutt  
 Chief Engineer: Steve Hart

# WIAM

WILLIAMSTON—1951—KBS

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: E. Carolina Bcastg. Co.  
 Address: 115 E. Main St.  
 Phone: 2478. Air Time: Daytime  
 Co-O., Sta. Mgr., Pgm. Dir.: William H. Farrior  
 Co-O., Gen., Comm. Mgr.: Charles M. Gaylord  
 Prog., Pub. Dir.: William H. Farrior  
 Chief Engineer: Charles Neer

# WGNL

WILMINGTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: New Hanover Bcastg. Corp.  
 Business Address: 211 N. 2nd St.  
 Representative: Pearson  
 President: J. S. Brody  
 General Manager: Allen B. Jones  
 Commercial Mgr.: A. V. Thompson  
 Program Director: Carl Caudill  
 Chief Engineer: Arthur L. Madeley

# WMFD

WILMINGTON—1935—ABC-CBS

Frequency: 630 Kc. Power: 1000 Watts  
 Owned-Operated By: R. A. Dunlea  
 Address: Box 696  
 Representative: Burn-Smith  
 Membership: RAB  
 Pres., Gen. Mgr.: R. A. Dunlea, Sr.  
 Station Manager: R. A. Dunlea, Jr.  
 Commercial Mgr.: Charles Castleberry  
 Program Director: Al Compton  
 Chief Engineer: E. I. Herring, Jr.

# WGTM

WILSON—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Oper. By: Watson Industries, Inc.  
 Bus. Studio Address: Herring Ave. Ext.  
 Transcription Service: Thesaurus  
 Representative: Walker  
 President: Penn Thomas Watson  
 General Manager: Desmond Barclay  
 Commercial Mgr.: J. Q. Wallace  
 Program Director: Bill Bunn  
 Chief Engineer: Ernie Pate

NORTH CAROLINA

**WVOT**

WILSON—1948—MBS-TOBACCO

Freq.: 1420 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned-Oper. By.....Wilson Radio Co., Inc.  
 Address.....Wilson  
 President.....H. W. Anderson  
 Gen., Sta. Mgr.....Harry Severance  
 Commercial Mgr.....P. O. Barnes  
 Sales Prom. Mgr.....Lynda Thomas  
 Program Director.....Joel Lawhon  
 Chief Engineer.....Dan Williams

**WAAA**

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned.....Community Bcstg. Service, Inc.  
 Address.....Box 3119  
 Station Rep.....Stars Nat'l  
 President.....Roger Page, Jr.  
 Gen., Comm. Mgr.....Tom Buckley

**WAIR**

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By...Radio Winston-Salem, Inc.  
 Business Address.....Box 3078  
 Representative.....Meeker  
 Membership.....RAB  
 President.....John S. Riggs  
 General Manager.....Joseph A. Pace  
 Comm., Prog. Mgr.....Wallace Voigt  
 Program Director.....Lawrence Patrick  
 Chief Engineer.....Lee King

**WSJS**

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Piedmont Publishing Co.  
 Bus.-Studio Address.....419-21 N. Spruce St.  
 Phone: 5-2311 Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 Newspaper Affiliation.....Winston-Salem  
 Journal. Twin City Sentinel  
 Representative.....Headley-Reed  
 Membership.....NARTB, RAB  
 President.....Gordon Gray  
 V.P., Gen. Mgr.....Harold Essex  
 Operations Manager.....Phil Hedrick  
 Sales Manager.....Harry B. Shaw  
 Program Manager.....John Comas  
 Publicity Director.....Jean Isenhower  
 Chief Engineer.....Leon Casley

**WTOB**

WINSTON-SALEM—1947—CBS

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Op. By..Winston-Salem Bcstg. Co., Inc.  
 Address.....300 S. Stratford  
 News Service.....AP  
 Representative.....H-R Reps., Avers  
 President.....James W. Coan  
 General Manager.....John G. Johnson  
 Sales Prom. Manager.....Charles Brunt  
 Chief Engineer.....James Hoke

**GOOD**... advertising  
 always pays in the . . . . .

**RICH, GROWING  
 NORTH CAROLINA  
 MARKET**

**BETTER** . . . coverage  
 than ever before is yours with  
 RADIO in the . . . . .

**15-county  
 Winston-Salem  
 NORTH CAROLINA  
 Market**

**BEST** . . . buy morning,  
 afternoon and evening is

**WSJS**

600 KC—5 KW  
 AM - FM

**NBC**

AFFILIATE

Represented by  
**HEADLEY-REED CO.**



# NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — Families 227,000  
Radio Homes 218,000 — TV Homes 32,000 — Stations in State 15

## KFYR

**BISMARCK—1925—NBC**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Meyer Bcstg. Co.  
Bus.-Studio Address . . . . . 202½ Fourth St.  
Phone: CA 3-0900 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Membership . . . . . NARTB, RAB  
Representative . . . . . John Blair  
President . . . . . Mrs. P. G. Meyers  
General Manager . . . . . F. E. Fitzsimonds  
Commercial Mgr. . . . . R. W. MacLeod  
Program Director . . . . . Cal Culver  
Promotion Dir. . . . . Jack Swenson  
Chief Engineer . . . . . Ivar Nelson

## KDLR

**DEVILS LAKE—1925  
MBS-GREAT NORTHERN—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KDLR, Inc.  
Business-Studio Address . . . . . 1025 3rd St.  
Representative . . . . . Lawson  
Pres., Gen., Sta. Mgr. . . . . Bert Wick  
Comm., Sales Prom. Mgr. . . . . Paul R. Lange  
Program Director . . . . . Wilbur Clemenson  
Chief Engineer . . . . . Richard Moritz

## KDIX

**DICKINSON—1947—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Dickinson Radio Assn.  
Bus.-Studio Address . . . . . 119 2d Ave. W.  
Trans. Service . . . . . Standard, SESAC, World  
Representative . . . . . Holman  
Membership . . . . . NARTB, RAB  
President . . . . . Dr. P. J. Weir  
Gen.-Sta. Mgr. . . . . Orville F. Burda  
Commercial Manager . . . . . E. A. Spear  
Prog., Pub. Dir. . . . . Lauren Haacke  
Chief Engineer . . . . . Benjamin G. Lockerd

## KFGO

**FARGO—1948—ABC**

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Northern States Bcstg. Co.  
Business-Studio Address . . . . . KFGO Bldg.  
Transcription Service . . . . . Standard, World  
Representative . . . . . Walker  
President . . . . . W. R. Haggart  
Gen., Sta., Comm. Mgr. . . . . Charles G. Burke  
Prog. Dir. . . . . Don French  
Sales Prom. Mgr. . . . . Garry Fox  
Chief Engineer . . . . . Olaf Gabrielson

## this is too serious to kid about . . .

Most of you fellows know I've been in the radio business a long time. Many of you I've called on, through the years, in your offices in Minneapolis or Chicago or New York or some other place.

So you know I wouldn't kid about a thing like this.

The fact is, friends, that out here at KFYR, Bismarck radio is still more important than it is in some places in the United States. Sure, we've got television . . . and we're mighty proud of the job KFYR-TV is doing.

But there are literally thousands of folks that don't have or can't get

television as yet. And that's why KFYR radio is important to you . . . because that famous old KFYR signal still goes booming "loud and clear" over hundreds of square miles of this great farm-and-oil country.

Yessir . . . radio is still a major factor in the rich KFYR-Bismarket. And a mighty good buy it is, with 5,000 watts of power and an NBC affiliation, delivering one whale of a big audience. Give me a call on the phone . . . or get in touch with your nearest John Blair man. You'll be glad you did!

Frank "Fitz" Fitzsimonds  
KFYR Radio  
Bismarck, North Dakota

# W D A Y

FARGO—1922—NBC

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

# K I L O

GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.  
Owned-Oper. By: Grand Forks Herald, Inc.  
Bus.-Studio Address: First Natl. Bank Bldg.  
Phone: 4-5321 Air Time: Full Time  
News Service: AP  
Newspaper Affiliation: "Herald"  
Transcription Service: Thesaurus  
Representative: Everett-McKinney  
Membership: NARTB  
Pres., Gen. Mgr.: M. M. Oppegard  
Commercial Manager: Herman Livingston  
Program Director: John Doyle  
Chief Engineer: A. F. Petrich

# K N O X

GRAND FORKS—1947—MBS  
KBS—GREAT NORTHERN

Frequency: 1310 Kc. Power: 5000 Watts  
Owned By: Community Radio Corp.  
Address: P. O. Box 1110  
Phone: 4-4611 Air Time: Full Time  
News Service: UP  
Membership: NARTB  
Representative: Rambeau, Bulmer & Johnson  
President: Carroll E. Day  
Gen., Sta. Mgr.: John G. French  
Program Director: John Dark  
Chief Engineer: David Chumley

# K N D C

HETTINGER—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Hettinger Bcstg. Co.  
Address: Lambert Bldg.  
Phone: 549 Air Time: Full Time  
News Service: Thesaurus  
Station Rep.: Orville Lawson  
Manager: Les Kleven  
Membership: NARTB

# KEY J

JAMESTOWN—1954—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned: James River Bcstg. Co.  
Address: White Bldg.  
Phone: 1400 Air Time: Full Time  
President: Robert E. Ingstad  
Sales Manager: A. G. Berry

# K S J B

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By: N. Dak. Bcstg. Co., Inc.  
Address: 429 S. W. Second St.  
Phone: 1600 Air Time: Full Time  
News Service: UP, AP  
Representative: Weed & Co.  
Membership: NARTB  
Pres., Gen. Mgr.: John W. Boler  
Station Mgr.: C. Reiten  
Sales Prom. Mgr.: Bob Ingersoll  
Program Director: Jerald Uppman  
Chief Engineer: Harvey Van Erum

# K G C U

MANDAN—1925—MBS-ABC-KBS

Frequency: 1270 Kc. Power: 1000 d.; 250n.  
Owned-Oper. By: Mandan Radio Assn.  
Business-Studio Address: 200 Third Ave.  
Phone: 561 Air Time: Full Time  
News Service: AP  
Transcription Service: Lang-Worth, Associated  
Representative: Walker  
Membership: RAB  
President: W. S. Russell  
Sta., Comm. Mgr.: Paul C. Gussner  
Program Director: Merritt Bushee  
Chief Engineer: Ray Barnett

# K C J B

MINOT—1950—CBS

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By: No. Dakota Bcstg. Co.  
Address: 15-A West Central Ave.  
Phone: 51-161 Air Time: Full Time  
Representative: Weed  
Transcription Service: Associated  
News Service: UP  
Pres., Gen. Mgr.: John W. Boler  
Sta., Comm., Sales Prom. Mgr.: H. Burkart  
Prog., Pub. Dir.: Don Kingsley  
Chief Engineer: Joseph Main

# K L P M

MINOT—1929—ABC-MBS  
GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Minot Bcstg. Co.  
Business-Studio Address: Fairblock, So. Main  
Phone: 41-146 Air Time: Full Time  
News Service: AP, UP  
Transcription Service: World  
Representative: Walker  
General Manager: John B. Cooley  
Commercial Mgr.: Leslie E. Maupin  
Publicity Director: Dean Thurrow  
Sta. Mgr., Chief Engineer: C. W. Baker

# K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: KOVC, Inc.  
 Business-Studio Address: 135 Central Ave. S.  
 Air Time: Full Time  
 Transcription Service: Standard  
 Pres., Gen. Mgr.: Robert E. Ingstad  
 Program Director: Russ Kaber  
 Comm. Mgr.: M. Obie  
 Chief Engineer: Charles Sjostrom

# K W B M

WILLISTON—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: KWBM Bcstg. Co.  
 Address: Box 198, Williston  
 Phone: 35-371. Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard  
 Membership: RAB  
 Gen., Comm., Prom. Mgr.: James C. Carson  
 Publicity Director: W. L. Holter  
 Prog. Dir.: Ben Innes  
 Chief Engineer: Charles L. Scofield

# OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — Families 2,579,000  
 Raadio Homes 2,515,060 — TV Homes 2,319,000 — Stations in State 81

# W A D C

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Operated By: Allen T. Simmons  
 Bus.-Studio Address: WADC Bldg.  
 Phone: JElferson 5-6165. Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard, World  
 Representative: George P. Hollingbery  
 Owner-Operator: Allen T. Simmons  
 Assistant Manager: Robert B. Wilson  
 Sales Prom. Mgr.: Doc Williams  
 Program Director: Harold H. Hageman  
 Chief Engineer: Arnold Bock

Sta., Comm. Mgr.: Jack Maurer  
 Asst. Sales Mgr.: P. Meyers  
 Program Director: Jack Clifton  
 Chief Engineer: George V. Paul

# W H K K

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts  
 Owned-Oper. By: WHKK Bcstg. Co.  
 Business-Studio Address: 51 W. State St.  
 Phone: BI 3-7101. Air Time: Full Time  
 Membership: RAB  
 Representative: Bolling  
 Co-Manager: Philip R. Herbert  
 Co-Manager: Jackson B. Maurer  
 Program Director: Cliff Rodgers  
 Chief Engineer: Henry Neiderkoffler

# W A K R

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned By: Summit Radio Corp.  
 Address: 853 Copley Rd.  
 Phone: PO 2-8811. Air Time: Full Time  
 Newspaper Affiliation: Beacon Journal  
 News Service: UP, AP  
 Representative: Weed  
 President, Gen. Mgr.: S. Bernard Berk  
 Station Manager: Roger G. Berk  
 Comm.-Sales Mgr.: Keith Baldwin  
 Pgm., Pub. Dir.: A. R. Cooper  
 Chief Engineer: Irwin L. Knopp

# W F A H

ALLIANCE—1953

Frequency: 1310 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The Review Pub.  
 Address: 2720 S. Union  
 Phone: 1-5345  
 Representative: Rambeau  
 News Service: AP  
 Newspaper Affiliation: Alliance Review  
 Transcription Service: World, Langworth  
 Membership: NARTB  
 General Manager: D. A. Peterson  
 Commercial Mgr.: Frank LaBarba  
 Asst. Sta. Mgr., Prog. Dir.: R. A. Gates  
 Chief Engineer: Gene Peterman

# W C U E

AKRON—1949

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Akron Bcstg. Corp.  
 Address: 41 S. Main St.  
 Phone: Fr. 6-7114. Air Time: Daytime  
 Representative: Forjoe  
 News Service: UP  
 Membership: NARTB  
 President, Gen. Mgr.: Tim Elliot

# W A T G

ASHLAND—1950

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Ashland-Mansfield Rd.  
 Address: Route 42

Phone: 2-1573 ..... Air Time: Full Time  
 Transcription Service ..... Thesaurus  
 Representative ..... McGillvra  
 News Service ..... AP  
 President ..... Robert S. Burke  
 General Manager ..... Eugene E. Mills  
 Station Manager ..... Don Holzapfel  
 Sales Prom. Mgr. .... Harlan Cook Jr.  
 Program Director ..... Richard Leidy  
 Chief Engineer ..... Richard Matthes

## W I C A

ASHTABULA—1937

Freq.: 970 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... WICA, Inc.  
 Address ..... P. O. Box 372  
 Phone: 32-126 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Everett-McKinney  
 President ..... D. C. Rowley  
 General Manager ..... John Colin  
 Program Director ..... John C. Strassen  
 Chief Engineer ..... F. N. Barnato

## W A T H

ATHENS—1950

Frequency: 1540 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Andrew Kovlan & James  
 Sinyard  
 Address ..... P. O. Box 502  
 Phone: 3-1360 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Station Rep. .... Continental  
 Membership ..... NARTB  
 Gen. Mgr., Chief Engr. .... Andrew Kovlan  
 Comm., Sls. Prom. Mgr. .... J. D. Sinyard  
 Prog:am Director ..... Joe Klarke

## W T R X

BELLAIRE—1947—KBS

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
 Owned ..... Ohio-West Va. Bcstg. Co.  
 Phone: BE 1515 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Hollingberry  
 Membership ..... NARTB, RAB  
 President ..... John W. Kluge  
 V.P., Gen. Mgr. .... Franklin R. Curtis  
 Program Director ..... Paul Howard  
 Pub. Dir., Sales Prom. Mgr. .... William Greaver  
 Chief Engineer ..... Howard Daubenmeyer

## W O H P

BELLEFONTAINE—1952—KBS

Frequency: 1390 Kc. .... Power: 500 Watts  
 Owned ..... Lake Erie Radio & TV Corp.  
 Address ..... R.R. No. 3, E. Sandusky Ave.  
 Phone: 6681 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... RCA, Thesaurus  
 President ..... T. M. Nelson

General Mgr. .... Patrick Shannon  
 Station Mgr. .... Joe E. Smith  
 Commercial Mgr. .... Andy Anderson  
 Sales Promotion Mgr. .... Ted Roberts  
 Program Dir. .... Richard Winn  
 Publicity Dir. .... Jan Evans  
 Chief Engineer ..... Chester Terry

## W W B G

BOWLING GREEN—1954

Frequency: 730 Kc. .... Power: 250 Watts  
 Owner ..... Howard R. Ward  
 Address ..... Box 105  
 Phone ..... 31334  
 Pres., Gen. Mgr. .... Howard R. Ward  
 Chief Engineer ..... George Stearns

## W I L E

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. .... Power: 1000 Watts a.  
 Owned-Oper. .... Land o' The Lakes Bcstg. Corp.  
 Business-Studio Address ..... 917 Beatty Ave.  
 Phone: 4-5605 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Chairman of Board ..... H. D. McClelland  
 President ..... Howard A. Donahoe  
 Comm. Mgr. .... Bruce Meighen  
 Program Director ..... David C. Lorimer  
 Sta. Mgr., Chief Eng. .... A. G. Engel

## W A N D

CANTON—1947—KBS

Frequency: 900 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Magic Wand Bcstg. Co.  
 Address ..... 106 High Ave. N.W.  
 Phone: 68396 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Capitol, Standard  
 Representative ..... Hil F. Best  
 President ..... P. C. Wilson  
 General Manager ..... James Wilson  
 Chief Engineer ..... Ronald Baker

## W C M W

CANTON—1946

Frequency: 1060 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Stark Bcstg. Corp.  
 Bus.-Studio Address ..... Hills & Dales Rd.  
 Phone: 5-9475 ..... Air Time: Daytime  
 News Service ..... INS  
 Transcription Service ..... Thesaurus, World  
 Representative ..... McGillvra  
 Pres., Gen. Mgr. .... S. L. Huffman  
 Station Manager ..... Clark L. Dozer  
 Commercial Mgr. .... Jack R. Hale  
 Chief Engineer ..... W. Waechter

## W H B C

CANTON—1925—ABC

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Ohio Bcstg. Co.  
 Business-Studio Address ..... 550 S. Market St.

Phone: 6-7166 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Venard, Rintoul, McConnell  
 Membership ..... NARTB, RAB  
 President ..... Gordon G. Strong  
 Director of Radio ..... Eugene Carr  
 Station Manager ..... Robert C. Fehlman  
 Commercial Manager ..... Paul E. Gilmor  
 Publicity Dir. .... Louise Maag  
 Program Director ..... Robert Breen  
 Chief Engineer ..... Kenneth L. Sliker

## WBEX

CHILLICOTHE—1947—ABC-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Shawnee Bcstg. Co.  
 Business-Studio Address ..... Pohlman Road  
 Phone: 20646 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... W. S. Grant  
 Transcription Service ..... World  
 Membership ..... NARTB  
 President ..... John Halliday  
 General Manager ..... Truman Morris  
 Station Mgr. .... William R. Minch  
 Comm. Mgr. .... Lew Wagner  
 Sales Prom. Mgr. .... Dave Achor  
 Program Director ..... Robert M. Carano  
 Chief Engineer ..... James Egbert

## WCIN

CINCINNATI—1953

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Robert W. Rounsaville  
 Address ..... Radio Station WQXI, Atlanta, Ga.  
 Phone: MU 7600 ..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Forjoe, Dora-Clayton  
 Station Manager ..... William R. Wagner  
 Commercial Manager ..... Ralph B. Johnson  
 Sales Prom. Mgr. .... Bob Williams  
 Program Director ..... Larry Dean Faulker  
 Publicity Director ..... George White  
 Chief Engineer ..... Joseph McCormick

## WCKY

CINCINNATI—1929

Frequency: 1530 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... L. B. Wilson, Inc.  
 Bus.-Studio Address ..... Hotel Sheraton Gibson  
 Phone: Cherry 6565 ..... Air Time: Full Time  
 News Service ..... INS  
 Transcription Service ..... Standard, Associated  
 Representative ..... Thomas Welstead  
 Membership ..... RAB  
 President, General Manager ..... L. B. Wilson  
 Exec. V.P. .... Chas. H. Topmiller  
 Local Sales Mgr. .... Geo. H. Moore

Sales Promotion Mgr. .... Robert M. Fleming  
 Traffic Mgr. .... Jeanette Heinze  
 Chief Engineer ..... C. H. Topmiller

## WCPO

CINCINNATI—1927—MBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Scripps-Howard Radio, Inc.  
 Phone: Capitol 0777 ..... Air Time: Full Time  
 Studio Address ..... 2345 Symmes St.  
 News Service ..... UP  
 Representative ..... Branham  
 Membership ..... NARTB  
 President ..... Jack R. Howard  
 General Manager ..... M. C. Watters  
 Station Mgr. .... Glenn C. Miller  
 Program Director ..... Earl Corbett  
 Chief Engineer ..... Paul Adams

## WKRC

CINCINNATI—1921—CBS

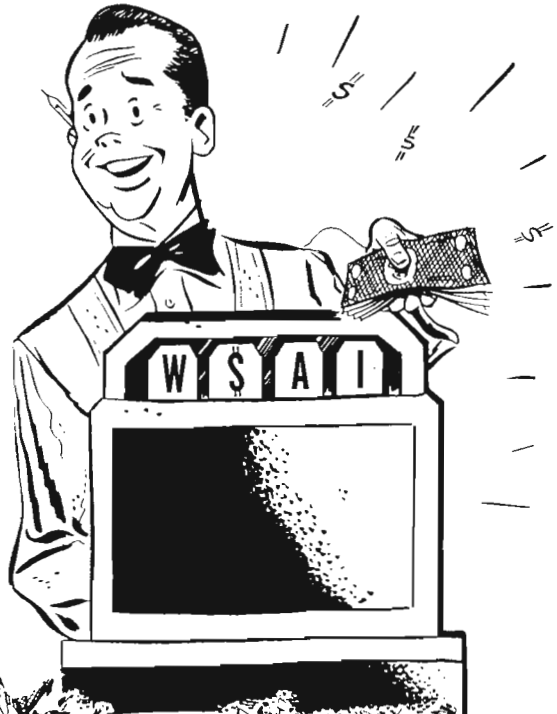
Frequency: 550 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Radio Cincinnati, Inc.  
 Address-Trans. .... Hotel Alms  
 Phone: Woodburn 0550 ..... Air Time: Full Time  
 News Service ..... AP  
 Newspaper Affiliation ..... Times-Star  
 Transcription Service ..... SESAC  
 Representative ..... Katz  
 Membership ..... NARTB  
 President ..... Hulbert Taft, Jr.  
 General Manager ..... Hub Wood  
 Sales Prom. Mgr. .... Lila Lambert  
 Commercial Manager ..... Hubbard Hood  
 National Sales Mgr. .... Kenneth W. Church  
 Program Director ..... Ed Kennedy  
 Publicity Dir. .... Fred Thomas  
 Chief Engineer ..... W. Kennedv

## WLW

CINCINNATI—1922—MBS-NBC

Frequency: 700 Kc. .... Power: 50 Kw.  
 Owned ..... Crosley Bcstg., Corp.  
 Address ..... 140 W. Ninth St.  
 Phone: Cherry 1822 ..... Air Time: Full Time  
 News Service ..... INS, UP  
 Representative ..... WLW Sls., NBC Spot Sls.  
 Membership ..... NARTB, RAB  
 Chm. of Board ..... James D. Shouse  
 Pres., Gen. Mgr. .... Robert E. Dunville  
 V.P., Asst. Gen. Mgr. .... Ward Quaal  
 V.P., Treas. .... K. T. Murphy  
 V.P., chg. of Sls. .... Harry Mason Smith  
 V.P., Public Relations ..... Gilbert Kingsbury  
 Sales Mgr. .... Carlos Franco  
 Dir. Client Ser. Dept. .... Richard K. Jones  
 Dir., Prom. .... Richard McCarthy  
 Program Dir. .... Chester Herman  
 Publicity Dir. .... James Allen  
 Chief Engineer ..... R. J. Rockwell

# The new sound in Cincinnati has a cash register ring!



*The local merchant measures his results by sales--not ratings.*

*He listens for the sound of his cash register.*

*WSAI's new and aggressive management with programming carefully dedicated to Cincinnati and its tastes, plus wide-swinging promotion has changed radio thinking in Cincinnati.*



## Listen to reason:

There's a reason why the two greatest supermarket chains in Cincinnati advertise on the same station—and it's the first time in Cincinnati radio history that the two giants direct their messages to identical buying audiences . . . the buy-minded listeners of WSAI.

There's a reason why one sponsor who started with a single show has doubled his budget on WSAI-Radio. Results? He got them—and quickly on WSAI.

There's a reason why NOW WSAI-Radio carries more local spot business *than any other Cincinnati station*. Local merchants know that 'SAI's coverage and cost per thousand give them the best radio buy in Cincinnati.

Want to see some sales-ability? Call Weed.

National Representatives  
for the new sound in Cincinnati  
Weed & Company

# wsai

SHERWOOD GORDON, PRESIDENT AND GENERAL MANAGER



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!

# W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Oper. By: Gordon Bcstg. Co.  
 Address: Sinton Hotel  
 Phone: Main 1068 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Weed  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: Sherwood R. Gordon  
 Nat'l Sales Manager: Tom Thuman  
 Station Manager: Charles Black  
 Publicity Director: Arthur Plaut  
 Chief Engineer: Jonas Heiser

# W D O K

CLEVELAND—1950

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By: Civic Bcstrs., Inc.  
 Address: 1515 Euclid Ave.  
 Phone: Main 1-2890 Air Time: Full Time  
 News Service: UP, INS  
 Representative: Everett-McKinney  
 Transcription Service: SESAC, World  
 Membership: NARTB  
 Pres.: R. Morris Pierce  
 Exec. V.P., Gen. Mgr.: Willard L. Doucherty  
 Ass't to Pres. & Treas.: Frederick Wolf  
 Chief Eng.: Ralph Quay

# W E R E

CLEVELAND—1948

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Operated By: Cleveland Bcstg. Inc.  
 Address: 1501 Euclid Ave.  
 Phone: Superior 1-9600 Air Time: Full Time  
 News Service: AP, INS  
 Station Rep.: Venard  
 President: Ray T. Miller  
 General Manager: Richard M. Klaus  
 Program Director: Ed Stevens  
 Chief Engineer: Harry Dennis

# W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Peoples Bcstg. Corp.  
 Address: 246 No. High St.  
 Phone: Capitol 8-4711  
 News Service: INS, UP  
 Representative: Christal  
 Membership: NARTB, RAB  
 President: Herbert L. Evans  
 General Manager: Carl E. George  
 Commercial Mgr.: Robert E. Forker  
 Sales Promotion Mgr.: Robert C. Smith  
 Program Director: Reg Merridew  
 Publicity Director: Robert Smith  
 Chief Engineer: Lloyd C. Wingard

# W H K

CLEVELAND—1921—MBS

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

Business-Studio Address: 5000 Euclid Avenue  
 Phone: Express 1-5000 Air Time: Full Time  
 News Service: INS  
 Transcription Service: BMI, ASCAP  
 Representative: Headley-Reed  
 Membership: NARTB  
 President: Sterling E. Graham  
 General Manager: K. K. Hackathorn  
 Commercial Manager: W. K. Brusman  
 Sales Prom. Manager: John Wyman  
 Program Director: C. M. Hunter  
 Publicity Director: F. P. Wilhelm  
 Chief Engineer: R. H. DeLany

# W J M O

CLEVELAND—1947

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Friendly Bcstg. Co.  
 Address: 2157 Euclid Ave.  
 Phone Number: Superior 1-4424  
 News Service: UP  
 Transcription Service: Lang-Worth  
 President: Richard Eaton  
 Station Manager: Paul Nakel  
 Comm. Mgr.: Leonard P. Adams  
 Ass't to Pres.: C. C. Courtney

# W J W

CLEVELAND—1943—ABC

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By: WJW, Inc.  
 Business-Studio Address: 1375 Euclid Ave.  
 Phone: Superior 1-0101 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Katz  
 Gen., Sls. Mgr.: John D. Kelly  
 Program Director: Bruce MacDonald  
 Promotion Director: Peter Lee  
 Chief Engineer: Gerald G. Roberts

# W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By: National Bcstg. Co., Inc.  
 Bus.-Studio Address: 815 Superior Ave.  
 Phone: CHerry 1-0942 Air Time: Full Time  
 News Service: AP, UP  
 Transcription Service: Thesaurus  
 Representative: NBC Spot Sales  
 Membership: NARTB, RAB  
 Chairman of the Board: David Sarnoff  
 General Manager: Lloyd E. Yoder  
 Program Mgr.: Lawson Deming  
 Sales Manager: Harold W. Waddell  
 Adv. & Prom. Mgr.: Clement G. Scerback  
 Publicity Director: Robert Horan  
 Engineer-in-Charge: S. E. Leonard

# WSRS CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: WSRS, Inc.  
 Address: 2156 Lee Rd.  
 Phone: ERievew 1-2005 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Forjoe & Co.  
 Pres., Gen. Mgr., Pgm. Dir.: S. R. Sague  
 Exec. Dir. Oper. & Sls.: Norman V. Bergholm  
 Sales Prom. Mgr.: Bill Gannon  
 Prog. Director: S. R. Sague  
 Chief Engineer: Bob Leedham

# WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: RadioOhio, Inc.  
 Business-Studio Address: 33 N. High St.  
 Phone: CA. 4-9265 Air Time: Full Time  
 News Service: AP  
 Representative: John Blair  
 Membership: NARTB, RAB  
 General Manager: Richard A. Borel  
 Commercial Manager: W. I. Orr  
 Sales Prom. Director: Jim Yanan  
 Program Director: Geer Parkinson  
 Chief Engineer: Lester H. Nafzger

# WCOL COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Air Trails, Inc.  
 Business-Studio Address: E. Broad & Young St.  
 Representative: H-R Reps., Inc.  
 Membership: RAB  
 President: Charles Sawyer  
 Exec. V.P.: J. P. Williams  
 Administrative Asst.: Alex Buchan  
 Station Manager: W. H. Spencer  
 Program Director: Michael Ryan  
 Chief Engineer: Harold E. Beard

# WTVN

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By: United Bcstg. Co.  
 Business-Studio Address: 22 East Gay St.  
 Transcription Service: Lang-Worth  
 Representative: Katz  
 President: Hulbert Taft, Jr.  
 General Manager: Byron Taggart  
 Comm. Mgr.: Sam T. Johnston  
 Sls. Prom. Mgr., Pub. Dir.: Jo Ann Smart  
 Program Director: Paul Frank  
 Chief Engineer: W. T. Hansher

## LOOKING FOR A SOCKO STATION TO TEST YOUR MERCHANDISING?

IN THE CLEVELAND MARKET

# WSRS

*"The Community Information Station  
with The All-American Family Appeal."*

**CLEVELAND'S ONLY NEWS STATION**

**ON THE AIR . . . 24 HOURS DAILY**

**'ROUND THE CLOCK**

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

# WSRS CLEVELAND

**TEST YOUR PRODUCT IN A GREAT TESTING  
MARKET AT THE LOWEST COST PER THOUSAND!**



# WVKO

COLUMBUS—1951

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Sky Way Bcstg. Corp.  
 Address 274 S. 3rd St.  
 Phone: CA. 1-5247 Air Time: Daytime  
 News Service UP  
 Transcription Service Standard, Capitol  
 Representative Forjoe  
 President Gustav Hirsch  
 Gen., Sta. Manager Bert Charles  
 Comm., Sales Prom. Mgr. William Selander  
 Prog. Dir. Bert Charles  
 Publicity Dir. Marjorie White  
 Chief Engineer William Hammett

# WTNS

COSHOCTON—1947

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Coshocton Bcstg. Co.  
 Business-Studio Address 114 N. 6th St.  
 Phone: 1560, 2140 Air Time: Daytime  
 Trans. Service World  
 News Service UP  
 Membership NARTB  
 Pres., Gen. Mgr. Bruce Wallace  
 Commercial Mgr. James Sigman  
 Sales Prom. Mgr. Carl Speaks  
 Program Director Stanley Robinson  
 Chief Engineer Elmer Moravecky

# WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By Miami Valley Bcstg. Corp.  
 Business-Studio Address 1414 Wilmington Ave.  
 Phone: Madison 6581 Air Time: Full Time  
 News Service AP, UP  
 Newspaper Affiliation "Daily News"  
 Representative Hollingbery  
 Membership NARTB  
 President James M. Cox, Jr.  
 General Manager Robert H. Moody  
 Commercial Mgr. W. E. Wolaver  
 Station Manager Wade H. Alley  
 Publicity Director Chuck Gay  
 Chief Engineer Ernest L. Adams

# WING

DAYTON—1924—ABC

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Oper. By Great Trails Bcstg. Co.  
 Business-Studio Address 121 N. Main St.  
 Phone: Hemlock 3773 Air Time: Full Time  
 News Service AP  
 President Charles Sawyer  
 Exec. V.P. & Gen. Mgr. John Pattison Williams  
 Vice-Pres. George Lenning  
 V.P., Adm. Asst. Alexander Buchan  
 Publicity Director Larry Marker  
 Chief Engineer Howard Ryan

# WONE

DAYTON—1949

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By Skyland Bcstg. Corp.  
 Address 380 West First St.  
 Phone: Michigan 6501 Air Time: Full Time  
 News Service AP  
 Representative Headley Reed  
 President Ronald B. Woodyard  
 Nat'l Sales Manager C. J. Thornquest  
 Commercial Manager Louis G. Froelich  
 Chief Engineer Stanley A. Beck

# WONW

DEFIANCE—1949

Frequency: 1280 Kc. Power: 500 Watts d.  
 Owned-Oper. By Tri-State Bcstg. Co.  
 Address P. O. Box 278  
 Phone: 32226 Air Time: Full Time  
 News Service UP  
 Transcription Service Associated  
 Representative Devney  
 President Richard W. Crowell  
 Gen., Comm. Mgr. Glenn R. Thayer  
 Program Director Paul R. Murphy

# WJER

DOVER—1950—KBC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Dover Bcstg. Co., Inc.  
 Address 210 Blvd.  
 Phone: 4-2126 Air Time: Full Time  
 Transcription Service World, Thesaurus  
 News Service UP  
 President Agnes J. Reeves Greer  
 Gen., Sta. Mgr. W. B. Steis  
 Commercial Manager John C. Needs  
 Prog. Dir. Bob Valliquette  
 Chief Engineer Don Graff

# WOHI

EAST LIVERPOOL—1949—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By East Liverpool Bcstg. Co.  
 Address 516 Market St.  
 Phone: FU. 5-1490 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 President, Gen. Manager Richard V. Beatty  
 Comm., Prom. Mgr. George T. Farrall  
 Sta. Mgr., Prog. Dir. Bob Metcalfe  
 Chief Engineer George Kelly

# WEOL

ELYRIA—1948

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Oper. By Elyria-Lorain Bcstg. Co.  
 Address Elyria Savings and Trust Bldg.  
 Phone: EL 2255 Air Time: Full Time  
 News Service UP  
 Trans. Service World  
 Station Representative Walker

President ..... Roy W. Ammel  
 General Manager ..... Alex Buchan  
 Comm., Sta. Mgr. .... Richard E. Barrett  
 Program Director ..... Pat Fredericks  
 Chief Engineer ..... William Albrecht

# W F I N

## FINDLAY—1941

Frequency: 1330 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... The Findlay Publ. Co.  
 Address ..... 101½ W. Sandusky St.  
 Phone: 1330 ..... Air Time: Daytime  
 News Service ..... INS. UP, AP  
 Newspaper Affil. .... "Republican-Courier"  
 Representative ..... McGillvra  
 President ..... R. L. Heminger  
 Gen., Sta., Comm. Mgr. .... Harold H. Heminger  
 Sls. Prom. Mgr. .... Allen P. Dudley  
 Prog. Dir. .... Jack Douglas  
 Chief Engineer ..... Edgar C. Smith

# W F O B

## FOSTORIA—1946—KBS

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Seneca Radio Corp.  
 Address ..... P. O. Box 589  
 Phone: 5666 ..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Service ..... Capitol, SESAC, World  
 Station Rep. .... Rambeau  
 President ..... Andrew Emerine  
 General Manager ..... Mel Murray  
 Commercial Mgr. .... Roger V. Wise  
 Prog. Director ..... Jim Paulus  
 Chief Engineer ..... Farrell Elsea

# W F R O

## FREMONT—1949

Frequency: 900 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Wolfe Bcstg. Corp.  
 Address ..... 905 W. State St.  
 Phone: FE. 2-3951 ..... Air Time: Daytime  
 Transcription Service ..... Standard  
 Representative ..... Hil F. Best  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 President ..... Robert F. Wolfe  
 Managing Director ..... R. C. Force  
 Sls. Prom. Mgr. .... J. W. Kerr  
 Prog. Dir. .... Frank Swartz  
 Chief Engineer ..... Allen Kaubel

# W J E H

## GALLIPOLIS—1950—KBS

Frequency: 990 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Ohio Valley on the Air, Inc.  
 Address ..... Box 244  
 Phone: 1160-1 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Grant  
 President ..... John E. Halliday  
 General Manager ..... Truman A. Morris

Station Manager ..... Marianne Campbell  
 Sales Prom. Mgr. .... K. W. Robinson  
 Program Director ..... William Watterson, Jr.  
 Chief Engineer ..... Edgar Atkins

# W M O H

## HAMILTON—1944—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Fort Hamilton Bcstg. Co.  
 Bus.-Studio Address ..... Second Natl. Bank Bldg.  
 Phone: Hamilton 4-6543 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... W. S. Grant  
 President ..... Robert J. Briede  
 General Manager ..... Robert L. Odson  
 Program Director ..... Norm Keller  
 Commercial Manager ..... Ray Motley  
 Chief Engineer ..... Dick Plessinger

# W I R O

## IRONTON—1951—MBS-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owner ..... Iron City Bcstg. Co.  
 Address ..... Radio Plaza  
 Representative ..... McGillvra  
 Pres., Ch. Eng. .... C. A. Baker  
 Gen., Sta. Mgr. .... C. E. McElroy  
 Comm. Mgr. .... L. Howard  
 Prog. Pub. Dir. .... Jay Brushart

# W L M J

## JACKSON—1953—KBS

Frequency: 1280 Kc. .... Power: 1 Kw., d.  
 Owned ..... WLMJ Inc.  
 Address ..... P.O. Box 72  
 Phone: 850; 950 ..... Air Time: Daytime  
 News Service ..... UP  
 Station Representative ..... W. S. Grant  
 President ..... Frances D. Moore  
 General Mgr. .... Truman A. Morris  
 Station Mgr. .... Don W. Hughes  
 Commercial Mgr. .... Patricia Roy  
 Program Director ..... Nina Ladd  
 Chief Engineer ..... Eddie Adkins

# W H O K

## LANCASTER—1947

Frequency: 1320 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Hocking Valley Bcstg. Corp.  
 Address-Trans. Loc. .... Memorial Dr.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Dr. Nelson Embrey  
 Station Manager ..... William L. Zimmerman  
 Chief Engineer ..... Robert Wery

# W I M A

## LIMA—1948—ABC

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... N.W. Ohio Bcstg. Corp.



Business-Studio Address.....223 N. Main St.  
 Phone: 32660.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Weed  
 Membership .....NARTB  
 President.....G. E. Hamilton  
 General Sta. Mgr.....R. W. Mack  
 Commercial Mgr.....C. B. Heller  
 Sls. Prom. Mgr. & Pub. Dir..... R. McDermott  
 Program Dir.....Easter Straker  
 Chief Engineer.....A. J. F. Smith

Phone: 3-1131.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB, RAB  
 Pres., Gen.-Sta. Mgr.....Robert T. Mason  
 Commercial Manager.....Arthur L. Martin  
 Prog. Dir.....Madge Cooper  
 Sls. Prom. Mgr., Pub. Dir.....Majorie Williams  
 Chief Engineer.....Francis Joseph Peters

## W L O K

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLOK, Inc.  
 Business Address.....1424 Rice Avenue  
 Phone Number .....6-3411  
 Transcription Service .....World  
 Membership .....NARTB  
 News Service .....UP  
 Representative.....H.R. Repps, Inc.  
 President.....L. A. Pixley  
 Station Manager.....Robert O. Runnerstrom  
 Program Director.....William Huffman  
 Commercial Mgr.....Lawrence Webb  
 Chief Engineer.....Darrel Hunter

## W P F B

MIDDLETOWN—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.  
 Owned-Operated By.....Paul F. Braden  
 Address-Trans. Loc.....Lebanon-Coles Rd.  
 Phone: 2-3625.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Rep.....Grant Webb  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Paul F. Braden  
 Comm. Sls. Prom. Mgr.....J. H. LeMoyne  
 Program Director.....George Lummis  
 Chief Engineer.....Larry Beckwith

## W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Business-Studio Address...144½ Park Ave. W.  
 Phone: 4235-6.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative..Venard, Rinfoul & McConnell  
 Membership .....NARTB, RAB  
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara  
 Sales Prom. Manager.....John Patrick  
 Prog.-Pub. Dir.....Robert James  
 Chief Engineer.....William Morrison

## W M V O

MT. VERNON—1953—KBS

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Mt. Vernon Bcstg.  
 Address.....Coshocton Rd., Box 390  
 News Service .....UP  
 Transcription .....Thesaurus, SESAC  
 President.....Dr. Charles Tramont  
 General Manager.....Mrs. C. M. Zerkowitz  
 Program Director.....George Bennett  
 Chief Engineer.....Royce O. Woodward

## W M O A

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Marietta Bcstg. Co.  
 Business Address.....P. O. Box 201  
 Phone: 1690.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....SESAC  
 Representative .....McGillvra  
 Membership .....NARTB  
 President.....William G. Wells  
 General Manager.....R. Sanford Guyer  
 Commercial Manager.....Fred Reynolds  
 Program Director.....Leah R. Thorla  
 Chief Engineer.....Charles E. Clark

## W C L T

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Advocate Printing Co.  
 Address.....27 West Main St.  
 Phone: 4007.....Air Time: Daytime  
 News Service .....AP  
 Newspaper Affiliation.....The Advocate  
 Transcription Service .....Thesaurus  
 Representative .....Meeker Associates  
 Membership .....NARTB, RAB  
 President.....Frank W. Spencer  
 Gen., Sta. Mgr.....Thomas A. Rogers  
 Commercial Mgr.....Robert Pricer  
 Program Director.....John Fisher  
 Chief Engineer.....Benjamin Windle

## W M R N

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Marion Bcstg. Co.  
 Business Address.....P. O. 518

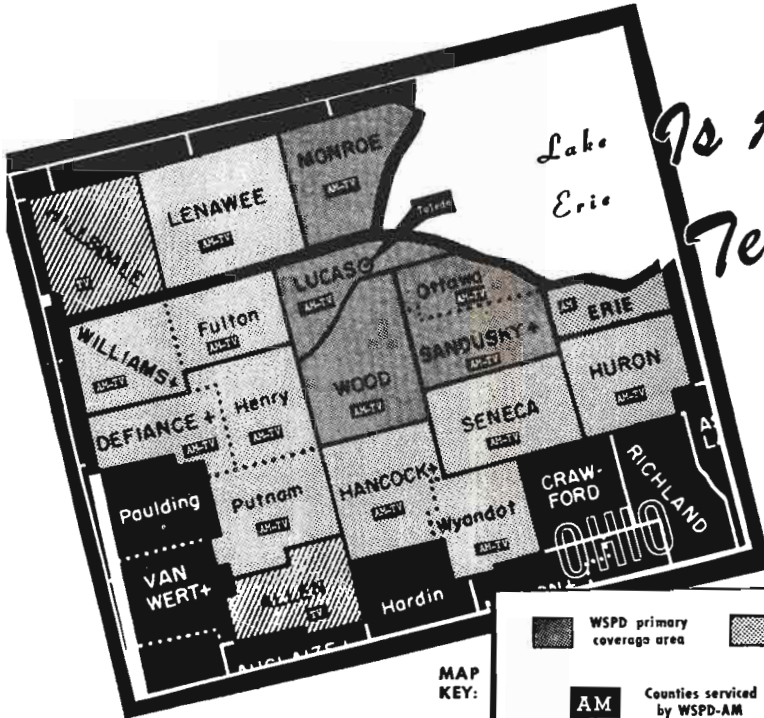
## W P T W

PIQUA—1947—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper.....Miami County Bcstg. Co., Inc.  
 Address-Trans.....1625 W. Covington Ave.  
 Phone: 1420-1.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Best  
 Membership .....RAB

# WSPD's "Billion Dollar Market"

*Is America's  
Testground*



MAP KEY:

WSPD primary coverage area	WSPD secondary coverage area	Fringe area
Counties serviced by WSPD-AM	Counties serviced by WSPD-TV	

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

- Population 1,181,800
- Families 359,150
- Radio Homes 355,050
- Percent tuned to WSPD-AM
  - Daytime 56.8%
  - Nighttime 48.6%
- \*Television Homes 300,050
- Percent tuned to WSPD-TV
  - Daytime 78%
  - Nighttime 91.5%
- EFFECTIVE BUYING POWER**
  - Total—\$1,917,277,000
  - Per Capita \$1,622
  - Per Family \$5,338
- RETAIL SALES**
  - Total \$1,409,122,532
  - Per Family \$3,923
  - Spent For:
    - Food \$332,271,000
    - Gen. Mdse. \$137,070,000
    - Furniture & Household—\$72,696,000
    - Automotive \$311,027,000
    - Drug \$36,600,000

- Toledo ranks high in the nation's 200 leading areas
- Toledo ranks 38th in population
- Toledo ranks 33rd in total income
- Toledo ranks 37th in total retail sales
- Toledo ranks 34th in food store sales
- Toledo ranks 34th in gen. mdse. store sales
- Toledo ranks 37th in home furnishing sales
- Toledo ranks 31st in automotive store sales
- Toledo ranks 35th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:  
 \*October 1, 1954  
 Standard Rate and Data Consumer Markets  
 Nielsen Coverage Service  
 Television Magazine  
 Sales Management

# WSPD

**AM-TV**  
 TOLEDO, OHIO

Represented Nationally  
 by KATZ

Storer Broadcasting Company  
 600 PARKER, NAT SALES DIR., 119 E. 57th STREET, NEW YORK

Pres., Gen. Mgr. . . . . Richard E. Hunt  
 Sta., Comm. Mgr. . . . . Robert Bubp  
 Prog., Pub. Dir. . . . . Ken Shroyer  
 Chief Engineer . . . . . Dallas Davis

# WNXT

## PORTSMOUTH—1951—ABC

Frequency: 1260 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . Portsmouth Bcstg. Co.  
 Address . . . . . Masonic Temple Bldg.  
 News Service . . . . . UP  
 Representative . . . . . Everett-McKinney  
 Membership . . . . . RAB  
 Pres., Gen., Sta., Comm. Mgr. . . . . Marshall Rosene  
 Program Director . . . . . Phil Phillips  
 Publicity Director . . . . . Thelma Henderson  
 Chief Engineer . . . . . Russell Newman

# WPAY

## PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Scloco Bcstg. Co.  
 Address . . . . . 1009 Gallia St.  
 News Service . . . . . AP  
 Newspaper Affil. . . . . Brush-Moore  
 Transcription Service . . . . . Associated  
 Representative . . . . . Venard, Rintoul & McConnell  
 Membership . . . . . NARTB, RAB  
 President . . . . . Eugene Carr  
 Gen. Mgr. . . . . G. Gordon Strong  
 Station Mgr. . . . . Gerald F. Boyd  
 Program Director . . . . . E. G. Sheridan  
 Chief Engineer . . . . . Maurice L. Myers

# WLEC

## SANDUSKY—1947—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lake Erie Bcstg. Co.  
 Address . . . . . Cleveland Rd. & Huntington  
 Phone: 5170 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World. Thesaurus  
 Representative . . . . . Hal Holman  
 Membership . . . . . NARTB, RAB  
 Pres., General-Station Mgr. . . . . Jay Wagner  
 Commercial Manager . . . . . Louis Mohla  
 Program Director . . . . . Robert Hinners  
 Chief Engineer . . . . . Jay Leibach

# WAVI

## SPRINGFIELD—1947

Frequency: 1210 Kc. . . . . Power: 250 Watts  
 Owned . . . . . WAVI Bcstg. Corp.  
 Address . . . . . Cincinnati St.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Station Rep. . . . . Gill-Perna  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . Harry K. Crowl  
 Sta. Mgr., Prog., Pub. Dir. . . . . Art Burnham  
 Chief Engineer . . . . . Vern Yeich

# WIZE

## SPRINGFIELD—1940—ABC

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

Trans.-Address . . . . . 117 W. High St.  
 Phone: 3-4955 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . H. R. Representative, Inc.  
 President . . . . . Charles Sawyer  
 General Manager . . . . . Adna Karns  
 Program Director . . . . . John McEnaney  
 Sta., Comm. Mgr. . . . . Virginia Bennett  
 Chief Engineer . . . . . Victor L. Bushong

# WJEL

## SPRINGFIELD—1947

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Champion City Bcstg. Co.  
 Business Address . . . . . Guardian Bank Bldg.  
 Phone: 3-4678 . . . . . Air Time: Daytime  
 Representative . . . . . McGillvra  
 Transcription Service . . . . . Associated  
 President . . . . . R. Stanley Lucas  
 General Manager . . . . . Robert Yontz  
 Commercial Mgr. . . . . Charles Perry  
 Chief Engineer . . . . . Ken Arnold

# WSTV

## STEUBENVILLE—1940—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WSTV, Inc.  
 Bus.-Studio Address . . . . . Exchange Realty Bldg.  
 Phone: ATLantic 2-6265 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knoedel  
 Pres. . . . . Jack N. Berkman  
 V.P., Gen. Mgr. . . . . John J. Laux  
 Asst. General Manager . . . . . Joseph M. Troesch  
 Pgm., Pub. Dir. . . . . Harry Birrell  
 Chief Engineer . . . . . Charles S. Shepherd

# WOHO

## TOLEDO—1954

Frequency: 1470 Kc. . . . . Power: 1470 Watts  
 Owner . . . . . Midwestern Bcstg. Co.  
 Address . . . . . 2965 Pickle Road  
 Phone . . . . . Taylor 4321  
 Representative . . . . . Pearson  
 President . . . . . Ford R. Weber  
 Chief Engineer . . . . . Edwin J. Powell

# WSPD

## TOLEDO—1921—NBC

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Storer Broadcasting Co.  
 Bus.-Studio Address . . . . . 136 Huron St.  
 Phone: Adams 3175 . . . . . Air Time: Full Time  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Katz  
 President . . . . . George B. Storer  
 Gen., Sta. Mgr. . . . . Allen L. Haid  
 Comm. Mgr. . . . . Westford F. Shannon  
 General Manager . . . . . Emerson Kimble  
 Chief Engineer . . . . . William M. Stringfellow

# WTOD

TOLEDO—1946

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Unity Corp.  
 Business-Studio Address.....515 Madison Ave.  
 Phone Number.....Garfield 5551  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe  
 President.....Edward Lamb  
 General Manager.....Sunne Miller  
 Program Director.....Richard Rice  
 Chief Engineer.....Robert Sowers

# WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Community Bcstg. Co.  
 Trans.-Address.....Bell Bldg.  
 Phone: Adams 3291.....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Paul H. Raymer  
 Membership.....NARTB, RAB  
 President.....Frazier Reams  
 Gen.-Station Mgr.....Thomas S. Bretherton  
 Sales Prom. Mgr., Pub. Dir.....R. H. Edsall  
 Program Director.....Robert Krieghoff  
 Chief Engineer.....Harold Holmes

# WHHH

WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Warren Tribune Radio  
 Station, Inc.  
 Business-Studio Address.....108 Main St.  
 Phone: 2212-9.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affil.....Tribune Co.  
 Representative.....Rambeau  
 Transcription Service.....Associated  
 President.....Helen Hart Hurlbert  
 General Manager.....Carl J. Raymond  
 Sales Prom.....Peter J. Dignan  
 Comm. Mgr.....D. M. Shaver  
 Chief Engineer.....Robert E. Hardy

# WCHO

WASHINGTON COURT HOUSE—  
1952—KBS

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Court House Bdcstg. Co.  
 Address.....113½ S. Main St.  
 Phone: 5-6211.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....SESAC  
 Station Rep.....Hil F. Best  
 Membership.....RAB  
 President.....W. N. Nungesser  
 Gen., Comm. Mgr.....Leon Lloyd  
 Program Director.....William Hughes  
 Chief Engineer.....Carl Egbert

# WPKO

WAVERLY—1954

Frequency: 1380 Power: 1000 Watts  
 Owner.....Hi Kinco Bcstrs.  
 Phone.....Piketon 2781  
 Gen. Mgr., Chief Eng.....D. E. Kinker

# WKOV

WELLSTON—1952

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Family Bdcstg Co.  
 Address.....P. O. Box 190  
 News Service.....UP  
 Transcription.....World  
 President.....Stephen H. Kovalan  
 General Manager.....Parks Robinson  
 Program Director.....John E. Wilson  
 St., Comm. Mgr.....K. Williams

# WWST

WOOSTER—1947—KBS

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Wooster Republican Ptg. Co.  
 Phone: 3-5075.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus, SESAC  
 General Manager.....E. B. Evans  
 Commercial Mgr.....Quentin W. Welty  
 Program Director.....Robert Heeter  
 Chief Engineer.....Burton L. Bowman

# WRFD

WORTHINGTON—1947

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....Peoples Bcstg. Corp.  
 Address.....246 N. High St.  
 Phone: CA. 84711.....Air Time: Daytime  
 Transcription Service.....Thesaurus  
 Representative.....Meeker  
 Membership.....NARTB, RAB  
 President.....M. D. Lincoln  
 General Manager.....Herbert E. Evans  
 Sta., Mgr.....Joseph D. Bradshaw  
 Comm. Mgr.....Harry H. Hoessly  
 Program Director.....Bill Arthurs  
 Sales Prom. Mgr.....Phil Sheridan  
 Chief Engineer.....Harold Schaaf

# WBBW

YOUNGSTOWN—1949—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owner.....Mahoning Valley Bcstg. Corp.  
 Address.....Warner Theatre Bldg.  
 Phone: Riverside 44421.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Station Representative.....Weed  
 Membership.....NARTB  
 President, Ch. Eng.....John Cherpack, Jr.  
 Vice-Pres., Gen.-Comm. Mgr.....Gene Trace  
 Program Director.....Tony Ross  
 Publicity Director.....Marilyn Noble



# W F M J

**YOUNGSTOWN—1939—NBC**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: WFMJ Bcstg. Co.  
 Business-Studio Address: 101 W. Boardman  
 Phone: Riverside 3-4121 Air Time: Full Time  
 News Service: AP, UP  
 Representative: Headley-Reed  
 Transcription Ser.: Thesaurus, SESAC  
 Membership: NARTB  
 Pres., Gen. Mgr.: William F. Maag, Jr.  
 Gen., Sta. Mgr.: Mitchell F. Stanley  
 Program Director: Robert Locke  
 Chief Engineer: Frank A. Dieringer

# W K B N

**YOUNGSTOWN—1926—CBS**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: WKBN Bcstg. Corp.  
 Phone Number: Sterling 2-1145  
 Air Time: Full Time  
 Address: 3930 Sunset Blvd.  
 News Service: UP, AP  
 Newspaper Affiliation: Plain Dealer

Transcription Service: World, Lang-Worth  
 Representative: Paul H. Raymer  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: Warren P. Williamson, Jr.  
 Station Manager: J. Lothair Bowden  
 Program Director: Don Brice  
 Public Relations Director: Jim Smith  
 Chief Engineer: B. T. Wilkins

# W H I Z

**ZANESVILLE—1924—NBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner: Southeastern Ohio Bcstg. System, Inc.  
 Business-Studio Address: Lind Arcade Bldg.  
 Phone: 2-5431 Air Time: Full Time  
 Newspaper Affiliation: Zanesville Publ. Co.  
 News Service: UP  
 Representative: John E. Pearson  
 Membership: NARTB, RAB  
 President: Clay Littick  
 Sales Prom. Mgr., Pub. Dir.: Nancy Armstrong  
 Gen., Station Manager: Allan Land  
 Comm. Mgr.: Nate Milder  
 Prog. Dir.: Bob Wagner  
 Chief Engineer: William A. Hunt, Sr.

# OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — Families 658,000

Radio Homes 590,000 — TV Homes 360,000 — Stations in State 47

# K A D A

**ADA—1934—ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: KADA Bcstg., Inc.  
 Business Address: Box 642  
 Phone: 12 & 13 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Venard, Rintoul & McConnell  
 Membership: NARTB, RAB  
 President: Dr. C. C. Morris  
 V.P. & General Manager: Billy T. Hoover  
 Station Manager: Jerry Spencer  
 Secy. Trea.: B. Morris  
 Program Director: Fred Thompson  
 Chief Engineer: George Miller, Jr.

# K V S O

**ARDMORE—1935—ABC-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Ardmoreite Publishing Co.  
 Bus-Studio Address: 112 N. Washington  
 Phone: 3030 Air Time: Full Time  
 News Service: AP  
 Newspaper Affiliation: Daily Ardmoreite  
 Membership: NARTB, RAB  
 Representative: Venard  
 General Manager: Albert Riesen  
 Comm. Mgr.: J. E. Riesen  
 Program Director: Dolly Dutton  
 Publicity Director: Galy Varnell  
 Chief Engineer: William E. Kolb

# K W H W

**ALTUS—1946—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Altus Bcstg. Co., Inc.  
 Phone: 1405 Air Time: Full Time  
 News Service: AP  
 Representative: Pearson  
 Membership: NARTB  
 Newspaper Affiliation: "Times-Democrat"  
 Membership: NARTB  
 Pres., Gen. Mgr.: Frank E. Wimberly  
 Chief Engineer: Ernest Baucum

# K W O N

**BARTLESVILLE—1942—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Bartlesville Bcstg. Co.  
 Address: KWON Bldg.  
 Phone: 1400 Air Time: Full Time  
 President, Gen., Sta. Mgr.: J. Fred Case  
 Commercial Mgr.: John Collins  
 Chief Engineer: Nathan Parsons

# K B W L

**BLACKWELL—1952—KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By: Star Bcstg. Co., Inc.

Address .....Masonic Bldg.  
 Phone: 309 .....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Station Rep. ....Best  
 General Manager.....John W. Carrick  
 Chief Engineer.....H. B. Green

# KWCO

CHICKASHA—1946—MBS-KBS

Freq.: 1560 Kc. ....Power: 1 Kw. d. 250 W. n.  
 Owned-Oper. By. .Washita Valley Bcstg. Corp.  
 Address .....4th & Grand  
 Phone: 2898 .....Air Time: Full Time  
 News Service .....AP  
 Representative.....H. F. Best  
 Gen. Mgr.....Jack L. Pink  
 Commercial Manager.....Tom Miller  
 Program Director.....Marjorie Richards  
 Chief Engineer.....W. K. Berry

# KWOE

CLINTON—1949

Frequency: 1320 Kc. ....Power: 1000 Watts d.  
 Owned-Operated By. .Western Okla. Bcstg. Co.  
 Address .....Neptune Park  
 Phone: 618 .....Air Time: Daytime  
 News Service .....UP  
 Station Representative.....Hil F. Best  
 General Manager.....V. M. Preston  
 Commercial Mgr.....Leo Tremblay  
 Chief Engineer.....Hubert Gaston

# KWHP

CUSHING—1952—KBS

Frequency: 1600 Kc. ....Power: 1000 Watts d.  
 Owned-Operated By. ....W. H. Payne  
 Address .....Box 791  
 Phone: 922 .....Air Time: Daytime  
 News Service .....AP  
 Representative.....Hil F. Best  
 Transcription Service .....Thesaurus  
 Gen., Comm. Manager.....William H. Payne  
 Station Mgr.....George S. Lanham  
 Program Director.....Mary Lou Wright  
 Chief Engineer.....Charles F. Hebard

# KRHD

DUNCAN—1947—MBS-KBS

Frequency: 1350 Kc. ....Power: 250 Watts d.  
 Owned-Operated By. ....Duncan Bcstg. Co.  
 Address .....West Pine St.  
 Phone: 1350 .....Air Time: Full Time  
 Representative.....Hil F. Best  
 Membership .....NARTB, RAB  
 President.....R. H. Drury  
 Gen., Sta. Mgr.....W. M. Brubcker  
 Comm., Sales Prom. Mgr.....Lester Agee  
 Program Director.....John Moen

# KSEO

DURANT—1947—KBS

Frequency: 750 Kc. ....Power: 250 Watts d.  
 Owned-Operated By. .Democrat Printing Co.

Address .....Democrat Bldg.  
 Phone: 2200 .....Air Time: Daytime  
 News Service .....AP  
 Membership .....NARTB  
 Transcription Service .....Standard  
 Partners.....R. F. Story, Bennett Story  
 General Manager.....Leroy Moses  
 Chief Engineer.....Leonard Brown

# KASA

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned-Oper. By. ....Southwest Bcstg. Co.  
 Address .....204 N. Main  
 Phone: 730 .....Air Time: Full Time  
 Station Rep. ....Best  
 Manager.....Lonnie J. Preston  
 Program Director.....Alice Howenstine  
 Chief Engineer.....Robert Hemphill

# KCRC

ENID—1929—ABC-OKLA. NET-KBS

Frequency: 1390 Kc. ....Power: 1000 Watts  
 Owned-Oper. By. ....Enid Radiophone Co.  
 Bus. Studio Address.....Broadway Tower  
 Phone: 447 .....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 News. Affil. "Morning News," "Daily Eagle"  
 Representative.....John E. Pearson Co.  
 Membership .....NARTB  
 President.....Milton B. Garber  
 General Manager.....Pat Murphy  
 Commercial Mgr.....H. P. Hale  
 Program Director.....B. Napier  
 Chief Engineer.....Murray D. Coleman

# KGWA

ENID—1950—MBS

Frequency: 960 Kc. ....Power: 1000 Watts  
 Owned-Oper. By. ....Public Bcstg. Service, Inc.  
 Address .....115½ E. Broadway  
 Phone: 4230 .....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Pearson  
 President.....George E. Failing  
 General Manager.....H. J. Godschalk  
 Chief Engineer.....Ralph Druen

# KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc. ....Power: 250 Watts d.  
 Owned-Operated By. ....Frederick Bcstg. Co.  
 Address .....Main & Grand  
 Phone: 5-2131 .....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Keystone  
 Representative .....Hil F. Best  
 General Manager.....J. D. Jones, Jr.  
 Partner.....Ronald W. Wheeler  
 Comm. Mgr., Pub. Dir.....E. Jones  
 Sls. Prom. Mgr., Chief Eng.....D. Jones  
 Program Director.....Mary Wheeler



# KGYN

GUYMON—1948

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Plains Bcstg. Co.  
 Business-Studio Address ..... P. O. Box 38  
 Phone: 888 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... World, Thesaurus  
 Membership ..... NARTB, RAB  
 Representative ..... Hil F. Best  
 President, Gen. Mgr. .... T. M. Raburn, Jr.  
 Commercial Mgr. .... Edward J. Slater  
 Chief Engineer ..... Herbert L. Noyes

# KTJS

HOBART—1947—KBS

Frequency: 1420 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... A. R. Fuchs  
 Address ..... Box 796  
 Phone: 1070 ..... Air Time: Daytime  
 News Service ..... AP  
 President, Ch. Eng. .... A. Fuchs  
 Comm. Sls. Prom. Mgr. .... D. Davis

# KIHN

HUGO—1948—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Little Dixie Bcstg. Co.  
 Address ..... East on Highway 70  
 Phone: 1140 ..... Air Time: Full Time  
 News Service ..... AP  
 President ..... O. A. Brewer  
 Gen. Manager ..... R. A. Prichard  
 Chief Engineer ..... Dalton E. Jones

# KBEL

IDABEL—1953

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Idabel Bcstg. Co.  
 Address ..... Box 1072  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Winston O. Ward  
 Comm., Sls. Prom. Mgr. .... J. P. Stanley  
 Program Director ..... Ralph Mills  
 Chief Engineer ..... Cliff Taylor

# KSWO

LAWTON—1941—ABC-OKLA. NET

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Okla. Quality Bcstg. Co.  
 Bus.-Studio Address ..... 406½ D Ave.  
 Phone: 1380 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcrip. Service ..... World, Lang-Worth, Standard  
 Representative ..... John Pearson  
 Membership ..... NARTB, RAB  
 President ..... R. H. Drewry  
 Gen., Sta. Mgr. .... Leo R. Morris  
 Program Director ..... Tom Gilmore  
 Chief Engineer ..... Willard Cochran

# KNE D

McALESTER—1950

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Pittsburg Bcstg. Co., Inc.  
 Address ..... Aldrige Hotel  
 Phone: 1460 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World, Thesaurus  
 Representative ..... Pearson  
 Pres., Gen. Mgr. .... Ray Van Hooser  
 Commercial Manager ..... Phil Reed  
 Sls. Promotion Mgr. .... Frank Hopkins  
 Prog. Dir. .... Mary Jo Lawson  
 Chief Engineer ..... Dexter Ferry

# KTMC

McALESTER—1946—ABC-OKLA.

KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... McAlester Bcstg. Co.  
 Business-Studio Address ..... Earle Hotel  
 Phone: 2411 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Venard  
 Membership ..... NARTB  
 President ..... William Young  
 Gen., Sta. Mgr. .... Bob Baggett  
 Commercial Mgr. .... Bill Skeith  
 Sls. Prom. Mgr. .... Larry Craft  
 Publicity Director ..... Bob Bristow  
 Program Director ..... Geraldynne Jones  
 Chief Engineer ..... Harold Duncan

# KGLC

MIAMI—1948—KBS

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Miami Bcstg. Co.  
 Address ..... Miami Hotel  
 Transcription ..... Capital  
 Membership ..... NARTB, RAB  
 News Service ..... UP  
 Representative ..... Adam Young  
 President ..... Kenyon Brown  
 General Manager ..... William A. Searle  
 Supv. .... Frank J. Lynch  
 Prog. Dir. .... Carm Soricelli  
 Chief Engineer ..... Lewis Stone

# KBIX

MUSKOGEE—1936—ABC

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Okla. Press Pub. Co.  
 Address ..... Barnes Bldg.  
 Phone: MU 2-1331 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Venard  
 President ..... Tams Bixby, Jr.  
 General Manager ..... Walter W. Weber  
 Commercial Mgr. .... George Lanham  
 Program Director ..... Howard Whitely  
 Chief Engineer ..... Clyde Miller

# K M U S

## MUSKOGEE—1948

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
Owned-Oper. By Eastern Okla. Bcstg. Corp.  
Address 412½ Court St.  
Phone: MU 2-2488 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Pearson  
President R. M. Mountcastle  
Gen., Station Mgr. Jimmie Barry  
Sls. Prom. Mgr. Paul Weatherbee  
Program Director George Overton  
Chief Engineer James Keitel

# K N O R

## NORMAN—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned Cleveland County Bcstg. Co.  
Address P. O. Box 542  
Phone: 474 Air Time: Full Time  
News Service UP  
Station Rep. Best  
Gen. Mgr. (Ptr.) William S. Morgan  
President Tol Dickenson  
Comm. Mgr. James B. Logan  
Program Director Gene Stansberry  
Chief Engineer Gene Morris

# K B Y E

## OKLAHOMA CITY—1946—KBS

Frequency: 890 Kc. Power: 1000 Watts d.  
Owned-Operated By State Bcstg. Co.  
Bus.-Studio Address 9th & B'way  
Phone: FO 5-2323 Air Time: Daytime  
News Service UP  
Membership NARTB, RAB  
President A. Earl Cullum  
General Manager Frank J. Lynch  
Program Director F. F. Lynch  
Chief Engineer Robert E. Schilb

# K L P R

## OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.  
Owned-Oper. By Okla. City Bcstg. Co.  
Business Address 128½ W. Commerce St.  
Phone: FO 5-6358 Air Time: Daytime  
Membership NARTB, RAB  
News Service AP  
Owner, Pres., Gen. Mgr. Byrne Ross  
Comm., Promotion Mgr. Monty Wells  
Program Director Mrs. Kathleen Burkett  
Pub. Dir. Grant Ladd  
Chief Engineer Jay Davis

# K O C Y

## OKLAHOMA CITY—1938—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Plaza Court Bcstg. Co.  
Business-Studio Address Plaza Court Bldg.  
Phone: Forest 5-4333 Air Time: Full Time  
News Service AP  
Representative Pearson

Membership NARTB, RAB  
Pres., Gen. Mgr. M. H. Bonebrake  
Sta., Comm. Mgr. George Collisson  
Program Director Bill Ward  
Chief Engineer Hal Henegar

# K O M A

## OKLAHOMA CITY—1931—CBS

Frequency: 1520 Kc. Power: 50,000 Watts  
Owned-Operated By KOMA, Inc.  
Business-Studio Address 7300 Lincoln Blvd.  
News Service UP  
Transcription Service Standard, Lang-Worth  
Representative Avery-Knodel  
Membership NARTB  
President John Toole Griffin  
General-Station Mgr. Edgar T. Bell  
Sales Mgr. Gene Riesen  
Program Director Perry Dickey  
Chief Engineer M. W. Thomas

# K T O K

## OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc. Power: 5000 Watts  
Owned-Operated By KTOK, Inc.  
Business-Studio Address 1800 W. Main  
Phone: FO 5-8352 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Paul H. Raymer  
Membership RAB  
President Wendell Mayes  
Gen. Mgr. John Hopkins  
Prog. Dir. Bill Bryan  
Chief Engineer Clifford Easum

# K T O W

## OKLAHOMA CITY—1948

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By Sooner Bcstg. Co.  
Business-Studio Address Liberty Bank Bldg.  
Phone: CE 2-6367 Air Time: Daytime  
News Service AP  
Representative Rambeau  
Membership NARTB  
President Ralph Ball  
Gen., Sta. Mgr. Rex M. Lester, Jr.  
Comm. Mgr. Eddie Peak  
Sls. Prom. Mgr. J. Claybaugh  
Prog. Dir. Morgan Roberts  
Pub. Dir. Betty Carr  
Chief Engineer Thomas F. Lindsey

# W K Y

## OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By WKY Radiophone Co.  
Business-Studio Address 500 E. Britton  
Phone: TRinity 8-2161 Air Time: Full Time  
News Service AP, UP  
Newspaper Affiliation Oklahoma Pub. Co.  
Transcription Service Standard  
Representative Katz

**Membership** ..... NARTB  
 Pres., Gen. Mgr. .... E. K. Gaylord  
 Station Manager ..... P. A. Sugg  
 Dir. of Radio ..... Eugene B. Dodson  
 Program Director ..... Paul Brawner  
 Public Relations Mgr. .... Wally Kinnan  
 Chief Engineer ..... H. J. Lovell

# K H B G

## OKMULGEE—1937—MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Okmulgee Bcstg. Corp.  
 Business Address ..... Times Bldg.  
 News Service ..... AP  
 Trans. Service ..... Lang-Worth  
 President ..... Don Reynolds  
 Station Manager ..... John D. Whitt  
 Program Director ..... Nil Kenan  
 Chief Engineer ..... John Brennerman

# K V L H

## PAULS VALLEY—1947—KBS

Frequency: 1470 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... KVLH Bcstg. Co.  
 Business Trans. Address ..... P. O. Box 610  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Hil F. Best  
 President ..... James T. Jackson  
 General Manager ..... Phil Crenshaw  
 Comm. Mgr. .... Jim Gray  
 Chief Engineer ..... George Rountree

# W B B Z

## PONCA CITY—1928—MBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Ponca City Pub. Co.  
 Address ..... 1601 E. Okla.  
 Phone: RO. 5-6607 ..... Air Time: Full Time  
 Newspaper Affiliation ..... The News  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Pearson  
 Membership ..... NARTB, RAB  
 President ..... Clyde E. Muchmore  
 Sta., Gen. Mgr. .... Cy Casper  
 Commercial Mgr. .... Bill Go-man  
 Prog. Dr. .... William G. Maugans  
 Chief Engineer ..... Chuck Chaney

# K L C O

## POTEAU—1953—KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owner ..... LeFlora Bcstg. Co.  
 Address ..... Box 511  
 Phone ..... 660  
 Co-Owner, Gen. Mgr. .... R. B. Bell  
 Co-Owner, Prog. Dir. .... Bernice Bell

# K O L S

## PRYOR—1950—KBS

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Lakes Area Bcstg. Co.

Address ..... Fifth & S. Mill Sts.  
 Phone: 1263 ..... Air Time: Daytime  
 Transcription Service ..... SESAC  
 News Service ..... AP  
 Representative ..... H. F. Best  
 Owner, Gen. Sta. Mgr. .... L. L. Gaffaney  
 Commercial Manager ..... Mrs. L. L. Gaffaney  
 Program Director ..... Merle Caldwell

# K G F F

## SHAWNEE—1930—MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KGFF Bcstg. Co., Inc.  
 Address ..... Hotel Aldridge  
 Phone: 4390 ..... Air Time: Full Time  
 News Service ..... AP  
 Newspaper Affiliation ..... Stauffer Publ., Inc.  
 Transcription Service ..... World  
 President ..... Oscar S. Stauffer  
 Gen., Sta. Manager ..... William A. Weaver  
 Chief Engineer ..... Earl R. Ward

# K S P I

## STILLWATER—1947—MBS

Frequency: 780 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Stillwater Publishing Co.  
 Business Address ..... P. O. Box 231  
 News Service ..... UP  
 Newspaper Affiliation ..... News-Press  
 Transcription Service ..... World  
 Sta. Rep. .... Clark  
 Gen. Mg., Program Director ..... J. R. Bellatti  
 Chief Engineer ..... Paul McCollum

# K A K C

## TULSA—1946

Frequency: 970 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Public Radio Corp.  
 Bus. Studio Address ..... 412 E. Fifth St.  
 Phone: 4-2401 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Walker  
 President-Treas. .... S. E. Avey  
 V.P., General Manager ..... James L. Neal  
 Program Director ..... Rusty Kirk  
 Chief Engineer ..... M. M. Donley

# K F M J

## TULSA—1946

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Fred Jones Bcstg. Co.  
 Business-Studio Address ..... 1242 S. Boston  
 Phone: 5-5555 ..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Bolling  
 President ..... Fred Jones  
 Comm. Manager ..... Jack Betz  
 General Manager ..... Lawson Taylor  
 Chief Engineer ..... Nathan Wilcox

# K O M E

## TULSA—1938—KBS

Frequency: 1300 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Oper. By ..... Oil Capital Sales Corp.

Business-Studio Address . . . . . 8th & Main  
 Phone: 3-4121 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Gill-Perna  
 Membership . . . . . RAB  
 President . . . . . John E. Brown Jr.  
 General Manager . . . . . E. William George  
 Comm. Manager . . . . . C. W. Grim, Jr.  
 Chief Engineer . . . . . Roy Brown

**K R M G**  
**TULSA—1949—ABC**

Freq.: 740 Kc. . . . . Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By . . . . . Western Bcstg. Co.  
 Business-Studio Address . . . . . 311 So. Denver Ave.  
 Phone: 54-4291 . . . . . Air Time: Full Time  
 Representative . . . . . John Blair  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 President . . . . . Harrington Wimberly  
 Gen., Comm. Manager . . . . . Frank S. Lane  
 Prog., Pub. Director . . . . . Keith Bretz  
 Chief Engineer . . . . . William H. Bradley

**K T U L**  
**TULSA—1934—CBS**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Tulsa Bcstg. Co.  
 Business Address . . . . . Boulder-on-the-Park  
 Phone: 2-3191 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Avery-Knodel  
 President . . . . . John T. Griffin  
 V.P. & Gen. Mgr. . . . . L. A. Blust, Jr.  
 National Sls. Mgr. . . . . B. Holmes  
 Sales Mgr. . . . . William D. Swanson  
 Gen. Prom. Mgr. . . . . George Ketcham  
 Program Director . . . . . John Devine  
 Chief Engineer . . . . . Robert Snider

**K V O O**  
**TULSA—1925—NBC**

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

Bus-Studio Address . . . . . Philtower Bldg.  
 Phone: 2-3281 . . . . . Air-Time: Full Time  
 Transcription Service . . . . . Standard, World  
 Membership . . . . . RAB  
 Representative . . . . . Edward Peiry  
 President . . . . . W. G. Skelly  
 V.P., General Mgr. . . . . William B. Way  
 Commercial Manager . . . . . Gustav K. Brandborg  
 Sales Prom. Mgr. . . . . W. T. McClarin  
 Program Director . . . . . Joseph O'Neil  
 Chief Engineer . . . . . John Bushnell

**K W S H**

**WEWAKA—1948—ABC-KBS-MBS**

Frequency: 1260 Kc. . . . . Power: 1,000 Watts  
 Owned-Operated By . . . . . Tri Cities Bcstg. Co., Inc.  
 Address . . . . . Box 1260  
 Phone: 1260-1261 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Venard  
 President . . . . . Dr. C. C. Morris  
 General Manager . . . . . Bill Hoover  
 Station Manager . . . . . Roy Judge  
 Prog. Dir., Prom. Mgr. . . . . Gladys Williams  
 Publicity Director . . . . . Jav Harmon  
 Chief Engineer . . . . . Warren W. Abbott

**K S I W**

**WOODWARD—1947—MBS-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Woodward Bcstg. Co.  
 Address Trans. Loc. . . . . 22 & Cedar Sts.  
 Phone: 1450 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Thesaurus  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Pearson  
 Pres., Gen. Mgr. . . . . Edward A. Ryan  
 Program Director . . . . . Lenora W. Ryan  
 Chief Engineer . . . . . Francis R. Berry

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**

# OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — Families 602,000  
Radio Homes 586,000 — TV Homes 215,000 — Stations in State 50

## KWIL

### ALBANY—1941—MBS-DON LEE

Frequency: 790 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Central Willamette Bcstg.  
Bus.-Studio-Trans. Loc. . . . Queen Ave. & Elm  
Phone: WA 6-2233 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
Newspaper Affiliation . . . "Democrat Herald"  
Representative . . . . Moore-Lund, Ayres, Best  
Membership . . . . . NARTB, RAB  
President . . . . . R. R. Cronise  
General Manager . . . . . Chet Wheeler  
Commercial Manager . . . . . Dewey Rand  
Station Manager . . . . . Warren Stoffer  
Sales Prom. Mgr. . . . . John Boyer  
Program Director . . . . . LeRoy Jolley  
Chief Engineer . . . . . Herbert Davidson

## KWIN

### ASHLAND—1946—MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . Rogue Valley Bcstg. Co.  
Address . . . . . 1160 Helman Rd.  
News Service . . . . . AP  
President . . . . . Don Miller  
Station Manager . . . . . Daren L. Flickinger  
Program Dir. . . . . Bill Lively

## KAST

### ASTORIA—1925—MBS-KBS

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . Astoria Bcstg. Co.  
Bus.-Studio Address . . . . 1006 Taylor Ave.  
Phone: 95 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . Moore-Lund, Ayres  
Membership . . . . . RAB, NARTB  
President . . . . . Robert B. Chessman  
Gen., Sta. Mgr. . . . . R. D. Holmes  
Program Director . . . . Mrs. Mary Ristola  
Commercial Manager . . . . Irving Steinbock  
Chief Engineer . . . . . Jay Bruce Whitwell

## KVAS

### ASTORIA—1950

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned . . . . . Lower Columbus Bcstg. Co., Inc.  
Address . . . . . 612 Commercial St.  
News Service . . . . . UP  
Representative . . . . Moore, Holman  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . A. L. Capstaff  
Station Mgr. . . . . T. R. Williams  
Sales Prom. Mgr. . . . . Chas. Dean  
Chief Engineer . . . . . James Titus

## KBKR

### BAKER—1939—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . Inland Radio, Inc.  
Bus.Studio Address . . . . 3032 Auburn Ave.  
Phone: 140 . . . . . Air Time: Full Time  
Station Rep. . . . . Best, Moore & Lund  
Membership . . . . . NARTB  
Transcription Service . . . . . World  
Gen., Comm. Mgr. . . . . Kenneth B. Lockwood  
Program Dir. . . . . Kenneth Holden  
Chief Engineer . . . . . Walter E. Stewart

## KBND

### BEND—1937—MBS-DON LEE-KBS

Frequency: 1110 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Central Oregon Bcstg. Co.  
Bus.-Studio Address . . . . Coble Bldg.  
Phone: 848 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . W. S. Grant, Moore-Lund  
Membership . . . . . NARTB  
Pres., Gen., Sta. Mgr. . . . Frank H. Loggan  
Comm. Mgr. . . . . Doug Gaines  
Pgm. Dir. . . . . Kessler Cannon  
Chief Engineer . . . . . Robert Dickinson

## KOOS

### COOS BAY—1928—MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . KOOS, Inc.  
Address . . . . . 505 Hall Bldg.  
Phone: Congress 7-2121 . . . Air Time: Full Time  
News Service . . . . . UP  
Representative . . . . Moore-Lund  
Membership . . . . . RAB  
President . . . . . Sheldon F. Sackett  
Comm. Mgr. . . . . William Cook  
Station Manager . . . . . Phil Waters  
Prog. Dir. . . . . John Tasnady  
Chief Engineer . . . . . Nate Olson

## KWRO

### COQUILLE—1949—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . KWRO, Inc.  
Address . . . . . P. O. Box 396  
Phone: 3961 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Rep. . . . . Moore-Lund, Continental, O'Connell  
Sect.-Treas. . . . . W. E. Walsh  
General Manager . . . . . Lynn C. Thomas  
Chief Engr. . . . . Drew Walker

# KCOV

**CORVALLIS—1954**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned.....Midland Bcstg. Co.  
 Address.....Corvallis Hotel, Second & Madison  
 News Service.....UP  
 Rep.....Everett-McKinney, Moore & Lund  
 Supervisor.....Lee Bishop  
 President.....Don McCormick  
 Manager.....Frank Flynn

# KRUL

**CORVALLIS—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Pacific States Radio Co.  
 Address Trans. Lot.....1221 So. 15th St.  
 News Service.....AP  
 Representative.....McGillvra  
 Membership.....RAB  
 President.....Fred T. Haley  
 Gen., Comm. Mgr.....Douglas Setterberg  
 Sales Prom. Mgr.....Jack Gallant  
 Program Director.....Hal Wehmeier  
 Chief Engineer.....Steve Wade

# KOMB

**COTTAGE GROVE—1953**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Orlo M. Bagley  
 Address.....P. O. Box 606  
 Phone: 1400.....Air Time: Full Time  
 News Service.....UP  
 Station Rep.....Continental  
 Manager.....Anthony Maucione

# KODL

**THE DALLAS—1940—ABC**

Frequency: 1440 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Western Radio Corp.  
 Phone: 2300.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Moore & Lund, Ayres  
 Pres., General Manager.....V. B. Kenworthy  
 Station Manager.....Paul E. Walden  
 Comm. Mgr.....Lawrence Beaudoin  
 Promotion Director.....Monte DeVon  
 Prog. Dir.....George Pence  
 Chief Engineer.....Bruce Elliott

# KASH

**EUGENE—1947—ABC-KBS**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Radio Air Ways, Inc.  
 Address.....P. O. Box 1600  
 Phone: 5-3357.....Air Time: Full Time  
 Rep. W. Coast Sls.....Donald Cooke  
 Pres., Gen. Mgr.....E. L. Kincaid  
 Commercial Manager.....Paul N. Plank  
 Program Director.....Laura Plank  
 Asst. Mgr., Pub. Dir.....Clare Mattingly  
 Chief Engineer.....Norville M. Packard

# KERG

**EUGENE—1949—CBS**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By.....Guard Pub. Co.  
 Address.....P. O. Box 506  
 Phone: 5-4304.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation....."Register-Guard"  
 Transcription Service.....Columbia Masterwks.  
 Representative.....Weed & Co.  
 Membership.....NARTB, RAB  
 President.....Alton F. Baker  
 Gen., Sta. Mgr.....L. W. Trommlitz  
 Commercial Manager.....Herb Michael  
 Publicity Director.....Jack Craig  
 Prom. Mgr.....Robert Fulton  
 Chief Engineer.....Calvert Applegate

# KORE

**EUGENE—1927—MBS-DON LEE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Lane Bcstg. Co.  
 Business Address.....P. O. Box 1032  
 Phone: 4-4214.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Rep.....Everett-McKinney, Moore & Lund  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Lee Bishop  
 Commercial Mgr.....Virgil Parker  
 Sales Prom. Mgr.....Bob Davis  
 Program Director.....Harry Kirk  
 Chief Engineer.....Floyd Vikes

# KUGN

**EUGENE—1946—NBC**

Freq: 590 Kc. Power: 1 Kw. d. 1 Kw. n.  
 Owned-Operated By.....KUGN, Inc.  
 Business Address.....P. O. Box 112  
 Phone: 4-6216.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Meeker  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....C. O. Fisher  
 Commercial Manager.....E. W. Karl  
 Sls. Prom. Mgr., Pub. Dir.....Reg Roos  
 Chief Engineer.....George Hathaway

# KRWC

**FOREST GROVE—1950**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Irving G. Schmidtke  
 Address.....Rt. 2, Box 59  
 Phone: Forest Grove 6091..Air Time: Daytime  
 Representative.....Wm. Ayres, Moore & Lund  
 Transcription Service.....Standard  
 Pres., Gen. Mgr.....Irving V. Schmidtke  
 Commercial Mgr.....Clarence S. Sherman  
 Prog. Dir.....Jack L. White  
 Pub. Dir.....Robert Kingsley

# K U I N

**GRANTS PASS—1939—MBS  
DON LEE**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Southern Oregon Bcstg. Co.  
Business Address P. O. Box 148  
Phone GR 6-4477  
Transcription Service World  
Representative W. S. Grant  
Representative NARTB, RAB  
President A. E. Voorhies  
General Manager E. A. Malone  
Commercial Mgr. M. K. Ball  
Program Director Dave Allen  
Chief Engineer N. L. Williams

# K R T V

**HILLSBORO—1954**

Frequency: 1360 Kc. Power: 1000 Watts  
Representative Moore & Lund  
President Harold C. Singleton  
Chief Engineer Paul Alexander

# K I H R

**HOOD RIVER—1950**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Ore-Wash. Bcstrs.  
Address P. O. Box 207  
Phone: 8561 Air Time: Full Time  
News Service AP  
Transcription World  
Representative Moore-Lund  
Membership RAB  
President C. H. Fisher  
Sta. Mgr., Prog. Dir. Don McCutcheon  
Comm. Mgr. R. C. Weisenburger  
Chief Engineer Don I. Morris

# K F J I

**KLAMATH FALLS—1923—MBS  
DON LEE**

Frequency: 1150 Kc. Power: 5000 d., 1000 n.  
Owned-Oper. By KFJI Bcstrs., Inc.  
Address P. O. Box 692  
Phone: 22551 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus  
Representative W. S. Grant, Moore-Lund  
Membership NARTB  
President W. D. Miller  
Station Mgr. Alan K. Abner  
Program Dir. Brad Cole  
Chief Eng. W. Loerke

# K F L W

**KLAMATH FALLS—1946—ABC-CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Herald Publ. Co.  
Address P. O. Box 941  
Phone Number 8115

Air Time Full Time  
News Service AP  
Transcription Service Standard  
Representative Everett-McKinney  
Membership NARTB, BAB  
President Frank Jenkins  
General Manager Bud Chandler  
Commercial Manager Aaron Bee  
Chief Engineer Bill Grimes

# K L B M

**LA GRANDE—1928—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Inland Radio, Inc.  
Phone: 2201 Air Time: Full Time  
Transcription Service Standard  
Representative Moore & Lund, Best  
Membership NARTB  
Gen., Comm. Manager Ken Lillard  
Program Director Judy Holman  
Chief Engineer Len Serdar

# K G A L

**LEBANON—1950—KBS**

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By Linn County Bcstrs., Inc.  
Address P. O. Box 341  
Phone: 8631 Air Time: Full Time  
News Service AP  
Station Rep. Holman  
Transcription Service Langworth, SESAC  
President W. Gordon Allen  
General Manager John Truhan  
Commercial Manager Don Wellman  
Program Director Nate Bridges  
Chief Engineer Danny Bridges

# K M C M

**McMINNVILLE—1949—KBS**

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Oper. By Yamhill Bcstrs.  
Address P. O. Box 207  
Phone: 3811 Air Time: Full Time  
Newspaper Affil. Daily News-Register  
Transcription Service World  
Station Rep. Continental  
News Service AP  
President Jack B. Bladine  
Gen., Comm. Mgr. Glasco Branson  
Program Director Leslie Cunningham  
Chief Engineer Jack Adkins

# K B O Y

**MEDFORD—1954**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By K-Boy Bcstrs.  
Address P. O. Box 1109  
Phone 3-5355  
Partner, Gen. Mgr., Prog. Dir. C. E. Wilson  
Partner P. D. Jackson  
Prtn., Comm. Mgr., Chief Eng. W. H. Hansen

# K M E D

**MEDFORD—1922—NBC**

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Radio Medford, Inc.  
 Address..... P. O. Box 1306  
 Phone: 2-4000..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Station Representative..... Meeker Assoc.  
 Membership..... NARTB  
 President..... Vern Robinson  
 General, Sta. Mgr..... Ray Johnson  
 Commercial Mgr..... Tom Tubbs  
 Publicity Director..... Norm Oberst  
 Program Director..... Russ Jamison  
 Chief Engineer..... Don Smith

# K Y J C

**MEDFORD—1947—ABC-CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Medford Printing Co.  
 Trans. Address..... 27 North Fir St.  
 Phone: 2-5277..... Air Time: Full Time  
 News Service..... UP  
 Newspaper Affiliation..... Mall Tribune  
 Representative..... Grant  
 Transcription Service..... Lang-Worth  
 Membership..... NARTB  
 President..... Robert W. Ruhl  
 Gen., Sta., Prom. Mgr..... Jimmy Dunlevy  
 Comm., Mgr..... Tom MacLeod  
 Program Director..... John Ahern  
 Chief Engineer..... Dick Woods

# K N P T

**NEWPORT—1948**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Yaquina Radio, Inc.  
 Business Address..... 1940 N. Coast H'way  
 News Service..... AP  
 Rep..... Ayres, Moore & Lund, Continental  
 Pres., Gen. Mgr..... Tom R. Becker  
 Comm. Mgr., Prog. Dir..... Bob Eubanks  
 Sales Prom. Mgr..... Helen Wade

# K F I R

**NORTH BEND—1951—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By..... Bay Bcstg. Co.  
 Address..... Box 905  
 Phone: SK 9-7351..... Air Time: Full Time  
 News Service..... AP  
 Representative..... W. S. Grant, Keating  
 Owner, Gen. Mgr..... Josephine Edwards  
 Station Manager..... Glenn Nickell  
 Comm. Manager..... William Jones  
 Sales Prom. Mgr..... Charles Lee  
 Chief Engineer..... Arthur Schuldt

# K S R V

**ONTARIO—1946—KBS**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Operated By..... Inland Radio, Inc.

Address..... Box 540  
 Phone: 212..... Air Time: Full Time  
 News Service..... UP  
 Rep..... Pac. Northwest, Moore-Lund, Best  
 Transcription Service..... Standard  
 Tran. Ser..... Standard, Langworth  
 General Manager..... Gordon L. Capps  
 Asst. Manager..... Charles E. Harland  
 Commercial Manager..... Robert Humphreys  
 Program Director..... Rodrick Walter  
 Chief Engineer..... Geoffrey Gass

# K G O N

**OREGON CITY—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Clackamas Bcstra.  
 Business Address..... Box 391  
 Phone: OR 5249..... Air Time: Full Time  
 News Service..... UP  
 Trans. Ser..... World, Associated, Standard  
 Rep..... Robt. Meeker, Moore-Lund, Paschall  
 Membership..... NARTB, RAB  
 President..... Dr. John H. Fitzgibbon  
 Comm., Prom., Gen. Mgr..... Irwin S. Adams  
 Program Director..... Sonora B. Hoffman  
 Chief Engineer..... Edward G. Saxe

# K W R C

**PENDLETON—1941—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... Western Radio Corp.  
 Business Address..... P. O. Box 178  
 News Service..... UP  
 Trans. Ser..... Thesaurus  
 Station Rep..... Moore & Lund  
 Pres., Gen. Mgr..... V. B. Kenworthy  
 Station Manager..... Ted A. Smith  
 Commercial Mgr..... John Webb  
 Program Director..... John F. Cameron  
 Chief Engineer..... Douglas Whipple

# K E X

**PORTLAND—1926—ABC**

Frequency: 1190 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Westinghouse Radio  
 Address..... 1230 SW Main St.  
 Phone: CAPital 1881..... Air Time: Full Time  
 News Service..... UP, INS  
 Transcription Service..... Associated  
 Membership..... RAB  
 Station Representative..... Free & Peters Inc.  
 President..... Chris Witting  
 General Manager..... Joseph E. Baudino  
 Station Manager..... J. B. Conley  
 Commercial Manager..... R. E. Rudolph  
 Sales Promotion Manager..... Charles L. Burrow  
 Program Director..... Mel Bailey  
 Chief Engineer..... Jack Erwin

# K G W

**PORTLAND—1922—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper..... Pioneer Bcstra, Inc.  
 Bus.-Studio Address..... 1320 S.W. Broadway  
 Phone: BEacon 6364..... Air Time: Full Time



News Service..... AP, INS  
 Representative..... Edward Petry  
 Membership..... NARTB, RAB  
 Transcription..... SESAC  
 President..... George Orput  
 Gen., Sta. Mgr..... James A. Mount  
 Asst. Mgr..... T. D. Rishworth  
 Comm. Mgr..... R. H. Prigmore  
 Prog., Pub. Dir..... Robert E. Franklin  
 Chief Engineer..... Earl E. Petersen

# KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc..... Power: 5000 Watts  
 Owned..... Mt. Hood Radio-TV Bcstg. Corp.  
 Business Address..... P. O. Box 1031  
 Phone: ATwater 3333..... Air Time: Full Time  
 News Service..... AP, INS, UP  
 Transcription Service..... World, Standard  
 Representative..... CBS, Spot & Sls.  
 Membership..... NARTB, RAB  
 President..... Ted Gamble  
 Gen. Mgr..... Harry H. Buckendahl  
 Promotion Director..... George Wann  
 Program Manager..... Willard Mears  
 Nat'l Adv. Mgr..... J. L. Palmer  
 Dir. of Engineering..... Louis S. Bookwalter

# KPAM

PORTLAND—1951

Frequency: 1410 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Bcstrs. Oregon Ltd.  
 Address..... P. O. Box 1230  
 Phone: ATwater 0106..... Air Time: Daytime  
 News Service..... AP  
 Membership..... NARTB  
 Trans. Serv..... Associated, World, SESAC  
 Pres., Sta., Gen. Mgr..... Stanley M. Goard  
 Program Director..... Douglas Ducklow  
 Comm. Manager..... Deal O. Wilkins  
 Sales, Prom. Mgr..... Jack Hampton  
 Publicity Director..... Jim McGuire  
 Chief Engineer..... Charles K. Dickson

# KPDQ

PORTLAND—1947

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Bus.-Studio-Trans. Address. 1008 S.W. 6th Ave.  
 Phone: CA 9209..... Air Time: Daytime  
 News Service..... AP  
 Membership..... RAB  
 Pres., Gen. Mgr..... Jack W. Davis  
 Program Director..... "Wink" Guthrie  
 Chief Engineer..... Bob Beattie

# KPOJ

PORTLAND—1932—MBS—DON LEE

Frequency: 1330 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... KPOJ, Inc.  
 Phone: Broadway 3484..... Air Time: Full Time  
 Studio Address..... 1019 S.W. 10th  
 News Service..... UP  
 Newspaper Affiliation..... Oregon Journal  
 Representative..... John Blair  
 Membership..... NARTB, RAB  
 President..... Wm. W. Knight

General-Station Manager..... R. M. Brown  
 Commercial Manager..... Robert C. La Bonte  
 Program Director..... Jack Moys  
 Chief Engineer..... Richard R. Pooley

# KWJJ

PORTLAND—1925

Frequency: 1080 Kc..... Power: 10,000 Watts  
 Owned-Oper. By..... Rodney F. Johnson  
 Bus.-Studio Address..... 1011 S.W. 6th Ave.  
 Phone: ATwater 4393..... Air Time: Full Time  
 News Service..... INS  
 Representative..... Burn-Smith, McGawen, Young  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr..... Rod F. Johnson  
 Comm. Mgr..... Ben T. Crosby  
 Sales Prom. Mgr..... Charles A. Larsen  
 Prog. Dir..... Jerry Speerstra  
 Chief Engineer..... Les Windes

# KXL

PORTLAND—1926

Frequency: 750 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... KXL Bcstrs.  
 Business-Studio Address..... Box 5886  
 Phone: EV 1-6558..... Air Time: Daytime  
 News Service..... UP, AP  
 Transcription Service..... Associated  
 Rep., Walker, Pacific Northwest, Moore & Lund  
 Pres., Gen., Comm. Mgr..... H. S. Jacobson  
 Program Director..... Ric Thomas  
 Chief Engineer..... Len Garrett

# KRCO

PRINEVILLE—1950

Frequency: 690 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Radio Central Oregon  
 Address..... P. O. Box 188  
 Phone: 6-239..... Air Time: Full Time  
 Membership..... RAB  
 Trans. Serv..... Thesaurus  
 Representative..... Best, Moore & Lund  
 News Service..... UP  
 Pres., Gen. Mgr..... Norbert A. Miksiche  
 Program Manager..... Elsie Stover  
 Comm. Mgr., Chief Engr..... C. R. Matheny  
 Chief Eng..... Gene Johnstick

# KJUN

REDMOND—1952—ABC

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Juniper Bcstrs., Inc.  
 Address..... P. O. Box 1240  
 Representative..... McGillvra  
 News Service..... UP  
 Membership..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... F. G. Lieser  
 Bus., Prog. Dir..... Patricia Riggs  
 Chief Engr..... Gene Johnstick

# KRNR

ROSEBURG—1935—CBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... News Review Co.

Address.....134 N. Jackson  
 Phone: 3-5551.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Newspaper Affiliation.....News Review Co.  
 Representatives.....Moore & Lund, Grant  
 Membership.....NARTB, RAB  
 President.....Frank Jenkins  
 Gen., Sta. Mgr.....Leroy Hiatt  
 Commercial Mgr.....Warren Ward  
 Program Director.....Lyle Fenner  
 Chief Engineer.....Max Dick

### K R X L

ROSEBURG—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Umpqua Bcstrs., Inc.  
 Address.....P. O. Box 847  
 Phone: OR 3-4464.....Air Time: Full Time  
 News Service.....UP  
 Trans. Ser.....World, Lang-Worth  
 Station Rep.....Regional Rep., Cox  
 Membership.....NARTB  
 President.....Donn Radabaugh  
 Sta., Comm., Gen. Mgr.....Iris Rice Helliwell  
 Program Director.....Del McKay  
 Publicity Director.....Carol Kerr  
 Chief Engineer.....Leo Reetz

### K G A E

SALEM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KGAE, Inc.  
 Address.....Box 768  
 Phone: 4-1430.....Air Time: Daytime  
 News Service.....UP  
 Station Rep.....Holman  
 President.....W. Gordon Allen  
 General Manager.....Earle Headrick  
 Program Director.....Jean McLean  
 Comm. Manager.....Robt. Morse  
 Chief Engineer.....John Truhan

### K O C O

SALEM—1947

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

Address Trans. Loca.....1426 Edgewater St.  
 Phone: 3-3108.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard, Associated  
 Representative.....William G. Rambeau  
 Gen. Mgr.....Loring Schmidt  
 Program Director.....Carl Ritchie  
 Commercial Manager.....Seth Smith  
 Chief Engineer.....Bruce Fountain

### K S L M

SALEM—1934—MBS—DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Oregon Radio, Inc.  
 Business Address.....P. O. Box 631  
 Phone: 3-4831.....Air Time: Full Time  
 Representative.....Everett, McKinney  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....RAB  
 President, Gen. Mgr.....Glenn McCormick  
 Comm., Sta. Mgr.....Dave Hoss  
 Sales Prom., Mer.....Bill Ross  
 Prog., & Publicity Director.....Herb Johnston  
 Chief Engineer.....Clyde Carlton

### K R G A

SPRINGFIELD—1954

Frequency: 1050 Kc.....Power: 1 Kw.  
 Owned.....W. Gordon Allen  
 Address.....P. O. Box 696  
 Air Time.....Daytime  
 News Service.....UP  
 Station Rep.....Hal Holman  
 President.....W. Gordon Allen  
 V.P., Gen. Mgr.....Glen M. Stadler

### K T I L

TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tillamook Bcstg. Co., Inc.  
 Business Address.....Box 1590  
 Phone: Victor 2-4422.....Air Time: Full Time  
 News Service.....UP  
 Rep.....Continental, Ayres, Moore & Lund  
 President.....F. H. Guyton  
 Manager.....Tom Hoover  
 Chief Engineer.....Larry Bruner

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS



# PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — Families 3,095,000

Radio Homes 2,985,000 — TV Homes 2,537,000 — Stations in State 124

## W A E B

ALLENTOWN—1948

Freq: 790 Kc. . . . . Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By: . . . . . WAEB, Inc.  
Address: . . . . . 7th & Hamilton Sts.  
Phone: HE. 4-9364. . . . . Air Time: Full Time  
News Service . . . . . UP  
Representative . . . . . Radio-Rep.  
President . . . . . Howard Wasserman  
General Mgr. . . . . P. Robert Ackley  
Program Dir. . . . . John Mraz  
Chief Engineer. . . . . William Gottshall

## W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned. . . . . Allentown Bcstg. Corp.  
Address. . . . . Colorado & Poplar Sts.  
Phone: HE. 4-4801. . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service. . . . . RCA, Thesaurus  
Representative . . . . . Raymer  
Membership . . . . . NARTB  
President. . . . . Charles G. Helwig  
Station Mgr. . . . . James G. Chambers  
Comm. Sales Prom. Mgr. . . . . Alfred F. Wilcox  
Program Dir. . . . . James F. Chambers  
Publicity Dir. . . . . Paul Mitchell  
Chief Engineer. . . . . Gerald B. Werst

## W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
Operated By. . . . . WKAP, Inc.  
Bus. Studio Address. . . . . P. O. Box 689  
Phone: Hemlock 3-3166. . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Weed  
President. . . . . N. Joe Rahall  
Sta., Gen. Mgr. . . . . O. R. Davies  
Prog. Dir. . . . . Marshall S. Cleaver  
Chief Engineer. . . . . C. Frank Cordaro

## W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Lehigh Valley Bcstg. Co.  
Bus. Studio Address. . . . . 39-41 N. Tenth St.  
Phone: Hemlock 4-9511. . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Headley Reed  
Membership . . . . . NARTB, RAB  
General Manager . . . . . B. Bryan Musselman  
Sta., Comm. Mgr. . . . . Olivia M. Barnes  
Dir. of Programs. . . . . George Y. Snyder  
Chief Engineer. . . . . Revel H. Musselman

## W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Gable Bcstg. Co.  
Address. . . . . 1320 11th Ave.  
Phone: 6467. . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . H-R Reprs., Inc.  
Membership . . . . . NARTB  
President. . . . . George P. Gable  
General Manager . . . . . John M. Snyder  
Sta., Sales Prom. Mgr. . . . . James R. Gates  
Chief Engineer. . . . . George Burgoon

## W R T A

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Thompson Bcstg. Co.  
Address. . . . . 1421 12th Ave.  
Phone: 6646. . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Representative . . . . . Robert Meeker  
Membership . . . . . NARTB



## W H O L

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation. The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1953 amounted to more than five hundred million dollars and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you. Together with WHOL, WAZL, WHLM, WIDE and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

CHARLES G. HELWIG, Esq.  
President

Rep. Paul H. Raymer Co.



Pres., Gen. Mgr. . . . . Roy T. Thompson  
 Sta., Comm., Prom. Mgr. . . . . William Clear  
 Program Director . . . . . Dorothy M. Thompson  
 Publicity Director . . . . . Marge Griffith  
 Chief Engineer . . . . . John Grimme

## W V A M

**ALTOONA—1948—CBS**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . General Bcstg. Corp.  
 Address . . . . . 2727 W. Albert Dr.  
 Phone: 8127 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Transcription Service . . . . . Standard  
 Representative . . . . . Weed & Co.  
 President . . . . . Emanuel S. Leopold  
 Gen., Prom. Manager . . . . . Will Ketner  
 Comm. Manager . . . . . Will Union  
 Chief Engineer . . . . . Dominic Legge

## W A V L

**APOLLO—1947**

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Oper. By . . . . . Tri-Borough Bcstg. Co.  
 Address . . . . . Press & Radio Bldg.  
 Phone: 72-3921 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Trans. Ser. . . . . SESAC, Cole, Lang-Worth  
 General Manager . . . . . Cecil F. Clifton  
 Business Manager . . . . . A. J. West  
 Program Director . . . . . Silas West  
 Chief Engineer . . . . . H. E. Smith

## W N C C

**BARNSBORO—1950—KBS**

Frequency 950 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . No. Cambria Bcstrs.  
 Address . . . . . Maple Ave.  
 Transcription Service . . . . . Thesaurus, World  
 News Service . . . . . UP  
 Membership . . . . . RAB  
 Pres. . . . . Harris G. Breth  
 General Manager . . . . . W. J. Thomas  
 Program Director . . . . . William R. Rathall  
 Chief Engineer . . . . . Dyle Miller

## W B V P

**BEAVER FALLS—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WBVP, Inc.  
 Business-Studio Address . . . . . 1216 Seventh Ave.  
 Phone Number . . . . . 4100  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Standard, World  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Frank R. Smith, Jr.  
 Commercial Mgr. . . . . Thomas B. Price  
 Program Director . . . . . Charles H. Wilson  
 Pub. Dir. . . . . Jean E. Biggard  
 Chief Engineer . . . . . Robert Ramsey

## W G P A

**BETHLEHEM—1946**

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . The Bethlehems' Globe

Bus-Studio Address . . . . . 428 Brodhead Ave.  
 Phone: University 6-8074 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Newspaper Affil. . . . . Bethelam Globe Times  
 Transcription Service . . . . . Capitol, Thesaurus  
 Membership . . . . . NARTB  
 President . . . . . Rolland L. Adams  
 General Manager . . . . . Ellis Service  
 Station Manager . . . . . Arthur C. McCracken  
 Comm., Sales Prom. Mgr. . . . . Frank Collie  
 Prog. Dir. . . . . Stefan George  
 Pub. Dir. . . . . Frank Collie  
 Chief Engineer . . . . . Edwin L. Rybak

## W C N R

**BLOOMSBURG—1946**

Frequency: 930 Kc. . . . . Powe: 1000 Watts d.  
 Owned-Oper. By . . . . . The Columbia-Montour  
 Bcstg. Corp.  
 Bus-Studio Address . . . . . 38 W. Main St.  
 Phone: 1700 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Trans. Ser. . . . . Associated  
 Membership . . . . . NARTB  
 Gen. Mgr. . . . . Ed Darlington  
 Chief Engineer . . . . . Robert Fulton

## W H L M

**BLOOMSBURG—1948**

Frequency: 550 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Harry L. Magee  
 Address: . . . . . 107 W. Main St.  
 Phone: 1800-1 . . . . . Air Time: Full Time



## WHLM

**BLOOMSBURG, PA.**

WHLM has big news . . . announcing that they are now a full time operation, gaining 20,000 potential new listeners; completely new studios and a brand new RCA transmitter. WHLM has a continuous merchandising program, and their coverage is directed along the banks of the Susquehanna River, the center of population for eastern and central Pennsylvania. Add all this together and you get a pretty fair idea of why we say, "Time Busters, you can't afford to pass up the selling power of WHLM." Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Polato Chaps and Merck Drug Company, to mention just a few with good, big payrolls. Together with WHLM, WAZL, WHOL, WIDE and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

**HARRY L. MAGEE**

Owner and Operator  
 Rep. Paul H. Raymer Co.

News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, World  
 Representative . . . . . Raymer  
 Membership . . . . . NARTB  
 President . . . . . Harry L. Magee  
 Gen., Sta. Mgr. . . . . Robert R. Williams  
 Commercial Mgr. . . . . Pat Campbell  
 Sales Prom. Mgr. . . . . Ray Calabrese  
 Program Dir. . . . . Anthony Perry  
 Publicity Dir. . . . . Patsy O'Brien  
 Chief Engineer . . . . . Anthony Hogg

# WLOA

**BRADDOCK—1947**

Frequency: 1550 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Matta Bcstg. Co.  
 Business-Studio Address . . . . . 1233 Braddock Ave.  
 Phone: Electric 1-1100 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 President . . . . . William G. Matta  
 Commercial Manager . . . . . George Matta  
 Chief Engineer . . . . . Elmer L. Heess

# WESB

**BRADFORD—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WESB  
 Business Address . . . . . 43 Main St.  
 Phone: 3173 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus RCA  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB  
 Gen. Mgr., Sls. Prom., Pub. Dir. . . . . J. M. Cleary  
 Commercial Manager . . . . . Frederick P. Tascone  
 Program Dir. . . . . Lloyd P. Gordon  
 Publicity Dir. . . . . Frederick P. Tascone  
 Chief Engineer . . . . . Dean Merry

# WBUT

**BUTLER—1949**

Frequency: 1050 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WBUT, Inc.  
 Address . . . . . Mcquiston Rd.  
 Phone: 75-778 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Station Representative . . . . . Gill-Perna, Inc.  
 President . . . . . J. Patrick Beacom  
 Gen. & Sta. Mgr. . . . . Gerald D. Coleman

# WISR

**BUTLER—1941**

Frequency: 680 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . The Butler Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 357 N. Main St.  
 Phone: Butler 7-4701 . . . . . Air Time: Daytime  
 Membership . . . . . PAB  
 News Service . . . . . UP  
 President . . . . . Joel W. Rosenblum  
 General Manager . . . . . Robert Kaufman  
 Comm. Manager . . . . . Harry W. Critchlow  
 Program Director . . . . . Warren Ihlenfeld  
 Chief Engineer . . . . . Paul Rex

# WCDL

**CARBONDALE—1950—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Carbondale Bcstg., Co., Inc.  
 Address . . . . . 127 Salem Rd.  
 Phone: Carbon 1230 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Donald Cooke, Inc.  
 President . . . . . William H. Ware  
 General Manager . . . . . Robert G. Adams  
 Comm. Manager . . . . . Phil E. Ladd  
 Prog. Director . . . . . Edward J. Hughes  
 Chief Engineer . . . . . Walter F. Rude

# WHYL

**CARLISLE—1952—KBS**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Richard Field Lewis, Jr.  
 Business Address . . . . . Holly Pike  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 President . . . . . Richard F. Lewis, Jr.  
 Gen., Sta., Comm. Mgr. . . . . Winslow T. Porter  
 Prog. Dir. . . . . C. H. Morse  
 Chief Engineer . . . . . Jack Simmons

# WCHA

**CHAMBERSBURG—1946**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Chambersburg Bcstg. Co.  
 Bus.-Studio Address . . . . . Craft Press Bldg.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Standard  
 Representative . . . . . Forjoe  
 General Manager . . . . . John S. Boo'ch  
 Sta., Comm. Mgr. . . . . Earl P. Strine  
 Chief Engineer . . . . . James McCurdy

# WESA

**CHARLEROI—1947—KBS**

Frequency: 940 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Monongahela Valley Bcstg.  
 Address . . . . . Box 584  
 Phone: Hudson 3-6551 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 President . . . . . Dr. A. S. Sickman  
 Gen. Mgr. . . . . C. R. Duva'l  
 Program Dir. . . . . George Gailey  
 Chief Engineer . . . . . Sylvio Garfalo

# WDRF

**CHESTER—1947**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Eastern Bcstg. Co., Inc.  
 Business Address . . . . . 500 Edgmont Ave.  
 News Service . . . . . UP  
 General Manager . . . . . Howard C. Weiss  
 Commercial Manager . . . . . Cy Swingle  
 Chief Engineer . . . . . Harry Simington



# WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Operated By James M. Tisdale  
Bus.-Studio Address Wolf Bldg., Market Sq.  
Phone: Chester 2-8861 Air Time: Daytime  
News Service UP  
Station Rep. Webb  
Pres., Gen. Mgr., Chief Eng. James M. Tisdale  
Program Director Robert A. Hibbert, Jr.

# WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By Clearfield Bdcsters, Inc.  
Address 215 Church St.  
Phone 5-5541  
Newspaper Affiliation Clearfield Progress  
News Service UP  
Transcription Service Thesaurus, Lang-Worth  
Membership NARTB  
President W. K. Ulerich  
General Manager W. J. Thomas  
Sta., Comm. Mgr. Joseph Milsop  
Program Director Margaret Nemeth  
Chief Engineer Lewellyn Duck

# WCOJ

COATESVILLE—1949—QUAKER

Freq.: 1420 Kc. Power: 5 Kw, d., 5 Kw. n.  
Owned-Oper. By Chester Co. Bcstg. Co.  
Address 809 E. Lincoln H'way  
Phone Number 2100  
Transcription Service SESAC  
News Service UP  
Membership NARTB  
President Louis N. Seltzer  
General Manager William S. Halpern  
Comm., Prom. Mgr. Donald Kimes  
Chief Engineer Louis N. Seltzer

# WCVI

CONNELLSVILLE—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Connelville Bcstrs., Inc.  
Bus.-Studio Address 126 W. Crawford Ave.  
Phone Number Connelville 2700  
News Service UP  
Membership RAB  
Trans. Service Thesaurus  
President Cam T. Troilo, M.D.  
Gen., Sta. Mgr. Jack Craddock  
Program Director Joseph Speeney  
Chief Engineer Robert Ray

# WOTR

CORRY—1954

Frequency: 1370 Kc. Power: 500 Watts  
Air Time Daytime  
Owned-Oper. by Olivia T. Rennekamp

# WFRM

COUDERSPORT—1953

Frequency: 600 Kc. Power: 500 Watts d.  
Owned-Oper. By Farm & Home Bcstg. Co.  
Address 9 N. Main St.  
Phone: 611 Air Time: Daytime  
News Service AP  
Trans. Service World, SESAC  
President C. H. Simpson  
Vice-Pres., Gen. Mgr. John A. Fay  
Prog. Dir. C. F. Robison  
Commercial Mgr. James F. Ponder  
Chief Engineer F. K. Reed

# WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Operated By Charles M. Meredith  
Business-Studio Address Hart Bldg.  
Transcription Service World  
Membership NARTB, RAB  
Representative Indie Sales, Inc.  
President Charles M. Meredith  
Gen., Comm. Mgr. William A. Lynch  
Program Director Robert Fretz  
Chief Engineer P. Robert Wright

# WCED

DUBOIS—1941—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Tri-County Bcstg. Co.  
Business-Studio Address 80 N. Park Pl.  
Transcription Service SESAC  
Representative McGillvra  
President Harold Gray  
General Mgr. Jason S. Gray  
Comm., Sta. Mgr. George Williams  
Program Director Ken Johnson  
Chief Engineer Burrell Morris

# WEST

EASTON—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Associated Bcstrs., Inc.  
Bus.-Studio Address 516 Northampton St.  
Transcription Service World  
Representative Robert Meeker  
Membership NARTB, RAB  
Station Exec. Clair R. McCollough  
Station Manager Theodore W. Pierce  
General Sales Manager J. Robert Gulick  
Program Director Eugene Bethman  
Technical Director J. E. Mathiot

# WEMR

EMPORIUM—1954—KBS

Frequency: 1340 Kc. Power: 5000 Watts  
Owned-Oper. By Kenneth E. Rennekamp  
Address 513-15 Berger Bldg., Pittsburgh  
Phone Atlantic 1-1365  
President Kenneth E. Rennekamp  
Gen., Commercial Mgr. Curt Doelicke  
Prog. Director O. T. Rennekamp  
Chief Engineer Calvin Custer

# W E R C

**ERIE—1941—ABC**

Frequency: 1260 Kc. Power: 5 Kw.  
 Owned by.....Presque Isle Bcstg. Co.  
 Address.....121 West 10th St.  
 Phone: 4-6367.....Air Time: Full Time  
 News Service.....UP  
 Station Representative.....Weed  
 President.....Jacob A. Young  
 Gen. Mgr.....Arthur M. Ingram  
 Comm. Mgr.....Robert Yochim  
 Program Dir.....J. Jacob Young  
 Chief Engineer.....Kenneth L. Hestor

# W I K K

**ERIE—1949—ABC, NBC**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Community Service Bcstg.  
 Bus. Studio Address.....3514 State St.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 President.....Edward Lamb  
 Sta. & Comm. Mgr.....Charles R. Kinney  
 Promotion Director.....Jack Shumaker  
 Program Director.....Charles R. Kinney  
 Chief Engineer.....Ken Husband

# W J E T

**ERIE—1951**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Jet Bcstg. Co.  
 Address.....18th & Ash St.  
 Transcription Service.....Standard  
 Representative.....Forjoe  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Myron Jones  
 Commercial Manager.....Lou Skelly  
 Chief Engineer.....William Fleckenstein

# W L E U

**ERIE—1933—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Commodore Perry Bcstg. Ser. Inc.  
 Address.....212 Commerce Bldg.  
 Phone: 22-129, 23-327.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Rambeau  
 Membership.....RAB  
 President.....Owne K. Murphy  
 General Manager.....Philip B. Hirsch  
 Commercial Mgr.....James D. Brownyard  
 Program Director.....Robert Eaton  
 Chief Engineer.....William P. Sebenick

# W F A R

**FARRELL**

Frequency: 1470 Kc. Power: 500 Watts  
 Owned-Oper. By.....Sanford A. Schafitz  
 Address.....Hoelzle Rd.  
 Representative.....Clark  
 President, Gen. Mgr.....Sanford A. Schafitz  
 Commercial Mgr.....Leonard J. Schafitz

# W G E T

**GETTYSBURG—1950—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Times & News Pub. Co.  
 Address.....P. O. Box 28  
 Phone: 850.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, RAB  
 Gen., Comm. Mgr.....P. H. Cunningham  
 Program Director.....Edwin L. Shoop, Jr.  
 Chief Engineer.....Lester Blair

# W H J B

**GREENSBURG—1934**

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.  
 Owned.....Pittsburgh Radio Supply House  
 Business-Studio Address...128 N. Penn Ave.  
 Phone: Greensburg 3740. Air Time: Full Time  
 News Service.....UP  
 Membership.....NARTB  
 President.....H. Kenneth Brennen  
 Prog. Mgr.....Glenn Grayson  
 Chief Engineer.....L. L. Allen

# W H V R

**HANOVER—1949—MBS**

Freq.: 1280 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By.....Radio Hanover, Inc.

# W E R C

**ERIE PENNSYLVANIA'S  
 LEADING REGIONAL STATION  
 GIVES YOU OUTSTANDING  
 MERCHANDISING**



**5000 WATTS  
1260 KC**

**Pluses**

- BUS CARDS
- TAXI POSTERS
- DIRECT MAIL
- POINT OF SALE POSTERS
- THEATER SCREEN PROMOTION

**Represented by  
WEED & CO.**

Address ..... Hanover Rd.  
 Phone: 3831 ..... Air Time: Full Time  
 News Service ..... **UP**  
 Transcription Service ..... Standard  
 Pres., Sta. Gen. Mgr. .... John D. Bare  
 Comm. & Asst. Mgr. .... Murray L. Goldsborough  
 Program Director ..... Ned Rutledge  
 Publicity Director ..... Ed John  
 Chief Engineer ..... Philip Rohrbaugh

News Service ..... **AP**  
 Transcription Service ..... Capitol  
 Representative ..... Weed  
 Membership ..... **NARTB, RAB**  
 Pres., Gen. Mgr. .... Herbert Kendrick  
 Station Manager ..... Jack Hooper  
 Comm. Mgr. .... Ralph Hartman  
 Pub. Dir. .... Jack Hooper  
 Chief Engineer ..... William Kuntz

## WCMB

**HARRISBURG—1948—MBS**

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Rossmoyne Corp.  
 Business-Studio Address ..... 228 Court St.  
 Phone: 4-3005 ..... Air Time: Full Time  
 News Service ..... **AP**  
 Transcription Service ..... Thesaurus  
 Representative ..... Donald Cooke, Inc.  
 Membership ..... **NARTB**  
 President ..... Edgar T. Shepard, Jr.  
 General Manager ..... Ed K. Smith  
 Program Director ..... Ed. Gonzales  
 Chief Engineer ..... J. Howard Bair

## WHP

**HARRISBURG—1924—CBS**

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... **WHP, Inc.**  
 Business-Studio Address ..... 216 Locust St.  
 Phone: 4-3211 ..... Air Time: Full Time  
 Representative ..... The Bolling Co.  
 Membership ..... **NARTB**  
 Gen.-Comm. Mgr. .... A. K. Redmond  
 Sales Prom. Mgr. .... Beatrice Pottelger  
 Program Director ..... Dick Redmond  
 Publicity Dir. .... John Price  
 Chief Engineer ..... E. Daniel Leibensperger

## WHGB

**HARRISBURG—1945—ABC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Kendrick Bcstg. Co., Inc.  
 Bus.-Studio-Trans. Address ..... 112 Market St.  
 Phone: 4-4988 ..... Air Time: Full Time

## WKBO

**HARRISBURG—1922—NBC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Keystone Bcstg. Corp.  
 Bus.-Studio Address ..... 31 N. Second St.

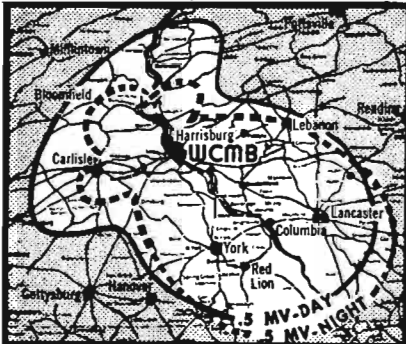
# WCMB

means BUSINESS in  
**HARRISBURG**

**POWER** 5000 watts day and night covers the ENTIRE Harrisburg Market.

**PROGRAMS** Top News, Sports, Local and MBS Features.

**PROMOTION** Window displays, bus cards, theater screens, etc.



**MUTUAL FOR HARRISBURG**  
 5000 WATTS —•— 24 HOURS DAILY

# WCMB-TV

Channel 27

Harrisburg's **LOWEST CHANNEL, HIGHEST POWER**, gives you Harrisburg's **BEST COVERAGE**.

Definitely your best buy on Cost Per 1000 basis. **INVESTIGATE!**

SEE FOR JOE

# WCMB-TV

# HARRISBURG



**News Service** ..... **UP**  
**Transcription Service** ..... **World**  
**Representative** ..... **Robert Meeker**  
**Membership** ..... **NARTB, RAB**  
**Station Executive** ..... **Clair R. McCollough**  
**Station Manager** ..... **Henry M. Traugh**  
**Natl. Sales Mgr.** ..... **J. Robert Gulick**  
**Program Director** ..... **Seibert D. Eberly**  
**Technical Director** ..... **J. E. Mathiot**

## WAZL

**HAZLETON—1932—NBC-MBS**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... **Hazleton Bcstg. Co.**  
**Address** ..... **708 Hazleton Natl. Bank Bldg.**  
**Phone:** GL 4-3531-32. .... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Transcription Service** ..... **World**  
**Representative** ..... **Raul H. Raymer, Co.**  
**Membership** ..... **NARTB**  
**Pres., Gen. Mgr.** ..... **Victor C. Diehm**  
**Station Mgr.** ..... **Kathryn E. Kahler**  
**Sales Prom. Mgr.** ..... **Robert J. Sacco**  
**Comm. Mgr.** ..... **Thomas A. Tito**  
**Program Director** ..... **Bill Graham**  
**Publicity Dir.** ..... **Paul Cerula**  
**Chief Engineer** ..... **Elwood Tito**

## WHOD

**HOMESTEAD—1948**

**Frequency:** 860 Kc. .... **Power:** 250 Watts d.  
**Owned-Operated By** ..... **Steel City Bcstg. Corp.**  
**Bus-Studio Address** ..... **105 E. Eighth Ave.**  
**Phone:** HO 1-0172. .... **Air Time:** Daytime  
**News Service** ..... **UP**  
**Representative** ..... **Forjoe**  
**President** ..... **Anthony S. Drtale**  
**Comm., Prom., Prog. Sta. Mgr.** ..... **Leonard Walk**  
**Chief Engineer** ..... **James Herbert**

## WHUN

**HUNTINGDON—1947—KBS**

**Frequency:** 1150 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... **Joseph F. Biddle Publ. Co.**  
**Bus-Studio Address** ..... **400 Washington St.**  
**Phone:** 1291. .... **Air Time:** Daytime  
**Newspaper Affiliation** ..... **"Daily News"**  
**News Service** ..... **UP**  
**Trans. Ser.** ..... **SESAC, Lang-Worth**  
**President** ..... **John H. Biddle**  
**General Manager** ..... **William E. Germann**  
**Chief Engineer** ..... **Ernest A. Craig**

## WDAD

**INDIANA—1945—CBS-KBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... **WDAD Inc.**  
**Address** ..... **673 Philadelphia St.**  
**Phone:** 5-5511. .... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Trans. Ser.** ..... **World**  
**President** ..... **W. K. Ulerich**  
**General Manager** ..... **W. J. Thomas**  
**Commercial Mgr.** ..... **Jonas Termin**  
**Chief Engineer** ..... **Stanley Graziadio**

## WARD

**JOHNSTOWN—1946—CBS**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... **Central Bcstg. Co., Inc.**  
**Business-Studio Address** ..... **Porch Bldg.**  
**Phone:** 81-216. .... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Transcription Service** ..... **World**  
**Membership** ..... **NARTB**  
**Representative** ..... **Weed**  
**President** ..... **Paul Short**  
**General Manager** ..... **Robert R. Nelson**  
**Station Manager** ..... **Steward W. Phillips**  
**Comm. Manager** ..... **Joseph E. Cavanaugh**  
**Publicity Director** ..... **James Malloy**  
**Ch. of Engineer** ..... **Millard C. Coleman**

## WCRO

**JOHNSTOWN—1947—ABC-MBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... **Century Bcstg. Corp.**  
**Bus-Studio Address** ..... **Fort Stanwix Hotel**  
**Phone:** 9-1187. .... **Air Time:** Full Time  
**News Service** ..... **INS**  
**Representative** ..... **Radio-TV Reps**  
**President** ..... **John J. Keel**  
**General Manager** ..... **John Pallottini**  
**Prog. Dir.** ..... **Dick Olinger**  
**Chief Engineer** ..... **Earl Castine**



## WAZL

**HAZLETON, PA. NBC-MBS**

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000. Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . \$8,570.00 per family and they use it to buy the products advertised on WAZL. A recent survey conducted in November, 1954, showed WAZL with 73 per cent of the radio listening audience from 7:00 in the morning until midnight.

Together with WAZL, WHOL, WIDE, WHLM and WDPA are under the supervision of Victor C. Diehm, radio pioneer and executive.

**VICTOR C. DIEHM**  
**President & General Mgr.**  
 Rep. Paul H. Raymer Co.

# W J A C

**JOHNSTOWN—1925—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: WJAC, Inc.  
 Bus. Studio Address: 329 Main St.  
 Phone: 4-1267 Air Time: Full Time  
 Newspaper Affiliation: Tribune-Democrat  
 News Service: AP  
 Representative: Young  
 Membership: NARTB  
 President: W. W. Krebs  
 Comm. Mgr.: Park Claycomb  
 Prog. Dir.: John P. Foster  
 Publicity Director: Edward T. Bunn  
 Chief Engineer: Theodore E. Campbell

# W A D P

**KANE—1954**

Frequency: 960 Kc. Power: 500 Watts  
 Owned: Northern Allegheny Bcstg. Co.  
 Address: Penn-Kane Hotel  
 Phone: 1520  
 President, Gen. Mgr.: David Potter  
 Sta. Mgr., Pro. Director: Robert Johnson  
 Commercial Mgr.: Dick Feit  
 Chief Engineer: John Nordine

# W A C B

**KITTANNING—1948**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The Armstrong County  
 Bcstg. Corp.  
 Bus. Studio Address: 325 Market St.  
 Phone: 43-1381 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Thesaurus  
 Station Rep.: Rambeau  
 Membership: NARTB, RAB  
 President: J. B. Moore  
 Gen. Mgr.: Charles M. Erhard  
 Commercial Mgr.: William C. Frederick  
 Chief Engineer: Frank Walleck

# W G A L

**LANCASTER—1922—NBC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: WGAL, Inc.  
 Business-Studio Address: 8 W. King St.  
 Phone Number: 5251  
 News Service: UP  
 Transcription Service: World  
 Representative: Robert Meeker  
 President: Clair R. McCollough  
 Station Manager: Maynard W. Thomas  
 Nat. Sales Mgr.: J. Robert Gulick  
 Program Mgr.: Kenneth Kreider  
 Technical Director: J. E. Mathiot

# W L A N

**LANCASTER—1946—ABC-MBS**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: The Peoples Bcstg. Co.  
 Bus. Studio Address: 252 N. Queen St.

Phone: 4-7261 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Lang-Worth, Capitol  
 Representative: Headley-Reed  
 Membership: NARTB  
 Pres., Gen. Mgr.: Frank H. Altdoerfer  
 Vice-President: S. M. Altdoerfer  
 Commercial Mgr.: Stanley Baker  
 Prog. Dir.: Karl Shayne  
 Program Dir.: Raymond Sherman

# W L S H

**LANSFORD—1952**

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Miners Bcstg. Service, Inc.  
 Address: P. O. Box D  
 Phone: 1440 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Associated, Thesaurus  
 Representative: Everett-McKinney  
 President: Joseph L. Maguire  
 Station Manager: John W. Angst  
 Commercial Manager: J. C. Lindvay  
 Chief Engineer: Milton W. Seltzer

# W A K U

**LATROBE—1951**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By: Clearfield Bcstrs. Inc.  
 Address: P. O. Box 208  
 Phone: 2348 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Thesaurus, World  
 President: W. K. Ulerick  
 General Manager: W. J. Thomas  
 Chief Engineer: Stanley Graziado

# W L B R

**LEBANON—1946**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Lebanon Bcstg. Co.  
 Bus. Studio Address: 8th & Cumberland Sts.  
 Phone: 2-7651 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Burn-Smith  
 Representative: NARTB, RAB  
 President: Lester P. Etter  
 General Mgr.: H. Raymond Stadiem  
 Operation Mgr.: Julian F. Skinnell  
 Dir. Local Sales: Philip J. Reilly  
 Dir. Nat. Sales: Julian F. Skinnell  
 Program Dir.: Thomas Holston  
 Publicity Dir.: Henry Homan  
 Chief Engineer: William Zehring

# W K V A

**LEWISTOWN—1949—ABC**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Central Pa. Bcstg. Co.  
 Address: 19 S. Wayne St.  
 Phone: 6771 Air Time: Day Time  
 News Service: UP  
 Representative: Gill-Perna

Membership ..... RAB  
 Pres., Sta., Gen. Mgr..... Robert L. Wilson  
 Pgm. Dir..... Lynn Bloom  
 Promotion Dir..... Reed Gray  
 Chief Engineer..... Robert Steltzer

**W M R F**

**LEWISTOWN—1941—NBC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Lewistown Bcstg. Co.  
 Business-Studio Address..... Monument Square  
 Phone: 6757..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 President..... J. S. Woods  
 General Manager..... T. W. Metzger  
 Commercial Manager..... Ralph Parker  
 Prom., Pub. Director..... James Keyes  
 Chief Engineer..... Kenneth Callahan

**W B P Z**

**LOCK HAVEN—1946—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Lock Haven Bcstg. Corp.  
 Bus.-Studio Address..... 132½ E. Main St.  
 Phone: 4038..... Air Time: Full Time  
 News Service ..... AP  
 Trans. Ser..... Asso., World, SESAC  
 Representative ..... McGillvra  
 Membership ..... NARTB, RAB  
 President..... Donald C. Welch  
 Gen., Comm. Manager..... Harris Lipetz  
 Program Director..... Dave King  
 Chief Engineer..... Kenneth C. Caum

**W E D O**

**McKEESPORT—1947**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Tri-City Bcstg. Co.  
 Business-Studio Address..... 547 5th Ave.  
 Phone..... No. 4-7167, Homestead 1-3113  
 News Service ..... AP  
 Membership ..... RAB  
 Trans. Service ..... Thesaurus  
 Station Rep..... Rambeau  
 Pres., Gen. Mgr..... Edward J. Hirshberg  
 Sta. Mgr..... Robert E. Badger  
 Prog. Director..... Charles Moyer  
 Publicity Director..... R. R. Weiskircher  
 Chief Engineer..... Wilkes E. Hurley

**W M C K**

**McKEESPORT—1946**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Mon-Yough Bcstg. Co.  
 Business-Studio Address..... 516 Market St.  
 Phone Number ..... 8-8888  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, World  
 President ..... Robert M. Cox  
 Gen., Prom. Mgr..... Gene Kline  
 Station Manager..... Sam Vidnovic  
 Chief Engineer..... Charles White

**W M G W**

**MEADVILLE—1947—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Meadville Bdcstg. Serv., Inc.  
 Address ..... 1st National Bank Bldg.  
 Phone: 46-723..... Air Time: Full Time  
 News Service ..... UP  
 Transcriptoin Service ..... World  
 Membership ..... NARTB, RAB  
 President ..... H. C. Winslow  
 Station Manager..... Robert Trace  
 Commercial Manager..... Douglas M. Rose  
 Program Director..... James Strickler  
 Chief Engineer..... Jack Harvey

**W P E L**

**MONTROSE—1953**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Montrose Bcstg.  
 Address..... Lake & Locust St.  
 Phone Number ..... 397  
 News Service ..... AP  
 Trans. Service ..... SESAC  
 President..... W. Douglas Roe  
 Prog. Dir..... Bill Ohman  
 Chief Engineer..... Charles Hallinan

**W H W L**

**NANTICOKE—1946**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Radio Anthracite, Inc.  
 Business-Studio Address..... 38 E. Main St.  
 Phone ..... Nanticoke 1332  
 News Service ..... UP  
 Membership ..... NARTB  
 Representative ..... ForJoe  
 President..... Henry W. Lark  
 General Mgr..... Charles Petrie  
 Station Manager..... Milton Laughlin  
 Sales Promotion Mgr..... Ronn Bergen  
 Program Director..... Bill Jones  
 Publicity Director..... Cary Williams  
 Chief Engineer..... Bernard Bailey

**W K S T**

**NEW CASTLE—1938—MBS-QUAKER**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By..... WKST, Inc.  
 Address..... 110 E. Lincoln  
 Phone: Oliver 4-5501..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Everett-McKinley  
 President, General Mgr..... S. W. Townsend  
 Station Manager..... Harley West  
 Comm., Sales Prom. Mgr..... G. E. McGary  
 Prog., Pub. Dir..... Harry Reith  
 Chief Engineer..... Donald Dout

**W K P A**

**NEW KENSINGTON—1940**

Frequency: 1150 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..... Allegheny-Kiski Bcstg. Co.

The Station You Think of

**1**st

... in Philadelphia

**WFIL**

560 on the dial

The Philadelphia Inquirer Station

Represented by John Blair & Company

Business-Studio Address..... 810 Fifth Ave.  
 Phone: Edison 7-3588..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative..... Continental Radio Sales  
 President..... C. R. Cooper  
 Gen., Sta. Mgr..... E. J. Kroen  
 Commercial Manager..... Melvin Goldberg  
 Program Dir..... Edward J. Kroen  
 Chief Engineer..... W. W. Neely

# W N A R

**NORRISTOWN—1946**

Frequency: 1110 Kc..... Power: 500 Watts d.  
 Owned-Operated By... Norristown Bcstg. Co.  
 Bus.-Studio Address..... 115 W. Main St.  
 Phone: Norristown 8-7600... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Membership ..... NARTB  
 President..... N. Joe Rahall  
 Gen. Mgr..... Ogden R. Davies  
 Station Manager..... John M. Banzhoff  
 Program Dir..... Bernard Brode  
 Chief Engineer..... Anthony De Sola

# W K R Z

**OIL CITY—1946—MBS-KBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... WKRZ, Inc.  
 Business-Studio Address..... 201 Fair Bldg.  
 Phone: 4-1260..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Pres., Gen. Mgr..... Kenneth E. Rennekamp  
 Commercial Mgr..... Catherine McLaughlin  
 Promotion Mgr..... Glenn Henderson  
 Program Director..... John Remus  
 Chief Engineer..... Robert Weber  
 Publicity Director..... Patrick Nuhfer

# K Y W

**PHILADELPHIA—1921—NBC**

Frequency: 1080 Kc..... Power: 50,000 Watts  
 Owned-Oper. By. Westinghouse Bcstg. Co. Inc.  
 Business-Studio Address..... 1619 Walnut St.  
 Phone: LOcust 4-3700... Air Time: Full Time  
 News Service..... INS, UP  
 Transcription Service ..... Thesaurus  
 Representative..... Free & Peters  
 Membership ..... RAB  
 President..... Chris J. Witting  
 General Manager..... Franklin A. Tooke  
 Sales Manager..... R. H. Teter  
 Promotion Manager..... John J. Signor  
 Program Mgr..... Gordon Davis  
 Chief Engineer..... Raymond J. Bowley

# W C A U

**PHILADELPHIA—1922—CBS**

Frequency: 1210 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... WCAU, Inc.  
 Address..... City & Monument Ave.

Phone: Greenwood 7-8300. Air Time: Unlimited  
 News Service ..... AP, INS, UP  
 Newspaper Affil..... Bulletin  
 Trans. Service. Lang-Worth. Capitol. Associated  
 Representative..... CBS Radio Spot Sales  
 Membership ..... NARTB, RAB  
 P.es., Gen. Mgr..... Donald W. Thornburgh  
 Exec. Vice-President..... Jos. L. Tinney  
 Sales Manager..... John S. DeRussy  
 V.P., Prog. Director..... Jos. T. Connolly  
 V.P., Prom. Dir..... Robert N. Pryor  
 V.P., Director of Engr..... John G. Leitch

# W D A S

**PHILADELPHIA—1922**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By ..... Max M. Leon, Inc.  
 Business-Studio Address..... 223 Arch St.  
 Phone: MARKET 7-8484... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Forjoe  
 President..... Max M. Leon  
 Gen., Comm. Mgr..... Robert A. Klein  
 Program Director..... Jerry Grove  
 Prom. Mgr..... Irving L. Timbers  
 Chief Engineer..... Frank W. Unterberger

# W F I L

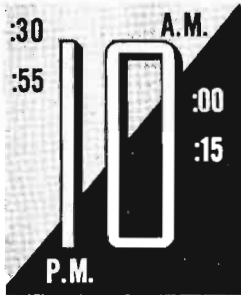
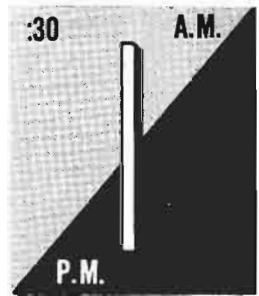
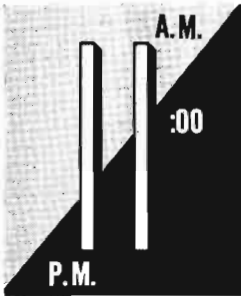
**PHILADELPHIA—1922—ABC**

Frequency: 560 Kc..... Power: 5000 Watts  
 Owned..... Triangle Publications, Inc.  
 Business-Studio Address..... 46th & Market  
 Phone: Evergreen 2-4700... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service..... Associated, World  
 Representative ..... Blair  
 Membership ..... NARTB  
 General Manager..... Roger W. Clipp  
 Station Manager..... George A. Koehler  
 Promotion Mgr..... Joe Zimmermann  
 Program Dir..... Felix Meyer  
 Publicity Dir..... John J. Hyland  
 Chief Engineer..... Henry Rhea

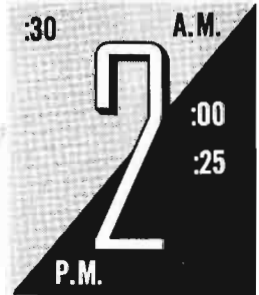
# W H A T

**PHILADELPHIA—1925**

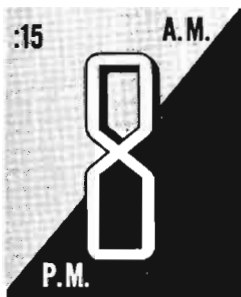
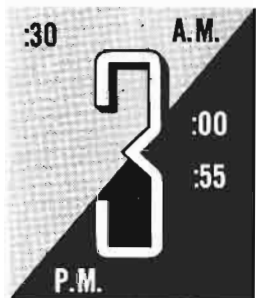
Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Independence Bcstg. Co.  
 Address... Conshohocken & Windemere Aves.  
 Phone: Ritthenhouse 6-2058. Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Indie Sales  
 Pres., Gen., Comm. Mgr. ... William A. Banks  
 Station Manager..... Dolly Banks  
 Sales Prom. Mgr..... Lew Stevens  
 Prog. Dir..... Annette Oromanor  
 Chief Engineer..... Charles Lehmann



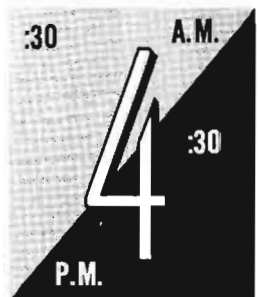
## The NEWS WATCH NEVER STOPS...



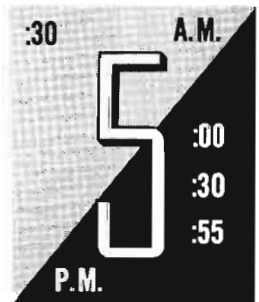
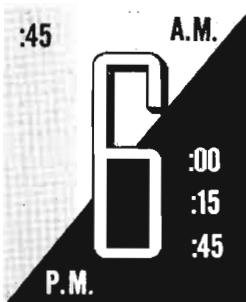
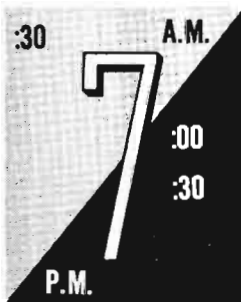
Philadelphia's Pioneer Voice is the only station in its area which is NEVER off the air. News 'round the clock seven days a week with top local and network news reporters.



MBS **WIP** 5,000 WATTS  
610 KC



National Representatives  
EDWARD PETRY & CO., INC.



# WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. . . . . Power: 10,000 Watts  
 Owned . . . . . Seaboard Radio Bcstg. Corp.  
 Business-Studio Address . . . . . 1425 Walnut St.  
 Phone: RIttenhouse 6-2300. Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Radio Reps.  
 President . . . . . Paul F. Harron  
 Vice-Pres. . . . . Joseph Lang  
 Gen., Comm. Mgr. . . . . Edward D. Clery  
 Sales Prom., Publ. Dir. . . . . Rupe Werling  
 Prog. Dir. . . . . Douglas Arthur  
 Technical Director . . . . . John H. Henningr  
 Chief Engineer . . . . . George Hooper

# WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Patrick J. Stanton  
 Business-Studio Address . . . . . 2043 Locust St.  
 Phone: LOcust 4-2300. . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . McGillvra  
 Pres., Gen. Mgr. . . . . Patrick J. Stanton  
 Commercial Mgr. . . . . Charles Stahl  
 Sales Prom. Mgr. . . . . James Rubenstone  
 Prog. Dir. . . . . Michael Deegan  
 Chief Engineer . . . . . Alec Felton Iles

# WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Pennsylvania Bcstg. Co.  
 Business-Studio Address . . . . . 35 S. 9th St.  
 Phone: WALnut 2-6800. . . . . Air Time: Full Time  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World  
 Representative . . . . . Edward Petry  
 Membership . . . . . RAB  
 Pres., Gen. Mgr. . . . . Benedict Gimbel, Jr.  
 V.P., Director of Sales . . . . . Ralph Brent  
 Loc. Comm. Mgr. . . . . Clyde Spitzner  
 Program Director . . . . . Varner Paulsen  
 Prom. Mgr., Pub. Dir. . . . . Paul Martin  
 Chief Engineer . . . . . Clifford C. Harris

# WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . William Penn Bcstg. Co.  
 Business-Studio Address . . . . . 2212 Walnut St.  
 Phone: LOcust 4-6000. . . . . Air Time: Full Time  
 News Service . . . . . AP, UP  
 Representative . . . . . Gill-Perna  
 Membership . . . . . RAB  
 President . . . . . William Sylk  
 V.P., Gen. Mgr. . . . . William B. Caskey  
 Asst. Sta. Mgr. . . . . Murray Arnold  
 Commercial Mgr. . . . . Erwin Rosner  
 Prom. Mgr., Prog., Pub. Dir. . . . . S. Elber  
 Chief Engineer . . . . . Charles W. Burtis

# WIBG

## PHILADELPHIA

### NATIONAL SPOT BUSINESS

AT OUR ALL-TIME  
 HIGH — AND  
 WE'VE BEEN IN  
 BUSINESS SINCE  
 1925



### 10,000 WATTS of SPORTS, NEWS and MUSIC

NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES

**WTEL**  
PHILADELPHIA—1924

Frequency: 860 Kc. Power: 250 Watts d.  
Owned. Foulkrod Radio Engineering Co.  
Business-Studio Address. 4312 N. Broad St.  
Phone. Davenport 4-4310  
Pres., Pgm. Dir. E. Douglass Hibbs  
General Manager. Henry N. Cocker  
Chief Engineer. Edward Stenzel

**KDKA**  
PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts  
Owned-Oper. By. Westinghouse Bcstg. Co. Inc.  
Business-Studio Address. Grant Bldg.  
Phone: Grant 1-4200. Air Time: Full Time  
News Service. AP, UP  
Trans. Service. Thesaurus  
Representative. Free & Peters  
Membership. RAB  
President. Chris J. Witting  
Gen., Station Mgr. L. R. Rawlins  
Sales Manager. John Stilli  
Promotion Manager. David N. Lewis  
Program Manager. Robert E. White  
Publicity Manager. Lee Curran  
Chief Engineer. Theodore C. Kenney

**KQV**  
PITTSBURGH—1919—CBS

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Oper. By. Allegheny Bcstg. Co.  
Address. 800 Chamber of Commerce Bldg.  
Phone: Atlantic 1-9100. Air Time: Full Time  
News Service. UP  
Representative. Raymer  
Exec. Vice President. Gunnar O. Wiig  
General Manager. J. F. Murray  
Sales Manager. Chris Salmon  
Prom., Pub. Dir. Owen Simon  
Program Dir. John Gibbs  
Chief Engineer. James J. Schultz

**WCAE**  
PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts  
Owned-Operated By. WCAE, Inc.  
Bus.-Studio Address. Carlton House  
Phone: Atlantic 1-6900. Air Time: Full Time  
News Service. INS  
Membership. NARTB  
Pres., General Manager. Leonard Kapner  
Gen., Sta. Mgr., Prog. Dir. R. Clifton Daniel  
Commercial Manager. Alan Trench  
Prom. Mgr., Pub. Dir. William Thieman  
Prog. Dir. R. Clifton Daniel  
Chief Engineer. James Greenwood

**WILY**  
PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1 Kw.  
Owned By. Pittsburgh Bcstg. Co.

Address. 220 N. Highland Ave.  
Phone: EM. 1-5000. Air Time: Daytime  
News Service. AP  
Station Representative. Stars Nat.  
Membership. NARTB, RAB  
President. John Kluge  
General Manager. Ernie Tannen  
Commercial Manager. Herbert Waters  
Program Dir. William Powell  
Publicity Dir. Lee Dorris  
Chief Engineer. Ralph Ketterer

**WJAS**  
PITTSBURGH—1921—MBS

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By. Pittsburgh Radio Supply  
House, Inc.  
Address. 1406 Chamber of Comm. Bldg.  
Phone: Grant 1-4860. Air Time: Full Time  
News Service. UP  
Transcription Service. Lang-Worth  
Representative. H. R. Reps  
Pres., Gen. Mgr. H. K. Brønner  
Comm.-Sales Prom. Mgr. John H. Buchholt  
Program Director. William Babcock  
Publicity Director. Caley E. Augustine  
Chief Engineer. Walter W. McCoy

**WPIT**  
PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By. WPIT, Inc.  
Business-Studio Address. 213 Smithfield St.  
Phone Number. Atlantic 1-1900  
News Service. UP  
Representative. Forjoe  
President. John J. Laux  
V.P., Gen., Sta., Comm. Mgr. Don Ioset  
Prom. Mgr., Prog. Dir. Clifford Charles  
Chief Engineer. Mike Komichak

**WWSW**  
PITTSBURGH—1932

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By. WWSW, Inc.  
Bus.-Studio Address. Sheraton Hotel  
Phone Number. Grant 1-5200  
Newspaper Affil. Post Gazette  
News Service. UP  
Representative. John Blair  
Membership. NARTB  
President, Gen. Mgr. Pete Schloss  
Station Manager. Ben W. Muros  
Chief Engineer. Henry R. Kaiser

**WPTS**  
PITTSBURGH—1954

Frequency: 1540 Kc. Power: 100 Watts  
Owned-Oper. By. Midway Bcstg. Co., Inc.  
Address. Newrose Bldg.  
Phone: Olympic 4-3388. Air Time: Daytime  
Representative. Indie  
Partner, Pres., Gen. Mgr. Angelo F. Fiorani  
Partner. Rose F. Fiorani  
Commercial Mgr. R. E. Florey



Station Manager..... Frank Silva  
 Program Director..... Charles Mantione  
 Promotion Mgr..... Ruth Goodman  
 Chief Engineer..... John P. McGoldrick

# WPAZ

POTTSTOWN—1951—KBS

Frequency: 1370 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Pottstown Bcstg. Co.  
 Address..... 247 High St.  
 News Service..... UP  
 Trans. Ser..... Thesaurus  
 Representative..... Indie Sales  
 Membership..... RAB  
 Pres., Gen. Mgr..... Herbert Scott  
 Commercial Manager..... Clifford M. Chafey  
 Chief Engineer..... Ralph E. P. Mellon

# WPAM

POTTSVILLE—1947—MBS-KBS  
QUAKER

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Miners Bcstg. Serv., Inc.  
 Business-Studio Address..... Box 629  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... Everett-McKinney  
 President..... Joseph L. Maguire  
 General Mgr..... Louis H. Murray  
 Comm. Mgr..... Frank L. Tamulonis  
 Prom. Mgr..... John Gallagher  
 Chief Engineer..... Milton Seltzer

# WPPA

POTTSVILLE—1946

Freq.: 1360 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Pottsville Bcstg. Co.  
 Bus.-Studio Address..... 212 S. Centre St.  
 News Service..... AP  
 Transcription Service..... World  
 Owner, Gen. Mgr..... A. V. Tidmore  
 Commercial Manager..... Ralph L. Price, Jr.  
 Chief Engineer..... William P. Tidmore

# WPME

PUNXSUTAWNEY—1952

Frequency: 1540 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Punxsutawney Bcstg Co.  
 Address..... 103 N. Gilpin St.  
 Phone: 1221..... Air Time: Daytime  
 News Service..... AP  
 Trans. Service..... Thesaurus  
 President..... Sheridan Pruett  
 Vice-Pres., Gen. Mgr..... C. M. Erhard Jr.  
 Commercial Mgr..... Michael Catanzarito  
 Sales Prom. Mgr..... William Carlton  
 Program Director..... Albert Fusco  
 Chief Engineer..... Joseph Pelletier

# WPXY

PUNXSUTAWNEY—1953—MBS

Frequency: 1300 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Jefferson Bcstg.  
 Address..... 110 N. Findley  
 Trans. Ser..... SESAC  
 Representative..... McGillvra  
 President..... C. H. Simpson  
 General Manager..... John F. Belin  
 Program Director..... Leonard M. Zelick  
 Chief Engineer..... Kenneth Bowers

# WEEU

READING—1932  
ABC—QUAKER

Frequency: 850 Kc..... Power: 1000 Watts  
 Owned By..... Hawley Bcstg. Co.  
 Business-Studio Address..... 433 Penn St.  
 Phone: 6-7335..... Air Time: Full Time  
 Newspaper Affiliation..... "Eagle Times"  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... Headley-Reed  
 Membership..... NARTB, RAB  
 President..... Hawley Quier  
 Exec. V.P., Gen. Mgr..... Thomas Martin  
 Asst. Dir. Radio Sales..... K. Richard Creftz  
 Program Director..... George Carroll  
 Prom., Public Relations..... Jane E. Winne  
 Dir. Tech. Oper..... Robert S. Guldin  
 Asst. Dir., Tech..... Harold E. Schearer  
 Chief Engineer..... David J. Miller, Jr.

# WHUM

READING—1946—CBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Eastern Radio Corp.  
 Business-Studio Address..... Berkshire Hotel  
 News Service..... INS, AP  
 Representative..... H-R Reprs.  
 Pres., Gen., Sta. Mgr..... Humboldt J. Greig  
 Comm. Mgr..... Dick Paisley  
 Program Director..... Alan Lane  
 Chief Engineer..... Joseph Risse

# WRAW

READING—1922—NBC

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Reading Bcstg. Co., Inc.  
 Business-Studio Address..... 19 N. Fifth St.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Robert Meeker  
 Station Executive..... Clair R. McCollough  
 Station Manager..... Frank J. Voss  
 Natl. Sales Mgr..... J. Robert Gullick  
 Program Director..... Saul Miller  
 Technical Director..... J. E. Mathlot

# WGCB

RED LION—1950

Frequency: 1440 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Red Lion Bcstg. Co.  
 Address..... Box 88



Phone: 3-3471..... Air Time: Daytime  
**News Service** .....UP  
 Trans. Ser. ....Capitol, SESAC  
 Station Rep. ....Kennedy  
 President.....Rev. John M. Norris  
 Gen., Sta. Mgr.....John H. Norris  
 Commercial Mgr.....Vincent A. Freeman  
 Chief Engineer.....Geary Russell

# WKBI

**ST. MARYS—1950—MBS-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By....Elk Cameron Bcstg. Co.  
 Address.....41 Erie Ave.  
 Phone: 4-2821..... Air Time: Full Time  
 Transcription Service .....Standard  
 News Service .....AP  
 Membership .....NARTB  
 General Manager.....C. H. Simpson  
 Commercial Manager.....R. H. Knouse  
 Program Director.....John A. Fay  
 Promotion Manager.....Herbie Martin  
 Chief Engineer.....Gilbert H. Wogan

# WATS

**SAYRE—1950—KBS**

Frequency: 960 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By...Susquehanna Val. Bcstg. Co.  
 Address.....110 N. Elmer Ave.  
 Phone Number.....Turner 2-2401  
 Transcription Service.....Thesaurus, World  
 Representative.....Indie Sales  
 Membership .....NARTB, RAB  
 News Service .....UP  
 Owner.....Thompson K. Cassel  
 General Manager.....Walter D. Knowles  
 Program Director.....William J. Miller  
 Chief Engineer.....Benjamin A. Franklin

# WARM

**SCRANTON—1939—ABC**

Frequency: 590 Kc..... Power: 5000 Watts  
 Owned-Oper. By.....Union Bcst. Co.  
 Address.....Bowman Bldg.  
 Phone: 3-1245..... Air Time: Full Time  
 News Service .....UP  
 Representative.....Hollingsbery Co.  
 Transcription Service .....Thesaurus  
 Membership .....RAB  
 President.....Martin F. Memolo  
 Gen., Manager.....William M. Dawson  
 Comm. Mgr.....S. Feigenbaum  
 Sls. Prom. Mgr., Pub. Dir.....Jay Russell  
 Program Director.....Art Bolin  
 Chief Engineer.....Roswell J. Parker

# WGBI

**SCRANTON—1925—CBS**

Frequency: 910 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Scranton Bcstrs., Inc.  
 Business-Studio Address...1000 Wyoming Ave.  
 Phone: DI. 2-7634-5-6-7... Air Time: Full Time  
 News Service .....AP  
 Representative.....John Blatz  
 Membership .....NARTB

President.....Mrs. M. E. Megargee  
 Vice-President.....Mrs. Douglas Holcomb  
 Gen., Comm. Mgr.....George D. Coleman  
 Station Manager.....Robert E. McDowell  
 Program Director.....Frank Monaghan  
 Chief Engineer.....Kenneth R. Cooke

# WICK

**SCRANTON—1954**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned.....Scranton Radio Corp.  
 Address.....522 Lackawanna River  
 Phone: DI 7-7303..... Air Time: Full Time  
 News Service .....AP  
 Station Rep. ....Walker  
 Pres., Gen. Mgr.....Joe Dobbs  
 Chief Engineer.....John P. McGoldrick

# WQAN

**SCRANTON—1950**

Frequency: 630 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By.....E. T. & Eliz. Lynett  
 Address.....149 Penn Ave.  
 Phone: DI. 2-9151..... Air Time: Day Time  
 News Service .....UP, AP  
 Trans. Ser. ....Standard, Lang-Worth  
 Membership .....NARTB, RAB  
 Station Rep. ....Meeker  
 Gen., Sta. Mgr.....Cecil Woodland  
 Comm. Mgr.....Frank McCaffery  
 Program Director.....Hugh Connor  
 Chief Engineer.....Guy Rauer

# WSCR

**SCRANTON—1947—NBC**

Freq.: 1320 Kc... Power: 1 Kw. d., 500 Watts n.  
 Owned By...Lackawanna Valley Bcstg. Co.  
 Business-Studio Address...116 Adams Ave.  
 Phone: 7-3388..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....David M. Baltimore  
 Station's Mgr.....Barry Sherman  
 Comm. Mgr.....Bert Oliver  
 Program Dir.....Robt. Mchale  
 Chief Engineer.....Willard Shimsly

# WISL

**SHAMOKIN—1948—MBS**

Frequency: 1480 Kc..... Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Bus.-Studio Address.....Rock & Sunbury Sts.  
 Phone: 8-6831..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....RCA-Thesaurus  
 Representative.....Forjoe  
 President.....Henry W. Lark  
 General Manager.....Charles R. Petrie  
 Program Director.....Dick Owens  
 Chief Engineer.....Ray Williard

**WPIC**  
SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Sharon Herald Bcstg. Co.  
Business Address... P. O. Box 541  
Phone: 4113. Air Time: Daytime  
News Service... UP  
Transcription... Associated, World Thesaurus  
Representative... Adam J. Young, Jr.  
Pres., Gen. Mgr... John Fahnline, Jr.  
Program Director... Harold R. Smith  
Chief Engineer... A. C. Heck

**WVSC**  
SOMERSET—1951

Frequency: 990 Kc. Power: 250 Watts d.  
Owned-Operated By... Somerset Bcstg. Co.  
Address... P. O. Box 231  
Phone: 4186. Air Time: Daytime  
News Service... UP  
Transcription Service... Standard  
Membership... RAB  
Representative... Indie Sales  
Gen., Comm. Mgr... T. H. Opepard  
Chief Engr., Sta. Mgr... Carl R. Lee

**WMAJ**

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Centre Bcstrs., Inc.

Bus.-Studio Address... 209 E. Beaver Ave.  
Air Time... Full Time  
News Service... AP  
Transcription Service... World  
President... W. K. Ulerich  
General Manager... Mrs. Alethea Ulerich  
Comm. Manager... Mary Beezer  
Station Manager... Milton Bergstein  
Program Director... W. J. Morris  
Chief Engineer... Douglas Beman

**WVPO**

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.  
Owned-Operated By... Pocono Bcstg., Inc.  
Business-Studio Address... 578 Main St.  
Phone: 1102. Air Time: Daytime  
News Service... UP  
Transcription Service... Associated  
Representative... Radio Reps.  
President... James H. Ottaway  
General Manager... Merle C. Ostrom  
Station Mgr... Chester S. Miller  
Comm. Mgr... Edwards Somers  
Managing Director... Francis H. Brinkley  
Program Dir... Joseph Webster  
Chief Engineer... Ernest Transue

**WKOK**

SUNBURY—1933—CBS-QUAKER

Frequency: 1240 Kc. Power: 250 Watts

**ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION**

COUNTIES: Luzerne, Lackawanna, Wyoming, Carbon, Northumberland, Schuylkill, Columbia, Monroe, Sullivan.

<i>Total Retail Sales</i>	<i>Radio Families</i>	<i>Population</i>
\$1,034,174,000	276,470	1,172,900

— Data from 1954 Consumer Markets-SRDS —

FOOD .....	\$247,722,000	FILLING STATIONS .....	38,581,000
GENERAL MERCHANDISE .....	101,169,000	BUILDING MATERIALS-	
APPAREL .....	72,815,000	HARDWARE .....	53,752,000
HOME FURNISHINGS .....	55,657,000	EAT-DRINK .....	73,825,000
AUTOMOTIVE .....	146,815,000	DRUG .....	19,662,000
		FARM INCOME .....	60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

S E E  
FORJOE & COMPANY

New York — Chicago — Atlanta — Los Angeles — San Francisco

**WISL**

1000 W... 1480 Kc  
Full Time... Mutual

RADIO ANTHRACITE, INC.

Rock and Sunbury Sts.  
Shamokin, Penna.

**WHWL**

1000 W... 730 Kc  
Day Time... Independent

Owned-Operated By.... Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter.....1150 N. Front St.  
 Phone: Sunbury 1325-6... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 President..... Harry H. Haddon  
 Gen., Sta. Manager..... Homer R. Smith  
 Commercial Manager..... C. Donald Walther  
 Program Director ..... Michael J. Kane  
 Publicity Director..... Malcolm E. Artei  
 Chief Engineer..... John W. Keller, Jr.

**W T R N**  
 TYRON—1954

Frequency: 1580 Kc..... Power: 250 Watts  
 Owned..... Throne Bcstg. Co.  
 Address ..... Pennsylvania Ave.  
 Air Time..... Daytime  
 News Service ..... UP  
 Trans. Ser. .... World  
 President..... C. H. Simpson  
 V.P., Gen. Mgr..... John A. Fay  
 Sales Manager..... Mac Goheen

**W M B S**  
 UNIONTOWN—1937  
 CBS—QUAKER

Frequency: 590 Kc..... Power: 1000 Watts  
 Owned-Oper. By ..... Fayeite Edcstg. Corp.  
 Address ..... F. Natl Bldg.  
 Phone: GE 8-3900..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service..... World  
 Representative ..... Meeker Asso., Inc.  
 Pres., Gen. Mgr. .... J. C. Burwell  
 Station Manager..... James Gismondi  
 Comm., Sls. Prom. Mgr..... Frederick David  
 Program Director..... C. H. Underwood  
 Publicity Director..... Anne Fox  
 Chief Engineer..... William Henzly

**W N A E**  
 WARREN—1946

Frequency: 1310 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By .... N. Allegheny Bdcstg. Co.  
 Address ..... Second Ave.  
 Phone: 3033..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... David Potter, Jr.  
 Commercial Manager..... James W. Potter  
 Sls. Prom. Mgr..... Frank Foster  
 Program Director..... Leroy Schneck  
 Chief Engineer ..... Homer M. Haines

**W J P A**  
 WASHINGTON—1942—MBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Washington Bcstg. Co.  
 Bus. Address..... George Washington Hotel  
 Phone Number ..... 4870  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... Joseph Hershey McGillvra

Managing Director..... A. Boyd Siegel  
 Gen., Prom. Manager..... John L. Merdian  
 Commercial Mgr..... Peter Stanton  
 Chief Engineer..... Robert Kark

**WAYZ**  
 WAYNESBORO—1953—KBS

Frequency: 1380 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Richard Field Lewis Jr.  
 Address..... WAYZ, Winchester, Va.  
 News Service ..... UP  
 Membership ..... NARTB  
 President..... Richard Field Lewis Jr.  
 General Manager..... Sam Hanshaw  
 Sales Prom. Mgr..... Robert Harrison  
 Program Director..... John Geiger  
 Chief Engineer..... Fred Brabandt

**W B A X**  
 WILKES-BARRE—1922—MBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Anna Stenger  
 Business-Studio Address..... 85 W. Union St.  
 Phone: VA. 3-0198..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Burn-Smith  
 Licensee ..... Anna Stenger  
 General Manager..... John H. Stenger, III  
 Program Director..... Ed Kuzma  
 Chief Engineer..... Milan Krupa

**W B R E**  
 WILKES-BARRE—1924—NBC

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Louis G. Baltimore  
 Bus.-Studio Address..... 62 S. Franklin St.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 Owner..... Louis G. Baltimore  
 General Manager..... David M. Baltimore  
 Comm. Mgr..... Ernest Lewis  
 Program Director..... Franklin D. Coslett  
 Chief Engineer..... Charles Sakoski, Sr.

**WILK**  
 WILKES-BARRE—1947  
 ABC

Frequency: 980 Kc... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Wyoming Valley Bcstg. Co.  
 Bus.-Studio Address..... 88 No. Franklin St.  
 Phone: VA. 4-4666..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 President..... Mitchell Jenkins  
 Exec. V.P., Gen. Mgr..... Roy E. Morgan  
 Treasurer..... Thomas P. Shelburne  
 Sls. Prom. Mgr..... Dorothy Albee  
 Commercial Manager..... Luther Strittmatter  
 Program Director..... Tom Bigler  
 Chief Engineer..... Theodore French

# WLYC

**WILLIAMSPORT—1949—ABC-KBC**

Frequency: 1050 Kc. Power: 1 Kw.  
 Owned By Lycoming Bcstg. Co.  
 Address 331 Pint St. Box 389  
 Phone: 2-4676 Air Time: Daytime  
 News Service AP  
 Transcription Service Thesaurus  
 Station Rep. Radio-TV Promotion Syndicate  
 President John T. Keliher  
 General Manager W. Richard Carlson  
 Commercial Mgr. Vince Campana  
 Program Dir. Vern Hester  
 Chief Engineer Norman Briggs

# WRAK

**WILLIAMSPORT—1930—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By WRAK, Inc.  
 Address 244 West 4th St.  
 Phone: 2-6116 Air Time: Full Time  
 News Service AP  
 Transcription Service Associated  
 Representative Everett McKinney  
 Membership NARTB  
 Pres., Gen. Mgr. George E. Joy  
 Comm. Mgr. J. Wright Mackey  
 Production Mgr. Irving Berndt  
 Promotion Manager Everett W. Rubendall  
 Chief Engineer Glen L. Sherman

# WWPA

**WILLIAMSPORT—1949—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned Williamsport Radio Bcstg. Assoc., Inc.  
 Address 330 Government Pl  
 Phone: 7119 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Burn-Smith  
 Membership NARTB, RAB  
 President Harry J. W. Kiessling  
 Gen., Sta. Manager Woodrow W. Ott  
 Program Director Louis C. Cate  
 Comm. Mgr. Phil Lane  
 Publicity Director John B. Willmann  
 Chief Engineer Carl Steinbacher

# WNOW

**YORK—1948—KBS**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By Helm Coal Co.  
 Business-Studio Address 25 S. Duke St.  
 Phone: 8-2911, 8-2952 Air Time: Daytime  
 News Service AP  
 Transcription Service Lang-Worth  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. Lowell W. Williams  
 Program Director H. E. Daugherty  
 Comm. Sls. Prom. Mgr. Edwin L. Jay  
 Chief Engineer Glenn Winter

## Our 25th Anniversary Year

A QUARTER CENTURY  
 OF **EXPERIENCE**  
 IN **SELLING**  
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**more  
New Englanders  
listen to WPRO  
than to any other  
Rhode Island  
station**

Survey after survey \* conclusively proves that WPRO offers you single-station dominance of the nation's 14th largest market—Providence, R.I., and Fall River and New Bedford, Mass. The reasons: WPRO's popular local personalities . . . audience-winning CBS Radio network programs . . . 5,000 powerful watts on 630 kc. With WPRO, you can sell this rich market at lowest-cost-per-thousand. Ask JOHN BLAIR!

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most buyers...**

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**PROVIDENCE · 630 KC · 5000 W**

**Represented by JOHN BLAIR & COMPANY**

## WORK

**YORK—1932—NBC—MBS**

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By . . . . . York Bcstg. Co.  
 Business-Studio Address . . . . . 13 S. Beaver St.  
 Phone: 6629 . . . . . Air Time: Daytime  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Robert Meeker  
 Station Executive . . . . . Clair R. McCollough  
 Station Manager . . . . . Clare I. Miller  
 Natl. Sales Mgr. . . . . J. Robert Gulick  
 Program Director . . . . . Glenn M. Brillhart  
 Technical Director . . . . . J. E. Mathlot

## WSBA

**YORK—1941—ABC—MBS**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By . . . . . Susquehanna Bdcstg. Co.  
 Phone: 25521 . . . . . Air Time: Full Time  
 Transcription Service . . . . . World  
 Representative . . . . . Young  
 Membership . . . . . NARTB, RAB  
 President . . . . . Louis J. Appell  
 Gen. Sta. Mgr. . . . . Clarence L. Doty  
 Comm., Sales Prom. Mgr. . . . . Philip K. Eberly  
 Prog. Dir. . . . . Robert Shipley  
 Chief Engineer . . . . . Llewellyn Jones

# RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — Families 308,000  
 Radio Homes 304,000 — TV Homes 265,000 — Stations in State 11

## WADK

**NEWPORT—1948—KBS**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By . . . . . The Aquidneck Bcstg. Corp.  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 Pres., Gen. Mgr. . . . . Milton E. Mitler  
 Comm. Mgr. . . . . Gordon Gurney  
 Sales Prom. Mgr. . . . . Henry N. Petersen  
 Prog. Mgr. . . . . Flo Simpson  
 Chief Engineer . . . . . Jos. Britto

## WPRO

**PROVIDENCE—1924—CBS**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By . . . . . Cherry & Webb Bcstg. Co.  
 Bus-Stud. Add. . . . . 24 Mason St., WPRO Bldg.  
 Phone: Plantations 1-9776 . Air Time: Full Time  
 News Service . . . . . AP, UP  
 Trans. Service . . . . . Thesaurus  
 Representative . . . . . Blair  
 Membership . . . . . NARTB  
 President . . . . . William S. Cherry, Jr.  
 General Manager . . . . . Arnold F. Schoen, Jr.  
 Commercial Mgr. . . . . Kenneth Curto  
 Program Director . . . . . John A. Owen  
 Chief Engineer . . . . . John V. Ferrit

## WPAW

**PAWTUCKET—1950—KBS**

Frequency: 550 Kc. Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Roger Williams Bcstg. Co.  
 Address . . . . . 34 N. Union St.  
 Transcription Service . . . . . MacGregor  
 Representative . . . . . Rambeau  
 President . . . . . Dominick Hysko  
 Gen., Comm. Mgr. . . . . Allen Jones  
 Program Director . . . . . Graham Richards  
 Chief Engineer . . . . . James Bonney

## WRIB

**PROVIDENCE—1947**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By . . . . . R. I. Bcstg. Co.  
 Address . . . . . 29 Weybosset St.  
 Phone: Union 1-4512 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Representative . . . . . Indie  
 President . . . . . Frank Rao  
 Prog. Dir. . . . . Don Rogers  
 General Manager . . . . . Nicholas Ruggieri  
 Comm., Sales Prom. Mgr. . . . . Edward McBride  
 Chief Engineer . . . . . Fred Weiss

## WEAN

**PROVIDENCE—1922—ABC—MBS  
 YANKEE**

Frequency: 790 Kc. Power: 5 Kw. d.  
 Owned . . . . . Providence Journal Co.  
 Address . . . . . 75 Fountain St.  
 Newspaper Affil. . . . . Providence Journal  
 News Service . . . . . AP, UP  
 Station Rep. . . . . Venard, Borgatti  
 Membership . . . . . NARTB  
 President . . . . . George P. Metcalf  
 General Manager . . . . . H. William Koster  
 Sales Prom. Mgr. . . . . Arthur E. Lathrop, Jr.  
 Program Director . . . . . Don Morton  
 Chief Engineer . . . . . George W. Sharpe

## WICE

**PROVIDENCE—1947**

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By . . . . . Narragansett Bay B. Co.  
 Address . . . . . 1111 N. Main St.  
 Phone: Jackson 1-6565 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 President . . . . . Louis A. R. Pieri  
 Station Manager . . . . . John C. Martin  
 Sales Prom. Mgr. . . . . John F. Crohan  
 Comm. Mgr. . . . . Frederick P. Grady  
 Chief Engineer . . . . . Oliver R. Adams



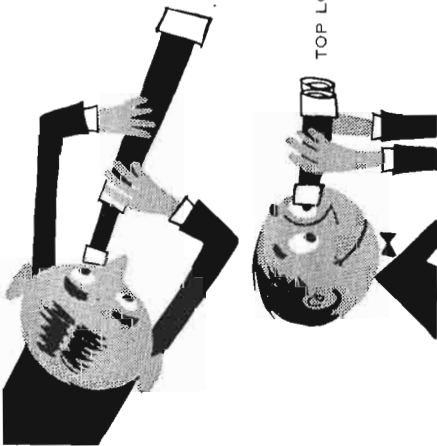
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# WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Intercity Bcastg. Co.  
Business-Studio Address 144 Westminister St.  
Phone Number . . . . . Union 1-4211  
News Service . . . . . AP  
Representative . . . Headley-Read, Kettel-Carter  
President, Gen.-Sta. Mgr. . . . . Robert T. Engles  
Chief Engineer . . . . . Carroll Philbrook

# WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . The Outlet Co.  
Business-Studio Address . . . . . 176 Weybosset St.  
Phone: Gaspee 1-8521 . . . . . Air Time: Full Time  
Transcription Service . . . . . SESAC  
News Service . . . . . AP, INS  
Representative . . . . . Weed, Bannan  
Membership . . . . . NARTB  
Vice Pres., Treas. . . . . George O. Griffith  
General Mgr. . . . . John J. Boyle  
Station Manager . . . . . Sothorn Abbott  
Comm. Mgr. . . . . David J. Shurtleff  
Chief Engineer . . . . . Thomas C. J. Prior

# WERI

WESTERLY—1949—ABC-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned Oper. By . . . . . Radio Westerly, Inc.  
Address . . . . . 34 Main St.  
Phone: WE. 2283 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
President . . . . . Richard G. Moore  
Gen., Sta. Mgr. . . . . Warren M. Greenwood  
Prog., Publ. Director . . . . . Brud Warren  
Chief Engineer . . . . . Anibal Martins

# WNRI

WOONSOCKET—1954

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owner . . . . . Friendly Bcastg. Co., Inc.  
Address . . . . . 814 Diamond Hill Road  
Pres., Gen. Mgr. . . . . Jack C. Salera  
Chief Eng. . . . . Joseph Britto

# WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Woonsocket Bcastg. Co.  
Business-Studio Address . . . . . 99 Main St.  
Phone: Woonsocket 1240 . . . . . Air Time: Full Time  
Station Rep. . . . . Webb, Borgatti  
Transcription Service . . . . . World  
Membership . . . . . NARTB, RAB  
President . . . . . Mrs. Andrew P. Palmer  
General Manager . . . . . Eugene C. Rousseau  
Chief Engineer . . . . . Harold Belknap



# SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — Families 555,000  
 Radio Homes 466,000 — TV Homes 230,000 — Stations in State 55

## WAKN AIKEN—1952

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Aiken Electronics Adv. Corp.  
 Address Box 811  
 Phone: 774242 Air Time: Daytime  
 News Service AP  
 Transcription Service World, Capitol  
 Membership NARTB, RAB  
 Representative Rambeau  
 President B. T. Whitmire  
 General Manager W. Randall Davidson  
 Com., Prom. Mgr. Charlie Sciple  
 Prog. Dir. Wayne Mashburn  
 Chief Engineer Allen Askins

## WAIM ANDERSON—1935—CBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Wilton E. Hall  
 Address-Trans. Loca. 1 Martin St.  
 Phone: CA. 6-1511-2-3 Air Time: Full Time  
 News Service INS  
 Newspaper Affiliation Independent, Daily  
 Mail  
 Transcription Service Lang-Worth  
 Representative Headley-Reed  
 President Wilton E. Hall  
 General Manager Glenn P. Warnock  
 Commercial Mgr. G. P. Browne  
 Sales Prom. Mgr. V. Barath  
 Program Director Marshall Gailliard  
 Chief Engineer John Willis

## WANS ANDERSON—1949—MBS

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By Carolina Bcstrs.  
 Address Box 211  
 Phone: CA 4-3424 Air Time: Full Time  
 Transcription Service Standard  
 Membership NARTB  
 Representative Devney  
 News Service UP  
 President C. R. Johnson  
 General Manager R. E. Liverance  
 Commercial Mgr. Robert S. Fant  
 Chief Engineer Alfred W. Pratt

## WBAW BARNWELL—1953—KBS

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By Blue Ridge Bcstg. Co. Inc.  
 Phone: 3507 Air Time: Daytime  
 News Service UP  
 Transcription Service Thesaurus  
 Station Rep. Radio Sales  
 President J. A. Gallimore  
 Comm., Sta. Mgr. Joe Wilder

Program Director Frank Harmon  
 Chief Engineer Marion P. Jones

## WBEU BEAUFORT—1954—KBS

Frequency: 960 Kc. Power: 1 Kw.  
 Owned Beaufort Bcstg. Co.  
 Address Beaufort  
 Phone: 812 Air Time: Daytime  
 News Service World  
 Trans. Service World  
 General Mgr. W. C. Bochman  
 Asst. Mgr., Prog. Dir. Newton Smyth

## WBSC BENNETTSVILLE—1947—MBS

Freq.: 1550 Kc. Power: 10 Kw. d.: 5 Kw. n.  
 Owned-Oper. By Bennettsville Bcstg. Co.  
 Business-Studio Address Box 639  
 Phone: 1080 Air Time: Full Time  
 News Service AP  
 Pres., Gen. Sta. Mgr. John W. Orvin  
 Comm. Mgr. W. G. Hazel  
 Prog., Director Neil Terrell  
 Chief Engineer John Gronert

## WAGS BISHOPVILLE—1954—KBS

Frequency: 1380 Kc. Power: 1 Kw.  
 Owned Lee County Bcstg. Co.  
 Phone: 1380 Air Time: Daytime  
 News Service AP  
 Trans. Ser. World  
 Station Rep. Clark  
 General Manager Howard Ginsberg  
 Program Director Bess Ginsberg

## WACA CAMDEN—1948—KBS

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Station WACA  
 Address Camden  
 Phone: Hemlock 2-2311 Air Time: Daytime  
 News Service UP  
 Station Rep. Dora-Clayton  
 Transcription Service World  
 President Haygood S. Bowden  
 General Manager Tom Richards  
 Commercial Manager C. Ballard  
 Program Director Arthur Sheleen  
 Chief Engineer Angelo Amodio

## WCSC CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Oper. By WCSC, Inc.  
 Address 485 East Bay St.  
 Phone: 2-7611 Air Time: Full Time  
 News Service UP



Transcription Service ..... World  
 Representative ..... Free & Peters  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... John M. Rivers  
 Comm. Mgr. .... John B. Hearne  
 Program Director ..... Robert Tamblin  
 Pub. Dir. .... Annie Lee Small  
 Chief Engineer ..... Wilbur Albee

## W H A N

### CHARLESTON—1946—ABC-KBC

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Charleston Bcstg. Co.  
 Business Address ..... Box 183  
 Transcription Service ..... Capitol  
 Representative ..... Burn-Smith  
 President ..... Frederick G. Storey  
 General Manager ..... E. H. Keown  
 Sales Prom. Mgr. .... Joann Daley  
 Program Director ..... E. H. Keown  
 Publicity Director ..... George Rogers  
 Chief Engineer ..... William P. Birchfield

## W P A L

### CHARLESTON—1947

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Palmetto Bdcstrs., Inc.  
 Business-Studio Address ..... 149 Wentworth St.  
 Representative ..... Forjoe, Dora-Clayton  
 Membership ..... NARTB  
 President ..... George G. Weiss  
 General Manager ..... Laurens Moore  
 Commercial Mgr. .... Bob Chrystie  
 Program Director ..... Louise Withrock  
 Chief Engineer ..... Gunnar Sundeen

## W T M A

### CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By ..... Atlantic Coast Bcstg. Co.  
 Business Address ..... 133 Church St.  
 Phone: 2-2681 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr. .... Charles E. Smith  
 Station Mgr. .... Ralph J. Shade  
 Commercial Mgr. .... H. J. Guzik  
 Sales Prom. Mgr. .... Chester Pike  
 Program Dir. .... Jack Gale  
 Publicity Dir. .... Anne Loyd  
 Chief Engineer ..... David W. Jefferies

## W U S N

### CHARLESTON—1948—MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Southern Bcstg. Co.  
 Address ..... 42 10th Ave.  
 Phone: 2-2652 ..... Air Time: Full Time  
 News Service ..... UP  
 Station Rep. .... H.R. Ayres  
 Transcription Service ..... Standard  
 Membership ..... RAB  
 Pres., Gen., Comm. Mgr. .... J. Drayton Hastie  
 Promotion Manager ..... Martha Martin  
 Station Manager ..... George S. Cuthbert, Jr.

Program Director ..... Henry Hoppe  
 Publicity Director ..... Edith Crosby  
 Chief Engineer ..... Walter Nelson

## W C R E

### CHERAW—1953

Frequency: 1420 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Three States Bcstg. Co.  
 Address ..... Box 631  
 Phone: 7500 ..... Air Time: Daytime  
 Membership ..... RAB  
 President ..... Dr. R. D. Baxley  
 Vice-President ..... R. D. Meisheimer  
 Prog. Dir., Gen. Mgr. .... Fred A. Staples  
 Chief Engineer ..... Ansel Bryan

## W G C D

### CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Craig Bdcstg. Co.  
 Address ..... 128 Main St.  
 Phone: 2171 ..... Air Time: Full Time  
 Trans. Ser. .... World  
 Station Rep. .... McGillvra  
 President, Chief Eng. .... Morgan J. Craig  
 Gen., Sta., Comm. Mgr. .... George P. Cobb  
 Promotion Director ..... James Kennedy

## W C O S

### COLUMBIA—1939—ABC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Columbia  
 Address ..... Cornet Arms Bldg.  
 Phone: 2-2177 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Charles W. Pittman  
 Commercial Manager ..... John Kress  
 Program Director ..... John Ropp  
 Chief Engineer ..... Robert D. Lambert, Jr.

## W I S

### COLUMBIA—1930—NBC

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Bcstg. Co. of the South  
 Business-Studio Address ..... 1111 Bull St.  
 Phone: 3-6431 ..... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... SESAC, Thesaurus  
 Representative ..... Free & Peters  
 Membership ..... NARTB, RAB  
 President ..... B. Calhoun Hipp  
 General Manager ..... G. Richard Shatto  
 Managing Director ..... J. Dudley Saumenig  
 Sales Mgr. .... W. Miller Montgomery  
 Promotion Dir. .... Lisa Battle  
 Program Director ..... Frank Harden  
 Chief Engineer ..... Herbert G. Eldson, Jr.

## W M S C

### COLUMBIA—1945—CBS

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WMSC Radio, Inc.

**Business-Studio Address**.....1127 Lady St.  
**Phone:** 2-8659.....**Air Time:** Full Time  
**News Service**.....**UP**  
**Transcription Service**..... Associated  
**Representative**.....H-R Representatives  
**Membership**.....NARTB, RAB  
**Pres., Gen., Sta., Mgr.**.....C. Wallace Martin  
**News Director**.....Charles Wickensberg  
**Prom. Mgr.**.....Don Clark  
**Prog. Dir.**.....Gray Olive  
**Chief Engineer**.....C. E. Stone

## WNOK

**COLUMBIA—1947—MBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Palmetto Radio Corp.  
**Address**.....1811 Main St., Box 5307  
**News Service**.....AP  
**Representative**.....Raymer  
**General Manager**.....H. Moody McElveen, Jr.  
**Program Director**.....Bill Routh  
**Chief Engineer**.....Don Willoughby

## WOIC

**COLUMBIA—1954**

**Frequency:** 1470 Kc.....**Power:** 1 Kw., d.  
**Owned**.....Michalak Bcstg. Co.  
**Address**.....3300 Main St.  
**Phone:** 6-1551.....**Air Time:** Daytime  
**Representative**.....National, Forjoe, Clayton  
**Pres.; Gen. Mgr.**.....Frank A. Michalak  
**Sta., Comm., Prom. Mgr.**.....Joe E. Morris  
**Chief Engineer**.....William Bridges

## WLAT

**CONWAY—1945—MBS**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Coastal Bcstg. Co.  
**Business-Studio Address**.....P. O. Box 799  
**Phone:** 340.....**Air Time:** Full Time  
**News Service**.....AP  
**Representative**.....Joseph Hershey McGillvra  
**Ptnr., Gen. Mgr.**.....L. M. Hawley  
**Ptnr., Chief Eng.**.....H. L. Hanks  
**Prog. Director**.....Jack E. Hawley

## WDSC

**DILLON—1946—ABC**

**Frequency:** 800 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Border Bcstg. Co., Inc.  
**Address**.....U. S. Highway 301  
**News Service**.....UP  
**Representative**.....Gill-Perna-Clayton  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....Joseph Martin  
**Station Mgr.**.....Jim Murff  
**Commercial Manager**.....Adelaide C. Monroe  
**Prog., Mgr.**.....Lee Lumpkin  
**Sales Prom. Mgr.**.....David Loyd Rush  
**Publicity Director**.....Johnny Quick  
**Chief Engineer**.....H. C. Sanford

## WELP

**EASLEY—1951—KBS**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Pickens County Bcstg. Co.  
**Address**.....Box 522  
**Phone:** 9388.....**Air Time:** Daytime  
**News Service**.....UP  
**Trans. Ser.**.....Associated  
**Representative**.....Indie Sales  
**Membership**.....RAB  
**Pres., Gen. Mgr.**.....Clectus Brazzell  
**Prog. Director**.....Chas. B. Smith  
**Chief Engineer**.....H. O. McDonald, Jr.

## WJMX

**FLORENCE—1947—ABC**

**Frequency:** 970 Kc...**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**.....Atlantic Bcstg. Co., Inc.  
**Business Address**.....P. O. Box 1211  
**Phone:** 6351.....**Air Time:** Full Time  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**Membership**.....NARTB  
**Representative**.....Walker  
**President**.....Eugene E. Stone  
**Gen., Sta. Mgr.**.....Paul H. Benson, Jr.  
**Chief Engineer**.....Frank Jenne

## WOLS

**FLORENCE—1937—KBS**

**Frequency:** 1230 Kc. ....**Power:** 250 Watts  
**Owned-Oper. By**.....Florence Bcstg. Co., Inc.  
**Business-Studio Address**.....151 S. Dargan St.  
**Phone:** 3271-2.....**Air Time:** Full Time  
**News Service**.....UP  
**Transcription Service**.....SESAC  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....Melvin Purvis  
**Sta., Comm. Mgr.**.....A. P. Skinner  
**Program Director**.....Don Gray  
**Chief Engineer**.....John Cooper

## WFGN

**GAFFNEY—1948—KBS**

**Frequency:** 1570 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Cherokee Radio Co., Inc.  
**Address**.....P. O. Box 759  
**Phone:** 4795-6.....**Air Time:** Daytime  
**News Service**.....UP  
**Transcription Service**.....Lang-Worth, SESAC  
**President**.....A. Ray Godshall  
**Gen., Sta. Mgr.**.....Morton E. Green  
**Promotion Mgr.**.....Mrs. E. Stacy  
**Program Director**.....B. Gibbons  
**Chief Engineer**.....J. E. Parker

## WGTV

**GEORGETOWN—1949—MBS**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Georgetown Bcstg. Co.  
**Address, Trans. Loc.**.....216 Fraser St.  
**Phone:** 3-3421.....**Air Time:** Full Time  
**Station Rep.**.....Donald Cook

Pres., Gen. Manager..... J. B. Delzell  
 Commercial Manager..... Al Webster  
 Program Mgr..... Mamie A. Delzell  
 Chief Engineer..... Don Delany

# WAKE

## GREENVILLE—1930—CBS

Frequency: 1440 Kc..... Power: 5 Kw., d.  
 Owned-Oper. By... Piedmont Bcstg. Co., Inc.  
 Address..... 3 College St.  
 Phone: 5-7406..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... Pearson  
 President..... V. D. Ramseur  
 Gen. Mgr., Prog. Dir..... J. F. McDonough  
 Comm. Mgr..... Don Price  
 Publicity..... Inez Anders  
 Prog. Dir..... Jerry Mosteller  
 Chief Engineer..... Palmer Greer

# WESC

## GREENVILLE—1947

Frequency: 660 Kc..... Power: 5000 Watts d.  
 Owned-Operated By... Greenville Bcstg. Co.  
 Business-Studio Address..... 1 College St.  
 Phone: 2-8241..... Air Time: Daytime  
 News Service..... AP  
 Representative..... Rambeau, Dora-Clayton  
 President..... (Mrs.) James Meade  
 General Manager..... James G. Meade  
 Station Mgr..... J. Davenport  
 Commercial Manager..... William Ingram  
 Program Dir..... I. Wayne Davis  
 Chief Engineer..... Harold White

# WFBC

## GREENVILLE—1933—NBC

Frequency: 1330 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WMRC, Inc.  
 Business-Studio Address..... Poinsett Hotel  
 Phone: 5-8525..... Air Time: Full Time  
 News Service..... UP  
 Transcription..... Thesaurus, SESAC  
 Representative..... Avery-Knodel  
 Membership..... NARTB  
 Chairman of Board..... Roger Peace  
 President..... R. A. Jolley, Sr.  
 Gen., Sta. Mgr..... Kenneth Beachboard  
 Commercial Mgr..... Keener Garrett  
 Sls. Prom. Mgr., Pub. Dir..... Curtis Guthrie  
 Program Director..... Bruce Buchanan  
 Chief Engineer..... Burton T. Anderson

# WMRB

## GREENVILLE—1954—ABC-MBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Paramount Bcstg. Co. Inc.  
 Address..... 400 Mayberry St., Box 989  
 Phone: 3-2751..... Air Time: Full Time  
 News Service..... AP  
 Trans. Ser..... Lang-Worth  
 Station Rep..... Devney, Media Sls.  
 Pres., Gen. Mgr..... C. F. Cope  
 Vice-Pres..... Robert D. Poole  
 Asst. Mgr., Prod. Dir..... William T. Arrington

# WMUU

## GREENVILLE—1949

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Bob Jones Univ.  
 Address..... Greenville  
 Phone: GR. 2-6711..... Air Time: Daytime  
 News Service..... AP, INS  
 Trans. Ser..... SESAC, Associated, Lang-Worth  
 Station Rep..... Continental  
 Membership..... RAB  
 President..... Dr. Bob Jones, Jr.  
 General Manager..... R. K. Johnson  
 Station Manager..... Jim Ryerson  
 Commercial Manager..... Glen Schunk  
 Service Manager..... Mrs. Joan B. Schultz  
 Program Director..... David Yearick  
 Production Director..... Jack Buttram  
 Chief Engineer..... Steward Ensign

# WCRS

## GREENWOOD—1941

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Gresco, Inc.  
 Address..... P. O. Box 868  
 Phone: 9-1300, 6646..... Air Time: Full Time  
 News Service..... AP  
 Trans. Service..... Thesaurus, Associated, World  
 Representative..... Clark, Ayers  
 Membership..... NARTB  
 President..... Douglas Featherstone  
 Gen., Sta. Mgr..... Dan Crosland  
 Commercial Mgr..... Ralph Norman  
 Program Dir..... David A. Moss  
 Chief Engineer..... Charles M. Sparks

# WGSW

## GREENWOOD—1953—MBS

Frequency: 1350 Kc..... Power 1000 Watts d.  
 Owned..... Radio Greenwood, Inc.  
 Address..... Edward Arms Bldg.  
 Phone: 9-7372..... Air Time: Daytime  
 News Service..... UP  
 Representative..... Indie Sales; Dora-Clayton  
 President..... W. C. Woodall, Jr.  
 Gen., Sta. Mgr..... George B. Cook, Jr.  
 Comm. Mgr..... Olyn L. Gee  
 Prog. Dir..... Ben H. Dekle  
 Publicity Director..... J. E. Smith  
 Chief Engineer..... Robert K. James

# WEAB

## GREER—1949—KBS

Frequency: 800 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Greer Bcstg. Co.  
 Address..... P. O. Box 151  
 Phone: 1057-8..... Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Co.-O., Gen., Comm. Mgr..... E. A. Burch  
 Co-Owner..... W. Ryan Frier  
 Program Director..... Betty Beers  
 Chief Engineer..... Cecil Sills

# WHSC

**HARTSVILLE—1946—MBS—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Hartsville Bcstg. Co., Inc.  
 Address: 1306 College Ave.  
 Phone: 1450 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Capitol  
 V.P., Gen. Mgr.: Raymond Caddell  
 Commercial Mgr.: Jim Putnam  
 Sales Prom. Mgr.: Lamar Caldwell  
 Prog. Dir.: Earl Caton  
 Publicity Dir.: Eleanor Flowers  
 Chief Engineer: Donald Brien

# WDKD

**KINGSTREE—1949**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Palmetto Bcstg. Co.  
 Address: Kingtree  
 Phone: 6761 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Gen. Sta. Manager: E. G. Robinson, Jr.  
 Program Director: Carroll Godwin  
 Chief Engineer: Dan Owen

# WJOT

**LAKE CITY—1953**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned: Lake Bcstg. Corp.  
 Address: 10 S. Acline Ave.  
 Phone: 7631 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Lang-Worth  
 President: J. Olin Tice, Jr.  
 Gen., Sta. Mgr.: J. Olin Tice, Sr.  
 Comm., Prom. Mgr.: Phillip Rice  
 Program Dir.: Frances M. Tice  
 Chief Engineer: Walter Turner

# WLCM

**LANCASTER—1951—KBS**

Frequency: 1360 Kc. Power: 1000 Wlts d.  
 Owned-Operated By: Royal Bcstg. Co.  
 Address: 103 S. Catawba St.  
 Phone: 2051 Air Time: Daytime  
 News Service: AP  
 Station Rep.: Media Sales  
 Transcription Service: Thesaurus, World  
 President: Charles Connelly  
 General Manager: William Coble  
 Station Manager: Garry Coble  
 Program Director: Joann McManus  
 Chief Engineer: Robert Shikenjanski

# WLBG

**LAURENS—1948—KBS**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By: WLBG, Inc.  
 Business Address: Box 642, Laurens  
 Phone: 2-2331 Air Time: Daytime

News Service: UP  
 Membership: NARTB  
 Transcription Service: World  
 President: James C. Todd  
 General Manager: Milton Scarboro  
 Program Director: Betty Bishop  
 Chief Engineer: Jack Taylor

# WJAY

**MULLINS—1949—KBS**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Mullins & Marion Bcstg. Co.  
 Address: Highway 76  
 Phone: 390 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Lang-Worth  
 President: W. G. Smith  
 Gen., Sta., Comm. Mgr.: James F. Ramsey  
 Prog. Dr.: Kenneth Gasque  
 Chief Engineer: George Magera

# WMYB

**MYRTLE BEACH—1954—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Coastal Carolina Bcstg. Corp.  
 Address: Oak St. at 28th Ave.  
 Phone: 7123 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Thesaurus  
 President: James Olin Tice, Jr.  
 Gen., Comm. Manager: J. Olin Tice, Sr.  
 Sta., Prog. Mgr.: Harry Hyman  
 Chief Engineer: W. D. Tabler

# WKDK

**NEWBERRY—1946—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Newberry Bcstg. Co., Inc.  
 Address, Trans.: 11 Radio Dr.  
 Phone: 143 Air Time: Full Time  
 Representative: Clayton  
 News Service: AP  
 Transcription Service: World  
 Pres., Gen., Sta. Mgr.: James F. Coggins  
 Commercial Mgr.: Emory Bedenbaugh  
 Prog., Pub. Dir.: Marcia Coggins  
 Chief Engineer: Ray Gilliam

# WDIX

**ORANGEBURG—1946—ABC  
 MBS-KBS**

Frequency: 1150 Kc. Power: 5 Kw. d.  
 Owned-Oper. By: WDIX, Inc.  
 Address: Box 662  
 Phone: 1420 Air Time: Full Time  
 News Service: AP  
 Membership: RAB  
 Station Rep.: Devney, Holman  
 President: Charles S. Henery  
 General Manager: Frank B. Best  
 Asst. Manager: Frank Best, Jr.  
 Program Director: Joe Phillips  
 Commercial Mgr.: Norman M. Matthews  
 Chief Engineer: Gus Browning

# WTND

ORANGEBURG—1948

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Sims Pub. Co.  
 Address.....1 Memorial Plaza  
 Phone: 1600.....Air Time: Daytime  
 Transcription Service.....World  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Thos. F. Clark  
 Gen., Sta. Mgr., Pres.....J. I. Sims  
 Program Director.....Richard R. Rhame  
 Chief Engineers.....Larry W. Styles,  
 Perry Herrington

# WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....York Co. Brcdg. Co.  
 Address.....Rock Hill Nat. Bk. Bldg.  
 Phone: 2085.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....McGillvra  
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
 Commercial Manager.....Harper S. Gault

# WTYC

ROCK HILL—1949

Frequency: 1150 Kc. Power: 1 Kw. d.  
 Owned.....Tri-County Bcstg. Corp.  
 Address.....P. O. Box 1091  
 Phone: 3175.....Air Time: Daytime  
 News Service.....UP  
 Station Rep.....Media Sales  
 President.....T. Lamar Simmons  
 Gen., Sta. Mgr.....E. L. Burwell  
 Comm., Prom. Mgr.....Arnold Baynard  
 Prog., Pub. Dir.....I. E. Brooks  
 Chief Engineer.....Ed Roberts

# WSNW

SENECA—1949—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Blue Ridge Bcstg. Co., Inc.  
 Address.....P. O. Box 443  
 Phone: 8234.....Air Time: Daytime  
 Station Rep.....Continental  
 Pres., Gen. Mgr.....J. A. Gallimore  
 Program Director.....Virginia Gallimore  
 Commercial Mgr.....Charles W. Gwyn  
 Chief Engineer.....Herbert Hosea

# WJAN

SPARTANBURG—1953—ABC-MBS  
KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Spartanburg Bcstg. Co.  
 Address.....101 Schuyler Bldg.  
 Phone: 3-1400.....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....World

Owner, Gen. Mgr.....W. Ennis Bray  
 Commercial Mgr.....Charles Goodyear  
 Prom. Manager.....W. Reid Bray  
 Publicity Director.....Dave Moss  
 Program Director.....Gene Bollinger  
 Chief Engineer.....James Tate

# WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Word, Inc.  
 Business-Studio Address.....291 E. Main St.  
 News Service.....AP  
 Representative.....Raymer  
 Membership.....NARTB  
 Transcription Service.....Thesaurus  
 President.....Irwin Kahn  
 Gen. Mgr.....Paul von Hagel  
 Comm. Manager.....John W. Kirkpatrick  
 Program Director.....Buddy Womick  
 Chief Engineer.....Ralph Queen

# WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts  
 Owned.....Spartan Radiocasting Co.  
 Business-Studio Address.....224 E. Main St.  
 Phone: 33621.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB  
 Representative.....Hollingbery  
 President.....Walter J. Brown  
 Managing Director.....Roger A. Shaffer  
 Commercial Manager.....Ross M. Holmes  
 Program Director.....Ed McGrath  
 Chief Engineer.....H. R. Beckholt

# WFIG

SUMTER—1940—MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Radio Station WFIG, Inc.  
 Business-Studio Address.....Radio Center Bldg.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 Pres., Comm. Mgr.....Fulton B. Creech  
 General Manager.....T. Doug Youngblood  
 Commercial Mgr.....Fulton B. Creech, Jr.  
 Sales Promotion Director.....Charles E. Ballard  
 Program Director.....Paul Reidy  
 Chief Engineer.....Richard Elam

# WSSC

SUMTER—1953—ABC

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Oper. By.....Radio Sumter  
 Address.....E. Calhoun Ext.  
 News Service.....UP  
 Trans-Service.....RCA, Thesaurus  
 President.....J. A. Gallimore  
 General Manager.....Ed Damron  
 Program Director.....Tony James  
 Promotion Manager.....Harry Fowler  
 Chief Engineer.....Rod. B. Arkel

## W B C U

UNION—1946—MBS-KBS

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By. Bcstg. Co. of Union, Inc.  
 Address . . . . . 210 East Main St.  
 Phone: 1200. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Station Rep. . . . . Dora-Clayton, Media Sales  
 Pres., Gen. Mgr. . . . . Edward L. B. Osborne  
 Program Director. . . . . Noel Belue  
 Chief Engineer . . . . . T. W. Weathers

## W A L D

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . Walterboro Bcstg. Co.  
 Studio Address. . . . . Box 833  
 Phone: 3861. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 President. . . . . R. M. Jefferies  
 General Manager. . . . . Louis M. Neale, Jr.  
 Program Director. . . . . Mary Alice Seigler

# SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — Families 233,000

Radio Homes 223,000 — TV Homes 37,000 — Stations in State 14

## K A B R

ABERDEEN—1952

Frequency: 1220 Kc. Power: 250 Watts a.  
 Owned-Operated By. . . . . Aberdeen Bcstg. Svc.  
 Address . . . . . Rt. 2, Box 173  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr., Chief Eng. . . . . D. T. Hunt

## K S D N

ABERDEEN—1948—ABC

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Oper. By. . . . . Aberdeen News Co.  
 Phone: 4573. . . . . Air Time: Full Time  
 Newspaper Affil. . . . . American-News  
 Representative . . . . . Weed  
 Membership . . . . . NARTB  
 President. . . . . Henry I. Schmitt  
 Sta., Gen. Manager . . . . . Byron McElligott  
 Commercial Manager. . . . . Russa Osborne  
 Program Director. . . . . E. C. Pieplow  
 Chief Engineer. . . . . George Crocker

## K D S J

DEADWOOD—1946—MBS-KBS

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Oper. By. . . . . Heart of the Black Hills Sta.  
 Address . . . . . 745 Main  
 Phone: 186. . . . . Air Time: Full Time  
 Transcription Service . . . . . World  
 Station Rep. . . . . Holman  
 Membership . . . . . NARTB  
 News Service . . . . . UP  
 Gen. Mgr., Chief Engr. . . . . Eli Daniels  
 Commercial Manager . . . . . Harry Daniels  
 Program Director. . . . . Bonnie Laughlin

## K I J V

HURON—1947—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . James Valley Bcstg. Co., Inc.

Bus.-Studio Address. . . . . 1726 Dakota Ave., S.  
 Phone: 765. . . . . Air Time: Full Time  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Max F. Staley  
 Comm., Sls. Prom. Mgr. . . . . Wwight Coursey  
 Program Dir. . . . . Dale Larson  
 Chief Eng. . . . . Lydell J. Smith

## K O R N

MITCHELL—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . Mitchell Bcstg. Assn.  
 Bus.-Studio Address. . . . . 217-219 N. Main  
 Phone: 621. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB  
 Gen., Sta. Mgr. . . . . Raymond V. Eppel  
 Comm., Sales Prom. Mgr. . . . . M. Johnson  
 Chief Engineer. . . . . J. R. Doherty

## K G F X

PIERRE—1916

Frequency: 630 Kc. Power: 200 Watts d.  
 Owned-Oper. By. . . . . Estate of Dana McNeil  
 Bus.-Studio Address. . . . . 203 W. Summit Ave.  
 Phone: 2351. . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Representative . . . . . Larson  
 President . . . . . Ida A. McNeil

## K O T A

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By. . . . . Black Hills Bcstg. Co. of  
 Rapid City  
 Business Address . . . . . 1819 W. St. Joe St.  
 Phone: Fillmore 2000. . . . . Air Time: Full Time  
 News Service . . . . . UP, AP  
 Representative. . . . . Headley-Reed, Bulmer &  
 Johnson





Transcription Service.....World, Capitol  
 Membership.....NARTB, RAB  
 President.....Helen S. Duhamel  
 General Manager.....Leo D. Borin  
 Sales Prom. Mgr.....Jack A. Crowley  
 Program Director.....J. Norman Heifron  
 Business Manager.....William F. Turner  
 Farm, Ranch Dir.....Gene Taylor  
 Chief Eng.....Robert Musfeldt

Phone: 4-5571.....Air Time: Full Time  
 News Service.....AP  
 Station Rep.....Cooke, Lawson  
 President.....H. R. Alton  
 Gen. Mgr., Prog. Dir.....Verl Thomson  
 Comm. Manager.....Warren Wright  
 Sales Prom. Mgr.....Bob Printup  
 Program Director.....Verl Thomson  
 Publicity Director.....Helen Achatz  
 Chief Engineer.....Roy Thorson

## K R S D

RAPID CITY—1953—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Heart of the Black Hills Sta.  
 Address.....816 Kansas City St.  
 Phone: Fillmore 2-6050.....Air Time: Full Time  
 News Service.....UP  
 Trans. Ser.....Thesaurus  
 Station Rep.....Holman  
 President.....John Daniels  
 General Manager.....Eli Daniels  
 Commercial Manager.....Stan Lieberman  
 Program Director.....Truman Walrod

## K E L O

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Midcontinent Bcstg. Co.  
 Bus.-Studio Address.....Phillips Ave.—8th St.  
 Phone: 4-5841.....Air Time: Full Time  
 News Service.....UP  
 Trans. Ser.....Standard  
 Representative.....Raymer, Bulmer & Johnson  
 Membership.....NARTB, RAB  
 President, Gen. Mgr.....Joe Floyd  
 Station Manager.....Evans Nord  
 Program Director.....Chet Raasch  
 Commercial Mgr.....Elda Clingmam  
 Sales Prom. Mgr.....Jack Townsend  
 Chief Engineer.....Lester Froke

## K I H O

SIOUX FALLS—1946—MBS

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Big Sioux Bcstg. Co., Inc.  
 Address.....218 South Main Ave.  
 Phone: 4-7736.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Pearson  
 Trans. Ser.....World  
 President.....Dr. J. D. Conner  
 General Manager.....David J. Kempkes  
 Comm. Manager.....Fred Schwelkhei  
 Program Director.....Paul Beckstrand  
 Chief Engr.....Ralph N. Maples

## K I S D

SIOUX FALLS—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KISD, Inc.  
 Bus.-Studio Address.....KISD Bldg., W. 12th

## K S O O

SIOUX FALLS—1927

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....Sioux Falls Bcstg. Asso., Inc.  
 Address.....317 S. Phillips Ave.  
 Phone: 4-5601.....Air Time: Full Time  
 News Service.....AP  
 Transcr. Service.....RCA, Thesaurus  
 Membership.....NARTB, RAB  
 Station Representative.....Avery-Knodel, Inc.  
 President.....Morton Henkin  
 Vice Pres., Gen. Mgr.....George R. Hahn  
 Station Manager.....George "Bill" Rohn  
 Comm. Manager.....Don Cavitt  
 Chief Engineer.....Max Pierce

## K W A T

WATERTOWN—1926—KBS-MBS

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Midland Natl. Life Ins. Co.  
 Address.....5 W. Kemp St.  
 Phone: 777.....Air Time: Full Time  
 News Service.....AP  
 Transcr. Service.....Standard  
 Representative.....Walker, Lawson  
 Membership.....NARTB, RAB  
 President.....John Ehrstrom  
 General Manager.....Ross E. Case  
 Sales Prom. Mgr.....Bernard Kinney  
 Chief Engineer.....Francis Alwin

## W N A X

YANKTON—1923—CBS

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Cowles Bcstg. Co.  
 Bus.-Studio Address.....3rd & Mulberry Sts.  
 Phone: YA. 442.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 President.....Gardner Cowles  
 General Manager.....Robert R. Tinch  
 Asst. Manager.....Chris Mack  
 Comm. Mgr.....Donald D. Sullivan  
 Promotion Mgr.....Gordon Laughead  
 Program Director.....Roland Peterson  
 Chief Engineer.....Clifton M. Todd



# TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — Families 885,000

Radio Homes 769,000 — TV Homes 450,000 — Stations in State 77

## W L A R

**ATHENS—1946—KBS-MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Athens Bcstg. Co.  
Business-Studio Address . . . . . N. Jackson St.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
President . . . . . Lowell F. Arterburn  
General Manager . . . . . Buell J. Charles  
Program Director . . . . . E. Max Robinette  
Commercial Manager . . . . . Leonard Dawson  
Chief Engineer . . . . . J. W. Turner

## W O P I

**BRISTOL—1929—NBC**

(See Also Bristol, Va.)

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned Radiophone Bcstg. Station, WOPI, Inc.  
Address . . . . . Easley-Wright Bldg., State & 4th Sts.  
Phone: South 3730 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Burn-Smith  
Membership . . . . . NARTB, RAB  
Pres., Gen., Sta. Mgr. . . . . W. A. Wilson  
Commercial Mgr. . . . . James C. Wilson  
Prom. Mgr. . . . . Wm. A. Wilson, Jr.  
Program Director . . . . . Rocky Stone  
Publicity Director . . . . . Walsh McQueen  
Chief Engineer . . . . . George Guertlin

## W A G C

**CHATTANOOGA—1945—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Tenn. Valley Bcstg. Co.  
Address . . . . . Hotel Patten  
Phone: 7-1128 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
Gen. & Comm. Mgr. . . . . Cliff Bowers  
Program Director . . . . . Bill Giddens  
Chief Engineer . . . . . George McMurtrie

## W A P O

**CHATTANOOGA—1936**

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . WAPO Bcstg. Service  
Business-Studio Address . . . . . Read House  
News Service . . . . . INS  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Avery-Knodel  
Membership . . . . . NARTB  
Pres., Gen., Sta. Mgr. . . . . R. G. Patterson  
Program Director . . . . . Frances Harley  
Prom., Pub. Dir. . . . . Helen Patterson  
Chief Engineer . . . . . B. B. Barnes

## W D E F

**CHATTANOOGA—1941—NBC**

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . WDEF Bcstg. Co.  
Bus.-Studio Address . . . . . 425 Volunteer Bldg.  
Phone: 6-0124 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . Branham  
Membership . . . . . NARTB, RAB  
President . . . . . Carter M. Parham  
Gen. Sta. Comm. Mgr. . . . . Ken Flenniken  
Publicity Dir. . . . . Warren Herring  
Program Director . . . . . Kenn Early  
Chief Engineer . . . . . B. C. Baker

## W D O D

**CHATTANOOGA—1925—CBS**

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . WDOD Bcstg. Corp.  
Address . . . . . Hamilton Natl. Bank Bldg.  
Phone: 6-5117 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Standard, World  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NARTB, RAB  
President . . . . . Earl W. Winger  
Vice Pres., Gen. Mgr. . . . . Norman A. Thomas  
Publicity Director . . . . . Byron J. Bush  
Program Director . . . . . Frank F. Hubbs  
Chief Engineer . . . . . James E. Walker

## W D X B

**CHATTANOOGA—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . WDXB, Inc.  
Address . . . . . 100 Dome Bldg.  
Phone: 6-1114 . . . . . Air Time: Full Time  
Representative . . . . . Forjoe  
Membership . . . . . NARTB, RAB  
News Service . . . . . AP, UP  
President . . . . . Joseph Bloom  
General Manager . . . . . James C. Cole  
Comm. Manager . . . . . Luther Wilson  
Chief Engineer . . . . . E. E. East

## W M F S

**CHATTANOOGA—1951**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . WMFS, Inc.  
Address . . . . . 215 W. Ninth St.  
Phone: 6-4145 . . . . . Air Time: Daytime  
Representative . . . . . Pearson  
Pres., Gen. Mgr. . . . . Brody Timm  
Sta., Comm. Mgr., Prog. Dir. . . . . Fred Webb

**W M C H****CHURCH HILL—1954**

Frequency: 1260.....Power: 1000 Watts  
 Owned-Oper. By.....Twin Cities Bcstg. Co.  
 Address.....P. O. Box 4  
 Phone: ELgin 7-2601.....Air Time: Full Time  
 Owner.....Thales E. Wallace  
 General Manager.....Carroll G. Ogle  
 Program Director.....Sterling Manis  
 Chief Engineer.....James Ruth

**W D X N****CLARKSVILLE—1954**

Frequency: 540 Kc.....Power: 250 Watts  
 Owned.....Clarksville Bcstg. Co., Inc.  
 Address.....Bailey Bros.  
 Air Time.....Daytime  
 Manager.....J. M. Cecil

**W J Z M****CLARKSVILLE—1941—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Campbell & Sheftall  
 Business-Studio Address.....411 Madison St.  
 Phone: 6414.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 Representative.....Rambeau  
 Pres., Gen.-Sta. Mgr.....J. Parry Sheftall

Commercial Manager.....Charles Malone  
 Program Director.....Clay Cline  
 Sls. Prom. Mgr.....Bill Vogel  
 Publicity Dir.....Melvin Sandler  
 Chief Engineer.....John Bailey

**W B A C****CLEVELAND—1945—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Robert W. Rounsaville  
 Business-Studio Address.....Central Ave.  
 Representative.....Dora Clayton  
 Mngg. Dir.....John Fulton  
 Comm. Sls. Prom. Mgr.....Bland Sells  
 Station Manager.....Thad F. Fitch  
 Program Director.....Paul Kirksey  
 Chief Engineer.....William D. Stuart

**W K R M****COLUMBIA—1946—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Middle Tenn. Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address..P. O. Box 71  
 Phone: 1340.....Air Time: Full Time  
 Transcription Service.....World  
 Representative.....Walker  
 Membership.....NARTB, RAB  
 Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.  
 Sales Prom. Mgr.....Mel Dugger  
 Program Director.....Walt D. Hard  
 Chief Engineer.....Cameron McKay

**THOSE WHO KNOW FAMOUS BRANDS . . .****KNOW THE MOST FAMOUS BRAND IN NEWS IS****AP**

# W H U B

**COOKEVILLE—1940—CBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WHUB, Inc.  
Bus.Studio Address.....315 E. Spring St.  
Phone: 789.....Air Time: Full Time  
News Service.....UP  
Representative.....Continental Radio Sales  
Membership.....NARTB, RAB  
Pres., General Manager.....M. L. Medley  
Station Prog. Dir.....Joe Mabry  
Sales Prom. Mgr., Pub. Dir.....Stacey Mott  
Chief Engineer.....Claude Haston

# W K B L

**COVINGTON—1954**

Frequency: 1250 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Tipton County Bcstg. Co.  
Address.....P. O. Box 289  
Phone: 9635.....Air Time: Daytime  
General Manager.....Charles K. Sparks  
Commercial Mgr.....Carl Swafford  
Program Director.....Charles C. Watts Jr.  
Prom. Dir., Chief Engr.....R. William Hoffman

# W A E W

**CROSSVILLE—1952—KBS**

Frequency: 1340 Kc.....Power: 100 Watts  
Owned-Oper. By.....WAEW, Inc.  
Address.....406 E. B'way  
Phone: 333.....Air Time: Full Time  
News Service.....UP  
President.....Arthur Wilkerson  
Manager.....James H. Lee  
Chief Eng.....Allen Breazeale

# W D S G

**DYERSBURG—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By..State Gazette Bcstg. Co., Inc.  
Address.....Box 58  
Phone: 77.....Air Time: Full Time  
Transcription Service.....World  
News Service.....AP  
General Manager.....William Ward  
Commercial Manager.....Wendell Vaughan  
Program Director.....Shirley Jones  
Chief Engineer.....Dave Ross

# W B E J

**ELIZABETHTON—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned...Robert Rounsaville & George Clark  
Business-Studio Address.....Elk Ave.  
Phone: 2-1241.....Air Time: Full Time  
Rep.....Dora Clayton  
News Service.....UP  
Senior Partner.....R. W. Rounsaville  
Mng. Dir.....John Fulton  
Station Manager.....Frazier Cochran  
Commercial Mgr.....Terry Sams  
Program Director.....Bill Hale  
Chief Engineer.....M. C. Bowers, Jr.

# W E K R

**FAYETTEVILLE—1948—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fayetteville Bcstg. Co.  
Business-Studio Address.....Box 625  
Phone: 1240.....Air Time: Full Time  
News Service.....AP  
Trans. Ser.....Theasaurus  
Membership.....NARTB, RAB  
President.....John R. Crowder  
General Manager.....James Porter Clark  
Station Manager.....Jim Tate  
Program Director.....Teddy Barnes  
Chief Engineer.....Ernest Tucker

# W A G G

**FRANKLIN—1953**

Frequency: 950 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Williamson County Bcstg.  
Address.....Mallory Rd.  
Phone: 982.....Air Time: Daytime  
News Service.....AP  
Membership.....NARTB, RAB  
Pres., Gen. Sta. Mgr.....William Ormes  
Commercial Mgr.....Wilson Herbert  
Program Director.....John Haeberle  
Chief Engineer.....Ellis F. Jones Jr.

# W H I N

**GALLATIN—1948—KBS**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sumner County Bcstg. Co.  
Address.....Portland Rd.  
Phone: 1010.....Air Time: Daytime  
News Service.....UP  
Representative.....Indie Sales  
Membership.....NARTB  
President.....A. B. Perkins  
Gen., Mgr.....J. B. Thomas  
Commercial Manager.....Charles Brewer  
Chief Engineer.....Lee Raines

# W G R V

**GREENEVILLE—1947—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Greeneville, Inc.  
Address.....Box 243  
Phone: 4147.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Capitol  
Pres., Gen. Mgr.....Paul Metcalfe  
Commercial Manager.....Hugh Pickel  
Program Director.....Pete Luttreil  
Chief Engineer.....Loile Hampton

# W H B T

**HARRIMAN—1946—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....The Harriman Bcstg. Co., Inc.  
Address.....Devonia & Crescent  
Phone: 661.....Air Time: Full Time  
News Service.....UP

Trans. Ser. .... World. SESAC  
 Representative ..... Continental  
 Owner, Gen. Mgr. .... F. L. Crowder  
 Comm., Sales Prom. Mgr. .... Walter Scarbrough  
 Pgm. Dir., Chief Ann. .... Carl Williams  
 Chief Engineer. .... Reggie Honey

# WIRJ

**HUMBOLDT—1949—Mid-South KBS**

Frequency: 740 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Gibson Co. Bcstg. Co., Inc.  
 Address. .... 210 N. 22nd Ave.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President ..... J. F. Warmath  
 Gen., Sta. Mr. .... Howard E. Byrum  
 Chief Engineer. .... Gerald Hicks

# WDXI

**JACKSON—1948—MBS—KBS**

Freq.: 1310 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By. .... Dixie Bcstg. Co.  
 Business-Studio Address. .... Williams Bldg.  
 Phone: 7-9611. .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 Pres., Gen. Mgr. .... Aaron B. Robinson  
 Station Manager. .... Bill Winsett  
 Commercial Mgr. .... Jack Murphy  
 Program Director. .... Larry Crenshaw  
 Sales Prom. Director. .... Leonard Fielding  
 Publicity Director. .... Dave O'Brien  
 Chief Engineer. .... James S. Thomas

# WTJS

**JACKSON—1931—ABC-MID-SOUTH**

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... The Sun Publishing Co.  
 Bus.-Studio Address ..... Jackson  
 Phone: 7-3316. .... Air Time: Full Time  
 News Service ..... AP  
 Newspaper Affil. .... Jackson Sun  
 Transcription Service. .... Thesaurus  
 Representative ..... Branham  
 Membership ..... NARTB, RAB  
 V.P., Gen. Mgr. .... A. A. Stone  
 Station Manager. .... Frank S. Proctor  
 Asst. Mgr. .... L. R. Brooks  
 Sls. Prom. Mgr., Pub. Dir. .... Peggy McKinnie  
 Program Director. .... Vince Tapler  
 Chief Engineer. .... Joseph Rhodes

# WETB

**JOHNSON CITY—1947**

Frequency: 790 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Press. Inc.  
 Business Address. .... Main St.  
 Newspaper Affil. .... Chronicle  
 Representative ..... McGillvra  
 Transcription Service ..... World  
 President. .... Carl A. Jones  
 Gen., Sta. Manager. .... Arthur Kelsey  
 Program Director. .... Bernard Burleson  
 Chief Engineer. .... E. B. Jones

# WJHL

**JOHNSON CITY—1938—ABC**

Freq.: 910 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By. .... WJHL, Inc.  
 Business-Studio Address. .... 145 W. Main St.  
 Phone: 2780. .... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative. .... John E. Pearson  
 Membership ..... NARTB  
 President ..... W. H. Lancaster, Sr.  
 General Manager. .... W. H. Lancaster, Jr.  
 Comm. Mgr. .... K. Marsh  
 Sls. Prom. Mgr., Prog., Pub. Dir. .... William Shell

# WKIN

**KINGSPORT—1951—KBS**

Frequency: 1320 Kc. .... Power: 5000 Watts  
 Owned & Operated. .... WKIN, Inc.  
 Address. .... Market & Wexler Sts.  
 Phone: Cl. 6-8131. .... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service. .... World, Keystone  
 Representative ..... Rambeau  
 Pres., Gen. Mgr. .... Cy N. Bahakel  
 Station Manager. .... Phil Bahakel  
 Comm., Sls. Prom. Mgr. .... Andy Grauer  
 Program Director. .... Chuck Foster  
 Chief Engineer. .... Robert Heith

# WKPT

**KINGSPORT—1940—NBC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Kingsport Bcstg. Co., Inc.  
 Business-Studio Address. .... 222 Commerce St.  
 Phone: Cl. 5-4161. .... Air Time: Full Time  
 Transcription Service ..... Thesaurus  
 Representative ..... Burn-Smith  
 Membership ..... NARTB, RAB  
 President. .... C. P. Edwards, Jr.  
 Gen., Sta. Manager. .... Paul L. Overbay  
 Commercial Mgr. .... Phil Weaver  
 Sales Prom. Mgr. .... Joe N. Tipton  
 Program Dir. .... Martin Karant  
 Publicity Dir. .... Jim Davis  
 Chief Engineer. .... Thomas Phillips

# WBIR

**KNOXVILLE—1941—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Radio Station WBIR, Inc.  
 Business-Studio Address. .... 618 S. Gay St.  
 Phone: 4-3321. .... Air Time: Full Time  
 Transcription Service ..... Thesaurus  
 News Service ..... UP  
 Representative ..... Gill Perna  
 Membership ..... NARTB, RAB  
 Pres., Gen. Sta., Comm. Mgr. .... John P. Hart  
 Prog., Pub. Director. .... Neal Branch  
 Chief Engineer. .... J. Rex Horton

# W I V K

**KNOXVILLE—1953**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Dick Bcstg. Co.  
 Address: 319 N. Gay Street  
 Phone: 4-3694 Air Time: Daytime  
 News Service AP  
 Representative For Joe  
 Membership NARTB  
 Pres., Gen., Sta., Sls. Prom. Mgr.: J. A. Dick  
 Comm. Mgr.: T. C. Hooper  
 Prog. Dir.: J. P. Hess, Jr.  
 Chief Eng.: Milton Jones

# W K G N

**KNOXVILLE—1947—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: WKGN Bcstg. Co.  
 Bus.-Studio Address: Park Natl. Bank Bldg.  
 Phone: 4-0766 Air Time: Full Time  
 News Service AP  
 Transcription Service Lang-Worth  
 Sta. Rep.: Everett-McKinney, O'Connell  
 Membership NARTB  
 President: George P. Mooney  
 Commercial Mgr.: J. Horton Davis  
 Program Director: John Ward  
 Chief Engineer: Milton L. Jones

# W K X V

**KNOXVILLE—1954—KBS**

Frequency: 900 Kc. Power: 1000 Watts  
 Owner: Knoxville Ra-Tel., Inc.  
 Address: 411 1/2 W. Main St.  
 President: Roy S. Carr  
 General Manager: Tom Carr  
 Program Director: W. C. Day  
 Chief Eng.: John D. Caylor

# W N O X

**KNOXVILLE—1921—CBS**

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Scripps-Howard Radio, Inc.  
 Business-Studio Address: 110 S. Gay St.  
 Phone: 3-3171 Air Time: Full Time  
 Newspaper Affiliation: "News Sentinel"  
 News Service UP  
 Transcription Service Standard  
 Representative Branham  
 Membership NARTB  
 President: Jack R. Howard  
 General Manager: R. B. Westergaard  
 Comm. Sta. Dir. Mgr.: O. L. Smith  
 Sls. Prom., Pub. Dir., Pro. Dir.: C. A. McMahon  
 Chief Engineer: Ray Evans

# W R O L

**KNOXVILLE—1927—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: Mountcastle Bcstg. Co.  
 Business-Studio Address: 612 Gay St.  
 Phone: 2-7111 Air Time: Full Time  
 News Service UP

Transcription Service World  
 Representative Avery-Knodel  
 Membership NARTB, RAB  
 President Paul Mountcastle  
 Gen., Sta. Mgr.: W. H. Linebaugh  
 Commercial Manager: J. T. McCloud  
 Program Dir.: J. H. Reese  
 Prom., Pub. Dir.: H. W. Hudson  
 Chief Engineer: Fred Andrews

# W L A F

**LAFOLLETTE—1953—MBS**

Frequency: 1450 Kc. Power: 100 Watts  
 Owner: LaFollette Bcstg. Co.  
 Address: Piedmont Hotel  
 Phone: 1060  
 Gen. Mgr., Chief Eng.: Marvin L. Paul  
 Program Director: Robert M. Leibforth

# W D X E

**LAWRENCEBURG—1951—MBS-KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Lawrenceburg Bcstg. Co.  
 Address: Locke Bldg.  
 Phone: 4462 Air Time: Daytime  
 News Service UP  
 Trans. Ser.: World  
 Rep.: Burn-Smith, Dora-Clayton  
 President: Aaron B. Robinson  
 General Manager: George Eubanks  
 Gen., Sta. Mgr.: Ken Marston  
 Promotion Manager: Bud Sawyer  
 Chief Engineer: Phillip Kemper

# W C O R

**LEBANON—1949—KBS**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Operated By: Lebanon Bcstg. Co., Inc.  
 Address: 106 1/2 S. Cumberland Ave.  
 Phone: 1540 Air Time: Daytime  
 News Service AP  
 Trans. Ser.: RCA, Thesaurus  
 Pres., Gen. Mgr.: Theo. F. Exell, Jr.  
 Comm. Manager: Jack Hendrickson  
 Chief Engineer: William Johnston

# W L I L

**LENOIR CITY—1950—KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owner: WLIL, Inc.  
 Address: 406 E. Broadway  
 Phone Number: 1095  
 News Service UP  
 Membership NARTB, RAB  
 News Service UP  
 Pres., Gen. Mgr.: Arthur Wilkerson  
 Comm., Sls. Prom. Mgr.: Thomas Tuck  
 Prog. Dir.: E. Grubb  
 Chief Engineer: Allen Breazeale

# W J J M

**LEWISBURG—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Louis D. Lingner

Address ..... East Hill  
 Phone: 780 ..... Air Time: Full Time  
 Trans. Ser. .... World  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 General Manager ..... Louis D. Lingner  
 Chief Engineer ..... R. C. Wiley

**W C B R**  
 MEMPHIS—1951

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Chickasaw Bcstg. Co.  
 Address ..... 378 Beale St.  
 Phone: 5-7545 ..... Air Time: Daytime  
 Representative ..... McGillvra  
 Comm. Manager ..... Dick Whitmore  
 Program Director ..... Donald G. Nicely  
 General Manager ..... W. M. H. Smith

**W D X L**

LEXINGTON—1954—MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Lexington Bcstg. Co.  
 Address ..... Scott Bldg.  
 Phone: 3500, 3155 ..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... World  
 Station Rep. .... Burn-Smith, Dora-Clayton  
 President ..... Aaron B. Robinson  
 General Manager ..... Neal B. Bunn

**W D I A**

MEMPHIS—1947

Frequency: 730 Kc. .... Power: 250 Watts d.  
 Owned By ..... Bluff City Bcstg. Co.  
 Business-Studio Address ..... 2074 Union Ave.  
 Phone: 36-2703 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Pearson, Dora-Clayton  
 Membership ..... NARTB, RAB  
 Pres. .... John R. Pepper  
 Sec. Mgr. .... Bert Ferguson  
 Commercial Manager ..... Harold F. Walker  
 Sls. Prom. Mgr. .... F. Armstrong  
 Prod. Dir. .... David James  
 Pub. Dir. .... Don Kern  
 Chief Engineer ..... Henry N. Fones

**W G A P**

MARYVILLE—1947—KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By ..... Aluminum Cities Bcstg. Co.  
 Address ..... Bittle Bldg.  
 Phone: 2490 ..... Air Time: Full Time  
 Membership ..... NARTB, RAB  
 News Service ..... AP  
 Transcription Service ..... Thesaurus Keystone  
 General Manager ..... F. H. Corbett  
 Commercial Manager ..... Horace McGill  
 Prog. Dir. .... Ken D. Kribbs  
 Chief Engineer ..... Mark Murphy

**W H B Q**

MEMPHIS—1925—MBS

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Gen. Teleradio, Inc.  
 Bus. Studio Address ..... Hotel Chisca  
 Phone: 8-6868 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 President ..... Thomas J. O'Neil  
 Gen., Sta. Mgr. .... John Cleghorn  
 Commercial Mgr. .... Tom W. Ragland  
 Program Director ..... Dick Covington  
 Sales Prom. Mgr. .... Jerry Buckaloo  
 Publicity Director ..... Jack Starr  
 Chief Engineer ..... Welton Roy

**W H D M**

McKENZIE—1954

Frequency: 1440 Kc. .... Power: 500 Watts  
 Owned ..... Tri-County Bcstg. Co., Inc.  
 Address ..... P. O. Box 191  
 Phone: 3371, 3372 ..... Air Time: Daytime  
 News Service ..... AP  
 Trans. Ser. .... Thesaurus  
 Station Rep. .... Clark  
 Pres., Gen. Mgr. .... Michael R. Freeland  
 Program Manager ..... George Martin  
 Sales Director ..... Irene Morgan  
 Chief Engr. .... James D. McClure

**W H H M**

MEMPHIS—1946

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Mid-South Bcstg. Corp.  
 Business-Studio Address ..... 433 Sterick Bldg.  
 Phone: 37-4422 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... A. Young; C. Melville  
 Membership ..... NARTB  
 President ..... P. E. Furlow  
 Gen. Mgr., VP ..... C. K. Beaver  
 Commercial Mgr. .... Allan Avery  
 Program Director ..... Jay Black  
 Chief Engineer ..... William Marsh

**W M M T**

McMINNVILLE—1947—MBS-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... McMinnville Bldg. Co., Inc.  
 Address ..... N. Chancery St.  
 Phone: 2233 ..... Air Time: Full Time  
 News Service ..... UP  
 President ..... Dr. Sam J. Albritton  
 General Manager ..... Royce E. Richards



# W M C

## MEMPHIS—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Memphis Publishing Co.  
 Bus.-Studio Address..Goodwyn Institute Bldg.  
 Phone: 8-7464.....Air Time: Full Time  
 News Service.....UP, AP  
 Trans. Ser.....Thesaurus,  
 Representative.....Branham  
 Membership.....NARTB  
 President.....Enoch Brown  
 Gen., Sta. Mgr.....H. W. Slavick  
 Commercial Mgr.....Richard Voorhis  
 Sales Prom. Manager.....Walter E. Frase  
 Program Director.....Harlan Judkins  
 Chief Engineer.....E. C. Frase, Jr.

# W M P S

## MEMPHIS—1925—ABC

Freq.: 680 Kc.....Power: 10 Kw. d.: 5 Kw. n.  
 Owned-Operated By.....WMPS, Inc.  
 Business-Studio Address.....Radio Center  
 Phone: 5-2663.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard World  
 Representative.....Radio-TV Representatives  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Harold R. Krelsteln  
 Sta., Sis. Prom. Mgr.....Charles De Vois  
 Program Dir.....Gene Plumstead  
 Chief Engineer.....J. G. Deaderick

# W R E C

## MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WREC Bcstg. Service  
 Business-Studio Address.....Hotel Peabody  
 News Service.....UP  
 Transcription.....World, Lang-Worth  
 Membership.....NARTB  
 Representative.....Katz  
 Owner, General Manager...Hoyt B. Wooten  
 Commercial Manager.....Hollis R. Wooten  
 Program Director.....Jack Michael  
 Chief Engineer.....Wilson Ramey

# W C R K

## MORRISTOWN—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cherokee Bcstg. Corp.  
 Bus.-Studio-Transmitter Address..Radio Center  
 News Service.....AP  
 Trans. Ser.....World  
 Representative.....Hal Holman  
 President.....Herbert S. Walters  
 General Manager.....Howell Ashford  
 Program Director.....John Frank McCrary  
 Chief Engineer.....James R. Redden

# W G N S

## MURFREESBORO—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WGNS, Inc.

Address.....P. O. Box 456  
 Phone: 1450.....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Holman  
 Trans. Ser.....World, Lang-Worth, Thesaurus  
 Pres., Gen. Mgr.....Cecil Elrod, Jr.  
 Station Manager.....William O. Barry  
 Program Director.....John D. Hood  
 Chief Engineer.....Paul Howell

# W M T S

## MURFREESBORO—1953

Frequency: 860 Kc.....Power: 250 Watts  
 Owned.....Murfreesboro Bcstg. Co.  
 Address.....112 N. W. Broad St.  
 Trans. Service.....Standard  
 President.....A. D. Smith, Jr.  
 Gen., Sta. Mgr.....Virgil Trimm  
 Commercial Mgr.....Charles Snoddy  
 Sales Prom. Mgr.....Clyde Major  
 Program Dir.....Jim Edwards  
 Publicity Dir.....Yvonne Mingle  
 Chief Engineer.....Eugene Covington

# W K D A

## NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Address.....1st American Natl. Bank Bldg.  
 Trans. Ser.....Capitol  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....John W. Kluge  
 Vice Pres., Gen. Mgr.....Harvey L. Glascock  
 Prog. Dir., Prom. Mgr.....Tom Parrish  
 Chief Engineer.....Oscar C. Griffin, Jr.

# W L A C

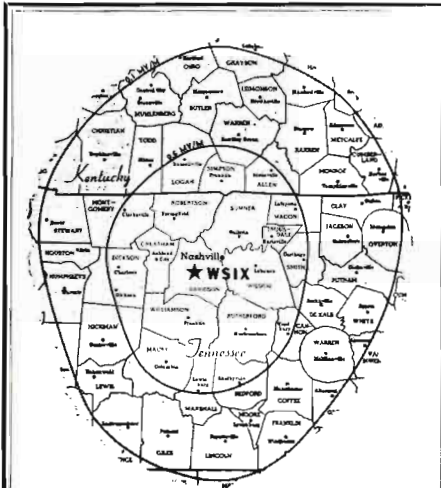
## NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned..Life & Casualty Insurance Co., Tenn.  
 Bus.-Studio Address...Third Natl. Bank Bldg.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 Gen. Mgr.....F. C. Sowell  
 Commercial Manager.....E. G. Blackman  
 Promotion Manager.....Jerry Glaser  
 Program Director.....Paul Oliphant  
 Chief Engineer.....F. D. Binns

# W M A K

## NASHVILLE—1948—MBS

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Volunteer State Bcstg. Co.  
 Address.....Maxwell House Hotel  
 Phone: 4-3411.....Air Time: Full Time  
 Station Rep.....Weed  
 Membership.....RAB  
 President.....Frank W. Mayborn  
 General Manager.....Robert E. Cooper  
 Chief Engineer.....Charles W. Stokely



**Wanna Sell  
Middle Tennessee  
and Southern Kentucky?**

**YOU CAN NOW COVER NINETEEN  
COUNTIES FOR THE COST OF ONE!**

...PLUS Secondary Coverage in 34 Counties

WSIX, "the voice of Nashville," reaches out to sway and sell the 346,400 radio homes in the agriculturally and industrially rich fifty-three counties comprising Middle Tennessee and Southern Kentucky.

You can sway and sell all nineteen counties in the WSIX primary coverage area (plus coverage in 34 secondary counties)—with combined retail sales of over one billion dollars. And the cost? Probably even less than you'd expect to pay for strong single-county coverage!

To sell Middle Tennessee and Southern Kentucky most effectively, at lowest cost, you need WSIX!

**WSIX** 5000 W.  
980 KC.

NASHVILLE • ABC NETWORK

NATIONAL REPRESENTATIVE:  
GEORGE P. HOLLINGBERY COMPANY:  
New York • Chicago • Atlanta •  
Los Angeles • San Francisco

**WNAH**

**NASHVILLE—1949—KBS-LBS**

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Hermitage Bcstg. Corp.  
Address: James Robertson Hotel  
Phone: 4-7611 Air Time: Daytime  
News Service: UP  
Representative: Continental  
Pres., Gen., Comm. Mgr.: Van T. Irwin, Jr.  
Comm., Prom. Mgr.: Herman Rippey  
Program Director: Howell Smith  
Publicity Dir.: Webber Parrish  
Chief Engineer: Harold Woodard

**WSIX**

**NASHVILLE—1927—ABC**

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Oper. By: WSIX, Inc.  
Address: Nashville Trust Building  
Phone: 5-5431 Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Station Representative: George P. Hollingbery  
Membership: NARTB, RAB  
Pres. Gen. Mgr.: R. D. Stamford  
Sls. Prom. Mgr.: J. L. Harper  
Pub. Dir.: W. C. Baird, Jr.  
Commercial Mgr.: E. S. Tanner  
Program Director: Jack Simpson  
Chief Engineer: Charles R. Duke

**WSM**

**NASHVILLE—1925—NBC**

Frequency: 650 Kc. Power: 50,000 Watts  
Owned-Operated By: Nat'l Life & Acc. Ins. Co.  
Bus.-Studio Address: 301 7th Ave. N.  
Phone: 6-7181 Air Time: Full Time  
News Service: AP, INS  
Trans. Ser.: Associated  
Representative: Edward Petry  
Membership: RAB  
Chairman of Board: E. W. Craig  
President: John H. DeWitt, Jr.  
Commercial Manager: Irving C. Waugh  
Dir. of Publicity: Wm. R. McDaniel  
Program Director: Jack Stapp  
Chief Engineer: George A. Reynolds

**WSOK**

**NASHVILLE—1951**

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Operated By: Nashville Bcstg. Co.  
Address: 419 Fourth Ave. N.  
Phone: 42-0489 Air Time: Daytime  
News Service: INS  
Representative: Forjoe, Dora-Clayton  
Membership: RAB  
Pres., Gen. Mgr.: H. C. Young, Jr.  
Com., Prom. Mgr.: Norman Stewart  
Pub. Dir.: R. Goldman  
Chief Engineer: Arthur Viaches



# W L I K

NEWPORT—1954

Frequency: 1270 Kc. Power: 1 Kw.  
Owned . . . . . Arthur Wilkerson Lumber Co.  
Address . . . . . 406 E. B'way, Lenoir City  
Phone: 3095 . . . . . Air Time: Daytime  
News Service . . . . . UP  
President, Gen. Mgr. . . . . Arthur Wilkerson  
Sta., Comm. Mgr. . . . . Ira B. Crisp

# W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By . . . . . WATO, Inc.  
Address . . . . . Municipal Market Bldg.  
Phone: 5-3535 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
President . . . . . Ross Charles  
Comm. Manager . . . . . Samuel P. Thrower, Jr.  
Program Director . . . . . Tom Carlisle  
Chief Engineer . . . . . Hal Tompkins

# W O K E

OAK RIDGE—1951

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Air Mart Corp.  
Address . . . . . Box 391  
Pres., Gen. Sta. Mgr. . . . . Harry C. Weaver  
Commercial Mgr. . . . . O. E. O'Bleness  
Sls. Prom. Mgr. . . . . Mrs. F. Allen  
Program Director . . . . . William E. Sorrell  
Chief Engineer . . . . . Bob Goodman

# W T P R

PARIS—1947—KBS-MBS

Frequency: 710 Kc. Power: 250 Watts d.  
Owner . . . . . Paris Bcstg. Co.  
Address . . . . . N. Poplar St.  
News Service . . . . . UP  
Trans. Ser. . . . . World  
Sta. Rep. . . . . Burn-Smith  
President . . . . . A. B. Robinson  
General Manager . . . . . J. M. Cecil  
Commercial Manager . . . . . B. C. Kilgore  
Chief Engineer . . . . . Don Somerville

# W K S R

PULASKI—1947—ABC

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Oper. By . . . . . The Richland Bcstg. Co.  
Address . . . . . So. First St.  
Phone: 1066-67 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Clark  
Membership . . . . . NARTB  
President . . . . . J. R. Stephens  
Comercial Mgr. . . . . Beechie Stephens  
Sls. Prom. Mgr. . . . . Clarence Holley  
Prog. Dir. . . . . Corky Hoover  
Pub. Dir. . . . . Nathan Street  
Chief Engineer . . . . . N. G. Morgan

# W T R B

RIPLEY—1954

Frequency: 1570 Kc. Power: 250 Watts  
Owned . . . . . West Tenn. Radio Service  
Address . . . . . P. O. Box 302  
Phone: 1060 . . . . . Air Time: Daytime  
News Service . . . . . UP  
Trans. Ser. . . . . SESAC  
Gen., Comm. Mgr. . . . . Hobson H. Daws  
Sales Prom. Mgr., Pub. Dir. . . . . Harold L. Baker  
Program Director . . . . . Earl W. Daly  
Chief Engr. . . . . Charles R. Sykes

# W R G S

ROGERSVILLE—1954

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Oper. By . . . . . Rogersville Bcstg. Co.  
Address . . . . . Burem Pike  
Phone: 6491 . . . . . Air Time: Daytime  
General Manager . . . . . John E. Beal  
Commercial Manager . . . . . Charles W. Beal  
Promotion Mgr. . . . . George Beal

# W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . Shelbyville Bcstg. Co., Inc.  
Address . . . . . P. O. Box 241  
Phone: 1400 . . . . . Air Time: Full Time  
V.P., Gen. Mgr. . . . . Charles Christian  
Chief Engineer . . . . . Tim Marsh

# W E P G

SOUTH PITTSBURGH—1954

Frequency: 910 Kc. Power: 500 Watts  
Owned-Oper. By . . . . . Eaton P. Govan, Jr.  
Address . . . . . Railroad St.  
Phone: 6185 . . . . . Air Time: Daytime  
Pres., Gen., Comm. Mgr. . . . . Eaton P. Govan, Jr.  
Program Director . . . . . Vinetta B. Govan  
Chief Engineer . . . . . William Dunn

# W S M T

SPARTA—1953

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Sparta Bcstg. Co. Inc.  
Address . . . . . Box O  
Phone: 3751 . . . . . Air Time: Daytime  
Transcription . . . . . World  
Membership . . . . . RAB  
President . . . . . Sam J. Albritton  
Gen., Sta. Manager . . . . . B. L. Upchurch  
Commercial Mgr. . . . . Van L. Slack  
Program Director . . . . . William Round Jr.  
Chief Engineer . . . . . Hubert A. Beasley

# W D B L

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Springfield Bcstg. Co., Inc.  
Address . . . . . P. O. Box 464



Phone: 1287..... Air Time: Daytime  
**Transcription Service** ..... World  
**Membership** ..... RAB  
**News Service** ..... AP  
 Gen., Sta. Mgr..... Walter A. Duke  
 Comm., Sls. Prom. Mgr..... H. Dean Rhodes  
 Chief Engineer ..... Anna Duke

## WJIG

**TULLAHOMA—1947**

Frequency: 740 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... WJIG Bcstg.  
 Business Address..... West End Drive  
 Phone: 2607-8..... Air Time: Daytime  
**News Service** ..... UP  
**Transcription Service** ..... World  
 Pres., Owner... Col. Raymond L. Prescott, Jr.  
 General Manager..... Wallace Beecham  
 Chief Engineer..... Alfred Parsons

## WENK

**UNION CITY—1946—MBS-KBS**

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

Phone: 1240..... Air Time: Full Time  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Burn-Smith  
 President..... Aaron B. Robinson  
 Station Manager..... Louis C. Wrather  
 Commercial Mgr.... Edwin A. Kallenberg, Jr.  
 Program Director..... Mrs. J. Osborne  
 Chief Engineer..... Charles Holland

## WC DT

**WINCHESTER—1948—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By.. Franklin County Bcstg. Co.  
 Address ..... Box 1103  
 Phone: 2201..... Air Time: Full Time  
**News Service** ..... UP  
 Gen. Mgr., Prom. Mgr..... Ernest Richards, Jr.  
 Commercial Manager..... Harry W. Sullivan  
 Program Director..... Hank Murray  
 Chief Engineer..... James F. Spencer

# TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — Families 2,763,000  
 Radio Homes 2,443,000 — TV Homes 1,300,000 — Stations in State 200

## KRBC

**ABILENE—1936—ABC—TEXAS**

Freq.: 1470..... Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By..... Abilene Radio & TV  
 Business Address..... 4510 S. 14th St.  
 Phone: 2-8491..... Air Time: Full Time  
**News Service** ..... AP  
**Transcription Service** ..... Associated  
**Representative** ..... John E. Pearson  
**Membership** ..... RAB  
 President ..... Dale Ackers  
 Station Mgr., Pro. Director..... Bro Mingus  
 Comm., Sales Prom. Mgr..... Forest Lane  
 Chief Engineer..... Troy Mallon

## KWKC

**ABILENE—1948—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Citizens Bcstg. Co.  
 Bus.-Studio Address..... 2500 Butternut  
 Phone: 3-2545..... Air Time: Full Time  
**News Service** ..... AP, UP  
**Transcription Service** ..... World  
**Representative** ..... Venard  
 President..... W. P. Wright  
 Gen., Prom. Mgr..... A. C. Etter  
 Commercial Manager..... Tyler Stewart  
 Program Director..... Leonard Johnson  
 Chief Engineer..... Forrest Tipton

## KBKI

**ALICE—1947—MBS**

Frequency: 1070 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Alice Bcstg. Co.  
 Business Address..... Box 731  
 Phone: 4-4324..... Air Time: Full Time  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Pearson  
**Membership** ..... NARTB  
 President ..... Givens A. Parr  
 General Manager..... Robert I. Grimes  
 Sales Prom. Mgr..... Irma Salas  
 Program Dir..... J. Allen Frye  
 Publicity Director..... Ruth Norris  
 Chief Engineer..... S. L. Spencer

## KVLF

**ALPINE—1947—KBS-CACTUS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Big Bend Bcstrs.  
 Business Address..... P. O. Box 779  
 Phone: 2144..... Air Time: Full Time  
**News Service** ..... UP  
**Representative** ..... Hil F. Best  
 President ..... Jack Hawkins  
 Gen. Sta., Comm. Mgr..... Gene Hendryx  
 Program Director..... Bill Hight  
 Chief Engineer..... Sherman Newsom

# KAMQ

AMARILLO—1947—MBS

Freq.: 1010 Kc. Power: 1 Kw. d. 500 Watts  
 Owned-Oper. By Top of Texas Bcstg. Co.  
 Address 1301 Polk St.  
 Phone: 2-6543 Air Time: Full Time  
 Representative Forjoe  
 Transcription Service Thesaurus  
 News Service AP  
 Co-Owner, P. H. W. Houck  
 Co-Owner, Gen. Mgr. R. D. Houck  
 Comm. Manager Les Smith  
 Program Director Webb Smith  
 Publicity Director Johnny Hathcock  
 Chief Engineer Stewart Parsons

Membership RAB  
 President Gene L. Cagle  
 V. P., Gen. Mgr. Stan Wilson  
 Commercial Mgr. Murray Worner  
 Program Director Warren Anderson  
 Sls. Prom. Mgr., Pub. Dir. L. Knorpp  
 Chief Engineer W. B. Spiller

# KLYN

AMARILLO—1949—CBS

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Oper. By Plains Empire Bdcstg. Co.  
 Address 1014 West Seventh  
 Phone: 2-6773 Air Time: Full Time  
 News Service UP  
 Transcription Service Standard  
 Representative John Blair & Co.  
 Membership NARTB, RAB  
 President R. G. Hughes  
 Director Kenyon Brown  
 General Manager Willard L. Kline  
 Comm. Manager John Heetland  
 Program Director Joe S. Ramay  
 Publicity Director Mrs. V. Nelson  
 Chief Engineer Gene Fennimore

# KFDA

AMARILLO—1939—ABC

Fre.: 1440 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By Amarillo Bcstg. Co., Inc.  
 Business-Studio Address Box 1400  
 Phone: 4-5343 Air Time: Full Time  
 News Service UP, AP  
 Representative Headley Reed

# ONE HALF OF TEXAS!



**KMAC**  
 HOWARD W. DAVIS, Owner  
 SAN ANTONIO, TEXAS  
 5000 WATTS  
 ON 630



**KLBS**  
 HOWARD W. DAVIS, Pres.  
 GLENN DOUGLAS, Mgr.  
 HOUSTON, TEXAS  
 5000 WATTS  
 ON 610

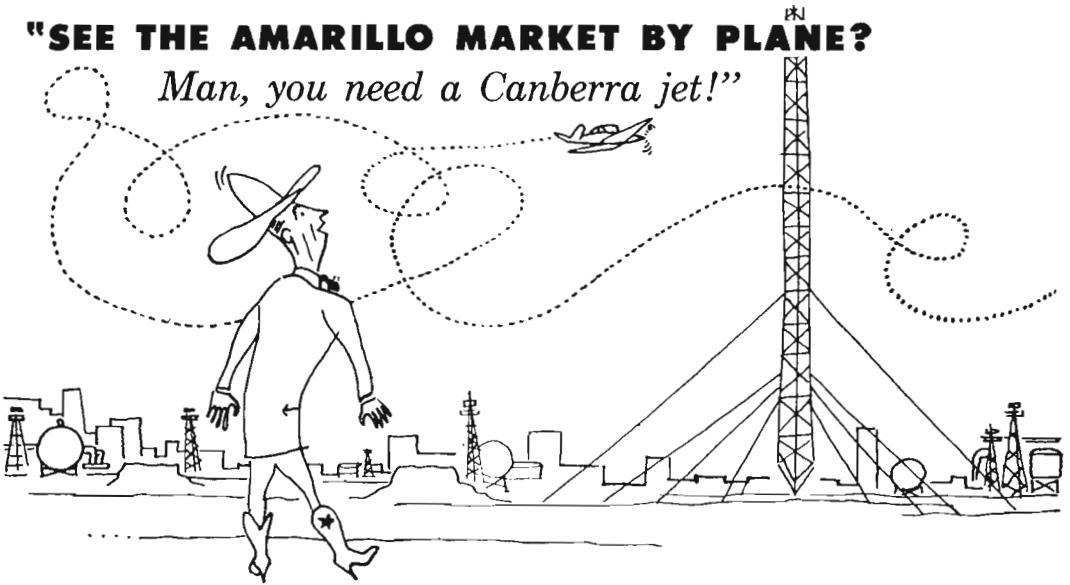
FOR THE 6TH  
 CONSECUTIVE  
 YEAR  
 KMAC WILL BE  
 SAN ANTONIO'S  
 BIG LEAGUE  
 BASEBALL  
 STATION.

KLBS  
 GROSSED 48%  
 MORE IN 1954  
 THAN IN 1953.  
 THE BIG BUY  
 IN THE BIG  
 STATE.

ASK THE WALKER REPRESENTATION CO., INC.

# "SEE THE AMARILLO MARKET BY PLANE?"

*Man, you need a Canberra jet!"*



A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.<sup>1</sup> Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.<sup>2</sup> What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.<sup>3</sup> Up road, boys with Erector sets.<sup>4</sup> Turned nw, over vast oil refinery.<sup>5</sup> Another town, with kids fooling around space ships.<sup>6</sup> Guide pointed out three carbon black plants with huge smokestacks, one not working.<sup>7</sup> South, over scattered dozen lonesome structures.<sup>8</sup> Thin cloud across horizon; closed in on zinc smelter,<sup>9</sup> smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of! Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC's antennas.<sup>10</sup> Panhandle big place, all buildings new. People great—speak to stranger on street."

<sup>1</sup>Palo Duro Canyon, recreation spot. <sup>2</sup>Raw natural gas becomes plastic bases here. <sup>3</sup>Cabot Carbon's; pump units for oil wells also made here. <sup>4</sup>The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). <sup>5</sup>Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. <sup>6</sup>Town of Borger, with butadiene plant; looks like something from another world. <sup>7</sup>Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. <sup>8</sup>Natural gas pumping stations, on pipelines supplying 27 states. <sup>9</sup>The American Zinc Smelter, located near Dumas because of low gas rate. <sup>10</sup>Whence, powered with 10,000 watts, our signal reaches 78 Texas, Colorado, Oklahoma, New Mexico and Kansas counties with gross cash farm income of \$925,000,000. See Katz for further information.



**NBC and DuMONT AFFILIATE**

**AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency**

# KGNC

AMARILLO—1922—NBC-TQN

Frequency: 710 Kc. Power: 10,000 Watts  
 Owned-Oper. By Plains Radio Bdstg. Co.  
 Address P. O. Box 751  
 Phone: DR 4-4601 Air Time: Full Time  
 News Service UP, AP  
 Transcription Service World  
 Representative Katz  
 Membership NARTB, RAB  
 President B. E. Walker  
 General Manager Wes Izzard  
 Business Manager Calvin Handy  
 Sta., Mgr., Prog. Dir. Bob Watson  
 Prom. Mgr., Pub. Dir. Marianne Johnson  
 Chief Engineer W. H. Torrey

# KACT

ANDREWS—1954

Frequency: 1360 Kc. Power: 500 Watts  
 Owned-Oper. By Andrews Bcstg. Co.  
 Address Andrews Box 883  
 Phone: 1360 Air Time: Daytime  
 Co-Owner, Gen. Mgr. Joseph E. Young  
 Co-Owner Archie Holman  
 Program Director Jacqui Young

# KBUD

ATHENS—1948—KBS

Frequency: 1410 Kc. Power: 250 Watts  
 Owned J. B. McNutt, Jr.  
 Address Box 309  
 Phone: 2277 Air Time: Daytime  
 News Service UP  
 Trans. Service Lang Worth  
 Membership BAB  
 President B. McNutt, Jr.

# KALT

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Ark-La-Tex Bcstg. Co.  
 Phone: 900 Air Time: Daytime  
 Transcription Service World  
 News Service AP  
 Representative Hill F. Best  
 President Herman H. Wommack, Jr.  
 Gen., Sta. Mgr. David A. Wommack  
 Commercial Manager A. N. Dowd  
 Program Director George D. Wommack  
 Publicity Director Jean Wommack  
 Chief Engr. James L. Waites

# KNOW

AUSTIN—1927—ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Pioneer Bcstg. Co., Inc.  
 Address 520 Capital Nat. Bank Bldg.  
 Phone: 2-6213 Air Time: Full Time  
 News Service AP  
 Trans. Service Standard  
 Station Rep. Pearson  
 Membership NARTB

President Wendell Mayes  
 Gen., Sta. Mgr. Louis R. Cook  
 Commercial Mgr. M. H. Coleman  
 Program Dir. Frank Bissett  
 Chief Engineer J. E. Lewis

# KTBC

AUSTIN—1939—CBS

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.  
 Owned-Oper. By Texas Bcstg. Corp.  
 Bus.-Studio Address P. O. Box 717  
 Phone Number 2-2424  
 News Service UP  
 Representative Raymer  
 President Claudia T. Johnson  
 Gen., Sta. Mgr. J. C. Kellam  
 Sales Manager O. P. (Bob) Bobbitt  
 Sales Prom. Mgr. Van Hutto  
 Program Director Cactus Pryor  
 Chief Engineer A. B. Hearn

# KTXN

AUSTIN—1947

Frequency 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio Station KTXN  
 Address 1211 E. 6th St.  
 Phone Number 74476  
 Rep. Oakes, Clayton, O'Connell  
 Membership NARTB  
 President Ed. C. James, Sr.  
 General Manager Frank Stewart  
 Comm. Manager Calvin Adams  
 Program Director Lilia Guzman  
 Publicity Director Glenda Faye Robertson  
 Chief Engineer Paul Lindhorn

# KVET

AUSTIN—1946—MBS

Frequency: 1300 Kc. Power: 1 Kw., d.  
 Owned Austin Bcstg. Corp.  
 Address 113 West Eighth  
 Phone: 8-8521 Air Time: Full Time  
 News Service UP  
 Representative Forjoe  
 Membership NARTB, RAB  
 President John B. Connally  
 Gen., Sta. Mgr. Willard Deason  
 Commercial Mgr. Charles L. Howell  
 Program Dir. Dave Smith  
 Chief Engineer Willis Morter

# KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Runnels County Bcstg. Co.  
 Address Box 351  
 Phone: 3151 Air Time: Full Time  
 News Service AP  
 Membership RAB  
 Trans. Ser. World  
 Rep. Best, Melville  
 President Walter G. Russell  
 General Manager R. F. McGarvey  
 Commercial Manager Clayton Jay  
 Chief Engineer W. C. Kelley

# KIOX

**BAY CITY—1947—MBS-KBS**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Oper. By Bay City Bcstg. Co.  
 Business Address Box 1391  
 Phone: 4642-3 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Hil F. Best  
 President J. G. Long  
 General Manager Bryan Powell  
 Station Manager Vernon Townsend  
 Commercial Manager Boyd Porter  
 Chief Engineer Sam Sitterlee

# KRCT

**BAYTOWN—1947—KBS**

Frequency: 650 Kc. Power: 250 Watts d.  
 Owned-Operated By Bay Bcstg. Co.  
 Address Box 629  
 Phone 8251  
 News Service AP  
 Station Rep. Best  
 President W. D. Christmas  
 General Manager J. H. Touchstone

# KREL

**BAYTOWN—1947**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By Tri-Cities Bcstg. Co.  
 Business Address Decker Drive  
 Phone: 8211-2 Air Time: Full Time  
 News Service UP  
 Representative Interstate  
 Membership NARTB  
 President J. B. Blayton, Sr.  
 General Manager J. B. Blayton, Jr.  
 Station Manager Robert H. Brisendine  
 Commercial Mgr. Albert H. Saddler  
 Sales Prom. Mgr. Samuel Harris  
 Program Director Larry Wayne  
 Chief Engr. Mack S. Malpee

# KFDM

**BEAUMONT—1924—ABC**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By Beaumont Bdcstg. Corp.  
 Address P. O. Box 2950  
 Phone: 2-7758 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Free & Peters  
 Membership NARTB  
 President D. A. Cannon  
 Ex. V.P., Gen. Sta., Comm. Mgr. C. B. Locke  
 Program Director Dave Russell  
 Pub. Dir., Sales Prom. Mgr. H. F. Caldwell  
 Chief Engineer Harold W. Bartlett

# KJET

**BEAUMONT—1948**

Frequency: 1380 Kc. Power: 1 Kw.  
 Owned. KPBX Bcstg. Corp.  
 Address P. O. Box 2673

Phone: 2-0201 Air Time: Daytime  
 News Service UP  
 Station Rep. Forjoe  
 Membership NARTB  
 President Ben J. Rogers  
 Gen., Comm. Mgr. Walter L. Rubens  
 Chief Engr. Arthur Kendal

# KRIC

**BEAUMONT—1938**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By The Enterprise Co.  
 Bus.-Studio-Trans. Address 380 Walnut  
 Phone: 4-3311 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Newspaper Affiliation "Enterprise & Journal"  
 Representative Branham  
 President O. Eugene Davis  
 General Mgr. E. C. Davis  
 Station Mgr. R. M. Frost  
 Prog. Dir. Gordon Clark  
 Commercial Mgr. Louis Durst  
 Chief Engineer Marvin J. Easterwood

# KTRM

**BEAUMONT—1947**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By KTRM, Inc.  
 Business-Studio Address 230 Orleans St.  
 Phone: 2-8478 Air Time: Full Time  
 Rep. Adam Young, Clarke Brown  
 Pres., Gen. Mgr. Jack Neil  
 Station Manager Joseph S. Trum  
 Commercial Mgr. Bill McRae  
 Chief Engineer Ben F. Hughes

# KIBL

**BEEVILLE—1949**

Frequency: 1490 Kc. Power: 250 Wts.d. n.  
 Owned-Oper. By Bee Bdcstg. Co.  
 Address P. O. Box 650  
 Phone: 1490 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 President (Partnership) John D. Rossi,  
 V. L. Rossi  
 General Manager John D. Rossi  
 Station Manager James V. Rossi  
 Commercial Mgr. Fred Strong  
 Prog. Dir. William S. Bennett  
 Chief Engineer Edward Bertram

# KBST

**BIG SPRING—1936—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Big Spring Bcstg. Co.  
 Bus.-Studio Address 702 Johnson St.  
 Phone: 4-6391 Air Time: Full Time  
 News Service AP  
 Transcription Service Standard  
 Representative Pearson  
 Pres., Gen., Sta. Mgr. William J. Wallace  
 Commercial Manager William L. Cox  
 Pub., Pgm. Dir. J. N. Young, Jr.  
 Chief Engineer Andrew M. Jones

# K T X C

**BIG SPRING—1949—KBS**

Frequency: 1400 Kc.....Power: 100 Watts  
 Owned-Oper. By .....Big State Bdcstg. Co.  
 Address.....Big Spring City Park  
 Phone: 4-4201, 4-5932.....Air Time: Full Time  
 Transcription Service .....World  
 News Service .....AP  
 Rep.....Hil F. Best, Clyde Melville  
 President .....V. T. Anderson  
 General Manager.....Myrl Stein

# K F Y N

**BONHAM—1948**

Frequency: 1420 Kc.....Power: 250 Watts d.  
 Owned-Oper.....Charles L. & Jessie Mae Cain  
 Bus.Studio Address.....903 E. Fourth St.  
 Phone: 915.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....RAB  
 President, Gen. Mgr.....Charles Cain

# K H U Z

**BORGER—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KHUZ, Inc.  
 Business Address.....Box 110  
 Phone: 1600.....Air Time: Full Time  
 News Service .....UP  
 Trans. Serv.....World, SESAC  
 Membership .....NARTB, RAB  
 President.....R. G. Hughes  
 Mgr., Prog. Dir.....Jack Roberts  
 Commercial Manager.....Louis Roberts  
 Sales Prom. Mgr.....H. Blymiller  
 Pub. Dir.....Jake Saxton  
 Chief Engineer.....Herman Kreiger

# K N E L

**BRADY—1933—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....G. L. Burns  
 Business-Studio Address.....Gibbons Bldg.  
 Phone: 777.....Air Time: Full Time  
 Representative.....Hil F. Best  
 President.....Mrs. G. L. Burns  
 General Manager.....G. L. Burns  
 Commercial Manager.....J. S. Sloane  
 Chief Engineer.....Cecil Nolln

# K S T B

**BRECKENRIDGE—1947—KBS**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Stephens County Bcstg. Co.  
 Business-Studio Address.....Miller Bldg.  
 Phone: 1430.....Air Time: Daytime  
 News Service .....AP  
 Membership .....NARTB  
 Station Rep.....Best  
 Transcription Service .....Lang-Worth  
 Representative .....Best, Melville  
 Pres., Gen. Mgr.....R. W. Chapman  
 Chief Engineer.....R. E. Smith

# K W H I

**BRENHAM—1947—KBS**

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Tom S. Whitehead, Sr.  
 Business Address.....108½ Main St.  
 Phone: 3655.....Air Time: Daytime  
 Newspaper Affil.....Brenham Banner Press  
 News Service .....UP  
 Transcription Service .....World  
 Pres., Gen., Sta. Mgr.....Tom S. Whitehead, Sr.  
 Commercial Manager.....J. C. Price  
 Chief Engineer.....Lonnie R. Schlottmann

# K T F Y

**BROWNFIELD—1949—KBS**

Frequency: 1300 Kc....Power: 1000 Watts d.  
 Owned-Oper. By .....Terry City. Bdcstg. Co.  
 Address .....Drawer 1032  
 Phone: 2111.....Air Time: Daytime  
 News Service .....AP  
 Trans. Service.....Standard, World, Thesaurus  
 Pres., Sta. Gen., Comm. Mgr...Mike A. Barrett  
 Sales Prom. Mgr.....E. Grawford Taylor  
 Program Director.....Dick Aker  
 Chief Engineer.....Franklin Bonner

# K B O R

**BROWNSVILLE—1949—ABC-KBS**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Brownsville Bcstg. Co.  
 Address.....Box 472  
 Phone: 2-5677.....Air Time: Full Time  
 News Service .....UP  
 Trans. Service .....World, Thesaurus  
 Representative .....Best  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....M. J. Wilson  
 Commercial Manager.....Vance C. Wilson  
 Program Dir.....Les Brecht  
 Prom. Mgr., Pub. Dir.....Earl Wheeler  
 Chief Engineer.....Willis A. Wilson

# K B W D

**BROWNWOOD—1941—MBS-KBS**

Freq.: 1380 Kc...Power: 1 Kw. d. 500 Watts n.  
 Owned-Oper. By.....Brown County Bcstg. Co.  
 Business-Studio Address...800 Hawkins St.  
 Phone: 2401.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Pearson  
 Pres., Gen., Sta. Mgr.....W. Mayes  
 Commercial Manager.....Bill Jamar  
 Sls. Prom., Publicity Director..Barbara Taylor  
 Program Director.....Wendell Mayes, Jr.  
 Chief Engineer.....A. W. Stewart

# K E A N

**BROWNWOOD—1953**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Lyman Brown Enterprises  
 Address .....Box 666  
 Representative .....Best

# K O R A

**BRYAN—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Bryan Bcstg. Co.  
 Bus.-Studio Address. 604 Varisco Bldg.  
 Phone: 3-1240 Air Time: Full Time  
 News Service INS  
 Trans. Ser. SESAC  
 Station Rep. Best  
 Pres., Gen. Mgr. David C. Jones, Jr.  
 Comm., Prom. Mgr. Mike Mistovich  
 Chief Engineer. James W. Robertson

# K D E T

**CENTER—1949**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Center Bcstg. Co., Inc.  
 Address. 205 Austin St.  
 Phone: 1199 Air Time: Daytime  
 News Service UP  
 Transcription Service. World  
 Representative. Hil F. Best  
 Gen., Sta. Mgr. Tom E. Foster  
 Program Director. Tolbert E. Foster  
 Commercial Manager. Jack Bell  
 Sales Promotion Manager. Joe Foster  
 Chief Engineer. Harlan Riley

# K C T X

**CHILDRESS—1947—MBS**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Golden West Bcstg. Co., Inc.  
 Bus.-Studio. Address. P. O. Box 272  
 News Service AP  
 Transcription Service. World  
 Representative. Hil F. Best  
 President. R. Malone Hagan  
 Program Director. LeRoy Carter  
 Publicity Director. Nelle Carter  
 Chief Engineer. S. J. Woodworth

# K C L E

**CLEBURNE—1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Marti, Inc.  
 Address. 919 N. Main  
 News Service AP  
 Representative. Hil F. Best  
 Membership NARTB, RAB  
 Pres., Gen., Sta. Mgr. George W. Marti  
 Commercial Mgr. John Marti  
 Sales Prom. Mgr. Frank H. Hardgrove  
 Program Director. D'Voe Lee  
 Chief Engineer. Walter C. Lacy

# K V L B

**CLEVELAND—1954**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned & Oper. By. Harvard C. Bailes  
 Address. Plum Grove Road  
 Phone. 692  
 President, General Mgr. Harvard C. Bailes  
 Chief Engineer. Al Strong

# K S T A

**COLEMAN—1947—KBS**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Coleman County Bcstg. Co.  
 Business Address. Box 432  
 Phone: 8406 Air Time: Daytime  
 News Service UP  
 Transcription Service. World  
 Membership RAB  
 President. H. H. Jackson  
 Gen., Sta. Mgr. Floyd Shelton  
 Comm., Prom. Mgr. Paul Johnson  
 Prog. Dir. Jay Staggs  
 Chief Engineer. J. D. Larson

# W T A W

**COLLEGE STATION—1922—KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. A. & M. College of Tex.  
 Bus.-Studio Address. College Station  
 Phone: 66724 Air Time: Daytime  
 Sta. Mgr. Richard L. Webb  
 Commercial Manager. Elsie Patranella  
 Sales Prom. Mgr. Iris Bullard  
 Prog. Dir. John Scogin  
 Chief Engineer. James E. Austin

# K V M C

**COLORADO CITY—1950—KBS**

Frequency: 1320 Kc. Power: 500 Watts d.  
 Owned. Colo. City Bcstg. Co.  
 Address. P. O. Box 990  
 Phone: 1320 Air Time: Daytime  
 News Service AP  
 Trans. Ser. Thesaurus  
 Representative. Best  
 Co-Owners. Eldon & John Mahon  
 General Manager. Charles Diegel  
 Chief Engineer. Porter Richardson

# K M C O

**CONROE—1951**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned. Montgomery County Bcstg. Co.  
 Address. Conroe  
 Phone: 6-4466 Air Time: Daytime  
 News Service UP  
 Pres., Gen. Mgr. Reagan Smith  
 Prog. Dir. James C. Dorrell  
 Sta., Comm., Sls. Prom. Mgr. David L. Oglesby  
 Chief Engineer. John W. Neathery, Jr.

# K C C T

**CORPUS CHRISTI—1954**

Frequency: 1150 Kc. Power: 1,000 Watts d.  
 Owned & Oper. By. International Radio Co.  
 Address. 401 South Staples  
 Phone Number. 4-2426  
 Representative. O'Connell  
 President. Gabe Lozano  
 Gen. Mgr., Chief Eng. Mike Ferdin  
 Comm. Manager. Alex Moore



# KEYS

## CORPUS CHRISTI—1941

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Nuces Bcstg. Co.  
 Address.....Centre Theatre Bldg.  
 Phone.....2-7411  
 Transcription Service.....World  
 Representative.....Raymer  
 News Service.....UP  
 Membership.....NARTB, RAB  
 General Manager.....E. C. Hughes  
 Sta., Comm., Mgr.....Allan Dale  
 Chief Engineer.....Harold Griffith

# KRIS

## CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Address.....P. O. Box 840  
 Phone Number.....4-6354  
 Air Time.....Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Free & Peters  
 Pres., Gen., Sta. Mgr.....T. Frank Smith  
 Commercial Manager.....William Eikner  
 Program Director.....Charles Nethery  
 Chief Engineer.....Don Morris

# KSIX

## CORPUS CHRISTI—1947 ABC-TEXAS STATE

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.  
 Address.....Show Room Bldg.  
 Phone: 2-9242.....Air Time: Full Time  
 Representative.....Forjoe  
 Membership.....NARTB  
 President.....Vann M. Kennedy  
 Commercial Mgr.....Charles R. Manning  
 Program Director.....Eugene M. Looper  
 Chief Engineer.....W. K. Bridges

# KUNO

## CORPUS CHRISTI—1950

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....KUNO, Inc.  
 Address-Trans. Loca.....P. O. Box 4286  
 Phone: 4-5203.....Air Time: Full Time  
 Transcription Service.....Associated  
 News Service.....UP  
 Representative.....Everett-McKinney, Inc.  
 Membership.....RAB  
 Pres., Gen. Mgr.....Leslie C. Smith  
 Commercial Mgr.....Herb Garrett  
 Prog. Dir.....Hector Elpidio Barrera  
 Chief Engineer.....J. H. Mayberry

# KWBU

## CORPUS CHRISTI—1944

Frequency: 1030 Kc. Power: 50 Kw. d.  
 Owned.....Baptist Gen. Convention of Texas  
 Address.....Bulck Bldg

Phone: 4-5258.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Branham  
 General Mgr.....Carr D. Collins  
 Station Mgr.....Harry H. Hayes  
 Commercial Mgr.....Ray O'Neal  
 Sls. Prom. Mgr.....Harry H. Hayes  
 Program Dir.....W. Dean Walker  
 Publicity Dir.....Dorothy St. John  
 Chief Engineer.....Paul Waller

# KAND

## CORSICANA—1937—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Alto, Inc.  
 Bus-Studio Address.....State Natl. Bank Bldg.  
 Phone: 4-7421.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Branham  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Luther A. Johnson, Jr.

# KIVY

## CROCKETT—1949—KBS

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Pioneer Bcstg. Co.  
 Address.....Box 670  
 Phone.....222  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 Comm., Prom. Mgr., Chief Eng.....Bill Carter  
 Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs

# KCFH CUERO—1949

Frequency: 1600 Kc. Power: 500 Watts d  
 Owned-Oper. By.....A. M. Respondek  
 Phone: 5-3430.....Air Time: Daytime  
 Representative.....Best  
 Pres., Gen. Mgr., Chief Engr...A. M. Respondek  
 Commercial Mgr.....Frank Notzon

# KXIT

## DALHART—1948—KBS

Frequency: 1410 Kc. Power: 500 Watts a.  
 Owned-Operated By.....Dalrad Associates  
 Address.....Box 1350  
 Phone: 740.....Air Time: Daytime  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Best  
 Transcription Service.....World  
 General Manager.....Ken Bishop  
 Comm. Manager.....William J. B. Smith  
 Chief Engineer.....Bill Smith

# KGKO

## DALLAS—1953

Freq.: 1480 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By.....Lakewood Bcstg. Co.  
 Address.....P. O. Box 5808  
 Phone: WE. 7594.....Air Time: Full Time

Representative ..... Radio-TV, Rep.  
 News Service ..... UP  
 President ..... H. H. Coffield  
 General Manager ..... W. S. Morgan, Jr.  
 Prog. Dir. .... T. A. (Buddy) Harris  
 Chief Engineer ..... Henderson Rogers

## KIXL DALLAS—1947

Frequency: 1040 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Variety Bcstg. Co., Inc.  
 Business-Studio Address ..... 1401 S. Akard St.  
 Phone: RL 4521 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard, World,  
 Capitol, Associated, McGregor, Thesaurus  
 Representative ..... Pearson  
 President ..... Lee Segall  
 Gen., Mgr. .... Charles F. Payne  
 Prog. Dir. .... Don Robinson  
 Chief Engineer ..... Bob E. Tripp

## KLIF DALLAS—1947

Freq.: 1190 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Trinity Bdcstg. Corp.  
 Business-Studio Address ..... 2104 Jackson St.  
 Phone: RA. 7121 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... H.R. Reps.

President ..... B. R. McLendon  
 General Manager ..... Gordon McLendon  
 Sta., Comm. Mgr. .... Bill Weaver  
 Program Director ..... Bill Stewart  
 Chief Engineer ..... Glenn Callison

## KRLD DALLAS—1926—CBS

Frequency: 1080 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... KRLD Radio Corp.  
 Address ..... Herald Square  
 Phone: RA. 6811 ..... Air Time: Full Time  
 News Service ..... UP, INS  
 Transcription Service ..... Standard, Thesaurus  
 Newspaper Affiliation ..... "Times Herald"  
 Representative ..... Branham  
 Membership ..... NARTB, RAB  
 President ..... Clyde W. Rembert  
 Station Mgr. .... J. W. Crocker  
 Commercial Mgr. .... William A. Roberts  
 Sales Prom. Mgr. .... A. J. Putnam  
 Program Director ..... Ted Parrino  
 Publicity Director ..... Norman Marks  
 Chief Engineer ..... Bill B. Honeycutt

## KSKY DALLAS—1941

Frequency: 660 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... SKY Bcstg. Service  
 Address ..... Hotel Stowleigh

Selling the SOUTHWEST'S LARGEST  
 METROPOLITAN AREA—Dallas & Ft. Worth

# KRLD-TV

CHANNEL 4

Dallas' Only

**MAXIMUM POWER**

Television Station

KRLD-TV's new 1521-foot Tower now  
 under construction ... to be completed  
 in '55.

First in North  
 Central Texas!

# KRLD Radio

SATURATES MARKET  
 EQUAL TO 68 SECONDARY  
 STATIONS WITHIN  
**KRLD'S 0.5 MILLIVOLT LINE!**  
 95% MORE RADIO HOMES

Since 1940

Total Population:  
 3,555,300

in KRLD'S PRIMARY  
 COVERAGE AREA

EXCLUSIVE OUTLET FOR CBS TELEVISION AND RADIO  
 NETWORK PROGRAMS IN DALLAS AND FORT WORTH

*The Biggest Buy in the Biggest Market in the Biggest State*

**THE TIMES HERALD STATIONS . . . DALLAS, TEXAS**

John W. Runyon, Chairman of the Board

Clyde W. Rembert, President

The BRANHAM CO., Exclusive Representative

Phone: RA. 6193..... Air Time: Daytime  
 News Service .....UP  
 President..... A. L. Chilton  
 Gen., Prom. Manager..... R. G. Terrill  
 Commercial Manager..... R. L. Kanatzar  
 Prog. Dir..... Leonard Holland  
 Chief Engineer..... Morris M. Ming

## W F A A

DALLAS—1922—NBC-ABC

Frequency: 820 Kc..... Power: 50,000 Watts  
 Frequency: 570 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... A. H. Belo Corp.  
 Business-Studio Address..... 1122 Jackson St.  
 Phone: Riverside 9631..... Air Time: Full Time  
 News Service .....AP, UP  
 Representative..... Edward M. Peiry  
 Membership .....NARTB, RAB  
 President..... E. M. Dealey  
 Station Manager..... Alex Keese  
 Commercial Manager..... George K. Utley  
 Sales Prom. Mgr..... Mrs. Winona Portwood  
 Program Director..... Karl Lambertz  
 Chief Engineer..... William C. Ellis

## W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... City of Dallas  
 Business Address..... Municipal Radio Bldg.  
 Phone: TE. 6101..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service..... Red Seal DJ  
 Representative..... John Blair  
 Membership .....NARTB, RAB  
 Gen., Comm. Mgr., Chief Engr., Durward Tucker  
 Sales Prom. Mgr..... Mrs. J. Thompson  
 Program Director..... Richard Workman

## K D L K

DEL RIO—1946—KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Del Rio Bcstg. Co.  
 Business Address..... P. O. Box 1162  
 Phone: 5-2431..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service..... Standard  
 General Manager..... Don R. Howard  
 Chief Engineer..... Pat Jeter

## K D S X

DENISON—1948

Frequency: 950 Kc..... Power: 500 Watts  
 Owned-Oper. By..... KDSX, Inc.  
 Address..... Denison Hotel  
 Phone: 3400..... Air Time: Full Time  
 News Service .....AP  
 Sta. Rep..... Falter  
 Co-Owners..... B. V. Hammond, Jr., L. L. Hendrick  
 Program Director..... William A. Duke  
 Chief Engineer..... J. P. Knight

## K D N T

DENTON—1938—KBS

Freq.: 1440 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By..... Harwell V. Shepard  
 Address..... Radio Center Bldg.  
 Phone: CE. 4144..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service..... Thesaurus  
 Membership .....NARTB, BAB  
 Owner & Manager..... Harwell V. Shepard

## K D D D

DUMAS—1947—KBS

Frequency: 800 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... North Plains Bcstg. Corp.  
 Address..... Box 337  
 Phone: 2-5000..... Air Time: Daytime  
 News Service .....AP  
 Membership .....NARTB  
 Representative..... Hil F. Best  
 Pres., Gen. Mgr..... Ken Duke  
 Promotion Mgr..... Al Tremble, Jr.  
 Program Director..... Bill Lask

## K E R C

EASTLAND—1953—KBS

Frequency: 1590 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Tri-Cities Bcstg. Co.  
 Address..... 109½ S. Seaman St.  
 Phone: 7..... Air Time: Daytime  
 News Service .....AP  
 Trans. Ser..... Capitol, Thesaurus  
 Pres., Gen. Mgr..... F. James Dabney  
 Program Director..... Jimmy Key

## K U R V

EDINBURG—1947

Frequency: 710 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... KURV, Inc.  
 Address..... P. O. Box 480  
 Phone: 3-2777..... Air Time: Full Time  
 News Service .....UP  
 President..... Rogers Kelley  
 General Manager..... J. M. McDonald  
 Program Director..... Robert F. Dodson  
 Chief Engineer..... I. D. Williams

## K U L P

EL CAMPO—1948

Frequency: 1390 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Wharton County Bcstg. Co.  
 Business Address..... Box 1390  
 Phone: 1390..... Air Time: Daytime  
 News Service .....UP  
 Transcription Service..... Lang-Worth  
 Membership .....NARTB  
 President..... Culp Krueger  
 General Manager..... Bob Hathway  
 Comm. Manager..... V. Frank Jones  
 Sales Prom. Mgr..... Chuck Schwartzkopf  
 Publicity Director..... Bill Reading  
 Program Director..... Jerry H. Werila  
 Chief Engineer..... Bob Hathaway

# KELP

EL PASO—1947—KBS

Frequency: 920 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Trinity Bdcstg. Corp.  
 Address . . . . . 4530 Delta St.  
 Phone: 3-3658 . . . . . Air Time: Full Time  
 Representative . . . . . Forjoe, UP  
 Gen., Sta., Mgr. . . . . Joe Roddy, Jr.  
 President . . . . . B. R. McLendon  
 Ex. Dir. . . . . G. B. McLendon  
 Commercial Mgr. . . . . Woody Fagette  
 Program Director . . . . . Al Cobb  
 Sls. Prom. Mgr. . . . . E. Allen  
 Chief Eng. . . . . Dave Mott

# KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . KEPO, Inc.  
 Address . . . . . 2419 N. Piedras St.  
 Phone: 5-2731 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB  
 President . . . . . W. B. Pratt  
 Comm. Manager . . . . . Gene Rethmeyer  
 Prom., Prog. Mgr. . . . . Arthur B. Davis  
 Chief Engineer . . . . . E. L. Gemoets

# KROD

EL PASO—1940—CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Roderick Bcstg. Co.  
 Business-Studio Address . . . . . 2201 Wyoming St.  
 Phone: 2-6551 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Branham  
 Chairman . . . . . Dorrance D. Roderick  
 General Manager . . . . . Val Lawrence  
 Station Mgr. . . . . Bruce Barnard  
 Comm. Manager . . . . . Tom Wisehart  
 Promotion Manager . . . . . Ken McClure  
 Program Director . . . . . Ted Hunt  
 Chief Engineer . . . . . Edward P. Talbott

# KSET

EL PASO—1949—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Rio Grande Bcstg. Co.  
 Address . . . . . 904 Magoffin  
 Phone: 3-2693 . . . . . Air Time: Full Time  
 Representative . . . . . McGillvra  
 Transcription Service . . . . . Capitol  
 News Service . . . . . AP  
 Membership . . . . . NARTB, FIAB  
 President . . . . . Fred Hervey  
 General Manager . . . . . Tom R. McKenna  
 Station Mgr. . . . . G. E. Bullard  
 Commercial Manager . . . . . Warren Pullen  
 Program Director . . . . . Tom Hipps  
 Prom., Pub. Dir. . . . . A. D. Harlein  
 Chief Engineer . . . . . E. A. Sullivan

# KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. . . . . Power: 1000 d., 500 n.  
 Owned-Oper. By . . . . . Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 801 N. Oregon St.  
 Phone: 2-5423 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Karl O. Wyler  
 Commercial Manager . . . . . Roy T. Capman  
 Program Director . . . . . Jack Chapman  
 Chief Engineer . . . . . Kenneth J. Walton

# KBLP

FALFURRIAS—1953—KBS

Frequency: 1260 Kc. . . . . Power: 500 Watts d.  
 Owned & Oper. By . . . . . Ben L. Parker  
 Address . . . . . 104 North St. Mary's  
 Phone: 555 . . . . . Air Time: Daytime  
 President . . . . . Ben L. Parker  
 Gen., Comm. Mgr. . . . . Albert C. Ryan  
 Chief Engineer . . . . . Humberto Gomez

# KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . West Texas Bcstrs. Inc.  
 Address . . . . . P. O. Box 955  
 Phone: 900 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Continental  
 President . . . . . Ed Holmes  
 Gen., Sta., Comm. Mgr. . . . . W. Robison  
 Program Director . . . . . Carl Minor  
 Chief Engineer . . . . . W. M. Highfill

# KFST

FORT STOCKTON—1954—KBS

Frequency: 860 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Fort Stockton Bcstg. Co.  
 Address . . . . . Springerst Hotel Bldg.  
 Phone: 651 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Trans. Ser. . . . . Lang-Worth  
 General Mgr. . . . . James O. Taylor  
 Program Director . . . . . Grace Dosselt  
 Chief Engr. . . . . Warren Anderson

# KCNC

FORT WORTH—1947

Frequency: 870 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address . . . . . 2212 East 4th St.  
 Phone: FO. 7175 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . J. H. Speck  
 Commercial Manager . . . . . J. N. Mullan  
 Prog. Dir. . . . . Walt Jones  
 Asst. Mgr., Chf. Engr. . . . . Chester Grubbs

# K C U L

FORT WORTH—1946

Freq.: 1540 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By East-West Bdcstg. Co.  
 Address 3607 Camp Bowie Blvd.  
 Phone: SUNset 6555 Air Time: Full Time  
 Representative Best  
 News Service AP  
 Transcription Service Thesaurus  
 Pres., Gen., Sta. Mgr. Jas. G. Ulmer  
 Program Director Maydell Wallace  
 Chief Engineer R. L. McAlister

# K F J Z

FORT WORTH  
MBS-TEXAS STATE

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Oper. By Tarrant Bcstg. Co.  
 Business-Studio Address 1201 W. Lancaster  
 Phone Number Ed 3474  
 News Service AP  
 Representative H. R., Rep.  
 Membership RAB  
 Pres., Gen. Mgr. Gene L. Cagle  
 Comm. Mgr. Clyde D. Pemberton  
 Program Director Hazel Riley  
 Chief Engineer James T. Peterson

# K W B C

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Assoc. Bcstrs. Inc.  
 Business-Studio Address P. O. Box 7116  
 Phone: VA. 1278 Air Time: Daytime  
 News Service UP  
 Representative Gill-Perna  
 President John Flood Jr.  
 Sta., Com. Mgr. J. R. Pipes  
 Sales Prom., Pub. Dir. Joe W. Evans  
 Prog. Dir. Linda Loftin  
 Chief Engineer Robert Christian

# K X O L

FORT WORTH—1947

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By Fort Worth Bcstg. Co., Inc.  
 Bus-Studio Address 3004 W. Lancaster St.  
 Phone: Edison 1448 Air Time: Full Time  
 News Service AP  
 Representative Forjoe & Co.  
 President F. M. Skinner  
 V. P., Gen. Comm. Mgr. E. Fletcher  
 Local Sales Mgr. Hewell Jones  
 Prog. Director Jerry Hahn  
 Chief Engineer John R. Crouse

# W B A P

FORT WORTH—1922  
NBC-ABC-TQN

Frequency: 820 Kc. Power: 50,000 Watts  
 Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By Carter Publications, Inc.  
 Business Address 3900 Barnett St.

Phone: Ft. Worth LO-1981 Air Time: Full Time  
 News Service AP  
 Newspaper Affiliation Star Telegram  
 Transcription Service Associated. World  
 Representative Free & Peters  
 Membership NARTB  
 Bd. Chairman Amon Carter, Sr.  
 President Amon Carter, Jr.  
 Director Harold Hough  
 General Manager George Cranston  
 Commercial Manager Roy Bacus  
 Program Director Ed Lally  
 Prom., Pub. Dr. Joe Wallace  
 Chief Engineer R. C. Stinson

# K N A F

FREDERICKSBURG—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Gillespie Bcstg. Co., Inc.  
 Business-Studio Address P. O. Box 311  
 Phone: 311 Air Time: Full Time  
 Representative Hil F. Best  
 Pres., Chief Engr. Norbert A. Fritz

# K B R Z

FREEPORT—1952—KBS

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By Sta. KBRZ, Inc.  
 Address Box 1077  
 Phone: 3-2655 Air Time: Daytime  
 News Service AP  
 Trans. Ser. Thesaurus  
 President Kelly Bell  
 Sta., Gen. Manager Kenneth Ferguson  
 Sls. Prom., Comm. Mgr. Clifford Holloway  
 Program Director Will Coker  
 Prog., Pub. Director Joe Darby  
 Chief Engineer Paul Wagonschein

# K G A F

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By Gainesville Bcstg. Co.  
 Address 204 E. Calif. St.  
 Transcription Service Standard, Capitol  
 Representative Clyde Melville  
 Membership NARTB, RAB  
 President Joe M. Leonard, Sr.  
 General Manager Joe M. Leonard, Jr.  
 Comm. Mgr. Earl Leonard  
 Prog. Dir. Frank Fancher  
 Chief Engineer Cordell Martin

# K G B C

GALVESTON—1947

Frequency: 1540 Kc. Power: 1 Kw. d., 250 n.  
 Owned-Oper. By The Galveston Bcstg. Co.  
 Business-Studio Address 715 Marine St.  
 Transcription Service SESAC  
 Station Representative John E. Pearson  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. James W. Bradner, Jr.  
 Comm. Mgr. Roger Beame  
 Prog. Dir. John Speciale  
 Chief Engineer Luke Stripling

# KLUF

## GALVESTON—1922—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The KLUF Bcstg. Co.  
 Business-Studio Address.....300 Haden Bldg.  
 Phone: 5-6676.....Air Time: Full Time  
 News Service.....UP  
 Representative.....William G. Rambeau  
 Pres., Gen. Mgr.....Geo. Roy Clough  
 Chief Engineer.....Lee Clough

# KSIJ

## GLADEWATER—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.  
 Owned-Oper. By.....Gladewater Bcstg. Co.  
 Address.....T. W. Lee Bldg.  
 Phone: 2181.....Air Time: Daytime  
 News Service.....AP  
 Trans. Ser.....Capitol  
 Representative.....Hil F. Best  
 Membership.....NARTB, RAB  
 President.....T. W. Lee  
 Gen., Sta., Comm. Mgr.....Tom Perryman  
 Program Director.....Dowell Bushnell  
 Chief Engineer.....Lloyd Johnson

# KCTI

## GONZALES—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gonzales Bcstg. Co.  
 Business Address.....P. O. Box 158  
 Phone: 770.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Cooke  
 Gen. Mgr.....Lawrence M. Walshak  
 Pgm. Dir., Chief Engr.....Frank Wilson, Jr.

# KSWA

## GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Southwestair, Inc.  
 Address.....Box 1050  
 Phone: 1330.....Air Time: Daytime  
 News Service.....UP  
 Station Rep.....Clyde Melville  
 President.....Clay E. Thompson, Jr.  
 Gen., Comm. Mgr., Chf. Engr...H. V. Newsom  
 Program Director.....Eugene Turner

# KGVL

## GREENVILLE—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Truett Kimzey  
 Address.....Box 1015  
 Phone: 2066.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Pearson  
 President.....Truett Kimzey  
 General Manager.....Leo Hackney  
 Program Director.....James D. Jones  
 Chief Engineer.....Stafford E. Davis

# KCLW

## HAMILTON—1948—KBS

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hamilton Bcstg. Co.  
 Address.....P. O. Box 592  
 Phone: 500.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Station Rep.....Melville  
 Membership.....NARTB  
 Owners.....C. M. Hatch, Coy Perry  
 General Mgr.....C. M. Hatch  
 Chief Engineer.....Carl Knelly

# KGBT

## HARLINGEN—1941—CBS

Freq: 1530 Kc....Power: 50 Kw d., 10 Kw. n.  
 Owned-Oper. By...Harbenito Bcstg. Co., Inc.  
 Address.....1519 W. Harrison St.  
 Phone: 2200.....Air Time: Full Time  
 News Service.....UP  
 Representative.....H-R  
 President.....McHenry Tichenor  
 Gen. Mgr.....Bob McDonald  
 Comm. Manager.....L. S. Roberts  
 Chief Engineer.....Harold Jones

# KGRI

## HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Henderson Bcstg. Co.  
 Business-Studio Address.....Box 311  
 News Service.....UP  
 Representative.....Best  
 Transcription Service.....World, SESAC  
 President.....Roy B. Cannon  
 General Manager.....Cliff Crawford  
 Chief Engineer.....John M. Bolin

# KPAN

## HEREFORD—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hereford Bcstg. Co.  
 Address.....P. O. Box 868  
 Representative.....Best  
 Transcription Service.....Thesaurus  
 News Service.....UP  
 President.....Marshall Formby  
 Gen. Sta. Mgr.....Clint Formby  
 Commercial Mgr.....Sam Albright  
 Chief Engineer.....Dennis Surber

# KHBR

## HILLSBORO—1948—KBS

Frequency: 1560 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Hill County Bcstg. Co.  
 Phone: 2-3431.....Air Time: Daytime  
 News Service.....UP  
 Trans. Ser.....World  
 Station Rep.....Best, Melville  
 President.....Ross Bohannon  
 General Manager.....Nelson W. Galle

# KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Call of Houston Inc.  
 Business-Studio Address: 1 Main St.  
 Phone: Charter 1888. Air Time: Daytime  
 News Service UP  
 Chrm. of Board: William A. Smith  
 Pres., Gen. Manager: Robert C. Meeker  
 Comm. Manager: R. E. Mulvey  
 Chief Engineer: Harold Weinzel

# KLBS

HOUSTON—1948—KBS

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By: Howard Bcstg. Corp.  
 Address: Milby Hotel, Texas Ave.  
 Phone: Preston 1161. Air Time: Full Time  
 News Service UP  
 Representative: Walker  
 President: Howard W. Davis  
 General Manager: Glenn Douglas  
 Program Director: Bill Pelham  
 Chief Engineer: Glenn Cook, Jr.

# KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Veterans Bcstg. Co.  
 Address: 4701 Caroline St., Box 2135  
 Phone: 2581. Air Time: Full Time  
 News Service UP  
 Transcription Service SESAC  
 Representative: Forjoe, Morris  
 Membership WARTB  
 President: Max H. Jacobs  
 Gen., Sta. Mgr.: David Morris  
 Commercial Mgr.: Bill Lightfoot  
 Program Director: Ken Grant  
 Publicity Director: Deborah England  
 Chief Engineer: Frank Holick

# KPRC

HOUSTON—1926—NBC

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Houston Post Co.  
 Address: P. O. Box 1234  
 Phone: MA. 9271. Air Time: Full Time  
 News Service AP  
 Transcription Service Standard  
 Representative: Edw. Petry & Co.  
 President: W. P. Hobby  
 Gen., Sta. Mgr.: Jack W. Harris  
 Commercial Manager: Jack McGrew  
 Promotion Manager: Kirt Harriss  
 Program Director: Frank Sullivan  
 Publicity Director: John Chapman  
 Chief Engr.: Frank Martin

# KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By: Texas Radio Corp.  
 Bus.-Studio Address: 4005 Travis St.

No Matter How You Look at it...

When You Buy Radio (Morning, Noon, or Night), it's...

**K-RNUZ**

**RADIO RANCH**

HOUSTON'S NO. 1 INDEPENDENT STATION FOR OVER 7 YEARS

LOWEST COST PER 1,000 IN EVERY TIME-RATED PERIOD

NATIONAL REP.: FORBIE AND COMPANY  
 IN HOUSTON: DAVE MORRIS, KE 2581

**IN HOUSTON**



Phone: KE. 5535..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... H-R Reprs.  
 Membership ..... NARTB  
 President ..... Robert Straus  
 Gen., Comm., Sta. Mgr..... Bill Bennett  
 Prog. Dir..... Johnny Goodman  
 Pub. Dir..... Mildred Davis  
 Program Director..... Tim Osborne  
 Chief Engineer..... O. B. Johnson

# K T R H

HOUSTON—1930—CBS

Frequency: 740 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... KTRH Bdcstg. Co.  
 Address ..... Rice Hotel  
 Phone: PR. 4361..... Air Time: Full Time  
 News Service ..... AP, INS  
 News, Afil..... The Chronicle  
 Transcription Service ..... SESAC  
 Representative..... John Blair  
 Membership ..... NARTB  
 President ..... B. F. Orr  
 Station Manager..... Ray Herndon  
 Sales Manager..... Ray Bright  
 Promotion Mgr..... Helen Bender  
 Program Director ..... Tom Jacobs  
 Engineers ..... Tom Hiner

# K X Y Z

HOUSTON—1930—ABC

Frequency: 1320 Kc..... Power: 5000 Watts  
 Owned-Oper. By ..... Shamrock Bdcstg.  
 Address ..... Gulf Bldg.  
 Phone: Capitol 6151..... Air Time: Full Time  
 News Service ..... AP, UP  
 Newspaper Affiliation... Citizen Newspapers  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, RAB  
 President ..... Glenn H. McCarthy  
 V.P., Gen. Mgr. .... Fred Nahas  
 Sta., Comm. Manager..... Ted Hills  
 Program Director..... Ken Bagwell  
 Prom., Pub. Dir..... Wayne E. Thompson  
 Chief Engineer..... Gerald R. Chinski

# K Y O K

HOUSTON—1947

Frequency: 1590 Kc..... Power: 5 Kw.  
 Owned ..... Texas Bcstrs. Inc.  
 Address ..... 412 Main St.  
 Phone: Preston 3108..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... Lang-Worth  
 Station Rep. .... Pearson-Dora-Clayton  
 President ..... Jules J. Paglin  
 Vice Pres., Gen. Mgr.... Stanley W. Ray, Jr.  
 Station Mgr..... Cal Perley  
 Chief Engineer..... Edward Martin

# K S A M

HUNTSVILLE—1938—MBS-KBS

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

Address ..... Box 312  
 Phone: 30..... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 Transcription Service..... Capitol, SESAC  
 President..... M. B. Cauthen  
 Gen., Sta. Mgr..... Ted Lott  
 Comm., Sales Prom. Mgr..... Roy Greer  
 Chief Engineer..... Jack Nichols

# K E B E

JACKSONVILLE—1946—KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bill A. Laurie  
 Address ..... Box 1071  
 Phone: 2211..... Air Time: Full Time  
 News Service ..... UP  
 Pres., Sta., Gen. Mgr..... Bill A. Laurie  
 Comm., Prom. Mgr..... Chas. H. Wilson  
 Program Director..... Emo Laurie  
 Chief Engineer..... Donald Burroughs

# K T X J

JASPER—1948—KBS

Frequency: 1350 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Jasper Bcstg. Co.  
 Address ..... P. O. Box 6090  
 Phone: 580..... Air Time: Full Time  
 President ..... Fred B. Smith  
 Transcription Service..... Thesaurus, RCA  
 Station Mgr..... H. G. Pendergast  
 Program Dir..... James Brasher

# K M B L

JUNCTION—1950—KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Kimble County Bcstg. Co.  
 Address ..... Flat Rock  
 Phone: 70..... Air Time: Full Time  
 Station Rep. .... Best  
 General Mgr..... Farrell M. Brooks

# K E R B

KERMIT—1950

Frequency: 600 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... KERB, Inc.  
 Address ..... Hwya. 302  
 Phone: 3481..... Air Time: Daytime  
 Transcription Service..... Thesaurus, SESAC  
 News Service ..... UP  
 Membership ..... NARTB  
 President..... George H. Cook  
 General Manager..... H. J. Porter  
 Program Director..... Ray Boyd Kilman  
 Chief Engineer..... Bob Shackelford

# K E R V

KERRVILLE—1948—MBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Kerr Bcstg. Co.  
 Address ..... P. O. Box 791  
 Phone: 900 and 999..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Thesaurus, Capitol



Station Rep. . . . . Best  
 President. . . . . W. Scott Schreiner  
 Gen., Sta. Mgr. . . . . Leonard "Len" Johnson  
 Program Director. . . . . Carol Woodard  
 Chief Engineer. . . . . Clyde Jones

**K O C A**  
 KILGORE—1936—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Radio Sta. KOCA, Inc.  
 Address . . . . . Box 989  
 Phone: 2001. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President. . . . . Roy G. Terry  
 Gen., Sta. Mgr. . . . . H. A. Degner  
 Comm., Sales Prom. Mgr. . . . . Wayne Douglas  
 Chief Engineer . . . . . J. W. Maintz

**K I N E**  
 KINGSVILLE—1948

Frequency: 1330 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . KINE, Inc.  
 Address . . . . . 205 E. King St.  
 Phone: 2-2822. . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative. . . . . Hil F. Best  
 Membership . . . . . NARTB  
 President. . . . . James H. Clement  
 General Manager. . . . . Ben A. Glusing  
 Comm., Sta. Mgr. . . . . Eston R. Pace  
 Chief Engineer. . . . . R. T. Whitaker

**K P E T**  
 LAMESA—1946—KBS

Frequency: 690 Kc. . . . . Power: 250 Watts  
 Operated By. . . . . Lamesa Bcstg. Co.  
 Business-Address. . . . . 502 South St.  
 Phone: 690. . . . . Air Time: Full Time  
 Membership . . . . . NARTB  
 Gen.-Sta. Mgr. . . . . Bob Bradbury  
 Commercial Mgr. . . . . Robert Harris  
 Program Director. . . . . Geneva Crutcher  
 Chief Engineer. . . . . Roland Ouelette

**K C Y L**  
 LAMPASAS—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Lampasas Bcstg. Co.  
 Address . . . . . H'way 281  
 Phone: 1000. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Trans. Ser. . . . . Lang-Worth  
 Representative . . . . . Best  
 President. . . . . V. Dean Turner  
 Program Director. . . . . Gene Reithmyer

**K V O Z**  
 LAREDO—1952—MBS-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Border Bcstrs., Inc.  
 Address. . . . . P. O. Box 1498  
 Phone: 3-4396. . . . . Air Time: Full Time  
 News Service . . . . . AP

Representative . . . . . Pearson  
 President. . . . . W. J. Harpole  
 General Manager. . . . . Burney Jones  
 Commercial Manager. . . . . Jack Senter  
 Program Director. . . . . Hector Garcia  
 Chief Engineer. . . . . Frank Manuel

**K L V T**  
 LEVELLAND—1949

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Herald Bcstg. Co.  
 Address . . . . . P. O. Box 866  
 Phone: 1030. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription . . . . . World, Thesaurus, SESAC  
 President . . . . . Forrest Weimhold  
 General Manager. . . . . Joe Garrison  
 Program Dir., Chief Eng. . . . . Gil Patschke  
 Commercial Mgr. . . . . Bobby Garrison

**K V O W**  
 LITTLEFIELD—1947—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Southwestern Bcstrs.  
 Business Address. . . . . Box 192  
 Phone: 400. . . . . Air Time: Full Time  
 Membership . . . . . NARTB  
 President . . . . . J. C. Rothwell  
 General Manager. . . . . J. B. McShan  
 Program Director. . . . . Othell W. Whitson  
 Chief Engineer. . . . . Frank Bonner

**K F R O**  
 LONGVIEW—1934  
 ABC-KBS-TEX. STATE

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Voice of Longview  
 Address. . . . . Curtis Bldg., P. O. Box 792  
 Phone Number . . . . . PLaza 3-4461  
 Air Time. . . . . Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NARTB  
 President. . . . . James R. Curtis  
 Commercial Mgr. . . . . John Allen  
 Program Director. . . . . Howard Kuhn  
 Chief Engineer. . . . . Leslie Hellums

**K L T I**  
 LONGVIEW—1948

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . LeTourneau Radio Corp.  
 Address . . . . . P. O. Box 1866  
 Phone: PLaza 8-4496. . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB  
 President. . . . . R. G. LeTourneau  
 Sta., Gen. Manager. . . . . Lynn R. Williams  
 Comm., Sales Prom. Mgr. . . . . George Warwick  
 Prog., Pub. Director. . . . . Ruby Cooper  
 Chief Engineer. . . . . Ken Maxwell

# K C B D

LUBBOCK—1946—NBC

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By Caprock Bcstg. Co.  
 Address P. O. Box 1507  
 Phone: 4-1414 Air Time: Full Time  
 News Service UP  
 Transcription Service Standard  
 Representative Raymer  
 Membership NARTB, RAB  
 President, General Mgr. Joe H. Bryant  
 Business-Manager Robert L. Snyder  
 Sta., Comm. Mgr. Leroy L. Land  
 Program Director Dudley Williams  
 Publicity Director Jack Tippit  
 Chief Engineer Frank Lee

# K D A V

LUBBOCK—1953

Frequency: 580 Kc. Power: 500 Watts  
 Owned KDAV, Ltd.  
 Address Box 1319  
 Phone: SH. 4-4567 Air Time: Daytime  
 News Service UP  
 Station Rep. Hal Falter  
 Membership NARTB  
 Gen., Sta., Comm. Mgr. D. P. Pinkston  
 Program Dir. W. J. Ducan  
 Chief Engineer Walt Lawson

# K D U B

LUBBOCK—1954

Frequency: 1340 Kc. Power: 250 Watts  
 Owned & Oper. By Texas Telecasting Inc.  
 Address 7400 College Avenue  
 Phone SHERwood 4-2345  
 Representative Avery-Knodel  
 Pres., Gen. Mgr. W. D. Rogers  
 Commercial Mgr. George Collie  
 Chief Engineer Rudy Stornes

# K F Y O

LUBBOCK—1927—CBS

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address 914 Ave. J  
 Phone: 5-5567 Air Time: Full Time  
 News Service AP, UP  
 Newspaper Affil. Avalanche Journal  
 Trans. Service Standard, Thesaurus  
 Representative Katz  
 Membership NARTB  
 President W. B. Walker  
 Gen., Sta. Mgr. Gordon Thompson  
 Sales Prom. Mgr. Jerry Henderson  
 Program Director Robert A. Nash  
 Comm. Mgr. Leon Harris  
 Chief Engineer W. S. Bledsoe

# K S E L

LUBBOCK—1946—MBS

Freq. 950 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By Lubbock Bcstg. Co.  
 Business Address Box 1524

Phone: 3-0484 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Wm. G. Rambeau & Co.  
 Membership NARTB, RAB  
 President Walter G. Russell  
 Gen., Sta. Mgr., Pub. Dir. M. M. Rochester  
 Program Director Wesley Youngblood  
 Chief Engineer Roger Hively

# K L L L

LUBBOCK—1953—KBS

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By McAlister & Maples  
 Address 52nd & Magnolia  
 News Service UP  
 Membership NARTB  
 Co-Owners R. B. McAlister and  
 Grady Franklin Maples  
 Chief Engineer Glenn Smith

# K R B A

LUFKIN—1938—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Darrell E. Yates  
 Address 110 S. First St.  
 Representative Continental Radio Sales  
 Owner, Gen. Mgr. Darrel E. Yates  
 Chief Engineer Ambrose Maxim

# K T R E

LUFKIN—1947—MBS

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By Forest Capitol Bcstg. Co.  
 Address P. O. Box 701  
 Phone: 3-7771 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Venard, Rintoul & McConnel  
 Membership NARTB  
 President R. W. Wortham, Jr.  
 Gen., Sta. Mgr. Richman G. Lewin  
 Comm. Mgr. Jim Saxon  
 Program Director Royce Christenson  
 Sales Prom. Mgr. Ernestene Trahan  
 Chief Engineer Fred C. Hill

# K M L W

MARLIN—1953

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Oper. By KMLW, Inc.  
 Address Box 335  
 President Charles E. Reagan  
 General Manager Hugh McBeath  
 Commercial Mgr. Duane W. Ramsey  
 Program Director Jerry S. Hughes  
 Chief Engineer H. P. Hicks

# K M H T

MARSHALL—1947  
MBS—TEX. STATE

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

Business-Studio Address.....109 W. Rusk St.  
 Phone: 5-7826.....Air Time: Full Time  
 News Service .....AP  
 Membership .....RAB  
 Station Manager.....Virgil Stone  
 Comm. Manager.....T. K. Hewlett  
 Program Director.....Randy Rainwater  
 Chief Engineer.....Don Shepard

## KRIO

McALLEN—1947—ABC-MBS-TSN

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Valley Bdcstg Co.  
 Business Address.....1201 W. Lancaster Ave.  
 Phone: 6-5454.....Air Time: Full Time  
 News Service .....AP  
 Representative.....Adam Young; C. Brown  
 Membership .....RAB  
 President.....Gene L. Cagle  
 VP.....Charles B. Jordan  
 Gen., Sta., Mgr.....George Breeding, Jr.  
 Sls. Prom.....Chuck McKasson  
 Program Director.....Norman Mann  
 Chief Engineer.....Wm. Meiners

## KCMR

McCAMEY—1954—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Sprayberry Bcstg. Co., Inc.  
 Address.....101 East 5th St.  
 Phone: 412.....Air Time: Full Time  
 News Service .....UP  
 President.....Jack W. Hawkins  
 General Manager.....Gene Hendryx  
 Station Mgr.....Dale Day

## KMAE

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned.....McKinney Air Enterprises, Inc.  
 Bus.-Studio Address.....218 E. Virginia St.  
 Phone: 2-2651.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....World  
 Pres., Gen. Mgr.....George W. Smith, Jr.  
 Comm., Mgr.....C. W. Rampy  
 Prog. Dir.....Mrs. Denise Smith  
 Chief Engineer.....Elza Keen

## KCRS

MIDLAND—1935—ABC-TSN

Freq.: 550 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Clarence & Ruth Scharbauer, Jr.  
 Business-Studio Address.....Box 1072  
 Phone: 2-4393.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 President.....Clarence Scharbauer, Jr.  
 Gen., Sta. Mgr.....Wallace R. Jackson  
 Comm. Mgr.....Eleanor McDonald  
 Program Director.....Dean Baker  
 Publicity Director.....Bob Byron  
 Chief Engineer.....Tom Yates

## KJBC

MIDLAND—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Jack Cecil  
 Address.....Box 1658  
 Phone: 4-5152.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....World, Standard  
 Representative .....Best  
 Membership .....NARTB  
 Pres., Gen. Mgr., Chief Engr.....Jack Cecil  
 Commercial Mgr.....Naomi Boswell  
 Sales Prom. Mgr.....Paul Greenwood  
 Program Director.....Keith Ward  
 Publicity Director.....Elanor Rich  
 Chief Engineer.....Jack Cecil

## KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....J. Elroy McCaw  
 Address.....Box 31  
 Phone: 319.....Air Time: Daytime  
 News Service .....AP  
 Trans. Service .....Thesaurus  
 Representative .....Continental  
 President.....J. Elroy McCaw  
 Gen., Sta. Mgr.....Harry A. Riley, Jr.  
 Commercial Mgr.....Olie Carrier  
 Prog. Dir.....Ruth Lee  
 Chief Engineer.....W. M. McCreary, Jr.

## KVKM

MONAHANS—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Monahans Bcstrs., Inc.  
 Address.....Radio Center  
 Phone: 438.....Air Time: Full Time  
 Representative .....Hil F. Best  
 President.....Doris D. Stuckey  
 General Manager.....J. R. Rucker  
 Commercial Mgr.....Tommy Hall

## KIMP

MOUNT PLEASANT—1948—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mt. Pleasant Bcstg. Co.  
 Business Address.....Box 990  
 Phone: 4-4726.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Membership .....NARTB, RAB  
 Gen., Sta. Mgr.....Winston O. Ward  
 Comm. Mgr.....Deral Tucker  
 Program Director.....Ruby Stanley  
 Chief Engineer.....Brad Redfearn

## KOSF

NACOGDOCHES—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kelly Bell  
 Address.....South St.  
 Phone: 4-4633.....Air Time: Full Time

News Service.....UP  
 Membership.....NARTB, RAB  
 President.....Kelly Bell  
 Gen., Comm. Mgr.....J. C. Stallings  
 Program Director.....R. C. Atherton  
 Publicity Director.....Ed Rice  
 Chief Engineer.....Frank Murray

## K S F A

NACOGDOCHES—1947

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Nacogdoches Br. Co., Inc.  
 Address.....2107 North St.  
 Phone: 4-3723.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Pres., Gen., Sta., Comm. Mgr.....Wilbur C. Fouts  
 Program Director.....Sara Jane Moon  
 Chief Engineer.....Royce C. Smith

## K G N B

NEW BRAUNFELS—1950—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Comal Bcstg. Co.  
 Address.....184 Castell  
 Phone: 1612.....Air Time: Daytime  
 Transcription Service.....Thesaurus  
 News Service.....AP  
 Vice Pres., Gen. Mgr.....F. T. Wilson  
 News Director.....Bob Field  
 Chief Engineer.....Bob Stewart

## K E C K

ODESSA—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Ector County Bcsta. Co.  
 Business Address.....120 W. 3d  
 Phone: 6-5791-2.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Forjoe  
 Membership.....NARTB, RAB  
 Owner, Gen., Sta. Mgr.....Ben Nedow  
 Commercial Mgr.....Sol Schmermar  
 Prog. Director.....Roy Elsner  
 Publicity Dir.....Tom Rollins  
 Chief Engineer.....Dave Williams

## K O S A

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Odessa Bcstg. Corp.  
 Business-Studio Address.....115 W. 6th  
 Phone: 6-4301.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Representative.....Branham  
 Membership.....NARTB, RAB  
 Pres., General Manager.....Cecil L. Trigg  
 Sales Manager.....Lou Lindsey  
 Public Relations Dir.....Ed Costello  
 Pro. Dir.....Doyce Elliott  
 Program Manager.....John Vacca  
 Publicity Director.....Jay Mehaffey  
 Chief Engineer.....James Simpson

## K R I G

ODESSA—1946—MBS

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Oil Center Bcstg. Co., Inc.  
 Address.....Box 231  
 Phone: 6-6671-2.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Hil F. Best  
 President.....R. O. Canon  
 Vice Pres., Gen. Mgr.....Jack W. Hawkins  
 Station Manager.....Marguerite LaRue  
 Program Director.....Lel Gillette  
 Chief Engineer.....Harold Whatley

## K O G T

ORANGE—1948—KBS

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sabine Area Brcstg. Corp.  
 Phone: 8-4381.....Air Time: Full Time  
 News Service.....UP  
 Trans. Ser.....World  
 Station Rep.....Best  
 Membership.....NARTB, RAB, TAB  
 President.....M. L. Jacobs  
 Exec, V.P. Sta., Gen. Mgr.....Ed Lovelace  
 Commercial Manager.....Frank Dusenbury  
 Chief Engr., Program Dir.....Dean Durham

## K N E T

PALESTINE—1936—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Palestine Bcstg. Corp.  
 Business-Studio Address.....P. O. Box 649  
 Phone: 8686.....Air Time: Full Time  
 News Service.....UP  
 Trans. Service.....SESAC  
 Pres., Gen., Sta. Mgr.....Allen E. Vinson  
 Comm., Prom. Mgr.....Milton M. Evans  
 Program Director.....Don Norton  
 Chief Engineer.....Dave Schmidt

## K P A T

PAMPA—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. C. Daniels  
 Phone: 4-2551.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 President.....J. C. Daniels  
 General Manager.....Larry Gordon  
 Program Director.....Elbert Goodnight

## K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Top O' Texas Bcstg. Co.  
 Address.....Hughes Bldg.  
 Phone: 4-7461.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Station Rep.....Best  
 Membership.....NARTB, RAB  
 Ptnr., Gen. Mgr.....Coy Palmer

Ptnr., Sta. Mgr., Prog. Dir. .... Warren Hasse  
 Comm., Prom. Mgr. .... Kay Fancher  
 Publicity Director .... Henry Gordon  
 Chief Engineer .... Gordon Hollenbeck

**KFTV**  
 PARIS—1950

Frequency: 1250 Kc. .... Power: 500 Watts d.  
 Owned-Operated By .... Lamar Bcstg. Co., Inc.  
 Address .... 210 First Nat'l Bank Bldg.  
 Phone: 4-6676. .... Air Time: Daytime  
 Station Rep. .... Best  
 News Service .... UP  
 President. .... D. W. Brawner  
 Gen., Sta. Mgr. .... James F. Hendrix  
 Chief Engineer. .... Travis Fodge

**KPLT**

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... No. Star Bcstg. Co., Inc.  
 Address .... Hway. 124  
 Phone: 3-3311. .... Air Time: Full Time  
 News Service .... AP  
 Representative .... John E. Pearson  
 Pres., Gen. Sta. Mgr. .... Fred Kincaid  
 Com., Sales Prom. Mgr. .... Richard Eben  
 Program Dir. .... Bill Davis  
 Publicity Director .... Virginia Jesse  
 Chief Engineer. .... Paul H. Daniels

**KLVL**

PASADENA—1950

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Felix H. Morales  
 Address .... 2903 Canal St., Houston  
 Phone: CA. 1-1044. .... Air Time: Full Time  
 Representative .... Oakes  
 President, Gen. Mgr. .... Felix H. Morales  
 Station Mgr. .... C. B. Rice  
 Comm. Mgr. .... Alberto Rodriguez  
 Program Director. .... Joe L. Morales  
 Chief Engineer. .... Donald Gullihur

**KIUN**

PECOS—1925—MBS-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Jack Hawkins, Barney Hubbs  
 Business-Studio Address. .... Kiun Bldg.  
 Phone: 999-8. .... Air Time: Full Time  
 News Service .... UP  
 Representative .... Hil F. Best  
 Membership .... NARTB  
 General Manager. .... Jack Hawkins  
 Station Manager. .... David Martin  
 Program Director. .... Jack James  
 Publicity Dir. .... Barney Hubbs  
 Consulting Chf. Engr. .... Harry W. Boehnemann

**KEYE**

PERRYTON—1948—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned. .... Great Plains Bcstg. Co.  
 Phone: 5771. .... Air Time: Full Time  
 News Service .... AP  
 Transcription Service .... Lang-Worth

Membership .... NARTB  
 President .... Carl Ellis  
 Gen., Sta., Comm. Mgr. .... Irving R. Buchanan  
 Sales Prom., Pub. .... G. K. Rupprecht  
 Program Dir. .... Kenneth Roller  
 Chief Engineer. .... Coy Thompson

**KVOP**

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... KVOP, Inc.  
 Address .... 1100 W. 24th St.  
 Phone: 4-2771. .... Air Time: Full Time  
 News Service .... AP  
 Membership .... NARTB  
 President .... W. J. Harpole  
 Gen., Sta. Manager. .... Kermit Ashby  
 Comm. Manager. .... Tut Tawwater  
 Program Dir. .... Doug Sewell  
 Chief Engineer. .... Hugh Smith

**KBOP**

PLEASANTON—1950—KBS

Frequency: 1380 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Atascosa Bcstg. Co.  
 Address .... P. O. Box 247  
 Phone: 4871. .... Air Time: Daytime  
 Transcription Service. .... Wo:ld, SESAC  
 Representative .... Best  
 News Service .... INS  
 General Manager. .... Ben L. Parker  
 Commercial Mgr. .... A. Terrell  
 Chief Engineer. .... Mona Parker

**KOLE**

PORT ARTHUR—1947

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Port Arthur Bcstg. Co.  
 Address .... 400 4th St.  
 Phone: 2-9436. .... Air Time: Full Time  
 News Service .... UP  
 Trans. Ser. .... Lang-Worth  
 Ptnr., Gen. Mgr., Chf. Engr. .... Socs Vratiss

**KPAC**

PORT ARTHUR—1934—MBS

Freq. . 1250 Kc. .... Power: 5 Kw. d, 1 Kw. n.  
 Owned-Oper. By. .... Port Arthur College  
 Bus.-Studio Address. .... 1500 Procter St.  
 Phone: 5-7458. .... Air Time: Full Time  
 News Service .... AP  
 Transcription Service .... Standard  
 Representative .... Pearson  
 Membership .... NARTB  
 Pres. .... J. W. Williams  
 Sta., Gen. Manager. .... Marjorie R. Vickers  
 Commercial Mgr. .... Gordon Baxter, Jr.  
 Prom. Mgr. .... Mack Newberry  
 Pub., Program Director. .... Corinne Enos  
 Chief Engineer. .... Glenn Boatright

**KOLJ**

QUANOH—1952—KBS

Frequency: 1150 Kc. .... Power: 500 Watts d.  
 Owned-Operated By. .... Orville L. Jenkins

**Address** ..... Box 566  
**Phone: 654** ..... **Air Time: Daytime**  
**News Service** ..... **AP**  
**Station Rep.** ..... **Best**  
**Transcription Service** ..... **World**  
**Gen. Sta. Mgr.** ..... **Orville L. Jenkins**  
**Sales Manager** ..... **Bob Stabler**  
**Chief Engineer** ..... **Richard O. Dormier**

# KFRD

**ROSENBERG—1948**

**Frequency: 980 Kc.** ..... **Power: 1000 Watts d.**  
**Owned-Oper. By** ..... **Ford Bend Bcstg. Co.**  
**Business Address** ..... **P. O. Box 832**  
**Membership** ..... **RAB**  
**President** ..... **Mart Cole**  
**Ex. V.P., Gen., Sls. Prom. Mgr.** ..... **Jim Hairgrove**  
**Commercial Mgr.** ..... **Bill Sloan**  
**Program Director** ..... **Paul Collins**  
**Chief Engineer** ..... **Frank Wood**

# KGKL

**SAN ANGELO—1928—ABC**

**Freq: 960 Kc.** ..... **Power: 5 Kw. d., 1 Kw. n.**  
**Owned-Oper. By** ..... **KGKL, Inc.**  
**Business-Studio Address** ..... **St. Angelus Hotel**  
**Phone: 6715** ..... **Air Time: Full Time**  
**News Service** ..... **AP**  
**Representative** ..... **John E. Pearson**  
**Membership** ..... **NARTB**  
**General Manager** ..... **Lewis O. Seibert**  
**Commercial Mgr.** ..... **Robert Workman**  
**Program Director** ..... **Franklin Rainey**  
**Chief Engineer** ..... **William Poteet**

# KTXL

**SAN ANGELO—1947**

**Frequency: 1340 Kc.** ..... **Power: 250 Watts**  
**Owned-Oper. By** ..... **Wes-Tex Bcstg. Co., Inc.**  
**Address** ..... **Box 1271**  
**Trans. Service** ..... **World**  
**Representative** ..... **Melville**  
**Membership** ..... **NARTB**  
**President** ..... **Armistead D. Rust**  
**General Manager** ..... **J. Harley Hubbard**  
**Station Mgr.** ..... **Sealy Smith**  
**Chief Engineer** ..... **Robert Benson**

# KCOR

**SAN ANTONIO—1945**

**Freq: 1350 Kc.** ..... **Power: 5 Kw. d., 1 Kw. n.**  
**Owned** ..... **KCOR, Inc.**  
**Address** ..... **310 So. Flores**  
**Phone: CA. 2-1301** ..... **Air Time: Full Time**  
**News Service** ..... **UP**  
**Station Rep.** ..... **O'Connell**  
**Membership** ..... **NARTB, RAB**  
**President** ..... **Raoul A. Cortez, Jr.**  
**General Mgr.** ..... **Nathan Safir**  
**Station Mgr.** ..... **Raoul A. Cortez, Jr.**  
**Commercial Mgr.** ..... **Bill Lamar**  
**Program Dir.** ..... **Fred Romero**  
**Publicity Dir.** ..... **Gilbert Rangel**  
**Chief Engineer** ..... **Marvin E. Fiedler**

# KENS

**SAN ANTONIO—1926—CBS**

**Freq: 680 Kc.** ..... **Power: 50 Kw. d., 10 Kw. n.**  
**Owned-Oper. By** ..... **Express Publishing Co.**  
**Business-Studio Address** ..... **Milam Bldg.**  
**Phone: CA. 6-3136** ..... **Air Time: Full Time**  
**News Service** ..... **UP**  
**Representative** ..... **John Blair**  
**Membership** ..... **NARTB, RAB**  
**President** ..... **Frank Huntress, Jr.**  
**General Mgr.** ..... **Albert D. Johnson**  
**Comm. Manager** ..... **Wayne Kearn**  
**Gen. Texas Comm. Mgr.** ..... **Bill Joekel**  
**Prog. Dir.** ..... **Bill Terry**  
**Prom., Pub. Director** ..... **Robert Miller**  
**Chief Engineer** ..... **Bill Jackson**

# KEXX

**SAN ANTONIO—1953**

**Frequency: 1250 Kc.** ..... **Power: 500 Watts d.**  
**Owned-Oper. By** ..... **Leal Bcstg. Co., Inc.**  
**Address** ..... **403 N. Flores St.**  
**Phone: Garfield 6373** ..... **Air Time: Daytime**  
**Representative** ..... **McGillvra**  
**Pres., Gen. Mgr.** ..... **Manuel D. Leal**  
**Commercial Mgr.** ..... **M. Davila**  
**Program Director** ..... **R. Rodriguez**  
**Chief Engineer** ..... **Charles Harris**

# KITE

**SAN ANTONIO—1947**

**Frequency: 930 Kc.** ..... **Power: 1000 Watts d.**  
**Owned-Operated By** ..... **Radio Station KITE**  
**Business-Studio Address** ..... **432 Transit Tower**  
**Representative** ..... **Pearson**  
**Membership** ..... **RAB**  
**Pres., Gen. Mgr.** ..... **Charles W. Balthrope**  
**Station Manager** ..... **Alex A. Coe**  
**Commercial Mgr.** ..... **Kelly Wolford**  
**Prog. Mgr.** ..... **Stanley F. Nelson**  
**Chief Engineer** ..... **John Siercovich**

# KIWW

**SAN ANTONIO—1948**

**Frequency: 1540 Kc.** ..... **Power: 250 Watts d.**  
**Owned-Oper. By** ..... **Good Neighbor Bcstg. Co.**  
**Address** ..... **518 W. Houston St.**  
**News Service** ..... **UP**  
**Representative** ..... **Nat'l Time Sales, Oakes**  
**President** ..... **Joe Olivares**  
**Station Mgr., Chief Eng.** ..... **L. E. Richards**  
**Program Director** ..... **Jose Arratia**

# KMAC

**SAN ANTONIO—1926—MBS-KBS**

**Frequency: 630 Kc.** ..... **Power: 5,000 Watts**  
**Owned-Oper. By** ..... **Howard W. Davis**  
**Address** ..... **KMAC Bldg.**  
**Phone: CA. 3-6211** ..... **Air Time: Full Time**  
**Representative** ..... **Walker**  
**Membership** ..... **NARTB**  
**Pres., Gen., Sta. Mgr.** ..... **Howard W. Davis**  
**Program Director** ..... **A. S. (Tony) Bessan**  
**Chief Engineer** ..... **Al Knight**

# KONO

SAN ANTONIO—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By..... Mission Bdcstg. Co.  
 Address..... 317 Arden Grove  
 Phone: CA 6-5171..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Forjoe, Clarke-Brown  
 Membership..... NARTB, RAB  
 Pres., Owner..... Eugene J. Roth  
 General Manager..... James M. Brown  
 Commercial Manager..... Bob Roth  
 Sales Prom. Mgr..... Jack Roth  
 Program Director..... Robert F. Jenkins  
 Chief Engineer..... George Ing

# KTSA

SAN ANTONIO—1928—ABC

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Sunshine Bcstg. Co.  
 Business-Studio Address..... Ave. E. & 3rd St.  
 Phone: Garfield 1251..... Air Time: Full Time  
 News Service..... AP, UP  
 Transcription Service..... MacGregor  
 Representative..... Raymer  
 President..... O. R. Mitchell  
 Sta., Prom., Comm. Mgr..... Charles D. Lutz  
 Program Director..... H. H. Carr  
 Chief Engineer..... W. G. Egerton

# WOAI

SAN ANTONIO—1922—NBC-TQN

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.

Owned-Oper. By..... Southland Industries, Inc.  
 Address..... 1031 Navarro St.  
 Phone: CA. 7-2441..... Air Time: Full Time  
 News Service..... AP, INS, UP  
 Representative..... Edward Petry & Co., Inc.  
 Membership..... NARTB  
 President..... Hugh A. L. Half  
 General Manager..... James M. Gaines  
 Commercial Manager..... Rex Prels  
 Sales Promotion Mgr..... James F. Anderson  
 Publicity Director..... Imogene Stanley  
 Chief Engineer..... Charles L. Jeffers

# KCNY

SAN MARCOS—1948

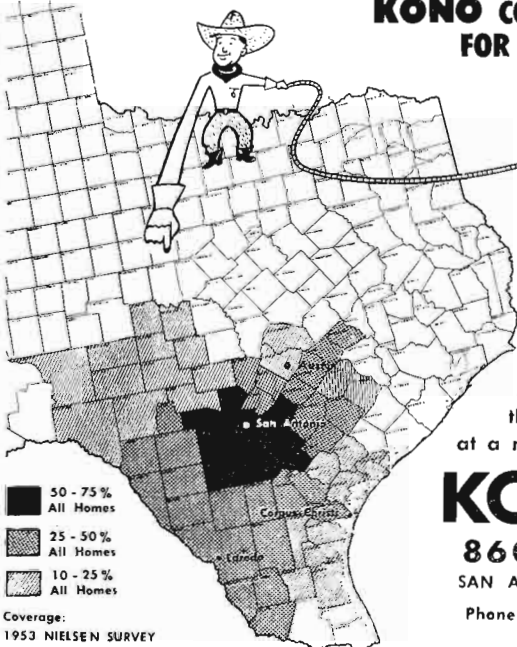
Frequency: 1470 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Central Brcstg. Co.  
 Address..... Traffic Circle  
 Phone: 888..... Air Time: Daytime  
 Transcription Service..... Lang-Worth  
 Station Rep..... O'Connell  
 President..... Edw. C. James  
 General Manager..... Lloyd McClure  
 Program Director..... Elward Ruffin

# KWED

SEGUIN—1948

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Seguin Bdcstg. Co.  
 Business-Studio Address..... 200 S. Camp St.  
 Phone: 1580..... Air Time: Daytime  
 News Service..... UP  
 Membership..... NARTB  
 Representative..... Hil F. Best

**KONO CONSISTENTLY GIVES ADVERTISERS MORE FOR THEIR MONEY... 63 RICH COUNTIES WITH \$1,750,000,000 RETAIL SALES**



Coverage:  
 1953 NIELSEN SURVEY  
 Forjoe & Co. Nationally  
 Clarke Brown Co. Southwest

... a Big share of the Biggest State at a minimum of cost!

# KONO

860 K. C.  
 SAN ANTONIO, TEXAS  
 Phone: CApiol 6-5171

## MARKET DATA

Source: 1954 Consumer Markets

Radio Homes	478,450
Population	1,789,900
Households	495,810
Total Retail Sales	\$1,648,396,000
Food	386,956,000
Eat & Drink	107,949,000
Drug	52,428,000
Gen. Mdse.	86,903,000
Apparel	77,083,900
Home Furnishings	358,657,000
Automotive	117,889,000
Filling Station	166,394,000
Build. Mat. & Hdwe.	
Consumer Spendable Income	2,416,655,000
Con. Sp. Inc./HH	4,784
Retail Sales/HH	3,300
Farm Population	230,300
Farm Households	64,750
Radio Farm Homes	56,710
Total Farms	68,623
Gross Farm Income	451,729,000
Gross Income/Farm	6,583
Farm Livestock	255,148,000
Farm Crop. Income	161,050,000

President .....Garfield Kiel  
Comm., Sta. Mgr.....Stan McKenzie  
Chief Engineer.....Louis Sowder

### **K S M L** SEMINOLE—1954

Frequency: 1250 Kc.... Power: 1000 Watts d  
Owned-Oper. By ..... Seminole Bcstrs.  
Address ..... 400 South Main St.  
Phone Number ..... 3798  
Co-Owner ..... Clint Formby  
Co-Owner ..... Marshall Formby  
Chief Engineer..... Kenneth Hightower

### **K S E Y** SEYMOUR—1950—KBS

Frequency: 1230 Kc..... Power: 100 Watts  
Owned-Oper. By..... W. C. Moss, Jr.  
News Service ..... AP  
Transcription Service ..... Keystone  
Pres., Gen., Comm. Mgr..... W. C. Moss, Jr.  
Sales Prom. Mgr..... Huch Weeld  
Program Dir..... Elizabeth Moss  
Publicity Dir..... Hal Fees  
Chief Engineer..... Richard Dorimer

### **K E V A** SHAMROCK—1949—KBS

Frequency: 1580 Kc..... Power: 250 Watts d.  
Owned-Oper. By... Shamrock Tex. Bcstg. Co.  
Address ..... Box 21  
Representative ..... Best  
Gen., Comm. Mgr..... Dick Dean  
Program Director..... Barbara Dean  
Chief Engr..... Bob Featherston

### **K R R V** SHERMAN-DENISON—1936 MBS-TEX STATE

Frequency: 910 Kc..... Power: 1000 Watts  
Owned-Oper. By.Red River Valley Bcstg. Corp.  
Address ..Box 94 (Denison), Box 665 (Sherman)  
Phone Number... 423 (Denison); 201 (Sherman)  
Air Time ..... Full Time  
Representative ..... Pearson  
Transcription Service..... Associated  
News Service ..... UP  
General Manager.. Tom E. Spellman (Sherman)  
Program Director..... Earl Ellington  
Chief Engineer..... Tom John

### **K T A N** SHERMAN—1947—KBS

Frequency: 1500 Kc..... Power: 250 Watts d.  
Owned-Oper. By..... Howard L. Burris  
Address ..... P. O. Box 661  
Phone: 2910..... Air Time: Full Time  
News Service ..... AP  
Membership ..... RAB  
Representative ..... Hil F. Best  
Owner ..... Howard L. Burris  
General Manager..... William A. Jaco  
Asst. Mgr., Chief Eng..... James Shelton

### **K A N N** SINTON—1954

Frequency: 1590 Kc..... Power: 1 Kw. d.  
Owned..... San Patricio Bcstg. Co.  
Air Time ..... Daytime  
News Service ..... AP  
Pres., Gen. Mgr..... Tom C. Fleet  
Commercial Mgr..... Princess J. Fleet  
Program Director..... Jack Peart  
Chief Eng..... Layman (Sonny) Stewart

### **K S N Y** SNYDER—1949—MBS

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Snyder Bdcstg. Co.  
Address ..... Box 1468  
Phone: 3-5451..... Air Time: Full Time  
Station Rep..... Continental  
Pres., Gen. Mgr..... J. T. Hughes  
Commercial Mgr..... Mel Z. Gilbert

### **K D W T** STAMFORD—1946—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By ..... David W. Ratliff  
Pres., Gen., Sta. Mgr. .... David W. Ratliff  
Comm., Prom. Mgr..... George Morey  
Program Director..... Phil Keener  
Chief Engineer..... Erick Henske

### **K S T V** STEPHENVILLE—1947—KBS

Frequency: 1510 Kc..... Power: 250 Watts d.  
Owned..... Galen O. Gilbert & J. R. Kincaid  
Address..... P. O. Box 102  
Phone: LI. 3141..... Air Time: Daytime  
News Service ..... UP  
Trans. Service..... Standard  
General Manager..... Galen O. Gilbert  
Commercial Mgr..... Jim Farr  
Sales Prom. Mgr..... Bill Bentley  
Prog., Pub. Dir..... John Dyer  
Chief Engineer..... Floyd Jeter

### **K S S T** SULPHUR SPRINGS—1947 MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By..... Hopkins County Bcstg. Co.  
Business-Studio Address..... P. O. Box 284  
Phone: 1230..... Air Time: Full Time  
Pres., Gen., Sta. Mgr..... William E. Bradford  
Comm., Mgr..... Clovis Pinion  
Sls. Prom. Mgr..... D. Funderburk  
Program Director..... Lona Long  
Chief Engineer..... Bill Bradford

### **K X O X** SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Radio & News, Inc.



Bus.-Studio-Transmitter Address.....Box 570  
 Phone: 4655-6.....Air Time: Full Time  
 News Service .....UP  
 Representative.....Hil F. Best  
 Membership .....NARTB  
 President.....J. S. McBeath  
 Gen., Sta. Manager.....James T. Allen  
 Commercial Mgr.....Elwood Fritch  
 Chief Engineer.....B. F. Kelly

### **K T A E**

**TAYLOR—1948—KBS**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KTAE, Inc.  
 Business Address.....121 E. Second St.  
 Phone: EL 2-3631.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep.....Clarke Brown  
 Pres., Gen. Mgr.....Graham Gillis Conoley  
 Commercial Manager.....John M. Wehby  
 Sales, Prom. Mgr.....Harry Gaines  
 Program Director.....F. Switzer, Jr.  
 Publicity Director.....Karine Gilstrap  
 Chief Engineer.....Gordon W. Rainey

### **K T E M**

**TEMPLE—1936—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bell Bcstg. Co., Inc.  
 Business-Studio Address.....17 S. Third St.  
 Phone: 3-5252.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB, RAB  
 President.....Frank W. Mayborn  
 General Manager.....Dale S. Phares  
 Station Manager.....Ralph Weedon  
 Program Director.....John O'Brien  
 Pub. Dir.....Jean Haynie  
 Chief Engineer.....Robert Meadows

### **K T E R**

**TERRELL—1950**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Terrell Bcstg. Corp.  
 Address.....Walnut & State Sts.  
 Transcription Service.....SESAC, Thesaurus  
 News Service .....UP  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Paul A. Wnorowski  
 Program Director.....Dean Tiller  
 Chief Engineer.....Martin Pitte

### **K C M C**

**TEXARKANA—1932—ABC-TSN**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCMC, Inc.  
 Business-Studio Address.....315 Pine St.  
 Phone: 3-6151.....Air Time: Full Time  
 News Service .....AP  
 Representative.....Yenard, Rintoul, McConnell  
 Membership .....NARTB  
 President.....C. E. Palmer  
 General Manager.....Frank O. Myers  
 Chief Engineer.....Harvey Robertson

### **K T F S**

**TEXARKANA—1946—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KTFS, Inc.  
 Business-Studio Address.....4325 N. Stateline  
 Phone: 3-5123.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NARTB  
 Pres., Gen. Mgr.....A. D. Smith, Jr.  
 VP & Sta. Mgr.....Les Eugene  
 Chief Engineer.....Joe Turbyfill

### **K T L W**

**TEXAS CITY—1947—KBS**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Texas City Bcstg. Ser.  
 Business-Studio Address.....Show Boat Bldg.  
 News Service .....UP  
 Sta. Rep.....Best  
 President.....John G. Long  
 Gen., Sta. Mgr.....Cleve Griffin  
 Chief Engineer.....Leon Giles

### **K G K B**

**TYLER—1930—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lucille Lansing  
 Address.....Box 957  
 Phone: 23874.....Air Time: Full Time  
 Transcription Service .....World  
 Representative.....Pearson  
 Membership .....NARTB, RAB  
 President.....Lucille Lansing  
 General Manager.....Gerry Lansing  
 Sales Prom. Mgr.....Sam Matthews  
 Program Director.....Edwin Smith  
 Chief Engineer.....Hudson C. Collins

### **K T B B**

**TYLER—1947—ABC**

Freq.: 600 Kc.....Power: 500 Watts d., 1 Kw. n.  
 Owned-Operated By.....Blackstone Bcstg. Co.  
 Business-Studio Address.....Blackstone Hotel  
 Phone: 4-7278.....Air Time: Full Time  
 News, Affil....."Courier Times Telegraph"  
 News Service .....UP  
 Representative.....Venard, Melville  
 Membership .....NARTB, RAB  
 President.....Mrs. C. N. Clyde  
 Gen., Sta. Mgr.....M. Danbom  
 Commercial Mgr.....Bill Whitworth  
 Comm., Prom. Mgr.....David Bothwell  
 Prog., Pub. Dir.....Bill Orum  
 Chief Engineer.....R. A. Wileman

### **K V O U**

**UVALDE—1947—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....E. J. & W. J. Harpole  
 Address.....1400 Batesville Rd.  
 News Service .....AP  
 Gen. Mgr.....Edward J. Harpole  
 Station Mgr.....Bob Hicks  
 Program Dir.....Al Mason  
 Chief Engineer.....Walter Herbert, Jr.

# K V W C

VERNON—1939

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Northwestern Bcstg. Co.  
Address. 1813 Wilbarger  
Air Time. Full Time  
Station Rep. Clark, Melville  
General Manager. James Doyle

# KNAL

VICTORIA—1949

Frequency: 1410 Kc. Power: 500 Watts  
Owned-Operated By. Victoria Bcstg. Co.  
Address. Box 642  
Transcription Service. Thesaurus  
Representative. Hil F. Best  
President. A. B. Alkek  
Gen., Sta. Manager. James A. Traber  
Commercial Mgr. Warren Dentler  
Sls. Prom. Mgr. Jerry Salzer  
Pub. Dir. B. F. Nance  
Program Director. Robert J. Smith  
Chief Engineer. Douglas Smith

# K V I C

VICTORIA—1939—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. KVIC Bcstg. Co.  
Business Address. Box 725  
Phone: HL 3-9171 Air Time: Full Time  
News Service. UP  
Transcription Service. World  
Membership. RAB  
President. J. G. Long  
Gen., Comm. Mgr. Willam C. Burks  
Sales Prom. Mgr. Pat Reed  
Program Dir. Wilburn H. Jackson  
Chief Engineer. Vic Boldt

# K W T X

WACO—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. KWTX Bcstg. Co.  
Business-Studio Address. P. O. Box 3128  
Phone: 3-7331 Air Time: Full Time  
News Service. AP  
Representative. Everett McKinney  
Membership. NARTB  
Gen., Sta. Manager. M. N. Bostick  
Commercial Manager. J. M. Brinegar  
Sales Prom. Mgr. Harry L. Gillam  
Program Director. Curtis B. Matties  
Chief Engineer. William Moore

# W A C O

WACO—1922—ABC-TSN

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By. Waco Bcstg. Co.  
Business Address. 3620 Franklin Ave.  
Phone: 2-6571 Air Time: Full Time  
News Service. AP  
Membership. NARTB, RAB  
President. Gene L. Cagle

Gen., Sta. Manager. R. Lee Glasgow  
Comm. Mgr. D. D. Hayslett  
Chief Engineer. Jesse H. Dove

# K R G V

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By. Taylor Radio & TV Corp.  
Bus. Studio-Transmitter Address. 201 Border St.  
Phone: 375 Air Time: Full Time  
News Service. AP, UP  
Transcription Service. World, SESAC  
Representative. Raymer  
Membership. NARTB  
President. O. L. (Ted) Taylor  
General Manager. Byron W. Ogle  
Station Manager. Brad H. Smith  
Comm., Sales Prom. Mgr. Jack Keasler  
Program Director. Johnny Roark  
Publicity Director. Ted Cressner  
Chief Engineer. Lewis Hartwig

# K F D X

WICHITA FALLS—1947—ABC

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By. Wichtex Radio and Tel. Co.  
Address. City Natl. Bldg.  
Phone: 2-8668 Air Time: Full Time  
News Service. UP  
Trans. Ser. World, SESAC  
Station Rep. Raymer  
Membership. NARTB  
President. Darrold A. Cannan  
V.P., Station Mgr. Howard Fry  
General Manager. John R. White  
Comm. Manager. M. Johnson  
Chief Engineer. John Adams

# K T R N

WICHITA FALLS—1949—MBS

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. Texoma Bcstg. Co.  
Address. 917 1/2 Scott St.  
Phone: 2-5214 Air Time: Full Time  
News Service. AP  
Representative. Pearson  
Membership. NARTB, RAB  
Pres., Gen. Manager. Boyd Kelley  
Commercial Mgr. Ernest Skinner  
Program Director. Bill Edgar  
Chief Engineer. Bob Harmon

# K W F T

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By. Rowley-Brown Bcstg. Co.  
Business-Studio Address. P. O. Box 420  
Phone: 3-4181 Air Time: Daytime  
News Service. UP  
Transcription Service. Lang-Worth  
Station Rep. Blair  
President. Kenyon Brown  
Station. Nat'l Sls. Mgr. A. L. Pierce  
Comm. Manager. Blaine Cornwell  
Promotion Manager. Owanah Shelton  
Chief Engineer. Herbert T. Wiley

# UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — Families 259,000  
Radio Homes 254,000 — TV Homes 142,000 — Stations in State 19

## K B U H

BRIGHAM CITY—1948—KBS

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Revella M. Bone  
Address.....948 W. Forrest St.  
Phone: 948.....Air Time: Daytime  
Owner.....Revella M. Bone  
General Manager.....Wade M. Ebeling  
Sales Prom. Mgr.....Art Fishler  
Chief Engineer.....Samuel Stevens

Address.....4646 So. State St.  
Phone: 6-4419.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....W. Biddick  
Membership.....NARTB  
President.....Oral J. Wilkinson  
Gen. Sta. Mgr.....H. W. Pingree  
Comm. Mgr.....Ted Rogers  
Prog. Dir.....Mitzi Bailey  
Chief Engineer.....E. Greene

## K S U B

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By.....So. Utah Bcstg. Co.  
Address.....189 N. Main St.  
Phone: 590.....Air Time: Full Time  
News Service.....UP  
Membership.....NARTB, RAB  
President.....Ivor Sharp  
General Manager.....Arthur Higbee  
Commercial Mgr.....W. V. Lowe  
Program Director.....Mauray Payne  
Chief Engineer.....Richard Gunn

## K L O

OGDEN—1925

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By.....Interstate Bcstg. Corp.  
Address.....Hotel Ben Lomond  
Phone: 4-5721.....Air Time: Full Time  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB, RAB  
President.....Edris Glasmann  
General Manager.....George Hatch  
Station Manager.....Cecil Hefel  
Commercial Manager.....W. Kimball Ward  
Sls. Prom. Mgr. Prog. Dir.....L. Allen  
Publicity Director.....Dale Brown  
Chief Engineer.....Robert V. Beadles

## K L G N

LOGAN—1954

Frequency: 1390 Kc. Power: 1,000 Watts d.  
Owned-Oper. By.....Atlas Engineering Co.  
Address.....1870 Aitken Ave.  
Phone: 6-4808.....Air Time: Daytime  
Pres., Gen. Mgr.....Obed C. Haycock  
Chief Eng.....Wayne Holmes

## K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....KOPP, Inc.  
Address.....W. 12th St.  
Phone: 3-3476.....Air Time: Daytime  
News Service.....UP  
Station Rep.....Indie  
Transcription Service.....Lang-Worth  
Membership.....RAB  
President.....G. Stanley Brewer  
General Manager.....L. B. Suttlemyre

## K V N U

LOGAN—1938—MBS-KBS

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By.....Cache Valley Bcstg. Co.  
Address.....1393 N. Main St.  
Phone: 1400.....Air Time: Full Time  
News Service.....UP  
Representative.....Avery Knodel  
Transcription Service.....World  
Membership.....NARTB, RAB  
President.....Herschel Bullen  
Gen., Sta. Mgr.....Reed Bullen  
Comm., Sales Prom. Mgr.....W. W. Kirkland  
Program Director.....Morgan White  
Chief Engineer.....DelMont Olesen

## K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....United Bcstg. Co.  
Business Address.....1538 Gibson Ave.  
Phone: 2-7535.....Air Time: Full Time  
Representative.....Biddick, Webb  
Membership.....RAB  
Trans. Ser.....Thesaurus  
News Service.....AP  
Pres., Gen. Mgr.....Arch G. Webb  
Commercial Mgr.....David B. Affleck  
Chief Engineer.....James Conroy

## K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Murray Bcstg. Service

# KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Utah Bcstg. Co.  
 Address.....Box 591  
 Phone: Price 200.....Air Time: Full Time  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Jack Richards  
 Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

Address.....P. O. Box 550  
 Phone: 2801, 3.....Air Time: Full Time  
 News Service.....UP  
 Station Rep.....Hollingbery, Webb  
 Pres., Co-Owner, Comm., Prom.  
 Mgr.....Frank A. Van Wagenen  
 Gen., Sta. Mgr., Co-Owner,  
 Prog., Pub. Dir.....Harold E. Van Wagenen  
 Chief Engineer.....Francis Boyer

# KEYY

PROVO—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mid Utah Bcstg. Co.  
 Address.....16 W. 3rd South  
 Phone: 4060.....Air Time: Full Time  
 News Service.....AP  
 Membership.....RAB  
 President.....D. Spencer Grow  
 Gen. Mgr.....E. A. Niehay  
 Commercial Mgr.....Dave Weiser  
 Program Director.....Hal Parkes  
 Chief Engineer.....J. Paul Smith

# KOVO

PROVO—1939—MBS

Frequency: 969 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KOVO Bcstg. Co.  
 Business-Studio Address.....16 E. 3rd St.  
 Phone: 1680.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 President.....Clifton A. Tolboe  
 General-Station Mgr.....L. H. Curtis  
 Pgm. Dir.....James H. Lawrence  
 Publicity Dir.....Wayne Carle  
 Chief Engineer.....Le-R Burton

# KIXX

PROVO—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....KIXX, Inc.

## THOSE WHO KNOW FAMOUS BRANDS . . .

## KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

# K S V C

## RICHFIELD—1947 INTERMOUNTAIN

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Sevier Valley Bcstg. Co.  
 Business Address: 980 Tower Lane  
 Phone: 620 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Avery Knodel  
 Membership: NARTB, RAB  
 President: Homer Bandlely  
 Gen., Sta. Mgr.: Arthur Tucker  
 Comm. Mgr. Chief Eng.: Ralph Ross  
 Sls. Prom. Mgr.: T. Mendenhall  
 Prog. Dir.: Hal Edwards  
 Pub. Dir.: Bill King

# K A L L

## SALT LAKE CITY—1945 MBS-INTERMOUNTAIN

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By: Salt Lake City Bcstg. Co.  
 Business-Studio Address: 146 S. Main St.  
 Phone: 4-3561 Air Time: Full Time  
 News Service: AP  
 Representative: Avery-Knodel, Inc.  
 Membership: NARTB, RAB  
 President: George C. Hatch  
 Gen., Sta., Comm. Mgr.: Thomas H. Anderson  
 Sls. Prom. Mgr.: E. S. Smith  
 Publicity Manager: Florian Winerlter  
 Program Director: Kay Richins  
 Chief Engineer: W. D'Orr Cozzens

# K D Y L

## SALT LAKE CITY—1922—NBC

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned: Intermountain Bcstg & Telev. Corp.  
 Bus.-Studio Address: 130 Social Hall Ave.  
 Phone: 22-5681 Air Time: Full Time  
 News Service: UP  
 Representative: Katz  
 Transcription: Thesaurus  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: G. Bennett Larson  
 Program Director: Des Barker  
 Comm. Mgr.: Glen Shaw  
 Publicity Dir.: Del Leeson  
 Chief Engineer: Allan Gunderson

# K N A K

## SALT LAKE CITY—1945

Freq.: 1280 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned: Granite District Radio Bcstg. Co.  
 Business-Studio Address: 1042 So. 6th W.

Phone: 4-3685 Air Time: Full Time  
 News Service: UP  
 Representative: Forjoe  
 President: Howard D. Johnson  
 Gen., Comm. Mgr.: Lee Walker  
 Program Director: Mildred Baker  
 Chief Engineer: Howard D. Johnson

# K S L

## SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Radio Service Corp. of Utah  
 Bus.-Studio Address: 10 S. Main St.  
 Phone: 5-4641 Air Time: Full Time  
 News Service: AP, UP  
 Trans. Ser.: Associated  
 Representative: CBS Radio Spot Sales  
 Membership: NARTB, RAB  
 President: J. Reuben Clark  
 Vice Pres.: Jay W. Wright  
 Exec. Vice Pres.: Ivor Sharp  
 Vice Pres., Sta. Mgr.: Eugene M. Halliday  
 Sales Manager: Frank McLatchy  
 Merchandising Dir.: Raymond W. F. Fritsch  
 Program Director: Joseph A. Kjar  
 Prom. Mgr.: A. Richard Robertson  
 Chief Engineer: Vincent Clayton

# K U T A

## SALT LAKE CITY—1938—ABC

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By: Utah Bcstg. & Telev. Co.  
 Business-Studio Address: 179 Motor Ave.  
 Phone: 22-2505 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Hollingbery  
 Membership: NARTB  
 President, General Mgr.: Frank C. Carman  
 Sta. Mgr., Prog. Dir.: Ray Fadel  
 Comm., Sales Prom. Mgr.: Allan Thomas  
 Publicity Director: Allen Cornwall  
 Chief Engineer: C. Wendell Bell

# K J A M

## VERNAL—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Uintah Bcstg. Co.  
 Address: 120 E. Main St.  
 Phone: 494 Air Time: Full Time  
 Trans.: Standard, Capitol, MacGregor, Cole  
 President: James C. Wallentine  
 Gen. Mgr., News Dir.: Lee Walker  
 Commercial Manager: Grant E. Parry  
 Chief Engineer: Wallace D. Raker

# VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — Families 111,000

Radio Homes 107,000 — TV Homes 67,000 — Stations in State 13

## W B T N

**BENNINGTON—1953**

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By: Catamount Bcstrs. Inc.  
Address: Harwood Hill  
Phone: 6321 Air Time: Daytime  
News Service: UP  
Representative: McGillvra, Kirby  
Co-Owner & Treas.: J. Gordon Keyworth  
Station Manager: Ben A. Hubley  
Chief Engineer: J. Gordon Keyworth

## W T S A

**BRATTLEBORO—1949—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Tri-State Area  
Address: Putney Rd.  
Phone: ALpine 4-4567 Air Time: Full Time  
News Service: UP  
Representative: Walker  
President: Theodore Feinstein  
Vice-Pres., Gen. Mgr.: Phillips Terhune  
Program Director: Loren C. Smith  
Chief Engineer: Edward D. Somes

## W C A X

**BURLINGTON—1927—CBS**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: WCAX Bcstg. Corp.  
Business-Studio Address: 135 Main St.  
Phone: BU. 3-3437 Air Time: Full Time  
News Service: UP  
Transcription Service: SESAC  
Representative: Weed  
Membership: NARTB, RAB  
President, Gen. Mgr.: C. P. Hasbrook  
Sta., Comm. Mgr.: J. D. Swan  
Program Director: Louis J. Roche  
Chief Engineer: James W. Tierney

## W D O T

**BURLINGTON—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned: WDOT, Corp.  
Address: 109 S. Winooski Ave.  
Air Time: Full Time  
Station Rep.: McGillvra  
President: Val Carter

## W J O Y

**BURLINGTON—1946—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Vermont Bcstg. Corp.  
Bus.-Studio-Transmitter Location: 633 Main St.  
Phone: 4-5774 Air Time: Full Time  
Transcription Service: Thesaurus  
News Service: AP

Representative: Brannon, Rambeau  
Membership: RAB, NARTB  
President: David W. Howe  
Sta., Comm. Mgr.: Alfred E. Spokes  
Chief Engineer: Donald M. Wheatley

## W S K I

**MONTPELIER-BARRE—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Montpelier-Barre Bcstg. Co.  
Business Address: Union Mutual Bldg.  
Phone: 1740 Air Time: Full Time  
News Service: AP  
Representatives: Borgatti, W. S. Grant  
Pres., Gen., Comm. Mgr.: C. W. Grinnell  
Program Director: Robert Bannon  
Sales Prom. Mgr.: Harry C. Perrigo  
Chief Engineer: Gerald Mareot

## W I K E

**NEWPORT—1952**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Memphremagog Bcstg. Co.  
Address: Box 586  
Phone: 832-3 Air Time: Full Time  
Transcription Service: World  
News Service: UP  
Membership: NARTB, RAB  
Reps.: McGillvra, Kettel-Carter  
President: E. Dean Finney  
General Manager: Donald Thurston  
Program Director: William Graham  
Chief Engineer: D. A. Thurston

## W H W B

**RUTLAND—1949**

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By: Central Vt. Bcstg. Corp.  
Address: 24½ Center St.  
Phone: PR. 3-3200 Air Time: Daytime  
News Service: AP  
Transcription Service: World  
Representative: Kettell-Carter, Gill-Perna  
Pres., Gen., Sta. Mgr.: Vena M. Bates  
Chief Engineer: Kenneth Pockett

## W S Y B

**RUTLAND—1930—KBS-MBS**

**YANKEE**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By: Philip Weiss Music Co.  
Bus.-Studio Address: 35 Washington St.  
Phone: PR 3-8140 Air Time: Full Time  
News Service: UP  
Representative: McGillvra, Walker  
President: Phillip Weiss  
Station Manager: J. H. Weiss

**WWSR**

**ST ALBANS—1941—YANKEE**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Vermont Radio Corp.  
 Business-Studio Address: 75 N. Main St.  
 Phone: 1390 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Representative Walker  
 Membership NARTB  
 President-Gen. Mgr. Lloyd Squier  
 Sta., Comm., Sales Prom. Mgr. Richard W. Hill  
 Program Director Robert Leavitt  
 Publicity Dir. C. Stuart Perry  
 Chief Engineer Theodore Boisvert

**WTWN**

**ST. JOHNSBURY—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Twin State Bcstrs, Inc.  
 Address Concord Ave.  
 Phone: Pioneer 8-2344 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus, World  
 Membership NARTB, RAB  
 Representative McGillvra, Kettell-Carter  
 Pres., Gen. Mgr. E. Dean Finney  
 Comm. Manager Raymond Munkittrick  
 Sales Prom. Mgr. Franklin Owens

Program Director Tom Kibbe  
 Chief Engineer James Edgerton

**WNIX**

**SPRINGFIELD—1954**

Frequency: 1480 Kc. Power: 1 Kw.  
 Owned Conn. Valley Bcstg. Co., Inc.  
 Address 106 Park St.  
 Phone: 4514 Air Time: Daytime  
 News Service UP  
 Trans. Ser. Thesaurus  
 Station Rep. McGillvra, Kettell-Carter  
 President E. Dean Finney  
 Manager Guy O. Austin  
 Program Director Ken Greene

**WDEV**

**WATERBURY—1931—MBS**

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Oper. By Lloyd E. Squier  
 Address 8 Stowe St.  
 Phone: 4-7321 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Walker  
 Membership RAB  
 General Manager Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir. Craig S. Parker  
 Chief Engineer Warren Chase

**VIRGINIA**

Pop. Feb. 1, 1955 (Est.) 3,658,000 — Families 880,000  
 Radio Homes 788,000 — TV Homes 562,000 — Stations in State 78

**WPIK**

**ALEXANDRIA—1945**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Potomac Bcstg. Corp.  
 Address Virginia Theatre Bldg.  
 Phone: OV. 3-3000 Air Time: Daytime  
 Representative Grant Webb  
 Membership NARTB, RAB  
 News Service AP  
 Pres., Gen. Mgr. Carl L. Lindberg  
 Commercial Mgr. Art Kellar  
 Publicity Dir. Leonard Delbert

**WEAM**

**ARLINGTON—1947**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Oper. By Arlington Fairfax Bcstg. Co.  
 Address 2030 N. 16th St.  
 President Harold H. Thoms  
 General Manager George Oleson  
 Chief Engineer Robert Downie

**WARL**

**ARLINGTON—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By No. Virginia Bcstrs., Inc.  
 Bus. Studio Address 5232 Lee Hwy.  
 Phone: KE. 6-9000 Air Time: Daytime  
 News Service UP  
 President Cy Blumenthal  
 Sta. Mgr. Ray Armand  
 Comm. Mgr. G. A. Crump  
 Program Director J. W. Galloway  
 Chief Engineer James S. Petty

**WBLT**

**BEDFORD—1950**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Bedford Bcstg. Co.  
 Address P. O. Box 406  
 Transcription Service RCA, Thesaurus  
 Membership NARTB  
 Pres., Gen. Mgr. A. P. Marsh  
 Commercial Manager James E. Synan  
 Program Director A. P. Marsh

**WLS D**

**BIG STONE GAP—1953**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Gap Bcstg. Co.

Phone: 960..... Air Time: Daytime  
 News Ser. .... AP  
 Trans. Ser. .... World  
 Membership ..... NARTB  
 General Manager..... W. H. Wren Jr.  
 Program Director..... Ruth Jensen  
 Chief Engineer..... Andrew R. McMaster

# W K L V

**BLACKSTONE—1947—MBS**

Frequency: 1490 Kc..... Power: 250 watts  
 Owned-Oper. By.... Blackstone Bdcstg. Corp.  
 Address ..... Community Bldg.  
 Phone: 478..... Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 Representative ..... Colton  
 News Service ..... AP  
 President..... H. L. Umstead  
 Sta. Mgr., Chief Eng..... Cosby A. Draper, Jr.

# W C Y B

**BRISTOL—1946**

Frequency: 690 Kc..... Power: 10,000 Watts d.  
 Owned-Oper. By.... Appalachian Bcstg. Corp.  
 Address ..... Box 1009  
 Phone: North 3560..... Air Time: Daytime  
 News Service..... AP, UP  
 Transcription Service.. World, Cole, Associated  
 Station Rep..... Gill Perna  
 Membership ..... NARTB, RAB  
 President, Gen. Mgr..... Robert H. Smith  
 Comm. Mgr..... J. Fey Rogers  
 Program Director..... James D. Thomas  
 Chief Engineer..... R. V. Robinson

# W F H G

**BRISTOL—1954—MBS**

Frequency: 980 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Bristol Bcstg. Co.  
 Address ..... P. O. Box 799  
 Phone: N-3620..... Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 Trans. Ser..... Thesaurus, Standard  
 Station Rep..... Walker, Dora-Clayton  
 Pres., Gen. Mgr..... W. C. Nininger  
 Commercial Manager..... Jack Martin  
 Program Director..... David Pursglove  
 Chief Engineer..... John Hughlett

# W C H V

**CHARLOTTEVILLE—1933—ABC**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By.... Barham & Barham  
 Bus-Studio-Transmitter Address. Rose Hill Dr.  
 Phone: 2-5121..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Clark  
 Membership ..... RAB  
 Managing Director..... Charles Barham, Jr.  
 Gen., Comm. Manager..... Robert C. Walker  
 Prog., Pub. Dir..... R. G. Sketchley, Jr.  
 Promotion Manager..... Charles Smith  
 Chief Engineer..... R. M. Craighill

# W I N A

**CHARLOTTEVILLE—1949—MBS,  
KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By.. Charlottesville Bcstg. Corp.  
 Address ..... 4th & Main  
 Phone: 2-6177 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Station Rep..... Indie Sales, Inc.  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Donald G. Heyne  
 Comm. Mgr..... Thomas M. Behrendt  
 Chief Engineer..... Lawrence Kennedy

# W B C R

**CHRISTIANBURG—1954**

Frequency: 1260 Kc... Power: 1000 Watts d.  
 Owned-Oper. By.... Montgomery Bcstg. Co.  
 Phone Number ..... 7601  
 President..... Dr. Vernon H. Baker  
 Sec. Treas..... Virginia Baker  
 Gen. Manager..... Durwood Powell

# W C F V

**CLIFTON FORGE—1950—MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By.... Clifton Forge Bcstg. Corp.  
 Address ..... Fairview Hts  
 Phone: 2147..... Air Time: Full Time  
 Trans. Ser..... Standard, SESAC  
 News Service ..... AP  
 President..... Cletus H. Lawler  
 General Manager..... Grover K. Fulk

# W K E Y

**COVINGTON—1941—ABC**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Earl M. Key  
 Business Address..... Main St.  
 Phone: 8351..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Devney  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 General Manager..... Earl M. Key  
 Commercial Mgr..... Kenneth L. Bryant  
 Program Director..... John Lee Davis  
 Chief Engineer..... E. G. Hemingway

# W S V S

**CREWE—1947**

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By.... So. Virginia Bcstg. Corp.  
 Business Address..... 800 Melody Lane  
 Phone: 7811..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service..... World  
 Membership ..... RAB  
 President ..... Calvin S. Willis  
 VP & Gen. Mgr..... John E. Sadler  
 Commercial Mgr..... Freeman H. Stewart  
 Prog. Dir..... F. H. Watkins  
 Chief Engineer..... C. E. Wilson



# WCVA

**CULPEPER—1949—KBS-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Culpeper Bcstg. Co.  
Address... Radio Bldg.  
Phone: 8338 Air Time: Full Time  
News Service... UP  
Trans. Ser... Standard, Lang-Worth  
Station Rep... Indie  
President... Ira C. Hopkins  
Gen., Comm. Mgr... John T. Rogers  
Asst. Mgr., Prog. Mgr... Gerald M. Donovan  
Chief Engineer... Walter Wilkerson

# WBTM

**DANVILLE—1930—ABC**

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By... Piedmont Bcstg. Corp.  
Bus-Studio Address... Hotel Danville Bldg.  
Phone: 2350 Air Time: Full Time  
News Service... AP  
Transcription Service... World  
Representative... Gill-Perna  
Membership... NARTB, RAB  
President... L. N. Dibrell  
General Manager... Edward G. Gardner  
Comm. Mgr... John Holland  
Program Director... Milton Adams  
Chief Engineer... Lyle C. Motley

# WDVA

**DANVILLE—1947—MBS**

Freq.: 1250 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Va.-Carolina Bcstg. Corp.  
Address... American Natl. Bank Bldg.  
Phone: 5300 Air Time: Full Time  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... Robert S. Keller  
Membership... NARTB, RAB  
President... J. D. Pruitt  
VP & Gen. Mgr... Emerson J. Pryor  
Commercial Mgr... Stover Morris, Jr.  
Sls. Prom. Mgr., Pub. Dir... R. Hess, Jr.  
Program Director... Richard Campbell  
Chief Engineer... Howard Clendenon

# WEVA

**EMPORIA—1952**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Stone Bdcstg. Co.  
Address... Washington St. & Florida St.  
Phone: 2133 Air Time: Full Time  
Trans. Ser... Thesaurus  
News Service... AP  
Pres., Gen. Mgr... M. E. Stone  
Station Manager... A. L. Drew  
Commercial Mgr... Sally Whitlock  
Chief Engineer... E. A. Short, Jr.

# WFAX

**FALLS CHURCH—1948—KBS**

Frequency: 1220 Kc. Power: 500 Watts d.  
Owned-Operated By... Lamar A. Newcomb

Address... Box L  
Phone Number... Jefferson 2-0900  
News Service... UP  
Pres., Gen. Mgr... Lamar A. Newcomb  
Program Director... Genevieve Main  
Chief Engineer... Richard Fanning

# WFLO

**FARMVILLE—1947**

Frequency: 870 Kc. Power: 1000 Watts d.  
Owned-Operated By... Colonial Bcstg. Co.  
Business Address... 118 W. Third St.  
Phone: Farmville 870 Air Time: Daytime  
News Service... UP  
Transcription Service... Thesaurus  
Representative... Clark  
Membership... NARTB, RAB  
Pres., Gen. Mgr... Carla B. Keys  
Station Manager... John D. Wilson  
Commercial Mgr... Reginald Speir  
Program Director... John Calhoun  
Chief Engineer... Charles K. Chrismon

# WFVA

**FREDERICKSBURG—1939—ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Fredericksburg Bcstg. Corp.  
Business Address... 707 Princess Anne St.  
Phone: 1261 Air Time: Full Time  
News Service... UP  
Exec. Vice-Pres... Richard Lewis  
Manager... Walter F. Harris, Jr.

# WFTR

**FRONT ROYAL—1948—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Sky Park Bcstg. Corp.  
Address... P. O. Box 192  
Phone: 750 Air Time: Full Time  
News Service... AP  
Transcription... World  
Membership... NARTB  
President... J. Gruver Hillidge  
Gen., Comm. Mgr... Kenneth Gordon  
Program Pub. Director... Tom Gibson  
Chief Engineer... Claude F. Jones

# WBOB

**GALAX—1946—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Carroll-Grayson Bcstg. Corp.  
Address... Poplar Knob Rd.  
Phone: 2921 Air Time: Full Time  
Station Rep... Clark  
President... Robert V. Morris  
Gen., Sta. Manager... Joseph P. Crockett  
Program Director... Muriel Bell  
Commercial Manager... Brice J. Parks  
Chief Engineer... Edward Boyer

# WVEC

**HAMPTON—1948—NBC**

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned-Operated By... Peninsula Bcstg. Co.



Studio-Trans. Address.....1490 Pembroke  
 Phone: HA. 6332..... Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... World, Standard  
 Representative..... Avery-Knodel  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... Thomas P. Chisman  
 V.P. & Dir. Sls..... Harrol A. Brauer, Jr.  
 Op. Mgr..... L. W. Kuewer  
 Prom. & Merc. Dir..... G. McCarty  
 Program Director..... Dick Kidney  
 Chief Engineer..... Wm. C. King, Jr.

**W S V A**

**HARRISONBURG—1935—NBC**

Freq.: 550 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owner-Oper... Shenandoah Valley Bcstg. Corp.  
 Business-Studio Address..... Rawley Pike  
 Phone: 4-4431..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... World  
 Representative (Eastern)..... Pearson  
 Membership..... NARTB, RAB  
 President..... Frederick L. Allman  
 Sales Prom. Mgr..... R. H. Johnson  
 Program Director..... Alvin Mullinax  
 Pucicity Director..... Andy McCaskey  
 Chief Engineer..... Warren L. Braun

**W H A P**

**HOPEWELL—1949**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By... The Hopewell Bcstg. Co.  
 Business Address..... City Point Rd.  
 Phone: HO. 801..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Representative..... Indie Sales  
 Membership..... NARTB  
 Pres..... C. S. Willis  
 VP & Gen. Mgr..... J. E. Sadler  
 Comm. Mgr..... C. K. Bibby  
 Prog. Dir..... Lee Leonard  
 Chief Engineer..... C. Victor Johnson

**W R E L**

**LEXINGTON—1948—NBC-KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By... Rockbridge Bcstg. Co.  
 Phone: 6000..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Indie Sales  
 Membership..... NARTB  
 President..... Marshall L. Wilmer  
 Gen., Sta., Comm. Mgr..... Milton B. Henson  
 Program Director..... Joseph E. Lynn, Jr.  
 Chief Engineer..... James I. Bray, Jr.

**W L V A**

**LYNCHBURG—1930—ABC**

Frequency: 590 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Lynchburg Bcstg. Corp.  
 Address..... 925 Church St.  
 Phone: 2-1242..... Air Time: Full Time  
 News Service..... AP

Trans. Ser..... Lang-Worth, Associated  
 Representative..... George P. Hollingbery  
 Membership..... NARTB  
 President..... Edward A. Allen  
 Gen., Sta. Manager..... Philip P. Allen  
 Commercial Manager..... Joseph F. Wright, Jr.  
 Prog. Publ. Dir..... Warren Uttal  
 Chief Engineer..... John T. Orth

**W W O D**

**LYNCHBURG—1947—MBS**

Frequency: 1390 Kc..... Power: 1000 Watts  
 Owned-Oper. By... Old Dominion Bcstg. Corp.  
 Address..... P. O. Box 918  
 Phone: 2-3441..... Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... Thesaurus World  
 Representative..... Walker  
 Membership..... NARTB  
 President..... David Hugh Dillard  
 Gen., Sta. Mgr..... Charles R. Maillet  
 Commercial Manager..... Richard E. Gooch  
 Prog., Pub. Dir..... Don Jarvis  
 Chief Engineer..... Forest J. Pinkerton

**W M E V**

**MARION—1948—ABC-KBS**

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By... Mountain Empire Bcstg. Corp.  
 Address..... Park Boulevard Rt. No. 637  
 Phone: 3-9001..... Air Time: Daytime  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... Indie Sales  
 Membership..... NARTB, RAB  
 Pres., Gen., Comm. Mgr... Robert C. Wolfenden  
 Pgm. Dir..... Stella D. Wolfenden  
 Chief Engineer..... Edward Surface

**W H E E**

**MARTINSVILLE—1954**

Frequency: 1370 Kc..... Power: 500 Watts  
 Owned..... Mechlenburg Bcstg. Corp.  
 Address..... Chatham Heights  
 Air Time..... Daytime  
 News Service..... UP  
 Trans. Ser..... Lang-Worth  
 Pres., Gen. Mgr..... John W. Shultz  
 Commercial Mgr..... Charles F. Adams  
 Promotion Manager..... Thomas W. Patterson

**W M V A**

**MARTINSVILLE—1941—NBC-KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By... Martinsville Bcstg. Co., Inc.  
 Address..... Chatham Heights  
 Phone: VI. 2152..... Air Time: Full Time  
 News Service..... AP  
 Representative..... W. S. Grant  
 Membership..... NARTB  
 President..... H. Grady Moore  
 General Manager..... Maynard E. Dillaber  
 Commercial Mgr..... Lester Williams  
 Program Director..... Barbara Zimmerman  
 Chief Engineer..... B. E. Boyer



# WSIG

**MOUNT JACKSON—1954**

Frequency: 790 Kc. Power: 1 Kw.  
 Owned-Oper. By: Richard F. Lewis, Jr.  
 Address: WSIG, Bldg.  
 Phone: 790. Air Time: Daytime  
 News Service: UP  
 Gen., Comm. Mgr.: H. T. Van Derwerker  
 Program Director: Phil Potter

# WNRV

**NARROWS—1953**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Giles Bcstg. Co.  
 Phone: 2211. Air Time: Daytime  
 News Service: AP  
 Transcription Representative: World  
 President: Clark  
 General Manager: H. J. Romanus  
 Commercial Mgr.: Tom Hicks  
 Program Director: R. J. Torquato  
 Chief Engineer: Albert A. Rich  
 Washington Elitchko

# WACH

**NEWPORT NEWS—1947—KBS**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Eastern Bcstg. Corp.  
 Business-Studio Address: 114 W. 24th St.  
 News Service: UP  
 Station Rep.: Walker  
 Trans. Ser.: Capitol, Lang-Worth  
 Membership: NARTB, RAB  
 President: John Doley  
 General Manager: H. A. Seville  
 Program Dir.: Tom Bradshaw, Jr.

# WGH

**NEWPORT NEWS—1928—ABC**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: Hampton Roads Bcstg. Corp.  
 Bus.-Studio Address: 739 Boush St., Norfolk  
 Phone: Norfolk 2-7031. Air Time: Full Time  
 News Service: AP  
 News. Affil.: Daily Press, Times-Herald  
 Trans. Ser.: Amp  
 Representative: Gill-Perna  
 Membership: NARTB, RAB  
 President: William R. Van Buren, Sr.  
 Gen.-Sta. Manager: Edward E. Bishop  
 Commercial Mgr.: Clyde F. Meades  
 Program Director: Ambert Dail  
 Publicity Director: William A. Rhyne  
 Chief Engineer: Alois Braun

# WCMS

**NORFOLK—1954**

Frequency: 1050 Kc. Power: 1000 W. d.  
 Owned-Oper. By: Cy Blumenthal  
 Address: Helena Building  
 Phone: MA 2-4824. Air Time: Daytime  
 President: Cy Blumenthal  
 General Manager: William B. Davis  
 Chief Engineer: Ted Spivey

# WNOR

**NORFOLK—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Norfolk Bcstg. Co.  
 Address: 1019 Boissevain Ave.  
 Phone: 27071. Air Time: Full Time  
 Transcription Service: Lang-Worth  
 Representative: Weed  
 President: Louis H. Peterson  
 Gen., Comm. Mgr.: Earl Harper  
 Program Manager: Bill Montgomery  
 Chief Engineer: Howard Sheets

# WRAP

**NORFOLK—1952**

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned-Operated By: Rollins Bcstg., Inc.  
 Address: 300 Portlock Bldg.  
 Phone: 4-8307. Air Time: Full Time  
 Representative: Pearson  
 Chairman of Board: John W. Rollins  
 President: O. Wayne Rollins  
 Gen., Sta., Comm. Mgr.: Robert Lyons  
 Chief Engineer: Glen Frazier

# WTAR

**NORFOLK—1923—CBS**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By: WTAR Radio Corp.  
 Bus.-Studio Address: 720 Boush St.  
 Phone: 56711. Air Time: Full Time

*The Best in Listening*

# WACH

1270 Kc.

Tidewater Radio

Newport News-Norfolk, Va.

News Service .....AP  
 News Affil. .... Norfolk Newspapers, Inc.  
 Transcription Service ..... Standard World  
 Membership ..... NARTB, RAB  
 Representative ..... Edward Petry  
 Pres., Sta. Mgr. .... Campbell Arnoux  
 Gen. Mgr. .... J. C. Peffer  
 Commercial Mgr. .... Robert M. Lambe  
 Promotion Manager ..... Robert M. Davis  
 Program Director ..... Harold Soldinger  
 Publicity Director ..... Robert M. Davis  
 Chief Engineer ..... Dick Lindell

## WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Blainox Radio Co., Inc.  
 Bus. Studio Address ..... Harlan, Ky.  
 Phone: 700 ..... Air Time: Daytime  
 News Service ..... AP  
 Representative ..... Burn Smith  
 President ..... Richard B. Helms  
 Gen., Sta. Mgr. .... Jack T. Helms  
 Comm. Mgr., Pgm. Dir. .... Wally Douglass  
 Chief Engineer ..... Gene Tommerdahl

## WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... James Madison Bcstg. Corp.  
 Address ..... P. O. Box 271  
 Phone: 7263 ..... Air Time: Full Time  
 Transcription Service ..... SESAC  
 Membership ..... NARTB  
 President ..... W. A. Sherman, Jr.  
 Gen., Mgr. .... James E. Simmons  
 Comm. Mgr. .... Ann G. Butler  
 Program Director ..... Jim Simmons  
 Publicity Director ..... Ronald L. Landry  
 Chief Engineer ..... Joel E. Cole

## WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned ..... Southside Virginia Bcstg. Corp.  
 Business-Studio Address ..... 112 W. Tabb St.  
 Phone: 3881 ..... Air Time: Full Time  
 News Service ..... AP  
 Trans. Ser. .... Capitol  
 Membership ..... NARTB  
 President ..... Louis H. Peterson  
 General Manager ..... Ray L. Moss  
 Commercial Mgr. .... Ed Vaughan  
 Program Director ..... N. W. Andrews  
 Chief Engineer ..... Donald W. Hall

## WAVY

PORTSMOUTH—1943—NBC

Frequency: 1350 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Portsmouth Radio Corp.  
 Bus. Studio Address ..... 205 Professional Bldg.  
 Phone Number ..... 7-3488  
 News Service ..... UP  
 Transcription Service ..... Thesaurus

Representative ..... Burn Smith  
 President ..... Hunter C. Phelan  
 Gen., Sta. Mgr. .... Carl J. Burkland  
 Sales Mgr. .... H. Stanley  
 Chief Engineer ..... William Manroy

## WLOW

PORTSMOUTH—1946

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Commonwealth Bcstg. Corp.  
 Bus. Studio Addr. .... 21st & Manteo Sts.  
 Phone: Madison 7-5677 ..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... Capitol, Associated  
 Representative ..... ForJoe  
 President ..... E. L. Scott  
 General Manager ..... Robert Wasdon  
 Station Manager ..... Glenn Harmon  
 Technical Director ..... Jack Siegel

## WPUV

PULASKI—1946—NBC-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Southwest Bcstg. Corp.  
 Address ..... Box 351  
 Phone: 3-3931 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Sears & Ayer  
 Pres., Gen. Mgr. .... Mason C. Deaver  
 Commercial Manager ..... Larry Schoenfeld

## WRAD

RADFORD—1950

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Rollins Bcstg., Inc.  
 Phone: 2461 ..... Air Time: Full Time  
 Membership ..... NARTB, RAB  
 Representative ..... Rollins  
 President ..... O. Wayne Rollins  
 Gen., Comm. Mgr. .... Wendell H. Siler  
 Sales Prom. Mgr. .... Ben Johnston  
 Prog. Dir., Chief Engr. .... L. Mills

## WRIC

RICHLANDS—1951—KBS

Frequency: 540 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Clinch Valley Bcstg. Corp.  
 Address ..... Box 218  
 Trans. Ser. .... Thesaurus, SESAC, World  
 Membership ..... NARTB, RAB  
 Gen., Sta. Mgr., Chf. Eng. .... Max M. Blakemore  
 Program Director ..... Lindy Seamon

## WANT

RICHMOND—1951

Frequency: 990 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... United Bcstg. Co. of Virginia  
 Address ..... 513 E. Main St.  
 President ..... Richard Eaton  
 Gen., Station Manager ..... Richard Scheele  
 Comm. Mgr. .... F. Lovvett  
 Prog. Dir. .... W. Lewis  
 Pub. Dir. .... W. Gibbon  
 Chief Engineer ..... Silas Bell

# W L E E

**RICHMOND—1945—MBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Bcstg. Corp.  
 Business-Studio Address.....Broad St. Road  
 Phone: 88-2837.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Forjoe  
 President.....Thomas G. Tinsley, Jr.  
 Gen. Mgr.....Irvin G. Abeloff  
 Station Mgr.....H. L. Hudson  
 Comm. Mgr.....L. L. Cardona, Jr.  
 Program Director.....S. A. Ludgate  
 Chief Engineer.....George W. McGuigan

# W M B G

**RICHMOND—1926—NBC**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Bus.-Studio Address.....3301 W. Broad St.  
 Phone: 5-8611.....Air Time: Full Time  
 Representative.....Bolling Co.  
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
 Commerical Mgr.....Walter A. Bowry, Jr.  
 Program Director.....G. Conrad Ranhard, Jr.  
 Sls. Prom. Mgr., Pub. Dir.....R. Kahle  
 Chief Engineer.....James Kyle

# W R N L

**RICHMOND—1937—ABC**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Richmond Newspapers, Inc.  
 Business-Studio Address.....111 N. Fourth St.  
 Phone: 3-3436.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affil.....News Leader; Times Dispatch  
 Transcription Service.....Standard, Thesaurus  
 Representative.....Edward Petry  
 Membership.....NARTB, RAB  
 President.....D. Tennant Bryan  
 Station Manager.....E. S. Whitlock  
 Sales Manager.....Frank Soden  
 Program Director.....Howard Hamrick  
 Publicity Director.....Miss Fan Cox  
 Chief Engineer.....Vincent Wolstenholme, Jr.

# W R V A

**RICHMOND—1925—CBS**

Frequency: 1140 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Business Address.....Hotel Richmond  
 Phone: 3-6633.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, RAB  
 General Manager.....C. T. Lucy  
 Sales Mgr.....James D. Clark, Jr.  
 Promotion Manager.....Jack Stone, Jr.  
 Program Manager.....Samuel S. Carey  
 Production Manager.....Wm. R. Preston  
 Business Manager.....Barron Howard  
 Pub. Rel. Mgr.....W. R. Bishop  
 Chief Engineer.....David C. Woods

# W X G I

**RICHMOND—1947**

Frequency: 950 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address.....100 W. Franklin St.  
 Phone: 7-4684.....Air Time: Drytime  
 Representative.....Indie Sales  
 News Service.....AP  
 President.....Douglas H. Robertson  
 Gen., Comm. Mgr.....David M. Wilburn  
 Chief Engineer.....Charles Charnesky

# W D B J

**ROANOKE—1924—CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Times-World Corp.  
 Address.....124 W. Kirk Ave.  
 Phone: 8131.....Air Time: Full Time  
 News Service.....AP, UP  
 News. Affil.....Times, World News  
 Transcription Service.....World  
 Representative.....Free and Peters, Inc.  
 Membership.....NARTB, RAB  
 President.....M. W. Armistead, III  
 General Manager.....Ray P. Jordan  
 Commercial Manager.....John W. Harkrader  
 Program Director.....Paul E. Reynolds  
 Production Director.....Charles A. Ballou  
 Promotion Director.....Benton B. Boggs  
 Chief Engineer.....J. Edward Newman

*there's* MORE  
 SELL on  
**WRNL**  
 RICHMOND,  
 VIRGINIA

5000 Watts • ABC Affiliate

National Representative:  
 Edward Petry & Co., Inc.

# WRIS

ROANOKE—1953

Frequency: 1410 Kc. Power: 5000 Watts d.  
Owned. . . . .Roanoke Independent Bcstrs, Inc.  
Address . . . . .Pythian Bldg.  
Phone: 2-3131. . . . .Air Time: Daytime  
News Service . . . . .AP  
Station Rep. . . . .Rambeau  
President . . . . .Cy Bahakel  
Manager . . . . .Frank Tirico  
Promotion Manager. . . . .Coleman Austin  
Chief Engineer. . . . .Roy Giles

# WROV

ROANOKE—1946—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. . . . .Radio Roanoke, Inc.  
Bus.-Studio Address. . . . .600 Mountain Trust Bldg.  
Phone: 3-4444. . . . .Air Time: Full Time  
News Service . . . . .UP  
Transcription Service . . . . .Lang-Worth  
Representative . . . . .Burn-Smith  
Membership . . . . .NARTB, RAB  
President. . . . .Leo F. Henebry  
Gen.-Sta.-Comm. Mgr. . . . .Frank E. Koehler  
Traffic Director . . . . .Emily B. Carpenter  
Chief Engineer . . . . .E. F. St. Clair

# WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc. Power: 1000 Watts  
Owned. . . . .Shenandoah Life Stations, Inc.  
Business-Studio Address. . . . .Shenandoah Bldg.  
Phone: 9227. . . . .Air Time: Full Time  
News Service . . . . .AP  
Transcription Service . . . . .Thesaurus  
Representative . . . . .Avery-Knodel  
Membership . . . . .NARTB, BAB  
President. . . . .Paul C. Buford  
Exec. Vice President. . . . .James H. Moore  
Prom. Mgr. . . . .F. L. Corstaphney  
Prog. Dir. . . . .C. R. Blackstone, Jr.  
Commercial Manager. . . . .Horace Fitzpatrick  
Chief Engineer. . . . .J. P. Briggs

# WHLF

SOUTH BOSTON—1947—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By. . . . .Halifax Bcstg. Co.  
Address . . . . .Webster St.  
Phone: 2-9988. . . . .Air Time: Full Time  
News Service . . . . .AP  
Membership . . . . .RAB  
Transcription Service . . . . .World  
Owner, Comm. Mgr. . . . .John L. Cole, Jr.  
Program Director. . . . .Ella L. Poindexter  
Chief Engineer. . . . .Arthur A. Moran

# WJWS

SOUTH HILL—1953

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . .Old Belt  
Address . . . . .Box 669

Membership . . . . .NARTB  
President. . . . .John Shultz  
Vice-Pres., Chief Engr. . . . .Phil Hedrick  
Commercial Mgr. . . . .W. Brown Hofter

# WAFB

STAUNTON—1954

Frequency: 900 Kc. Power: 1 Kw. d.  
Owned. . . . .Am. Home Bcstg. Co.  
Address . . . . .P. O. Box 396  
Phone: 6-0100. . . . .Air Time: Daytime  
News Service . . . . .UP  
Trans. Ser. . . . .SESAC  
Station Rep. . . . .Clark  
Membership . . . . .NARTB  
General Manager. . . . .Lloyd Gochenour

# WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By. . . . .Charles P. Blackley  
Business-Studio Address. . . . .Morrison Bldg.  
Phone: 5-5555. . . . .Air Time: Full Time  
News Service . . . . .AP  
Transcription Service . . . . .Thesaurus  
Membership . . . . .NARTB  
General-Station Mgr. . . . .Charles P. Blackley  
Comm.-Sales Prom. Mgr. . . . .Charles F. Seebeck  
Program Director. . . . .Robert Sterrett  
Chief Engineer. . . . .Rex C. Houser

# WLPM

SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By. . . . .Suffolk Bcstg. Corp.  
Business-Studio Address. . . . .Radio Bldg.  
Phone: 2394. . . . .Air Time: Full Time  
News Service . . . . .AP  
Transcription Service . . . . .Standard  
Representative. . . . .Sears & Ayer  
Pres., Gen. Manager. . . . .Fred L. Hart  
Commercial Dir. . . . .Earl Hundley  
Publicity Director. . . . .Lee Williams  
Chief Engineer. . . . .Veryl W. Rupp

# WBOF

VIRGINIA BEACH—1954

Frequency: 1600 Kc. Power: 1 Kw.  
Owned. . . . .Va. Beach Bcstg. Corp.  
Address . . . . .Norfolk Highway  
News Service . . . . .AP  
Membership . . . . .NARTB  
President, Gen. Mgr. . . . .Leo Hoarty  
Vice President. . . . .Sidney Banks  
Asst. Gen., Sta., Prod. Mgr. . . . .Bob Koolage, Jr.  
Prom. Mgr., Prog. Director. . . . .Wade Williams  
Commercial Mgr. . . . .Wm. H. Vidal  
Chief Engineer. . . . .Dan Spitzer

# WNNT

WARSAW—1949—KBS

Frequency: 690 Kc. Power: 250 Watts d.  
Owned. . . . .No. Neck & Tidewater Bcstg. Co.

Address .....Warsaw  
 Phone: ED. 3-6900 ..... Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Standard  
 Pres.-Gen. Mgr.....Grayson Headley  
 Commercial Mgr.....Ruth R. Rouzie  
 Sls. Prom. Mgr., Pub. Dir.....P. Headley  
 Chief Engineer.....W. Dean Loudy

# WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By....Waynesboro Bcstg. Corp.  
 Address.....526 Main St.  
 Phone: 6066..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Rep. ....Donald Cooke  
 Membership .....NARTB  
 President.....Judson T. Phillips  
 Gen., Sta., Comm. Mgr.....N. Wilbur Kidd  
 Program Director.....Al Charles  
 Chief Engineer.....Donald D. Curtis

# WINC

WINCHESTER—1941—ABC-KBS

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

Owned-Oper. By....Richard Field Lewis, Jr.  
 Business Address.....Box 605  
 Phone: 4855..... Air Time: Full Time  
 News Service .....UP  
 Membership .....NARTB  
 Transcription Service .....Associated  
 Manager...Richard Field Lewis, Jr. (Licensee)  
 Pgm., Prod. Dir.....John Morgan  
 Chief Engineer.....Phil Whitney

# WYVE

WYTHEVILLE—1949—KBS-MBS

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Wythe County Bcstg. Co.  
 Address.....P. O. Box 534  
 Phone: 840..... Air Time: Daytime  
 News Service .....UP  
 Membership .....NARTB, RAB  
 Transcription Service...Lang-Worth, Keystone  
 Pres., Prog. Dir.....A. M. Gates, M.D.  
 General Manager.....A. M. Gates, Jr.  
 Comm. Mgr.....Randolph Armbrister  
 Chief Engineer.....Jack Fleming

# WASHINGTON

Pop. Feb. 1, 1955 (Est.) 2,590,000 — Families 937,000

Radio Homes 922,000 — TV Homes 473,000 — Stations in State 59

# KBKW

ABERDEEN—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KBKW, Inc.  
 Address ..701 E. Heron St., Aberdeen, Wash.  
 News Service .....AP  
 Transcription .....World  
 Representative .....Feltis  
 Membership .....NARTB  
 President, Gen. Mgr.....Archie Taft, Jr.  
 Chief Engineer.....Jack Fleury

# KXRO

ABERDEEN—1927—MBS—DON LEE  
KBS

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By .....KXRO, Inc.  
 Address .....207½ E. Market St.  
 Phone: AB. 4098..... Air Time: Full Time  
 News Service .....UP  
 Rep. ....Moore-Lund, Walker, O'Connell  
 Membership .....NARTB, RAB  
 Trans. Service .....Standard  
 President.....Harry R. Spence  
 Sta., Gen. Mgr.....Fred G. Goddard  
 Station Mgr.....John B. Waitkus  
 Program Director.....Phillip M. Wacker  
 Comm. Mgr. ....Roy Johnson

Sales Prom. Mgr.....Charles E. Hoonan  
 Publicity Dir.....Bob Swan  
 Chief Engineer .....Philip True

# KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KPUG, Inc.  
 Business Address.....P. O. Box 655  
 Phone: 1170..... Air Time: Full Time  
 News Service .....UP  
 Newspaper Affil.....Mist Pub. Co.  
 Representative .....O'Connell, Feltis  
 Membership .....RAB  
 President .....Jessica L. Longston  
 Station Mgr.....James Hamstreet  
 Comm. Mgr.....John Dimed  
 Publicity Dir.....Dorothy Jacobson  
 Program Dir.....Robert Concie  
 Chief Engineer.....Donald R. Pinney

# KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KVOS, Inc.  
 Bus.-Studio Address.....1321 Commercial St.  
 Phone: 790..... Air Time: Full Time  
 News Service .....UP

Representative ..... Forjoe, Moore & Lund  
 Membership ..... NARTB, RAB  
 President ..... Rogan Jones  
 Gen., Sta. Mgr. .... Tom Haveman  
 Sales Prom. Mgr. .... Alex de Schweinitz  
 Prog., Pub. Dir. .... Haines Fay  
 Chief Engineer ..... Ernest Harper

## K B R O

**BREMERTON—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Bremerton Broadcast Co.  
 Address ..... 205 Wash. Ave.  
 Phone: 7-3995 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Station Rep. .... Felts  
 Membership ..... RAB  
 Owner & Pres. .... Bruce Bartley  
 Commercial Mgr. .... Linc Perry  
 Program Director ..... Bill Luckhurst  
 Chief Engineer ..... Bill Dore

## K E L A

**CENTRALIA-CHEHALIS—1937-MBS  
KEYSTONE-DON LEE**

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Central Bcstg. Corp.  
 Business Address. .... P. O. Box 720, Centralia;  
 P. O. Box 827, Chehalis  
 Phone Numbers. .... Centralia PE 6-3321,  
 Chehalis SH 8-3321  
 News Service ..... UP  
 Rep. .... Clark, Moore-Lund, Walker, McGavern,  
 O'Connell  
 Membership ..... NARTB, RAB  
 President ..... J. Elroy McCaw  
 Sec.-Treas. .... Mabel A. Gwinn  
 Gen., Sta., Comm. Mgr. .... Joe Chytil  
 Sales Prom. Mgr. .... William Tilton  
 Pub., Prog. Director. .... Donald Youngmans  
 Chief Engineer ..... Lloyd Hannah

## K G L M

**CHEHALIS—1954**

Frequency: 1420 Kc. .... Power: 1,000 Watts d.  
 Owned-Oper. By. .... Mid-State Bcstg. Co.  
 Address ..... 804 Market St.  
 Phone: Sherwood 8-3379 ..... Air Time: Daytime  
 Pres., Gen. Mgr. .... Marvin E. Johnson  
 Chief Engineer ..... Joseph Muench

## K C L X

**COLFAX—1949—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Whitman County Bdcstrs.  
 Address ..... Box 710  
 Phone: 780 ..... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 General Manager ..... Lee Fiksdal  
 Program Director ..... Val Fiksdal  
 Publicity Dir. .... Ross Pellerin  
 Chief Engineer ..... L. Fiksdal

## K G D N

**EDMONDS—1954**

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned. . . Garden of the King Enterprises, Inc.  
 Phone: Lincoln 3131 ..... Air Time: Daytime  
 President ..... A. B. Martin  
 Manager ..... A. Orville Helgeson  
 Program Director ..... Gerald Swanson  
 Chief Engineer ..... Robert Nichols

## K X L E

**ELLENSBURG—1946**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Central Washington Bcstrs.  
 Bus. Add. Trans. Loc. .... Box 600  
 Phone: 2-1488 ..... Air Time: Full Time  
 Trans. Ser. .... Associated  
 Representative ..... McGillvra  
 Membership ..... NARTB, RAB  
 President ..... Goodwin Chase, Jr.  
 Gen., Sta. Manager ..... Joe Kendall  
 Chief Engineer ..... Robert I. Sampson

## K U L E

**EPHRATA—1949**

Frequency: 730 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Columbia Basin Bcstg. Co.  
 Phone: 4-4686 ..... Air Time: Daytime  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 President ..... Robert E. Billingsley  
 General Manager ..... Bob Moore  
 Commercial Mgr. .... Bob Osland  
 Program Director ..... Dorothy McCue

## K R K O

**EVERETT—1920—MBS-DON LEE**

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... The Everett Bcstg. Co., Inc.  
 Address ..... P. O. Box 916  
 Phone: Cedar 1144 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... William R. Taft  
 Sales Manager ..... Warren Johnson  
 Traffic Dir. .... Nancy Spaeth  
 Chief Engineer ..... Dave Foley

## K F D R

**GRAND COULEE—1950—KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Columbia River Bcstrs., Inc.  
 Address ..... Box 395  
 Phone: 140 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Moore & Lund  
 Membership ..... NARTB  
 Manager ..... A. W. Morris  
 Chief Engineer ..... John Louden



# KLOG

**KELSO—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By N.W. Public Services, Inc.  
 Address P. O. Box 90  
 Phone: 4900 Air Time: Full Time  
 News Service UP  
 Representative Feltis, Ayres  
 Membership RAB  
 President Roscoe A. Day, Jr.  
 General Manager John Carlson  
 Program Director Lowell Gibson  
 Chief Engineer Ralph Click

# KWIE

**KENNEWICK—1949**

Frequency: 610 Power: 1000 Watts  
 Owned-Oper. By KWIE, Inc.  
 Address 11 S. Cascade St.  
 Phone: KE. 6961 Air Time: Full Time  
 News Service AP  
 Transcription Service Associated  
 Representative Moore-Lund, Robert Meeker  
 Membership NARTB  
 Pres., Sta. Mgr. Harold A. Clark  
 Comm. Mgr., Chief Eng. C. J. McCredie  
 Program Director Mar. Jean Matthews

# KNBX

**KIRKLAND—1948**

Frequency: 1050 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Eastside Bdcstg. Co.  
 Address Trans. Loca. Civic Center  
 Phone: VA. 1201 Air Time: Daytime  
 Presidents L. N. Ostrander, W. A. Chamness  
 General Manager G. A. Wilson  
 Comm. Mgr. John G. Joachims  
 Program Director R. Anita Busek  
 Chief Engineer Don Bevilacqua

# KBAM

**LONGVIEW—1955**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Altru Bcstg. Co.  
 Address 260 Hansen, Salem, Oregon  
 Representative Holman  
 Partner W. Gordon Allen  
 Partner, Chief Eng. John Truhan

# KWLK

**LONGVIEW—1938—MBS**

**Don Lee-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Twin City Bcstg. Corp.  
 Bus. Studio Add. Natl. Bank of Commerce Bldg.  
 Phone: 1500 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative W. S. Grant, Moore-Lund  
 Membership RAB  
 President John McClelland Jr.  
 General Manager Bob L. Moran  
 Program Director Ellen Hammond

# KSEM

**MOSES LAKE—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By KSEM, Inc.  
 Address Box 276  
 Phone: 234 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Cooke  
 Membership NARTB, RAB  
 President Jessica Longsien  
 General Manager James Schroeder  
 Station Mgr. Alan Miller  
 Program Director Roland Hooper  
 Chief Engineer Earl Baynes

# KBRC

**MOUNT VERNON—1946**

Frequency: 1430 Kc. Power: 500 Watts  
 Owned-Operated By Beckley Radio Co.  
 Bus. Studio Add. Trans. Loca. P. O. Box 240  
 Phone: GA 4-2430 Air Time: Full Time  
 Representative Moore-Lund, McGillvra  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. Leo H. Beckley  
 Commercial Mgr. Frank Snyder  
 Program Director Joe Arney  
 Chief Engineer John Price

# KGY

**OLYMPIA—1922—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Tom Olsen  
 Address Trans. Loca. Rockway Leland Bldg.  
 News Service AP  
 Representative George Clark, Art Moore  
 Membership RAB, NARTB  
 General Manager Tom Olsen  
 Commercial Mgr. Elmer J. Holmberg  
 Program Director Don Jones  
 Chief Engineer Charles A. Roark

# KOMW

**OMAK—1947**

Frequency: 680 Kc. Power: 1000 Watts d.  
 Owned-Operated By KOMW, Inc.  
 Business-Studio Address Box 151  
 Phone: 00, 20, 21 Air Time: Day Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Feltis  
 Membership NARTB  
 President R. L. McNett  
 General Manager Dean Nichols  
 Commercial Manager Grover D. Allen  
 Program Director Marilyn Moomaw

# KPKW

**PASCO—1945—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Western Radio Corp.

Address.....Chase & "A" Sts.  
 Phone: 337.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Capitol  
 Pres., Gen. Mgr.....V. B. Kennworthy  
 Program Director.....Walter Mot  
 Chief Engineer.....Robert Rockne

## KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Pacific, Inc.  
 Bus.-Studio-Transmitter Address...313 W. First  
 Phone: 4200.....Air Time: Full Time  
 News Service .....UP  
 Newspaper Affil.....Evening News  
 Transcription Service .....World  
 Representative .....Moore & Lund  
 Pres., General Mgr.....C. N. Webster  
 Station Manager.....Keith Patterson  
 Comm. Mgr.....James C. Frits  
 Chief Engineer.....Frederick Fields

## KOFE

PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Bayton & Hicks  
 Address.....P. O. Box 356  
 Membership .....RAB  
 Station Rep.....Ayers  
 Transcription Service .....Lang-Worth  
 Gen., Sta. Mgr.....J. Ronald Bayton  
 Commercial Mgr.....John R. Puckett  
 Prom. Mgr., Chief Eng.....Mrs. B. J. Bayton

## KAYE

PUYALLUP—1952—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Henry Perozzo  
 Address.....P. O. Box 271  
 Phone: 5-7711.....Air Time: Full Time  
 News Service .....UP  
 Manager.....Henry Perozzo  
 Program Director.....Pete Hansen  
 Chief Engineer.....George Yeager

## KAPA

RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pacific Bcstg. Corp.  
 Address.....P. O. Box 626  
 Phone: 1010.....Air Time: Full Time  
 Representative .....Walker, Moore-Lund  
 Membership .....NARTB, RAB  
 President .....Joe Chytil  
 Gen., Sta. Comm. Mgr.....Hugh MacPherson  
 Sls. Prom. Mgr. Prog., Pub. Dir.....Stan Witter  
 Chief Engineer.....Robert McNamara

## KLAN

RENTON—1952

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By .....Interlake Bdcstg. Corp.

Address Trans. Loca.....N. 7th & Park Ave.  
 Phone: OL. 8245.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Cole, World  
 President, Manager.....Ralph Sander  
 Station Manager.....Clifford H. Hansen  
 Program Director.....Jack L. Tregellas  
 Chief Engr.....W. D. Shine

## KALE

RICHLAND—1950

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KALE, Inc.  
 Address.....P. O. Box 367  
 Phone: RI. 4-3180.....Air Time: Full Time  
 Representative .....O'Connell  
 Trans. Service .....Lang-Worth, World, Ziv  
 News Service .....UP  
 President.....R. S. McCaw  
 Gen., Sta. Mgr.....L. G. Dix  
 Comm. Mgr.....R. A. Wachtmann  
 Prog. Dir.....Art Simpson  
 Publicity Dir.....Wayne Killmer  
 Chief Eng.....Clay White

## KAYO

SEATTLE—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.  
 Owned-Operated By...Wash. Telecasters, Inc.  
 Add., Trans. Loca.....2939 Fourth Ave. So.  
 Phone: ELiot 2480.....Air Time: Full Time  
 News Service .....UP  
 Membership .....RAB  
 President.....Jessica L. Longston  
 Gen., Sta. Mgr.....R. E. Pollock  
 Sales Prom. Mgr., Pgm. Dir.....Ben H. Harkins  
 Chief Engineer.....Verle Jones

## KING

SEATTLE—1947—ABC

Frequency: 1090 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....KING Bcstg. Co.  
 Address.....320 Aurora Ave.  
 Phone: Mutual 3555.....Air Time: Full Time  
 Representative .....Blair  
 News Service .....UP  
 Membership .....NARTB, RAB  
 President.....Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr.....Otto P. Brandt  
 Sta., Sales Mgr.....John H. Eichhorn  
 Asst. Vice Pres.....John Eichhorn  
 Commercial Mgr.....Roger D. Rice  
 Program Director.....Earl F. Reilly, Jr.  
 Chief Engineer.....James D. Middlebrooks

## KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Queen City Bcstg. Co.  
 Bus.-Studio Address...1530 Queen Anne Ave.  
 Phone Number.....Alder 9800  
 News Service .....UP  
 Representative .....Free & Peters  
 Membership .....RAB  
 President .....Saul Haas  
 Comm. Manager.....William F. Tucker

Sales Prom. Mgr.....John Piper  
 Program Director.....Carroll Foster  
 Publicity Dir.....Warren McCloy  
 Chief Engineer.....James Hatfield

# KJR

SEATTLE—1923

Frequency: 950 Kc. ....Power: 5000 Watts  
 Owned-Oper. By.....Mt. Rainier Radio &  
 Television Bcstg. Corp.  
 Business-Studio Address...1426 Fifth Ave. Bldg.  
 Phone: Elliot 5890.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Avery-Knodel  
 President.....C. Howard Lane  
 Chairman of Board.....Theodore R. Gamble  
 Gen., Prom. Mgr.....Mait Jordan  
 Pgm. Director.....Homer Pope  
 Chief Engineer.....Don M. Anderson

# KOL

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Seattle Bcstg. Co.  
 Bus.-Studio Address.....1100 W. Florida St.  
 Phone: MA. 2312.....Air Time: Full Time  
 News Service.....UP, INS  
 Representative.....Bolling  
 Membership.....RAB, NARTB  
 President.....Archie Taft  
 Sta., Gen. Mgr.....Archie Taft, Jr.  
 Comm. Mgr.....Bill Simpson  
 Prom. Mgr.....Gil Bond  
 Program Director.....Robert Harris  
 Chief Engineer.....Perry Lind

# KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Fisher's Blend Station, Inc.  
 Bus.-Studio Address.....100 4th Ave. No.  
 Phone: SE. 6000.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Hollingbery  
 Membership.....NARTB, RAB  
 President, General Mgr.....O. W. Fisher  
 V.P., Gen. Mgr.....W. W. Warren  
 V.P., Com. Manager.....Ray Baker  
 Publicity Director.....Margaret Frey  
 Program Manager.....F. J. Patterson  
 Chief Engineer.....F. J. Brott

# KTW

SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned.....The First Presbyterian Church  
 Phone Number.....Mutual 1250  
 President.....W. T. Whitney  
 Station Manager.....Don Bevilacqua  
 Chief Engineer.....James S. Ross  
 Program Dir.....A. G. Atworth, Jr.  
 Chief Engineer.....James S. Ross

# KVI

SEATTLE—1929—MBS—Don Lee

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Puget Sound Bcstg. Co., Inc.  
 Business Address.....Camlin Hotel  
 Phone: SEneca 4848.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....H.R. Repr.  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Vernice Irwin  
 Commercial Mgr.....Earl T. Irwin  
 Program Dir.....Harry Long  
 Chief Engineer.....D. M. McDonough

# KXA

SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KXA, Inc.  
 Bus.-Studio Address.....320 Second Ave., W.  
 Phone: AL. 8600.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Rambeau  
 Membership.....NARTB, RAB  
 President.....Wesley I. Dumm  
 General Manager.....Hugh A. Smith  
 Chief Engineer.....John Dubuque

# KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Bankers Life and Casualty  
 Bus.-Studio Address...Moran Prairie, Box 141  
 Phone: KE 0631.....Air Time: Full Time  
 News Service.....UP  
 Trans. Ser.....World, Thesaurus  
 Membership.....NARTB, RAB  
 Representative.....Venard  
 President.....John MacArthur  
 General Manager.....Ray J. Williams  
 Comm. Manager.....Len Greensword  
 Sales, Prom. Mgr.....Irv Prell

# KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KHQ, Inc.  
 Bus.-Studio Address.....Radio Central Bldg.  
 Phone: MA. 5131.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Richard O. Dunning  
 Comm. Mgr.....J. Birney Blair  
 Program Director.....Robert Swartz  
 Chief Engineer.....A. G. Sparling

# KNEW

SPOKANE—1947—MBS—DON LEE

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Inland Empire Bcstg. Co.

Address ..... 57th & Helena  
 Phone: ..... Keystone 9363  
 Representative ..... Weed  
 Transcription Service ..... Capital  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Burl C. Hagadone  
 Station Manager ..... C. E. Rodell  
 Program Director ..... Richard J. Wright  
 Chief Engineer ..... Vincent L. Hoffart

**KREM**  
**SPOKANE—1947**

Freq.: 970 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... Louis Wasmer  
 Address ..... South 4103 Regal  
 Phone: Keystone 0466 ... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... RAB  
 Representative ..... Forjoe  
 Owner ..... Louis Wasmer  
 Gen., Sta., Comm., Prom. Mgr. Robert H. Temple  
 Program Director ..... E. A. Moseley  
 Chief Engineer ..... Homer W. Mead

**KSP0**  
**SPOKANE—1922**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Williams and Berthoff  
 Address, Trans. Loca. .... Realty Bldg.  
 Phone: Riverside 8033 ... Air Time: Full Time  
 Membership ..... NARTB  
 Station Rep. .... Oakes  
 Co-Owner ..... Delbert Berthoff  
 Co-Owner ..... Gene Williams  
 Chief Engineer ..... E. P. Antosyn

**KXLY**  
**SPOKANE—1922—CBS-PNB**

Frequency: 920 Kc. .... Power: 5,000 Watts  
 Owned-Oper. By ..... No. Pacific Radio Corp.  
 Address ..... Television Center  
 Phone: MAin 1218 ... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... MacGregor, SESAC  
 Rep. .... Avery-Knodel; Moore & Lund  
 General Manager ..... Richard E. Jones  
 Sales Mgr. .... Robert Struble  
 Program Director ..... George Anthony  
 Prom. Mgr. .... Robert Moore

**KREW**  
**SUNNYSIDE—1950**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Cole E. Wylie  
 Address ..... 7th & Decatur  
 Phone: 7-2277 ... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... McGillvra  
 Membership ..... NARTB, RAB  
 President ..... Cole E. Wylie  
 General Manager ..... Don G. Bennett  
 Program Director ..... Jean Runyan  
 Chief Engineer ..... John Berg

**KMO**  
**TACOMA—1926**

Frequency: 1360 Kc. .... Power: 1 Kw. d.  
 Owned ..... Tacoma Radio Corp.  
 Address ..... 914½ Broadway  
 Phone: FU. 1581 ... Air Time: Full Time  
 News Service ..... UP  
 Trans. Service ..... Thesaurus  
 Representative ..... Branham, Feltis  
 Membership ..... RAB  
 Pres., Gen. Sta. Mgr. .... J. Archie Morton  
 Comm., Prom. Mgr. .... R. T. McKenzie  
 Prom., Pub. Dir. .... Art Lindsay  
 Chief Engineer ..... John Rybon

**KTAC**  
**TACOMA—1942**

Frequency: 850 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Tacoma Bcstrs., Inc.  
 Address ..... Winthrop Hotel  
 Phone: BR. 2241 ... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... McGillvra, Moore  
 Membership ..... NARTB  
 Gen., Station Manager ..... Jerry Geehan  
 Sales Prom. Mgr. .... John Condon  
 Prog. Dir. .... Dick Weeks  
 Chief Engineer ..... R. C. Velo

**KTNT**  
**TACOMA—1952**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Tribune Publ. Co.  
 Address ..... So. 11th & Grant Sts.  
 Phone: FU. 2561 ... Air Time: Full Time  
 Transcription Service ..... Associated  
 Newspaper Affil. .... News Tribune  
 News Service ..... AP, UP  
 Trans. Service ..... Associated  
 Representative ..... Weed  
 General Manager ..... Len Higgins  
 Commercial Mgr. .... John Upham  
 Program Director ..... Gless Conroy  
 Chief Engineer ..... Max H. Bice

**KENE**  
**TOPPENISH—1954—KBS**

Frequency: 1490 Kc. .... Power: 150 Watts  
 Owned ..... KENE, Inc.  
 Address ..... P. O. Box 350  
 Phone: 5-7272 ... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... World  
 Rep. .... Everett-McKinney, O'Connell, Ayres  
 Manager ..... Dick Rapp

**KHFS**  
**VANCOUVER—1954**

Frequency: 1150 Kc. .... Power: 1,000 Watts d.  
 Owned-Oper. By ..... Western Bcstg. Co.

Address.....5500 Fourth Plain Road  
 Phone: OXford 3-2575.....Air Time: Daytime  
 Co-Owner, Chief Eng.....Charles M. Weagant  
 Co-Owner, Prog. Dir.....Ralph C. Weagant

# KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KVAN, Inc.  
 Studio Address.....707½ Main St.  
 Phone: OX. 4-3325.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Bolling  
 Membership.....RAB  
 President.....Sheldon F. Sackett  
 General-Station Mgr.....Fern Hayes  
 Comm. Mgr.....J. A. (Jack) Luetjen  
 Prog., Pub. Dir.....George W. Conner  
 Chief Engineer.....Leo Erickson

# KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Walla Walla Bdcstg. Co.  
 Address.....Book Nook Bldg.  
 Phone: 4103.....Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Transcription Service.....World  
 Representative.....Grant  
 Pres., Gen. Mgr.....Jack Keating  
 Commercial Manager.....Don Harris  
 Chief Engineer.....Bevin Roth

# KUJ

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KUJ, Inc.  
 Business-Studio Address.....55 E. Main St.  
 Phone: 1230.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Weed, National, Moore-Lund  
 Membership.....NARTB  
 Pres., Gen. Mgr.....H. E. Studebaker  
 Sta., Comm. Mgr.....H. E. Studebaker  
 Program Director.....John Sherman  
 Chief Engineer.....M. L. MacLafferty

# KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.  
 B.s.-Studio Address.....2nd & Columbia Sts.  
 Phone: NO 3-5121.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe  
 Membership.....RAB  
 Sta., Gen. Mgr.....James W. Wallace  
 Prom., Comm. Mgr.....Pat O'Halloran  
 Program Director.....Dorothy Lee  
 Publicity Director.....June Winegarden  
 Chief Engineer.....Elmer Kaping

# KWNW

WENATCHEE—1948—MBS-Don Lee

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wenatchee Broadcasters  
 Address.....P. O. Box 1510  
 Phone: 2468-2469.....Air Time: Full Time  
 News Service.....AP  
 Rep.....McGillvra, Feltis  
 General Mgr.....Stuart S. Maus  
 Sta., Comm. Mgr.....Mark A. Sorley  
 Chief Engineer.....Warren Brown

# KIMA

YAKIMA—1944—CBS

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Cascade Bdcstg. Co.  
 Address.....P. O. Box 702  
 Phone: 6104.....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....Lang-Worth  
 Rep.....Weed & Co., Moore & Lund  
 Membership.....NARTB, RAB  
 President.....A. W. Talbot  
 General Manager.....Thomas C. Bostic  
 Commercial Mgr.....W. B. Hansen  
 Chief Engineer.....J. Barry Watkinson

# KIT

YAKIMA—1929—ABC—NBC

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KIT, Inc.  
 Business-Studio Address.....414 E. Yakima Ave.  
 Phone: 8115.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Branham  
 Membership.....RAB  
 President.....Carl E. Haymond  
 Gen., Sta. Mgr.....James A. Murphy  
 Com., Prom. Mgr.....Jack H. Goetz  
 Prog. Dir.....Vern Sawyer  
 Publicity Dir.....Jack H. Goetz  
 Chief Engineer.....H. B. Murphy

# KUTI

YAKIMA—1955

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Independent Broadcasters

# KYAK

YAKIMA—1947—MBS

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Yakima Bcstg. Co.  
 Address.....P. O. Box 172  
 Phone: 2-7142.....Air Time: Full Time  
 Representative.....Clark, Walker  
 News Service.....UP  
 Membership.....NARTB, RAB  
 President.....Robert S. McCaw  
 Gen. Manager.....W. W. Boone  
 Sls. Prom. Mgr.....John Behnke  
 Commercial Manager.....Leroy T. Desilet  
 Program Director.....Gerald Webb  
 Chief Engineer.....Donald E. Gardner

# WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — Families 460,000  
Radio Homes 419,000 — TV Homes 272,000 — Stations in State 43

## WJLS

BECKLEY—1939—CBS

Freq.: 560 Kc. Power: 5 Kw. d. 500 W. n.  
Owned-Oper. By Joe L. Smith, Jr., Inc.  
Bus. Studio Address WJLS Building  
Phone: 7311 Air Time: Full Time  
News Service UP  
Representative Weed  
Membership NARTB  
President Joe L. Smith, Jr.  
Gen. Sta. Manager Virginia N. Cooper  
Comm. Mgr. W. S. Jackson  
Program Director R. R. Brown  
Chief Engineer Al J. Ginkel

## WWNR

BECKLEY—1946

Freq.: 620 Kc. Power: 1 Kw. d. 500 W. n.  
Owned-Operated By Rahall Bcstg. Co.  
Business-Studio Address 1565 Harper Rd.  
Phone: 9309 Air Time: Full Time  
News Service AP  
Rep. Everett-McKinney, Dora-Clayton  
President N. Joe Rahall  
General Manager R. H. Booth  
Program Director Richard A. Braun  
Chief Engineer Anthony Gonzales

## WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts  
Owned-Oper. By Daily Telegraph Prtg. Co.  
Business-Studio Address 623 Commerce St.  
Phone: 7114 Air Time: Full Time  
Newspaper Affil. Daily Telegraph, Sunset News  
News Service AP  
Transcription Service World, Cole  
Membership NARTB  
Representative Katz  
President Jim H. Short  
Gen. Mgr. Hugh I. Shott, J.  
Sta., Comm. Mgr. P. T. Flanagan  
Program Director B. H. Nash  
Chief Engineer J. F. Byers

## WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By WKOY, Inc.  
Address West Virginian Hotel  
Phone: 7405 Air Time: Full Time  
News Service UP  
Trans. Ser. Thesacrus  
Rep. Devney & Co., Holman, Dora-Clayton  
Pres., Gen., Mgr. J. Lindsley Alley  
Station Mgr. W. D. Hostetter  
Comm. Mgr. J. Robert Alston  
Program Director Sue Phelps  
Chief Engineer B. Yost

## WCWW

CHARLESTON—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Capitol Bcstg. Corp.  
Address Kanawha Hotel  
Trans. Service Lang-Worth, Standard  
Representative McGillvra  
President W. D. Stone  
Gen., Sta. Mgr. Selma D. Pierson  
Comm. Mgr. O. O. Pierson  
Program Director Al Walker  
Chief Engineer William Stone

## WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By The Tierney Co.  
Address 1111 Virginia St. E.  
Phone: 28-131 Air Time: Full Time  
Representative Branham  
Membership NARTB, RAB  
President Lewis C. Tierney  
V.P., Gen. Mgr. John T. Gelder, Jr.  
Comm. Mgr. John L. Sinclair, Jr.  
Sls. Prom. Mgr. Robert M. Sinclair  
Program Director Joe Farris  
Publicity Director C. Frohman Johnson  
Chief Engineer Gene Brick

## WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned Kanawha Valley Bdcstg Co.  
Address 20 Dickinson St.  
Phone: 3-7541 Air Time: Full Time  
Transcription Service SESAC  
Representative Robert Meeker Assos., Inc.  
Pres. Lawrence H. Rogers  
Gen., Sta. Mgr. William R. Murray  
Program Director Bill Richards  
Publicity Director Bill Richards  
Chief Engineer Harry R. Bowen

## WKNA

CHARLESTON—1946

Frequency: 950 Kc. Power: 5000 d., 1000 n.  
Owned-Oper. By Joe L. Smith, Jr., Inc.  
Bus. Studio Address 804½ Kanawha Blvd.  
Phone: 39-971 Air Time: Full Time  
News Service UP  
Representative Weed  
Membership NARTB  
President Joe L. Smith, Jr.  
Gen., Station Manager Charles H. High  
Comm. Dir. Virginia Cooper  
Sales Prom. Mgr. H. G. Salisbury  
Prog. Dir. J. J. Herget  
Chief Engineer A. J. Ginkel

# WTIP

**CHARLESTON—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Chemical City Bcstg. Co.  
 Bus.-Studio Address... Capitol & Fife  
 Phone: 23-136 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative For Joe  
 Membership NARTB  
 President Gus Zaharis  
 Gen., Sta. Mgr. Berton Sonis  
 Comm. Mgr. Mel S. Burka  
 Prog., Pub. Director Bob Bower  
 Chief Engineer Paul Sullivan

# WBLK

**CLARKSBURG—1937—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Ohio Valley Bcstg. Corp.  
 Address... Robinson-Grand Theatre Bldg.  
 Phone: 4-7571 Air Time: Full Time  
 Transcription Service Thesaurus  
 Representative Branham  
 Membership RAB, NARTB  
 President Austin Woods  
 Vice President George H. Clinton  
 General Manager Carl Loose  
 Program Manager James L. Harper  
 Chief Engineer Harry S. Brown

# WHAR

**CLARKSBURG—1946—MBS-ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... WHAR, Inc.  
 Address Trans. Loca. Radio Plaza  
 Phone: 4-5525-6 Air Time: Full Time  
 News Service UP  
 Representative McGillvra  
 Membership NARTB  
 Pres., Gen. Mgr. Walter Patterson  
 Commercial Manager F. T. Gregg  
 Program Director Paul Ellison  
 Chief Engineer Beryl Snyder

# WPDX

**CLARKSBURG—1947**

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Clarksburg Bcstg. Corp.  
 Business-Studio Address... 339 W. Main St.  
 Phone: 4-6425 Air Time: Daytime  
 News Service AP  
 Transcription Service World  
 President O. L. Billingsley  
 Gen., Sta. Mgr. R. C. Warden  
 Comm., Sales Prom. Mgr. Joe M. Larosa  
 Prog., Pub. Dir. Dewitt Wyatt  
 Tech. Supervisor R. D. Hough

# WDNE

**ELKINS—1948—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By... W. Va. Radio Corp.  
 Address... Davis & Wash. Sts.  
 Phone: 1300 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Membership NARTB  
 President Mrs. A. J. R. Greer  
 Gen., Sta. Mgr. John W. Johns  
 Program Director Ed Doyle  
 Publicity Dir. Lewis Wilson  
 Chief Eng. Joseph Kapusitka

# WMMN

**FAIRMONT—1928—CBS**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Oper. By... Peoples Bcstg. Co.  
 Address... 208 Adams Street  
 Phone: 3100 Air Time: Full Time  
 News Service AP  
 Transcription Service Standard  
 Representative H-R Reps  
 Membership NARTB, RAB  
 Vice President Herbert Evans  
 Station Manager A. G. Ferrise  
 Asst. Manager Frank J. Lee  
 Program Director Francis Lauzau  
 Publicity Director Howard Haid  
 Chief Engineer Harry W. Jackson

# WVWV

**FAIRMONT—1946—ABC, KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Fairmont Bcstg. Co., Inc.  
 Bus.-Studio Address... 108 Gaston Ave.  
 Phone: 5000 Air Time: Full Time  
 Transcription Service Standard  
 Representative Gill Perna  
 Membership NARTB  
 President J. Patrick Beacom  
 General Manager Robert Drummond  
 Station Manager Numa Fabre, Jr.  
 Comm., Mgr. George Fowler  
 Program Director Robert Frazier  
 Publicity Director Arthur Pearce  
 Chief Engineer Richard McBride

# WHTN

**HUNTINGTON—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. Greater Huntington Radio Corp.  
 Business-Studio Address... 1112 1/2 Fourth Ave.  
 Phone: 3-3453 Air Time: Daytime  
 Transcription Service Thesaurus  
 Rep. Indie Sales  
 President S. J. Hyman  
 Gen. Sta. Manager John S. Phillips  
 Comm. Mgr. C. Clark  
 Sls. Mgr. J. Burnley  
 Pub. Dir. E. Parker  
 Program Director George Marshall  
 Chief Engineer Harold F. Sturm

# WPLH

**HUNTINGTON—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts



Owned-Oper. By.....Huntington Bcstg. Corp.  
 Business-Studio Address.....1105 Fourth Ave.  
 Phone: 3-3421.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Walker  
 Membership.....NARTB  
 President.....Cy N. Bahakel  
 Vice President.....Frank Tirico  
 Gen., Sta. Mgr.....L. J. Tackett  
 Chief Engineer.....Alvin V. Jayne

## W S A Z

HUNTINGTON—1923—ABC-KBS

Freq.: 930 Kc.....Power: 5 Kw, d., 1 Kw, n.  
 Owned-Operated By.....WSAZ, Inc.  
 Business-Studio Address.....201 Ninth St.  
 Phone: 38-401.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 President.....Col. J. H. Long  
 General Manager.....Lawrence H. Rogers  
 Station Manager.....C. T. Garten  
 Prom., Pub. Dir.....Charles Dinkins  
 Program Director.....C. Bosworth Johnson  
 Chief Engineer.....Leroy Kilpatrick

## W K Y R

KEYSER—1954—KBS

Freq.: 1270 Kc.....Power: 1 Kw, d.  
 Owned.....Walter Patterson  
 Address.....Sta. WHAR, Clarksburg, W. Va.  
 Station Rep.....Butscher  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Walter Patterson  
 Comm. Mgr.....Kenneth E. Robertson  
 Program Director.....Odbert Cornwell  
 Chief Engineer.....Arnett Swisher

## W LOG

LOGAN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...C. H. Frey, R. O. Greever  
 Address.....445 Stratton St.  
 Phone: 540.....Air Time: Full Time  
 Membership.....NARTB  
 News Service.....UP  
 Partner.....Clarence H. Frey  
 Partner.....Robert O. Greever

## W V O W

LOGAN—1952

Freq.: 1290 Kc.....Power: 5 Kw, d., 1 Kw, n.  
 Owned-Operated By.....Logan Bcstg. Corp.  
 Address.....60 Water St.  
 Phone: 2356, 7.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 News Service.....UP

Representative.....McGillvra  
 President.....Dr. H. H. Farley  
 Gen., Comm. Mgr.....William P. Becker  
 Chief Engineer.....Russell E. Bassett

## W E P M

MARTINSBURG—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Martinsburg Bcstg. Co.  
 Business Address.....Peoples Trust Co. Bldg.  
 Phone: 5252.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....McGillvra  
 Membership.....NARTB  
 Co-Owner.....C. M. Zinn  
 Co-Owner, Gen. Mgr.....C. Leslie Golliday  
 Program Director.....Eunice J. Schneider  
 Sales Prom. Mgr.....C. Rodig  
 Chief Engineer.....Thomas Leighton

## W H J C

MATEWAN—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Three State Bcstg. Co.  
 Phone: MC. 4771.....Air Time: Daytime  
 Transcription Service.....SESAC, Standard  
 Membership.....NARTB  
 President.....Fred Morningstar  
 Sales Prom. Mgr.....John Stewart  
 Prog. Dir.....James Pelley  
 Chief Engineer.....Leonard Dykema

## W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fayette Associates, Inc.  
 Address.....1028 1st Ave.  
 Phone: HE. 2-2191.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 President.....Arnold M. Vickers  
 Gen., Sta. Comm. Mgr.....Andrew W. Vickers  
 Chief Engineer.....J. C. Craver

## W A J R

MORGANTOWN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...West Virginia Radio Corp.  
 Business-Studio Address.....446 Spruce St.  
 Phone: 9488.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....Agnes J. Reeves Greer  
 General Manager.....John W. Johns  
 Comm., Prom. Mgr.....George J. Shean  
 Prog. Dir.....Ted Williams  
 Publicity Director.....Eleanor Lamb  
 Chief Engineer.....Al Novak



# WCLG

**MORGANTOWN—1954**

Frequency: 1300 Kc. Power: 500 Watts d.  
Owned-Oper. By: Morgantown Bcstg. Co.  
Address: 343 High St.  
Phone: 2-3456 Air Time: Daytime  
Owner, Gen. Mgr.: C. Leslie Golliday

# WMOD

**MOUNDSVILLE—1950—KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Robert W. Munn  
Address: P. O. Box 732  
News Service: UP  
Trans. Ser.: World  
President: Robert W. Munn  
Gen., Prom. Manager: John T. Taylor  
Chief Engineer: J. W. Jones

# WETZ

**NEW MARTINSVILLE—1952—ABC  
KBS**

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Magnolia Broadcasting Co.  
Address: 3rd St. Ext.  
Phone: 1000 Air Time: Daytime  
Representative: Gill-Perna  
Trans. Ser.: World, Standard  
President: J. Patrick Beacom  
General Manager: J. F. Watkins  
Comm. Mgr.: Garry Moore  
Chief Engineer: Richard McBride

# WOAY

**OAK HILL—1947**

Frequency: 860 Kc. Power: 10 Kw. d.  
Owned-Oper. By: Robert R. Thomas, Jr.  
Business Address: Box 251  
Phone: 651 Air Time: Daytime  
News Service: AP  
Transcription Service: Capital, Thesaurus  
Membership: NARTB  
Pres., Gen. Mgr.: Robert R. Thomas, Jr.  
Chief Engineer: Curtis Horton

# WCEF

**PARKERSBURG—1954**

Freq.: 1050 Kc. Power: 250 Watts d.  
Owned-Oper. By: C. E. Franklin  
Address: P. O. Box 228  
Phone: 21844 Air Time: Daytime  
Gen. Mgr., Chief Eng.: C. E. Franklin

# WCOM

**PARKERSBURG—1947—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Parkersburg Bcstg. Co.  
Address: 317 Ninth St.  
Phone: 7-4491 Air Time: Full Time  
News Service: AP

Membership: NARTB, RAB  
Transcription Service: World  
Representative: McGillvra  
President: Joseph M. Handlan  
Gen., Sta., Mgr.: A. N. Archer  
Chief Engineer: William Collins

# WPAR

**PARKERSBURG—1935—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Ohio Valley Bcstg. Corp.  
Business-Studio Address: 211½ 5th St.  
Phone: 7-5475 Air Time: Full Time  
News Service: UP  
Newspaper Affil.: News Pub. Co.  
Transcription Service: Thesaurus  
Representative: Branham  
Membership: NARTB, RAB  
President: Austin V. Wood  
Gen., Sta., Comm. Mgr.: George H. Clinton  
Sales Prom. Mgr.: Lawrence V. Murphy  
Program Dir.: Sherman Grimm  
Publicity Director: Hazel N. Mercer  
Chief Engineer: V. G. Brooks

# WWYO

**PINEVILLE—1949**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Wyoming Bcstg. Co., Inc.  
Address: Box 184  
Phone: 2711 Air Time: Daytime  
News Service: UP  
Trans. Ser.: World  
Membership: NARTB  
President, Gen. Mgr.: R. D. Bailey  
Sta., Com. Mgr.: Edward Hawley  
Program Director: Elaine Taylor  
Chief Engineer: William D. Stone

# WLOH

**PRINCETON—1947—ABC-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Mountain Bcstg. Service  
Address: Box 1011  
Phone: 2151 Air Time: Full Time  
News Service: UP  
Transcription Service: Lang-Worth  
President: H. P. Hunnicutt  
Gen., Sta. Mgr.: Melvin F. Barnett  
Commercial Manager: James M. Angel  
Prog. Director: Paul Oshme  
Chief Engineer: Earl H. Graham

# WRON

**RONCEVERTE—1947—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Blake Bcstg. Co.  
Address: Shanklin Bldg.  
Phone: 300 Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Representative: Joseph Hershey McGillvra  
Pres., Gen. Mgr.: William E. Blake

Station Mgr. .... Gladys Livesay  
 Comm. Mgr. .... Ralph Shupe  
 Prog., Pub. Dir. .... Phil Vogel  
 Chief Engineer .... Keith Dotson

Gen. Sta., Comm. Mgr. .... George Yazell  
 Program Director .... Don McWhorter  
 Chief Engineer .... James McEwen

# WEIR

## WEIRTON—1950

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .... Tri-State Bcstg. Co.  
 Address .... 3992 Main St.  
 Phone: WE 2815 .... Air Time: Full Time  
 Transcription Service .... Thesaurus  
 News Service .... AP  
 Membership .... NARTB  
 Representative .... Rambeau  
 President .... Thomas E. Millsop  
 General Manager .... Edward J. Hirschberg  
 Station Manager .... Robert E. Badger  
 Chief Engineer .... James Mark

# WBRW

## WELCH—1940—MBS—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By .... McDowell Service Co.  
 Address .... 10 Riverside Drive  
 Phone: 818 .... Air Time: Full Time  
 News Service .... AP  
 Transcription Service .... Thesaurus  
 President .... Joseph C. Grant  
 General Manager .... Paul Wm. Marlowe  
 Chief Engineer .... Willis Seaman

# WELC

## WELCH—1950

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Pocahontas Bcstg. Co.  
 Address .... Box 1032  
 Phone: 1150 .... Air Time: Daytime  
 News Service .... UP  
 Representative .... McGillvra  
 Transcription Service .... World  
 Membership .... NARTB  
 President .... Sam Sidote  
 Sls. Prom. Mgr., Prog. Dir. .... J. Cullop  
 Chief Engineer .... Howard R. King

# WHAW

## WESTON—1948—KBS-MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Lewis Service Corp.  
 Address .... P. O. Box 431  
 Phone: 1555 .... Air Time: Full Time  
 News Service .... AP  
 Newspaper Affil. .... Buckhannon Record  
 Transcription Service .... Associated  
 President .... Harold McWhorter

# WHLL

## WHEELING—1949

Frequency: 1600 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By .... Wheeling Bcstg. Co.  
 Address .... Box 989  
 Phone: Wheeling 6700 .... Air Time: Daytime  
 Station Rep. .... Gill-Perna  
 Transcription Service .... Standard  
 Pres., Gen. Mgr. .... K. H. Forney  
 Commercial Manager .... Paul Miles  
 Program Director .... James Smith

# WKWK

## WHEELING—1941—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Community Bcstg., Inc.  
 Trans. Add. .... Pythian Bldg. 16th & Market Sts.  
 Phone: WH 5320 .... Air Time: Full Time  
 News Service .... UP  
 Station Representative .... Weed  
 Pres., Gen. Manager .... John B. Reynolds  
 Commercial Mgr. .... Elsie M. Cook  
 Program Director .... Dale M. Schussler  
 Chief Engineer .... James Jones

# WWVA

## WHEELING—1926—CBS

Frequency: 1170 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By .... Storer Broadcasting Co.  
 Address .... Hawley Bldg.  
 Phone: WH. 5383 .... Air Time: Full Time  
 News Service .... AP  
 Transcription Service .... Lang-Worth  
 Representative .... John Blair  
 Membership .... NARTB, RAB  
 President .... George B. Storer  
 Station Manager .... Paul J. Miller  
 Sales Prom., Pub. Dir. .... Howard W. Meagle  
 Program Director .... Paul A. Myers  
 Chief Engineer .... Edwin L. Keim

# WBTH

## WILLIAMSON—1939—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Williamson Bcstg. Corp.  
 Business Address .... P. O. Box 261  
 Phone: 1241 .... Air Time: Full Time  
 News Service .... UP  
 Membership .... NARTB  
 Co-Owner, President .... Clarence Lovitch  
 Co-Owner, Gen., Comm. Mgr. .... Alice Shein  
 Program Director .... John T. Blair, Jr.  
 Chief Engineer .... Robert W. Bullio

# WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — Families 1,065,000  
Radio Homes 1,042,000 — TV Homes 653,000 — Stations in State 69

## WATK

ANTIGO—1947—WISCONSIN

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Oper. By Antigo Bcstg. Co.  
Address Antigo Journal Bldg.  
Transcription Service Thesaurus  
News Service UP  
President, Gen. Mgr. A. F. Berner  
Chief Engineer Robert Fowler

## WAPL

APPLETON—1952

Frequency: 1570 Kw. Power: 1000 Watts d.  
Owned-Oper. By Bartell Broadcasters, Inc.  
Address Balliet Hotel, 124 W. Wash. St.  
Phone: 4-2609 Air Time: Daytime  
News Service UP  
Station Rep. Gill-Perna  
President Gerald A. Bartell  
Program Director Rex Munger  
Station Mgr. Connie Forster  
Chief Engineer L. A. Bauernfeind

## WHBY

APPLETON—1924—MBS  
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By WHBY, Inc.  
Bus.-Studio Address 600 So. Lawe St.  
Phone: 3-6639 Air Time: Full Time  
News Service AP  
Transcription Service World  
Representative Meeker  
Comm., Gen., Sta. Mgr. Earl H. Huth  
Sales Prom. Mgr. Earl McRoberts  
Program Director Greg McElrone  
Publicity Director Lewis Process  
Chief Engineer George Merkl

## WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Upper Michigan-Wisconsin  
Broadcasting System, Inc.  
Address No. State Bank Bldg.  
Phone: 1680 Air Time: Full Time  
Transcription Service Thesaurus  
Representative Walker  
President William L. Johnson  
Station Manager Arnold J. Peterson  
Publicity Director Richard Wherley  
Program Director Mary Jean Anne  
Chief Engineer Otto Link

## WBEV

BEAVER DAM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By Beaver Dam Bcstg. Co.

Address Radio Park  
Phone: TU. 5-4439 Air Time: Daytime  
News Service UP  
Transcription Service SESAC  
Membership NARTB  
President William E. Walker  
General Mgr. Charles R. Dickoff  
Comm. Mgr. George Reese  
Chief Engineer Lloyd Nowak

## WBEL

BELOIT—1948

Frequency: 1380 Kc. Power: 5000 Watts d.  
Owned-Oper. By Beloit Bcstrs., Inc.  
Business-Studio Address 335 E. Grand Ave.  
Phone: EM. 5-5525 Air Time: Daytime  
News Service AP  
Transcription Service Thesaurus  
Representative Holman  
President Russ Salter  
General Mgr. Robert O. Moran  
Rockford Manager Warren A. Anderson  
Beloit Manager Joe Moen  
Publicity Director Mrs. Christie Thomsen  
Chief Engineer Leo Wilson

## WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Beloit Bcstg. Co.  
Business-Studio Address Hotel Hilton  
Phone: Emerson 5-8865 Air Time: Full Time  
News Service AP  
Rep. Everett-McKinney  
Membership NARTB  
President Sidney H. Bliss  
General Manager Robert J. Bodden  
Commercial Manager Gene Steinhorst  
Prog. Director Jerry Grainger  
Chief Engineer Jerry Dvorachek

## WCHF

CHIPPEWA FALLS—1954

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned M & N Bcstg. Co.  
Address 108½ Bridge St., Ladysmith  
Station Rep. Clark  
President Charles Nelson  
Station Mgr. Fred Vigder

## WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By WBIZ, Inc.  
Address 609 Cameron St.  
Phone: 5111-2 Air Time: Full Time  
News Service UP  
President, General Mgr. Howard G. Bill  
Pub., Program Dir. Harold Jahne

# WEAU

**EAU CLAIRE—1937—NBC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By Central Bcstg. Co.  
 Business-Studio Add. 2415 So. Hastings  
 Phone: 2-3474 Air Time: Full Time  
 Newspaper Affil. Telegram, Leader  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Hollingbery  
 Membership NARTB, RAB  
 President W. C. Bridges  
 General Manager Harry S. Hyett  
 Sta., Comm. Mgr. Robert E. Nelson  
 Prog. Dir. Al Young  
 Chief Engineer T. O. Jorgenson

# WRFW

**EAU CLAIRE—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned Chippewa Valley Radio & TV Corp.  
 Bus.-Studio-Transmitter Address Rudolph Rd.  
 Phone: 2-1629 Air Time: Daytime  
 News Service AP  
 Transcription Service Capitol, Standard  
 President Thomas K. Werner  
 General Manager Jack Kelly  
 Commercial Manager Richard Werner  
 Chief Engineer Wm. Hill

# KFIZ

**FOND DU LAC—1922—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By KFIZ Bcstg. Co.  
 Bus.-Studio-Transmitter Address 18 W. First St.  
 Phone: 356 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Holman  
 Membership NARTB  
 Exec. Vice Pres. Emery W. Martin  
 General Manager Lynn N. Fairbanks  
 Program Director Lucille Fairbanks  
 Chief Engineer Wendell S. Meyers

# WBAY

**GREEN BAY—1925—CBS**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By Norbartine Fathers  
 Phone: HE. 2-3331 Air Time: Full Time  
 News Service AP  
 Representative Weed  
 Managing Director Rev. M. J. Beemster  
 General Manager Haydn R. Evans  
 Comm. Mgr. Joseph De Young  
 Prom. Manager Lee Stinson  
 Sta. Mgr., Prog. Dir. Rodger Mueller  
 Publicity Dir. Marcie Hayden  
 Chief Engineer Wallace Stangel

# WDUZ

**GREEN BAY—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Green Bay Bcstg. Co.

Business-Studio Address 225 N. Adams St.  
 Phone: HE 5-5331 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative John E. Pearson  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. Ben A. Laird  
 Sta. Mgr., Prog. Dir. Don Arthur  
 Commercial Manager Robert A. Vandersteen  
 Chief Engineer Leo Westerman

# WJPG

**GREEN BAY—1947—WISCONSIN  
MBS**

Freq.: 1440 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By Green Bay Newspaper Co.  
 Business Address P. O. Box 620  
 Phone: Hemlock 5-7575 Air Time: Full Time  
 Newspaper Affiliation "Press-Gazette"  
 News Service AP  
 Trans. Ser. Standard  
 Representative McGillvra  
 Membership NARTB  
 President Andrew B. Turnbull  
 General Manager Joseph Horner, Jr.  
 Station Manager John M. Walter  
 Commercial Manager Glen R. Holznecht  
 Sales, Prom. Mgr. William McCarthy  
 Program Director Charles Gourlie  
 Publicity Director Mary Ann Bartelt  
 Chief Engineer Elmo Reed

# WTKM

**HARTFORD—1951—KBS**

Frequency: 1540 Kc. Power: 500 Watts d.  
 Owned-Operated By Kettle Moraine Bcstg. Co.  
 Address R R No. 1  
 Phone: 600 Air Time: Daytime  
 Transcription Service SESAC  
 News Service UP  
 Representative Lawson  
 Pres., Gen. Mgr. Walter Zastrow  
 Sta., Comm. Mgr. Don Zastrow  
 Sales Prom. Director Oliver West  
 Chief Engineer Edward Wille

# WCLO

**JANESVILLE—1930  
MBS-WISCONSIN**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Southern Wisconsin Radio, Inc.  
 Business-Studio Address 200 E. Milwaukee St.  
 Phone: 3316 Air Time: Full Time  
 News Service AP  
 Newspaper Affiliation "Daily Gazette"  
 Representative Everett-McKinney  
 President Sidney H. Bliss  
 Gen., Sta. Mgr. V. W. Williams  
 Commercial Manager Charles W. Bessire  
 Prom., Pgm., Pub. Dir. Ralph Schroeder  
 Chief Engineer Wayne Clay

# WLIP

**KENOSHA—1947**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned-Oper. By Kenosha Bcstg. Co.  
 Address National Bank Bldg.  
 Phone: 7-6162 Air Time: Daytime  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Everett-McKinney  
 Membership RAB, NARTB  
 General Manager William L. Lipman  
 Station Manager Hugh Gately  
 Program Director Jerome Golden  
 Chief Engineer Casimir Lubinski

# WKBH

**LA CROSSE—1923—NBC**

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Operated By WKBH, Inc.  
 Business-Studio Address 141 So. 6th St.  
 Phone: 2-4678 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Paul H. Raymer Co.  
 Membership RAB, NARTB  
 President, Station Mgr. Howard Dahl  
 Program Director Berneice Callaway  
 Chief Engineer Al Leeman

# WKTY

**LA CROSSE—1948—ABC**

Frequency: 580 Kc. Power: 1000 Watts  
 Owned-Oper. By Lee & Associates, Inc.  
 Business-Studio Address 112 N. 4th St.  
 Phone: 2-6043 Air Time: Full Time  
 News Service UP  
 Representative Everett-McKinney  
 President Herbert H. Lee  
 Gen. Mgr. Don O'Brien  
 Comm. Mgr. Milo Knutson  
 Prom. Dir. Charles R. Kearns

# WLCX

**LA CROSSE—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Otunwa Tel. Corp.  
 Address Rivoli Theatre Bldg.  
 Phone: 4-4521 Air Time: Full Time  
 News Service INS, UP  
 Station Rep. Sears & Ayer  
 President R. L. Phillippe  
 General Mgr. Gene W. Phillippe  
 Commercial Mgr. R. A. Gaumer  
 Promotion Mgr. Ken Nyman  
 Program Mgr. Bob Mikkalson  
 Chief Engineer Bill Bruring

# WLDY

**LADYSMITH—1947—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Flambeau Bcstg. Co.  
 Phone: 584 Air Time: Full Time  
 News Service AP

Representative Thomas Clark  
 Membership RAB  
 President Chas. H. Nelson  
 General Manager Joseph Dalvig

# WIBA

**MADISON—1925—NBC**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Operated By Badger Bcstg. Co.  
 Business-Studio Address 3800 Regent St.  
 Phone: 3-5311 Air Time: Full Time  
 News Affil. "Capital Times," "Wisc. State Journal"  
 Representative Avery-Knodel  
 Membership NARTB  
 President William T. Evjue  
 General Manager Kenneth F. Schmitt  
 Commercial Manager Howard A. Johnson  
 Program Director Robert N. Dick  
 Chief Engineer Norman Hahn

# WISC

**MADISON—1948—MBS-ABC**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Wisconsin, Inc.  
 Address Comm. State Bank Bldg.  
 Phone: 7-2588 Air Time: Full Time  
 News Service UP  
 Representative George P. Hollingbery  
 President Ralph M. Immell  
 General Manager Ralph O'Connor  
 Promotion Mgr. Richard S. Nickeson  
 Sales Prom. Mgr. Lee Wesner  
 Program Director Beverly White  
 Publicity Director Lee Wesner  
 Chief Engineer W. M. Greely

# WKOW

**MADISON—1948—CBS**

Freq.: 1070 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By Monona Bcstg. Co.  
 Address 215 W. Washington Ave.  
 Phone: 7-2261 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Headley Reed  
 President Stewart Watson  
 General Manager Ben Hovel  
 Program Director Lu Baitinger  
 Chief Engineer Bob Wickhem

# WOMT

**MANITOWOC—1926—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Francis M. Kadow  
 Business-Studio Address Radio Bldg.  
 Phone: 5015 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Holman  
 Membership NARTB  
 President, Gen. Mgr. Francis M. Kadow  
 Comm. Mgr. Robt. Conway  
 Program Director George H. Erdman  
 Sales Prom. Mgr. L. J. Splitt  
 Publicity Director Edw. Botecher  
 Chief Engineer Hubert Willis

# W W O C

## MANITOWOC—1952

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Manitowoc Bcstg. Co.  
 Address.....N. 10th Ave.  
 Phone: 7763.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....McGillvra  
 Ptnr., Gen. Mgr.....Edward Allen, Jr.  
 Ptnr., Chief Engineer.....Edward Jacker

# W M A M

## MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts  
 Owned-Oper. By.....M. & M. Bcstg. Co., Inc.  
 Bus-Studio Address.....400 Wells St.  
 Phone: 2-6631.....Air Time: Unlimited  
 News Service.....UP  
 Representatives..Venard, Rintoul & McConnell  
 President.....William E. Walker  
 General Manager.....Joseph D. Mackin  
 Station Mgr.....Howard L. Emich  
 Sales Prom. Mgr.....Howard Witt  
 Program Director.....Pat Kehoe  
 Chief Engineer.....Al Alexander

# W D L B

## MARSHFIELD—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Own-Oper. By Dairyland's Bdcstg. Serv., Inc.  
 Add. Trans. Loca.....1710 N. Central Ave.  
 Phone: 1450.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 President.....Lloyd L. Felker  
 Gen., Sta. Mgr., Pub. Dir. .Robert W. Behling  
 Comm. Mgr.....Roger Thomsen  
 Sales Prom. Mgr.....Gene La Fond  
 Program Director.....Du Wayne Allen  
 Chief Engineer.....Jerry Boos

# W I G M

## MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Murphy-Nelson Bcstg. Co., Inc.  
 Business-Studio Address.....Box 59  
 Phone: 5147.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Clark  
 President.....Charles H. Nelson  
 General Manager.....Paul Allman  
 Program Director.....Richard Johnson  
 Chief Engineer.....Ray Bohnert

# W M N E

## MENOMONIE—1951—KBS

Frequency: 1360 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Menomonie Bcstg. Co.  
 Address.....603½ Broadway  
 Phone: 1156.....Air Time: Daytime  
 Transcription Service.....Lang-Worth, SESAC

Representative.....Lawson  
 News Service.....UP  
 General Manager.....Dr. Wendell Hansen  
 Sta., Mgr.....Douglas Weikley  
 Comm. Sales Prom. Mgr.....Thor Edgeberg  
 Chief Engineer.....Everette Lindgren

# W C A N

## MILWAUKEE—1947—ABC

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Midwest Bcstg. Co.  
 Business-Studio Address.....723 N. Third St.  
 Phone: Broadway 6-2154..Air Time: Full Time  
 News Service.....UP  
 Representative.....Rosenman, Scott  
 President, Gen. Mgr.....Lou Poller  
 Chief Engineer.....Wally Wesley

# W E M P

## MILWAUKEE—1935

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Milwaukee Bcstg. Co.  
 Bus-Address.....710 N. Plankinton Ave.  
 Phone: BR. 1-7722.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Headley Reed  
 Membership.....NARTB, RAB  
 President.....A. M. Spheeris  
 Gen., Sta. Mgr.....Hugh K. Boice, Jr.  
 Comm., Sls. Prom. Mgr.....John C. Gagliano  
 Publicity Director.....Tom Dyson  
 Program Director.....Tom Shanahan  
 Chief Engineer.....Rolland Paske

# W F O X

## MILWAUKEE—1946—KBS

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Business Mgt. Inc.  
 Address.....208 E. Wisconsin Ave.  
 Phone: Broadway 2-1272..Air Time: Full Time  
 News Service.....AP  
 Representative.....Young  
 Pres., Gen. Mgr.....Joseph A. Clark  
 Program Director.....Charles La Force  
 Chief Engineer.....George Dodge

# W I S N

## MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Hearst Corporation  
 Address.....540 N. Plankinton Ave.  
 Phone: B'way 1-4644.....Air Time: Full Time  
 Transcription Service.....World, APS  
 Newspaper Affil.....Sentinel  
 Representative.....The Katz Agency  
 News Service.....AP, INS  
 Membership.....NARTB, RAB  
 President.....Charles McCabe  
 General Manager.....R. E. Shireman  
 Sales Prom. Mgr.....J. D. Hill  
 Program Director.....Leslie F. Biebl  
 Chief Engineer.....Donald A. Weller

# W M I L

## MILWAUKEE—1947

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Cream City Bcstg. Co., Inc.  
 Bus.-Studio Address... 2625 W. Wisconsin Ave.  
 Phone: WE. 3-1290 Air Time: Day Time  
 News Service ..... UP  
 Transcription Service..... SESAC, Cole  
 Membership ..... NARTB, RAB  
 Representative ..... McKinney, Dora-Clayton  
 President ..... Gene Posner  
 Gen. Mgr. .... Jerome Sill  
 Program Director..... Arthur H. Vogel  
 Chief Engineer..... Gino Monaco

# W O K Y

## MILWAUKEE—1950

Frequency: 920 Kc. Power: 1 Kw. d.  
 Owned ..... Bartell Broadcasters, Inc.  
 Address ..... 704 W. Wisc. Ave.  
 Phone: BR. 1-8480 Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Bolling  
 President ..... Gerald A. Bartell  
 General Mgr. .... Melvin Bartell  
 Station Mgr. .... John Box, Jr.  
 Chief Engineer ..... Ralph Evans

# W T M J

## MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. By..... The Journal Co.  
 Business Address ..... 720 E. Capitol Dr.  
 Phone: B'way 1-6000 Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Christal  
 V.P., General Mgr. .... Walter J. Damm  
 Asst. Gen. Mgr. .... R. G. Winnie  
 Station Manager..... George Comte  
 Research & Devel. Co-ordinator. L. W. Herzog  
 Sales Manager..... Neale V. Bakke  
 Mgr., Engineering..... Phillip B. Laeser  
 Mgr., Pub. Serv. & Prom. .... Bruce Wallace

# W E K Z

## MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.  
 Owned-Operated By... Green County Bcstg. Co.  
 Phone: 1260 Air Time: Daytime  
 News Service ..... AP  
 President ..... Kenneth Stuart  
 Gen., Sta. Mgr. .... Grant A. Ritter  
 Program Director..... Stan Neuberger  
 Chief Engineer..... Rex Eylar

# W N A M

## NEENAH—MENASHA—1947—KBS

Frequency: 1280 Kc. Power: 1 Kw., d. n.  
 Owned ..... Neenah-Menasha Bcstg. Co.  
 Phone: 2-6471 Air Time: Full Time  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Station Rep. .... Walker

Membership ..... NARTB, RAB  
 President ..... Samuel N. Pickard  
 V.P. & General Mgr. .... Con C. Wirth  
 Station Mgr. .... W. C. Porsov  
 Program Dir. .... Ted Moore  
 Chief Engineer..... Harry Hill

# W O S H

## OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By..... Oshkosh Bcstg. Co.  
 Transmitter Location..... 1235 Bowen St.  
 Transcription Service ..... Capitol  
 Representative ..... Pearson  
 Pres., Pgm. Dir. .... Wm. F. H. Johns, Jr.  
 General Manager..... Wm. L. McDonald  
 Chief Engineer..... Don Zuehike

# W P F P

## PARK FALLS—1953—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned ..... M&N Bcstg. Co., Inc.  
 Phone: 369, 262 Air Time: Full Time  
 Transcription ..... Lang-Worth  
 Representative ..... Clark  
 President ..... Charles H. Nelson  
 Sec., Treas. .... Harold R. Murphy  
 General Mgr. .... Gene Halker  
 Sales Prom. Mgr. .... Ron Koziak  
 Chief Engineer ..... Robert Senne

# W P L Y

## PLYMOUTH—1954—KBS

Frequencies: 1420 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Eastern Wisc. Bcstg. Co.  
 Address ..... Box 222  
 Phone: 3-3661 Air Time: Daytime  
 President ..... Art Gerber  
 General Manager..... John R. Saxe  
 Comm. Mgr. .... Don Harrington  
 Chief Eng. .... Eugene Capelle

# W P D R

## PORTAGE—1952

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Portage Bcstg. Co.  
 Address ..... Box 142  
 Phone: 1350 Air Time: Daytime  
 Newspaper Affil. .... Daily Register  
 Transcription Service..... Thesaurus  
 Representative ..... Upper Midwest  
 News Service ..... UP  
 President..... W. T. Comstock  
 General Manager..... John Haerle  
 Commercial Manager ..... Blair Dalton  
 Sales Prom. Mgr. .... Carol Mork  
 Program Director ..... Berwyn Ableman  
 Chief Engineer..... Garth Bowker

# W I B U

## POYNETTE—1925—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... William C. Forrest

Bus.-Transmitter Address.....Poynette  
 Phone: PO. 98 ..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service..... Standard, SESAC  
 Pres., Gen., Sta. Mgr..... William C. Forrest  
 Program Dir..... Sarah A. Forrest  
 Chief Engineer ..... Leonard Doese

## WPRE

**PRARIE DU CHIEN—1952**

Frequency: 1280 Kc.....Power: 500 Watts  
 Owned.....Prarie Bcstg. Co., Inc.  
 Address..... P. O. Box 36  
 Phone: 637, 638..... Air Time: Daytime  
 News Service .....UP  
 Transcription .....Capitol, World  
 Representative.....Lawson, Regional Radio  
 Gen., Sta. Mgr..... W. C. Schlaugat, Jr.  
 Comm., Sales Prom. Mgr.....Thomas Multerer  
 Program Director ..... Jerry Key  
 Publicity Dir..... Mickey Fanello  
 Chief Engineer ..... Ervin Pvg

## WRAC

**RACINE—1949—KBS**

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....WRAC, Inc.  
 Address..... Arcade Bldg.  
 Phone: 2-1627 ..... Air Time: Daytime  
 News Service .....UP  
 Trans. Service ..... World  
 Representative..... Sears & Ayer  
 Membership..... NARTB, RAB  
 President..... George Gorton, III  
 General Mgr..... William J. Prialux  
 Commercial Mgr..... Raymond J. Pawzun  
 Program Dir..... Edward J. Ruetz  
 Publicity Dir..... Ted Witheril  
 Chief Engineer ..... Floyd Heary

## WRJN

**RACINE—1926—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Racine Bcstg. Corp.  
 Business Address..... 441 Main St.  
 Phone: 4-3311..... Air Time: Full Time  
 News Service .....AP  
 Representative..... Walker  
 Newspaper Affiliation..... "Journal-Times"  
 Membership..... NARTB, RAB  
 President..... J. D. McMurray  
 General Manager..... Harry R. LePoidevin  
 Station Manager..... Harold J. Newcomb  
 Commercial Manager..... Gerald D. Nelson  
 Sales Prom. Mgr..... Amelia French  
 Program Director..... Lyman Merens  
 Publicity Director..... Amelia French  
 Chief Engineer..... F. Lee Dechant

## WRDB

**REEDSBURG—1953**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... William C. Forrest  
 Address..... Poynette  
 Phone: 98..... Air Time: Full Time

News Service .....UP  
 Transcription Service..... Standard, SESAC  
 General Manager..... Ronald H. Smith

## WOBT

**RHINELANDER—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..... Onelda Bcstg. Co.  
 Business Address..... Highway 8—East  
 Phone: 1240..... Air Time: Full Time  
 News Service .....UP  
 Representative..... McGillvra  
 Transcription Service..... World  
 President..... James Cleary  
 Gen. Mgr., Prog. Dir..... George F. Thoma  
 Comm. Manager..... Paul Vargo  
 Chief Engineer..... Charles Marvin

## WJMC

**RICE LAKE—1939—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By..... WJMC, Inc.  
 Address Trans. Loca..... 1615 S. Main St.  
 Phone: 550..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service..... World, SESAC  
 Representative..... Hollingbery, Bulmer-Johnson  
 President..... W. C. Bridges  
 Commercial Manager..... Russell J. Brown  
 Program Director..... Carl N. Klaus  
 Chief Engineer..... Robert Kolsky

## WRCO

**RICHLAND CENTER—1949—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Richland Bcstg. Co.  
 Address..... P. O. Box 192  
 Phone Number.....20  
 News Service .....UP  
 Transcription Service..... Thesaurus  
 Membership..... NARTB, RAB  
 President..... Arthur Overgaard  
 General Manager..... T. R. Kelly  
 Chief Engineer..... Pete Athanas

## WTCH

**SHAWANO—1948**

Frequency: 960 Kc.....Power: 1,000 Watts d.  
 Owner..... Shawano County Leader Pub. Co.  
 Business-Studio Address..... 107 E. Green Bay St.  
 Phone: 666..... Air Time: Full Time  
 Representative..... Lawson  
 News Service .....UP  
 Transcription Service..... Capitol, World  
 General Manager..... Mrs. Jeanne Donald  
 Station Manager..... Ray Gruetzmacher

## WHBL

**SHEBOYGAN—1924—ABC-WIS.**

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By..... WHBL, Inc.  
 Bus.-Studio Address..... P. O. Box 27  
 Phone: 4844-5..... Air Time: Full Time  
 News Service .....AP



**Membership** ..... NARTB  
**Transcription Service** ..... Associated  
**Sta. Rep.**... Venard, Rintoul & McConnell, Inc.  
**President**..... C. E. Broughton  
**General Manager** ..... Paul F. Skinner  
**Comm. Mgr.**..... John Harvey  
**Program Director**..... Glen James  
**Chief Engineer**..... Herbert J. Mayer

## W S H E

**SHEBOYGAN—1954**

**Frequency:** 800 Kc....**Power:** 250 Watts d.  
**Owned-Oper. By**..... Lake Shore Bcstg. Co.

## W K L J

**SPARTA—1951—KBS**

**Frequency:** 990 Kc....**Power:** 250 Watts d.  
**Owned-Oper. By**..... Sparta-Tomah Bcstg. Co.  
**Address**..... 124½ S. Water St.  
**Phone:** 3307 .....**Air Time:** Daytime  
**Transcription Service** ..... Standard  
**News Service** ..... UP  
**President**..... Victor J. Tedesco  
**Gen., Sta., Comm. Mgr.**..... John D. Rice  
**Sales Prom. Mgr.**..... Richard M. Hubbell  
**Program Dir.**..... Lawrence C. Patton  
**Publicity Dir.**..... John D. Rice  
**Chief Engineer** ..... Raymond Skinner

## W L B L

**STEVENS POINT—1954**

**Frequency:** 930 Kc....**Power:** 5000 Watts d.  
**Owned-Oper. By**..... Wisc. Radio Council

## W S P T

**STEVENS POINT—1948**

**Frequency:** 1010 Kc....**Power:** 250 Watts d.;  
**Owned-Oper. By**..... Stevens Pt. Bcstg. Co.  
**Business-Studio Address**..... 414½ Main St.  
**Phone** ..... 2744  
**News Service** ..... UP  
**Transcription Service** ..... SESAC  
**Membership** ..... NARTB, RAB  
**Representative**..... Hal Holman, Lawson  
**President**..... W. F. Johns, Sr.  
**General Manager**..... A. L. Mayer  
**Program Director**..... Thomas Lund  
**Chief Engineer**..... C. R. Colby

## W D O R

**STURGEON BAY—1947**

**Frequency:** 910 Kc....**Power:** 500 Watts d.  
**Owned-Oper. By**... Door County Bcstg. Co. Inc.  
**Address**..... P. O. Box 88  
**Phone:** ST 593 .....**Air Time:** Daytime  
**Transcription Service** ..... Thesaurus  
**Station Rep.**..... McGillvra  
**News Service** ..... AP  
**Pres., Gen. Mgr.**..... Edward Allen, Jr.  
**Commercial Manager**... William O. Warnkey  
**Program Director**..... Dolores Allen  
**Chief Engineer**..... Joseph Genovese

## W O K W

**STURGEON BAY—1951—KBS**

**Frequency:** 1050 Kc....**Power:** 250 Watts d.  
**Owned-Operated By**... Door County Radio Co.  
**Address**..... 154 No. Third Ave.  
**Phone Number** ..... 1050  
**Newspaper Affil.** ..... Advocate  
**News Service** ..... UP  
**Trans. Ser.** ..... World  
**Station Rep.** ..... Best  
**President**..... Chandler F. Harris  
**Gen., Sta. Mgr.**..... Herbert H. Graefe  
**Sales Prom. Mgr.**..... Frank K. Ullsperger  
**Prog. Director, Chief Eng.**..... Jack Schaefer

## W D S M

**SUPERIOR—1939—ABC-MBS**

**Frequency:** 710 Kc....**Power:** 5000 Watts  
**Owned-Oper. By**..... WDSM, Inc.  
**Business Address**..... Nat'l Bldg.  
**News Service** ..... UP  
**News. Affil.**..... "Herald & News Tribune"  
**Representative**..... Free & Peters  
**Trans. Ser.** ..... Standard  
**Membership** ..... NARTB  
**President**..... Robert Ridder  
**General Manager**..... Rodney A. Quirk  
**Commercial Mgr.**..... Ralph Nelson  
**Program Director**..... Carlo Anneke  
**Chief Engineer**..... Gerry Baumann

## W T R W

**TWO RIVERS—1951—KBS**

**Frequency:** 1590 Kc....**Power:** 500 Watts d.  
**Owned-Operated By**... Two Rivers Bcstg. Co.  
**Address** ..... 1817 Washington  
**Transcription Service** ..... Standard  
**News Service** ..... UP  
**Station Rep.** ..... RAB  
**President**..... Wendell Hansen  
**General Manager**..... Howard Luebke  
**Commercial Mgr.**..... Stanley Greene  
**Chief Engineer**..... Elmer Johnson

## W T T N

**WATERTOWN—1950—KBS**

**Frequency:** 1580 Kc....**Power:** 250 Watts d.  
**Owned-Oper. By**... Watertown Radio, Inc.  
**Address**..... 104 W. Main St.  
**Phone:** 2215 .....**Air Time:** Daytime  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Membership** ..... RAB  
**Pres., Gen. Mgr.**..... Carl V. Kolata  
**Program Director** ..... Robert K. Brown  
**Chief Engineer**..... Harold Winkenwerder

## W A U X

**WAUKESHA—1947**

**Frequency:** 1510 Kc....**Power:** 250 Watts d.  
**Owned-Operated By**..... Waukesha Bcstg. Co.

**WISCONSIN - WYOMING**

**Business-Studio Address**.....319 W. Main St.  
**Phone:** 6636.....**Air Time:** Daytime  
**News Service**.....**AP**  
**Transcription Service**.....Lang-Worth  
**Representative**.....Holman  
**Membership**.....**NARTB, RAB**  
**Gen., Sta. Mgr.**.....Mig Figi  
**Commercial Manager**.....Charles E. Williams  
**Prog. Dir.**.....Donald Froehlich  
**Chief Engineer**.....Adin Randall

**Business-Studio Address**.....714 Fifth St.  
**Phone:** 21021.....**Air Time:** Full Time  
**News Service**.....**AP, UP**  
**Transcription Service**.....Thesaurus  
**Representative**.....Meeker  
**President**.....J. C. Sturtervant  
**General Manager**.....George T. Frichette  
**Comm. Mgr.**.....James W. Frey  
**Sales Prom. Mgr.**.....James Frey  
**Program Director**.....Donald W. De Byle  
**Chief Engineer**.....Roland W. Richardt

**WHVF****WAUSAU—1953**

**Freq.:** 1230 Kc.....**Power:** 250 Watts  
**Owned**.....Lakeland Bcstg. Corp.  
**Address**.....1110 Wausau Ave.  
**Phone:** 2-1188.....**Air Time:** Full Time  
**News Service**.....**AP**  
**Trans. Service**.....World, Standard  
**Pres., Gen. Mgr., Chief Eng.** Hilding V. Forseen  
**Sta., Comm. Mgr.**.....R. H. Topinka  
**Publicity Director**.....LeRoy Beilke

**WBKV****WEST BEND—1950**

**Frequency:** 1470 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....West Bend Bcstg. Co.  
**Address**.....Box 59, Decorah Rd.  
**Rep.**.....Upper Midwest, Reg. Radio Rep's  
**Transcription Service**.....Thesaurus  
**Pres., Gen. Mgr.**.....August C. Berkholtz  
**Station Mgr.**.....Roy Ambrose  
**Commercial Mgr.**.....Paul J. Mueller  
**Program Director**.....Ray Kessnich  
**Chief Engineer**.....Paul J. Ripple

**WOSA****WAUSAU—1948—MBS-KBS**

**Frequency:** 550 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Alvin E. O'Konski  
**Address**.....Lake Road, Merrill, Wis.  
**Phone:** 1445-5.....**Air Time:** Full Time  
**Representative**.....Rambeau  
**Trans. Ser.**.....Capitol, Standard, Cole, SESAC  
**Associated**  
**News Service**.....**AP, UP**  
**General Manager**.....Alvin O'Konski

**WFHR****WISCONSIN RAPIDS—1940—MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....William F. Huffman Radio  
**Business Address**.....141 W. Grand Ave.  
**Transcription Service**.....World  
**Representative**.....Devney & Son  
**Membership**.....**NARTB, RAB**  
**President**.....Louise F. Huffman  
**Gen., Sta., Mgr., Prom. Dir.** Geo. T. Frechette  
**Commercial Manager**.....L. J. Zurawski  
**Sls. Prom. Mgr.**.....Geo. T. Frechette  
**Prog., Pub. Dir.**.....James Tighe  
**Chief Engineer**.....Gordon Miller

**WSAU****WAUSAU—1937—NBC**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Wisc. Valley TV Corp.

**WYOMING**

Pop. Feb. 1 1955 (Est.) 318,000 — Families 95,000

Radio Homes 92,000 — TV Homes 17,000 — Stations in State 16

**KSPR****CASPER—1930—CBS**

**Frequency:** 1470 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Donald L. Hathaway  
**Business Address**.....Box 930  
**Phone:** 3-5777.....**Air Time:** Full Time  
**News Service**.....**UP**  
**Transcription Service**.....World, Associated  
**Representative**.....Walker, Moore  
**Membership**.....**NARTB, RAB**  
**Owner, Pres., Mgr.**.....Donald L. Hathaway  
**Asst. Station Manager**.....Marcus R. Nichols  
**Chief Engineer**.....John Cheatham, Jr.

**KVOC****CASPER—1946—ABC-MBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....KVOC Bcstg. Co.  
**Bus. Studio-Transmitter Address**.....Box 2090  
**Phone:** 2-24512.....**Air Time:** Full Time  
**News Service**.....**AP**  
**Representative**.....McGillvra  
**Membership**.....**NARTB, RAB**  
**President**.....Duane Simons  
**Gen., Sta. Mgr.**.....William F. Shotts  
**Commercial Manager**.....I. E. Shahan  
**Program Director**.....Jim Baker  
**Publicity Dir.**.....Bob Turner  
**Chief Eng.**.....Duane Simons

# K F B C

**CHEYENNE—1940—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Frontier Bcstg. Co.  
 Bus.-Studio Address: 2923 East Lincolnway  
 Phone: 4-4461 Air Time: Full Time  
 News Service UP  
 Representative McGillvra  
 Membership NARTB, RAB  
 News, Affil. Wyoming Eagle, State Tribune  
 President Robert S. McCracken  
 Gen., Sta. Mgr. William C. Grove  
 Commercial Manager Charles Cahill  
 Sales Prom. Mgr. J. E. Bogan  
 Program Director Bettye Zuck  
 Publicity Director Margaret O'Brien  
 Chief Engineer R. C. Pfannanschmid

# K V W O

**CHEYENNE—1951—MBS-KBS  
 INTERMOUNTAIN**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Great West Co.  
 Address: Box 926, 3000 W. Lincolnway  
 Phone: 2-6433 Air Time: Daytime  
 News Service AP  
 Membership RAB  
 Representative Avery-Knodel  
 President Wm. T. Kemp  
 Station Manager Bill Anderson  
 Commercial Mgr. Ruth Dorr  
 Sales Prom. Mgr. Bob Hale  
 Program Director Mike Gardner  
 Chief Engineer Harold M. Roberts

# K O D I

**CODY—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Absaroka Bcstg. Co.  
 Address: P. O. Box 762  
 Phone: 445 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative McGillvra  
 Newspaper Affiliate The "Enterprise"  
 Membership NARTB  
 President Charles Kepler  
 General Manager Larry Morrison  
 Station Manager C. Owen Allen  
 Program Director Bert Frendrich  
 Chief Engineer Hal Bowen

# K L U K

**EVANSTON—1953—MBS-KBS  
 INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Advertising Enterprises Ltd.  
 Address: P. O. Box 198  
 Phone: 700 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Avery-Knodel  
 Owner, Gen. Mgr. Edwin L. Bullis  
 Chief Engineer Harry Albers

# K O V E

**LANDER—1948—KBS—MBS  
 INTERMOUNTAIN**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Edward J. Breece  
 Business Address: P. O. Box 436  
 Phone: 488 Air Time: Full Time  
 News Service UP  
 News, Affil. Wyoming State Journal  
 Representative Continental  
 Owner Edward J. Breece  
 Sta., Gen. Mgr. Jack L. Breece  
 Comm., Prom. Mgr. Dorothy L. Reed  
 Publicity Director Louise York  
 Sls. Prom. Mgr. W. L. Ross  
 Prog. Dir. R. W. Allen  
 Chief Engineer Gary Fehlauer

# K O W B

**LARAMIE—1948—ABC-KBS  
 WYO. COWBOY**

Frequency: 1340 Kc. Power: 250 Watts d.  
 Own-Oper. By: Snowy Range Bdcstg. Co., Inc.  
 Address: Box 972  
 Phone: 4888 Air Time: Full Time  
 News Service UP  
 Membership NARTB  
 President John Alexander  
 Gen., Sta., Com. Mgr. V. Stedry  
 Chief Engr., Pgm. Dir. L. O. Smith  
 Pub. Dir. J. C. Steele

# K A S L

**NEWCASTLE—1953—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Newcastle Bcstg. Co.  
 Address: Newcastle  
 Phone: 700 Air Time: Full Time  
 News Service AP  
 Trans. Ser. World  
 Representative McGillvra  
 Membership NARTB  
 President Joe Aimonetto  
 General Manager Floyd L. Sparks  
 Chief Engineer C. E. Warford

# K P O W

**POWELL—1941  
 MBS-KBS-INTERMOUNTAIN**

Freq. 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: A. J. Meyer  
 Air Time Full Time  
 News Service UP  
 Representative Avery-Knodel  
 Pres., Chief Engr. Al Meyer  
 Program Director Agnes Fields

# K R A L

**RAWLINS—1947—ABC-KBS  
 WYO. COWBOY**

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

Address ..... Rawlins  
 Phone: 1003..... Air Time: Full Time  
 News Service ..... AP  
 Newspaper Affil..... Daily Times  
 Representative..... Joseph Hershey McGillvra  
 Membership ..... NARTB  
 President..... Tracy S. McCracken  
 Gen., Sta., Comm. Mgr..... Jack C. Vagner  
 Program Director..... Anita Phlsterer  
 Chief Engineer..... Robert S. Williams

## KWRL

RIVERTON—1943—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joseph P. Ernst  
 Phone: 760..... Air Time: Full Time  
 News Service ..... AP  
 President, Ch. Eng..... Joseph P. Ernst  
 Gen. Mgr..... Mrs. Cleo Berry  
 Commercial Manager..... Bud Moore

## KVRS

ROCK SPRINGS—1938  
MBS-INTERMOUNTAIN-KBS

Freq.: 1360 Kc..Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By..... Wyoming Bcstg. Co.  
 Address ..... Box 1067  
 Phone: 93..... Air Time: Full Time  
 Representative ..... Avery-Knodel  
 News Service ..... AP  
 Transcription Service ..... Standard  
 President..... D. G. Richardson  
 General Manager..... Dwight Fisher  
 Commercial Manager..... Laurel Moseby  
 Program Director..... Imogene Parr  
 Chief Engineer..... Dave Wood

## KWYO

SHERIDAN—1934—MBS-KBS  
INTERMOUNTAIN

Frequency: 1410 Kc....Power: 1000 d., 500 n.  
 Owned-Operated By..... Bighorn Bcstg. Co.  
 Business-Studio Address..... 21 N. Main  
 Phone: 601 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 Pres., Sta. Mgr. .... Jim Carroll  
 Commercial Mgr..... Don Tannehill  
 Program Director..... Bob Wilson  
 Chief Engineer..... Bob Crosthwaite

## KGOS

TORRINGTON—1950—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Joseph P. Ernst  
 Address ..... Box 271  
 Phone: 567 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... McGillvra  
 Membership ..... NARTB  
 President..... Joseph P. Ernst  
 Gen., Comm. Mgr..... Lester R. Rash  
 Prog. Dir..... Peter L. Quattrini

## KWOR

WORLAND—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Joseph P. Ernst  
 Phone: 303..... Air Time: Full Time  
 Pres., Prom. Mgr..... Joseph P. Ernst  
 Gen., Comm. Manager..... Mildred V. Ernst

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

# TERRITORIES and POSSESSIONS



## ALASKA

### KBYR

**ANCHORAGE—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Radio Anchorage, Inc.  
Business-Studio Address. P. O. Box 1960  
Phone Number. 5-8201  
General Manager. E. Pournelle  
Commercial Mgr. Wesley Burton  
Station Mgr. Nancy Warner  
Chief Engineer. Robert G. Capstick

### KENI

**ANCHORAGE—1948-MBS-ABC-NBC**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By. Midnight Sun Bcstg. Co.  
Business Address. P. O. Box 1160  
Phone: 20301. Air Time: Full Time  
News Service. AP  
Transcription Service. Associated  
Representative. Wellington Fletcher  
Membership. NARTB  
President. Austin Cooley  
Station Manager. Claire O. Banks  
General Manager. Alvin Bramstedt  
Commercial Manager. William Stewart  
Program Director. Vincent Carroza  
Promotion Manager. Phyllis Bock  
Chief Engineer. Ralph Walker

### KFQD

**ANCHORAGE—1924—CBS**

Frequency: 730 Kc. Power: 10,000 Watts  
Owned-Oper. By. W. J. Wagner  
Address. 830 Securities Bldg., Seattle  
Phone Number. Seneca 6333  
News Service. AP  
Transcription Service. Lang-Worth  
Representative. Alaska Radio Sales; Scott  
Owner, Sta., Gen. Mgr. Wm. J. Wagner  
Program Director. Clarke Manning  
Chief Engineer. William E. Duck

### KFAR

**FAIRBANKS—1939—MBS-NBC-ABC**

Frequency: 660 Kc. Power: 10,000 Watts  
Owned-Operated By. Midnight Sun Bcstg. Co.  
Business-Studio Address. Box 910  
Phone Number. 2803  
News Services. AP and UP  
Representative. Fletcher  
President. Austin G. Cooley  
General Manager. Alvin O. Bramstedt

Comm. Manager. John Griffin  
Program Director. Richard Greuel  
Promotion Manager. Jay Greuel  
Chief Engineer. Robert Franzke

### KFRB

**FAIRBANKS—1948—CBS**

Frequency: 900 Kc. Power: 10,000 Watts  
Owned-Oper. By. W. J. Wagner  
Address. 830 Securities Bldg., Seattle  
Phone Number. Seneca 6333  
News Service. AP  
Transcription Service. Lang-Worth  
Representative. Alaska Radio Sales; Scott  
Owner, Gen. Mgr. Wm. J. Wagner  
Station Manager. Jack Hauser  
Chief Engineer. Claire Nodurft

### KINY

**JUNEAU—1935—CBS**

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Oper. By. W. J. Wagner  
Address. 830 Securities Bldg., Seattle  
Phone: Seneca 6333. Air Time: Full Time  
News Service. AP  
Trans. Ser. Lang-Worth, Thesaurus  
Representative. Alaska Radio Sales; Scott  
Owner, Gen. Mgr. Wm. J. Wagner  
Program Director. Richard Peter  
Station Manager. James B. Lawson  
Chief Engineer. Gordon Burnett

### KJNO

**JUNEAU—1952—ABC-MBS-NBC**

Frequency: 630 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By. Midnight Sun Bcstg. Co.  
Address. Box 140  
Phone. 508  
Transcription Service. Associated  
News Service. AP  
Representative. Day, Fletcher  
President. Austin Cooley  
Station Manager. Robert A. Wells  
Sales Manager. Joseph Mangan  
Program Director. Jim Douglas  
Promotion Manager. Dorothy Wheeler  
Chief Engineer. Royal O'Reilly

### KABI

**KETCHIKAN—1952—ABC-MBS-NBC**

Freq.: 550 Kc. Power: 1 Kw. d., 500 Watts n.

Owned-Oper. By.....Midnight Sun Bcstg. Co.  
 Address.....P. O. Box 1459  
 Phone .....3124  
 Transcription Service .....Associated  
 News Service .....AP  
 Representative .....Day, Fletcher  
 President.....Austin G. Cooley  
 General Manager.....Jack D. Ellison  
 Commercial Mgr.....R. E. Moul  
 Program Director.....Douglas Walker  
 Chief Engineer.....Dick Nicholas

# K T K N

KETCHIKAN—1942—CBS

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....William J. Wagner  
 Address.....830 Securities Bldg., Seattle  
 Phone Number.....Seneca 6333  
 News Service .....AP  
 Air Time .....Full Time  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative...Alaska Radio Sales; Scott  
 Owner, Gen. Mgr.....William J. Wagner  
 Station Manager.....Robert Mehan  
 Program Director.....Roall Erickson  
 Chief Engineer.....Harley Silvers

# KIBH

SEWARD—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....William J. Wagner  
 Address.....830 Securities Bldg., Seattle  
 Phone Number.....Seneca 6333  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative.....Alaska, Scott  
 Owner, Gen. Mgr.....William J. Wagner  
 Station Manager.....Dick White  
 Program Dir.....Allen Hendricks  
 Promotion Mgr.....John Funk  
 Chief Engineer.....William E. Duck

# KIFW

SITKA—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....William J. Wagner  
 Address.....830 Securities Bldg., Seattle  
 Phone Number.....Seneca 6333  
 News Service .....AP  
 Air Time .....12N-12M.  
 Trans. Ser.....Lang-Worth, Thesaurus  
 Representative...Alaska Radio Sales; Scott  
 Owner, Gen. Mgr.....William J. Wagner  
 Station Manager.....Harry Lanz  
 Chief Engineer.....DeWayne Sharp

# GUAM

# KUAM

AGANA—1954—NBC

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Guam  
 Address.....Post Office Box 68, Agana, Guam  
 Phone .....12-365

Air Time.....Full Time  
 News Service .....AP, UP  
 Representative .....Young  
 President.....Harry M. Engel, Jr.  
 Gen. Mgr., Program Dir...H. Richard Maguire  
 Chief Engineer.....Walt Gambell

# HAWAII

# KHBC

HILO—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper. By.Hawaiian Bcstg. System, Ltd.  
 Business Address.....P. O. Box 1476  
 Phone Number .....4616  
 Newspaper Affiliation...Honolulu Star Bulletin  
 Representative.....Free & Peters  
 President.....J. Howard Worrall  
 Vice-Pres., Gen. Mgr.....C. R. Evans  
 Station Manager.....C. T. Thrumston  
 Program Director.....Roger H. Coryell  
 Chief Engineer.....Harold L. Marques

Owner, Gen. Mgr.....James E. Jaeger  
 Commercial Mgr.....Bey Kodama  
 Prog. Director.....Robert Craft  
 Promotion Manager.....Sam Nakamura  
 Chief Engineer.....Rikio Doi

# KIPA

HILO—1947

Frequency: 1110 Kc.....Power: 1,000 Watts  
 Owned-Oper. By...Big Island Bcstg. Co., Ltd.  
 Business-Studio Address.....P. O. Box 1602  
 Phone Number .....2177  
 President, Manager.....A. H. Green

# KILA

HILO—1951—MBS-ABC

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....James E. Jaeger  
 Address.....Naniloa Hotel  
 Phone: 5-4913.....Air Time: Full Time  
 Representative .....Hollingbery  
 News Service .....UP

# KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned.....Hawaiian Bcstg. System, Ltd.  
 Address.....1534 Kapiolani Blvd.  
 Phone: 9-2011.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Capitol  
 Newspaper Affiliation...“Star-Bulletin”

Representative.....Free & Peters  
 President.....J. Howard Worrall  
 V.P., Gen. Mgr.....C. R. Evans  
 Comm. Mgr.....John D. Allison  
 Program Director.....Gordon C. Burke  
 Promotion Mgr.....John Quinlan  
 Chief Engineer.....Daniel Hunter

## KGU

HONOLULU—1922—NBC

Frequency: 740 Kc.....Power: 2,500 Watts  
 Owned-Operated By...Advertiser Pub. Co., Ltd.  
 Address.....P. O. Box 3110  
 Phone: 5-2977.....Air Time: Full Time  
 News Service.....UP  
 Representative.....NBC Spot Sales  
 Membership.....NARTE  
 President.....Lorrin P. Thurston  
 General Mgr.....William O. Paine  
 Comm. Mgr.....George C. Mansfield  
 Program Director.....Lee D. Hirshland  
 Chief Engineer.....Sakae Kimata

## KHON

HONOLULU—1946  
ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts  
 Owned-Operated By...Aloha Bcstg. Co., Ltd.  
 Business Address.....P. O. Box 1380  
 Phone Number.....9-5295  
 News Service.....UP  
 Trans. Serv.....Capitol, Lang-Worth  
 Representative.....Grant  
 Pres., Gen. Mgr.....Bryson R. Gardner  
 Chief Engr., Comm. Mgr.....Ira G. Mercer  
 Program Director.....Jack Colon  
 Promotion Mgr.....Buck Buchwach

## KIKI

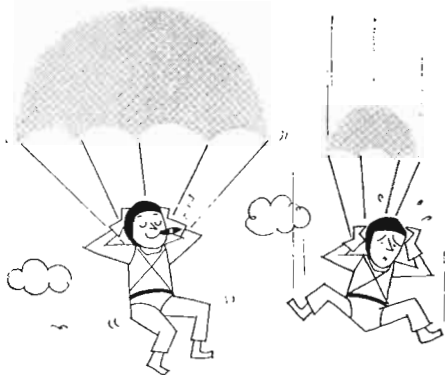
HONOLULU—1951

Frequency: 860 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 Phone Number.....63456  
 Representative.....Rambeau  
 Transcription Service.....Lang-Worth  
 News Service.....INS  
 Pres., Prog. Dir., Chief Engr...Royal V. Howard  
 Gen. Mgr., Comm. Mgr.....Angelo J. Rossi

## KPOA

HONOLULU—1946—MBS

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Radio Hawaii, Inc.  
 Business-Studio Address.....575 Kamoku St.  
 Phone Number.....95236  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 President.....John M. Shaheen  
 Exec. V.P., Gen., Comm. Mgr.....Fin Hollinger  
 Program Director.....Carlos Rivas  
 Chief Engineer.....Bob Lang



It's Better  
 when it's **BIG!**

The **BIG** Station  
 in Hawaii is  
**K P O A**  
 Honolulu

Bigger than ever in ratings!  
 In the newly-released PULSE  
 . . . KPOA has more morning  
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 more than all other network  
 stations combined for three  
 solid hours every morning.

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**BIG** sales on the  
**BIG** Station

KPOA Honolulu  
 5000 watts at 630

Nationally represented by  
 George P. Hollingbery Co.

**RADIO HAWAII, INC.**  
 Honolulu, Hawaii

**KULA**

**HONOLULU—1947—ABC**

Frequency: 690 Kc. Power: 10,000 Watts  
 Owned-Oper. By Pacific Frontler Bdcstg. Co.,  
 Ltd.  
 Address: 1290 Ala Moana Blvd.  
 Phone: 63666 Air Time: 18 hrs.  
 News Service UP  
 Representative Headley-Reed  
 Transcription Service World,  
 Associated, Standard  
 President H. L. Pettey  
 General Manager Jack A. Burnett  
 Comm. Manager Hugh Ben La Rue  
 Program Director Ted Scott  
 Prom. Manager Paul Yamamoto  
 Chief Engineer Ronald Mizackla

**KANI**

**KANEOHE, OAHU—1953**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By Windward Bcstg. Co., Ltd.  
 Address: P. O. Box 227, Oahu  
 Phone Number 242576  
 President Judge Calvin C. MacGregor  
 Gen. Mgr., Comm. Mgr. Drew Kaye  
 Prog. Dir., Prom. Mgr. William Whedbee  
 Chief Engineer John Ellingson

**KTOH**

**LIHUE, KAUAI—1940—NBC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Garden Island Publ., Ltd.  
 Phone Number 961

Representative NBC Spot Sales  
 Owner, Gen. Mgr. Charles J. Fern  
 Manager Martin H. Sebastian, Jr.  
 Program Director Raymond K. Sasaki  
 Chief Engineer Katashi Nose

**KMVI**

**WAILUKU-MAUI—1947—NBC**

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Oper. By Maui Publ. Co., Ltd.  
 Address Trans. Loca. Wailuku-Maui, Box 374  
 Phone: 33-981 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Representative NBC Spot Sales  
 Membership NARTB  
 President J. Walter Cameron  
 General Manager Ezra J. Crane  
 Sta., Asst. Gen. Mgr. Richard E. Mawson  
 Commercial Manager Frank Kovacic  
 Promotion Manager Marvin Ross  
 Chief Engineer Neil Arveschoug

**KAHU**

**WAIPAHU—1950**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By Rural Bcstg. Co., Ltd.  
 Address P. O. Box 1007  
 Phone Number Honolulu 41-2835  
 Representative Devney  
 President Dr. Timothy I. Wee  
 General Manager Harry En Chu  
 Prog. Director Robert Miller  
 Prom. Manager Jackson McBride  
 Chief Engineer Robert Pearson

**PUERTO RICO**

**WABA**

**AGUADILLA—1951**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By L. Hector Reichard  
 Address Box 188  
 Phone Number 242  
 President L. Hector Reichard  
 General Manager F. Bonnet Velez  
 Commercial Manager Wilfredo Almodovar  
 Program Director Ricardo Vega  
 Chief Engineer Antolin Jimenez

**WCMN**

**ARECIBO—1947**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By Caribbean Bdcstg Corp.  
 Address Box 755  
 Phone Number (Studios) 589  
 Membership NARTB  
 President Antonio Esteva Vidal  
 General Manager Nabal Barreto  
 Chief Engineer José Soler

**WENA**

**BAYAMON—1947**

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By Bayamon Bcstg. Co.  
 Address Box 157  
 Phone Number Bayamon 161  
 President Dr. A. Diaz Atilas  
 General Manager D. Diaz Alejandro

**WJFR**

**CAGUAS—1953**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner Jorama Fer-Radio Corp.

**WMIA**

**CAGUAS—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner Inter-American Radio Corp.  
 Address Box 487  
 Phone Number 678-579



Pres., Gen. Mgr., C. E. Eduardo Biascochea  
Station Manager ..... Agustina Vales  
Comm. Mgr., Prog. Director..... Charles Miner  
Sales Promotion Mgr..... J. Balseiro

### WVJP

CAGUAS—1947

Frequency: 1110 Kc..... Power: 250 Watts  
Owned-Oper. By ..... Borinquen Bdcstg. Co.  
Address..... P. O. Box 207  
Phone Number ..... 789

### WMDD

FAJARDO—1947

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Madrazo & Diaz

### WXRF

GUAYAMA—1948

Frequency: 1590 Kc..... Power: 1,000 Watts  
Owned-Operated By..... Rafael Fuster  
Business-Studio Address..... Apartado 615  
Phone Number ..... 243  
President ..... Rafael Fuster  
Gen., Comm. Mgr..... Charles L. Cordero

### WAEL

MAYAGUEZ—1948

Frequency: 600 Kc..... Power: 1000 Watts  
Owned-Operated By..... Mario Acosta  
Business Address..... Iglesia No. 12, Box 297  
Phone Number ..... 799-600  
Gen., Sta. Mgr..... Mario Acosta  
Comm. Mgr..... Nelson Cuebas  
Program Director..... Secundiro Minguella  
Chief Engineer..... Arthur S. Glawson

### WKJB

MAYAGUEZ—1946

Frequency: 710 Kc..... Power: 1000 d.; 500 n.  
Owned-Operated By..... Jose A. Bechara, Jr.

### WORA

MAYAGUEZ—1947

Frequency: 1150 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Radio Americas Corp.  
Studio Address..... P. O. Box 43  
Phone Number ..... 1150  
Representative ..... Melchor Guzman Co., Inc.  
Pres., Gen. Mgr. .... Alfred R. de Arellano, Jr.  
Sta., Comm. Mgr..... Reinaldo Dupont  
Prog. Director..... Jose Hernandez Zamora  
Chief Engineer..... Jesus Aviles Brunot

### WPRA

MAYAGUEZ—1937

Frequency: 990 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... WPRA, Inc.

### WTIL

MAYAGUEZ—1950

Frequency: 1300 Kc..... Power: 1000 Watts  
Owned-Operated By... Mayaguez Radio Corp.  
Address..... Post & Palmer Sts.  
Phone Number ..... 1290  
President..... William G. Mamary  
Commercial Manager..... Gilbert Mamary  
Chief Engineer..... Aristides Zapata Perez

### WISO

PONCE—1953

Frequency: 1260 Kc..... Power: 1000 Watts  
Owned-Oper. By..... South P. R. Bcstg. Corp.  
Address ..... Box 2023  
Phone Number ..... 13F  
Gen., Comm. Mgr., Chief Eng... Luis E. Freyre  
Program Director..... Angel Ramos

### WPAB

PONCE—1940

Frequency: 550 Kc..... Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....  
Portorican American Bcstg. Co., Inc.  
Bus.-Studio Address..... 164 Villa St.  
Phone Number ..... 783  
Representative ..... Inter-American Pub'l, Inc.  
Pres., Gen. Mgr..... A. Gimenez-Aguayo  
Commercial Manager ..... Radames Mayoral  
Program Director..... Eliseo Borrero  
Chief Engineer..... Pedro E. Conesa

### WPRP

PONCE—1936

Frequency: 910 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Voice of Puerto Rico, Inc.  
Bus. Address. Salud St. Corner to Guadalupe  
Phone Number ..... 1015  
Representative ..... Guzman, Co., Inc.  
Pres., Gen. Mgr... Alfredo Ramirez de Arellano  
Program Director..... Bobby Diaz  
Commercial Manager..... Antonio Miro  
Chief Engineer..... Julio M. Conesa

### WRIO

RIO PIEDRAS—1949

Frequency: 1320 Kc..... Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Oper. By ... The Master Bdcstg. Corp.

### WWW

RIO PIEDRAS—1949

Frequency: 1520 Kc..... Power: 250 Watts  
Owned-Oper. By..... Frank A. Gandia  
Address..... P. O. Box 935  
Phone Number ..... 1098  
Owner..... Frank A. Gandia

**TOPS**  
to deliver your  
selling message

in  
**Puerto Rico**  
**WAPA**

**on TV: Channel 4**

*Affiliated with NBC, ABC and Dumont*

**on Radio: 680 Kcs.**  
(10,000 watts)



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**CARIBBEAN NETWORKS, Inc.**

200 West 57 St., New York City 19, N. Y. Circle 5-7433

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# WAPA

**SAN JUAN—1947—ABC-MBS**

Frequency: 680 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . José Ramón Quiñones  
 Bus.-Studio Address . . . 357 Ponce de León Ave.  
 Phone Number . . . . . 3-3000  
 Membership . . . . . NARTB  
 President . . . . . José Ramón Quiñones  
 General Sales Mgr. . . . . Jaime Taronji  
 Commercial Manager . . . . Segismundo Quiñones  
 Program Director . . . . . Harold Zayas Torres  
 Chief Engineer . . . . . Jose Arzuaga

Phone Number . . . . . 2-2023  
 Newspaper Affiliation . . . . "El Mundo"  
 Air Time . . . . . 6 a.m.-11 p.m.  
 Transcription Service . . . . Associated  
 News Service . . . . . UP  
 Representatives . . . Inter-American Pub'l. Inc.  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Angel Ramos  
 Comm. Mgr. . . . . V. Lamas, Jr.  
 Program Director . . . . . Ester Pales  
 Chief Engineer . . . . . Angel del Valle

# WKAQ

**SAN JUAN—1922—CBS**

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . El Mundo Bcstg. Corp.  
 Business Address . . . . . P. O. Box 9007

# WKVM

**SAN JUAN—1951**

Frequency: 810 Kc. . . . . Power: 25,000 Watts d.  
 Owned-Oper. . . American Colonial Bcstg. Corp.  
 Address . . . . . 1000 Ponce de Leon Ave.  
 Phone . . . . . 3-0840  
 Pres., Gen. Mgr., Chief Eng. . . . . R. P. Perry

# VIRGIN ISLANDS

# WSTA

**CHARLOTTE AMALIE—1950**

Frequency: 1340 Kc. . . . . Power: 250 Kc.  
 Owned-Oper. By . . . . . William N. Greer  
 Address . . . . . French Village, P. O. Box 538  
 Phone . . . . . 489  
 Representative . . . . . Young  
 Pres., Gen. Mgr., Chief Engr. . . William N. Greer  
 Commercial Mgr. . . . . Nellie Greer  
 Program Director . . . . . Ron de Lugo

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. . Radio American West Indies, Inc.  
 President, Gen., Comm.,  
 Prom. Mgr. . . . . Hazel M. Vickers  
 Program Director . . . . . James O' Neil  
 Chief Engineer . . . . . Raymond E. Higdon

# WIVI

**CHRISTIANSTED—1952—ABC**

# WICR

**CRUZ BAY—1954**

Frequency: 1190 Kc. . . . . Power: 500 Watts  
 Owned-Oper. . . West Indies-Caribbean Radio

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

# AP

# STATE BROADCASTER ASSOCIATIONS



## **Alabama Broadcasters Association**

P. O. Box 477, University, Alabama  
 Meetings: March and October  
 Elections: March meeting  
 Members: 69  
 President...J. Dige Bishop, WCTA, Andalusia  
 Vice-President...Richard B. Biddle, WOWL, Florence  
 Secy.-Treas.....Gene Tibbett, WJRD, Tuscaloosa

## **Arizona Broadcasters Association**

Meetings: January  
 Elections: January  
 Members: 20  
 Pres....Charles H. Garland, KOOL, Phoenix  
 Vice-Pres.....William F. Parady, KCKY, Coolidge  
 Secy.-Treas.....William L. Lindsey, KYMA, Yuma  
 Leg. Chairman.....Richard O. Lewis, KTAR, Phoenix

## **Arkansas Broadcasters Association**

P. O. Box 610, El Dorado, Kansas  
 Meetings: Spring and Fall  
 Elections: Spring  
 Members: 46  
 President.....W. N. McKinney, KELD, El Dorado  
 Vice-President...L. B. Tooley, KXAR, Hope  
 Secy.-Treas.....Melvin P. Spann, KWAK, Stuttgart  
 Leg. Chairman...Lee Reaves, KWRF, Warren

## **California State Radio and Television Broadcasters Association**

1420 Truxton Ave., Bakersfield  
 Meetings: November (and on special call)  
 Elections: November  
 Members: 97  
 President.....George Greaves, KNBC, San Francisco  
 Vice-Pres.....Philip G. Lasky, KPIX, San Francisco  
 Vice-Pres.....Franke Burke, KFVD, Los Angeles  
 Secy.-Treas.....Gene DeYoung, KERO, Bakersfield

## **Colorado Broadcasters Association**

c/o President or Secretary  
 Meetings: Semi-annual  
 Elections: March  
 Members: 40  
 President.....James D. Russell, KVOR, Colorado Springs  
 Vice-Pres...Frank Bishop, KFEL-TV, Denver  
 Secy.-Treas...Elwood Meyer, KYOU, Greeley  
 Leg. Chairman.....George Cory, KUBC, Montrose

## **Connecticut Broadcasters Association**

President.....J. Maxim Ryder, WBRY, Waterbury  
 Vice-Pres...Aldo de Dominicis, WNHC-TV, New Haven  
 Secretary....Walter Haase, WDRC, Hartford

## **Florida Association of Broadcasters**

c/o President or Secretary  
 Meetings: May or June and November  
 Elections: May or June  
 Members: 76  
 President...John B. Browning, WSPB, Sarasota  
 Vice-Pres.....A. B. Letson, WCNH, Quincy  
 2nd Vice-Pres...H. Dennison Parker, WTAN, Clearwater  
 Secy.-Treas.....George Friend, WPLA, Plant City

## **Georgia Association of Broadcasters**

c/o President or Secretary  
 Meetings: August and January  
 Elections: By winter mail  
 Members: 56  
 President.....E. F. McLeod, WBML, Macon  
 Vice-Pres...Glen C. Jackson, WAGA, Atlanta  
 Secy.-Treas...L. H. Christian, WRFC, Athens

## **Hawaiian Association of Radio and TV Broadcasters**

P. O. Box 1380, Honolulu, T. H.  
 Meetings: On call  
 Elections: May  
 Members: 18  
 President...Ezra J. Crane, KMVI, Wailuku, Maui  
 Vice-Pres...William Paine, KGU, Honolulu  
 Secy.-Treas.....Mel Wright, KGMB-TV, Honolulu

**Idaho Broadcasters Association**

c/o KRPL, Lewiston

Meetings: Fall  
Elections: Fall  
Members: 23  
President... Don Thomas, KLRC, Lewiston  
Vice-Pres.... Florence M. Gardner, KTFI, Twin Falls  
Secy.-Treas.... Clair Hull, KCID, Caldwell  
Leg. Chairman... Walter E. Wagstaff, KIDO, Boise

**Illinois Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: February and October  
Elections: February  
Members: 65  
President..... Harold L. Dewing, WCVS, Springfield  
Vice-Pres..... Joe Bonansinga, WGEM, Quincy  
Secy.-Treas.... Tom Land, WFIW, Fairfield  
Leg. Chairman..... Oliver Keller, WTAX, Springfield

**Indiana Broadcasters Association, Inc.**

Box 89, Washington, Indiana

Meetings: 4 times a year  
Elections: March  
Members: 53  
President..... Bruce McConnell, WISH, Indianapolis  
Vice-Pres. (AM)... W. F. Rippetoe, WBOW, Terre Haute  
Vice-Pres. (TV)... Don Burton, WLBV-TV, Muncie  
Vice-Pres. (FM)... Joe Edwards, WMFL, Washington  
Secy.-Treas..... Lester Spencer, WKBV, Richmond  
Asst. Secy.. Roy Hickox, WLRP, New Albany  
Asst. Treas..... Bill Fowler, WBAT, Marion

**Iowa Broadcasters Association**

c/o President

Meetings: Annual  
Elections: Annual  
Members: 40  
President..... Ernest C. Sanders, WOC, Davenport  
Vice-Pres.... Walter Tiech, KDEL, Oelwein  
Secy.-Treas..... B. C. Baldwin, KSO, Des Moines

**Kansas Association of Radio Broadcasters**

KSAL, Salina, Kansas

Meetings: April or May  
Elections: April or May  
Members: 37

President..... Ray V. Jensen, KSAL, Salina  
Vice-Pres.... Fred Conger, WREN, Topeka  
Secy.-Treas.... Grover Cobb, KGVB, Great Bend  
Leg. Chairman..... Wendell Elliot, KGNO, Dodge City

**Kentucky Broadcasters Association**

c/o Hugh O. Potter, Secy.-Treas., P. O. 536, Owensboro

Meetings: October and Spring  
Elections: October  
Members: 53  
President... Sam Livingston, WKYB, Paducah  
Vice-Pres.. Gilmore Nunn, WLAP, Lexington  
2nd Vice-Pres..... Arthur Eilerman, WZIP, Covington  
Secy.-Treas.. Hugh O. Potter, WOMI, Owensboro  
Executive Committee... Neil Cline, WHAS, Louisville; Richard Helms, WHLN, Harlan; Mike Layman, WSFC, Somerset

**Louisiana Association of Broadcasters**

c/o KRUS, Ruston

Meetings: June and November  
Elections: November  
Members: 45  
President... Edgar B. Stern, Jr., WDSU, New Orleans  
Vice-Pres.. Robert Earle, WIBR, Baton Rouge  
Secy.-Treas..... Clarence E. Faulk, KRUS, Ruston

**Maine TV and Radio Broadcasters Association**

c/o WPOR, Portland, Maine

Meetings: October  
Elections: October  
Members: 15  
President..... Harold Glidden, WAGM, Presque Isle  
Vice-Pres.... William H. Rines, WCSH-TV, Portland  
Secy.-Treas.... Norman G. Gallant, WFAV, Augusta

**Maryland-D.C. Radio and TV Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: June and November  
Elections: November  
Members: 46  
President..... Leslie H. Peard, Jr., WBAL, Baltimore  
Vice-Pres..... Ben Strouse, WWDC, Washington  
Secy.-Treas..... William H. Paulsgrove, WJEJ, Hagerstown



**Massachusetts Broadcasters Association**

President.....George H. Jaspert, WCCM, Lawrence  
Vice-Pres...W. C. Swartley, WBC-TV, Boston  
Treasurer.....Gerald Harrison, WMAS, Springfield  
Secretary.....Sherwood J. Tarlow, WHIL, Medford

**Michigan Association of Broadcasters**

c/o WKMh, Dearborn 2

Meetings: June and November  
Elections: November  
Members: 85  
President....Fred Knorr, WKMh, Dearborn  
Vice-Pres.....Carl E. Lee, WKZO-AM-TV, Kalamazoo  
Secy.-Treas...Hugh Giesel, WBMC, Bay City  
New Directors.....F. Sibley Moore, WJR, Detroit; Russell J. Staffeld, WMIZ, Iron Mountain; Howard Wolfe, WKNX, Saginaw

**Minnesota Association of Broadcasters**

WDGY-Nicollet Hotel, Minneapolis

Meetings: September  
Elections: September  
Members: 30  
President.....C. T. Hagman, WDGy, Minneapolis  
Vice-Pres.....Lee. L. Whitting, KEYD, Minneapolis  
Secy.-Treas.....Manny Marget, KVOX, Moorehead  
Leg. Chairman.....C. T. Hagman, WDGy, Minneapolis

**Mississippi Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: March or April  
Elections: March or April  
Members: 48  
President.....Bob Evans, WELO, Tupelo  
Vice-Pres.....Ed Wilkerson, WSLI, Jackson  
Secy.-Treas.....Granville Walters, WAML, Laurel

**Missouri Broadcasters Association**

Catherine Roer, 210 Monroe St., Jefferson City

Meetings: April and August  
Elections: August  
Members: 47  
President....Sam A. Burk, KIRX, Kirksville  
Vice-Pres.....C. Thomas, KXOK, St. Louis  
Secy.-Treas.....Catherine Roer, KWOS, Jefferson City

**Montana Radio Stations, Inc.**

P. O. Box 1498, KOOK, Billings

Meetings: September  
Members: 26  
President.....V. V. Clark, KOOK, Billings  
Vice-Pres....Joe Wilkins, KFBB, Great Falls  
Secy.-Treas..Charlotte Brader, KOJM, Havre  
Leg. Chairman.....Paul MacAdam, KPRK, Livingston

**Nebraska Broadcasting Association**

c/o WJAG, Norfolk, Nebraska

Meetings: May 1st  
Elections: May 1st  
Members: 28  
President.....Harry Burke, KFAB, Omaha  
Vice-President...Max Young, KSID, Sidney  
Secy.-Treas..Gordon Pentz, KWBE, Beatrice

**Nevada State Broadcasters Association**

KOLO, P. O. Box 821, Reno, Nevada

Meetings: As Called  
Elections: Yearly  
Members: 12  
President.....H. G. Wells, KOLO, Reno  
Vice-Pres.....Fred Stoye, KLAS, Las Vegas  
Secy.-Treas.....Bob Stoddard, KATO, Reno  
Leg. Chairman...H. G. Wells, KOLO, Reno

**New Hampshire Association of Broadcasting**

President....Frank B. Estes, WKNE, Keene  
Vice-Pres.....Al Malin, WWNH, Rochester  
Secy.-Treas.....Wallace Walker, WMUR, Manchester

**New Jersey Broadcasters Association**

WJLK, Asbury Park

Meetings: May and October  
Elections: October  
Members: 17  
President...Everett Rudloff, WJLK, Asbury Park  
Vice-Pres....Gordon Giffin, WKDN, Camden  
Secy.-Treas..Jerry McCarthy, WTOA, Trenton  
Leg. Chairman.....Fred Bernstein, WTTM, Trenton

**New Mexico Broadcasters Association**

4220 Mackland Ave., N.E., Albuquerque

Meetings: September and April  
Elections: April  
Members: 25  
President..Merte H. Tucker, KGAK, Gallup  
Vice-Pres.....Wayne Phelps, KOAT, Albuquerque  
Treasurer.....A. M. Caldwell, KOAT, Albuquerque  
Secretary..Margaret Wettling, 4220 Mackland Ave., Albuquerque  
Leg. Chairman.....Ivan R. Head, KVSE, Santa Fe

**New York State Association  
of Radio and Television  
Broadcasters**

Address: c/o President  
 Meetings: Annual  
 Elections: Annual  
 Members: 72  
 President... Michael Hanna, WHCU, Ithaca  
 1st Vice-Pres..... Gordon Gray, WOR,  
 WOR-TV, New York  
 2nd Vice-Pres..... William Doerr, WEBR,  
 Buffalo  
 Secretary..... Elliott Stewart, WIBX, Utica  
 Treasurer..... George Dunham, WMBS,  
 Binghamton

**North Carolina Association  
of Broadcasters Inc.**

Meetings: June and October  
 Elections: October  
 Members: 96  
 President.. William S. Page, WFTC, Kinston  
 Vice-Pres..... Allen Wanamaker, WBIG,  
 Greensboro  
 Secretary..... Cecil B. Hoskins, WWNC,  
 Asheville

**North Dakota Broadcasters  
Association**

KNOX, Grand Forks, N. D.

Meetings: 2nd week in October  
 Elections: 2nd week in October  
 Members: 14  
 President.. Paul C. Gussner, KGCU, Mandan  
 Vice-Pres..... Chester C. Reiten, KSJB,  
 Jamestown  
 Secy.-Treas..... William Hurley, KXJB-TV,  
 Fargo-Valley City  
 Leg. Chairman... John Cooley, KLPM, Minot

**Ohio Association of Radio  
and Television Broadcasters**

33 N. High St., Columbus

Meetings: April and October  
 Elections: April  
 Members: 70  
 President..... Robert W. Ferguson, WTRF,  
 Bellaire  
 Vice-Pres. (Radio)..... Herbert E. Evans,  
 Peoples Broadcasting Co., Columbus  
 Vice-Pres. (Television)..... Allen Haid,  
 WSPD-TV, Toledo  
 Secy.-Treas..... Carlton S. Dargusch, Jr.

**Oklahoma Association of  
Broadcasters**

Meetings: January  
 Members: 36  
 President..... Frank Lane, KRMG, Tulsa  
 Vice-Pres..... T. M. Raburn, Jr., KGYN,  
 Guymon  
 Secy.-Treas..... Pat Murphy, KCRC, Enid  
 Leg. Chairman... Bill Hoover, KADA, Ada

**Oregon State Broadcasters  
Association**

R. E. Summers, Box 5025, Eugene  
 President..... Paul E. Walden, KODL, The  
 Dalles  
 Vice-Pres..... R. D. Holmes, KAST, Astoria  
 Secy.-Treas..... Iris Helliwell, KRXL,  
 Roseburg  
 Leg. Chairman..... R. M. Brown, KPOJ,  
 Portland

**Pennsylvania Association of  
Broadcasters**

WTPA, 3235 Hoffinan St., Harrisburg  
 Meetings: April  
 Elections: April  
 Members: 125  
 President..... David Bennett, WTPA (TV),  
 Harrisburg  
 1st Vice-Pres..... Joseph Connolly, WCAU,  
 Philadelphia  
 2nd Vice-Pres..... Tom Price, WBVP, Beaver  
 Falls  
 Treasurer..... Tom Metzger, WMRF,  
 Lewistown  
 Secretary..... Roy Morgan, WILK, Wilkes-  
 Barre  
 Exec. Secy.... George Gottschalk, Harrisburg

**Puerto Rican Association of  
Broadcasters**

Box 4504, San Juan, Puerto Rico

Meetings: 2nd Monday of each month  
 Elections: 2nd Wednesday of July  
 Members: 19  
 President... Angel Ramos, WKAQ, San Juan  
 Vice-Pres..... Juan Piza, WNEL, San Juan  
 Secretary..... Frederico E. Virella, WVJP,  
 Caguas  
 Treasurer... Gustavo Diaz, WENA, Bayamon

**Rhode Island Radio &  
Television Broadcasters  
Association**

c/o WEAN, Crown Hotel, Providence

Meetings: June  
 Elections: June  
 Members: 12  
 President..... H. William Koster, WPJB,  
 Providence  
 Vice-Pres..... Norman Gittleson, WJAR-TV,  
 Providence  
 Secy.-Treas..... Bud Armstrong, WEAN,  
 Providence

**South Carolina Radio &  
Television Broadcasters  
Association**

Sec.'s Office, Box 30, Sumter, S. C.

Meetings: January  
 Elections: January  
 Members: 36

President.....C. Wallace Martin, WMSC.  
Columbia  
Vice-Pres.....Frank B. Best, WDX,  
Florenceburg  
Secy.-Treas.....T. Doug Youngblood,  
WFIG, Sumter  
Leg. Chairman..H. Moody McElveen, WNOK.  
Columbia

**South Dakota Broadcasters Association**

President...Ray V. Eppel, KORN, Mitchell  
Vice-Pres.....Byron McElligot, KSDN,  
Aberdeen  
Secy.-Treas....Jim Slack, KUSD, Vermillion  
Leg. Chairman...Evans Nord, KELO, Sioux  
Falls

**Southern California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28  
President....Robert J. McAndrews, KBIG,  
Avalon  
Vice-Pres..Norman Ostby, KHJ, Los Angeles  
Secy.-Treas.....Thelma Kirchner, KGfJ,  
Hollywood  
Managing Ed.....Frank W. Crane

**Tennessee Association of Broadcasters**

407 Chamber of Commerce Building,  
Nashville  
Meetings: November or December and May  
or June  
Elections: November or December  
Members: 46  
President..Earl Winger, WDOD, Chattanooga  
Vice-Pres.....John Hart, WBIR, Knoxville  
Secy.-Treas.....Mrs. Drue Smith, WAPO,  
Chattanooga  
Leg. Chairman.....F. C. Sowell, WLAC,  
Nashville

**Texas Association of Broadcasters**

KTRE, Lufkin, Texas  
Meetings: Spring and Fall  
Elections: September  
Members: 112  
President.....Louis R. Cook, KNOW,  
Austin  
Vice-Pres.....R. G. Lewin, KTRE, Lufkin  
Secy.-Treas....Barney Ogle, KRGV, Weslaco

**Utah Broadcasters Association**

751 Union Pacific Building, Salt Lake City  
Meetings: January and June  
Elections: January  
Members: 20  
President...Eugene M. Halliday, KSL, Salt  
Lake City  
Vice-Pres.....George H. Hatch, KALL,  
Salt Lake City  
Secy.-Treas....Arch G. Webb, KVOG, Ogden

**Vermont Association of Radio & Television Broadcasters**

c/o WSKL, Montpelier, Vt.  
President.....E. Dean Finney, WTWN, St.  
Johnsbury  
Vice-Pres.....Al Spokes, WJOY, Burlington  
Secy.-Treas.....Donald Thurston, WIKE,  
Newport  
Leg. Chairman.....John Swan, WCAX,  
Burlington

**Virginia Association of Broadcasters**

c/o WROV, Roanoke  
Meetings: May or June  
Elections: May or June  
Members: 49 radio stations & 4 associate  
members  
President.....Frank E. Koehler, WROV,  
Roanoke  
Vice-Pres.....Charles Maillett, WWOD,  
Lynchburg  
Secy.-Treas.....John L. Cole, Jr., WHLF,  
South Boston  
Leg. Chairman.....C. T. Lucy, WVRA,  
Richmond

**Washington State Association of Broadcasters**

Carl Downing, Manager,  
Legislative Building, Olympia  
Meetings: March and September  
Elections: March  
Members: 44  
President..J. Elroy McCaw, KALE, Richland  
Vice-Pres.....James Murphy, KIT, Yakima  
Secy.-Treas...Allen Miller, KWSC, Pullman

**West Virginia Broadcasters Association**

c/o Secretary  
Meetings: Spring and fall  
Elections: Spring  
Members: 34  
President.....Lawrence H. Rogers,  
KSAZ, Huntington  
Vice-Pres.....John S. Phillips,  
WHTN, Huntington  
Secy.-Treas.....A. Garen Ferrise,  
WMMN, Fairmont  
Leg. Chairman.....Harry Brawley,  
WCHS, Charleston

**Wisconsin Broadcasters Association**

540 N. Plankinton Ave., Milwaukee  
Meetings: 1st Tuesday in October  
Elections: 1st Tuesday in October  
Members: 46  
President..Harry D. Peck, WISN, Milwaukee  
Vice-Pres...Ben Howvel, WKOW, Madison  
Secretary...Jerome Sill, WMIL, Milwaukee  
Treasurer...Mig Figi, WAUX, Waukesha