

Phone NumberSU 7-0100
 Newspaper Affiliation...The Chicago Tribune
 Air Time.....Full Time
 News ServiceAP, INS, UP
 Transcription ServiceStandard
 RepresentativeHollingberry
 MembershipNARTB, BAB
 President.....Col. Robert R. McCormick
 General Sta. Manager.....Frank P. Schreiber
 Commercial Manager...William A. McGuineas
 Sales Promotion Manager..Charles A. Wilson
 Program Director.....Bruce Dennis
 Publicity Director.....James Hanlon
 Dir. of Engineering.....Carl J. Meyers

WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WGES
 Business-Studio Address...2708 Wash. Blvd.
 Phone Number.....SAcramento 2-1700
 News Service.....UP
 Transcription ServiceAssociated
 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

WHFC

CHICAGO—1926

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

WIND

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WIND, Inc.
 Bus.-Studio Address.....400 N. Michigan Blvd.
 Phone Number.....WHitehall 4-2170
 Transcription ServiceStandard
 Air TimeUnlimited
 News Service.....AP, UP
 Representative.....AM Radio Sales
 MembershipBAB
 President, General Manager...Ralph L. Atlass
 Commercial Manager.....John T. Carey
 Program Director.....H. Leslie Atlass, Jr.
 Sales Promotion Manager....Robert D. Peel
 Chief Engineer.....Kenneth C. Shirk

WJJD

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Plough Bcstg. Co.
 Bus.-Studio Address...230 N. Michigan Ave.
 Phone NumberSState 2-5466
 Air Time.....4 a.m.-sundown
 News ServiceUP
 Transcription Service...Standard. Capitol. RCA

Representative..Radio-TV Representatives, Inc.
 PresidentAbe Plough
 Gen., Sta. Mgr.....Frederick G. Harm
 Sales Prom. Mgr.....George Rice
 Program Director.....Jeannine Spangler
 Publicity Director].....Ed Short
 Chief Engineer.....Walter F. Myers

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WLS, Inc.
 Business Address...1230 Washington Blvd.
 Phone NumberMO 6-9700
 News Service.....AP, UP
 Transcription ServiceStandard
 RepresentativeJohn Blair
 President.....James E. Edwards
 General Manager.....Glenn Synder
 Commercial Manager...Charles M. Freeman
 Sales Prom. Mgr.....Betty Howard
 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 NumberSUperior 7-8300
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Transcription ServiceThesaurus
 Representative.....National Spot Sales
 MembershipNARTB
 President.....Brig. Gen. David Sarnoff
 V.P.-General Manager.....Harry Kopf
 Sales Manager.....Rudi Neubauer
 Sales Promotion Manager.....John Keys
 Program Director.....George Heineman
 Publicity Director.....Chet Campbell
 Chief Engineer.....Howard Luttgens

WSBC

CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WSBC
 Business-Studio Address..2400 W. Madison St.
 Phone Number.....Monroe 6-9060
 News ServiceUP
 Transcription ServiceSESAC
 Representative.....Stars Nat'l. Inc.
 Gen., Sta. Mgr., Pgm. Dir....Robert O. Miller
 Commercial Manager.....Julius Miller

WHOW

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Business Address.....401½ S. Side Sq.
 Phone Number305
 RepresentativeHolman
 Transcription ServiceSESAC
 News ServiceAP

President J. R. Livesay
 V.P., Gen., Sta. Mgr. Rolland O. Looper
 Comm., Prom. Manager. James Williams
 Program Director Frank C. Jennings
 Chief Engineer R. O. Looper

W D A N

DANVILLE—1938—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Northwestern Pub. Co.
 Address 1500 N. Washington
 Phone Number 1700
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Everett-McKinney, Inc.
 Membership NARTB, BAB
 Gen., Sta., Comm., Prom. Mgr. Robert J. Burrow
 Program, Publicity Dir. Honore E. Ronan
 Chief Engineer T. G. Magin

W I T Y

DANVILLE—1953

Frequency: 980 Kw. Power: 1000 Watts
 Owned-Oper. By. Vermilion Bcstg. Corp.
 Address Box 551
 Phone Number 1312
 President G. E. Metzger
 General Manager F. A. Higgins
 Commercial Mgr. Ward White
 Program Director Ken Early
 Chief Engineer Jack Brookhank

W D Z

DECATUR—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By. WDZ Bcstg. Co.
 Business-Studio Address. 265 S. Park St.
 Phone Number 3-9744
 News Service UP
 Transcription Service Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President. Charles C. Caley
 Gen., Sta. Mgr. Frank C. Schroeder, Jr.
 Commercial Manager. Howard G. Bill
 Program Director William F. Miller
 Chief Engineer A. James Ebel

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Illinois Bcstg. Co.
 Address Rt. 48 at N. Jasper St.
 Phone Number 5371
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard, Cole
 Representative Weed
 Membership NARTB, BAB
 President. Frederick W. Schaub
 General Manager. Merrill Lindsay
 Prom., Comm. Mgr. Charles F. Bruce
 Chief Engineer Allan Doyle

W L B K

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 Number 2677
 News Service AP
 Transcription Service Capitol
 Pres., Gen. Mgr. George C. Biggar
 General Manager. R. C. Brown
 Commercial Manager. Richard Meier
 Program Director R. C. Brown
 Chief Engineer Robert Zirk

W D Q N

DU QUION—1951

Frequency: 1580 Kc. Power: 250 Watts
 Owned-Operated By. Johnson & Johnson
 Address 30½ W. Main St.
 Phone Number 1399
 News Service UP
 Transcription Service SESAC
 Co-owner, Prom. Mgr. Leonard M. Johnson
 Co-owner, Gen. Mgr. Leonard F. Johnson
 Chief Engineer Julian Emlen

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By. On the Air, Inc.
 Business-Studio Address. Broadview Hotel
 Phone Number Bridge 4625
 News Service UP
 Transcription Service SESAC
 Representative Sears & Ayer
 General Manager. Frank J. Prendergast
 Promotion Mgr. Elmer Willrich
 Program Director R. S. Holcomb
 Chief Engineer Erle E. White

W C R A

EFFINGHAM—1947

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

W R M N

ELGIN—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By. The Elgin Bcstg. Co.
 Address 156 Division St.
 Phone Number 7700-1
 News Service UP
 Representative Joseph Hershey McGillvra
 President. Joseph E. McNaughton



Gen., Sta., Comm. Mgr.....Dick Sutter
Prog. Dir., Chf. Engr.....George J. Merker
Publicity Director.....J. Richard Sutter

W N M P

EVANSTON—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter...2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Air Time.....Sunrise-sunset
News Service.....INS
Transcription.....Capitol, SESAC
Membership.....NARTB, BAB
President.....Fred S. Newton
General Manager.....Angus D. Pfaff
Production Dir.....J. W. Horton
Chief Engineer.....Albert Griffin

W F I W

FAIRFIELD—1953

Frequency: 1390 Kw.....Power: 500 Watts d.
Owned-Oper. By...Wayne County Bcstg. Co.
Address.....Box 148
Phone Number.....Fairfield 2159
Co-Owner, Gen. Mgr.....Thomas S. Land
Co-Owner, Prog. Dir.....Bryan Davidson
Commercial Mgr.....Garnet Williams

W F R L

FREEPORT—1947

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

W G I L

GALESBURG—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Phone Number.....4626
Newspaper Affiliation..."Daily Register Mail"
Air Time.....6 a.m.-M.
News Service.....AP
Membership.....BAB
Representative.....Wm. G. Rambeau
President.....Mrs. O. N. Custer
General Manager.....Robert W. Frudeges
Commercial Mgr.....Roger L. Hoffman
Program Director.....G. F. Thoma
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 Number.....2-8
Air Time.....Full Time
News Service.....UP
Gen.-Station-Comm. Mgr.....Ingalls M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Dorice Turner
Publicity Director.....Eddie Wise
Chief Engineer.....Elmer L. Gladson

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Business-Studio Address.....P. O. Box 179
Phone Number.....382
Air Time.....Full Time
News Service.....UP
Transcription Service.....World
Representative.....John E. Pearson
Membership.....NARTB, BAB
President.....Orville W. Lyerla
General Manager.....Charles R. Cook
Sales Promotion Manager.....Fred Simmons
Chief Engineer.....Ben Orf

W L D S

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Jacksonville Radio &
TV B'csting Corp.
Business-Studio.....Fox-Illinois Theater Bldg.
Phone Number.....1180
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....World
Newspaper Affiliation....."Journal-Courier"
Representative.....Hal Holman
Membership.....NARTB, BAB
President.....Robert A. Fay
V.-P., Gen., Sta. Mgr.....R. Karl Baker
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

W J O L

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Business-Studio-Transmitter...601 Walnut St.
Phone Number.....JO 4761
Air Time.....7 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Holman
Membership.....BAB
President.....Calvin Wilson
Gen., Sta. Mgr.....Joseph J. Garvey
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 Number3-6633
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeSears-Ayer
 MembershipNARTB
 President.....Leslie C. Small
 General Manager.....Burrell Small
 Station Manager.....Bruce Brown
 Asst. Station Manager.....Robert Hawkins
 Program Director.....Orren Allain
 Chief EngineerRichard Eckels

WKEI**KEWANEE—1952**

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Oper. By.....Kee Bcstg. Co.
 Address.....207 Baker Bldg.
 Phone Number4471
 News ServiceAP
 Transcription ServiceLang-Worth
 Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
 Prog., Pub. Dir.....Paul Messplam

WTAQ**LA GRANGE—1950**

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....The La Grange Bcstg. Co.
 Address.....Box 408
 Phone Number.....FL 2-1300
 Air TimeDaytime
 President.....Charles Sebastian
 Partner.....W. A. Murphy
 Gen., Sta. Mgr., Chief Engr.....Russ Salter
 Commercial Manager.....Ralph Faucher

WLPO**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 Number3100
 Air TimeDaytime
 News ServiceAP
 Transcription Service.....RCA, Thesaurus
 MembershipNARTB, BAB
 President.....Peter Miller
 General Manager.....William Helm
 Program Director.....Donald Frost
 Publicity Director.....Laverne Waltman
 Chief Engineer.....Lawrence McCann

WPRC**LINCOLN—1947—KBS**

Frequency: 1370 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Prairie Radio Corp.
 Address.....RT. 66 Bypass
 Phone Number1370
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeRambeau
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....Ray F. Knochel

Commercial Manager.....Saunders Devine
 Sales Prom. Mgr.....John H. Deal
 Program Director.....William H. Brady
 Pblcity Director.....Earle W. Layman
 Chief Engineer.....Donald Thompson

WSMI**LITCHFIELD—1950**

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.
 Address.....Box 72
 Phone Number100
 News ServiceAP
 Air TimeDaytime
 RepresentativeHilbest
 MembershipBAB
 Pres., Gen. Mgr.....Hayward L. Talley

WKAI**MACOMB—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....The Macomb Bcstg. Co.
 Business-Studio Address.....113 E. Carroll St.
 Phone Number1350
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....Langworth, World
 MembershipNARTB
 Pres., Gen. Mgr.....Wm. E. Schons
 Sta., Comm. Mgr.....Allan Fobes
 Sales Promotion Mgr.....Don Vallier
 Chief Engineer.....Howard Welty

WGGH**MARION—1949**

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By.....George W. Dodds
 Business Address.....P. O. Box 331
 Phone Number824
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeSears & Ayer
 MembershipBAB
 Pres., Gen. Manager.....George W. Dodds
 Commercial Manager.....Raymond L. Hatley
 Prog. Dir., Sta. Mgr.....James W. Duncan
 Chief Engineer.....Orville D. Jackson

WLBH**MATTOON—1946**

Frequency: 1170 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Mattoon Bcstg. Co.
 Bus.-Studio Address.....17th & Broadway Ave.
 Phone Number6464
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeHolman
 MembershipNARTB, BAB
 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 Numbers. 2106
 Transcription Service. Thesaurus
 News Service. UP
 Representative. Indie Sales, Inc.
 Membership. NARTB, BAB
 Gen., Sta., Comm. Mgr. James H. Firmin
 Program Director. J. R. Wetherington
 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 Number. 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
 Promotion Mgr. Ann Glewwe
 Program Director. Benne Alter
 Chief Engineer. Harold Higby

W V M C**MOUNT CARMEL—1948—KBS**

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By. WVMC
 Address. M. T. Carmel
 Phone Number. 1360
 Air Time. Daytime
 News Service. UP
 Membership. NARTB
 General Manager. Stephen P. Bellinger
 Program Director. Gil Wallace
 Chief Engineer. Eugene D. Garrett

W M I X**MT. VERNON—1947**

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mt. Vernon Radio & Tel. Co.
 Address. No. 2 Radio Center
 Phone Number. 3500
 Air Time. Daytime
 News Service. AP
 Transcription Service. World
 Representative. John E. Pearson Co.
 President. John Russell Mitchell
 General Manager. R. J. Cheney
 Chief Engineer. Alva Hulbert

W O P A**OAK PARK—1950**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Village Bcstg. Co.
 Address. 408 S. Oak Park Ave.
 Phone Number. VI 8-5760

Transcription Service. Standard
 News Service. UP
 Pres., Sta., Gen. Mgr. Egmont Sonderling
 Program Director. Martin Bouhan
 Publicity Director. Marylou Kelley
 Chief Engineer. Sidney Schneider

W V L N**OLNEY—1947—KBS**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By. Olney Bcstg. Co.
 Business-Studio Address. Olney
 Phone Number. 2156
 Air Time. Daytime
 News Service. AP
 Transcription Service. SESAC
 Representative. Hal Holman
 Pres., Gen., Sta. Mgr. Marshall H. Poole
 Prom. Mgr., Prog. Dir. Bert DeBarr
 Chief Engineer. Paul Hartsey

W C M Y**OTTAWA—1952**

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By. Carl H. Meyer
 Address. P. O. Box 687
 Phone Number. 551
 News Service. UP
 Transcription Service. SESAC
 Representative. Sears & Ayer
 Pres., Gen. Mgr. Carl H. Meyer

W P R S**PARIS—1951**

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
 News Service. AP
 Transcription Service. Capitol
 Pres., Gen., Sta., Comm. Mgr. Adlai C. Ferguson Jr.
 Program Director. Carl E. Sunkel

W S I V**PEKIN—1945—MBN**

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By. Pekin Bcstg. Co., Inc.
 Business-Studio Address. 15 S. Capitol St.
 Phone Numbers. 3400-01
 Air Time. Daytime
 News Service. AP
 Representative. Rambeau
 Pres., Gen. Mgr. W. Kenneth Patterson
 Commercial Manager. James T. Butler
 Promotion Dir. George Udry
 Program Director. Robert R. Snow

W E E K**PEORIA—1946—NBC**

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By. West Central Bcstg. Co.



Address.....Commercial Natl. Bank Bldg.
 Phone Number.....3-3688
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 President.....Sen. Robert S. Kerr
 Gen. Mgr.....Fred C. Mueller
 Sta., Comm. Mgr.....Don Kynaston
 Publicity Director.....F. R. Oakley
 Chief Engineer.....Wayne Lovely

W I R L

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Illinois Valley Bcstg. Co.
 Business-Studio Address.....115 N. Jefferson Ave.
 Phone Number.....4-9239
 Air Time.....Full Time
 News Service.....UP
 Representative.....Avery-Knode
 Membership.....NARTB
 President.....Timothy W. Swain
 General, Station Manager.....Tom Gavin
 Commercial Manager.....Joe Faulkner
 Prog., Prom., Publ. Dir.....Lloyd Harvey
 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 Number.....6-0711
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representatives.....Free & Peters
 Pres., Gen. Mgr.....Charles C. Caley
 Commercial Manager.....Harold V. Phillips
 Promotion Mgr.....Robert M. Riley, Jr.
 Program Director.....Marvin H. Hult
 Chief Engineer.....A. James Ebel

W P E O

PEORIA—1950

Frequency: 1020 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WPEO, Inc.
 Address.....225 Main St.
 News Service.....UP
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....John R. Livingston
 Sales Prom., Pub. Dir.....Bill Rogers
 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.....410 Fayette St.

Phone Number.....6-8771
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Cole
 Representative.....Sears & Fyer
 Pres., Gen. Mgr.....Hugh R. Norman
 Sta., Comm. Mgr.....O. H. Duewall
 Sales Prom. Mgr.....Dorris Duewall
 Prog., Publ. Dir.....George B. Norman
 Chief Engineer.....Wallace Wurz

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Quincy Bcstg. Co.
 Business-Studio Address.....Hotel Quincy
 Phone Number.....6840
 Air Time.....Full Time
 Newspaper Affiliation.....Quincy Herald Whig
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....T. C. Oakley
 General Manager.....Joseph S. Bonansinga
 Program Dir.....Paul McClelland
 Chief Engineer.....Frank E. Laughlin

W T A D

QUINCY—1927—CBS

Frequency: 930 Kc.....Power: 5000 d.;
 1000 n.
 Owned-Operated By.....Lee Bcstg., Inc.
 Business-Studio Address.....510 Maine St.
 Phone Number.....6200
 Air Time.....Full Time
 News Service.....AP, UP
 Representative.....Weed & Co.
 Membership.....NARTB, BAB
 President.....Lee P. Loomis
 General Manager.....Walter Rothschild
 Sales Promotion Mgr.....Gene Terry
 Program Dir.....Merritt Milligan
 Chief Engineer.....J. E. Gray

W R O K

ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Winnebago
 Newspapers, Inc.
 Bus.-Studio Address.....Rockford Newstower
 Phone Number.....2-6621
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Headley-Reed
 President.....E. K. Todd
 General Manager.....Walter M. Koessler
 Commercial Manager.....John J. Dixon
 Publicity Dir.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Chief Engineer.....Morey Nelson

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 Number6-5441
Air TimeFull Time
News ServiceUP
Transcription Service.....Standard, World
RepresentativeAvery-Knodel
MembershipNARTB, BAB
President.....Ben H. Potter
Gen. Sta. Mgr.....Leslie C. Johnson
Commercial Mgr.....Maurice Corken
Program Director.....Frank S. Hicks
Sales Prom., Pub. Dir.....Fern R. Hawks
Chief Engineer.....Robert J. Sinnett

W C V S

SPRINGFIELD—1924—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....WCBS, Inc.
Business-Studio Address.....523 E. Capitol Ave.
Phone Number9855
Air TimeFull Time
News ServiceAP
Representative.....Sears & Ayer
President.....H. L. Dewing
Comm., Prom., Gen. Mgr.....C. W. Needl
Program Director.....John Geil
Chief Engineer.....R. Ashenfelter

W M A Y

SPRINGFIELD—1950—NBC

Frequency: 970 Kc....Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
Phone Number6963
Air TimeFull Time
News ServiceUP
Representative.....John E. Pearson
MembershipNARTB
Pres., Gen. Sta., Comm. Mgr. Gordon Sherman
Program Director.....Sy! Binkin
Prom., Publ. Dir.....Mel Kempe
Chief Engineer.....Melvin Feldman

W T A X

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone Number2-4441
Air TimeFull Time
News ServiceAP
RepresentativeWeed
MembershipNARTB, BAB
Pres., Gen. 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



In the 10 Iowa-Illinois Counties circling the Quad-Cities there are:

21,220 FARMS

with an average acreage of
160 ACRES per FARM

and a gross cash farm income of

\$14,400 per FARM

- Three of these counties were among the nation's top ten for hog raising.
- Four of these counties were among the nation's 100 leading counties in Gross Cash Farm Income.
- And in all 10 counties that circle the Quad-Cities the farmers who live there averaged over \$14,000 a year income.
- Huge acreages of grain and hay crops as well as top production of cattle, hogs, and sheep bring in the money.
- Figures from Sales Management and U. S. Census.

Sell this good Quad-City Farm Market with →

Quad-Cities' favorite
WHBF AM
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

WSDR STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....218 1st Ave.
Phone Number.....Main 3400
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.....Highway 23 North
Phone Number.....4147
Representative.....Best
General Manager.....Vernon R. Nunn
Partner.....Stephen P. Bellinger
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 Number.....1410
Transcription Service.....Standard, Thesaurus
Representative.....Continental
Co-Owners.....Russell Armentrout, Roger Moyer
Exec. Vice-Pres.....Keith Moyer
General Manager.....James C. Hilderbrand
Chief Engineer.....Tom Mathis

WKID URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d.
Owned-Operated By.....Sterling Bcstg. Co.
Address.....P. O. Box 192

Phone Number.....75431
Air Time.....Daytime
News Service.....UP
Representative.....Joseph Hershey, McGillvra
Partner, Comm. Mgr.....R. E. J. Snyder
Partner, Prog. Dir.....G. W. Phillippe

WKRS WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....News-Sun Bcstg. Co.
Business Address.....P. O. Box 500
Phone Number.....Delta 6-7900
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McGillvra
President.....F. Ward Just
Gen., Comm. Mgr.....Joseph B. Kirby
Program Director.....A. F. Sorenson
Chief Engineer.....Stanley G. Chadwick

WFRX WEST FRANKFORT—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pyramid Radio Bcstg. &
TV Co.
Address.....S. Logan St.
Phone Number.....1300
News Service.....UP
Transcription Service.....Thesaurus
President.....Guy Lambert
Station Manager.....Robert O. Veach
Program Director.....Billy Spangler
Chief Engineer.....Everett Kennedy

WCBD ZION—1947

Frequency: 820 Kw.....Power: 5000 Watts d.
Owned-Oper. By.....Michael J. Mintern
Address.....2714 Enoch Ave.
Phone Number.....521
Managing Director.....M. J. Mintern
Commercial Mgr.....Carl Q. Lee

INDIANA

Pop. Feb. 1, 1954 (Est.) 4,252,000 — Families 1,350,000
Radio Homes 1,303,000 — TV Homes 830,000 — Stations in State 48

WCBC ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By.....Civic Bdcstg. Corp.
Address.....204 Tower Bldg.
Phone Number.....3-5321
News Service.....UP
Transcription Service.....World, SESAC
Membership.....BAB
President.....Paul E. Billheimer
General Manager.....Worth S. Rough
Program Director.....John Snider
Chief Engineer.....Burl Dixon

WHBU ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone Number.....7791
News Service.....AP
Transcription Service.....NBC Thesaurus,
Standard
Representative.....Bolling Co.
Membership.....BAB, NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Radio Bedford, Inc.
Address Radio Farm, P. O. Drawer 472
Phone Number 4421-4422
Air Time Full Time
News Service AP, INS
Transcription Service Langworth, Thesaurus
Representative W. S. Grant
Pres., Gen. Mgr. William C. Smith, Jr.
Program Director Claude Parsons
Chief Engineer Carl J. Finger

WTTT

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc. Power 5000 Watts d.:
500 Watts n.
Owned-Oper. By Sarkes Tarzian, Inc.
Business-Studio Address 535 S. Walnut St.
Phone Number 2-3366
Air Time Full Time
News Service AP
Representative Robert Meeker Associates
Membership BAB
President Sarkes Tarzian
Station Manager Glenn Van Horn
Commercial Mgr. Ray Bartlett
Chief Engineer Morton Weigel

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By Boonville Bcstg. Co.
Address Lynville Rd.
Phone Number 980
News Service UP
Transcription Service Cole
Co-O., Gen., Comm. Mgr., Chl. Engr.
H. C. Sanders
Co-O., Asst. Mgr., Pgm. Dir. Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By Syndicate Theatres, Inc.
Address 55½ E. Court St.
Phone Number 1057
Transcription Service Associated, Thesaurus
Membership BAB
News Service AP
President Joseph Finneran
General Manager Dick Jewell
Chief Engineer Phil Hurlbut

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By News Examiner Co.
Business-Studio Address 406 Central Ave.
Phone Number 1950
News Service UP

Transcription Service World
Representative Gill-Perna
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 Number 3-1980
Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson Co.
President John F. Dille, Jr.
General Manager Donald McFall
Commercial Mgr. Don Freed
Program Director Jerry Maloney
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 Number 4-9215
Air Time Full Time
News Service AP
Transcription Service Lang-Worth
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: 5000 Watts d.:
1000 Watts n.
Owned-Operated By On The Air, Inc.
Business-Studio Ad. 1001 Diamond Ave.
Phone Number 21171
Representative Weed & Co.
Air Time Full Time
News Service UP
Membership NARTB
President Alvin Q. Eades
General, Station Manager 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 P. O. Box 148
Phone Number 4-8284
Air Time Daytime
News Service AP
Transcription Service Thesaurus, Capitol
Representative John E. Pearson Co.

Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS

EVANSVILLE—1948—ABC

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

Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number.....5-2221
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Membership.....NARTB
President.....Robert S. Davis
Gen., Sta. Mgr.....Robert J. McIntosh
Pub. Dir., Comm. Mgr.....Jack McLean
Sales Prom. Mgr., Pub. Dir.....Phillip Landman
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 Number.....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 Number.....Eastbrook 3366
Air Time.....Full Time
Newspaper Affiliation.....News-Sentinel
News Service.....UP
Transcription Service.....Langworth
Representative.....Headley-Reed
Membership.....BAB
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
Transcription Service.....World
Representative.....Raymer

President.....Clarence L. Schust
General Manager.....Edward G. Thoms
Asst. to Mgr.....Hilliard Gates
Commercial Manager.....Carl B. Evans
Program Dir.....Calo O. Mahlock

WOWO

FT. WAYNE—1925—NBC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owner.....Westinghouse Radio Stations, Inc.
Bus.-Studio Address.....124 W. Washington Blvd.
Phone Number.....Anthony 2136
Air Time.....Unlimited
News Service.....UP
Transcription Service.....RCA Thesaurus
Representative.....Free & Peters
Membership.....BAB
President.....Chris J. Witting
General Manager.....J. E. Baudino
Commercial Manager.....Tom Longworth
Sales Prom. Mgr.....G. H. Abels
Sales Service Director.....Hilda C. Wohrmeyer
Sta. Mgr.....Carl Vandagriff
Program Director.....Guy Harris
Chief Engineer.....Bruce H. Ratts

WGRY

GARY—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address.....734 Washington St.
Phone Number.....5-5151
News Service.....UP
Transcription Service.....SESAC
Pres., Gen. Mgr.....George Whitney
Program Director.....Robert Dietz

WWCA

GARY—1949

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Lake Bdcstg Co., Inc.
Address.....Hotel Gary
Phone Number.....Gary 9171
Air Time.....Unlimited
News Service.....AP
Membership.....BAB
Pres., Gen., Sta. Mgr.....Dee O. Coe
Comm., Sls., Prom. Mgr.....Joe File
Program, Publicity Director.....Todd Branson
Chief Engineer.....Victor Voss

WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
News Service.....UP
Representative.....Joseph Hershey McGillvra
Pres., Gen. Mgr.....R. C. Adair
Commercial Manager.....Ed Rozhon
Program Director.....Bill Wobus
Chief Engineer.....Jess Peters

W F B M**INDIANAPOLIS—1926—CBS**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Business-Studio Address...1330 N. Meridian St.
 Phone Number.....Lincoln 8521
 News Service.....AP, INS
 Representative.....Katz
 Membership.....NAR1B, BAB
 Pres., Gen., Sta. Mgr.Harry M. Bitner, Jr.
 Commercial Manager.....William F. Kiley
 Prom. Mgr., Pub. Dir.....Bernard W. Carney
 Program Dir.....Frank O. Sharp
 Chief Engineer.....Harold Holland

W I B C**INDIANAPOLIS—1938—MBS**

Frequency: 1070 Kc. Power: 50,000 d.;
 10,000 n.
 Owned-Operated By.....WIBC, Inc.
 Business-Studio Address.30 W. Washington St.
 Phone Number.....Lincoln 2305
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....SESAC
 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

W I R E**INDIANAPOLIS—1924—NBC**

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....Indianapolis Bcstg., Inc.
 Business-Studio Add...307 N. Pennsylvania St.
 Phone Number.....Plaza 1541
 Newspaper Affiliation....Central Newspaper
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....Free & Peters
 Membership.....BAB
 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

W I S H**INDIANAPOLIS—1941—ABC**

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 n.
 Owned-Oper. By.....Universal Bcstg. Co., Inc.
 Business-Studio Address..1440 N. Meridian St.
 Phone Number.....Plaza 4595
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Bolling
 Membership.....BAB, NARTB
 President.....C. Bruce McConnell
 V. Pres.....Robert B. McConnell

Sales Prom. Mgr., Pub. Dir.....Reid Chapman
 Station Manager.....William H. Spencer
 Program Director.....William E. Frosch
 Chief Engineer.....Stokes Gresham, Jr.

W X L W**INDIANAPOLIS—1948**

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Radio Indianapolis, Inc.
 Phone Number.....Hickory 6494
 News Service.....UP
 Representative.....John Pearson Co.
 Membership.....BAB, NARTB
 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**

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By ..Jasper on the Air Inc.
 Address.....P. O. Box 167
 Phone Number.....Jasper 678
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World
 President.....Dr. Gilbert E. Metzger
 Gen., Sta. Mgr.....Dennis Keller
 Commercial Manager.....Richard Witty
 Sales Prom. Mgr.....Joe Salvi
 Publicity Director.....James Young
 Program Director.....Rick Foster
 Chief Engineer.....Peter Russo

W I O U**KOKOMO—1948—CBS**

Frequency: 1350 Kc. Power: 1000 Watts
 Owner.....North Central Indiana Bcstg. Corp.
 Business-Studio Address....State Rd. No. 26
 Phone Number.....6194
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....Richard Blackledge
 V.P., Gen., Sta. Mgr.....John Carl Jeffrey
 Program Director.....William R. Cox
 Chief Engineer.....Chester Rector

W A S K**LAFAYETTE—1942—MBS**

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By.....WFAM, Inc.
 Business-Studio Address.....McCarty Lane
 Phone Number.....4300
 Air Time.....Full Time
 News Service.....UP
 Representative.....Wm. G. Rambeau
 Membership.....BAB
 President.....O. E. Richardson
 Sta., Comm. Mgr.....David Milligan
 Program Director.....Richard W. Long
 Chief Engineer.....Richard Cochran

WLOI**LA PORTE—1948**

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By La Porte Bcstg. Co.
 Business-Studio Address Rumely Hotel
 Phone Number 3734
 News Service AP
 Transcription Service Capitol
 President, Sta. Mgr. Hoyt H. Scott

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.
 Owner Henry C. Sanders

W S A L**LOGANSPOUT—1949—MBS
KEYSTONE**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Air Time 6 a.m.-M.
 News Service AP
 Membership NARTB, BAB
 General Manager Raymond W. Baker
 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 Number 5500
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Rambeau
 Membership NARTB
 President John Ramp
 Station Manager William Fewler
 Commercial Mgr. Wm. J. Enard
 Chief Engineer Walter E. Johnson

W I M S**MICHIGAN CITY—1947**

Frequency: 1420 Kc. Power: 1000 Watts d.:
 500 n.
 Owned-Oper. By Northern Indiana Bcasters,
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 55245
 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

W L B C**MUNCIE—1926—CBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Tri City Radio Corp.
 Business Address Hwy. No. 35
 Phone Number 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 W. F. Crain
 Program Director Lee Allerton
 Chief Engineer M. M. Crain

W L R P**NEW ALBANY—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Ohio Valley Bcstg., Inc.
 Address Box 285
 Phone Number 4-2235
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr. Roy L. Hickox
 Comm., Sales Prom. Mgr. Milton Lamm
 Program Director Keith Reising
 Publicity Director Joe Gillum
 Chief Engineer Eugene A. Fischer

W P G W**PORTLAND—1951**

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

W R A Y**PRINCETON—1950**

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Princeton Bcstg. Co.
 Address Box 8
 Phone Number 1250
 News Service AP
 Transcription Service Lang-Worth
 Station Representative Walker
 President M. R. Lankford
 Station Manager Gene Peterson
 Commercial Mgr. D. T. Critchfield
 Chief Engineer Ray Shigley

W K B V**RICHMOND—1926—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address Richmond
 Phone Number 2-1156
 Air Time 5:45 a.m.-M.

News ServiceUP
Transcription Service.....Thesaurus
Representative Robert Meeker
Membership NARTB, BAB
President.....Paul R. Quigg
Gen., Sta. Mgr......Lester G. Spencer
Comm., Sls. Prom. Mgr......Roland L. Nusbaum
Program Director.....Charles L. Mitchell
Chief Engineer.....L. J. Duning

W S L M

SALEM—1953—KBS

Frequency: 1220 Kw.....**Power:** 250 Watts d.
Owned-Oper. By.....Don H. Martin
Address.....Radio Ridge
Phone Number.....700
News Service.....AP
Transcription Service.....Thesaurus, MacGregor
Representative.....Continental
Pres., Gen. Mgr......Don H. Martin
Commercial Mgr......Herbert L. Arms
Program Director.....Margaret Martin
Chief Engineer.....Darrell Dixon

W J C D

SEYMOUR—1949—KBS

Frequency: 1390 Kc.**Power:** 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker
Address.....1534 Ewing St.
Phone Number.....1212
News Service.....AP
Air Time.....Daytime
Transcription Service.....World, Capitol
General Manager.....Azra C. Baker
Commercial Manager.....Robert E. Shippee
Program Director.....Roge 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.
Phone Number.....7-1566
Air Time.....Full Time
News Service.....AP
Transcription Service.....Associated
Representative.....Bolling
President.....C. Bruce McConnell
General Manager.....Frank Crosiar
Commercial Manager.....C. J. Pajakowski
Program Director.....Bill Etherton
Chief Engineer.....Ira D. 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
Phone Number.....4-1111
Air Time.....Sunrise-Sunset
News Service.....UP
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—1922—CBS

Frequency: 960 Kc.....**Power:** 5000 Watts
Owned-Operated By The South Bend Tribune
Bus.-Studio Address.....225 W. Colfax Ave.
Phone Number.....3-6161
Newspaper Affiliation.....South Bend Tribune
News Service.....UP, INS
Transcrip. Serv......RCA Thesaurus, Standard
Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....F. A. Miller
General Manager.....Neal B. Welch
Publicity Director.....Robert H. Swintz
Program Director.....Robert J. Drain
Chief Engineer.....Arthur R. O'Neil

W T C J

TELL CITY—1948

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.
Phone Number.....Crawford 5034
Air Time.....Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NARTB
President.....Alvin Eades
Comm., Gen., Sta. Mgr......William F. Rippetoe
Sales Prom. Manager.....Bob Rhoads
Program Director.....Harry Frey
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.....120 South 7th Street
Phone Number.....Crawford 9481
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Langworth
Representation.....Bolling Co., Inc.
Membership.....NARTB, BAB
President.....Anton Hulman, Jr.
Gen., Sta. Mgr......Joseph M. Higgins
Sales Promotion Mgr......Robert F. Cranford
Program Director.....Ben Falber, Jr.
Chief Engineer.....Don Petit

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....Grand Hotel
Phone Number787
News ServiceUP
Transcription ServiceWorld
Representative.....Free & Peters
President.....Eugene C. Pulliam
Gen., Comm. Mgr.....A. C. Bernstein
Program Director.....Neal Spencer
Chief Technician.....Ralph Baldwin
Prom. Mgr.....Roy Stanley

W K A M

WARSAW—1949—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.

Address.....R.F.D. No. 1
Phone Number65
News ServiceAP
Representative.....Hal Holman Co.
President.....J. W. Autenrieth, Jr.
Chief Engineer.....Howard Wheelock

W R S W

WARSAW—1952

Frequency: 1480 Kc. Power: 500 Watts
Owned-Oper. By...Reub Williams & Sons, Inc.
Address.....Times Building
Phone Number155
News ServiceUP
Trans. Service...Capitol, Lang-Worth, World
President.....Raymond B. Williams
General Manager.....C. Reuben Williams
Comm., Bus. Mgr.....William Mollenhour
Program Director.....Marie Snyder
Prom. Mgr.....Jack Essenberg
Chief Engineer.....Fred Gresso

IOWA

Pop. Feb. 1, 1954 (Est.) 2,647,000 — Families 872,000
Radio Homes 847,000 — TV Homes 422,000 — Stations in State 50

K A S I

AMES—1948—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone Number3460
Air TimeDaytime
News ServiceUP
Transcription ServiceThesaurus
President.....W. S. Rupe
Gen., Comm. Mgr.....Arthur A. Skinner
Program Director.....R. B. Tillerson
Chief Engineer.....Doyle D. Kelso

K J A N

ATLANTIC—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By...Nishna Valley Bcstg. Co.
Phone Number1717
News ServiceAP
Transcription ServiceWorld
Representative.....Continental, Biddick
President.....Al Hansen
Gen., Sta. Mgr.....Franklin G. Miller
Comm., Prom. Mgr.....H. A. Preston
Chief Engineer.....Henry L. Ankeny

K W B G

BOONE—1950

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By.....Boone Bcstg. Co.
Address.....P. O. Box 36
Phone Number1590

Transcription Service.....World, Thesaurus
News Service.....UP, INS
Representative.....John E. Pearson
President.....Mary G. Garvey
General Manager.....Paul E. Millex
Commercial Manager.....Robert Erickson
Chief Engineer.....Dan Garretson

K B U R

BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By...Burlington Bcstg. Co.
Business-Studio Address.....Roosevelt Ave.
Phone Number7660
Air TimeFull Time
News ServiceAP
Transcription ServiceStandard
Representative.....Taylor
Membership.....BAB
Pres., Gen., Sta. Mgr.....Gerard B. McDermott
Prom., Comm. Mgr.....David H. Steinle
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

K C I M

CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By...Carroll Broadcasting Co.
Address.....520 N. Adams St.
Phone Number3586
Transcription ServiceThesaurus
News ServiceAP
Representative.....Pearson
Membership.....NARTB
General Manager.....M. W. McPherson
Chief Engineer.....Eugene Reiff

K C R I**CEDAR RAPIDS—1947—MBS**

Frequency: 1600 Kc. Power 5000 Watts
 Owned-Oper. By Cedar Rapids TV Co.
 Business-Studio Address 1st St. & 1st Ave.
 Phone Number 4-4194
 News Service AP, INS
 Transcription Service World
 Representative Burn-Smith
 President Sutherland Dows
 Gen., Comm. Mgr. W. S. Patterson
 Program Director Ralph D. Willey
 Promotion Mgr. Edna Herbst
 Chief Engineer Carl Rollert

K P I G**CEDAR RAPIDS—1949—TALL CORN**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cedar Rapids Bcstg.
 Business Address 211 1st St., S.W.
 Phone Number 3-8265
 News Service UP
 Transcription Service Capitol
 Representative Pearson
 Gen., Comm. Mgr. Allen H. Embury
 Program Director Don Ramsell
 Chief Engineer Al Morse

W M T**CEDAR RAPIDS—1922—CBS**

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg.
 Stations, Inc.
 Bus. Studio Address Paramount Theater Bldg.
 Phone Number 6127
 Air Time Full Time
 News Service AP, INS, UP
 Transcription Service RCA, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 President William B. Dolph
 General Manager William B. Quarton
 Sales Manager Lew Van Nostrand
 Prom., Pub. Dir. Leo F. Cole
 Program Manager Douglas B. Grant
 Chief Engineer George Hixenbaugh

K C O G**CENTERVILLE—1949**

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By Centerville Bdcstg Co.
 Address 1910 South Main St.
 Phone Number 131, 407
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 Membership NARTB
 President R. K. Beck
 Gen., Sta., Comm., Mgr. A. M. Farber
 Program Director Margaret Ashby
 Chief Engineer Walter H. Lemen

K C H A**CHARLES CITY—1949—KBS**

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Radio Incorporated
 Business Address 300Y2 N. Main St.
 Phone Number 787
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Orville Lawson
 President Charles J. Ellis
 General Manager C. E. Wright
 Commercial Mgr. Vern Bromberg
 Program Director Wayne Mack
 Publicity Director Doris LaBounty
 Chief Engineer Loren Koesling

K C H E**CHEROKEE—1953**

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Cherokee Bcstg. Co.
 Address 219½ W. Main St.
 Phone Number 51
 News Service AP
 Transcription Service Thesaurus, Langworth
 Membership NARTB
 Gen., Comm. Mgr. Russell A. Hickmon
 Prom. Mgr., Prog. Dir. Charles Resnikov
 Chief Engineer Sterling H. Heil

K R O S**CLINTON—1941—MBS-TALL CORN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Bdcstg Corp.
 Address 246 Fifth Avenue South
 Phone Number 448
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Pearson
 Membership NARTB, BAB
 President W. S. Jacobsen
 General Manager B. M. Jacobson
 Commercial Mgr. Darline Gordon
 Program Director Ralph Stoeckel
 Chief Engineer Gerald Parker

K S W I**COUNCIL BLUFFS—1947**

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By Nonpareil Bdcstg. Co.
 Address 120 S. Main
 Phone Number Co. Bluffs 4041, Omaha,
 Jackson 7736
 Air Time Day Time
 News Service AP
 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 Had Hughes
 Sales Promotion Mgr. Harold Abramson
 Program Director R. M. Hallgren
 Publicity Director Marge Morris

**KSIB****CRESTON—1946—TALL CORN**

Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Oper. By... Southwest Iowa Bcstg. Co.
Address... Creston
Phone Number... 55
News Service... INS
Transcription Service... Thesaurus
Representative... Pearson
President... Arden D. McKee
Gen., Sta., Comm. Mgr... E. M. Hoising
Publicity Director... Jack Mills
Chief Engineer... William Zollman

KFMA**DAVENPORT—1952**

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By... KFMA Bcstg. Co.
Address... 415 Perry St.
Phone Number... 6-4407
News Service... UP
Transcription Service... Capitol Standard
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.
Bus.-Studio Address... 310 Harrison St.
Phone Number... 6-2541
Air Time... Full Time
News Service... INS
Transcription Service... C. P. MacGregor
Representative... Sears & Ayer
President... Hugh R. Norman
General Manager... Jerry Dunphy
Commercial Mgr... Neil Conklin
Nat'l Sales Mgr... Lois Snively
Program Director... Bruno Olson
Publicity Director... I. F. Whalen
Chief Engineer... A. M. McGregor

WOC**DAVENPORT—1922—NBC**

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By... Tri-City Bdcstg. Co.
Address... 805 Brady Street
Phone Number... 3-3661
Air Time... Full Time
News Service... UP
Transcription Service... Thesaurus
Representatives... Free & Peters, Inc.
Membership... NARTB, BAB
President... Col. B. J. Palmer
V.P. & Treasurer... D. D. Palmer
Exec. Vice-Pres... Ralph Evans
Secretary... Wm. D. Wagner
Manager... Ernest C. Sanders
Sales Manager... Mark Wodlinger
Program Director... Warren Vaseen
Asst. Mgr... Fred A. Reed

Publicity Director... Paul Ives
Chief Engineer... Paul Arvidson

KDEC**DECORAH—1947—MBS-TALL CORN**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Scenic Bcstg. Co.
Business-Studio Address... State Road
Phone Number... 1240
News Service... AP
Transcription Service... Thesaurus
Representative... Pearson
Membership... NARTB
Pres., Gen. Co-Mgr... Verne Koenig
Gen. Co-Mgr., Comm. Mgr... Kenneth Bjerke
Sales Prom. Mgr... John Hansen
Chief Engineer... Arnie Zaruba

KCBC**DES MOINES—1947**

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By... Majestic Bcstg. Co.
Business-Studio Address... 3512 Ingersoll
Phone Number... 7-4483
News Service... INS
President... Karl Peters
General Manager... Rollo H. Bergeson
Chief Engineer... Bob Brown

KIOA**DES MOINES—1948—MBS**

Frequency: 940 Kc. Power: 10,000 Watts d.
5,000 Watts n.
Owned-Oper. By... Independent Bcstg. Co.
Address... 10th & Mulberry
Phone Number... 2-9191
Air Time... Full Time
News Service... INS, UP
Transcription Service... World
Representative... A. M. Radio Sales Co.
President... Ralph L. Atlass
General Manager... Harold W. Cassill
Program Director... Lee L. Harris
Chief Engineer... Lyle Nolan

KRNT**DES MOINES—1935—CBS**

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By... Cowles Bcstg. Co.
Business-Studio Address... Register & Tribune Bldg.
Phone Number... 3-2111
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 Manager... Bob Dillon
Commercial Manager... Paul Elliott
Sales Prom. Mgr., Pub. Dir... Joe Hudgens
Program Director... Dick Covey
Chief Engineer... Charles Quentin

K S O**DES MOINES—1921—ABC**

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By: Murphy Bcstg. Co.
 Business-Studio Address: 800 Farm Bldg.
 Phone Number: 3-0571
 News Service: AP, INS
 Transcription Service: Capitol
 Representative: Avery-Knodel
 Membership: NARTB
 President: Kingsley H. Murphy
 Commercial Mgr.: Gene Shumate
 Pub., Pgm. Dir.: B. C. Baldwin
 Chief Engineer: F. E. Bartlett

K W D M**DES MOINES—1948**

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By: Des Moines Bcstg. Corp.
 Business-Studio Address: 407 Fifth Ave.
 Phone Number: 2-8363
 Air Time: Full Time
 News Service: INS
 Transcription Service: Cole, SESAC, Associated
 Pres., Comm. Mgr.: George W. Webber
 Gen., Sta. Mgr.: Robert L. Webber
 Program Director: Edith L. Webber
 Sales Prom. Mgr.: Les Gates
 Chief Engineer: Werner Schwarz

W H O**DES MOINES—1924—NBC**

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By: Central Bcstg. Co.
 Business-Studio Address: 914 Walnut St.
 Phone Number: 3-7147
 Air Time: Full Time
 News Service: AP, INS, UP
 Transcription Service: Thesaurus, SESAC
 Station Representative: Free & Peters
 Membership: NARTB, BAB
 President: Col. B. J. Palmer
 Vice-Pres. & Treas.: D. D. Palmer
 V. Pres. & Resident Mgr.: Paul A. Loyet
 Exec. V. Pres.: Ralph Evans
 Sales Manager: Harold Fulton
 Sales Promotion: John Schweiker
 Program Director: Jack Kerrigan
 Production Director: Kenneth Gfeller
 News Bureau Manager: Jack D. Shelley
 Chief Engineer: Reed E. Snyder

K D T H**DUBUQUE—1941—NBC****TALL CORN**

Frequency: 1370 Kc. Power: 1000 Watts
 Owner: Dubuque Telegraph-Herald
 Bus.-Studio Address: Eighth Ave. & Bluff St.
 Phone Number: 3-7351
 Newspaper Affiliation: Telegraph-Herald
 News Service: AP
 Transcription Service: World
 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: Robert I. Hancock

W D B Q**DUBUQUE—1933—MBS-ABC**

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

K L I L**ESTERVILLE—1952—ABC**

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By: Esterville Bcstg. Co.
 Address: Box 173
 Phone Number: 1800
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Pres., Gen. Mgr.: Wm. E. Schons
 Commercial Mgr.: Jack Turnbull
 Program Director: Gene Randolph

K F A D**FAIRFIELD—1953—KBS**

Frequency: 1570 Kw. Power: 250 Watts d.
 Owned-Oper. By: Fairfield Bcstg. & TV Corp.
 Address: Highway 34 W.
 Phone Number: 345
 President: Carl D. Boyer
 Vice-Pres., Gen. Mgr.: James D. Mortwedt
 Program Director: Don Mortwedt
 Commercial Mgr.: Eugene Spiker
 Chief Engineer: Tom Kleckner

K V F D**FT. DODGE—1939—MBS****TALL CORN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northwest Bcstg. Co.
 Business-Studio Address: Warden Bldg.
 Phone Number: Walnut 3761
 Air Time: Full Time
 News Service: UP, INS
 Transcription Service: Thesaurus
 Representative: Pearson
 Membership: NARTB, BAB
 President, General Manager: Edward Breen
 Commercial Manager: Max E. Landes
 Program Director: Drexel Peterson
 Chief Engineer: David G. Sinclair

KXGI**FT. MADISON—1948**

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By KXGI, Inc.
 Business-Studio Address Marquette Bldg.
 Phone Number 1360
 Air Time Day Time
 News Service UP
 Transcription Service Standard
 Representative Hal Holman
 President W. E. Walker
 Gen., Sta., Prom. Mgr. Greg Rouleau
 Commercial Mgr. Paul Oye
 Pgm., Pub. Dir. Lloyd Mallette
 Chief Engineer Harold Hackbarth

KXIC**IOWA CITY—1948**

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Johnson County Bcstg. Corp.
 Bus-Studio Address 108½ E. Washington St.
 Phone Number 8-1181
 News Service INS
 Representative Pearson
 Membership BAB, NARTB
 President Scott Swisher
 Gen., Comm. Mgr. Gene Claussen
 Sales Prom. Mgr. F. M. Broeders
 Chief Engineer Elliott Full

KOKX**KEOKUK—1948**

Frequency: 1310 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Keokuk Bdcstg. Co.
 Address 4 So. 5th St.
 Phone Number 235
 Air Time Unlimited
 News Service AP
 Transcription Service World, Capitol
 President H. W. Stadler
 Gen., Comm., Prom. Mgr. Herb Nelson
 Program Director Virgil Fortner
 Chief Engineer James L. Mott

KFJB**MARSHALLTOWN—1923—MBS
TALL CORN**

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

KGLO**MASON CITY—1937—CBS**

Frequency: 1300 Kc. Power: 5000 Watts

Owned-Operated By Lee Radio, Inc.
 Bus-Studio Address 2nd & Pennsylvania
 Phone Number 2800
 Air Time Full Time
 News Service AP, UP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President Lee P. Loomis
 Exec. V.P., Gen. Mgr. Herbert R. Ohrt
 Comm., Prom. Mgr. Lloyd D. Loers
 Publicity Director Donald Harrer
 Program Director William G. Suter
 Chief Engineer Roger E. Sawyer

KRIB**MASON CITY—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mason City Bcstg. Co.
 Address Box 885
 Phone Number 5400
 Representative Pearson
 Transcription Service Thesaurus
 News Service AP
 President W. G. Kelly
 General Manager Marlin T. Obie
 Commercial Mgr. Donald Obie
 Program Director Bob Cavanaugh
 Chief Engineer Paul Dominguez

KSMN**MASON CITY—1947**

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Mohawk Bcstg. Co.
 Business-Studio Address Welr Bldg.
 Phone Number 5420
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Associated
 Pres., Gen. Mgr. Robert M. Carson
 Commercial Mgr. Steve M. Hoft
 Program Director Milton H. Cohen
 Chief Engineer Hubert J. Marshall

KWPC**MUSCATINE—1947**

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Muscatine Bcstg. Co.
 Phone Number 860
 Air Time Day Time
 News Service UP
 Transcription Service World
 Representative Pearson
 Membership NARTB, BAB
 Comm., Gen., Sta. Mgr. George J. Volger
 Program Director Marion Templeman
 Chief Engineer Darrell Dorsey

KOEL**OELWEIN—1950—TALL CORN**

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120-1
 Air Time Full Time

Representative Pearson
 Transcription Service Thesaurus, SESAC
 News Service INS, UP
 Membership NARTB, BAB
 President C. W. Crahan
 Gen., Sta. Mgr. W. J. Teich
 Comm., Prom. Mgr. Donald McKee
 Prog. Dir. Ed Jenkins
 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
 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 Number 2422
 News Service AP
 Transcription Service World
 Membership NARTB
 President, General Mgr. James J. Conroy
 Station Manager Alice E. Fisher
 Program Director Larry Shepard
 Chief Engineer Loyd Hanson

K F N F

SHENANDOAH—1924—MBS

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

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By May Bcstg. Co.
 Phone Number 192
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Capitol, SESAC

Representative Edward Petry
 Membership NARTB
 President Edward W. May
 General Manager Owen Saddler
 Station Manager Anthony Koelker
 Commercial Mgr. Arden Swisher
 Pub. Dir., Sales Prom. Mgr. Joe Baker
 Program Director Warren Nielson
 Chief Engineer R. J. Schroeder

K C O M

SIOUX CITY—1949—TALL CORN

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By KCOM Bcstg. Co.
 Address 620 Insurance Exchange Bldg.
 Phone Number 8-0628
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB, BAB
 President & Manager Dietrich Dirks
 Sales, Prom. Mgr. Hap Burgess
 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—MBS

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

K I C D

SPENCER—1941—MBS

TALL CORN

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

Transcription Service....Standard, Thesaurus
 Representative.....Pearson
 Membership.....BAB, 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

KAYL

STORM LAKE—1948

Frequency: 990 Kc....Power: 250 Watts d.
 Owned-Operated By....Cornbelt Bcstg. Co.
 Address.....Park Building
 Phone Number.....1490-1
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....NARTB, BAB
 President.....O. J. Grau
 Gen., Sta., Comm. Mgr.....Gene P. Löffler
 Program Director.....P. R. Benson
 Chief Engineer.....Paul Tarrant

KWWL

WATERLOO—1947—MBS

Frequency: 1330 Kc.Power: 5000 Watts d.,
 1000 Watts r.
 Owned-Operated By ..Black Hawk Bdcstg Co.
 Address.....Hotel Russell Lamson
 Phone Number.....4404
 News Service.....AP
 Representative.....Headley-Reed
 Membership.....NARTB, BAB

Pres., Gen., Sta. Mgr.Ralph J. McElroy
 Commercial Manager.....Donald E. Inman
 Sales Prom. Mgr.....Virgil D. Clark
 Program Manager.....Charles Freburg
 Publicity Dir.....Raymond C. Starr
 Chief Engineer.....Gerald McCasland

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc....Power: 50,000 Watts
 Owned-Oper. By.....Josh Higgins Bcstg. Co.
 Address.....Highway 20 East
 Phone Number.....3-3371, 3-3372
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....Joe DuMond
 Commercial Mgr.....A. J. DuMond
 Program Dir.....Emlyn Owen
 Chief Engineer.....Don Kassner

KJFJ

WEBSTER CITY—1950—KBS

Frequency: 1570 Kc....Power: 250 Watts d.
 Owned-Oper. By.....Land O'Corn Bcstg. Co.
 Address.....Box 222
 Phone Number.....1500
 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

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Radio Homes 554,000 — TV Homes 215,500 — Stations in State 40

KSOK

ARKANSAS CITY—1947—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By . . . The KSOK Bdstg. Co.
Address Box 455
Phone Number 2666
News Service AP
Transcription Service Lang-Worth
President Oscar S. Stauffer
General Manager S. C. Thompson
Program Director Richard Moore
Commercial Mgr. C. E. Archer
Chief Engineer Edward H. Howe

KARE

ATCHISON-ST. JOSEPH—1939

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By . . . Griffith-Buenning Bdstg. Co.
Address Fifth & Kansas Ave., Atchison
Phone Number 2447
Air Time 5:45 a.m.-12 M.
News Service AP
Representative Sears & Ayre
Transcription Service Standard
General Manager J. M. Griffith
Station Manager Paul H. Buenning
Comm. Mgr. Robert Nelson
Publicity Director Edna Shelly
Chief Engineer L. H. Winegardner

KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By Cecil W. Roberts
Address Box 132
Phone Number 434
News Service UP
Representative H. I. F. Best
President Cecil W. Roberts
Gen. Mgr., Chief Engr. D. W. Hoisington
Program Director Joe Young

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.
5000 Watts n.
Owned-Oper. By . . . The Midwest Bdstg. Co., Inc.
Business-Studio Address 8th & Elm
Phone Number 1843-4
Air Time 6 a.m.-12 M.
News Service AP, INS
Transcription Service World
Representative Weed
Membership NARTB
President Richard M. Seaton
Gen., Sales Prom. Mgr.,
Pub. Dir. Robert L. Pratt
Commercial Manager E. B. Spoonamore

Program Dir. Richard S. Embody
Chief Engineer J. S. Jaminet

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Oper. By . . . Western Plains Bdstg. Co.
Address 380 W. 4th St.
Phone Number 790
Air Time Daytime
News Service UP
Transcription Service RCA
Representative Headley-Reed
President Don Searle
V.P., Mgr. Ed Mason
Commercial Mgr. William A. Martin
Promotion Mgr. Quint McCredie
Chief Engineer V. L. Lynch

KFRM

CONCORDIA—1948—CBS

Frequency: 550 Kc. Power: 5000 Watts d.
Owned-Oper. By . . . Midland Bdstg. Co.
Address KMBC Bldg., Kans. City, Mo.
Phone Number Harrison 2650
News Service AP, UP
Transcription Service Langworth
Representative Free & Peters
President Arthur B. Church
Vice-Pres., Gen. Mgr. George J. Higgins
Program Director Roderick B. Cupp
Promotion Mgr. Harold W. Storm
Chief Engineer C. E. Moler

KGNO

DODGE CITY—1930

Frequency: 1370 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By . . . Dodge City Bdstg. Co.
Business Address 705 Second St.
Phone Number 1370
Air Time 6 a.m.-11 p.m.
Newspaper Affiliation Dodge City Daily Globe
News Service AP
Representative Art Hagg
Membership NARTB, BAB
President J. C. Denious
Gen., Sta. Mgr. W. Elliott
Program Director Herschel Holland
Chief Engineer Frank Miller
Sales Prom. Mgr. Ruth Peterson

KBTO

EL DORADO—1953

Frequency: 1360 Kw. Power: 500 Watts d.
Owned-Oper. By C. A. Tedrick
Address Box 168
Phone Number 130
Owner O. A. Tedrick

General Manager.....B. E. Brown
Chief Engineer.....Jay H. Williams

KTSW

EMPORIA—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business Address.....Soden's Grove
Phone Number.....153
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Gill-Perna, W. C.
President.....G. F. Reed
Commercial Manager.....Harold Servey
Program Director.....Wilma Slattery
Chief Engineer.....Everett Thompkins

KGAR

GARDEN CITY—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....R.R. No. 1
Phone Number.....3041
News Service.....UP
Transcription Service.....Associated
Representative.....Hal Holman Co.
President.....Ellsworth Sherman
General Manager.....M. R. Pearce
Program Director.....Lo raine L. Pearce
Chief Engineer.....Robert Breeding

KIUL

GARDEN CITY—1935—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KIUL, Inc.
Business-Studio Address.....509½ N. Main
Phone Number.....3251
News Service.....AP
Transcription Service.....World
Pres., Gen., Sta. Mgr.....Robert Wells
Commercial Manager.....Bob Emery
Program Director.....Tony Jewell
Promotion Director.....Ann Conrad
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 Number.....331
News Service.....UP
Transcription Service.....Capitol. Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Chief Engineer.....Lyle Fick

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.

Business-Studio Address.....2103 Forest
Phone Number.....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
Sales Manager.....Bill J. Jarvis
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 Number.....4-2578
Address.....2450 Hall St.
Air Time.....Full Time
Newspaper Affiliation.....Hays Daily News
News Service.....AP
Transcription Service.....Langworth
Membership.....NARTB, BAB
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

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Nation's Center Bcstg. Co.
Business-Studio Address.....Box 1026
Phone Number.....24486
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....Taylor
Membership.....NARTB
President.....Bess Marsh Wyse
General Manager.....Harold E. King
Commercial Manager.....Kainor Carson
Program Director.....Edward Welch
Publicity Director.....Marguerite MacMorris
Chief Engineer.....Bill Hart

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc.....Power: 1000 Watts d.;
500 n.
Owned-Operated By.....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone Number.....5-4461
Air Time.....Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Everett-McKinney
President.....James E. Murray
General Manager.....Vern Minor

Program Director.....Jim Murray, Jr.
Chief Engineer.....Millard Clary

KIND INDEPENDENCE—1947

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter.....Professional Bldg.
Phone Number.....1010
News Service.....AP
Membership.....BAB
Pres., Gen. Mgr.....J. Nelson Rupard
Chief Engineer.....James Teats

KJCK JUNCTION CITY—1949

Frequency: 1420 Kc. . . Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Phone Number.....18-3165
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Pres., General Manager.....R. L. Weir, Jr.
Commercial Mgr.....James Platt
Program Director.....Jack Horner

KCKN KANSAS CITY—1930

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg. Co.
Business Address.....300 Waltower Bldg.
Phone Number.....Victor 3864
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Lang-Worth, Standard
Representative.....Capper Publications
President.....W. A. Bailey
General Manager.....Ben Ludy
Program Director.....George Stump
Chief Engineer.....Louis Dickensheets

KLWN LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address.....Lawrence
Phone Number.....3431
News Service.....UP
Transcription Service.....Thesaurus
Representative.....W. S. Grant
Membership.....NARTB, BAB
President.....R. E. Graber
Gen., Sta. Mgr.....Arden Booth
Program Director.....Ed Hundley
Chief Engineer.....Hal Carlson

KCLO LEAVENWORTH—1948—KBS

Frequency: 1410 Kc. . . Power: 500 Watts d.
Owned-Oper. By.....Midwest Bcstg. Sys.
Address.....Farmington

Phone Number.....3620
Air Time.....Day Time
News Service.....UP
Representative.....Hil F. Best
President.....Cecil W. Roberts
Station Manager.....Chet B. Kozak
Commercial Mgr.....Jack Campbell
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 Number.....3891
Air Time.....Day Time
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Hil F. Best
Membership.....NARTB, BAB
President.....Alf M. Landon
General Manager.....Leon S. Salathiel
Commercial Manager.....Roy Pearce
Program Director.....Bill Scott
Chief Engineer.....J. A. Seegars

KMAN MANHATTAN—1950

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Phone Number.....PR 8-4451
Transcription Library.....Thesaurus, SESAC
Newspaper Affil....."Daily Mercury-Chronicle"
News Service.....AP
President.....Fred A. Seaton
Gen., Sta. Manager.....Warren L. Mowder
Commercial 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.....McPherson Bcstg. Co.
Phone Number.....1540
News Service.....AP
Transcription Service.....Thesaurus
Membership.....BAB
General Manager.....Henry Dais
Chief Engineer.....Claude Hughes

KJRG NEWTON—1953

Frequency: 950 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Geo. Basil Anderson
Phone Number.....3240
Representative.....Continental, Biddick
Owner.....Geo. Basil Anderson
General Manager.....Robert Kent
Commercial Mgr.....William Fellner
Program Director.....Ken Stobaugh

KOFO

OTTAWA—1949

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Ottawa Bcstg. Co.
Address: 20th & S. Main
Phone Number: 1045
Air Time: Daytime
News Service: UP
Transcription Service: Capitol, Lang-Worth
Partner, Gen. Mgr.: J. N. Jobes
Partner: Herbert M. Jobes
Commercial Mgr.: Thomas F. Ruble

KLKC

PARSONS—1948

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

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.,
5,000 n.
Owned-Oper. By: The Pittsburg Bcstg. Co., Inc.
Phone Number: 2165
Air Time: 5:45 a.m.-M.
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

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

KWSK

PRATT—1952

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By: Pratt Bcstg. Co.
Address: 207½ Main St.
Phone Number: 1570
General Manager: Clem Morgan
Commercial Mgr.: John Wright

Promotion Mgr.: Bud Pratt
Chief Engineer: Clarence 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, BAB
President: R. J. Laubengayer
Station Mgr.: R. V. Jensen
Prom. Mgr., Publ. Dir.: C. R. Lamer
Program Director: Al Thompson
Chief Engineer: Donald Engelhardt

KJAY

TOPEKA—1949

Frequency: 1440 Kc. Power: 5000 Watts d.,
1000 Watts 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
General Manager: Norwood J. Patterson
Program Director: Hal McWilliams
Commercial Mgr.: A. J. Stewart

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Charles B. Axton
Address: Box 538
Phone Number: 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: Allan Curnutt
Asst. Manager: Marie M. McKinney
Program Director: Jack Warren Ostrode
Chief Engineer: Floyd A. Griffiths

WIBW

TOPEKA—1926—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned By: Capper Publications, Inc.
Business-Studio Address: 1035 Topeka Blvd.
Phone Number: 3-2377
News Service: AP, UP
Transcription Service: Lang-Worth, Standard
Membership: NARTB
President: H. S. Blake
General-Station Manager: Ben Ludy
Commercial Manager: Hilton Hodges

Program Director.....Maude Carlson
Chief Engineer.....Lewis Dickensheets

WREN

TOPEKA—1926—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number.....2-0505
Air Time.....Full Time
News Service.....UP
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, BAB
President.....Alf M. Landon
Business Manager.....Fred L. Conger
Sales Promotion Manager...Gerald K. Barker
Program Director.....Max Falkenstein
Technical Spvsr.....Albert J. Meyer

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...KAKE Bcstg. Co., Inc.
Bus-Studio Address.....418 W. Douglas Ave.
Phone Number.....4-9369
News Service.....AP
Transcription Service.....World
Representative.....Radio Reps. Inc.
V.P., General Manager.....Jack Todd
Commercial Manager.....Martin Bass
Program Director.....Graeme Fletcher
Chief Engineer.....Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Taylor Radio & TV
Business-Studio Address.....1015 N. Broadway
Phone Number.....4-2387
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Associated
Representative.....O. L. Taylor Co.
Membership.....NARTB
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Sales Promotion Manager....Russell L. Lowe
Program Director.....Vernon Reed
Chief Engineer.....Ted Hei hecker

KFBI

WICHITA—1922—ABC

Frequency: 1070 Kc...Power: 10.000 Watts d.;
1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....Box 1402
Phone Number.....Temple 8-3377
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Representative.....Avery-Knode
Membership.....NARTB, BAB

President.....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....Clarence Sewell
Program Dir.....George Wells
Publicity Director.....Marie MacDonald
Chief Engineer.....K. W. Pyle

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number.....2-4491
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....Beulah Roth
Program Director.....Thomas Bashaw
Chief Engineer.....Virgil Hinshaw

KWBB

WICHITA—1950

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number.....8-3331
Air Time.....6 a.m.-M.
Transcription Service.....Thesaurus
News Service.....AP
Representative.....Clark
Membership.....NARTB, BAB
President.....O. E. Bradley
General Manager.....J. Milton Hall
Commercial Mgr.....John Merrell
Program Director.....W. Welch
Chief Engineer.....Gene Williams

COMPLETE
EDITORIAL
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KENTUCKY

Pop. Feb. 1, 1954 (Est.) 3,004,000 — Families 770,000
Radio Homes 684,000 — TV Homes 359,500 — Stations in State 50

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Ashland Bdcstg. Co., Inc.
Address 120 20th Street
Phone Number Main 3010
Air Time 6 a.m.-12:05 a.m.
News Service UP
Trans. Service World. Thesaurus, SESAC
Representative H.R. Reps
President Charles Sawyer
Exec. Vice-President J. P. Williams
General Manager Adna H. Karns
Sta., Comm. Mgr. W. R. Martin
Program Director J. B. Sowards
Chief Engineer Clarence W. Weaver

W K C T

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Daily News Bdcstg. Co.
Address Box 727
Phone Number BO 4325
Air Time 5:30 a.m.-12 M.
News Service UP
Newspaper Affiliation. Park City Daily News
Transcription Service Thesaurus
Representative Pearson
President J. Ray Gaines
Sta., Gen. Mgr. Al Temple
Comm., Prom. Mgr. Jeff Wright
Program Director Jack Eversole
Publicity Director Alvis Temple
Chief Engineer Haro Durham

W L B J

BOWLING GREEN—1938—MBS-KBS

Frequency: 1410 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By Bowling Green Bcstg. Co.
Address 901 Fairview
Phone Number 3212
Air Time Full Time
News Service AP
Transcription Service World
Representative Burn-Smith
Membership BAB, NARTB
Pres., Gen., Sta. Mgr. Ken D. Givert
Commercial Manager Robert Proctor
Sales Prom. Mgr. Bill Kuznitsos
Publicity Director Georgia Bates
Program Director Helen Givert
Chief Engineer Tom Smith

W L C K

CAMPBELLSVILLE—1951

Frequency: 1450 Kc. Power: 250 Watts

Cwmed-Operated By Taylor Bcstg. Co.
Address P. O. Box 248
Phone Number 380
News Service UP
Transcription Service Cole
Pres., Gen. Mgr. Redman Turner
Commercial Manager Lindsey Harden
Program Director Tommie Kerr
Chief Engineer James B. Crawley

W T C O

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By South Central Kentucky
Bcstg. Co., Inc.
Business-Studio Address 203 E. Main St.
Phone Number 250
Air Time Daytime
News Service UP
Transcription Service World, SESAC
President H. T. Parrott
Gen., Sta., Comm. Mgr. James Shacklette
Sales Promotion Mgr. Frank Hayden
Chief Engineer Harvey Kingsbury

W A I N

COLUMBIA—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-County Bcstg. Corp.
Address Columbia
Phone Number 4111
News Service UP
Trans. Ser. MacGregor, Thesaurus
Pres., Gen. Mgr. S. C. Bybee
Commercial Mgr. Lanier Burchett
Chief Engineer Lewis Owens

W C T T

CORBIN—1947—MBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By Corbin Times-Tribune, Inc.
Phone Number 1234
Air Time 6 a.m.-M.
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

W Z I P

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By WZIP, Inc.
Bus.-Studio Address Sixth & Madison Aves.
Phone Number Juniper 5300
Air Time Daytime

News Service **AP**
Representative Indies, Inc.
Membership NARTB, BAB
Pres., Gen., Comm. Mgr. Arthur L. Eilerman
Publicity Director Walter Rehbaum
Chief Engineer Robert G. Staab

W C P M

CUMBERLAND—1950—MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Blanfox Radio Co.
Address Harlan, Ky.
Pres., Gen., Sta. Mgr. R. B. Helms
Commercial Mgr. Lew Boehm
Program Director Charles Esposito
Chief Engineer J. Francke Fox

W H I R

DANVILLE—1947—MBS

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

W I E L

ELIZABETHTOWN—1950

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By Elizabethtown Bcstg. Co.
Phone Number 5151
Air Time Full Time
Transcription Service RCA Thesaurus
News Service UP
Membership NARTB, BAB
President J. W. Hodges
Gen., Sta. Mgr. Dee Huddleston
Chief Engineer Thomas Moore Baldwin

W F K Y

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Frankfort Bcstg. Co., Inc.
Phone Number 48281
Air Time 5 a.m.-11 p.m.
News Service UP
Representative Burn-Smith
Pres., Gen. Mgr. Ken Hart
Prog. Dir. Robert Beasley
Comm., Sales Prom. Mgr. Charles Drew
Chief Engineer Wally Roach

W F U L

FULTON—1951

Frequency: 1270 Kc. **Power:** 1000 Watts d.
Owned-Operated By Ken-Tenn Bcstg. Corp.
Phone Number 1270
News Service UP

Transcription Service Thesaurus, SESAC
President Dr. R. W. Bushart
Gen. Mgr., Pgm. Dir. J. O. Lewis
Gen. Mgr., Chief Engr. John Latham

W K A Y

GLASGOW—1946

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Glasgow Bcstg. Co., Inc.
Phone Number 2141
News Service UP
Transcription Service SESAC
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

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

THOSE WHO KNOW FAMOUS BRANDS . . .

Says WLBJ's Commercial Manager
 Bob Proctor at Bowling Green, Ky.:
 "Our merchants — like merchants
 everywhere — are brand conscious.
 When we offer them **AP**, they know
 they're getting the best brand in
 news."

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

WKIC

HAZARD—1947—MBS

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

WSON

HENDERSON—1941—MBS-KBS

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

WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Hopkinsville Bcstg. Co., Inc.
Phone Number: TV 5-5331
Studio-Transmitter Location: Cadiz Rd.
Air Time: 5 a.m.-11:05 p.m.
News Service: UP
Transcription Service: RCA
Representative: Meeker
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: F. E. Lackey
Commercial Manager: Katherine Peden
Program Director: Margaret Wyatt
Chief Engineer: Leo Y. Wilson

WLBN

LEBANON—1953

Frequency: 1590 Kw. Power: 500 Watts d.
Owned-Oper. By: Lebanon-Springfield Bcstg. Co.
Address: Box 647
Co-Owner, Gen. Mgr.: C. H. Hulise
Co-Owner, Prog. Dir.: Charles Shuffelt

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By: American Bcstg. Corp.
(Not ABC)
Business-Studio Address: Radio Bldg.
Phone Number: 3-2727

Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: John E. Pearson
Membership: NARTB, BAB
President: Gilmore N. Nunn
V.P.-General Manager: J. E. Willis
Program Director: Jack Brooks
Publicity Director: Joe DeLong
Chief Engineer: Henry C. Locklar

WLEX

LEXINGTON—1946—KBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By: Central Ky. Bcstg. Co.
Business Address: Campbell House
Phone Number: 3-0433
Air Time: Unlimited
Trans. Service: Lang-Worth, MacGregor
Representative: Forjoe
News Service: AP
President: J. D. Gay, Jr.
Secy.-Treas.: Guthrie Bell
Gen., Com. Mgr.: J. L. Brownell, Sr.
Chief Engineer: William Yount

WVLK

LEXINGTON—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By: Bluegrass Bcstg. Co., Inc.
Address: Phoenix Hotel
Phone Number: 4-6470
News Service: AP
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

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WAVE, Inc.
Business Address: 334 E. Broadway
Phone Number: Wabash 2201
Air Time: Unlimited
Transcription Service: Thesaurus, Standard
Representative: Free & Peters
Membership: NARTB, BAB
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

WGRC

LOUISVILLE—1936

Frequency: 790 Kc. Power: 5000 d. 1000 n.
Owned-Operated By: Northside Bcstg. Corp.

Bus.-Studio Address.....Ky. Home Life Bcstg.
Phone NumberWabash 8871
Air TimeFull Time
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeWalker
Pres., Comm. Mgr.J. Porter Smith
Gen. Mgr.Charles L. Harris
Pgm. Dir.Ward Hatcher
Chief Engineer.....W. J. Morrison

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc.Power: 50,000 Watts
Owned-Oper. ByWHAS, Inc.
Address.....525 W. Broadway
Phone NumberWABash 2211
Air TimeFull Time
News ServiceAP
Newspaper Affil.Courier-Journal. "Times"
Transcription ServiceLang-Worth
RepresentativeHenry I. Christal Co.
PresidentBarry 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

WINN

LOUISVILLE—1940

Frequency: 1240 Kc.Power: 250 Watts
Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address.....Earle Hotel
Phone Number.....WABash 5148
Air Time7 a.m.-M.
News ServiceUP
Transcription ServiceWorld
RepresentativeR-TV, Rep., Scott
Pres., Gen., Sta. Mgr.Harry McTigue
Commercial Manager ..Chas. A. Schacht, Jr.
Program Director.....George Partridge
Chief Engineer.....Melvln Scarsdale

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc.Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone Number.....Clay 4441
Air TimeFull Time
Representative.....John Blair & Co.
MembershipBAB
News ServiceUP
Pres. Gen. Mgr.....Joe Eaton
Commercial Manager.....Russell J. Pirkey
Program Director.....Mary Louise Moore
Chief Engineer.....D. C. Summerford

WKYW

LOUISVILLE—1947

Frequency: 900 Kc.Power: 1000 Watts d.

Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone Number.....CLay 4811
Air TimeDaytime
News ServiceAP
Transcription Service.....Standard, Capitol
RepresentativeBurn-Smith
MembershipBAB
President.....F. Eugene Sandford
Sta. Manager.....Edwin E. S. Weldon
Commercial Manager.....H. Parker Smith

WLou

LOUISVILLE—1948

Frequency: 1350 Kc.Power: 1000 Watts d.
Owned-Operated By.....Robert W. Rounsaville
Business-Studio Address.....2549 S. Third St.
Phone Number.....Calhoun 3680
Air TimeDaytime
News ServiceAP
Representative.....Forjoe, Dora-Clayton
President, Gen. Mgr.....R. W. Rounsaville
Station Manager.....Lee Smith
Commercial Mgr.....Joe Starr
Chief Engineer.....Steve Dawson

WFMW

MADISONVILLE—1948—KBS

Frequency: 730 Kc.Power: 250 Watts d.
Owned-Oper. By Messenger Bdcstg. Co., Inc.
AddressBox 387
Phone Number1885
Air TimeSunrise-Sunset
Newspaper Affiliation.....Madison Publishing
News ServiceUP
Trans. Service.....Capitol, Thesaurus, Standard
RepresentativeContinental
PresidentEdgar Arnold, Sr.
Sta., Gen. Mgr.H. W. Wells
Prom., Comm. Mgr.Elmer L. Kelley, Jr.
Program Director.....Richard T. Harris
Chief Engineer.....Evers Mick

WKTM

MAYFIELD—1946—MBS

Frequency: 1050 Kc.Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Phone Number46
Studio Address.....Mayfield Hotel
Air TimeSunrise-sunset
News ServiceUP
Transcription ServiceThesaurus
RepresentativeBest
PresidentMike Layman
Gen., Sta., Comm. Mgr.Wayne Morgan
Program Director.....Joe McNeilly
Chief Engineer.....Joseph M. Hargrove

WNGO

MAYFIELD—1947

Frequency: 1320 Kc.Power: 1000 Watts d.
Owned-Oper. By.....West Ky. Bcstg. Co., Inc.
Phone Number1597
Air TimeFull Time
News ServiceAP



KENTUCKY



Transcription Service **Capitol**
President **H. M. Suthard**
General Mgr. **T. E. Brewer**
Program Director **O. L. Davis**
Promotion Mgr. **Bob Lee**
Chief Engineer **Ben Dixon**

WFTM MAYSVILLE—1948—MBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By... **Standard Tobacco Co., Inc.**
Bus. Address **626 Forest Ave.**
Phone Number **1400**
Air Time **6 a.m.-M.**
News Service **UP**
Transcription Service **World**
Membership **NARTB, BAB**
President **Charles P. Clarke**
General Mgr. **John W. Betts**
Commercial Mgr. **James Newhart**
Program Director **Gene Waters**
Chief Engineer **Harvey Cross**

WMIK MIDDLESBORO—1948

Frequency: 560 Kc. **Power:** 500 Watts d.
Owned-Oper. By... **Cumberland Gap Bcstg.**
Phone Number **980**
Air Time **Day Time**
Representative **Holman**
Transcription Service **Thesaurus**
News Service **UP**
Membership **BAB**
President **Dr. U. G. Brummett**
Gen., Sta., Comm. Mgr.... **Maurice K. Henry**

WNBS MURRAY—1948

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By... **Murray Bcstg. Co.**
Address **P. O. Box 548**
Phone Number **1340**
News Service **AP**
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 Number **Juniper 7100**
Air Time **Sunrise-sunset**
News Service **UP**
President, Comm. Mgr.... **James G. Lang**
Station Manager **Ann Rolfes Lang**
Chief Engineer **Joseph M. Rice**

WOMI OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. **Power:** 250 Watts

Owned-Oper. By... **Owensboro Bcstg. Co., Inc.**
Phone Number **3-1558**
Air Time **6 a.m.-M.**
News Service **AP**
Newspaper Affiliations... **Messenger, Inquirer**
Transcription Service **Thesaurus**
Representative **Burn-Smith**
Membership **NARTB, BAB**
President **Lawrence W. Hager**
Gen.-Sta. Mgr. **Hugh O. Potter**
Program Director **Cliffordean Potter**
Chief Engineer **Harold I. Peters**

WVJS OWENSBORO—1946

Frequency: 1420 Kc. **Power:** 1000 Watts
Owned-Oper. By... **Owensboro On The Air, Inc.**
Business-Studio Address... **324 Allen St.**
Phone Number **3-3521**
News Service **UP**
Transcription Service **World**
Representative **William G. Rambeau**
Membership **NARTB**
President **V. J. Steele**
General Manager **Malcolm Greep**
Commercial Manager... **John T. Rutledge**
Program Director **Larry Adams**
Chief Engineer **Robert Earl Jagoe**

WKYB PADUCAH—1946—NBC

Frequency 570 Kc. ... **Power:** 1000 Watts d.,
500 n.
Owned-Oper. By **WKYB, Inc.**
Business-Studio Address... **Box 931**
Phone Number **2-1678**
Air Time **Full Time**
News Service **AP**
Transcription Service **World**
Representative **Pearson**
Membership **NARTB, BAB**
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 Number **2-8231**
Air Time **5 a.m.-12 M.**
News Service **UP**
Trans. Serv. **Lang-Worth**
Representative **Meeker**
Membership **NARTB, BAB**
Pres., Gen., Sta. Mgr.... **Pierce E. Lackey**
Prog., Pub. Dir. **Ray Mofield**
Chief Engineer **U. C. Morris**

WSIP PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. **Power:** 250 Watts



Owned-Oper. By.....Big Sandy Bcstg. Co.
 AddressMeade Bldg.
 Phone Number1196
 News ServiceAP
 Transcription ServiceThesaurus
 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.
 AddressPikeville
 Phone Number456
 Air Time.....Day Time
 Newspaper Affiliation.....Daily News
 News ServiceUP
 Transcription Service.....Lang-Worth, Thesaurus
 President.....Mrs. W. J. Ward
 Gen., Comm. Mgr.....Ray E. Alexander

WPKE

PIKEVILLE—1949—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByE. Ky. Bdcstg. Corp.
 Phone Number1280
 News ServiceAP
 Transcription Service.....SESAC, World
 MembershipNARTB
 President.....Clyde Childers Jr.
 Program Director.....Al Kahn
 Chief Engineer.....Edwin Meek

WPRT

PRESTONBURG—1953

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kentucky Mt. Bcstg. Co.
 News ServiceUP
 Transcription ServiceMacGregar
 President.....D. C. Stephens
 Gen., Prom. Mgr.....Rex Osborne
 Chief Engineer.....Wm. E. Rumble

WPKY

PRINCETON—1950—MBS-KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Princeton Bcstg. Co.
 AddressBox 478
 Phone2072
 News ServiceAP
 Owner, Gen. Mgr.....Leslie Goodaker
 Program Dir.....Mrs. Leslie Goodaker
 Commercial Manager.....James H. Johnson
 Chief Engineer.....Marvin Mahoney

WEKY

RICHMOND—1953—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dages I. Boyle
 AddressMcKee Bldg.
 Phone Number1340
 Owner.....Dages I. Boyle
 General Manager.....O. C. Halyard Jr.
 Commercial Mgr.....Jack Parrish
 Program Director.....Bob Doll
 Promotion Mgr.....Jay Watters
 Chief Engineer.....Reed Anderson

WRWS

RUSSELLVILLE—1953

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Southern Ky. Bcstg. Co.

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Bcstg. Corp.
 AddressStanford Rd.
 Phone Number1240-41
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....Theasurus
 Representative.....Hill F. Best
 Pres., Gen., Sta. Mgr.....Mike Layman
 Commercial ManagerDonald Orwin
 Program Director.....John A. Hartnett
 Chief Engineer.....Johnny Agostine

WMTG

VANCELEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kentucky Mt. Holiness Assn.
 Bus.-Studio AddressVanceleve
 Phone Number.....Vanceleve 3 (Jackson exch.)
 Air TimeDaytime
 News ServiceAP
 RepresentativeContinental
 President.....Dr. Lela G. McConnell
 General-Station-Comm. Mgr.....Willfred Fisher
 Chief Engineer.....Kenneth Amspaugh

WTCW

WHITESBURG—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Ky.-Va. Bcstg. Corp.
 AddressWhitesburg
 Phone Number2711
 News ServiceUP
 Pres., Gen. Mgr.....Kenneth J. Crosthwait
 Commercial Mgr.....Frank L. Jones
 Program Director.....Aubrey Garber
 Chief Engineer.....David B. Jordan

LOUISIANA

Pop. Feb. 1, 1954 (Est.) 2,738,000 — Families 715,000
Radio Homes 602,000 — TV Homes 281,500 — Stations in State 49

KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By. Abbeville Bcstg. Serv. Inc.
Business Address. P. O. Box 620
Phone Number. 90
Transcription Service. World
General Manager. George P. Martin
Program Director. Ebba Lou Martin
Chief Engineer. George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5,000 Watts d.
1,000 Watts n.
Owned-Oper. By. Alexandria Bdcstg. Co., Inc.
Address. 6th and Johnston
Phone Number. 3-2543
News Service. AP, UP
Transcription Service. World, MacGregor
Representative. Weed & Co.
President. Walter H. Allen
Gen. Mgr. Willard L. Cobb
Commercial Manager. Walter D. Melson
Promotion Mgr. Vivian Close
Prog. Dir. Alex Marchand
Chief Engineer. Jesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

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

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By. Morehouse Bcstg. Co.
Business-Studio Address. Box 193
Phone Number. 1400
News Service. UP
Transcription Service. World, Associated
General Manager. Bill Davis
Commercial Manager. G. I. Johnson
Chief Engineer. Harry Howard

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By. Modern Bcstg. Co.
Address. 929 Government St.
Phone Number. 4-8571
Air Time. Full Time
News Service. AP
Transcription Service. Thesaurus
Representative. Adam Young
Membership. NARTB, BAB
President. Jack S. Burk
V.P., Gen. Mgr. T. E. Gibbons
Commercial Mgr. Ron Litteral
Program Director. Charlie Arnold
Chief Engineer. Donald K. Allan

WIBR

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. UP
Trans. Serv. Lang-Worth & Standard
Representative. Walker
President. G. T. Owen
Gen. Mgr. Robert Earle
Commercial Manager. Roger Davison
Chief Engineer. E. E. Case

WJBO

BATON ROUGE—1934

NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By. Baton Rouge Bcstg. Co., Inc.
Business-Studio Address. 444 Florida St.
Phone Number. 2-5271
Air Time. Unlimited
News, Affil. State Times, Morning Advocate
News Service. AP, UP
Transcription Service. World
Representative. George P. Hollingbery
Membership. BAB, NARTB
President. Douglas L. Manship
V.P., General Mgr. J. Roy Dabadie
Sales Manager. Charles C. Garvey
Program Director. Don Perrie
Chief Engineer. Pat Weathersby

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By. Air Waves, Inc.
Business Address. 204 North St.
Phone Number. 24411
Air Time. Full Time
News Service. AP, INS
Transcription Service. Associated

Representative Wm. G. Rambeau
 Membership NARTB, BAB
 President R. F. Cangelosi
 Gen., Sta. Mgr. Earl Smith
 Commercial Manager..... Lamar Simmons
 Prog. Dir..... Herman Nelson
 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 Number 4-7604
 News Service AP
 Transcription Service World
 Representative Forjoe
 Co-Owners Jules Paglin,
 Stanley W. Ray Jr.
 General Manager..... Herb Pearson
 Program Director..... Ed Bishop
 Chief Engineer..... Charles Hogue

WIKC

BOGALUSA—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Enterprise Publishing Co.
 Business Address..... 605 N. Rio Grande St.
 Phone Number 1490
 General Manager..... Curt Siegelin

WARB

COVINGTON—1953

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By..... A. R. Blossman, Inc.
 Address Box 568
 Phone Number 1600
 President..... A. R. Blossman
 Gen. Mgr., Chief Engr..... William H. Bland Jr.
 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 Number 1450-1
 News Service AP
 President Max Thomas
 Commercial Manager..... Dan Harper
 Chief Engineer..... C. P. Ruffner

KDLA

DeRIDDER—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Sabine Bcstg. Co.
 Address Box 46
 Phone Number 7600
 News Service UP
 President..... Cyril W. Reddoch
 Commercial Manager..... Ralph L. Hooks
 Program Director..... Ted Thompson

KEUN

ENUNICE—1952—MBS

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

WIHL

HAMMOND—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Cefalu Radio Station
 Business-Studio Address..... Box 432
 Phone Number 960
 News Service AP
 President Nicholas Cefalu
 Gen., Comm. Mgr..... J. K. Ferris
 Sta. Mgr., Pgm. Dir..... George Bonnell
 Chief Engineer..... Warren Adams

KCIL

HOUMA—1946—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... KCIL Inc.
 Business Address..... Bayou Black Dr.
 News Service AP
 Transcription Service..... World, SESAC
 President..... D. T. Brannen
 General Manager..... P. T. Hayes

KJEF

JENNINGS—1950

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Jennings Bcstg. Co., Inc.
 Address..... 1521 Lake Arthur Ave.
 Phone Number 1155
 News Service UP
 Transcription Service Thesaurus
 Pres., Gen. Mgr..... Clovis L. Bailey
 Comm. Mgr..... Gerald Dugas
 Chief Engineer..... Edgar E. Barton, Jr.

KLFY

LAFAYETTE—1950—ABC

Frequency: 1420 Kc. Power: 1000 Watts d.
 500 W. n.
 Owned-Oper. By..... Camellia Bcstg. Co.
 Address..... P. O. Box 367
 Phone Number 8-9494
 Transcription Service..... World
 News Service UP
 Membership NARTB, BAB
 President..... Paul H. De Clouet
 General Manager..... William A. Paton
 Program Director..... Bob Castellon
 Publicity Director..... Virginia Boulanger
 Chief Engineer..... Carroll Crew

KVOL**LAFAYETTE—1935—NBC**

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By...Evangeline Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 1070
 Phone Number5-6426.-7
 Newspaper Affiliation....."Daily Advertiser"
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Meeker
 Membership.....NARTB, BAB
 General Manager.....George H. Thomas
 Sta. Mgr.....Evan H. Hughes
 Commercial Manager.....Thomas G. Pears
 Prog. Dir.....Don Metz
 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 Number6-7541
 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.
 Phone Number6-7277
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Pearson
 Owner.....Sara M. Anderson
 General Manager.....John L. Vath
 Commercial Mgr.....Harper L. Clark
 Program Director.....Sid Morse
 Chief Engineer.....Ernest J. Vincent

KPLC**LAKE CHARLES—1935—NBC**

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Business Address.....P. O. Box 1521
 Phone Number2713
 Air Time.....5:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed
 President.....T. B. Lamford
 Gen., Sta. Mgr.....David Wilson
 Commercial Manager.....P. E. Mills, Jr.
 Sales Prom. Mgr.....Lucille Storer
 Program Director.....Robert P. Thompson
 Publicity Director.....Verna Eady
 Chief Engineer.....A. B. Craft

KAPK**MINDEN—1952**

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By.....Parish Bcstg. Co.
 Address.....Box 821
 Phone Number1985
 News Service.....UP
 Pres., Gen., Sta. Mgr.....Martin Kirsch, Jr.
 Commercial Mgr.....Reggie Ward
 Chief Engineer.....Carl W. Goulden

KLIC**MONROE—1950—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Dr. Frank Cerniglia
 Address.....Strauss Bldg
 Phone Number3-4617
 News Service.....UP
 President, Manager.....Dr. Frank Cerniglia
 Commercial Mgr.....Robert Fowlkes
 Program Director.....John Lacy

KMLB**MONROE—1930—ABC**

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By....Liner's Bcstg. Station, Inc.
 Business Address.....Hotel Frances
 Phone Number7161
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....O. L. Taylor
 President.....Mrs. Robert Gaston, Jr.
 Gen., Sta. Mgr.....Charles Price
 Comm., Prog. Mgr.....James Plaisance
 Publicity Director.....Jackie Voorhees
 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 Number8155
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....H-R Reps
 Membership.....NARTB, BAB
 President.....James A. Noe
 General Manager.....Paul H. Goldman
 Commercial Mgr.....John H. Allen Jr.
 Program Director.....Harry Arthur
 Chief Engineer.....Jack Ratliff

KWCJ**NATCHITOCHES—1947**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Natchitoches Bcstg. Co.
 Business-Studio Address.....Box 232
 Phone Number2353
 President.....Dr. William H. Pierson

**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 Number 2-6726
News Service AP
Transcription Service World
General Manager George H. Thomas
Station Manager Dierrell Hamm
Sales Prom., Pgm. Dir. Al Viguerie
Commercial Mgr. Donald Bonin
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 Number 2-5826
Transcription Service Associated
President P. M. Cochran
General Manager John H. Coco
Sales Prom. Mgr. Jim Drake
Chief Engineer Lynn Hargreaves

WBOK**NEW ORLEANS—1951**

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By WBOK, Inc.
Address 505 Baronne St.
Phone Number Tulane 5363
News Service UP
Representative ForJoe
President Jules J. Paglin
Gen., Sta. Mgr. Stanley W. Ray, Jr.
Comm. Mgr. Fred Schwarz
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 Number Tulane 4371
Air Time 6 a.m.-12:30 a.m.
News Service AP, UP
Transcription Service Capitol, World
Representative John Blair
Membership NARTB, BAB
President Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr. Robert Swezey
V.P. & Comm. Mgr. Louis Read
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 Number Ma. 3488

Air Time Unlimited
News Service AP
Representative W. G. Rambeau
Membership NARTB
Pres., Gen. Mgr. Louise C. Carlson
Commercial Mgr. Ed. Carlson
Prom. Mgr. George Stimmel
Program Director Johnny Nickols
Chief Engineer Frank J. Recely

WJMR**NEW ORLEANS—1945**

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Operated By Supreme Bcstg Co., Inc.
Address Jung Hotel, 1500 Canal Street
Phone Number Canal 0356-0357
Air Time Sunrise-Sunset
News Service UP
Representative Bolling
Membership NARTB, BAB
President Chester Owens
Exec. V.P. George A. Mayoral
V.P. & Gen. Mgr. James E. Gordon
Commercial Mgr. Patrick J. Shannon
Program Dir. Tom Abbott
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 Number Tulane 4841
Representative Gill-Perna
News Service UP
Membership BAB
President Lester Kamin
General Manager Mort Silverman
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 Number Express 2173
Air Time Unlimited
News Service UP
Transcription Service SESAC
Representative H-R
Membership NARTB, BAB
Owner James A. Noe
Gen., Sta. Mgr. Benton Paschall
Commercial Mgr. Paul Beville
Prog. Dir. Eldon Durand
Publicity Dir. Bill Elliott
Chief Engineer A. J. Bourgeois

WSMB**NEW ORLEANS—1925—ABC**

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By WSMB, Inc.
Business-Studio Address Maison Blanche Bldg.
Phone Number Magnolia 5921

President.....Gaston Dureav
General Manager.....Jack O'Meallie

WTIX

NEW ORLEANS—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-Continent Bcstg. Corp.
Address.....624 Canal St.
Phone Number.....MAGNOLIA 3211
Air Time.....Full Time
News Service.....UP
Membership.....NARTB, BAB
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—1948

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By.....The Times Picayune
Business Address.....615 Howard Ave.
Phone Number.....CANAL 5561
Transcription Service.....Associated
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 Number.....CANAL 3521
News Service.....UP
Representative.....Hollingsbery
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 Number.....RAYMOND 2194
News Service.....UP, AP
Transcription Service.....Standard, Thestamus
Representative.....Katz
Membership.....NARTB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Comm. Manager.....Larry Baird
Sales Prom., Pub. Mgr.....Ray Lizza
Program Director.....E. M. Hsennner
Chief Engineer.....J. D. Bloom, Jr.

KREH

OAKDALE—1953—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Louisiana Bcstg. Service
Phone Number.....900
President.....Cyril W. Reddoch
General Manager.....Ralph L. Hooks
Commercial Mgr.....La Vance Carson

KSLO

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Studio Address.....Box 392
Phone Number.....2633
News Service.....UP
Transcription Service.....World
Representative.....Sears & Ayer
Pres., Gen. Mgr.....W. Eugene Jones
Commercial Mgr.....A. B. Reed Jr.
Program Director.....Wandell Allegood
Chief Engineer.....Richard M. Cole

KRUS

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Bus.-Studio Address.....105 E. N. Railroad Ave.
Phone Number.....1490
Air Time.....Full Time
News Service.....UP
Newspaper Affiliation....."Daily Leader"
President.....C. E. Faulk, Jr.
Station Manager.....Kenneth L. Whitaker
Program Director.....Bill Carter
Chief Engineer.....Charles Gandy

KCIJ

SHREVEPORT—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....205 Milam St.
Representative.....Young
President.....Lester Kamin
Gen., Comm. Mgr.....John H. Pace
Chief Engineer.....N. L. Keys

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Phone Number.....33681
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....Walker
Membership.....NARTB
Pres., Gen. Mgr.....Frank H. Ford
Sta., Comm. Mgr.....Frank H. Ford, Jr.
Prom., Pub. Dir.....Bill 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
Representative Weed
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: 10,000 Watts d.,
5,000 Watts n.
Owned-Oper. By Radio Station KTBS, Inc.
Address 312 East Kings Hwy
Phone Number 7-3644
Air Time 5 a.m.-12 M.
News Service AP, UP
Representative Petry
Transcription Service Associated
Membership BAB, NARTB
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 Number 2-8711
Newspaper Affiliation Shreveport Times
Air Time Unlimited
News Service AP, UP
Transcription Service Standard
Representative Branham
Membership NARTB, BAB
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 V P I

VILLE PLATTE—1953

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By Ville Platte Bcstg. Co.
Address Box 566
Phone Number 5888
President Lionel B. Deville
General Manager Chris Duplechain
Program Director J. S. Fontenot

MAINE

*Pop. Feb. 1, 1954 (Est.) 922,000 — Families 287,000
Radio Homes 273,000 — TV Homes 69,000 — Stations in State 16*

W F A U

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bcstg. Co., Inc.
Address 160 Bangor St.
Phone Number 3-3878
Air Time Full Time
News Service AP
Transcription Service Standard, World
Representative O'Connell, Borgatti
President Faust Couture
General Manager Norman G. Gallani
Comm. Mgr. Harry Simons
Program Director Mona Hixon
Publicity Director Gregory Evans
Chief Engineer Paul Graves

W R D O

AUGUSTA—1932—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WRDO, Inc.
Address 175 Water Street
Phone Number 3-4735
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus

Representative Weed, Bannan
Membership NARTB, BAB
President Adeline B. Rines
Sta., Comm. Mgr. Donald K. Powers
Sales Prom. Mgr. Lawrence Cloutier
Publ. Pgm. Dir. Leslie R. Hubley
Chief Engineer Harold T. Dinsmore

W A B I

BANGOR—1924—ABC-MBS

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

W G U Y

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Guy Gannett Bcstg. System

Address.....P. O. Box 732
 Phone Number.....7354
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Representative.....Avery-Knodel
 President.....Guy P. Gannett
 General Manager.....Creighton E. Gatchell
 Station Manager.....Samuel G. Henderson, Jr.
 Program Director.....Clifton E. Reynolds
 Chief Engineer.....Roger W. Hodgkins

WLBZ

BANGOR—1926—NBC-NERN

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

WIDE

BIDDEFORD—1948—MBS-YANKEE

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



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. During the spring and summer months the population increases enormously because 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 pay-rolls.

Together with WIDE, WAZL, WHOL, WILM and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

ARTHUR A. DETERS
 President and Gen. Mgr.

Owned-Oper. By.....Biddeford Bdcstg. Corp.
 Address.....234 Main St.
 Phone Number.....4-4566
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 President.....Victor C. Diehm
 Gen., Sta., Comm. Mgr.....Arthur Deters
 Asst. Sta. Mgr.....Chris Drivas

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Aroostook Bdcstg. Corp.
 Phone Number.....2257
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Harry E. Umphrey
 General Manager.....Harold D. Glidden
 Station Manager.....Ted Coffin
 Chief Engineer.....Robert W. MacIntosh

WCOU

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 Number.....4-6921
 Air Time.....18 Hours
 News Service.....AP
 Transcription Serv.....Standard, SESAC, World
 Representative.....O'Connell, Borgatti
 President.....Faust Couture
 General-Station Mgr.....John C. Libby
 Comm. Mgr.....Oscar J. Normand
 Pgm., Pub. Dir.....Herb Fontaine
 Chief Engineer.....Herbert Wiles

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Lewiston-Auburn Bcstg.
 Business-Studio Address.....129 Lisbon St.
 Phone Number.....4-5401
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Everett-McKinney
 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

WCSH

**PORTLAND—1925
 NBC-NERN-ME.**

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Congress Square Hotel Co.
 Business-Studio Address.....157 High St.
 Phone Number.....2-0181
 Air Time.....Unlimited

News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Weed, Bertha Bannan
 Membership.....NARTB, BAB
 President.....Adeline B. Rines
 General Manager.....William H. Rines
 Station Manager.....Linwood T. Pitman
 Commercial Manager.....Albert W. Smith
 Prog. Dir.....Arthur Owens
 Chief Engineer.....Daniel B. Smith

WGAN

PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Guy Gannett Bcstg. Services
 Business-Studio Address.....390 Congress St.
 Phone Number.....2-7423
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP, UP
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....Guy P. Gannett
 General Manager.....Creighton E. Gatchell
 Commercial Manager.....Richard E. Bates
 Pgm., Pub. Dir.....Francis H. Farnum, Jr.
 Chief Engineer.....Roger W. Hodgkins

WPOR

PORTLAND—1946—ABC-YANKEE
 MBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Oliver Bcstg. Corp.
 Business-Studio Address.....477 Congress St.
 Phone Number.....3-8111
 Air Time.....Full Time
 News Service.....AP
 Representative.....O'Connell, Borgatti
 Membership.....BAB, NARTB
 Pres., Sta., Gen. Mgr.....Harold H. Meyer
 Commercial Manager.....William J. Mullen
 Sales Prom. Mgr.....Robert Maynard
 Pgm., Pub. Dir.....Raymond Mercier
 Chief Engineer.....Roger S. Perry

WAGM

PRESQUE ISLE—1931—MBS
 YANKEE—ME.B.S.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Aroostook Bcstg. Corp.
 Phone Number.....8821
 Air Time.....Unlimited
 News Service.....AP
 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.



PORTLAND, MAINE

Represented by
 NEW YORK — Richard O'Connell
 BOSTON — Lou Borgatti
 CHICAGO — Hal Holman
 PACIFIC COAST — Duncan Scott
 HAL MEYER, President

AMERICAN BROADCASTING COMPANY
 YANKEE NETWORK
 MUTUAL BROADCASTING SYSTEM
 LOBSTER NETWORK

WPOR T LAND

1. 25.5% of States' population
2. 37.9% of States' retail sales
3. WPOR is strong on local impact, news, weather, music, sports
4. Growing acceptance — WPOR local business up 106% — national business up 238%

Portland's Favorite Station —
Ask Anyone!

YOU GET MORE COVERAGE

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

WHEN YOU BUY

RADIO BALTIMORE
WBAL
50,000 Watts - NBC in Maryland

Nationally Represented by
HENRY I. CHRISTAL CO.

KPMWS

Address.....493 Main St.
Phone Number.....1600
Air Time.....Full Time
News Service.....UP
Transcription Service.....Standard
Representative.....O'Connell, Borgatti
President.....Carleton D. Brown
Station Manager.....Paul R. Huber
Commercial Mgr.....Vere B. Crockett
Chief Engineer.....Donald S. Winslow

WRUM

RUMFORD—1953—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Rumford Publ. Co.
Address.....Prospect Ave.
Phone Number.....1057
Representative.....O'Connell
President.....Melvin L. Stone

Gen. Mgr., Prog. Dir.....Ken J. Ellis
Commercial Mgr.....G. B. Cunningham
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 Number.....2700-1
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....O'Connell, Kettell-Carter
Membership.....NARTB, BAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Commercial Mgr.....Harold L. Vique
Program Director.....Fred Preble
Chief Engineer.....Don Sutherland

MARYLAND

Pop. Feb. 1, 1954 (Est.) 2,366,000 — Families 640,000
Radio Homes 612,000 — TV Homes 601,500 — Stations in State 27

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.....Truxon Heights
Phone Number.....Colonial 3-3211
News Service.....AP
Transcription Service.....World
Pres., Gen. Mgr.....Robert L. Blalock
Program Director.....M. E. Blalock
Chief Engineer.....Stanley C. Leck

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Capital Bcstg. Co.
Phone Number.....Colonial 3-2639
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McGillvra
President.....Albert H. MacCarthy
Station Manager.....Norman Bergholm
Program Director.....Helga Pfeifferman
Chief Engineer.....Alan B. Laffler

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hearst Corp. (Radio & TV Div.)
Address.....2610 North Charles St.
Phone Number.....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.....J. M. Kennedy
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.....AP
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts

Owned-Oper. By..... Monumental Radio Co.
 Business-Studio Address..... 1102 N. Charles St.
 Phone Number..... Mulberry 5-0600
 Air Time..... Unlimited
 News Service..... AP
 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

W C B M

BALTIMORE—1924—MBS

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
 Owned-Oper. By..... Baltimore Bcstg. Corp.
 Bus.-Studio Address..... Harford & North Aves.
 Phone Number..... Belmont 5-8400
 Air Time..... Full Time
 News Service..... AP, INS
 Representative..... Taylor
 Membership..... NARTB
 President, Comm. Manager..... John Elmer
 Gen., Sta., Comm. Mgr..... G. H. Roeder
 Chief Engineer..... G. Porter Houston

W F B R

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By..... The Baltimore Radio Show
 Address..... 10 E. No. Ave.
 Phone Number..... Mulberry 5-1300
 Air Time..... 6 a.m.-12 M.
 News Service..... AP, UP
 Representative..... John Blair & Co.
 Membership..... BAB, NARTB
 President..... Robert S. Maslin
 V.P. & Gen. Mgr..... Robert B. Jones
 V.P. & Treasurer..... J. H. L. Trautfelder
 V.P. Charge of Adv..... Robert S. Maslin, Jr.
 Dir. of Sales, Comm. Mgr..... Wm. S. Pirie, Jr.
 Program Dir..... Bert Hanauer
 Chief Engineer..... William Q. Ranft

W I T H

BALTIMORE—1941

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Maryland Bcstg. Corp.
 Business-Studio Address..... 7 E. Lexington St.
 Phone Number..... Lexington 9-7808
 Air Time..... 24 Hrs.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Forjoe
 Membership..... BAB
 Pres., Gen. Mgr..... Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr..... Robert C. Embry
 Program Director..... Ellen J. Stoutenberg
 Chief Engineer..... James S. Duff

W S I D

BALTIMORE—1947

Frequency: 1010 Kc. Power: 1000 Watts, d.
 Owned-Operated By..... United Bcstg. Co.

Business-Studio Address..... 912 N. Charles St.
 Phone Number..... Saratoga 8250
 News Service..... UP
 President..... Richard Eaton
 Gen., Sta. Mgr..... Marvin Mirvis
 Program Director..... Helen Wherley
 Chief Engineer..... Cliff Inman

W W I N

BALTIMORE—1951

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Belvedere Bcstg. Co.
 Address..... 1119 N. Charles St.
 Phone Number..... Saratoga 7-3555
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Indie Sales
 Pres., Gen. Mgr..... Thomas F. McNulty
 Station Manager..... Lenore Feldman
 Chief Engineer..... Joseph Sporney

W U S T

WASHINGTON—1951

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Oper. By..... Broadcast Management, Inc.
 Address..... 1343 You St., Wash., D. C.
 Phone Number..... HO 2-0011
 News Service..... UP
 Representative..... Interstate United Newspapers
 Pres., Gen. Mgr..... Harold E. Sheffers
 Comm., Prom., Pub. Mgr..... Vernon L. Ward
 Chief Engineer..... Robert Carnine

W C E M

CAMBRIDGE—1947—MBS

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

W C U M

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... The Tower Realty Co.
 Address..... William Rd., East of City Line
 Phone Number..... 5400-1
 Air Time..... 6:30 a.m.-11:30 p.m.
 News Service..... AP
 Representative..... Forjoe
 President..... Karl F. Steinnmann
 Gen., Sta. Mgr..... M. Campbell, Jr.
 Commercial Manager..... Roy S. Knotts
 Sales Prom. Mgr..... Eldred Steinnmann
 Chief Engineer..... Paul E. Custer

W D Y K

CUMBERLAND—1948—ABC—MBS

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

W T B O

CUMBERLAND—1928—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Maryland Radio Corp.
Address 31 Frederick St.
Phone Number 299
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Branham
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Charles E. Smith
Sales Prom. Mgr. Ray Miller
Pgm. Dir. Michael Hurst
Publicity Director Helen Fike
Chief Engineer David W. Jefferies

W F M D

FREDERICK—1936—CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Monocacy Bcstg. Co.
Business-Studio Address West Seventh St.
Phone Number Monument 3-4181
Air Time 5 a.m.-M.
News Service AP
President Laurence Leonard
General Manager Alan W. Long
Program Director Evelyn Leonard
Sales Prom. Mgr. Harold Keats
Chief Engineer Howard Fisher

W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By United Bcstg. Co., Inc.
Business-Studio Address 128 S. Prospect St.
Phone Number 4500
News Service UP
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 Number 2323
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service Thesaurus
Representative Walker
Membership NARTB
Pres., Gen. Mgr. Grover C. Crilley
Sta., Comm. Mgr. William H. Paulsgrove
Sales Prom., Pgm. Dir. Robert Leshner
Chief Engineer George McIntire

W A S A

HAVRE DE GRACE—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By Chesapeake Bcstg. Corp.
Address P. O. Box 97
Phone Number Havre De Grace 800
Air Time Local sunrise-local sunset
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
President C. E. Springer
General Manager J. L. Bittner
Commercial Mgr. W. C. Redd

W P T X

LEXINGTON PARK—1953—KBS

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Patuxent Radio Inc.
Address Great Mills Rd.
Phone Number Great Mills 2-1031
President Harry J. Daly
General Manager J. M. Naylor
Program Director Lou Douglas

W I N X

ROCKVILLE—1948

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By Montgomery Cty. Bcstg. Co.
Phone Number Poplar 2-4357
News Service UP
General Manager Richard Eaton
Program Director Gene Andrews
Chief Engineer 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 Number 6131
Air Time 6 a.m.-12:30 a.m.
News Service AP
Transcription Service World

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

W G A Y

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, BAB
President John W. Kluge
Gen.-Sta. Mgr. Joseph L. Brechner
Comm., Sales, Prom. Mgr. Ernest Tannen
Chief Engineer Arthur McDougall

W T T R

WESTMINSTER—1953

Frequency: 1470 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Carroll County Bcstg. Corp.
Address Uniontown Road
Phone Number 1171
Vice-Pres., Gen. Mgr. R. H. Morgan
Commercial Mgr. E. E. Divers
Chief Engineer Charles T. Buffington

W D O N

WHEATON—1953

Frequency: 1540 Kc. **Power:** 250 Watts d.
Owned-Oper. By Commercial Radio Equip.
Address 1319 F. St., N.W., Washington, D. C.
Phone Number District 7-1319
Pres., Gen. Mgr. E. L. Dillard
Commercial Mgr. James G. Gustafson
Chief Engineer E. V. Jurasinski

MASSACHUSETTS

Pop. Feb. 1, 1954 (Est.) 4,738,000 — Families 1,425,000
Radio Homes 1,409,000 — TV Homes 1,190,500 — Stations in State 51

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 Bannan, Walker
News Service UP
General Manager Keith S. Field
Commercial Mgr. William A. Dawson, Jr.
Program Director David P. Mohr
Chief Engineer Charles Lynch

W B M S

BOSTON—1946

Frequency: 1090 Kc. **Power:** 1000 Watts d.
Owned-Oper. By WBMS, Inc.
Business-Studio Add. Hotel Shelton
Phone Number Copley 7-3005
News Service UP
Representative Wm. G. Rabeau Co.
President John Laux
General Manager Norman Furman
Chief Engineer 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-Oper. By Westinghouse Radio Sta-
 tions, Inc. (Synchronous Operation)
Business-Studio Add. 1170 Soldiers Field Rd.

Phone Number ALgonquin 4-5670
News Service AP, UP, INS
Transcription Service Thesaurus
Membership BAB
Representative Free & Peters
President Chris J. Witting
Exec. Vice Pres. J. E. Baudino
Station Manager P. E. Mills
Sales Manager C. M. Meehan
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 WCOP Bcstg. Co.
Business-Studio Address 485 Boylston St.
Phone Number Copley 7-0123
News Service AP, INS
Transcription Service World
Representative Bolling
Pres., Gen., Sta. Mgr. Roy V. Whisnand
Commercial Mgr. A. N. Armstrong, Jr.
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 Number HUbbard 2-2323
Air Time Full Time
News Service AP, UP
Transcription Service Lang-Worth
Representative CBS Radio Spot Sales

Membership BAB
 General Manager..... Harvey J. Struthers
 Commercial Mgr..... Emmett J. Heerd, Jr.
 Sales Prom. Mgr..... John T. Curry, Jr.
 Program Director..... Eugene M. King
 Publicity Director..... Marie H. Houlahan
 Chief Engineer..... Harold A. Dorschug

WHDH

BOSTON—1926

Frequency: 850 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Matheson Radio Co.
 Bus-Studio Address..... 6 St. James Ave.
 Phone Number..... HANcock 6-5500
 News Service AP
 Representative John Blair
 Membership NARTB, BAB
 President..... Robert B. Choate
 Managing Director..... William B. McGrath
 Commercial Manager..... Alexander M. Tanger
 Program Director..... George M. Perkins
 Sales Prom. Mgr., Pub. Dir. William E. Shea
 Chief Engineer..... Philip K. Baldwin

WMEX

BOSTON—1934

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

WNAC

BOSTON—1937—MBS-YANKEE

Frequency: 680 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Yankee Net. Div., General
 Teleradio, Inc.
 Bus-Studio Address..... 21 Brookline Ave.
 News Service INS, UP
 Representative H-R Reps.
 President Tom O'Neil
 Exec. V.P., Gen. Mgr..... Linus Travers
 Vice President..... George Steffy
 Commercial Manager..... Tom Bateson
 Sales Prom. Mgr..... George Hallberg
 Program Director..... John D. Maloy
 Chief Engineer..... B. Robinson

WORLD

BOSTON—1950

Frequency: 950 Kc..... Power: 5000 Watts d.
 Owned-Oper. By..... Pilgrim Bcstg. Co.
 Address..... 92 State St.
 Phone Number..... Lafayette 3-4000
 Air Time..... Day Time
 News Service AP
 Representative Headley Reed Co.
 President..... Joseph A. Dunn

Gen., Sta., Comm. Mgr..... Arthur E. Haley
 Program Director..... Norm Prescott
 Chief Engineer..... John Parker

WVDA

BOSTON—1953—ABC

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Vic Diehm Assoc. Inc.
 Address..... Hotel Bradford
 Phone Number..... Hancock 6-1122
 Representative Raymer
 President Vic Diehm
 General Manager..... Lambert Beeuwkes
 Program Director..... Charles Tarkinson
 Promotion Mgr..... Gay Swankin
 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 Number Beacon 2-5650
 Air Time..... Full Time
 Transcription Service..... Thesaurus
 Representative Robert Keller
 News Service UP
 V.P., Gen. Mgr..... Benjamin Bartzoff
 Commercial Manager..... Ken Strong
 Program Director..... James A. Fitzgerald, Jr.
 Chief Engineer..... Jerome Bartzoff



WVDA

BOSTON, MASS.

ABC

WVDA gives three times the news coverage of any other Boston station and the high calibre reporting of the news is reflective on all stations in the Vic Diehm group.

Together with WVDA, 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.

**WBET****BROCKTON—1946**

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Enterprise Publishing Co.
 Business-Studio Address. 60 Main St.
 Phone Number Brockton 7062
 News Service AP
 Transcription Service. Thesaurus
 Representative Bannan, Colton
 Membership NARTB, BAB
 General Manager. Charles A. Fuller
 Commercial Mgr. Earle G. Clement
 Program Director. William W. Pierce, III
 Chief Engineer. Charles Nowell

WTAO**CAMBRIDGE—1946**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By. Middlesex Bcstg. Corp.
 Address. 439 Concord Ave.
 Phone Number. Eliot 4-0500
 News Service AP
 Representative Indie Sales
 President. Frank J. Lyman, Jr.
 General Manager. F. S. Bailey
 Commercial Mgr. John H. Kimball
 Program Director. Edward Penney

WACE**CHICOPEE-SPRINGFIELD—1946**

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By. Regional Bcstg. Co.
 Business Address. Hotel Bridgeway
 Phone Number 6-1323
 News Service INS
 Representative. Indie Sales, Kettell Carter
 Membership NARTB, BAB
 President David Hayes
 Sta., Comm., Gen. Mgr. Ralph J. Robinson
 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 Number 4-1400
 News Service UP
 Transcription Service World
 Representative. Walker, Bannan
 Membership BAB
 Pres., Gen. Mgr. George L. Sisson, Jr.
 Commercial Mgr. Madeleine Hamel
 Sales Prom. Mgr. J. Roger Sisson
 Program Director. Ann Kenney
 Publicity Director. Walter Johnson
 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 Number 7-9477
 Newspaper Affiliation. Herald News, Inc.
 Air Time. Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative. Headley-Reed, Kettell-Carter
 Membership NARTB
 President. Frank W. Miller, Jr.
 General Manager. 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 Number. Fitchburg 3-3766
 Air Time Unlimited
 News Service UP
 Representative Walker
 President. Henry G. Molina, Jr.
 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 Number 3-4897
 Representative Rambeau, Bannan
 News Service UP
 Transcription Service SESAC
 President. Francis D. Edes
 General Manager. David M. Myers
 Sales Prom. Mgr. Joseph R. Rich
 Program Director. Tal Hood
 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.
 Phone Number. Framingham 7409
 News Service UP
 Transcription Service World
 Representative. Kettell-Carter, Grant Webb
 General Manager. Richard E. Adams
 Commercial Manager. Lewis F. Sargent
 Chief Engineer. Francis Bartol

WGAW**GARDNER—1953—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. KBR Stations of N. E.
 Business Number. 3 Pleasant St.
 Phone Number 1490
 Air Time. Full Time
 News Service UP
 Representative Borgatti, Inc.

President.....W. J. Barkley
General Manager.....Wm. Rust, Jr.
Sta., Comm., Prom. Mgr.....William C. Engel
Chief Engineer.....William Martin

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....354 Main St.
Phone Number.....4301-2
Air Time.....Full Time
News Service.....AP
Representative.....Bertha Bannan, Walker
Membership.....BAB, 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

W H A V

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number.....Haverhill 4-4733
Newspaper Affiliation.....Haverhill Gazette Co.
News Service.....UP
Representative.....Kettell-Carter
Membership.....BAB
Pres., Gen. Mgr.....John T. Russ
Station Manager.....Robert I. Kimel
Commercial Mgr.....John J. Kirby
Program Director.....Kenneth Ash
Chief Engineer.....David Cate

W H Y N

HOLYOKE-SPRINGFIELD—1941

CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hamden—Hamshire Corp.
Address.....1300 Liberty St., Springfield
Phone Number.....Springfield 4-1126
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Branham, Weed
Membership.....NARTB, BAB
General Manager.....Charles N. DeRose
Commercial Manager.....Patrick J. Montague
Chief Engineer.....Alexander Paley

W R E B

HOLYOKE—1948

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address.....323 High St.
Phone Number.....2-3296
Transcription Service.....SESAC
News Service.....AP
Representative.....Lionel Colton
President.....Sigward Holmes
Sta., Pgm. Mgr.....John H. Vondell, Jr.
Commercial Mgr.....Emil R. Werner

News Director.....Warren F. Craig
Chief Engineer.....Dr. Albert King

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, Indie Sales
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 Number.....4-0404
News Service.....UP
Representative.....Kettell-Carter
President.....Israel Cohen
Gen., Sta. Mgr.....William J. Warren
Chief Engineer.....Theodore Cohen

W L L H

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Merrimac Bdcstg. Co.
Address.....39 Kearney Sq., Lowell;
Cregg Bldg., Lawrence
Phone Number.....Lowell 8715, Lawnce 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—1947

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone Number.....LY. 5-6200
News Service.....UP
President.....Theodore Feinstein
General Manager.....Hank Forbes
Chief Engineer.....Russell Bassett

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



MASSACHUSETTS



Pres., Gen., Sta. Mgr. Sherwood J. Tarlow
Commercial Mgr. Joseph Kruger
Sales Prom. Mgr. Allan Roberts
Chief Engineer Sal Fulchino

WBSM

NEW BEDFORD—1949

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

WNBH

**NEW BEDFORD—1921—MBS
YANKEE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By E. Anthony & Sons, Inc.
Business-Studio Address. 432 County Sts.
Phone Number 8-5228
Air Time. Full Time
News Service AP
Newspaper Affiliation Standard-Times
Representative. Walker Co., Bertha Bannan
Station Manager J Thomas Mathers
Commercial Manager. Arnold Briden
Program Director. James Gleason
Publicity Director. Robert Sayre

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address. 466 Curran
Phone Number. MOhawk 3-6567
News Service AP
Transcription Service. Thesaurus
Representative McGillvra
Membership NARTB
Pres., Gen. Mgr. J. Gordon Keyworth
Chief Engineer J. Gordon Keyworth

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By. Cecil F. Clifton
Address 20 State Street
Phone Number. MOhawk 3-5356
News Service UP
Transcription Service. Associated, Cole
General Manager. Robert E. Dain
Chief Engineer. Ralph Haneman

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Pioneer Valley Bcstg. Co.

Address. 78 Main St.
News Service UP
Representative Louis Borgatti
President. John H. Williams
Gen., Sta., Comm.

Prom. Mgr. Alexander W. Milne
Program Director. Joseph T. Fennessey
Chief Engineer. Harold Schumacher

WBE C

PITTSFIELD—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Western Mass. Bcstg. Co.
Business-Studio Address. 30 Eagle St.
Phone Number 8292
News Service AP
Transcription Service Capitol
Representative Everett-McKinney, Kettell
Carter
President. L. K. Miller
Gen., Comm., Prom. Mgr. W. Wendell Budrow
Program Director. Robert Henaberry
Chief Engineer. Walton Ayer

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Greylock Bcstg. Co.
Business-Studio Address. 8 Bank Row
Phone Number 2-1553
Air Time Full Time
News Service UP
Representative Walker, Borgatti
Membership NARTB, BAB
President Leon Podolsky
General Manager. Walter Kearsey
Sales Promotion Manager. Robert H. Burbank
Pub., Pgm. Dir. Edward Merritt
Chief Engineer. Edward Taffelt

WJDA

QUINCY—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned Oper. By. South Shore Bcstg. Co., Inc.
Business-Studio Address Box 373
Phone Number. Mayflower 9-1300
News Service UP
Transcription Service World
Representative Grant Webb
Pres., Gen., Sta. Mgr. James D. Asher
Commercial Mgr. James Lee
Chief Engineer. Fred Lane

WESX

SALEM—1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. North Shore Bcstg. Co.
Business-Studio Address. 49 Washington St.
Phone Number. Salem 5670
Owner, Comm. Mgr. J. D. Asher
P es., Gen., Sta. Mgr. William C. Asher
Program Director Norman Durkee

WBZA-WBZ

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN
(See Boston Listing)

WJKO

SPRINGFIELD—1949

Frequency: 1600 Kc....Power: 5000 Watts d.
Owned-Oper. BySpringfield Bdcstg. Co.
Address137 State St.
Phone Number2-7487
News ServiceUP
RepresentativeGill, Perna
Gen. Mgr., Pgm. Dir.....C. M. Manitsas

WMAS

SPRINGFIELD—1932—MBS
YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Phone Number.....Springfield 7-1414
News ServiceUP
RepresentativeH-R Reps
MembershipNARTB
PresidentGerald Harrison
Sta., Comm. Mgr.....Robert Donahue
Pgm., Pub. Dir.....Paul Peltier
Chief Engineer.....John Michnovcz

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business Address.....63 Chestnut St.
Phone Number2-4181
Air TimeFull Time
News ServiceAP
RepresentativeGeorge P. Hollingbery
MembershipNARTB
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....J. H. Ferguson, Jr.
Sales Prom. Mgr., Prog. Dir.....Milton R. Slater
Chief Engineer.....George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Co.
Address174 Broadway
Phone Number4-7528
News ServiceUP
President.....J. Marshall McGregor
General Manager.....James Milton Hammond
Sta. Mgr., Prog. Dir.....Joseph G. Quill
Chief Engineer.....Lawrence Prado

WCRB

WALTHAM—1948

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

Owned-Oper. By.....Charles River Bcstg. Co.
Business-Studio Address.....834 Main St.
Phone Number.....W 5-7080
News ServiceUP
RepresentativeBannan
MembershipBAB
President, Gen. Mgr.....Theodore Jones
Sales Prom. Mgr.....William J. Fitzpatrick
Program Director.....David B. Tucker
Chief Engineer.....Thomas J. Shea

WARE

WARE—1945

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Central Bdcstg. Co.
Business-Studio Address.....Ware
Phone Number.....Ware 1250
Air TimeDaytime
News ServiceAP
Transcription Service.....Lang-Worth
President.....John B. Poor
General Manager.....William R. Sweeney
Chief Engineer.....David R. Pryce

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telescolor Corp.
Address.....34 Sylvan St.
News ServiceINS
Transcription ServiceWorld
RepresentativeWalker
Pres., Gen. Mgr.....L. A. Reilly
Commercial ManagerHolland D. Cameron
Oper.. Mgr., Chief Engr.....J. L. Spates

WOCB

WEST YARMOUTH—1940
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. ByE. Anthony & Sons
Address.....South Sea Avenue
Phone Number.....Hyannis 502
RepresentativeWalker, Bertha Bannan
PresidentBasil Brewer
Commercial Mgr.....Paul Stiles
Program Director.....Joyce Johnson
Chief Engineer.....Frank L. Lynch

WAAB

WORCESTER—1931—MBS-YANKEE

Frequency: 1440 Kc.....Power: 5000 Watts
Owned byWAAB, Inc.
Business-Studio Address34 Mechanic St.
Phone Number2-5811
Air Time.....Full Time
News ServiceAP
Representative.....George P. Hollingbery
MembershipNARTB
Pres., Gen. Mgr.....Gorge F. Wilson
Commercial Mgr.....Wayne Teeter
Sales Prom. Mgr.....Robert Krieger
Program Dir.....Don Stevens
Chief Engineer.....George Capalbo

This Is What WWJ Coverage Of The Detroit Market Means:



WWJ Primary Listening Area covers 1,490,000 radio homes, and 5,330,000 people who spend \$6,031,000,000 annually in retail stores.

WWJ today covers 125,000 more people than in 1951 . . . 227,500 more radio homes . . . and an area that does \$1,257,000,000 more retail business.

WWJ covers 69% of Michigan's total population and total retail sales . . . and centers its sales efforts on a market that is first among the nation's major markets in retail sales per family, in factory wage rates, in drug and automotive sales per family.

WWJ covers the world's greatest car-radio audience . . . nearly one million passenger cars that are driven a total of 15 million miles, to and from work EACH DAY, within Metropolitan Detroit.

WWJ covers 33 years of broadcasting, during which it has received radio's highest merit awards. Its programming leadership and community prestige make WWJ the ACCEPTED station of the nation's selective advertisers, in the richest market concentration of family buying power.

**The time to sell Detroit is now . . .
the station is . . .**



Associate Television Station WWJ-TV

Basic NBC Affiliate

AM—550 KILOCYCLES—5000 WATTS

FM—CHANNEL 205—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERRY CO.

WNEB WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By New England Bcstg. Co.
Address 405 Main St.
Phone Number 6-4672
News Service UP
Representative Bolling
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-Operated By Radio Worcester
Business-Studio Address 4 Walnut St.
Phone Number 5-3101
Representative Headley-Reed
President C. George Taylor

MICHIGAN

*Pop. Feb. 1, 1954 (Est.) 6,700,000 — Families 1,920,000
Radio Homes 1,916,000 — TV Homes 1,427,500 — Stations in State 70*

WABJ ADRIAN—1947

Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Oper. By Gerity Bcstg. Co.
Address 2982 Treat Rd.
Phone Number 9000
News Service UP
Transcription Service Thesaurus
Membership NARTB, BAB
Owner James Gerity, Jr.
General Manager O. Wm. Myers
Commercial Manager David L. Norton
News, Pgm. Dir. Larry Payne
Chief Engineer Elwood Brown

WALM ALBION—1952

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By Calhoun Bcstg. Co.
Address Hawes Bldg.
Phone Number 5065
News Service UP
Transcription Service Thesaurus
Representative Hil F. Best
President J. C. Bedient
General Manager M. H. Wirth
Program Director Lewis Shroyer

WFYC ALMA—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By WFYC, Inc.

General Manager Kenneth M. Cooper
Comm. Mgr. Thomas M. Donlin
Chief Engineer Carroll Philbrook

WTAG WORCESTER—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By WTAG, Inc.
Business-Studio Address 18 Franklin St.
Phone Number 5-4321
Air Time Full Time
Newspaper Affiliation Telegram & Evening Gazette
News Service AP
Transcription Service Associated
Representative Henry L. Christal Co.
Membership NARTB, BAB
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
Publicity Director John Hiser
Chief Engineer E. A. Browning

Phone Number 157
News Service UP
Trans. Service Lang-Worth, World
President L. R. Kamperman
V.P., Gen. Mgr. Robert W. Cessna
Chief Engineer Harold Frisby

WATZ ALPENA—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Business Address Alpena
Phone Number 1049
Air Time 7 a.m.-11 p.m.
News Service AP
Representative Hal Holman
General Manager Les Biederman
Station Manager Drew McClay
Chief Engineer William Kiker

WHRV ANN ARBOR—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By Huron Valley Bcstrs., Inc.
Business Address 4230 Packard Rd.
Phone Number 2-4573
News Service AP
Transcription Service World
Representative Walker
Membership NARTB, BAB
President J. F. Hopkins
General Manager Steve Filipiak
Com. Mgr. James H. Hopkins
Chief Engineer James Allen

MUTUAL

CKLW

**LOWEST COST
MAJOR
STATION BUY
IN THE
DETROIT AREA**

COMPARE the Coverage
with the Cost and you'll discover why
this greater "dollar distance" buy
is ringing more cash registers
than ever before for
advertisers.

**SOON
CHANNEL 9**

This Region's Most
Powerful TV Station
325,000 Watts

CKLW covers a 15,
000,000 population
area in five important
states!

**50,000
WATTS
800 KC.**

Adam J. Young Jr., Inc.
National Representative

Guardian Building

Detroit 26, Mich.

J. E. Campeau, Pres.

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 Number2-5517
News ServiceAP
Transcription Service.....Thesaurus
RepresentativeMcGillvra
MembershipNARTB
President.....Arthur E. Greene
Gen. Sta. Manager.....Edward F. Baughn
Commercial Manager....Kenneth MacDonald
Chief Engineer.....D. N. Bowdish

W L E W

BAD AXE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Operated By....Port Huron Bcstg. Co.
Address.....935 S. Van Dyke Rd.
Phone Number1010
RepresentativeGill, Perna
Transcription ServiceStandard
News ServiceUP
Gen. Mgr.....John Wismer
Station Manager.....Jim Muehlenbeck
Prog. Dir.....Dick Estell
Chief Engineer.....Don Clotier

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....402 Security Natl. Bank Bldg.
Phone NumberWO 3-5555
Air Time6 a.m.-12 M.
News ServiceUP
Transcription ServiceWorld
RepresentativeHeadley-Reed
P es., General Manager.....Robert H. Holmes
Program Director.....E. F. Cahill
Chief Engineer.....Robert Willbur

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Federated Publications, Inc.
Bus.-Studio-Transmitter Address....Michigan
National Bank Bldg.
Phone Number.....Woodward 4-7173
Air Time6 a.m.-11:30 p.m.
News ServiceAP
Transcription Service.....Thesaurus
RepresentativeMcGillvra
MembershipNARTB, BAB
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

Frequency: 1440 Kc. Power: 1000 Watts d.:
500 Watts n.

Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone Number7551-2
Air Time6 a.m.-M.
News ServiceUP
Transcription Service.....World
Representative.....George P. Hollingbery
MembershipBAB
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. ByPalladium Publ. Co.
AddressFairplain Ave.
Phone Number5-2113
News ServiceAP
Transcription Service.....World. Thesaurus
RepresentativeHal Holman
MembershipNARTB
PresidentStanley R. Banyon
Gen., Sta. Mgr.J. P. Scherer
Commercial ManagerTed Vernasco
Program DirectorJohn Pershing Chase
Chief EngineerMunson Robinson

W B R N

BIG RAPIDS—1953

Frequency: 1460 Kc. Power: 500 Wat's d.

WELL

BATTLE CREEK

*Battle Creek's
top-rated station*

and the best buy because...

- 23 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

MICHIGAN'S
MOST POWERFUL
TELEVISION
STATION

American
Broadcasting
Company

wxyz.tv

CHANNEL **7**
DETROIT

represented
nationally
by Blair-TV

THE RADIO STATION OF
SALES PERSONALITIES

American
Broadcasting
Company

wxyz-radio

1270 KC.
DETROIT

represented by
John Blair & Co.

Owned-Oper. By.....Paul A. Brandt
Address.....13804 Northland
Phone Number.....648
News Service.....AP
Transcription Service.....Langworth, SESAC
Representative.....Holman
Gen., Comm. Mgr.....Spencer Denison

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Bcstg. Co.
Business-Studio Address.....P. O. Box 219
Phone Number.....PR 5-7831
News Service.....AP
Transcription Service.....SESAC, KBS
Representative.....Hal Holman
President.....Les Biederman
Station Manager.....Art Nyhus
Sales Manager.....M. L. Chandler
Chief Engineer.....Bill Kiker

WTVB

COLDWATER—1949

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Twin Valley Bcstrs, Inc.
Address.....Box 32
Phone Number.....1230
News Service.....AP
Trans. Service.....World, Thesaurus, Cole
Representative.....Hil F. Best
Membership.....BAB
President.....George Hosek
Gen., Stat. Mgr., Chief Eng., E. Harold Munn, Jr.
Somm., Sales Prom. Mgr., James C. Macklem

CKLW

DETROIT-WINDSOR—1932—MBS

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Western Ontario Bcstg. Co.,
Ltd., Essex Bcstrs., Inc.
Business Address.....3300 Guardian Bldg., Det.
Phone Number.....Woodward 1-7200
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service.....World, Thesaurus
Representative.....All Canada Facilities,
Adam J. Young, Jr.

Membership.....NARTB
President, General Mgr.....J. E. Campeau
Commercial Manager.....E. Wilson Wardell
Program Director.....S. C. Ritchie
Publicity Director.....Art Gloster
Chief Engineer.....W. J. Carter

(See Page 452)

WJBK

DETROIT—1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple Ave.
Phone Number.....Temple 3-7900
Air Time.....24 Hours
News Service.....INS
Representative.....Katz Agency
Membership.....NARTB, BAB

President.....George B. Storer
Vice-Pres., Managing Dir.....Gayle V. Grubb
Commercial Manager.....Harry Lipson
Sales Prom. Mgr.....Kenneth H. Boehmer
Program Director.....Richard Fischer
Chief Engineer.....Paul O. Frincke

WJR

DETROIT—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WJR, The Goodwill Sta., Inc.
Address.....Fisher Bldg.
Phone Number.....Trinity 5-4440
Air Time.....24 Hours
News Service.....AP, INS, UP
Trans. Service.....Thesaurus, World
Representative.....Christal. Radio Time Sales
Membership.....NARTB, BAB
President.....John F. Patt
V.P., & Gen. Mgr.....Worth Kramer
Sec'y-Treas.....William G. Siebert
Advt. & Pub. Rel. Dir.....James Quello
Sales Manager.....Elmer O. Wayne
Program Director.....Franklin Mitchell
V.P. in charge of News.....George Cushing
V.P. in chge of Engr.....George Leydord

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Evening News Assn.
Address.....615 W. Lafayette
Phone Number.....Woodward 2-2000
Newspaper Affiliation....."Detroit News"
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, UP
Trans. Serv.....Lang-Worth & Thesaurus
Representative.....George P. Hollingberry Co.
Membership.....NARTB
General Manager.....Edwin K. Wheeler
Asst. Gen. Mgr.....Don DeGroot
General Program Mgr.....M. C. Wissman
Public Affairs Manager.....James Eberle
Commercial Mgr.....Thomas Warner
Business Mgr.....Henry C. Rogers
Chief Engineer.....E. J. Love

(See Page 450)

WXYZ

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....Woodward 3-8321
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP, INS
Representative.....John Blair
President.....James G. Riddell
Commercial Manager.....Harold Christian
Sales Prom. Mgr.....Robert Baldrica
Chief Engineer.....Charles Kocher

WJLB

DETROIT—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booth Radio & TV Stas.

Business Address.....Broderick Tower
Phone Number.....WOODWARD 5-2000
News Service.....AP
Membership.....BAB, NARTB
Representative.....Forjoe
Pres., Gen. Mgr.....John L. Booth
Commercial Mgr.....Eric V. Hay
Chief Engineer.....Edward H. Clark

W K M H

DETROIT—1946

Frequency: 1310 Kc.....Power 5000 Watts d.,
1000 n.
Owned-Operated By.....WKMH, Inc.
Address.....WKMH Bldg.
Phone Number.....Tiffany 6-8500
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Headley-Reed
Membership.....NARTB, BAB
Pres., Sta., Gen. Mgr.....Fred A. Knorr
Commercial Mgr.....George M. Miller
Chief Engineer.....Jerold Martin

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 Number.....3190-1
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Walker
Pres., Gen. Mgr.....George D. Lindenthal
Station Manager.....Robert Wagner
Sales Prom., Pub. Dir.....Wm. J. Duchawe
Chief Engineer.....Henry C. Olsen

W E S K

ESCANABA—1953—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....712½ Ludington St.
Phone Number.....3750
News Service.....UP
Representative.....Clark
President.....William E. Walker
General Manager.....Barclay Conley
Commercial Manager.....Lee Morrison
Program Director.....Paul Ryan
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 Number.....Detroit. Woodward 2-0220;
Flint, 9-8686
Air Time.....6 a.m.-12 M.
News Service.....AP
Representative.....Weed
Membership.....BAB

President.....John Lord Booth
Gen., Comm. Mgr.....W. Gerard Schroeder
Program Director.....Edward Berryman
Chief Engineer.....G. Elwood Ryan

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 Number.....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 Levey
Program Director.....Elmer A. Knopf
Publicity Director.....Donald Wyant
Chief Engineer.....Gerald Wolpert

W K M F

FLINT—1952

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....WKMF, Inc.
Address.....1623 Utica Ave., Tulsa, Okla.

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 Number.....3-5112
Air Time.....Daytime
Representative.....Best
President.....Herbert Hausser
General Manager.....William H. Mordorf
Commercial Manager.....Richard Carter
Chief Engineer.....Homer Blumerich

W T A C

FLINT—1946—ABC

Frequency: 600 Kc.....Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By.....Trendle-Campbell Bcstg.
Business-Studio Address.....2332 Lapeer St.
Phone Number.....2-1136
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer
Membership.....BAB
President.....George W. Trendle
General Mgr.....H. Allen Campbell
Station Manager.....J. R. McKinley
Program Dir.....Laurence Arnold
Chief Engineer.....James A. Gimbel

W A T C

GAYLORD—1950—BUNYAN

Frequency: 900 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Midwestern Bcstg. Co.
Address.....Paul Bunyan Bldg., Traverse City
Phone Number.....Traverse City 2700
Representative.....Holman
News Service.....AP
Pres., Gen. Mgr.....Les Biederman
Station Manager.....C. O. Reed
Commercial Mgr.....Robert Fritz
Program Director.....Kenn Haven
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 Ga. field Ave., S.W.
Phone Number.....Gl. 6-9541
Air Time.....Sunrise-sunset
News Service.....UP
Representative.....McGillvra
Pres., Gen., Sta. Mgr.....William Kuiper
Commercial Manager.....H. J. Swierenga
Program Director.....H. Van Dyke
Chief Engineer.....Jack Timmer

W G R D

GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add.....35 Lafayette Ave., N.E.
Phone Number.....9-4111
Air Time.....6 a.m.-local sunset
News Service.....AP
Representative.....G. I. Perna
Pres., Gen. Mgr.....Paul F. Eichhorn
Sales Prom., Prog. Dir.....Glenn LePard
Chief Engineer.....Richard Groenevelt

W J E F

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Fetzer Bcstg. Co.
Address.....Pantlind Hotel
Phone Number.....Glendale 6-8512
Air Time.....Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel, Inc.
Membership.....NARTB, BAB
President.....John E. Fetzer
Sta., Comm. Mgr.....Martin Giaino
Managing Director.....Carl E. Lee
Dir. of Public Affairs.....Dr. Willis F. Dunbar
Chief Engineer.....Bruce Glycadgis

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Versluis Radio &
Television, Inc.
Address.....6 Fountain St., N.E.
Phone Number.....Glendale 6-5461
Air Time.....6:30 a.m.-1 a.m.

News Service.....UP
Transcription Service.....Standard
Representative.....John E. Pearson
Membership.....BAB
President.....Leonard A. Versluis
Vice-Pres. & Gen. Mgr.....Hy M. Steed
Chief Engineer.....Lee Stevens

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....1408 Grand Rapids Natl. Bank Bldg.
Phone Number.....9-4125
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP
Representative.....Katz Agency
Membership.....NARTB, BAB
President.....H. M. Bitner, Sr.
Gen., Sta. Mgr.....Willard Schroeder
Commercial Mgr.....Arthur M. Swift
Program Director.....Frank Sisson
Publicity Director.....John Dragomier
Chief Engineer.....Louis Bergenroth

W H T C

HOLLAND—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business-Studio Address.....Hotel Warm Friend
Tavern
Phone Number.....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

W H D F

HOUGHTON—1929—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Upper Michigan Bcstg. Co.
Address.....Douglass Hotel
Phone Number.....Houghton 1
Air Time.....7 a.m.-11:15 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Walker
Membership.....NARTB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Pgm. Pub. Dir.....Earl Norton
Chief Engineer.....George L. Burgan

W I O N

IONIA—1953

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address.....Box 143
Phone Number.....1537
News Service.....AP

Representative Best
Transcription Service Thesaurus
Owner Monroe MacPherson
Gen., Comm. Mgr. Al La Guire
Program Director W. M. MacPherson
Promotion Mgr. Donald Seaman
Chief Engineer J. Irving Grove

WMIQ

IRON MOUNTAIN—1947 ABC-NORTHERN

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

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned By WIKB, Inc.
Phone Number 102-3
Transcription Service Thesaurus
Representative Walker
President H. H. Frailing
General Manager James F. Kauper
Program Director Len Johnson
Chief Engineer Lester Patten

WJMS

IRONWOOD—1931—MBS

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By. Upper Michigan-Wisconsin
Bcstg. Co., Inc.
Business-Studio Address. 124 E. McLeod Ave.
Phone Number 20
Air Time 7 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative Walker
President William L. Johnson
Station Manager Donald R. Hoover
Program Director Laura Johnson
Chief Engineer Arne Dahlbacka

WJPD

ISHPEMING—1947—PBN-GOEBEL KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Ishpeming Bcstg. Co.
Business-Studio Address. Jenks Block
Phone Number 1892
Air Time 7 a.m.-10:30 p.m.
News Service AP
Transcription Service World
Pres., Gen., Sta. Mgr. J. P. Deegan
Program Director Paul C. Crowley
Chief Engineer Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned By WIBM, Inc.
Address 2511 Kibby Road
Phone Number 6121
Air Time 6:30 a.m.-M.
News Service AP
Representative Forjoe
Transcription Service. Thesaurus, Lang-Worth
President Roy Radner
Station Manager William Cizek
Prog. Dir., Chief Announcer. Jack Underwood
Chief Engineer Charles Wirtanen

WKHM

JACKSON—1951—MBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By. Jackson Bcstg. & Tele.
Corp.
Address 441 Wildwood
Phone 4-7181
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Headley-Reed
Pres., Gen. Mgr. Fred A. Knorr
Station Manager Walter Patterson
Sales Prom. Mgr. John O. Gilbert
Program Director Richard Schueler
Chief Engineer Paul Wright

WKMI

KALAMAZOO—1947

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By. Steere Bcstg. Co.
Business-Studio Address. State Theatre Bldg.
Phone Number 4-0111
News Service UP
Representative Young, Mich. Spot Sales
Pres., Comm. Mgr. Howard D. Steere
Station Manager Emil J. Popke, Jr.
Chief Engineer Carl Stephens

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By. Fetzer Bcstg. Co.
Business Address. 124 W. Michigan Ave.
Phone Number 3-1223
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
President, Gen. Mgr. John E. Fetzer
Sales Service Director. John W. O'Harrow
Program Director Charles T. Lynch
Managing Director Carl E. Lee
Chief Engineer Arthur E. Covell

W I L S

LANSING—1946

Frequency: 1320 Kc. Power: 5000 Watts d.
1000 Watts n.

Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number.....2-1655
News Service.....AP
Transcription Service.....Langworth
Representative.....O. L. Taylor
Membership.....NARTB
Pres., Gen. Mgr.....W. A. Pomeroy
Asst. Mgr., Chief Eng.....John C. Pomeroy
Commercial Manager.....Walter L. Dennis
Sales Prom. Mgr., Publ. Dir.....Walter Braeger
Program Director.....James Pollock

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....WJIM, Inc.
Bus.-Studio Address.....Bank of Lansing Bldg.
Phone Number.....2-1333
Air Time.....Full Time
News Service.....UP
Representative.....H.R. Reps., Inc.
Membership.....NARTB
Pres., Gen. Mgr.....Harold F. Gross
V.P., Gen. Mgr.....Willard E. Walbridge
V.P., Prog. Dir.....Howard K. Finch
Chief Engineer.....C. E. Wallace

W K L A

LUDINGTON—1944—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....Ludington Bcstg. Co.
Address.....204 East Ludington Ave.
Phone Number.....1450
Transcription Service.....UP
Representative.....Burn-Smith
Pres., Gen. Mgr.....Raymond A. Plank
Commercial Mgr.....Don Hack
Program Director.....C. J. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address.....Box 332
Phone Number.....1340
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Best
President.....Dr. T. H. Manwell
General Manager.....Stephen Cole
Commercial Manager.....Edward Owens
Sales Prom. Mgr.....Mush Hansen
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 Number.....Rockwell 2-1111
News Service.....INS
President.....Jerry Coughlin
General Manager.....Jack Hazlett
Sales Prom., Pub. Dir.....Harry Coughlin
Chief Engineer.....J. R. Duryea

W D M J

MARQUETTE—1931—MBS

KBS—NORTHERN

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By.....Lake Superior Bcstg. Co., Inc.
Business-Studio Address.....Mining Jnl. Bldg.
Phone Number.....616
News Service.....UP
Transcription Service.....Thesaurus
General Manager.....Leo G. Brott
Station Manager.....E. W. Wallace
Commercial Manager.....Robert Luke
Chief Engineer.....Gordon Brozek

W M A W

MENOMINEE—1952—ABC

Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Address.....960 1st St.
Phone Number.....4651
News Service.....UP
Transcription Service.....Langworth, Thesaurus
Representative.....Pearson
General Manager.....Martin Geertz
Chief Engineer.....Robert Reimers

W M D N

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Transmitter Address.....298 S. Sweede Rd.
Phone Number.....Temple 9-9988
News Service.....AP
Transcription Service.....Lang-Worth, Thesaurus
President.....Phillip T. Rich
Gen., Comm. Mgr.....Jerry Breen
Program Director.....Tom Matthews
Chief Engineer.....Peter A. Wolf

W C E N

MT. PLEASANT—1949

Frequency: 1150 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By.....Paul A. Brandt
Address.....112½ E. Bway
Phone Number.....33-171, 21-501
News Service.....AP
Trans. Serv.....SESAC, Standard
President.....Paul A. Brandt
Program Director.....Jim Bailey
Chief Engineer.....Peter Fronezak

W K B Z

MUSKEGON—1928—ABC

Frequency: 850 Kc. Power: 1000 Watts
Owned-Oper. By. Ashbacher Radio Corp.
Business-Studio Address. 432 Apple Ave.
Phone Number 2-6051
Air Time 5:30 a.m.
News Service AP
Trans. Serv. Thesaurus
Representative Mecke
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—MBS

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By. Nicholas W. Kuris
Address Federal Square
Phone Number 32126
News Service UP
Representative Best
President. Nicholas W. Kuris
Program Director Evelyn Johnson
Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address. 517 W. Giles Rd.
Phone Number 4-1672
Air Time Daytime
News Service AP
President. R. Bunker Rogoski
Station Manager. Harley Lucas
Program Director Bob McKendrick
Chief Engineer Sam Lombardi

W O A P

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
Owned-Operated By. Owosso Bcstg. Co.
Phone Number 980
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

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Midwestern Bcstg. Co.
Bus.-Studio Address. Traverse City
President Les Biederman
Station Manager Ralph Pierson
Commercial Mgr. Merton Carter

Program Director. Kenn Haven
Chief Engineer. William Kiker

W C A R

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
Owned-Operated By. WCAR, Inc.
Address 2146 S. Telegraph Rd.
Phone Number Federal 3-7141
News Service AP, INS
Transcription Service Associated
Representative John E. Pearson
Pres., Gen. Mgr. H. Y. Levinson
Commercial Manager. William G. Lenhard
Chief Engineer Wayne N. Cook

W H L S

PORT HURON—1938—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Port Huron Bcstg. Co.
Address 932 Military St.
Phone Number Yukon 28536
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service. World, Standard,
Langworth
Representative Gill-Perna
Membership NARTB
Gen., Sta., Comm. Mgr. John F. Wismer
Comm., Prom. Mgr. John L. Shepard
Program Director Ned S. Hubbell

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 Number Yukon 5-5171
News Service AP
Trans. Serv. Standard, Thesaurus
Representative Weed & Company
General Manager. Wm. L. Weil
Commercial Manager. Gaylord H. Forbes
Program Director Dick Sommerville
Chief Engineer Kenneth Kunze

W H A K

ROGERS CITY—1949

Frequency: 960 Kc. Power: 5000 Watts d.
Owned-Operated By. Rogers City Bcstg. Co.
Address Moltke Dr.
Phone Number 7751
News Service UP
Transcription Service. Lang-Worth
Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
Prom., Comm. Mgr. Albert Klann
Program Director H. E. Bregg

W E X L

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Royal Oak Bcstg. Co.
Business Address. 212 W. Sixth St.

Phone Number.....Jordan 4-6523
 News Service.....AP, INS
 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.
 Address221 So. Wash. Ave.
 Phone Number3-4471
 News ServiceUP
 RepresentativeGill-Perna
 Pres., Gen. Mgr.....William J. Edwards
 Vice-President.....Alvin M. Bentley
 Station Manager.....Howard H. Wolle
 Sales Prom. Mgr.....Henry Scott
 Program Director.....Robert Dyer
 Chief EngineerMax W. Thomas

WSAM

SAGINAW—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. BySaginaw Bdcstg. Co.
 Address2435 Holland Ave.
 Phone Number2-8161
 Air Time6:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio
 RepresentativeHeadley-Reed Co.
 MembershipNARTB
 President.....Milton L. Greenebaum
 Commercial Mgr.....William Lofback
 Program Director.....Richard Hallwood
 Chief Engineer.....Orin Nordenskjold

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Oper. By...Booth Radio & TV Stations
 Address700 Buhl Bldg., Detroit
 Phone Number3-4456
 RepresentativePearson
 Transcription Service.....NBC Thesaurus
 News ServiceAP
 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-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By ..Hiawathaland Bcstg. Co.
 Business-Studio Address.....208 Ashmun St.
 Phone Number.....Melrose 2-2231
 News ServiceAP
 Transcription Service.....Thesaurus, SESAC
 President, General Manager..Stanley R. Pratt

Commercial Mgr.....Richard Y. Burnett
 Program Director.....Ed Krieger
 Chief Engineer.....William F. Morris

WSTR

STURGIS—1951

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Operated By.....WSTR, Inc.
 AddressP. O. Box 67
 Phone Number1199
 News ServiceAP
 Transcription Service.....Thesaurus
 Representative.....Hil B. Best
 MembershipBAB
 President.....Dr. Clarence H. Snyder
 General Manager.....E. Harold Munn Jr.
 Chief Engineer.....William S. Miller

WTM

TRAVERSE CITY—1941 MBS—BUNYAN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. ByMidwestern Bdcstg. Co.
 AddressPaul Bunyan Bldg.
 Phone Number2700-1
 RepresentativeHal Holman Co.
 General Manager.....Les Biederman
 Commercial Manager.....R. E. Detwiler
 Program Director.....Kenn Haven
 Chief Engineer.....W. H. Kiker

COMPLETE
 ADVERTISING
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MINNESOTA

Pop. Feb. 1, 1954 (Est.) 3,127,000 — Families 940,000
Radio Homes 917,000 — TV Homes 439,000 — Stations in State 47

K A S M

ALBANY—1950

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Oper. By Stearns Co. Bcstg. Co.
 Phone Number 1150
 News Service UP
 President William Blattner
 General Sta. Manager Urban J. Keppers
 Commercial Mgr. Arthur Boss
 Chief Engineer Dale Howard

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owner Albert Lea-Austin Bcstg. Co., Inc.
 Address 332 South Broadway
 Phone Number 2338
 News Service UP
 Transcription Service Thesaurus
 Representative Meeker
 Membership NARTB, BAB
 President Bennett O. Knudson
 General Manager Anson Van Alstyne
 Program Director Marie Prosser
 Chief Engineer Robert Holt

K X R A

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Alexandria Bcstg. Co.
 Phone Number 1000
 News Service UP
 Transcription Service Thesaurus
 Representative Lawson
 General Manager R. C. Brown
 Commercial Manager Everette Q. Walters
 Chief Engineer Kenneth Olson

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Cedar Valley Bcstg. Co., Inc.
 Business-Studio Address 405A N. Main St.
 Phone Number 8836
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB
 President Harry Smith
 Gen., Sta. Mgr. L. L. McCurnin
 Program Director Tom Steensland
 Sales Prom. Mgr. Ken Soderberg
 Chief Engineer Glen Klein

K B U N

BEMIDJI—1946—MBS-KBS

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

K L I Z

BRAINERD—1946—MBS

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

K B M W

BRECKENRIDGE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Interstate Bcstg. Corp.
 Address 519 Dakota Ave., Wahpeton, N. D.
 Phone Number 2-5567-8
 News Service UP
 Transcription Service Standard
 General Manager H. M. Griffith
 Commercial Manager Geo. Kaufman
 Program Director Clayton Kulseth
 Chief Engineer Harold Unkenholz

W K L K

CLOQUET—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cloquet Bcstg. Co.
 Address 124½ Ave. C.
 Phone Number 1450
 News Service UP
 Transcription Service Lang-Worth
 General Manager Dale R. Peterson
 Commercial Manager Richard A. Rall
 Sales Promotion Manager Beverly Norgren
 Chief Engineer Darrel Gander

K R O X

CROOKSTON—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Crookston Bcstg. Co.
 Business-Studio Address Eagles Bldg.

Phone Number1050
 News ServiceUP
 Transcription Service.....Thesaurus, World
 Representatives ..Donald Cook, Gene Grant
 Lawson & Assoc.
 President.....Jerome A. Dahlberg
 General Manager.....William J. Kiewel

K D L M

DETROIT LAKES—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Detroit Lakes Bcstg. Corp.
 Address.....1360 Richmond Rd.
 Phone Number1100
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeLawson
 President.....R. C. Brown
 General Manager.....Gordon Hutton
 Commercial Manager.....Phil Solberg
 Chief Engineer.....Eric Munro

K D A L

DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By....Red River Bcstg. Co., Inc.
 Business-Studio Address...218 Bradley Bldg.
 Phone Number2-2628
 Air Time24 Hours
 News ServiceAP
 Transcription ServiceLang-Work
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 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

W E B C

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 Number2-2873
 News ServiceUP
 Transcription Service.....SESAC, World
 RepresentativeHollingbery
 President.....Morgan Murphy
 General Manager.....W. C. Bridges
 Station Manager.....Clifford J. Lue
 Program Director.....Michael J. Flaherty
 Chief Engineer.....Norman Gill

W E V E

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Carl Bloomquist
 Phone Number1340
 Transcription ServiceStandard
 RepresentativeOrville Lawson
 PresidentCarl Bloomquist
 General ManagerArthur F. Nelson

Program Director.....Robert Daniels
 Chief Engineer.....Joe Cerar

K S U M

FAIRMONT—1949—MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. ByFairmont Bdcstg. Co.
 Address306 North Park St.
 Phone Number1370
 News ServiceAP
 RepresentativeRambeau
 Trans. Serv.Thesaurus
 PresidentLeo J. Seifert
 General ManagerFrank Endersbe
 Program Director.....James L. Barkley
 Chief Engineer.....Lawrence Lawson

K D H L

FAIRBAULT—1948

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KDHL Bdcstg. Co.
 Business-Studio Address...213 Central Ave.
 Phone Number2312
 News ServiceAP
 Transcription ServiceCapitol
 General Mgr.....Herbert H. Lee
 Commercial Mgr.....Palmer Dragsten
 Chief Engineer.....John E. Hyde, Jr.

K G D E

FERGUS FALLS—1926 MBS-GREAT NORTHERN

Frequency: 1250 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Fergus Radio Corp.
 Business-Studio Address.....Fergus Falls
 Phone Number6996
 Air Time6 a.m.-M.
 News ServiceAP
 RepresentativeWalker
 MembershipNARTB
 Secy.-Treas., Gen. Mgr.....Harold L. Dell
 Station Manager.....N. C. Haagenenson
 Asst. Mgr.....Frederic T. Dell
 Chief Engineer.....Harold E. Allen

K B Z Y

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Itasca Bcstg. Co.
 Phone Number198
 Air Time6:30 a.m.-11 p.m.
 MembershipBAB, 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.
 Business-Studio Address.....5th & Howard
 Phone Number3-7531



News ServiceUP
Transcription ServiceWorld, SESAC
RepresentativeGeorge P. Hollingbery
PresidentMorgan Murphy
General ManagerW. C. Bridges
Commercial Mgr.Oscar H. Peterson
Program DirectorRuth E. Coe
Chief EngineerNorman Gill

K D U Z

HUTCHINSON—1953

Frequency: 1260 Kc.Power: 1000 Watts d.
Owned-Oper. ByMcLeod County Bstg. Co.
AddressRadio City
Phone Number1555
General ManagerAlbert Tedesco
PartnersVictor Tedesco,
Nicholas Tedesco
Commercial Mgr.Hienz Fruck
Program DirectorTed Hanson
Promotion Mgr.Howard Nordine
Chief EngineerDarrel Gander

K L T F

LITTLE FALLS—1950—KBS

Frequency: 960 Kc.Power: 500 Watts d.
Owned-Oper. ByLittle Falls Bcstg. Co.
Address105½ Broadway E.
Phone Number367
News ServiceUP
Transcription ServiceWorld
Pres., Gen. Mgr.John H. Lemme
Station ManagerJack J. Nugent
Commercial ManagerRichard J. Rudeck
Program DirectorSumner Sabean

K T O E

MANKATO—1950—ABC

Frequency: 1420 Kc.Power: 5000 Watts
Owned-Oper. ByMinnesota Valley Bcstg. Co.
AddressBox 550
Phone Number4537
Air TimeFull Time
News ServiceUP
RepresentativePearson
PresidentH. W. Linder
Gen., Sta. ManagerD. O. Linder
Chief EngineerSteve Wolf

K Y S M

MANKATO—1938
NBC-NORTHWEST

Frequency: 1230 Kc.Power: 250 Watts
Owned-Oper. ByF. B. Clements & Co.
Phone Number4673
Air Time6 a.m.-1 a.m.
News ServiceAP
Transcription ServiceThesaurus
RepresentativeMeeker
MembershipNARTB, BAB
Gen.-Station-Comm. Mgr.John F. Mcagher
Sales Promotion ManagerBob DeHaven
Program DirectorGene Bouchier

Publicity DirectorBob Cosgrove
Chief EngineerJames Houts

K M H L

MARSHALL—1946—ABC

Frequency: 1400 Kc.Power: 250 Watts
Owned-Operated ByHarry W. Linder
Business-Studio AddressKMHL Bldg.
Phone Number2282
Air Time6 a.m.-M.
News ServiceUP
RepresentativeJohn E. Pearson
OwnerHarry W. Linder
General ManagerGilmore F. Frayseth
Program DirectorBen Dickmeyer
Chief EngineerRuss Nelson

K E Y D

MINNEAPOLIS—1948

Frequency: 1440 Kc.Power: 5000 Watts d.
Owned-Operated ByFamily Bcstg. Corp.
Business-Studio Address15 N. Ninth St.
Phone NumberLincoln 8451
News ServiceAP
Transcription ServiceStandard
RepresentativeRambeau
MembershipNARTB, BAB
PresidentHenry Klages
Sta., Gen. Mgr.Lee L. Whiting
Chief EngineerHarvey V. Headen

W C C O

MINNEAPOLIS—1924
CBS Radio

Frequency: 830 Kc.Power: 50,000 Watts
Owned ByMidwest Radio-Television, Inc.
Business-Studio Address625 Second Ave. S.
Phone NumberMain 1202
Air Time5 a.m.-1 a.m.
News ServiceAP, UP, INS
Transcription ServiceLang-Worth
RepresentativeCBS Radio Spot Sales
MembershipBAB
PresidentF. von Konyenburg
General ManagerLarry Hoeg
Sales ManagerPhil Lewis
Sales Prom., Mgr.C. H. Smith
Program DirectorBob McKinsey
Publicity DirectorFred Heywood
Chief EngineerJ. J. Beloungy

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc.Power: 50,000 Watts d.;
25,000 Watts n.
Owned-Oper. ByTwin Cities Bcstg. Corp.
Business-Studio AddressHotel Nicollet
Phone NumberBridgeport 2271
News ServiceUP
RepresentativeAvery-Knodel
MembershipNARTB
Pres., Gen., Sta. Mgr.Clarence T. Hagman
Commercial ManagerSamuel N. Nemer



Program Director.....Don O'Brien
Chief Engineers.....Kenneth Olson,
Kenneth Larson

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....Independent Bdcstg. Co.
Business-Studio Address...1730 Hennepin Ave.
Phone Number.....Atlantic 0406, Midway 4043
Air Time.....Unlimited
News Service.....UP
Representative.....A. M. Radio Sales
President.....Ralph L. Atlas
Gen., Sta. Mgr.....Marvin L. Rosene
Commercial Mgr.....Wayne "Red" Williams
Prom., Pgm. Dir.....Edward L. Wiebe
Publicity Director.....Kay Runyon
Studio Engineer.....Gene Brautigam
Transmitter Engineer.....Merle Bjork

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....People's Bdcstg. Co.
Address.....1133 Stinson Blvd
Phone Number.....Granville 4356, Prior 3181
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer, Inc.
Pres., Gen., Sta. Mgr.....W. V. Stewart
Commercial Manager.....Merle Forland
Pgm., Pub. Dir.....Becky Ann Stewart
Chief Engineer.....Clinton Barstad

W T C N

MINNEAPOLIS-ST. PAUL—1935
ABC

Frequency: 1280 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Minnesota Television
Public Service Corp.
Business-Studio Address.....2925 Dean Blvd.
Phone Number.....Mohawk 9-6771
News Service.....AP, UP
Transcription Service.....Associated
Representative.....Blair
President.....Robert Butler
General Manager.....Edward G. Smith
Commercial Manager.....Kendall M. Light
Program Director.....Judy Bryson
Chief Engineer.....Myron N. Fleming

K D M A

MONTEVIDEO—1952—ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Midwest Bcstg. Corp.
Address.....West Hwy., 212
Phone.....8891
Air Time.....Unlimited
Representative.....Pearson
Pres., Gen. Mgr.....H. Willard Linder

Commercial Mgr.....Bill Farrell
Chief Engineer.....Richard Beekman

K V O X

MOORHEAD—1937

MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Bus.-Studio Address.....403 Center Ave.
Phone Number.....3-1522
Air Time.....6:30 a.m.-M.
News Service.....UP
Representative.....Walker, Lawson
Membership.....NARTB
President.....E. J. McKellar
General Manager.....M. M. Marget
Comm., Sls. Prom. Mgr.....Robert L. Owens
Program Director.....Dewey Bergquist
Chief Engineer.....Don Geiken

K N U J

NEW ULM—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KNUJ, Inc.
Address.....304½ N. Minn. St.
Phone Number.....905
Air Time.....Daytime
News Service.....AP
Transcription Service.....Lang-Worth, World.
Membership.....BAB
President.....W. K. Mickelson
Gen. Mgr., Chief Engr.....Jack H. Duncan

K O B K

OWATONNA—1950—KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Operated By.....Owatonna Bcstg. Co.
Address.....307 Vesterby Bldg.
Phone Number.....2359
News Service.....UP
Membership.....BAB
President.....Myles H. Johns
Station Manager.....Robert Frye
Chief Engineer.....Jerome Dvorachek

K A A A

RED WING—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Wing Bdcstg. Co.
News Service.....AP
Transcription Service.....Assoc., Capitol
General Manager.....Maxine Jacobs
Program Director.....Peter Lyman
News Director.....Donald Willie

K R O C

ROCHESTER—1935—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Minnesota
Bcstg. Co.
Business-Studio Address.....100 1st Ave. Bldg.
Phone Number.....3924



Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Meeker
Membership.....NARTB, BAB
President.....Mrs. G. P. Gentling
Gen., Comm. Mgr......G. David Gentling
Sta. Mgr., Pgm. Dir......Cal Smith
Sales Prom., Pub. Dir......Warren Miller
Program Director.....Carl Smith
Chief Engineer.....Bob Cross

K F A M

ST. CLOUD—1937—NBC

Frequency: 1450 Kc.....**Power**: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address.....Weber Bldg.
Phone Number.....3330, 3331
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Pearson
Membership.....NARTB, BAB
Pres., Gen. Mgr......Frederick C. Schilplin
Sales Prom., Pub. Comm. Mgr. Donald J. Orth
Program Director.....Betty May
Chief Engineer.....Robert Witschen

W J O N

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.....**Power**: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud Hotel
Phone Number.....1240
Representative.....Rambeau
Transcription Service.....World
News Service.....UP
President.....Max H. Lavine
Program Director.....Wallace MacBriar
General Manager.....Herm Schneider
Chief Engineer.....Charles Willms

K S T P

**ST. PAUL-MINNEAPOLIS—1928-NBC
NORTHWEST**

Frequency: 1500 Kc.....**Power**: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Phone Number.....Prior 2717
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....Thesaurus, SESAC, Cole
Representative.....Edward Petry
Membership.....NARTB
President, Gen. Mgr......Stanley E. Hubbard
Nat. Sales Mgr......Karl A. Plain
Exec. V.P., Treas......K. M. Hance
Program Director.....D. Brooks Henderson
Promotion-Publicity Director.....Joe Cook
Chief Engineer.....William S. Sadler

W M I N

ST. PAUL—1936

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

Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address.....611 Frontenac Place
Phone Number.....Prior 7757
News Service.....AP
Representative.....Clark
Pres., Gen. Mgr......N. L. Bentson
Commercial Mgr......Frank M. Devaney
Program Director.....Norman Page
Chief Engineer.....Warren B. Fritze

W C O W

SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....**Power**: 5000 Watts d.
Owned-Oper. By.....South St. Paul Bcstg. Co.
Address.....8 W. 9th St.
Phone Number.....Garfield 4717
News Service.....UP
Transcription Service.....SESAC
General Manager.....Victor J. Tedesco
Commercial Mgr......Arne Peterson
Program Director.....Jack Douglas
Chief Engineer.....Larry Lennette

W S H B

STILLWATER—1949

Frequency: 1220 Kc.....**Power**: 250 Watts d.
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126 S. Main St.
Phone Number.....46, 47
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Donald Cook, Inc.
President.....William F. Johns, Jr.
General Manager.....Richard Power
Commercial Manager.....James McLaughlin
Chief Engineer.....Elmer Christenson

K T R F

THIEF RIVER FALLS—1946

Frequency: 1230 Kc.....**Power**: 250 Watts
Owned-Oper. By.....Henry K. Arneson
Transcription Service.....World
Representative.....Bulmer & Johnson, Inc.
Membership.....BAB
General Manager.....Don Olson
Sales Prom. Mgr......Ormond Johnson
Chief Engineer.....Henry J. Bothman

W H L B

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

Frequency: 1400 Kc.....**Power**: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Phone Number.....2000
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Hollingbery
President.....J. Morgan Murphy
General Manager.....Walter Bridges
Station Manager.....H. J. Parise
Chief Engineer.....Norman Gill

K W A D

WADENA—1948—MBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By: Associated Bcstrs., Inc.
Bus.-Studio Address: First Natl. Bank Bldg.
Phone Number: 920-1
Transcription: World
Representatives: Bulmer & Johnson
General Manager: Carl E. Holt
Program Director: Jim Buchan
Chief Engineer: Milton La Due

K W L M

WILLMAR—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Lakeland Bcstg. Co.
Business-Studio Address: 1340 N. 7th St.
Phone Number: 1340
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Cole
Representative: John E. Pearson
Membership: NARTB, BAB
President, Gen. Mgr.: H. W. Linder
Commercial Manager: Jack Lynch
Program Director: Joe 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 Number: 3314
News Service: AP
Transcription Service: Standard
Representative: John E. Pearson
President: M. H. White
General Manager: Ken Marsh
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
Representative: Bulmer & Johnson
Transcription Service: Langworth, Thesaurus
Membership: NARTB
President: R. W. Olson
General Manager: R. E. Shepard
Commercial Manager: Arne Karhu

MISSISSIPPI

Pop. Feb. 1, 1954 (Est.) 2,200,000 — Families 580,000
Radio Homes 463,000 — TV Homes 120,000 — Stations in State 51

W M P A

ABERDEEN—1952—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Prairie Bcstg. Co.
Address: P. O. Box 402
Phone Number: 1050
News Service: UP
Representative: McGillvra
Transcription Service: Lang-Worth
President: T. A. Richardson
Gen., Sta., Comm. Mgr.: William Felton
Pgm., Pub. Dir.: Grace Felton
Chief Engineer: Eddie Lane

W B L E

BATESVILLE—1953

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: Panola Bcstg. Co.
Address: Box 247
Co-Owner, Gen. Mgr.: Harold B. McCarley
Co-Owners: Travis A. Palmer,
James E. Hartness

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 Number: 5581-2
News Service: UP
Representative: William G. Rambeau
President: James S. Love, Jr.
General Manager: Ray Butterfield
Commercial Manager: Thomas B. Majure
Program Director: Hugh Smith

W V M I

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone Number: 6961
Representatives: Natl. Time Sales, Dora Clayton
Transcription Service: Thesaurus, SESAC
Membership: BAB, NARTB
News Service: UP
Pres., Gen., Sta. Mgr.: Odes E. Robinson
Sales Prom., Comm. Mgr.: Chauncey T. Hinman
Program Director: Earl B. Blessey

W B I P

BOONEVILLE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Booneville Bcstg. Co.

Address.....Highway No. 45-S
Phone Number678
Air Time.....Full Time
Newspaper Affiliation.....The Independent
News Service.....UP
Representative.....Continental Radio Sales
President, Gen. Mgr.....E. O. Roden
Sta. Comm., Sales Prom. Mgr.....V. K. Wroten
Program Director.....Wynez Wroten

W J M B

BROOKHAVEN—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Brookhaven Bcstg. Co.
Address.....W. Chicksaw St.
Phone Number1298
News Service.....AP
Transcription Service.....World
Pres., Gen. Mgr.....Tullius Brady

W D O B

CANTON—1953—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By...Madison County Bcstg. Co.
Address.....Box 182
Phone Number1370
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Dora-Clayton
Co-Owners.....J. D. Bishop.
J. T. Ownby, Anne Lee Davis
General Manager.....R. L. Statham
Commercial Manager.....Harold Harris
Program Director.....Ozella Westbrook

W G L C

CENTREVILLE—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southern Bdcstg. Co.
News Service.....UP
Transcription Service.....Capitol
Phone Number4001
President.....A. Sansing
General Manager.....P. Simpkins
Chief Engineer.....Bob Bassett

W R O X

CLARKSDALE—1943—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Birney Imes, Jr.
Address.....Delta Ave.
Phone Number1586
Air Time.....Full Time
News Service.....AP
Transcription Service.....RCA Thesaurus
General Manager.....Bob McRaney
Program Director.....Jack Cristil
Station Manager.....P. B. Hiaman
Chief Engineer.....C. D. Graves

W C L D

CLEVELAND—1949

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

Address Trans.....Box 1030
Phone Number990
News Service.....AP
Station Representative.....McGillvra
President.....Lowry Tims
Gen., Sta., Comm. Mgr.....C. W. Capps
Program Director.....Elizabeth Bradley
Chief Engineer.....Richard Bullock

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 Number755
Air Time.....Full Time
Newspaper Affiliation.....The Progress
News Service.....AP
Transcription Service.....World
Pres., Gen. Manager.....Lester Williams
Station Manager.....Charles E. Newman, Jr.
Program Director.....Bill Barrett
Chief Engineer.....Ray Tolar

W A C R

COLUMBUS—1950—MBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Miss. Bcstg. Co.
Address.....WACR Bldg.
Phone768
Air Time.....Sunrise-Sunset
News Service.....UP
Pres., Gen. Mgr.....Withers Gavin

W C B I

**COLUMBUS—1940
MBS—KBS-MID SOUTH**

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....Columbus
Phone Number1430
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McGillvra
President.....Birney Imes, Jr.
Gen., Sales Prom. Mgr.....Bob McRaney
Station Manager.....James Eatherton
Program Director.....Martha Puckett
Chief Engineer.....Thomas McFerrin

W C M A

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number5575
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith
President.....Dr. Frank M. Davis
General Manager.....Aaron B. Robinson
Station Manager.....John E. Bell
Program Director.....Vincent Lawrence
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson

W G V M

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By... Cotton Belt Beasting Co.
Bus.-Studio Address... 118 So. B'way
Phone Number... 4559
Air Time... 6 a.m.-Sunset
News Service... UP
Transcription Service... Lang-Worth
Representative... Devney, 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

W J P R

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc. Power: 1000 Watts d.-
500 Watts n.
Owned-Oper. By... Radio Services Co.
Business-Studio Address... 120 So. Poplar St.
Phone Number... 9040-9049
News Service... AP
Transcription Service... World
Representative... Sears & Ayer
Membership... NARTB
Gen. Sta. Mgr... Emmett H. McMurry
Commercial Manager... Frank W. Baldwin
Program Director... Thomas Tiller
Chief Engineer... Percy L. Kuhn

W A B G

GREENWOOD—1950

Frequency: 960 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By... Greenwood Bcstg. Co.
Address... Howard St.
Phone... 3010
News Service... AP
Transcription Service... World
President... Cy Bahakel
Manager... Tom Reardon
Chief Engineer... Clifford Greene

W G R M

GREENWOOD—1937—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... P. K. Ewing
Phone Number... 1900-1
Studio-Transmitter Location... Walnut St.
Air Time... 6 a.m.-12 M.
News Service... UP
President... P. K. Ewing
General Manager... F. C. Ewing
Commercial Manager... Don Neil
Chief Engineer... Louis Pierce

W N A G

GRENADA—1949—MBS
MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By... Birney Imes, Jr.
Phone Number... 1400
President... Birney Imes, Jr.
General Manager... Bob McRaney
Sta., Comm. Mgr... Monroe Looney
Chief Engineer... Jimmie Pinnix

W G C M

GULFPORT—1929—ABC
AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... WGCM Bcstg. Co.
Address... Hewes-Martin Bldg.
Phone Number... 1110
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... World
Station Representative... Sears & Ayer, Inc.
Owner & Gen. Mgr... Hugh O. Jones
Station Manager... C. Edwin Vann
Commercial Manager... Mrs. O. L. Owens
Publicity Director... W. Trautman
Chief Engineer... Charles T. Hook

W F O R

HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Forrest Bcstg. Co.
Address... 302 Hemphill St.
Phone Number... Juniper 4-5432
Air Time... 5:30 a.m.-11:05 p.m.
News Service... UP
Station Rep... George P. Hollingbery Co.
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

W H S Y

HATTIESBURG—1948—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Hub City Bcstg. Co. Inc.
Address... Box 1008
Phone Number... Juniper 3-1741
News Service... AP
Station Representative... Wm. G. Rambeau
Membership... NARTB, BAB
President, Gen. Mgr... Charles W. Holt
Comm., Sales Prom. Mgr... Bob Robinson
Station Manager... Connie Holt
Program Director... Keith Andre
Publicity Director... Olga Hagler
Chief Engineer... Charles Sharpling

W M D C

HAZLEHURST—1953—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By... Southwestern Bcstg. Co.
of Miss.
Phone Number... 869
General Manager... Louis Alford

Sta. Mgr., Chief Engr. A. M. Smith
 Commercial Mgr. Lowery Collins
 Program Director. Malcolm Jones

WNLA**INDIANOLA—1953**

Frequency: 1380 Kc. Power: 500 Watts d.
 Owned-Oper. By. Central Delta Bcstg. Co.
 Address Box 575
 Phone Number Indianola 500
 Partners W. L. Kent.
 J. M. McClendon
 General Manager. Chuck Allen
 Program Director. Paul Arlman
 Promotion Mgr. J. Stuart Hough
 Chief Engineer. Robert Meador

WJDX**JACKSON—1929—NBC**

Frequency: 620 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By. Lamar Life Ins. Co.
 Business Address P. O. Box 2171
 Phone Number 2-1183
 News Service UP
 Transcription Service. Cole, Capitol, World
 Representative. George P. Hollingbery
 General Manager. Fred L. Beard
 Commercial Manager. Frank Gentry
 Program Director. Howard Langfitt
 Chief Engineer. Percy G. Root

WJQS**JACKSON—1947—CBS-MISS.**

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

WJXN**JACKSON—1945**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Jackson Bcstg. Co.
 Address 916 Foley St.—Radio Ranch
 Phone Number 2-6673
 Pres., Gen. Mgr. James T. Ownby

WRBC**JACKSON—1947—MBS**

Frequency: 1300 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By. Rebel Bcstg. Co., Inc.
 Business-Studio Address. 125 So. Lamar
 Phone Number 5-1562
 Air Time Full Time
 News Service AP
 Transcription Service Associated
 Representative Branham
 General Manager. J. W. Carlier
 Program Director. A. C. Leonard
 Chief Engineer. G. G. Benson

WSLI**JACKSON—1938—ABC**

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By. Standard Life Bcstg. Co., Inc.
 Business Address P. O. Box 1847
 Phone Number 2-3230
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President W. R. Newman
 General-Station Manager. L. M. Sepaugh
 Commercial Manager. F. E. Wilkerson, Jr.
 Program Director. B. K. Smith
 Chief Engineer. C. A. Perkins

WKOZ**KOSCIUSKO—1947—KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Cy N. Bahakel
 Business Address P. O. Box 392
 Phone Number 782
 Air Time Full Time
 News Service INS
 Representative McGillvra
 Membership NARTB
 General Manager. Cy N. Bahakel
 Program Director. Erlene Leach
 Comm. Mgr., Prog. Dir. Mims Boswell, Jr.
 Chief Engineer. Wayne A. Oliver

WAML**LAUREL—1932—NBC-KBS-REBEL**

Frequency: 1340 Kc. Power: 250 Watts
 Owned Oper. By. New Laurel Radio Station
 Bus. Studio Address. 442 6th Ave.
 Phone Number 5601
 News Service AP
 Transcription Service World
 Representative. George P. Hollingbery
 Membership NARTB, BAB
 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.
 Phone Number 8-7227
 Air Time Full Time
 News Service UP
 Representative McGillvra
 Membership BAB
 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 Number... 1000
Station Manager... William R. Parkes
Chief Engineer... Herb Guthrie

WMBC

MACON—1947—MISS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Mississippi Bcstg. Co., Inc.
Address... MBC Bldg.
Phone Number... 310
News Service... UP
President, General Manager... Withers Gavin

WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By... S. W. Bcstg. Co. of Miss.
Address... Pike Hotel
Phone Number... 1884
News Service... UP
Transcription Service... Langworth, World
President... Louis Alford
Commercial Mgr... Ollie Bales
Sales Prom. Mgr... Cindy Gardner
Program Director... Carl Austin
General Manager... Phillip Brady

WSKB

McCOMB—1939

Frequency: 1250 Kc. Power: 5000 Watts d.;
500 Watts n.
Owned-Operated By... WSKB, Inc.
Address... P. O. Box 111
Phone Number... 2080
News Service... AP
Transcription Service... SESAC
Representative... Dora Clayton, Rambeau
General Manager... Lester Williams
Station Manager... Jack Sanders
Commercial Manager... Bill Tyler
Chief Engineer... Robert L. Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By... Mississippi Bcstg. Co., Inc.
Business-Studio Address... Threefoot Bldg.
Phone Number... 7714
Air Time... 5:50 a.m.-12:10 a.m.
News Service... UP
Transcription Service... Standard
President, General Manager... Withers Gavin

WMOX

MERIDIAN—1946—MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By... Birney Imes, Jr.
Phone Number... 2-0171
News Service... AP
Representative... McGillvra
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.
Phone Number... 3-1441
News Service... INS
Transcription Service... SESAC
Representative... Headley-Reed Co.
Pres., Gen. Mgr... Robert F. Wright
Commercial Mgr... William B. Crooks
Program Director... Cecil Germany
Chief Engineer... Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Natchez Bcstg. Co.
Business-Studio Address... City Bank Bldg.
Phone Number... 8211
President... P. K. Ewing
General Manager... P. K. Ewing, Jr.
Commercial Mgr... Ervin Parks
Program Director... Hoyle Littlejohn
Chief Engineer... George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Old South Bcstg. Co.
Phone Number... 4621
News Service... UP
President... Mrs. Laurie G. Ratcliffe
General Manager... Paul Schilling
Commercial Mgr... Eddie Phelan
Chief Engineer... Martin Tyronne

WPMP

PASCAGOULA—1951—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By... Crest Bcstg. Co., Inc.
Address... P. O. Box 348
Phone Number... 83
News Service... UP
Transcription Service... World
Pres., Gen. Mgr... William R. Guest, Jr.
Sta., Comm. Mgr... Floyd W. Hess
Program Director... Morris Grentner
Chief Engineer... Fred Strother

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... William Howard Cole

Address.....P. O. Box 26
 Phone Number.....740
 News Service.....UP
 Transcription Service.....Capitol
 President, Manager.....William Howard Cole
 Program Director.....Mrs. Wm. H. Cole

WRJW**PICAYUNE—1949—KBS**

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

WSSO**STARKVILLE—1949—KBS**
MID SOUTH

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Starkville Bcstg. Co.
 Business-Studio Address.....Starkville
 Phone Number.....1230
 News Service.....AP
 Transcription Service.....Capitol
 Pres., Gen., Comm. Mgr.....Joe Phillips
 Program Director.....Martha L. Pearson

WELO**TUPELO—1944—MBS-MID SOUTH**

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

WTUP**TUPELO—1953**

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Lee Bcstg. Co.
 Address.....Box 612
 Phone Number.....3111
 Partner.....E. O. Roden
 General Manager.....Richard F. Crans
 Commercial Mgr.....Hal Benson
 Chief Engineer.....Keith Wroten

WQBC**VICKSBURG—1931—MBS-KBS**

Frequency: 1420 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Delta Bcstg. Co., Inc.
 Business-Studio Address.....Post-Herald Bldg.
 Phone Number.....312
 Newspaper Affiliation.....Post, Herald
 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
 Program Director.....Charlotte Kahn
 Chief Engineer.....Waverley Conway

WVIM**VICKSBERG—1948**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Miss., Inc.
 Business-Studio Address.....Box 76
 Phone Number.....3901
 Transcription Service.....Thesaurus
 Representative.....Indie Sales, Dora-Clayton
 President.....James T. Ownby
 General Manager.....Frank Hollifield
 Commercial Manager.....Virginia Harrell
 Chief Engineer.....Winston Hayes

WROB**WEST POINT—1947—MBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Bob McRaney, Sr.
 Phone Number.....1450
 Pres., Gen. Mgr.....Bob McRaney Sr.

WAZF**YAZOO CITY—1947—MBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WAZF, Inc.
 Phone Number.....1300-1
 News Service.....UP
 Pres., Gen. Sta. Mgr.....Guy Corley
 Commercial Manager.....Jim Bonnette
 Program Director.....Hal Webber
 Chief Engineer.....C. M. Leshe

HELP
 THE
 RED
 CROSS

MISSOURI

Pop Feb. 1, 1954 (Est.) 4,034,000 — Families 1,215,000
Radio Homes 1,146,000 — TV Homes 681,500 — Stations in State 61

K F V S

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.;
500 Watts n.

Owned-Operated By Hirsch Bcstg. Co.
Business-Studio Address 324 Broadway
Phone Number 5-5511
Air Time Full Time
News Service UP
Representative John E. Pearson
President Oscar C. Hirsch
Station Manager Ralph L. Hirsch

K G M O

CAPE GIRARDEAU—1952

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By KGMO Radio-TV Inc.
Address Box 63
Phone Number 5-8228
Pres., Prog. Dir. William C. Brandt
General Manager Richard C. Brandt
Chief Engineer William M. Bryan

K D M O

CARTHAGE—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Carthage Bcstg. Co.
Address 1201 E. Chestnut
Phone Number 2648, 2623
Air Time Full Time
News Service AP
Transcription Service Langworth
Membership NARTB
General Manager L. C. McKenney
Commercial Manager J. I. Dalw
Sales Promotion Manager Edith Snyder
Program Director Leon Crocker
Chief Engineer George Province

K C R V

CARUTHERSVILLE—1950

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

K C H R

CHARLESTON—1953—KBS

Frequency: 1350 Kc. Power: 500 Watts d.
Owned-Oper. By South Mo. Bcstg. Co.
Phone Number 4451

Representative Continental
Co-Owner, Gen. Mgr. Kermit Barker
Co-Owner Charles W. Hobbs
Program Director James L. Byrd IIIrd

K C H I

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By Cecil W. Roberts
Address Farmington, Mo.
Phone Number 710
News Service UP
Representative Hil F. Best
President Cecil W. Roberts
General Manager Howard G. Rion
Commercial Mgr. Jerry Wilson
Chief Engineer Donald P. O'Brien

K D K D

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By Clinton Bcstg. Co., Inc.
Address P. O. Box 113
Phone Number 233
News Service UP
Transcription Service World
Representative Devney
President David M. Segal
General Manager Lee Baker
Commercial Mgr. Joe Potts
Chief Engineer Dean Clayton

K F R U

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By KFRU, Inc.
Business Address Box 89
Phone Number 4141
Air Time 6:30 a.m.-M.
News Service AP, INS
Transcription Service Lang-Worth, World
Membership NARTB, BAB
President H. J. Waters, Jr.
General Manager Mahlon R. Aldridge, Jr.
Commercial Mgr. F. J. LeGrand
Program Director Shirley Bauderer
Chief Engineer Robert Haigh

K R E I

FARMINGTON—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Midwest Bcstg. System
Phone Number 710
Studio Burks Rd. & Webster St.
Air Time Sunrise-sunset
News Service UP
President Cecil W. Roberts
Station Manager Earl L. Whitener
Chief Engineer Bill Westbrook

K J C F

FESTUS—1951

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Jefferson County Radio
 & TV Co.
 News Service UP
 General Manager Donald M. Donze
 Chief Engineer Russell Seals, Jr.

K F M O

FLAT RIVER—1947—MBS GRIESEDIECK

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

K F A L

FULTON—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mo. Central Bcstrs.

Address 5th and Market
 Phone Number 1400
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 General Manager Robert W. Nickles
 Comm., Prom. Mgr. L. Reed Holt
 Chief Engineer J. J. Patterson

K H M O

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Bolling Bcstg. Co.
 Business-Studio Address . . . 102½ S. Main St.
 Phone Number HA 3450
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NARTB, BAB
 Partners James and Ada Bolling
 General Manager William H. Shaw
 Sales Prom. Mgr. Gene Hoenes
 Chief Engineer Ben Parrish

K I M O

INDEPENDENCE—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Oper. By Craig Siegfried
 Business-Studio Address 310 N. Osage

THOSE WHO KNOW FAMOUS BRANDS

Says Commercial Manager (AM) J. Ted Branson of
 KFEQ at St. Joseph, Mo.: "Prospects have high regard
 for The **AP** . . . and therefore you have the advantage
 of a sympathetic climate for your offer."

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

Phone Number.....CL. 9815
 News ServiceAP
 General Manager.....Wayne Hackett
 Commercial Mgr.....Don Angel
 Chief Engineer.....Robert Atkinson

K L I K

JEFFERSON CITY—1953

Frequency: 950 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Empire Bcstg. Co.
 Address.....410 E. Capitol
 Phone Number.....6-3191
 Station Manager.....Jack Adams
 Program Director.....Dean Leupke
 Chief Engineer.....Ted Porter

K W O S

JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address.....210 Monroe St.
 Phone Number.....6-3137
 Air Time.....Full Time
 Newspaper Affiliation.....News Tribune Co.
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Mrs. L. R. Goshorn
 Gen., Sta. Comm. Mgr.....Catherine Roer
 Program Director.....Ralph L. Rose
 Chief Engineer.....Leroy S. Hackmann

K F S B

JOPLIN—1948

Frequency: 1310 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Four States Bcsters, Inc.
 Business-Studio Address.....1027 Main
 Phone Number.....1310
 News Service.....UP
 Transcription Service.....World
 Representative.....Meeker
 Membership.....NARTB
 President.....Harry Easley
 V.P., Gen. Mgr.....W. H. Clark
 Chief Engineer.....Ralph Meador

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 Number.....7260
 News Service.....UP
 Representative.....William G. Rambeau
 Membership.....NARTB
 Pres., Gen. Mgr., Chf. Engr.....

Austin A. Harrison
 Sta. Mgr., Pgm. Dir.....Ronald Robson
 Commercial Mgr.....D. T. Knight Jr.

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 Number.....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 Shounce
 Chief Engineer.....Jack Langford

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg., Inc.
 Business-Studio Address.....300 Waltower Bldg.
 Phone Number.....Victor 3864
 News Service.....AP, UP
 Transcription Service.....Langworth, Standard
 Representative.....Capper Publications, Inc.
 President.....W. A. Bailey
 General Manager.....Ben Ludy
 Commercial Manager.....Joe Story
 Chief Engineer.....Lewis Dickensheets

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....125 E. 31st St.
 Phone Number.....Jefferson 6789
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus, Associated
 Representative.....Katz
 Membership.....NARTB, BAB
 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.....S. B. Tremble
 Chief Engineer.....Karl Troeglen

K F R M

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Midland Bcstg. Co.
 Business-Studio Address.....222 W. 11th St.
 Phone Number.....HA. 2650
 Air Time.....Daytime
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Arthur B. Church
 V.P., Managing Dir.....George J. Higgins
 Sales Promotion Manager.....Harold W. Storm
 Chief Engineer.....Ray Moler

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts

Owned-Operated By.....Midland Bcstg. Co.
 Address.....222 W. 11th St.
 Phone Number.....Harrison 2650
 Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Arthur B. Church
 V.P., Managing Director.....George J. Higgins
 Sales Promotion Mgr.....Harold W. Storm
 Program Director.....Rod Cupp
 Chief Engineer.....Ray Moier

KPRS

KANSAS CITY—1952

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

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Kansas City Star Co.
 Business-Studio Address.....1729 Grand Ave.
 Phone Number.....Harrison 1200
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....H. I. Christal
 Managing Director.....H. Dean Fitzer
 Station Manager.....V. S. Batton
 Commercial Manager.....E. Manne Russo
 Pgm., Publ. Dir.....Harry J. Kaufmann
 Chief Engineer.....J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc....Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Operated By.....WHB Bcstg. Co.
 Business-Studio Address.....Scarritt Bldg.
 Phone Number.....Baltimore 7109
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John Blair & Co.
 Pres., Comm. Mgr.....Donald Dwight Davis
 General Manager.....John T. Schilling
 Promotion Mgr.....Ed Schulz
 Station Director.....Richard Smith
 Chief Engineer.....Henry Goldenberg

KWDL

KANSAS CITY—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....David M. Seegal
 Address.....409½ State Line Ave., Texarkana

KBOA

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....Kennett Bcstg. Corp.
 Business-Studio.....Kennett
 Phone Number.....8-4616
 News Service.....AP
 Transcription Service.....Langworth
 Membership.....NARTB
 President, General Manager.....Paul C. Jones
 Station Manager.....C. H. Harrison
 Commercial Manager.....Joe Bankhead
 Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....North Mo. Bcstg. Co.
 Business-Studio Address.....KIRX Bldg.
 Phone Number.....5-3781
 News Service.....AP
 Transcription Service.....Thesaurus
 Gen., Sta. Mgr.....Samuel A. Burk
 Comm., Sales Prom. Mgr.....James J. Dougherty
 Chief Engineer.....Ralph Neely

KLWT

LEBANON—1948—MBS

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

KMMO

MARSHALL—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KMMO, Inc.
 Address.....Marshall
 Phone Number.....40
 News Service.....UP
 Transcription Service.....Thesaurus, World
 General Manager.....J. M. Silvey
 Sta., Comm., Prom. Mgr.....Harold Douglas
 Program Director.....Don Clem
 Chief Engineer.....Bill Williams

KNIM

MARYVILLE—1953—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Maryville Radio-TV Inc.
 Phone Number.....730
 News Service.....AP
 President.....R. W. Wilson
 General Manager.....J. L. Jaquay
 Commercial Mgr.....Gilbert Poesse
 Chief Engineer.....Arnold Wilson

KXEO**MEXICO—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Audrain Bcstg. Corp.
 Phone Number2340-1
 AddressBox 260
 Air Time6:00 a.m.-12 M.
 News ServiceAP
 MembershipNARTB, BAB
 PresidentJohn Badaracco
 Gen., Sta. Mgr.W. Earl Dougherty
 Sales Prom. Mgr.....Dick Harris
 Chief Engineer.....Gene Clay

KNCM**MOBERLY—1950**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Moberly Bcstg. Co.
 Phone Number1600
 RepresentativeConwell
 Transcription Service...Lang-Worth, Thesaurus
 News ServiceAP
 Owner.....Jerrill A. Shepherd
 General Manager.....Lynn Bickett
 Program Director.....James Lipsey
 Chief Engineer.....John Halligan

KRMO**MONETT—1950—KBS**

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Carthage Bcstg. Co.
 Phone Number990
 News ServiceAP
 General Manager.....L. C. McKenney
 Partner.....J. J. Daly
 Program Director.....Floyd Stewart
 Commercial Mgr.....Marion Pilant
 Chief Engineer.....George Province

KNEM**NEVADA—1949—KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Radio KNEM
 News ServiceUP
 Transcription ServiceSESAC
 President.....Cecil W. Roberts
 Gen., Comm. Mgr.....Duane W. Hoisington
 Chief Engineer.....Bob McKune

KRMS**OSAGE BEACH—1952**

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owner, President.....Robert M. Smith
 News ServiceAP
 Transcription ServiceLang-Worth
 General Manager.....James Von Grep
 Program Director.....V. L. Smith
 Chief Engineer.....Emerson Allee

KWOC**POPLAR BLUFF—1938**

Frequency: 930 Kc. Power: 1000 Watts

Owned-Oper. By...Poplar Bluff Bcstg. Co., Inc.
 Transmitter Address.....428 Vine St.
 Phone Number3922
 News ServiceUP
 Transcription Service.....SESAC, World
 RepresentativeJohn E. Pearson
 General Manager.....A. L. McCarthy
 Production Dir.....Ted Pyle
 Chief EngineerDonald M. Lidenton

KTTR**ROLLA—1947—KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By....."Show-Me" Bcstg. Co.
 AddressP. O. Box 567
 Phone Number380
 News ServiceAP
 Transcription ServiceWorld
 Gen., Sta. Mgr.....Luther W. Martin
 Promotion Mgr.....Wilson C. Burkhead
 Chief Engineer.....Martin M. Mitchum

KSMO**SALEM—1953—KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By....."Show-Me" Bcstg. Co.
 AddressBox 71
 General Manager.....Luther W. Martin
 Promotion Mgr.....William C. Burkhead
 Station Manager.....Mel Lee
 Chief Engineer.....Martin M. Mitchum

KFEQ**ST. JOSEPH—1923—MBS**

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Business-StudioKFEQ Bldg.
 Phone Number3-2528
 Air Time5:30 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeHeadley-Reed
 MembershipNARTB
 Pres., Gen. Mgr.....Barton Pitts
 Commercial Mgr.....J. Ted Branson
 Program Director.....E. C. Schirmer
 Chief Engineer.....J. Wesley Koch

KRES**ST. JOSEPH—1946**

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By...Missouri Valley Bcstg. Corp.
 Business-Studio Address.....113 S. 7th St.
 Phone Number4-6346
 News ServiceAP
 RepresentativePearson
 MembershipNARTB, BAB
 PresidentBasil L. Kaufmann
 General Manager.....John W. Powell
 Production Director.....Gerry Henson
 Chief Engineer.....H. B. Greene

K M O X**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 Number: Central 8240
 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Associated
 Representative: CBS Radio Spot Sales
 Membership: BAB
 General Manager: Gene Wilkey
 Commercial Manager: Robert Hyland, Jr.
 Sales Prom., Pub. Mgr.: Foster Brown
 Program Director: Mark Russell
 Chief Engineer: Harry Harvey

K S D**ST. LOUIS—1922—NBC**

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By: The Pulitzer Publishing Co.
 Business-Studio Address: 1111 Olive St.
 Phone Number: Main 1111
 News Service: AP
 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

K S T L**ST. LOUIS—1948**

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By: Radio St. Louis, Inc.
 Address: 626 Buder Bldg.
 Phone Number: MAin 0603
 Air Time: Daytime
 Representative: Forjoe
 Station Manager: Dick J. Kasten
 Commercial Manager: William A. Knight
 Program Director: Tony Glenn
 Sales Prom. Mgr.: James D. Neiswander
 Publicity Director: Norman Edwards
 Chief Engineer: Ira E. Pollock

K W K**ST. LOUIS—1927—MBS**

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: KWK, Inc.
 Bus.-Studio Address: 12th & Cole St.
 Phone Number: MAin 9100
 Air Time: 5:30 a.m.-M.
 Newspaper Affiliation: St. Louis Globe-Democrat
 News Service: AP
 Representative: Kutz
 President, General Mgr.: Robert T. Conway
 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

K X L W**ST. LOUIS—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By: St. Louis County Bcstg. Co.
 Bus.-Studio Address: 2735 Bonaparte Ave.
 Phone Number: Sterling 4805
 Representative: Pearson
 President: John W. Kluge
 General Manager: Les Ware
 Commercial Manager: Edward W. Pape
 Program Director: Norb Wood
 Chief Engineer: James F. Mitchell

K X O K**ST. LOUIS—1938—ABC**

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By: KXOX, Inc.
 Business-Studio Address: 12th & Delmar
 Phone Number: CHestnut 6000
 News Service: AP, UP
 Transcription Service: Associated
 Representative: John Blair
 Membership: NARTB
 President: E. M. Roberts
 General Manager: C. L. Thomas
 Asst. to Gen. Mgr.: Bruce Barrington
 Program Director: Elmer Muschany
 Publicity Director: Mary Williamson
 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 Number: FRanklin 5665
 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 Chase
 Phone Number: ROsedale 6200
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Young
 Pres., Gen. Mgr.: L. A. Benson
 Vice-Pres., Sales Mgr.: R. M. Hetherington
 Commercial Manager: Nick Pagliara
 Program Director: Edward M. Galloway

K S G M**STE. GENEVIEVE—1947—KBS**

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By Donze Enterprises, Inc.
 Bus. Studio Address 410 Merchant St.
 Phone Number 580
 Air Time 6 a.m.-10 p.m.
 News Service UP
 President, General Manager Elmer L. Donze
 Chief Engineer Murel L. Rose

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 Number 4004
 Representative For Joe
 President Milton J. Hinlein
 General Manager Herbert W. Brandes
 Commercial Manager James F. Glenn

K S I M**SIKESTON—1948**

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper. Sikeston Community Bcstg. Co.
 Bus. Studio-Transmitter Address Hwy. 60 W.
 Phone Number 1
 News Service AP
 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 Number 4-2822
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NARTB
 President T. W. Duvall
 Gen., Sta. Mgr. K. G. Wells
 Commercial Mgr. Robert L. Wheat
 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 Number 4-1561
 Air Time Full Time
 News Service UP
 Transcription Service Standard, SESAC
 Representative McGillivra

Membership BAB
 President Floyd W. Jones
 General Manager L. C. McKenney
 Commercial Manager Richard Bradley
 Asst. Mgr., Pgm. Dir. Welcome Stanton
 Sales Prom. Mgr. Robert Vinyard
 Publicity Director Richard Hainline
 Chief Engineer Charles Grayston

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 Number 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 Number 2-4422
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 Pres., Gen. Mgr. Ralph D. Foster
 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**

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By Robert Neathery
 Address N. Hgwy. 63
 President Robert Neathery

K O K O**WARRENSBURG—1953—KES**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Clinton Bcstg. Co. Inc.
 Address Box 395
 News Service AP
 Transcription Service Thesaurus
 President David M. Segal
 General Manager Lee E. Baker
 Commercial Manager C. L. Parks
 Program Director Lonnie Licata

KWRE

WARRENTON—1949—KBS

Frequency: 730 Kc.....Power: 500 Watts d.
Owned-Operated By.....W. T. Zimmerman
Address.....Warrenton
Phone Number.....398
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Continental Radio Sales
General Manager.....W. T. Zimmerman
Commercial Manager.....Leo Waters
Chief Engineer.....Murray Phillips

KWPM

WEST PLAINS—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert F. Neathery
Address.....E. Abe Taylor Blvd.
Phone Number.....700
News Service.....AP
Transcription Service.....Standard
Pres., Gen. Mgr.....Robert F. Neathery
Commercial Manager.....Fritze Williams Dixon
Program Director.....John Billingsley

MONTANA

Pop. Feb. 1, 1954 (Est.) 597,000 — Families 181,000
Radio Homes 176,000 — TV Homes 10,500 — Stations in State 25

KANA

ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Anaconda Bcstg. Co.
Phone Number.....136
News Service.....UP
Transcription Service.....Lang-Worth
President.....A. J. Mosby
Program Director.....Helen M. Ryan
Comm. Mgr., Ch. Engr.....E. G. Rinn

KBMY

BILLINGS—1946

MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 2124
Phone Number.....3-3838
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Associated
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....Rockwood Brown
General Manager.....Ken Nybo
Comm., Sales, Prom. Mgr.....Warren Marshall
Pgm., Pub. Dir.....Charles G. du Bois
Chief Engineer.....Theodore Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northwestern Industries, Inc.
Business-Studio Address.....5th & N. B'way
Phone Number.....2-2222
News Service.....UP
Transcription Service.....Standard. SESAC
Representative.....Katz
Membership.....BAB
President.....Col. Walter E. Schott
Gen., Comm. Mgr.....Edward Yocum
Sta., Mgr., Prog. Dir.....V. Braunberger
Chief Engineer.....Jeff A. Kluchli

KOOK

BILLINGS—1951—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 1498
Phone Number.....9-5970
News Service.....AP
Transcription Service.....World
Representative.....Weed
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

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Penn Engrg. Co.
Address.....Box 691
Phone Number.....2105
News Service.....UP
Representative.....Gill-Perna
President.....Mrs. Lura B. Penwell
General Manager.....G. Norman Penwell
Station Manager.....Dan Snyder
Chief Engineer.....Ben Hespen

KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcsters, Inc.
Business Address.....Bozeman
Phone Number.....1420
News Service.....AP, UP
Representative.....Walker
President.....E. B. Craney
General Manager.....Ernest A. Neath
Commercial Mgr.....Ernest Seccomb
Program Director.....Beverly Coulson
Chief Engineer.....Dick Smiley

K B O W

BUTTE—1946

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

K O P R

**BUTTE—1948—ABC-MBS
INTERMOUNTAIN**

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By. Copper Bcstg. Co.
Business-Studio Address. Hotel Finlen
Phone Number. 6546
Air Time. 6 a.m.-11:30 p.m.
News Service. UP
Representative. Avery-Knodell
President. Frank C. Carman
General Manager. Ed Cooney
Commercial Manager. G. W. Chance
Program Director. Jim Harrold
Chief Engineer. John Gort

K X L F

BUTTE—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By. KGIR, Inc.
Address. Box 1956
Phone Number. 2-2344
News Service. AP, UP
Transcription Service. Standard, SESAC
Representative. Walker, Pacific No. West
Pres., Gen. Mgr. E. B. Craney
Station Manager. Ame E. Anzjon
Commercial Mgr. Frank Field
Program Director. Paul Hatton
Prom. Mgr., Pub. Dir. Vern Totten
Chief Engineer. W. J. Provis

K X G N

GLENDIVE—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Glendive Bcstg. Co.
Address. Box 200
Phone Number. EM 5-3111
News Service. UP
Transcription Service. Standard
President. Lewis Wiles Moore
General Manager. Daniel C. Palen
Commercial Mgr. Marvin Wadley
Chief Engineer. Don Powers

K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By. Buttrey Bcst., Inc.
Bus.-Studio Address. 607 First Natl. Bank Bldg.
Phone Number. 4-4377
News Service. UP
Transcription Service. World
Membership. NARTB, BAB
President. J. P. Wilkins

Commercial Manager. W. C. Blanchette
Program Director. J. R. Kelley
Chief Engineer. Wilbur L. Myhre

K M O N

**GREAT FALLS—1947—MBS
ABC-INTERMOUNTAIN**

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By. Montana Farmer Bcstg. Co.
Business Address. Tribune Bldg.
Phone Number. 4-4382
Air Time. Full Time
News Service. AP
Transcription Service. Lang-Worth
Representative. Avery-Knodell
President. Lester Cole
General Manager. Robert H. Warner
Commercial Manager. Frank W. Kaull
Program Director. Mel Hallock
Chief Engineer. Eugene B. Bunker, Ben Rush

K X L K

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Add. P. O. Box 2072
Phone Number. 2-2453
News Service. AP, UP
Representative. Walker
President. Barclay Craighead
Gen., Sta., Comm. Mgr. T. L. Frayling
Program Director. Jaunita Loucks
Prm. Mgr., Chief Eng. Eugene Kukkola

K O J M

HAVRE—1947—MBS-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By. No. Montana Bcstg. Co.
Business-Studio Address. Box 70
Phone Number. 1096-7
Air Time. Full Time
News Service. UP
Transcription Service. Associated
Representative. Cooke, Inc., Avery-Knodell
President. O. R. Ruble
General Manager. Charlotte H. Brader
Commercial Manager. Lyle Leeds
Program Director. James R. Sengier
Publicity Director. Stan G. Stephens
Chief Engineer. George H. Bauer

K C A P

HELENA—1949—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Lewis & Clark Bcstg. Corp.
Address. 1705 Jerome Pl.
Phone Number. 4030
News Service. UP
President. James M. Flinn
General Manager. K. O. MacPherson
Commercial Manager. C. E. Sullivan
Chief Engineer. Dean Mack

**KXLJ****HELENA—1937—NBC-Z BAR**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Peoples Forum of the Air
 Address.....1306 Eleventh Ave.
 Phone Number.....1240
 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
 Program Director.....Harris Jensen
 Chief Engineer.....Glenn Breech

KGEZ**KALISPELL—1927****MBS-INTERMOUNTAIN**

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Donald C. Treloar
 Bus.-Studio Address.....1236 4th Ave. E.
 Phone Number.....4143
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World, SESAC, Standard
 Membership.....NARTB, BAB
 Pres., Gen. Sta. Mgr.....Donald C. Treloar
 Sales Prom. Mgr.....Robert Bennett
 Program Director.....Norm Fisher
 Chief Engineer.....Paul Johnston

KXLO**LEWISTOWN—1947—MBS****INTERMTN. NET**

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

KLCB**LIBBY—1950**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Lincoln County Bstrs, Inc.
 Address.....Hafferman Shopping Center
 Phone Number.....410
 News Service.....UP
 Transcription Service.....SESAC, MacGregor
 Membership.....NARTB
 President.....Smith McNeill
 Station Manager.....William F. Hafferman
 Prog., Pub. Dir.....Patrick J. Owens
 Chief Engineer.....Jim L. McLaughlin

KPRK**LIVINGSTON—1947—MBS
INTERMTN.**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Yellowstone Amuse. Co.
 Business Address.....Box 691
 Transcription Service.....World
 Pres., Gen. Mgr.....Paul B. McAdam
 Commercial Manager.....Jack Hinman
 Program Director.....Jim Edmonds
 Chief Engineer.....Duke Long

KRJJ**MILES CITY—1941—KBS
MBS-INTERMOUNTAIN**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....Miles City
 Phone Number.....1340
 Newspaper Affiliation....."Daily Star"
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Ian A. Elliot
 Commercial Manager.....Fred B. Hunnes
 Sales Prom. Mgr.....Norval B. Davis
 Program Director.....T. J. Biedrzycki
 Publicity Director.....Donald Kern
 Chief Engineer.....Philip E. Hill

KGVO**MISSOULA—1931—CBS**

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mosby's, Inc.
 Business-Studio Address.....127 E. Main St.
 Phone Number.....2-2155
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Gill Perna
 Membership.....NARTB, BAB
 Pres., Gen.-Sta. Mgr.....A. J. Mosby
 Commercial Mgr.....A. T. Christensen
 Prom. Mgr., Prog. Dir.....Don Bradley
 Chief Engineer.....Leo Stewart

KXLL**MISSOULA—1948—NBC-Z NET-PNB**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Montana Assoc.
 Business Address.....Box 1503
 Phone Number.....4-4114
 Air Time.....Full Time
 News Service.....AP, UP
 Representative.....Walker, Moore
 Pres., Gen., Sta. Mgr.....Pat M. Goodover
 Comm., Prom. Mgr.....Bob Gillis
 Program Director.....Bill Strothman
 Publicity Director.....John Campbell
 Chief Engineer.....Ray Lee

KIYY

SHELBY—1947—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Tri County Radio Corp.
Phone Number5541
RepresentativeCooke
MembershipNARTB
PresidentJohn Lyon
Sec.-Treas.Frank Krshka
Program Director.....Don Redfield
Chief Engineer.....George Potter

KGCX

SIDNEY—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....E. E. Krebsbach
Address.....109 S. Central
Phone Number408
News ServiceAP, UP
Transcription ServiceCapitol
RepresentativeLawson
General Manager.....E. E. Krebsbach
Commercial Mgr.....Keith Krebsbach
Sales Prom. Mgr.....Don Cole
Chief Engineer.....O. H. Halvorson

NEBRASKA

Pop. Feb. 1, 1954 (Est.) 1,353,000 — Families 426,000
Radio Homes 408,000 — TV Homes 181,500 — Stations in State 25

KCOW

ALLIANCE—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Sandhills Bcstg. Corp.
Trans. Address.....1100 West 10th St.
Phone Number1300
Air Time6:30 a.m.-10:30 p.m.
News ServiceUP
Transcription ServiceWorld
RepresentativeMcGillvra
MembershipNARTB
PresidentHansford Jagers
General Manager.....Gene Ackerley
Program Director.....Erv Jensen
Chief Engineer.....George Vogel

KJSK

COLUMBUS—1948—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Phone Number5154
Air TimeSunrise-sunset
News ServiceAP
RepresentativeBiddick, Continental
Transcription Service.....World, SESAC,
Thesaurus
Pres., Gen. Sta. Mgr....George Basil Anderson
Commercial Manager.....Milo Kincaid
Program Director.....Florence L. Anderson
Chief Engineer.....Max Reeves

KWBE

BEATRICE—1949—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
AddressBox 567
Phone Number1245
News ServiceAP
Transcription ServiceThesaurus
RepresentativeGill-Perna
MembershipNARTB
President.....Merle G. Jones
General Manager.....Bud Pentz
Commercial Mgr.....William Boyce
Program Director.....Madge McGavren

KCNi

BROKEN BOW—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Custer County Bstg. Co.
AddressBox 561
Phone Number611
Gen. Mgr., Chief Engr.....Bud Crawford
Commercial Mgr.....Joe Grieser

KFGT

FREMONT—1939—MBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Walker Radio, Inc.
Business-Studio Address.....118 E. 5 St.
Phone Number1060
MembershipNARTB
Pres., Gen. Mgr.....Lester A. Walker
Station Manager.....Robert L. Johnson
Program Director.....Ken Headrick
Chief Engineer.....Harry Snyder

KMMJ

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 Number703-4
Air TimeDaytime
News ServiceUP
Transcription Service.....Thesaurus
RepresentativeH-R
PresidentDon Searle
V.P. & General Manager.....Bill Martin
V.P. & Regional Sales Mgr.....Rex Lathen

Program Director.....Ed. Meyer
Sales Promotion Manager...Quintin McCredie
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
Phone Number.....5181
News Service.....AP
Representative.....Sears & 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 Number.....2-5101
Air Time.....6 a.m.-12 M.
News Service.....INS
Transcription Service.....Thesaurus
Representative.....Gill-Perna
Membership.....NARTB
President.....Fred A. Seaton
Gen., Sta. Mgr.....James Pickett
Commercial Manager.....Raymond Bartlett
Pub., Prog. Dir.....Lloyd O. Thomas
Chief Engineer.....Duane B. Allison

THOSE WHO KNOW FAMOUS BRANDS....

Says Promotion Director Evans
G. Meier of WJAG, Norfolk,
Nebr.: "I figure **AP** news is
easier to sell sponsors because
they already know **AP**."

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

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Neb. Bcstg. Corp.
Business-Studio Address.....Federal Annex Bldg.
Phone Number.....Business, 2-3541
News Service.....UP
Transcription Service.....World
Representative.....Hal Holman
Pres., Gen., Sta. Mgr.....John W. Yeager, Jr.
Comm., Sales Prom. Mgr.....Lyle Richardson
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 Number.....716
Transcription Service.....Standard
News Service.....AP
President.....Jay A. Person
General Manager.....Max Brown
Commercial Manager.....Dan Bellus
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 Number.....2-6965
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Paul Raymer
Membership.....NARTB, BAB
President.....James Stuart
Gen., Sta. Mgr.....George X. Smith
Commercial Manager.....Richard Chapin
Prom., Pub. Dir.....Ruth Thone
Program Director.....Avrun Bondarin
Chief Engineer.....Charles W. Winkler

K L M S

LINCOLN—1949

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Phone Number.....2-7579
President.....Howard A. Shuman
General Manager.....J. Russell Joynl
Sta., Comm. Mgr.....Frank Stubbs

K O L N

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Cornhusker Radio &
Television Corp.
Business-Studio Address.....40th and W Sts.

Phone Number2-7218
 Air Time.....6 a.m.-M.
News ServiceAP
Transcription ServiceWorld
RepresentativeWeed
MembershipBAB, NARTB
PresidentJohn E. Fetzer
General ManagerHarold E. Anderson
Commercial Mgr.Otis H. Seegler
Program DirectorWilliam L. Lucas
Publicity DirectorLouise Nyland
Chief EngineerRay Taylor

K B R L

McCOOK—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....The McCook Bcstg. Co.
 Phone Number1450
News ServiceAP
RepresentativeMcGillvra
Pres., Gen. Mgr. and Chief Engineer
 Le Roy W. Lenwell
Program DirectorGilbert McChell

W J A G

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Huse Publ. Co.
 Phone Number432
News ServiceAP
Transcription ServiceStandard
RepresentativeWalker
MembershipNARTB, BAB
PresidentGane Huse
General ManagerJerry Huse
Station ManagerBob Thomas
Commercial ManagerVernon Stedry
Program DirectorGlen Hixson
Chief EngineerFrank Wiedenbach

K N B R

NORTH PLATTE—1952

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Ichn Townsend
 Phone Number3528
News ServiceUP
Transcription ServiceThesaurus, SESAG
RepresentativeIndie Sales
OwnerJohn Townsend
Gen., Comm. Mgr., Prog. Dir.Joe Stavas
Chief EngineerHeib 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 Number382
 Air Time6 a.m.-12 M.
News ServiceAP
Transcription ServiceLang-Worth, World
RepresentativeMeeker
MembershipNARTB
Gen., Sta. Mgr.John Alexander
Program DirectorBill Wood

Commercial Manager.....Joe di Natale
Chief Engineer.....Jay Blakesley

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 Number.....Jackson 8282
 Air Time6:30 a.m.-12 M
News ServiceAP
Transcription ServiceThesaurus
RepresentativePearson
MembershipNARTB, BAB
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 Number.....Ja. 3420
 Newspaper Affiliation....."Journal & Star"
 (Lincoln)
 Air Time24 Hrs.
News ServiceAP
Transcription ServiceSESAC
RepresentativeFree & Peters
MembershipNARTB
Chairman of Board.....Joe W. Seacrest
PresidentFred S. Sidles
Gen., Sta. Mgr.Harry Burke
Commercial Mgr.Harold Soderlund
Prom., Pub. Mgr.Don Shoemaker
Program Director.....Lyle Bremser
Chief Engineer.....Art Stewart
News DirectorCarl Uhlarik
Musical Director.....Wm. J. Granville
Transmitter Engineer.....Art Stewart
Farm EditorW. E. Macdonald
Consulting EngineerGeorge Davis

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 Number.....Jackson 7626
 Air TimeFull Time
News ServiceAP, INS
Transcription ServiceCapitol, Standard
RepresentativePaul H. Raymer
MembershipNARTB, BAB
PresidentJames Stuart
Commercial Mgr.Don W. Burden
Program Director.....Chic Crabtree

K O W H

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Mid-Continent Bcstg. Co.
 Business-Studio Address.....15th & Farnam
 Phone Number.....Atlantic 2228



News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative Bolling
 Membership NARTB
 President Robert H. Storz
 Sta., Gen. Manager Todd Storz
 Prom. Mgr., Pgm. Dir. Virgil Sharpe
 Chief Engineer Dale Moudy

WOW**OMAHA—1923—NBC**

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Meredith WOW, Inc.
 Business-Studio Address. 280 Insurance Bldg.
 Phone Number Webster 3400
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard, SESAC
 Representative John Blair
 Membership NARTB
 Chariman of Board Fred Mohen
 President E. T. Meredith, Jr.
 General Manager Frank P. Fogarty
 Sales Manager Bill Wiseman
 Program Director Ray Olson
 Chief Engineer William J. Kotera

KNEB**SCOTTSBLUFF—1948—MBS
INTERMOUNTAIN**

Frequency: 960 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Platte Valley Bcstg. Corp.
 Business-Studio Address. Golden Rule Bldg.
 Phone Number 1620
 Air Time 5:30 a.m.-12:30 a.m.

News Service AP
 Transcription Service Capitol, Lang-Worth
 Representative Hal Holman
 Membership NARTB
 President John R. Jirson
 General-Station Mgr. Russ M. Stewart
 Commercial Mgr. Byron Joachim
 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 Number 858
 News Service UP
 Representative Gill-Perna
 Pres., Gen.-Sta. Mgr. L. L. Hillard
 Commercial Manager Tony Kehl
 Program Director A. W. Taylor
 Chief Engineer Harland A. Morrison

KSID**SIDNEY—1952—ABC**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sidney Bdcstg. Co.
 Address Legion Park
 Phone Number 5503
 News Service UP
 Representative McGillvra
 Pres., Chief Eng. W. C. Grove
 Gen., Com. Mgr. Max Young
 Program Director Edith Sanks

NEVADA

*Pop. Feb. 1, 1954 (Est.) 176,000 — Families 66,000
 Radio Homes 64,000 — TV Homes 12,500 — Stations in State 10*

KELK**ELKO—1948—MBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Elko Bcstg. Co.
 Address P. O. Box 790
 Phone Number 290
 News Service UP
 President Chris Sheerin
 General Manager John J. Gammick
 Program Director Bob Vizina
 Chief Engineer Roy Gallagher

KELY**ELY—1950**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By White Pine Bcstg. Co.
 Address Box 1088
 Phone Number 2077
 Transcription Service VWorld

News Service INS
 Co-Manager D. I. Hansen
 Co-Manager D. V. Bradley

KENO**LAS VEGAS—1940—ABC**

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Nevada Bcstg. Co.
 Business Address Box 1310
 Phone Number 1400
 Air Time Full Time
 News Service INS
 Representative W. S. Grant
 Pres., Gen.-Sta. Manager Maxwell Kelch
 Commercial Mgr. Thompson Magowan
 Pgm., Pub. Dir. Ken O'Connell
 Chief Engineer R. O. Dow

KLAS**LAS VEGAS—1948—CBS**

Frequency: 1230 Kc. Power: 250 Watts



Owned-Oper. By.....Las Vegas Bctrs., Inc.
AddressDesert Inn, P. O. Box 1510
Phone Number4646
Air TimeFull Time
Transcription ServiceStandard
Representative.....Weed & Co.
MembershipBAB
PresidentFred Stoye
General Manager.....Tom Ivory
Commercial Manager.....Bill Pursel
Program Director.....James Hart
Publicity Director.....Flo Brummel
Chief Engineer.....Greg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Vegas Valley Bcstg. Co.
AddressHotel Thunderbird
Phone Number6500
News ServiceUP
RepresentativeGeo. P. Hollingbery
MembershipBAB
Pres., Gen. Mgr.....David McKay
Station Manager.....Roland B. Vaile
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.
AddressP. O. Box 1712
Phone Number920
Air TimeFull Time
News ServiceUP
Transcription ServiceThesaurus
Station RepresentativeAvery-Knodel
President.....Edward J. Jansen
Commercial Manager.....Lester Seiffer
Program Director.....Martin Black
Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business-Studio Address.....Box 2231
Phone Number2-4501
Air TimeFull Time
Representative.....Walker, McGavren
Transcription ServiceLangworth
MembershipNARTB
Pres., Gen. Mgr.....R. L. Stoddard
Commercial Manager.....Robert S. Hughes
Program Director.....Betty Stoddard
Chief Engineer.....Al Glass

KOH

RENO—1928—NBC

**Frequency: 630 Kc.....Power: 5000 Watts d.,
1000 n.**
Owner.....McClatchy Bcstg. Co.

Business-Studio Address.....143 Stevenson St.
Phone Number3-5106
News ServiceUP
Transcription ServiceCapitol
Representative.....Paul H. Raymer
PresidentEleanor McClatchy
ManagerHewitt 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 Number2-4516
Air TimeFull Time
News ServiceUP
Representative.....George P. Hollingbery
MembershipNARTB, BAB
PresidentDave McKay
General-Station Manager.....H. G. Wells
Commercial Manager.....Howard Doyle, Jr.
Sales Prom. Mgr.....Gene McKenna
Program Director.....Dave Niles
Publicity Director.....Pat Welty
Chief Engineer.....Merle Peterson

KWRN

RENO—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWRN, Inc.
Business-Studio Address.....Box 76
Phone Number3-6156
Air TimeFull Time
News ServiceAP
MembershipBAB, NARTB
Transcription ServiceThesaurus, Standard
Pres., Gen. Mgr.....Franz J. Robischon
Commercial Mgr.....W. V. Leroy Swecker
Chief Engineer.....Walt Rees

FOR
NEW YORK
TELEPHONE
NUMBERS
SEE PAGE
100

NEW HAMPSHIRE

Pop. Feb. 1, 1954 (Est.) 554,000 — Families 160,000
Radio Homes 155,000 — TV Homes 86,500 — Stations in State 12

W M O U

BERLIN—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. White Mtns. Bcstg. Co.
Address 27 Green Square
Phone Number 1797-8
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Kettell-Carter, Radio Reps.
Membership NARTB, BAB
President Joseph K. Close
Gen., Sta., Comm. Mgr. Frank B. Estes
Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer
Chief Engineer Ernest Roberge

W T S V

CLAREMONT—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Grandview Inc.
Trans. Address 155 Front St., Manchester
Phone Number 4-4075
President William J. Barkley
General Manager W. J. Rust Jr.
Comm., Sta. Mgr. C. Stearns Jr.

W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Capitol Bcstg. Co.
Business-Studio Address Eagle Hotel
Phone Number 4180
Air Time Full Time
News Service AP
Representative Adam Young, Kettell-Carter
President Henry R. Silver
General Manager Tom Frank
Commercial Mgr. Saul Gross
Sales Prom. Mgr. Al Englehardt
Chief Engineer Robert Wright

W T S L

**HANOVER-LEBANON—1950
GRANITE**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WTSL Inc.
Address 155 Front St.
Phone Number 4-4075
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 Number 2080
Air Time Full Time

News Service AP
Transcription Service Thesaurus
Representative Meeker, Kettell-Carter
Membership NARTB, BAB
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
YANKEE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Northern Bcstg. Corp.
Business-Studio Address 653 Main St.
Phone Number 2-300
Air Time Unlimited
News Service AP
Representative Kettell-Carter, Grant
Transcription Service Langworth
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: 5000 Watts
Owned-Operated By N. H. Bcstg., Inc.
Business-Studio Address 286 Franklin St.
Phone Number 5-5491
Air Time Full Time
News Service AP
Transcription Service Thesaurus
Representative Adam J. Young, Jr.,
Kettell-Carter
President Morris Silver
Gen., Sta. Mgr. Warren H. Jounay
Commercial Manager Saul Gross
Program Director Frank Finning
Chief Engineer Reginald Schow

W K B R

**MANCHESTER—1945
GRANITE STATE**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg., Inc.
Address 155 Front St.
Phone Number 44075
Air Time 6 a.m.-11:30 p.m.
President W. J. Barkley
Program Director Perry White
Chief Engineer Royston Phillips

W M U R

MANCHESTER—1941—CBS

Frequency: 610 Kc. Power: 5000 Watts d.,
1000 Watts n.

◆ ◆ ◆ NEW HAMPSHIRE-NEW JERSEY ◆ ◆ ◆

Owned-Operated By.....The Radio Voice of
New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number.....5-5788
News Service.....UP
Air Time.....Full Time
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, BAB
President.....Hon. Francis P. Murphy
General Manager.....Wallace A. Walker
Program Director.....Bernie Mark
Chief Engineer.....Vincen Chandler

WOTW NASHUA—1947

Frequency: 900 Kc. **Power**: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone Number.....5000
News Service.....UP
Transcription Service.....World
Representative.....Bertha Bannan, Walker
Membership.....BAB
Pres., Gen. Mgr......Arthur A. Newcomb
Program Director.....Aldo Cretaro'o
Chief Engineer.....Harry Handfield

WHEB PORTSMOUTH—1932—MBS

Frequency: 750 Kc. **Power**: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Phone Number.....4080
Air Time.....Daytime
News Service.....AP
Transcription Service.....World
Representative.....Kettel-Carter, Walker
President.....Charles M. Dale
Gen., Comm. Pgm. Mgr......Thomas M. Dale
Program Dir......Lucien Dumont
Chief Engineer.....Anthony Vaccaro

WWNH ROCHESTER—1948 GRANITE STATE

Frequency: 930 Kc. **Power**: 1000 Watts d.
Owned-Operated By.....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number.....1400-1
News Service.....UP
Representative.....Borgati, Webb
Membership.....BAB, NARTB
Pres., Gen. Mgr......A. J. K. Malin
Commercial Mgr......M. C. Ball
Station Manager.....H. Martin
Chief Engineer.....F. De Falco

NEW JERSEY

*Pop. Feb. 1, 1954 (Est.) 5,228,000 — Families 1,547,000
Radio Homes 1,493,000 — TV Homes 1,375,000 — Stations in State 20*

WJLK ASBURY PARK—1926

Frequency: 1310 Kc. **Power**: 250 Watts
Owned-Operated By.....Asbury Park Press, Inc.
Address.....Press Plaza
Phone Number.....Asbury Park 2-3000
News Service.....AP
Transcription Service.....Associated
President.....Wayne D. McMurray
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Program Director.....Frank Huber

WFPG ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. **Power**: 250 Watts
Owned-Operated By.....Neptune Bcstg. Corp.
Business Address.....Steel Pier
Phone Number.....5-2188
News Service.....UP
Representative.....John E. Pearson
President.....Fred Weber
Director of Operations.....Blair Thron
Commercial Mgr......R. E. Truex
Office Manager.....Pearl Kogen

Program Dir......Ed Davis
Chief Engineer.....Earle Godfrey

WMID ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc. **Power**: 250 Watts
Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Box 1016
Phone Number.....4-1340
Air Time.....7 a.m.-2 a.m.
News Service.....AP
Transcription Service.....Associated, World
Representative.....Stars Nati.
Gen., Sta. Mgr......David H. Freedman
Program Director.....Vincent Lindnei

WSNJ BRIDGETON—1937

Frequency: 1240 Kc. **Power**: 250 Watts
Owned-Oper. By.....Eastern States Bcstg. Corp.
Phone Number.....BR 2930
Transcription Service.....Thesaurus
Station Representative.....Clark
President.....Russell S. Henderson
Vice-Pres., Gen. Mgr......Paul Alger
Commercial Manager.....Jerry Aldan
Chief Engineer.....Ed Bold

W C A M**CAMDEN—1922**

Frequency: 1310 Kc.....Power: 250 Watts
 Owned-Oper. By.....City of Camden
 Business Address.....City Hall
 Phone Number.....Emerson 5-5600
 Air Time.....24 hours
 Transcription Service.....Standard
 Membership.....NARTB
 General Manager.....John Cleary
 Sales Prom. Mgr.....Joseph Hale
 Program Director.....Jack La Mar
 Publicity Director.....Gilbert Whiting
 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 Number.....Emerson 5-7200
 Air Time.....Daytime
 Representative.....Keller
 Membership.....NARTB
 President.....Ranulf Compton
 General Manager.....Gordon Giffen
 Sales Prom. Mgr.....William Murphy
 Program Director.....Harvey Husten
 Chief Engineer.....Robert Houston

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W M T R**MORRISTOWN—1948—ABC**

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Morristown Bcstg. Co.
 Address.....Box 345
 Phone Number.....MO 4-5700
 Transcription Service.....Associated
 President.....George S. Croy
 General Manager.....Kenneth A. Croy
 Commercial Mgr.....Henry Behre
 Program Director.....Bob Vesel
 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
 Transcription Service.....Associated. SESAC
 Representative.....Weed
 Membership.....NARTB
 President, Gen. Mgr.....Irving R. Rosenhaus
 V.P., National Sales.....E. S. Lennon
 Publicity Director.....Elizabeth C. Butterfield
 V.P., Engineering.....Frank V. Bremer

W H B I**NEWARK—1922**

Frequency: 1280 Kc.....Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By.....May Radio Bcst. Corp.
 Business-Studio Address.....100 Shipman St.
 Phone Number.....Mitchell 2-7354
 President.....James L. Shearer
 General Manager.....William Masi
 Chief Engineer.....Harold Michaels

W N J R**NEWARK—1947**

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Rollins Bcstg. Co.
 Business-Studio Address.....Route 22
 Phone Number.....Market 3-2700
 News Service.....UP
 Transcription Service.....Standard
 General Manager.....A. R. Lanthcar

W V N J**NEWARK—1948**

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....Newark Bcstg. Corp.
 Business-Studio Address.....91 Halsey St.
 Phone Number.....Mitchell 3-7600
 News Service.....UP
 Transcription Service.....World
 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 Number: Charter 7-1450
 News Service: AP
 Transcription Service: Langworth
 Membership: NARTB
 President: James L. Howe
 Station Manager: Robert Williams
 Commercial Manager: James M. Vogdes, Jr.
 Chief Engineer: Victor Takach

WNNJ

NEWTON—1953

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By: Sussex County Bcstrs.
 Address: Andover Township
 General Manager: William Fairclough
 Comm. Mgr., Chief Engr.: Simon Geller
 Program Director: Robert Mensel

WPAT

PATERSON—1941

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By: North Jersey Bcstg. Co., Inc.
 Business-Studio Address: 66 Hamilton St.
 Phones: Armory 4-3400, PE. 6-2945 (N. Y.)
 Newspaper Affiliation: Passaic Daily News

News Service: AP, UP
 Transcription Service: Associated, Thesaurus
 Lang-Worth
 President: Richard Drukker
 General Manager: D. J. Wright
 Business Manager: Charles W. Parker
 Chief Engineer: Earl F. Lucas

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Pioneer Bcstrs., Inc.
 Address: Old Turnpike
 Phone Number: Pleasantville 3971
 Transcription Service: Standard, Thesaurus
 News Service: AP
 Membership: NARTB, BAB
 President: Charles Rupp
 General Manager: John Struckell
 Chief Engineer: Milton Thurlow

WBUD

TRENTON—1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By: Morrisville Bcstg. Co.
 Address: 108 N. Broad St.
 Phone Number: 4-7191
 News Service: AP
 Transcription Service: World
 President: Verna S. Hardin
 General Manager: Richard M. Hardin
 Chief Engineer: William A. Brewer

Stolen From a Time Buyer's Memo:

31

DECEMBER

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5	3	4	5	6	7	8	9
6	7	8	9	10	11	12	10	11	12	13	14	15	16
13	14	15	16	17	18	19	17	18	19	20	21	22	23
20	21	22	23	24	25	26	24	25	26	27	28	29	30
27	28	29	30	31			31						

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Contact: Sales Mgr. at Charter 7-1450, New Brunswick, N. J.

365 THURSDAY, DECEMBER 31, 1953 0

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 John G. Struckell, Gen. Mgr.

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WTNJ

TRENTON—1928

Frequency: 1300 Kc. Power: 250 Watts d.
Owned-Operated By: WOAX, Inc.
Address: 416 Bellevue Ave.
Phone Number: 3-4281
President: Dick Defreitas
General Manager: Leonard H. Levitt
Chief Engineer: Nicholas Delassandro

WTTM

TRENTON—1941—NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Peoples Bcst. Corp.
Business-Studio Address: 541 E. State St.
Phone Number: 5-8515
Air Time: 7 a.m.-12:05 a.m.
News Service: AP
Representative: Forloe
Membership: NARTB, BAB
President: M. D. Lincoln
General Manager: F. L. Bernstein
Publicity Director: Fred Walker
Chief Engineer: Chester Sunderland

WWBZ

VINELAND—1946

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By: Community Bcstg. Serv.
Address: 633 Wood St.
Phone Number: Vineland 7-1360
News Service: UP
Transcription Service: World
Representative: Gill, Perna
President: Joseph M. Bullock
Gen., Sta., Prom. Mgr.: Fred M. Wood
Commercial Manager: John Serra
Chief Engineer: Saul Altzman

WCMC

WILDWOOD—1951

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: Francis J. Matrangola
Phone Number: 2-7751
Transcription Service: Capitol
Owner, Gen. Mgr.: Francis J. Matrangola
Comm. Mgr., Prog. Dir.: George M. Hart
Chief Engineer: Carlton S. Owen

NEW MEXICO

Pop. Feb. 1, 1954 (Est.) 760,000 — Families 195,000
Radio Homes 181,000 — TV Homes 51,000 — Stations in State 29

KALG

ALAMOGORDO—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: William Wayne Phelps
Address: Box 268
Phone Number: 211
Air Time: Full Time
News Service: UP
Membership: NARTB, BAB
Gen., Sta. Mgr.: Wayne Phelps
Chief Engineer: Harry Albers

KDEF

ALBUQUERQUE—1953

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Frank Quinn
Address: 506 2d N.W.
Phone Number: 3-7813
Pres., Gen. Mgr.: Frank Quinn
Commercial Mgr.: Lee Govan
Program Director: Jerry Nesler
Promotion Mgr.: Bill Prevetti
Chief Engineer: Bob Easley

KABQ

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: KABQ Bcstg. Co.
Address: 317 N. Broadway, Box 1388
Phone Number: 3-1744
Air Time: 5 a.m.-M.
Transcription Service: Thesaurus
News Service: AP
Representative: Richard O'Connell
Membership: BAB
Pres., Prom. Mgr.: Helen A. Price
V.P., Gen., Comm. Mgr.: Bert Arnold
Program Director: Don Husted
Chief Engineer: John Morrison

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By: New Mexico Bcstg. Co.
Business Address: 1414 Coal St., S.W.
Phone Number: 3-4543
Air Time: Full Time
Representative: Weed & Co.
President: A. R. Hebenstreit
Station Manager: E. Jonny Graff
Program Director: Robert Vandriel
Chief Engineer: Leonard F. Dodds

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Alvarado Bcstg. Co., Inc.



Business-Studio Address.....122 S. Tulane
 Phone Number5-7501
News ServiceUP
 Trans. Service.....Associated, Lang-Worth
 Representative.....Rambeau
 President.....Herbert W. Wimberly
 General Manager.....A. M. Caldwell
 Chief Engineer.....Donald Delaney

K O B**ALBUQUERQUE—1920—NBC**

Frequency: 770 Kc....Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By.....Albuquerque Bcstg. Co.
 Bus.-Studio Address.....234 Fifth St., S.W.
 Phone Number3-4411
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....SESAC
 Representative.....Branham
 Membership.....BAB
 Pres., Gen. Mgr.....Wayne Coy
 General Manager.....J. I. Meyerson
 Commercial Manager.....Rolf Nielson
 Sales Prom. Mgr.....A. E. Mickel
 Program Director.....Michael Dillon
 Chief Engineer.....George S. Johnson

K S V P**ARTESIA—1946—KBS-MBS
INTERMOUNTAIN**

Frequency: 990 Kc....Power: 1000 Watts d.,
 250 n.
 Owned-Operated By.....Artesia Bcstg. Corp.
 Business-Studio Address.....Box 38
 Phone Number650
 News Service.....UP
 Representative.....Avery Knodel
 President.....Martin Yates III
 General Manager.....David M. Button
 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 Number5-4101
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Taylor Co.
 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 N'long

K P B M**CARLSBAD—1950**

Frequency: 740 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Coronado Bcstg. Co.
 Address.....313 W. Mermod
 Phone Number5-5373
 Transcription Service.....Lang-Worth

Representative.....McGillvra
 Membership.....BAB, NARTB
 Pres., Gen. Mgr.....Maurice F. McEvoy
 Sta., Comm. Mgr.....Darrell A. Swayze
 Chief Engineer.....Vic Daley

K L M X**CLAYTON—1949**

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Oper By.....Ari-Ne-Mix Bcstg.
 Address.....Box 7, Fair Grounds
 Phone Number616
 Transcription Service.....Thesaurus
 News Service.....UP
 Representative.....Best, Palmer
 President.....Arthur Jernigan
 Gen., Sta., Comm. Mgr.....Frank Vale
 Chief Engineer.....Robert Waters

K C L V**CLOVIS—1952—ABC**

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Oper. By.....New-Tex Bdcstg.
 Address.....Box 866
 Phone Number4401
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Pearson
 President.....Odis L. Echols
 Commercial Mgr.....Evelyn Ganter
 Chief Engineer.....Clayton Fuchs

K I C A**CLOVIS—1931—MBS**

Frequency: 980 Kc....Power: 1000 Watts
 Owned-Oper. By.....Hugh DeWitt Landis
 Address.....519 Piles St.
 Phone Number5511
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Station Representative.....Hal Holman
 Membership.....BAB, NARTB
 Gen., Sta. Mgr.....DeWitt Landis
 Commercial Manager.....C. O. Kendrick
 Pgm., Pub. Dir.....Harold Cook
 Chief Engineer.....M. S. Digger O'Dell

K V B C**FARMINGTON—1951—KBS**

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Address.....Box 1117
 Phone Number789
 News Service.....UP
 Transcription Service.....World
 Pres., Gen. Mgr.....Marvin E. Bowles
 Commercial Mgr.....James Montgomery

K G A K**GALLUP—1946—KBS**

Frequency: 1230 Kc....Power: 250 Watts
 Owned-Oper. By.....Thunderbird Bcstg. Co.
 Address.....E. of Gallup



Phone Number 1300
News Service **UP**
Transcription Service Lang-Worth
Station Representative McGillvra
Pres., Gen. Mgr. Merle H. Tucker
Chief Engineer. Robert Adamson

K W E W

HOBBS—1938
MBS-KBS-SOUTHWEST

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

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Mesilla Valley Bcstg. Co.
Bus.-Studio Address. 902 N. Main St.
Phone Number 1121
News Service **UP**
President. M. B. Thompson
General Manager. L. S. Sleppy
Chief Engineer. Bruce Pedersen

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Southwest Bcsters, Inc.
Business Address. Box 710
Phone Number 12
News Service **UP**
Transcription Service Standard
Representative. Hil F. Best
Pres., Comm. Mgr. Ernest N. Thwaites
Chief Engineer. A. F. Schultz

K R S N

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Alvarado Bcstg. Co.
Address Community Center
Phone Number 2-4422
Air Time. Full Time
Representative. George P. Hollingbery
Transcription Service Associated
News Service **UP**
Membership **BAB**
President. H. W. Wimberly
General Manager. A. M. Cadwell
Sta., Comm. Mgr. Bob Porton
Pgm. Dir., Sls. Prom. Mgr. William Spack, Jr.
Publicity Director. Jack N. Hardwick
Chief Engineer. John L. Lockhart

K L E A

LOVINGTON—1952

Frequency: 1050 Kc. Power: 250 Watts
Owned-Oper. By. Prosperity Land Bcstg. Co.
Address. P. O. Drawer 865
Phone Number 8911
News Service **UP**
Transcription Service Standard
Representative Clyde Melville
Membership **BAB, NARTB**
Owner, Gen. Mgr. David R. Worley
Sta., Comm., Prom. Mgr. Butler A. Summer
Program Director. Jack Heaton
Chief Engineer. Francis Clements

K E N M

PORTALES—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Plains Bcstg. Co.
Address. Box 447, Roswell
Phone Number 600
News Service **UP**
Transcription Service. Lang-Worth, MacGregor
President Theresa Whitmore
Commercial Manager. Ed Fitzpatrick
Chief Engineer. Roy Simmons

K R T N

RATON—1948—MBS
INTERMOUNTAIN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Southwest Bcsters, Inc.
Business Address. Box 767
Phone Number 875
Air Time. Full Time
News Service. **UP, INS**
Transcription Service Standard
Membership **BAB**
Pres., Gen. Manager. Ernest N. Thwaites
Sta., Comm., Prom. Mgr. Ray Birch
Chief Engineer. A. F. Schultz

K B I M

ROS WELL—1953—KBS

Frequency: 910 Kc. Power: 1000 Watts d.
Owned-Oper. By. Taylor Bcstg. Co.
Address Box 525
Phone Number 4848
Representative Clark
President. William C. Taylor

K G F L

ROS WELL—1927—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. KGFL, Inc.
Business-Studio Address. 310 N. Robertson
Phone Number 2000
News Service **UP**
Transcription Service. Langworth, World
Representative Taylor Co.
President. Mrs. Theresa Whitmore
Sec'y-Treas. W. E. Whitmore, Jr.



General Manager.....G. F. Roberts
Chief Engineer.....E. C. Rader

Gen., Comm. Mgr.....Ivan R. Head
Chief Engineer.....E. J. Vanderwood

K S W S**ROSWELL—1947—ABC**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....1723 W. Second
Phone Number.....3737
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Meeker, Melville
Owner.....John A. Barnett
General Manager.....J. C. Porter
Station Manager.....John Anderson
Commercial Manager.....Paul B. McEvoy
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 Number.....3-6335
News Service.....UP
Transcription Service.....Associated
Representative.....McGillvra
Membership.....NARTB
President.....J. Gibbs Spring
Commercial Mgr.....S. C. Horn
Chief Engineer.....Lloyd Storr

K V S F**SANTA FE—1935—CBS**

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Phone Number.....3-7319
Transcription Service.....World
Representative.....Weed
President.....A. R. Hebenstreit

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
News Service.....AP
Representative.....Taylor
Pres., Gen. Mgr.....J. H. Duncan
Chief Engineer.....Wm. Rider

K C H S**TRUTH OR CONSEQUENCES—1946
KBS**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....O. L. and Gladys P. Dennis
Address.....401 Broadway
Phone Number.....161
News Service.....UP
Representative.....Continental Radio Sales
General Manager.....O. L. Dennis
Program Director.....Gladys P. Dennis
Chief Engineer.....S. J. Woodworth

K T N M**TUCUMCARI—1941—MBS**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Quay County Bcstg. Co.
Business Address.....Box 668
Phone Number.....100
Air Time.....6 a.m.-10:30 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Melville
Membership.....NARTB
Gen., Sta. Mgr.....Lloyd Hawkins
Commercial Mgr.....Richard S. Fox
Program Director.....Jack Crandall

NEW YORK

*Pop. Feb. 1, 1954 (Est.) 15,872,000 — Families 4,771,000
Radio Homes 4,618,000 — TV Homes 3,912,000 — Stations in State 99*

W A B Y**ALBANY—1933**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern N. Y. Bcstng.
Business-Studio.....80 Braintree St.
Phone Number.....2-3353
News Service.....UP
Representative.....Rambeau
President.....David Kyle
Gen., Sta. Mgr.....Edward L. Trudeau
Comm., Sales Prom. Mgr.....Alix Blake
Chief Engineer.....Tom Stappleton

W O K O**ALBANY—1925—UBS**

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....136 State St.
Phone Number.....3-6638
News Service.....AP
Representative.....McGillvra
President, General Mgr.....James T. Healey
Commercial Manager.....Eugene Fitzpatrick
Chief Engineer.....Al Sardi

W P T R

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By: ... Patroon Brcdstg. Co., Inc.
 Address: ... Hotel Ten Eyck
 Phone Number: ... 5-3345
 News Service: ... AP, UP
 Transcr. Service: ... Associated, SESAC, World
 Station Representative: ... Weed and Co.
 Membership: ... BAB
 President: ... J. Myer Schine
 General Manager: ... Stephen R. Rintoul
 Chief Engineer: ... W. Russell David

W R O W

ALBANY—1947—ABC

Frequency: 590 Kc. Power: 5,000 Watts d.;
 1,000 Watts n.
 Owned-Oper. By: ... Hudson Valley Br. Co., Inc.
 Address: ... North Greenbush
 Phone Number: ... 3-2225
 News Service: ... UP
 Transcription Service: ... Thesaurus
 Station Representative: ... The Bolling Co.
 Membership: ... NARTB, BAB
 General Manager: ... Harry L. Goldman
 Station Manager: ... Isabella Arden
 Commercial Manager: ... Leo Rosen
 Chief Engineer: ... Charles Heisler

W C S S

AMSTERDAM—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: ... Community Service Bcst.
 Business-Studio Address: ... Upper Locust Ave.
 Phone Number: ... 4000
 News Service: ... UP
 Transcription Service: ... World
 Representative: ... McGillvra
 Membership: ... BAB, NARTB
 President: ... Alphonse Di Mezza
 General Manager: ... Alex Sherwood
 Chief Engineer: ... Barry Frank

W M B O

AUBURN—1926—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: ... WMBO, Inc.
 Business-Studio Address: ... 141 Genesee St.
 Phone Number: ... 2-3511
 Newspaper Affiliation: ... "Advertiser"
 News Service: ... AP
 Transcription Service: ... World
 Representative: ... Thomas F. Clark
 Membership: ... NARTB, BAB
 President: ... William O. Dapping
 General Manager: ... Frederick L. Keese
 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.
 Phone Number: ... 715
 News Service: ... AP
 Transcription Service: ... World
 Pres., Gen. Mgr.: ... Edmund R. Gamble
 Sales Prom. Mgr.: ... Charles L. Snow
 Program Director: ... Jan Danielson
 Chief Engineer: ... Fred Callendar

W E N E

BINGHAMTON—ENDICOTT—1947

ABC

Frequency: 1430 Kc. Power 5000 Watts

AN UNBEATABLE COMBINATION!

MBS NETWORK + 50,000 WATTS

IN THE 31st MARKET

PLUS UPSTATE, N. Y.

SELLS ADAMS-FOLEY-SCHENCK

WPTR ALBANY, NEW YORK

Owned-Oper. By.....Ottaway Stations, Inc.
 Business-Studio Address.....909 E. Main
 Phone Number.....5-3351
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Radio Reps. Inc.
 Membership.....NARTB, BAB
 President.....James H. Ottaway
 Managing Director.....F. H. Brinkley
 Station Manager.....S. W. Ryder
 Sales Prom., Comm. Mgr....Norman F. Flynn
 Program Director.....Len Hathaway
 Chief Engineer.....Sheldon W. Weyland

WINR

BINGHAMTON—1946—NBC

Frequency: 680 Kc.....Power: 1000 Watts d.
 500 Watts n.

Owned-Oper. By.....Southern Tier Radio Service
 Business-Studio Address.....Court House Square
 Phone Number.....4-4318
 News Service.....UP
 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

WKOP

BINGHAMTON—1947—MBS

Freq.: 1360 Kc.....Power: 100 Watts d.; 500 n.
 Owned-Oper. By.....The Binghamton Bcstrs., Inc.
 Business-Studio Address.....34 Chenango St.
 Phone Number.....2-3437
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 Pres., Gen.-Sta. Mgr.....Andrew Jarema
 Commercial Mgr.....Thomas Riley
 Program Director.....Wally Buman
 Chief Engineer.....Charles Hallinan

WNB F

BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Clark Associates, Inc.
 Business Address.....40 Wall St.
 Phone Number.....Binghamton 3-7311
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Bolling
 Membership.....NARTB, BAB
 General Manager.....Cecil D. Mastin
 Commercial Manager.....S. N. Heslop
 Sales Prom. Mgr., Pub. Dir.....John Turner
 Program Director.....E. M. Scala
 Comptroller.....E. W. Farneti
 Chief Engineer.....L. H. Stantz

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 Phone Number.....MOhawk 0930
 Newspaper Affiliation.....Buffalo Evening News
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Henry I. Christal
 Membership.....NARTB, BAB
 President.....Edward H. Buller
 Vice-President.....A. H. Kirchhofer
 General Manager.....C. Robert Thompson
 Station Manager.....Frank W. Kelly
 Sales Manager.....C. E. Daly
 Program Director.....Carl Erickson
 Publicity Director.....Joseph A. Haeifner
 Chief Engineer.....Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Business-Studio Address.....485 Main St.
 Phone Number.....Mohawk 1400
 News Service.....AP, UP
 Pres., Gen. Mgr.....Roy L. Albertson
 Chief Engineer.....Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WEBR, Inc.
 Business-Studio Address.....23 North St.
 Phone Number.....Lincoln 7133
 Newspaper Affiliation....."Courier-Express"
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Standard.
 SESAC
 Representative.....Katz
 Membership.....NARTB
 President.....William J. Connors, III
 General Manager.....William Doerr
 Commercial Manager.....Carl J. Kirchhofer
 Pgm., Prom. Mgr.....Wm. Schweitzer
 Chief Engineer.....Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....WGR Bcstg. Corp.
 Business-Studio Address.....Rand Bldg.
 Phone Number.....Washington 3100
 Air Time.....5:50 a.m.-1:05 a.m.
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 Chairman of Board.....Leo J. Fitzpatrick
 Pres., Gen. Mgr.....I. R. Lounsberry
 Vice President.....Karl Hoffman
 Commercial Manager.....Nat Cohen
 Sales Promotion Manager.....R. McPherson
 Program Director.....Robert Strigl

SATURATION

**GIVES YOU
ALL
THE AUDIENCE**

IN BUFFALO and WESTERN NEW YORK



**SO Pitch your sales message at ALL hours
... NOT once a week; NOT five times a week ...
BUT 26 TIMES A WEEK!**

WKBW offers alert advertisers **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. Call Avery-Knodel or WKBW.

WKBW offers you **MORE THAN TWICE** **AS MANY LISTENERS** **FOR YOUR 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 about this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

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

WKBW

BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager

W K B W**BUFFALO—1925—ABC**

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By.....WKBW, Inc.
 Business Address.....Radio Center, 1430 Main St.
 Phone Number.....Grant 5101
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....Clinton H. Churchill
 Sales Prom., Pub. Dir.....Dorothy L. Ireland
 Sta., Comm. Mgr.....Alfred E. Anscombe
 Program Director.....James McGrath
 Chief Engineer.....Leroy Fiedler

W W O L**BUFFALO—1947**

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Greater Erie Broad. Co.
 Address.....315 Main St.
 Phone Number.....MO 1200
 News Service.....INS, UP
 Representative.....ForJoe
 Owner.....Leon Wyszatycki
 General Manager.....Ted Wyszatycki
 Commercial Manager.....Jack Greenfield
 Chief Engineer.....Walter Williams Jr.

W X R A**BUFFALO—KENMORE—1948**

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By.....W. New York Broad. Co.
 Address.....Box 85
 Phone Number.....AMherst 1160
 News Service.....AP
 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

W C B A**CORNING—1948**

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned-Operated By.....
 Wellsboro Corning Broad. Adv. Inc.
 Address.....Davis Road
 Phone Number.....6-6442
 News Service.....AP, World
 Representative.....McGillvra, Inc.
 Pres., Gen. Mgr.....Paul L. Carpenter
 Program Director.....Gerry Wells
 Chief Engineer.....Charles Charnesky

W C L I**CORNING—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Radio Corning, Inc.
 Address.....Box 100
 Phone Number.....6-5421
 Transcription Service.....Thesaurus

Station Representative.....Meeker
 News Service.....AP
 Pres., Gen. Mgr.....Gordon M. Jenkins
 Sta. Mgr., Prog. Dir.....George P. Droelle
 Chief Engineer.....Frank Saia

W K R T**CORTLAND—1947**

Frequency: 920 Kc. Power: 1000 Watts d.
 500 n.
 Owned-Operated By.....Radio Cortland, Inc.
 Bus.-Studio Address.....State Theatre Bldg.
 Phone Number.....2990
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Gill, Perna
 Membership.....BAB
 President.....Leighton A. Hope
 General Manager.....William L. Thompson
 Chief Engineer.....William Barron

W F C B**DUNKIRK—1949**

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By.....Dunkirk Broad. Corp.
 Address.....316 Main St.
 Phone Number.....7756-7-8
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Station Representative.....Walker
 Membership.....NARTB, BAB
 Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
 Commercial Manager.....B. F. Goodrich
 Program Director.....Tiny Hamrick
 Chief Engineer.....J. T. Grace

W E L M**ELMIRA—1947—CBS-ABC**

Frequency: 1400 Kc. Power: 250 Watts
 Owner.....Radio Elmira, Inc.
 Business-Studio Address.....222 E. Market St.
 Phone Number.....3-5626
 Air Time.....6 a.m.-M.
 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.....William Griffiths
 Chief Engineer.....Arthur French

W E N Y**ELMIRA—1938—NBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Elmira Star-Gazette, Inc.
 Bus.-Studio Address.....Mark Twain Hotel
 Phone Number.....5181
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Everett & McKinney
 Membership.....NARTB, BAB
 General Manager.....Dale L. Taylor



Strong LOCAL Programming Gives Audience Domination to WHLI In the 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

WHLI "THE VOICE OF LONG ISLAND" has a larger daytime audience in the big booming major Long Island Market than any network or combination of independents . . . (Conlan)

WHLI

A M 1100
F M 98.3

**HEMPSTEAD
LONG ISLAND, N. Y.**

Paul Godofsky, Pres.

Represented by Rambeau

*the voice of
long island*