

Phone Number SU 7-0100
 Newspaper Affiliation...The Chicago Tribune
 Air Time.....Full Time
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Hollingberry
 Membership NARTB, BAB
 President.....Col. Robert R. McCormick
 General Sta. Manager.....Frank P. Schreiber
 Commercial Manager...William A. McGuineas
 Sales Promotion Manager..Charles A. Wilson
 Program Director.....Bruce Dennis
 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 Service Associated
 General, Station Manager.....John A. Dyer
 Commercial Mgr.....Elizabeth M. Hinzman
 Sales Promotion Maager.....K. P. Freda
 Program Director.....Herbert Rudolph
 Chief Engineer.....William Shunk

WHFC

CHICAGO—1926

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

WIND

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WIND, Inc.
 Bus.-Studio Address....400 N. Michigan Blvd.
 Phone Number.....WHitehall 4-2170
 Transcription Service Standard
 Air Time Unlimited
 News Service.....AP, UP
 Representative.....AM Radio Sales
 Membership BAB
 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 Number SState 2-5466
 Air Time.....4 a.m.-sundown
 News Service UP
 Transcription Service...Standard. Capitol. RCA

Representative..Radio-TV Representatives, Inc.
 President Abe 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 Number MO 6-9700
 News Service.....AP, UP
 Transcription Service Standard
 Representative John 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 Number SUperior 7-8300
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Transcription Service Thesaurus
 Representative.....National Spot Sales
 Membership NARTB
 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 Service UP
 Transcription Service SESAC
 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 Number 305
 Representative Holman
 Transcription Service SESAC
 News Service AP

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 Number 3-6633
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Sears-Ayer
 Membership NARTB
 President.....Leslie C. Small
 General Manager.....Burrell Small
 Station Manager.....Bruce Brown
 Asst. Station Manager.....Robert Hawkins
 Program Director.....Orren Allain
 Chief Engineer Richard Eckels

WKEI**KEWANEE—1952**

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Oper. By.....Kee Bcstg. Co.
 Address.....207 Baker Bldg.
 Phone Number 4471
 News Service AP
 Transcription Service Lang-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 Time Daytime
 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 Number 3100
 Air Time Daytime
 News Service AP
 Transcription Service.....RCA, Thesaurus
 Membership NARTB, 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 Number 1370
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership NARTB
 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 Number 100
 News Service AP
 Air Time Daytime
 Representative Hilbest
 Membership BAB
 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 Number 1350
 Air Time Daytime
 News Service UP
 Transcription Service.....Langworth, World
 Membership NARTB
 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 Number 824
 News Service AP
 Transcription Service Associated
 Representative Sears & Ayer
 Membership BAB
 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 Number 6464
 Air Time.....Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Representative Holman
 Membership NARTB, BAB
 President, Gen-Station Mgr.....J. R. Livesay
 Commercial Manager.....Ken Wooddell
 Sales Promotion Manager.....Dwain Bower
 Program 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-Knodel
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 Number 6-5441
Air Time Full Time
News Service UP
Transcription Service.....Standard, World
Representative Avery-Knodel
Membership NARTB, 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 Number 9855
Air Time Full Time
News Service AP
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 Number 6963
Air Time Full Time
News Service UP
Representative.....John E. Pearson
Membership NARTB
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 Number 2-4441
Air Time Full Time
News Service AP
Representative Weed
Membership NARTB, 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
W H B F 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 Fowler
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 Service UP
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 Number 787
News Service UP
Transcription Service World
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 Number 65
News Service AP
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 Number 155
News Service UP
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 Number 3460
Air Time Daytime
News Service UP
Transcription Service Thesaurus
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 Number 1717
News Service AP
Transcription Service World
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 Number 1590

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 Number 7660
Air Time Full Time
News Service AP
Transcription Service Standard
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 Number 3586
Transcription Service Thesaurus
News Service AP
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

K X G I**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

K X I C**IOWA CITY—1948**

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Johnson County Bcstg. Corp.
 Bus.-Studio Address 108½ E. Washington St.
 Phone Number 8-1181
 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

K O K X**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

K F J B**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

K G L O**MASON CITY—1937—CBS**

Frequency: 1300 Kc. Power: 5000 Watts

Owned-Operated By Lee Radio, Inc.
 Bus.-Studio Address 2nd & Pennsylvania
 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

K R I B**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

K S M N**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

K W P C**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

K O E L**OELWEIN—1950—TALL CORN**

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120-1
 Air Time 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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BRAND IN NEWS IS **AP**

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*Pop. Feb. 1, 1954 (Est.) 1,943,000 — Families 583,000
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 Bdstg. 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 Bdstg. 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 Bdstg. 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
Bdstg. 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 55331
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. Hulse
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: 32727

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 Number Wabash 8871
Air Time Full Time
News Service UP
Transcription Service Lang-Worth
Representative Walker
Pres., Comm. Mgr. J. Porter Smith
Gen. Mgr. Charles L. Harris
Pgm. Dir. Ward Hatcher
Chief Engineer.....W. J. Morrison

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
Owned-Oper. By WHAS, Inc.
Address.....525 W. Broadway
Phone Number WABash 2211
Air Time Full Time
News Service AP
Newspaper Affil. Courier-Journal. "Times"
Transcription Service Lang-Worth
Representative.....Henry I. Christal Co.
President Barry Bingham
V. Pres., Dir. Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....John M. Fouts
Publicity Director.....William Loader
Chief Engineer.....Orrin W. Towner
Program Director.....Sam Gifford

W I N N

LOUISVILLE—1940

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address.....Earle Hotel
Phone Number.....WABash 5148
Air Time 7 a.m.-M.
News Service UP
Transcription Service World
Representative.....R-TV, Rep., Scott
Pres., Gen., Sta. Mgr. Harry McTigue
Commercial Manager ..Chas. A. Schacht, Jr.
Program Director.....George Partridge
Chief Engineer.....Melvln Scarsdale

W K L O

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 Time Full Time
Representative.....John Blair & Co.
Membership BAB
News Service UP
Pres. Gen. Mgr.....Joe Eaton
Commercial Manager.....Russell J. Pirkey
Program Director.....Mary Louise Moore
Chief Engineer.....D. C. Summerford

W K Y W

LOUISVILLE—1947

Frequency: 900 Kc. Power: 1000 Watts d.

Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone Number.....CLay 4811
Air Time Daytime
News Service AP
Transcription Service.....Standard, Capitol
Representative Burn-Smith
Membership BAB
President.....F. Eugene Sandford
Sta. Manager.....Edwin E. S. Weldon
Commercial Manager.....H. Parker Smith

W L O U

LOUISVILLE—1948

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

W F M W

MADISONVILLE—1948—KBS

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

W K T M

MAYFIELD—1946—MBS

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Phone Number 46
Studio Address.....Mayfield Hotel
Air Time Sunrise-sunset
News Service UP
Transcription Service Thesaurus
Representative Best
President Mike Layman
Gen., Sta., Comm. Mgr. Wayne Morgan
Program Director.....Joe McNeilly
Chief Engineer.....Joseph M. Hargrove

W N G O

MAYFIELD—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By.....West Ky. Bcstg. Co., Inc.
Phone Number 1597
Air Time Full Time
News Service AP



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.
Address Meade Bldg.
Phone Number 1196
News Service AP
Transcription Service Thesaurus
General Manager.....Ted Arnold Silvers
Station Manager.....Jack Welch
Chief Engineer.....Eugene Baldrige

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address Pikeville
Phone Number 456
Air Time.....Day Time
Newspaper Affiliation.....Daily News
News Service UP
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. By E. Ky. Bdcstg. Corp.
Phone Number 1280
News Service AP
Transcription Service.....SESAC, World
Membership NARTB
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 Service UP
Transcription Service MacGregar
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.
Address Box 478
Phone 2072
News Service AP
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
Address McKee Bldg.
Phone Number 1340
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.
Address Stanford Rd.
Phone Number 1240-41
Air Time.....Full Time
News Service UP
Transcription Service.....Theasurus
Representative.....Hill F. Best
Pres., Gen., Sta. Mgr.....Mike Layman
Commercial Manager Donald 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 Address Vanceleve
Phone Number.....Vanceleve 3 (Jackson exch.)
Air Time Daytime
News Service AP
Representative Continental
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.
Address Whitesburg
Phone Number 2711
News Service UP
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 Number 5-6426.-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 Number 6-7541
 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 Number 6-7277
 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 Number 2713
 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 Number 1985
 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 Number 3-4617
 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 Number 7161
 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 Number 8155
 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 Number 2353
 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 Bead
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

K. KAWSS

Nationally Represented by
HENRY I. CHRISTAL CO.

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..... Willam 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. Vendell, 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



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

WBEC**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. By Springfield Bdcstg. Co.
 Address 137 State St.
 Phone Number 2-7487
 News Service UP
 Representative Gill, 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 Service UP
 Representative H-R Reps
 Membership NARTB
 President Gerald 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 Number 2-4181
 Air Time Full Time
 News Service AP
 Representative George P. Hollingbery
 Membership NARTB
 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.
 Address 174 Broadway
 Phone Number 4-7528
 News Service UP
 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 Service UP
 Representative Bannan
 Membership BAB
 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 Time Daytime
 News Service AP
 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 Service INS
 Transcription Service World
 Representative Walker
 Pres., Gen. Mgr.....L. A. Reilly
 Commercial Manager.....Holland D. Cameron
 Oper.. Mgr., Chief Engr.....J. L. Spates

WOCB

WEST YARMOUTH—1940
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....E. Anthony & Sons
 Address.....South Sea Avenue
 Phone Number.....Hyannis 502
 Representative.....Walker, Bertha Bannan
 President.....Basil 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 by.....WAAB, Inc.
 Business-Studio Address.....34 Mechanic St.
 Phone Number 2-5811
 Air Time Full Time
 News Service AP
 Representative.....George P. Hollingbery
 Membership NARTB
 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 235-97.1 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 Number 2-5517
News Service AP
Transcription Service Thesaurus
Representative McGillvra
Membership NARTB
President Arthur E. Greene
Gen. Sta. Manager Edward F. Baughn
Commercial Manager Kenneth MacDonald
Chief Engineer D. N. Bowdish

W 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 Number 1010
Representative Gill, Perna
Transcription Service Standard
News Service UP
Gen. Mgr. John Wismer
Station Manager Jim Muehlenbeck
Prog. Dir. Dick Estell
Chief Engineer Don Clotier

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 Number WO 3-5555
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Representative Headley-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 Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service Thesaurus
Representative McGillvra
Membership NARTB, 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 Number 7551-2
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative George P. Hollingbery
Membership BAB
President Harley D. Peet
Gen. Station-Comm. Mgr. Hugh A. Giesel
Program Director Charles E. Anthony
Chief Engineer Ralph H. Carpenter

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned Oper. By Palladium Publ. Co.
Address Fairplain Ave.
Phone Number 5-2113
News Service AP
Transcription Service World, Thesaurus
Representative Hal Holman
Membership NARTB
President Stanley R. Banyon
Gen., Sta. Mgr. J. P. Scherer
Commercial Manager Ted Vernasco
Program Director John Pershing Chase
Chief Engineer Munson 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 Gaimo
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. Ashbacker 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.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 News Service UP
 Representative Gill-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 Engineer Max W. Thomas

WSAM

SAGINAW—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By Saginaw Bdcstg. Co.
 Address 2435 Holland Ave.
 Phone Number 2-8161
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.
 Membership NARTB
 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
 Address 700 Buhl Bldg., Detroit
 Phone Number 3-4456
 Representative Pearson
 Transcription Service.....NBC Thesaurus
 News Service AP
 Pres., Mng. 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 Service AP
 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.
 Address P. O. Box 67
 Phone Number 1199
 News Service AP
 Transcription Service.....Thesaurus
 Representative.....Hil B. Best
 Membership BAB
 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. By Midwestern Bdcstg. Co.
 Address Paul Bunyan Bldg.
 Phone Number 2700-1
 Representative Hal 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 Number 1050
 News Service UP
 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 Number 1100
 News Service AP
 Transcription Service World
 Representative Lawson
 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 Number 2-2628
 Air Time 24 Hours
 News Service AP
 Transcription Service Lang-Work
 Representative Avery-Knodel
 Membership NARTB, 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 Number 2-2873
 News Service UP
 Transcription Service.....SESAC, World
 Representative Hollingbery
 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 Number 1340
 Transcription Service Standard
 Representative Orville Lawson
 President Carl Bloomquist
 General Manager.....Arthur 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. By Fairmont Bdcstg. Co.
 Address 306 North Park St.
 Phone Number 1370
 News Service AP
 Representative Rambeau
 Trans. Serv. Thesaurus
 President Leo J. Seifert
 General Manager Frank 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 Number 2312
 News Service AP
 Transcription Service Capitol
 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 Number 6996
 Air Time 6 a.m.-M.
 News Service AP
 Representative Walker
 Membership NARTB
 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 Number 198
 Air Time 6:30 a.m.-11 p.m.
 Membership BAB, 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 Number 3-7531



News Service UP
Transcription Service World, SESAC
Representative George P. Hollingbery
President Morgan Murphy
General Manager W. C. Bridges
Commercial Mgr. Oscar H. Peterson
Program Director Ruth E. Coe
Chief Engineer Norman Gill

K D U Z

HUTCHINSON—1953

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By McLeod County Bstg. Co.
Address Radio City
Phone Number 1555
General Manager Albert Tedesco
Partners Victor Tedesco,
Nicholas Tedesco
Commercial Mgr. Hienz Fruck
Program Director Ted Hanson
Promotion Mgr. Howard Nordine
Chief Engineer Darrel Gander

K L T F

LITTLE FALLS—1950—KBS

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

K T O E

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Oper. By Minnesota Valley Bcstg. Co.
Address Box 550
Phone Number 4537
Air Time Full Time
News Service UP
Representative Pearson
President H. W. Linder
Gen., Sta. Manager D. O. Linder
Chief Engineer Steve Wolf

K Y S M

MANKATO—1938
NBC-NORTHWEST

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By F. B. Clements & Co.
Phone Number 4673
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Thesaurus
Representative Meeker
Membership NARTB, BAB
Gen.-Station-Comm. Mgr. John F. Mcagher
Sales Promotion Manager Bob DeHaven
Program Director Gene Bouchier

Publicity Director Bob Cosgrove
Chief Engineer James Houts

K M H L

MARSHALL—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Harry W. Linder
Business-Studio Address KMHL Bldg.
Phone Number 2282
Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson
Owner Harry W. Linder
General Manager Gilmore F. Frayseth
Program Director Ben Dickmeyer
Chief Engineer Russ Nelson

K E Y D

MINNEAPOLIS—1948

Frequency: 1440 Kc. Power: 5000 Watts d.
Owned-Operated By Family Bcstg. Corp.
Business-Studio Address 15 N. Ninth St.
Phone Number Lincoln 8451
News Service AP
Transcription Service Standard
Representative Rambeau
Membership NARTB, BAB
President Henry Klages
Sta., Gen. Mgr. Lee L. Whiting
Chief Engineer Harvey V. Headen

W C C O

MINNEAPOLIS—1924
CBS Radio

Frequency: 830 Kc. Power: 50,000 Watts
Owned By Midwest Radio-Television, Inc.
Business-Studio Address 625 Second Ave. S.
Phone Number Main 1202
Air Time 5 a.m.-1 a.m.
News Service AP, UP, INS
Transcription Service Lang-Worth
Representative CBS Radio Spot Sales
Membership BAB
President F. von Konyenburg
General Manager Larry Hoeg
Sales Manager Phil Lewis
Sales Prom., Mgr. C. H. Smith
Program Director Bob McKinsey
Publicity Director Fred Heywood
Chief Engineer J. J. Beloungy

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc. Power: 50,000 Watts d.;
25,000 Watts n.
Owned-Oper. By Twin Cities Bcstg. Corp.
Business-Studio Address Hotel Nicollet
Phone Number Bridgeport 2271
News Service UP
Representative Avery-Knodel
Membership NARTB
Pres., Gen., Sta. Mgr. Clarence T. Hagman
Commercial Manager Samuel N. Nemer



Program Director.....Don O'Brien
Chief 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



MINNESOTA



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 Number.....678
 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 Number.....1298
 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 Number.....1370
 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 Bcstg. Co.
 News Service.....UP
 Transcription Service.....Capitol
 Phone Number.....4001
 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 Number.....1586
 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 Number.....990
 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 Number.....755
 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.
 Phone.....768
 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 Number.....1430
 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 Number.....5575
 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 Service AP
 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, Long-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 Poese
 Chief Engineer.....Arnold Wilson

KXEO**MEXICO—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Audrain Bcstg. Corp.
 Phone Number 2340-1
 Address Box 260
 Air Time 6:00 a.m.-12 M.
 News Service AP
 Membership NARTB, BAB
 President John 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 Number 1600
 Representative Conwell
 Transcription Service...Lang-Worth, Thesaurus
 News Service AP
 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 Number 990
 News Service AP
 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 Service UP
 Transcription Service SESAC
 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 Service AP
 Transcription Service Lang-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 Number 3922
 News Service UP
 Transcription Service.....SESAC, World
 Representative John E. Pearson
 General Manager.....A. L. McCarthy
 Production Dir.....Ted Pyle
 Chief Engineer Donald M. Lidenton

KTTR**ROLLA—1947—KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By....."Show-Me" Bcstg. Co.
 Address P. O. Box 567
 Phone Number 380
 News Service AP
 Transcription Service World
 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.
 Address Box 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-Studio KFEQ Bldg.
 Phone Number 3-2528
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB
 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 Number 4-6346
 News Service AP
 Representative Pearson
 Membership NARTB, BAB
 President Basil 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. Siketon 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.....Buttrely 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.....Cooks, Inc., Avery-Knodell
President.....O. R. Ruble
General Manager.....Charlotte H. Brader
Commercial Manager.....Lyle Leeds
Program Director.....James R. Stenger
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 Number 5541
Representative Cooke
Membership NARTB
President John 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 Number 408
News Service AP, UP
Transcription Service Capitol
Representative Lawson
General Manager.....E. E. Krebsbach
Commercial Mgr.....Keith Krebsbach
Sales Prom. Mgr.....Don Cole
Chief Engineer.....O. H. Halvorson

NEBRASKA

Pop. Feb. 1, 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 Number 1300
Air Time 6:30 a.m.-10:30 p.m.
News Service UP
Transcription Service World
Representative McGillvra
Membership NARTB
President Hansford 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 Number 5154
Air Time Sunrise-sunset
News Service AP
Representative Biddick, Continental
Transcription Service.....World, SESAC,
Thesaurus
Pres., Gen. Sta. Mgr....George Basil Anderson
Commercial Manager.....Milo Kincaid
Program Director.....Florence L. Anderson
Chief Engineer.....Max Reeves

KWBE

BEATRICE—1949—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
Address Box 567
Phone Number 1245
News Service AP
Transcription Service Thesaurus
Representative Gill-Perna
Membership NARTB
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.
Address Box 561
Phone Number 611
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 Number 1060
Membership NARTB
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 Number 703-4
Air Time Daytime
News Service UP
Transcription Service.....Thesaurus
Representative H-R
President Don 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 Number 2-7218
 Air Time.....6 a.m.-M.
News Service AP
Transcription Service World
Representative Weed
Membership BAB, NARTB
President John E. Fetzer
General Manager Harold E. Anderson
Commercial Mgr. Otis H. Seegler
Program Director William L. Lucas
Publicity Director Louise Nyland
Chief Engineer Ray Taylor

K B R L

McCOOK—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....The McCook Bcstg. Co.
 Phone Number 1450
News Service AP
Representative McGillvra
Pres., Gen. Mgr. and Chief Engineer
 Le Roy W. Lenwell
Program Director Gilbert McChell

W J A G

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Huse Publ. Co.
 Phone Number 432
News Service AP
Transcription Service Standard
Representative Walker
Membership NARTB, BAB
President Gane Huse
General Manager Jerry Huse
Station Manager Bob Thomas
Commercial Manager Vernon Stedry
Program Director Glen Hixon
Chief Engineer Frank Wiedenbach

K N B R

NORTH PLATTE—1952

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Icha Townsend
 Phone Number 3528
News Service UP
Transcription Service Thesaurus, SESAC
Representative Indie Sales
Owner John Townsend
Gen., Comm. Mgr., Prog. Dir. Joe Stavas
Chief Engineer Heb 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 Number 382
 Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, World
Representative Meeker
Membership NARTB
Gen., Sta. Mgr. John Alexander
Program Director Bill Wood

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

K 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 Time 6:30 a.m.-12 M
News Service AP
Transcription Service Thesaurus
Representative Pearson
Membership NARTB, 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 Time 24 Hrs.
News Service AP
Transcription Service SESAC
Representative Free & Peters
Membership NARTB
Chairman of Board.....Joe W. Seacrest
President Fred 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 Director Carl Uhlarik
Musical Director.....Wm. J. Granville
Transmitter Engineer.....Art Stewart
Farm Editor W. E. Macdonald
Consulting Engineer George 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 Time Full Time
News Service AP, INS
Transcription Service Capitol, Standard
Representative Paul H. Raymer
Membership NARTB, BAB
President James 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

W O W**OMAHA—1923—NBC**

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Meredith WOW, Inc.
 Business-Studio Address. 280 Insurance Bldg.
 Phone 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

K N E B**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. Jirton
 General-Station Mgr. Russ M. Stewart
 Commercial Mgr. Byron Joachim
 Program Director Wayne McIntosh
 Publicity Director Fred Walgren
 Chief Engineer Leslie A. Proctor

K O L T**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

K S I D**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

K E L K**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

K E L Y**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

K E N O**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

K L A S**LAS VEGAS—1948—CBS**

Frequency: 1230 Kc. Power: 250 Watts



Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address Desert Inn, P. O. Box 1510
Phone Number 4646
Air Time Full Time
Transcription Service Standard
Representative.....Weed & Co.
Membership BAB
President Fred 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.
Address Hotel Thunderbird
Phone Number 6500
News Service UP
Representative Geo. P. Hollingbery
Membership BAB
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.
Address P. O. Box 1712
Phone Number 920
Air Time Full Time
News Service UP
Transcription Service Thesaurus
Station Representative Avery-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 Number 2-4501
Air Time Full Time
Representative.....Walker, McGavren
Transcription Service Langworth
Membership NARTB
Pres., Gen. Mgr.....R. L. Stoddard
Commercial Manager.....Robert S. Hughes
Program Director.....Betty Stoddard
Chief Engineer.....Al Glass

KOH

RENO—1928—NBC

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

Business-Studio Address.....143 Stevenson St.
Phone Number 3-5106
News Service UP
Transcription Service Capitol
Representative.....Paul H. Raymer
President Eleanor McClatchy
Manager Hewitt Kees
Program Director.....Bruce Branson
Chief Engineer.....Wesley Craig

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number 2-4516
Air Time Full Time
News Service UP
Representative.....George P. Hollingbery
Membership NARTB, BAB
President Dave 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 Number 3-6156
Air Time Full Time
News Service AP
Membership BAB, NARTB
Transcription Service Thesaurus, 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 Mns., 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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BRAND IN NEWS IS AP

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

Su	Mo	Tu	We	Th	Fr	Sa
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Use WCTC, New Brunswick, N. J., in '54! Scuttlebutt rates WCTC tops in Music and Local News. Covers Central Jersey (Middlesex and Somerset Cts.) — Pop. 371,000. \$359 million dollar market. Every indication of rapidly expanding market and audience.

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

365 THURSDAY, DECEMBER 31, 1953 0

WCTC

98.3 FM

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for sensational

RESULTS

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WOND

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WOND

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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: Forjoe
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 Number 5-7501
News Service UP
 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 Number 3-4411
 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 Number 650
 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 Number 5-4101
 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 Number 5-5373
 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 Number 616
 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 Bcstg.
 Address.....Box 866
 Phone Number 4401
 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 Number 5511
 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 Number 789
 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.

WPTR ALBANY, NEW YORK

SELLS ADAMS-TRY-SCHENCK

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*

Sales Manager.....Ellis Erdman
Program Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

W G B B

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address.....44 So. Grove St.
Phone Number.....Freeport 9-1400
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen., Sta. Mgr. & Chief Engineer

Harry H. Carman
Commercial Manager.....Murray C. Evans
Program Director.....A. Cheesman
Promotion Mgr.....Herbert Clock

W O S C

FULTON—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....Pontiac Hotel, Oswego
Phone Number.....Fulton 2-2255
News Service.....UP
Transcription Service.....Thesaurus
Membership.....NARTB
Station Representative.....Devney
Pres., Gen. Mgr.....A. L. Richardson
Station Manager.....N. A. Dukes
Program Director.....Edward Reich
Chief Engineer.....Robert N. Blair

W G V A

GENEVA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Federal Savings Bldg.
Phone Number.....6691
Air Time.....Full Time
News Service.....AP
Representative.....Cooke
Transcription Service.....Lang-Worth
Membership.....BAB
President.....M. R. Forman
General Manager.....Thomas L. Brown
Program Director.....Alex Lamutis
Chief Engineer.....R. Carleton Greene

W W S C

GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gt. Northern Radio Co.
Address.....13 Warren St.
Phone Number.....2-6518
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus
Membership.....BAB
President.....Louis Brown
Gen., Comm. Mgr.....Martin Katig
Program Director.....Carl Mattison
Chief Engineer.....Joseph Thomas

W E N T

GLOVERSVILLE—1944—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number.....4-7175
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Gill, Perna
President.....George Bissell
General Manager.....J. L. Brownell, Jr.
Program Director.....Lloyd Howell
Chief Engineer.....Richard Stewart

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone Number.....Hempstead 2-8000
News Service.....UP
Transcription Service.....Associated. World.

Thesaurus
Representative.....Rambeau
Membership.....BAB
Pres., Gen. Mgr.....Paul Godofsky
V.P., Sales.....Joseph A. Lenn
Publicity Director.....George Ball
V.P., Chief Engineer.....Frank E. Knaack

W L E A

HORNELL—1951—MBS

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....P. O. Box 450
Phone Number.....1420
News Service.....UP
Transcription Service.....Capitol
Representative.....Gill, Perna
Membership.....BAB
Pres., Gen. Mgr.....Charles D. Henderson
Publicity Director.....Blanche Stuart Scott
Chief Engineer.....George W. Stidstone

W W H G

HORNELL—1949

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....W. H. Greenhow Co.
Address.....85 Canisteo St.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McGillvra
Pres., Gen. Mgr.....Louis G. Buisch
Station Manager.....Donald J. Curran
Chief Engineer.....Howard Huff

W H U C

HUDSON—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colaren Bcstg. Co.
Address.....Union Turnpike
Phone Number.....HU 8-3341
News Service.....UP

Transcription Service World
Representative McGillvra
Membership NARTB
General Manager John Kearney
Commercial Manager Robert Strakos
Chief Engineer Charles Weiler

W G S M

HUNTINGTON—1951

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Oper. By. Huntington-Montauk Bcstg.
Co., Inc.

Address 379 New York Ave.
Phone Number Huntington 4-6740
News Service UP
Station Representative Robert Keller
Transcription Service World
Membership BAB
President Byron T. Sammis
Gen., Sta. Mgr. Edward J. Fitzgerald
Program Director Don Daily
Publicity Director Estelle Sammis
Chief Engineer William Naramore

W H C U

ITHACA—1940—CBS

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By. Cornell University
Business-Studio Address. Savings Bank Bldg.
Phone Number 4-6301
Air Time Sunrise-sunset
News Service UP
Transcription Service Associated
Membership NARTB, BAB
Gen., Sta. Mgr. Michael R. Hanna
Commercial Mgr. Earl S. Cobey
Program Director Joseph A. Short
Publicity Director Sam Woodside
Chief Engineer True McLean

W J O C

JAMESTOWN—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
Owned-Operated By. Air Waves, Inc.
Trans.-Bus.-Studio Address. 415 W. Fourth St.
Phone Number 5-108
Air Time 5:55 a.m.-12 M.
News Service AP
Representative Gill-Perna
Transcription Service World
Membership NARTB, BAB
Pres., Gen. Sta. Mgr. Harold P. Kane
Program Director William Winn
Commercial Manager Richard F. Rose
Chief Engineer Burton O. Waterman

W J T N

JAMESTOWN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. James Bcstg. Co., Inc.
Bus.-Studio Address Hotel Jamestown
Phone Number 7-151
Air Time 6 a.m.-M.
News Service UP

Transcription Service ... Associated. McGregor
Representative Taylor
Membership NARTB, BAB
President Jay E. Mason
Gen.-Sta.-Comm. Simon Goldman
Program Director George Pileeger
Publicity Dir. Jess Price
Chief Engineer Harold J. Kratzert

W K N Y

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Kingston Bcstg. Corp.
Business-Studio Address. 601 Broadway
Phone Number Kingston 4500
Air Time Full Time
News Service UP
Representative Meeker
Membership BAB, NARTB
President Joseph K. Close
General, Station Mgr. Robert M. Peebles
Program Director Ernest Ward
Publicity Director Richard McCarthy
Chief Engineer Carl Egolf

W V O S

LIBERTY—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Sullivan County Bcstg. Co.
Phone Number 1680-1
Air Time 6:58 a.m.-12 M.
News Service UP
Pres., Gen. Mgr. S. D. Lubin
Commercial Mgr. H. G. Borwick
Chief Engineer Robert Gessner

W L F H

LITTLE FALLS—1952—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Radio City Bcstg.
Address S. 2nd St.
Phone Number 654
News Service AP
Representative McGillvra
President Arthur Feldman
Vice-President Robert Feldman
Gen. Mgr., Comm. Mgr. James M. Bryant
Chief Engineer Henry Darco

W U S J

LOCKPORT—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Union-Sun & Journal, Inc.
Trans.-Address 320 Michigan St.
Phone Number 3-5944
News Service AP
Transcription Service World
Newspaper Affil. "Union Sun & Journal"
Representative Gill, Perna
Membership NARTB
President Egbert D. Corson
Gen., Sta. Mgr. Jack Gelzer
Chief Engineer Richard Weatherbee

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....North Country Bcstg. Co.
Trans. Address.....Malone Radio Center
Phone Number.....187
Air Time.....7 a.m.-11:15 p.m.
News Service.....UP
Pres., Gen. Sta. Mgr.....Mitchell C. Tackley
Commercial Manager.....Alice M. Tackley
Program Director.....Donald J. Payo
Chief Engineer.....John Gilchreist

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Bldg.
Phone Number.....990
Air Time.....6:15 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NARTB, BAB
President.....John B. Johnson
General Manager.....Louis Salff, Jr.
Station Manager.....Thomas R. McHugh
Program Director.....James H. Nash
Chief Engineer.....Michael Tarkulich

WALL

MIDDLETOWN—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Phone Number.....Middletown 3119
News Service.....AP
Pres., Gen., Comm. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Charles B. Lissner

WGN Y

NEWBURGH—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Orange County Bcstg. Co.,
Inc.
Business-Studio Address.....161 Broadway
Phone Number.....Newburgh 4600
News Service.....AP
Membership.....BAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Joseph Rake
Chief Engineer.....Marvin S. Seimes

WNRC

NEW ROCHELLE—1953

Frequency: 1460 Kc.....Power: 500 Watts d.

Owned-Oper. By.....Radio New Rochelle, Inc.
Address.....411 Fifth Ave.
Phone Number.....New Rochelle 6-0800
News Service.....AP
President.....James A. Iodice
Sta. Mgr., Chief Eng.....Morton Morrison
Program Director.....Kenneth Johnston

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 West 66th St.
Phone Number.....SU 7-5000
Air Time.....24 hours
News Service.....AP, INS
Representative.....Edward Petry & Co.
President.....Robert E. Kintner
Vice-Pres., Gen. Mgr.....Ted Oberfelder
Commercial Manager.....Mike Renault
Publicity Director.....Miles Eiten
Program Manager.....Myrtle Tower
Sales Prom. Mgr.....Willis Parsons
Chief Engineer.....John Bourcier

WBNX

NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone Number.....ME1rose 5-0333
News Service.....AP
Transcription Service.....SESAC
Representative.....King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William L. Moore
Production Director.....Frank Johnson

WCBS

**NEW YORK—1924—CBS
RADIO**

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
General Studio Address.....485 Madison Ave.
Phone Number.....PLaza 1-2345
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Capitol
Representative.....CBS Radio Spot Sales
Membership.....BAB
President of CBS.....Frank Stanton
General Manager.....Carl Ward
Sales Manager.....Henry Untermeyer
Sales Service Manager.....Mike Campbell
Sales Prom. Mgr.....Don Foley
Program Director.....Sam Slate
Public Affairs Dir.....D. Gordon Graham
Publicity Director.....Milton Rich



**W
H
O
M**

NOW 8 HOURS IN SPANISH

**ALL THE STARS
ARE ON WHOM
NEW YORK'S FOREMOST
FOREIGN LANGUAGE
STATION**



The El Progreso Station

**ATLANTIC BROADCASTING COMPANY, INC.
136 WEST 52nd STREET, NEW YORK 19, N. Y.**

WEVD

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By...Debs Memorial Radio Fund
Business-Studio Address...117 W. 46th St.
Phone Number...PLaza 7-0880
News Service...AP
President...Adolph Held
Gen.-Sta.-Comm. Mgr...Henry Greenfield
Program Director...George Field
Chief Engineer...Charles Brown

WHOM

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By...Atlantic Bcstg. Co., Inc.
Business Address...136 W. 52nd St.
Phone Number...Clrcle 6-3900
News Service...UP
President...Fortune Pope
V.P. Chge. Sales...Charles Baltin
Program Director...Ralph Constantino
Chief Engineer...George Steiger

WINS

NEW YORK—1926

Frequency: 1010 Kc. Power: 50,000 Wtts
Owned-Oper. By...Gotham Bcstg. Corp.
Address...28 W. 44th St.
Phone Number...BRyant 9-6000
News Service...INS, UP
Transcription Service...Associated
President...J. Elroy McCaw
Gen. Mgr...Robert Leder
Commercial Mgr...Harry G. Kirwan
Program Director...Robert Smith
Chief Engineer...Paul von Kunitz

WLIB

NEW YORK—1942

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By...New Bcstg. Co., Inc.
Business-Studio Address...207 E. 30th St.
Phone Number...ORegon 9-2720
News Service...AP
Representative...Forjoe
President...Morris S. Novik
Gen., Sta. Mgr...Harry Novik
Program Director...Nat Rudich
Chief Engineer...John J. Bubbers
(See Page 508)

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By...WMCA, Inc.
Business-Studio Address...1657 Broadway
Phone Number...Clrcle 6-2200
News Service...AP
Transcription Service...World
Representative...AM Radio Sales
President...Nathan Straus

General Manager...M. M. Fleischl
Program Director...Leon Goldstein
Sales Mgr...John J. McSweeney
Chief Engineer...James McCafferty

WMGM

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts
Owned-Oper. By...Marcus Loew Booking Agcy.
Business-Studio Address...711 Fifth Ave.
Phone Number...MUrray Hill 8-1000
News Service...UP, AP
Representative...Radio Reps.
Director...Bertram Lebbhar, Jr.
General Manager...Frank Roehrenbeck
Sales Manager...Arthur M. Tolchin
Program Director...Raymond Katz
Chief Engineer...Paul Fuelling

WNBC

NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50,000 Watts
Owned-Oper. By...National Bcstg. Co., Inc.
Bus.-Studio Address...30 Rockefeller Plaza
Phone Number...Clrcle 7-8300
Transmitter Location...Port Washington
News Service...AP, INS, UP
Transcription Service...Thesaurus
Representative...NBC Spot Sales
Membership...NARTB, BAB
President...Sylvester Weaver
General Manager...Hamilton Shea

WHY ADVERTISERS RENEW CONTRACTS

with

WEVD

AM 1330 K.C. 5 K.W.
FM 97.9 20 K.W.

For more than twenty years some of the foremost national and local advertisers have renewed their contracts with WEVD to reach the Jewish population of the New York Metropolitan area.

Here they find an amazing market of vast buying power, represented by more than 600,000 families with a population exceeding 3,000,000.

To this adult listening audience WEVD's selected cultural, educational and entertainment features in Jewish and in English are an eager "must" on the dial.

Through the years advertisers have proved the loyalty of WEVD's unique audience... it stays tuned to WEVD... it responds quickly to quality... it has the means to buy.

That is the ONLY reason why sponsors renew their WEVD contracts year after year.

Advertisers who wish to cover the Metropolitan New York area need the voice of WEVD. Send for Your copy of the distinguished roster of

WHO'S WHO AMONG WEVD's SPONSORS

All Programs Broadcast on
AM and FM Simultaneously

Henry Greenfield, Managing Director

WEVD 117-119 West 46th Street
New York 36, N. Y.

A carbon copy is never quite as good as the ORIGINAL

A carbon copy is never quite as good as the ORIGINAL

the original...

WNEW

1130 | ON YOUR DIAL

565 Fifth Avenue, New York 17, N. Y.



Commercial Manager.....George Stevens
Promotion Mgr.....John Hurlbut
Program Director.....Richard Pack
Publicity Mgr.....Bill Anderson
Chief Engineer.....Gerald Sellar

W N E W

NEW YORK—1934

Frequency: 1130 Kc....Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By.....WNEW, Inc.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Air Time 24 Hours
Transcription Service Lang-Worth
Representative John Blahr
President.....William S. Cherry, Jr.
Exec. V.P., Gen. Mgr.....Bernice Judis
V.P., Sales Director.....Ira Herbert
Promotion Manager.....Kenneth Klein
Program Director.....William Kaland

Co-ordinator of Operations.....John Jaeger
Chief Engineer.....Max Weiner

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1440 Broadway
Phone Number.....LOnacre 4-8000
Air Time.....Full Time
News Service AP, UP
Transcription Service Associated
Representative H-R Reps.
Membership.....NARTE, BAB
President.....Thomas F. O'Neil
General Manager.....Gordon Gray
Director of Sales.....Robert Mayo
Sales Prom. Mgr.....Robert Sullivan
Program Director.....Lawrence Menkin
Publicity Manager.....Richard Jackson
Chief Engineer.....Charles Singer

(See Page 298)

The Red Cross Needs



Your Unstinting Assistance

GIVE!

WLIB

1000 WATTS "1190 ON THE DIAL"

THE ONLY STATION IN
N. Y. WITH STUDIOS IN
HARLEM.

MORE NEGRO LISTENERS
IN A.M. THAN ANY OTHER
N. Y. STATION—PULSE

... PROGRAM ...

NEGRO TIME { 6:30 A.M. to 12 Noon
5:30 P.M. to sign off

RHYTHM AND BLUES • SPIRITUALS
32 COMMUNITY NEWS PROGRAMS
SPECIAL EVENTS, JAZZ, POPS, ETC.

ANGLO-JEWISH TIME — 4 to 5:30 P.M.

WLIB

"1190 ON THE DIAL"

POWERFUL NEW TRANSMITTER

ON AIR FEBRUARY 15, 1954

WALTER WHITE SHOW

SYNDICATED NATIONALLY

NEGRO POPULATION OF GREATER
NEW YORK IS 1,012,883—CENSUS

WLIB

"1190 ON THE DIAL"

ALSO SERVING 700,000
ENGLISH-SPEAKING JEWISH
FAMILIES — COST 7½ CENTS
PER 1000 LISTENERS — PULSE

— STARRING —

LLOYD WILLIAMS

HAL JACKSON

"HARLEM SERENADE"

"HOUSE THAT
JACK BUILT"

LARRY FULLER

CHAS. CAMPBELL

"GOSPEL TRAIN"

"COMMUNITY NEWS"

— STARRING —

THE BOWERS

BUDDY and SARA LOU

NEWS

NEWS

G. JAMES FLEMING

WALTER WHITE

HARRY NOVIK

General Manager — 207 East 30 St., N. Y. 17, N. Y.

PHONE: ORegon 9-2720

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



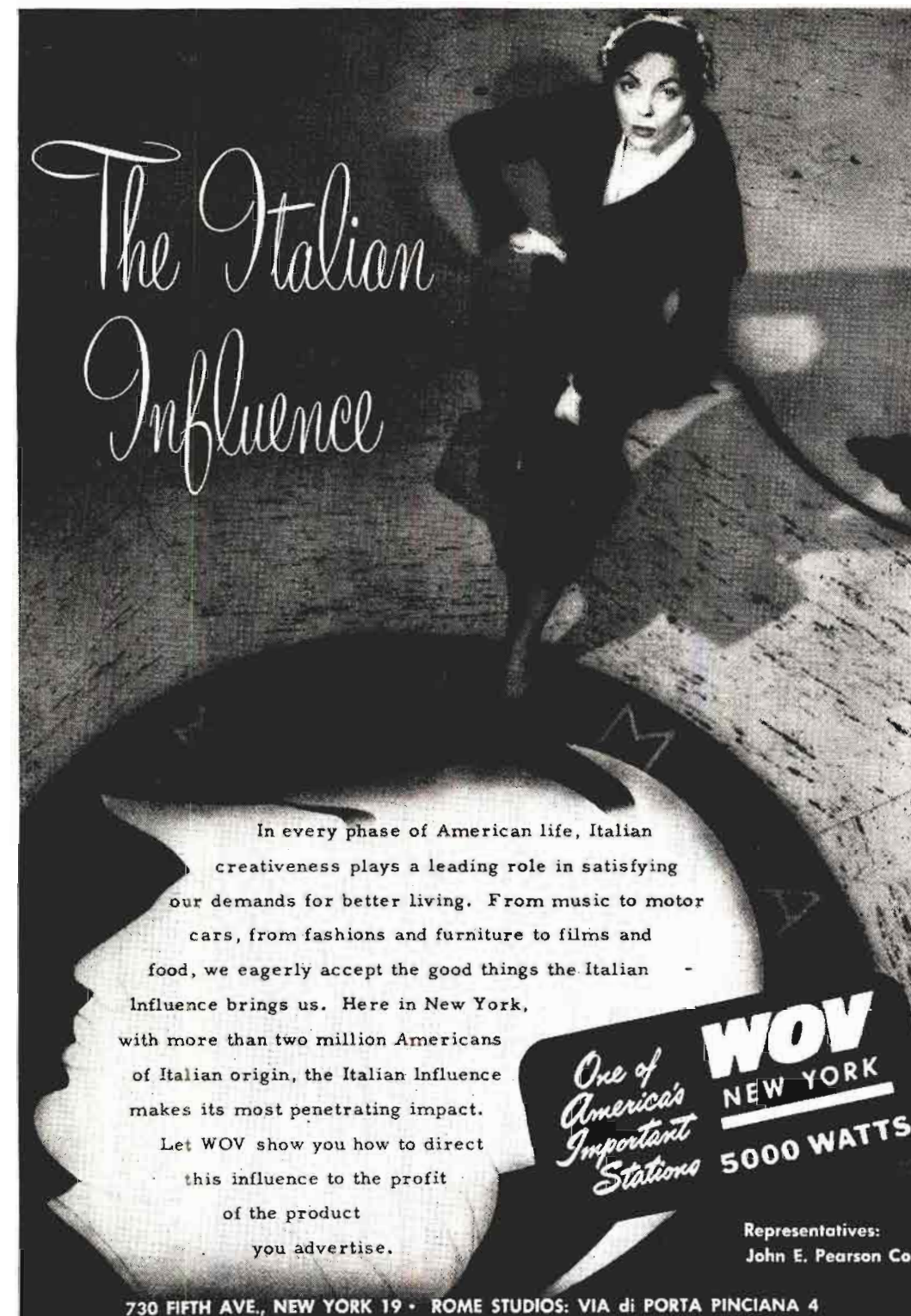
ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES



The Italian Influence

In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact.

Let WOV show you how to direct this influence to the profit of the product you advertise.

One of America's Important Stations **WOV**
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

W O V

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By.....Wodaam Corp.
 Business-Studio Address.....730 Fifth Ave.
 Phone Number.....Circle 5-7979
 Air Time 21 hrs.

News Service AP
 Transcription Service Standard....MacGregor
 Representative Pearson
 President.....Richard E. O'Dea
 General Manager.....Ralph N. Well
 Commercial Manager.....Joseph N. Curl
 Sales Promotion Mgr.....Carroll Forbes
 Program Director.....Arnold Hartley
 Chief Engineer.....Emile Hill

FOR THE

WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 500-501

Why WQXR is more than a radio station to 600,000 families

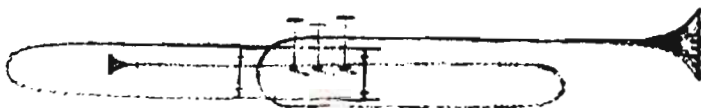
It's because WQXR means something very special and personal to its listeners.



It's because WQXR provides New York's *only* consistent source of good music. It's because WQXR's listeners tune to it as a *station*, not just for a special program.



It's all summed up by the reaction you get whenever you mention WQXR: "Oh, that's my *favorite* station!"



This very personal listener loyalty brings very generous results to WQXR advertisers. This year nearly 300 of them have found out how the nation's No. 1 good music station in the nation's No. 1 market pays off in more sales for them. Let us tell you more!

WQXR AM • FM

The Radio Station of The New York Times

"Always the Best in Music"

229 West 43 Street • New York 36, N. Y. • LA 4-1100

W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 50,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Phone Number.....LA. 4-1100
News Service.....N. Y. Times (Owner)
Transcription Service.....Associated, SESAC
Representative.....Paul H. Raymer
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Chief Engineer.....L. J. Kleinklaus

W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 5000 Watts d.
Owned-Oper. By.....The Niagara Falls Gazette
Publishing Co.
Business-Studio Address.....Hotel Niagara
Phone Number.....8421
News Service.....UP
Transcription Service.....Associated, Standard
Representative.....Headley-Reed
Membership.....NARTB
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Chief Engineer.....Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Oper. By.....John J. Laux
Phone Number.....5266
News Service.....UP
Transcription Service.....SESAC
Representative.....Pearson
Gen., Comm. Mgr.....Tom W. Talbot
Program Director.....Helen Tubbs
Chief Engineer.....Gustav Czaplak

W C H N

NORWICH—1952

Frequency: 970 Kc. Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
Phone Number.....4-2218
News Service.....UP
Pres., Gen. Mgr.....William J. Hall
Pub. Dir., Comm. Mgr.....G. R. Perkins
Chief Engineer.....William M. Bush

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....St. Lawrence Bcstg. Corp.
Address.....2315 Knox St.
Phone Number.....500
News Service.....UP
President.....Joseph R. Brandy

General Manager.....Harold J. Frank
Program Director.....Hal Gilman
Chief Engineer.....Ellsworth Hall

W H D L

OLEAN—1929—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone Number.....4149
Newspaper Affiliation.....Times Herald
News Service.....AP
Transcription Service.....Associated
Representative.....Everett & McKinney
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.....John R. Henzel
Commercial Manager.....James F. Hastings
Program Director.....Donald W. Merriman
Chief Engineer.....Parker H. Vincent

W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Ottoway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
Phone Number.....2470
Air Time.....6 a.m.-M.
News Service.....UP
Newspaper Affiliation.....Daily Star
Transcription Service.....Associated
Representative.....Radio Reps.
Membership.....BAB
President.....James H. Ottaway
Managing Director.....Francis H. Brinkley
Station Manager.....Harold E. Graves
Program Director.....Howard Atwell
Chief Engineer.....Wiley Bates

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
Owned-Oper. By.....Key Bdcstg. System Inc.
Phone Number.....Oyster Bay 6-2500
News Service.....UP
Transcription Service.....MacGregor
Pres., Gen. Mgr., Chief Engr.
R. Lee Hollingsworth

W A L K

PATCHOGUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Phone Number.....Patchogue 3-0408
News Service.....AP
Newspaper Affiliation.....Suffolk Cons. Press
Transcription Service.....Associated, Capitol
Membership.....NARTB
Pres., Gen. Mgr.....Nils E. Segerdahl
Vice-President.....W. K. Macy, Jr.
Chief Engineer.....George Chandler

**W P A C****PATCHOGUE—1951**

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By. Patchogue Bcstg. Co.
 Address. 2 E. Main St.
 Phone Number Patchogue 3-4600
 News Service UP
 Pres., Gen. Mgr. Lee Morrison
 Sta., Comm. Mgr. Herbert Morrison
 Sales Prom. Mgr. Don Lombardy
 Program Director. Stan Allan
 Chief Engineer Morton Morrison

W L N A**PEEKSKILL—1948**

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Highland Bcstg. Corp.
 Trans. Address. Radio Terrace
 Phone Number Peekskill 7-1124
 News Service UP
 Transcription Service SESAC, World
 Membership NARTB
 President. Peter C. Housekeeper
 General Manager. Irving E. Cottrell
 Comm., Sales Prom. Mgr. Francis Leugh

1000 W WEAV 960 KC**ABC • PLATTSBURG, N. Y.**

SELLS THE RICH Champlain Valley, including rich
 Clinton, Essex, and Franklin Counties . . .
 . . . a fast growing, fertile market for your
 product's sales.
 . . . a natural test market.

Retail Sales Almost Tripled in 10 Years**250 W WENT 1340 KC****CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.**

The 'Local', 'Most Popular' Station Throughout
 rich Fulton and Montgomery Counties. Has
 dominated listening in Gloversville-Johnstown and
 surrounding area. Throughout the week more
 families in this area listen to WENT . . . making
 WENT a natural for your sales messages beamed
 to the prosperous families in this rich 2-county
 market.

**WENT means consistently high listenership and
 best results for advertisers.**

**WENT can sell the rich Gloversville-Johnstown
 area for you.**

GILL-PERNA, INC.

National Representative

WEAV**PLATTSBURG—1935—ABC**

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By. Plattsburg Bcstg. Corp.
 Studio Address. 153 Margaret St.
 Phone Number 1600
 News Service UP
 Transcription Service World
 Representative Gill-Perna
 Membership NARTB, BAB
 Pres., Gen. Mgr. George F. Bissell
 Program Director. Ray Turner
 Commercial Mgr. Jack Charles
 Chief Engineer Larry Lapanne

WIRY**PLATTSBURG—1950—MBS-KBS**

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

WDLC**PORT JERVIS—1953**

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Oper. By. Port Jervis Bcstg. Co.
 Address Horn Road
 Phone Number 3-3311
 Representative Cooke
 President. William H. Ware
 General Manager. Ernest C. Walker
 Commercial Mgr. Oscar Wein
 Program Director. Henry Schwartz
 Chief Engineer. Herbert Stein

WEOK**POUGHKEEPSIE—1949**

Frequency: 1390 Kc. Power: 1000 Watts, d.
 Owned-Operated By. Mid-Hudson Bcsts. Inc.
 Business-Studio Address. 385 Main St.
 Phone Number 8300
 News Service UP
 Transcription Service Thesaurus
 Representative. Everett-McKinney
 Membership NARTB, BAB
 Pres., Gen. Mgr. Arthur J. Barry, Jr.
 Chief Engineer. John P. Burke

WKIP**POUGHKEEPSIE—1940—ABC**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Dutchess County
 Broadcasting Corp.



Business-Studio Address.....Box 889
 Phone Number.....6800
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....George W. Bingham
 Commercial Manager.....Richard A. Dwelley
 Program Director.....John Kuhn
 Chief Engineer.....Marvin S. Seimes

W B B F

ROCHESTER—1947—MBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WBBF, Inc.
 Bus. Studio Address.....Sheraton Hotel
 Phone Number.....Hamilton 8920
 Air Time.....Full Time
 News Service.....AP
 Representative.....Cooke
 Transcription Service.....Thesaurus
 President.....Thomas L. Brown
 Commercial Mgr.....Lloyd B. Gibson
 Sales Prom. Mgr.....Claude Johnstone
 Program Director.....Nick Nickson
 Chief Engineer.....Vincent Lopopolo

W H A M

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Stromberg-Carlson Co.
 Business Address.....201 Humboldt St.
 Phone Number.....Culver 7240
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....George P. Hollingbery
 Membership.....NARTB
 Sta., Gen. Mgr.....William Fay
 Commercial Manager.....John W. Kennedy, Jr.
 Program Director.....Charles W. Siverson
 Publicity Director.....Terry David
 Chief Engineer.....Kenneth Gardner

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHEC, Inc.
 Business-Studio Address.....40 Franklin St.
 Phone Number.....Baker 6740
 News Service.....AP
 Representative.....Everett McKinney
 Membership.....NARTB, BAB
 President.....Frank E. Gannett
 General Manager.....Glover Delaney
 Commercial Manager.....Le Moine C. Wheeler
 Program Director.....William J. Adams
 Chief Engineer.....Bern C. O'Brien

W R N Y

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Rochester Bcstg. Co., Inc.
 Business-Studio Address.....191 East Ave.

Phone Number.....Hamilton 9775
 News Service.....AP
 Transcription Service.....Associated, etc.
 Representative.....Stars Natl.
 Membership.....NARTB, BAB
 President.....S. J. Bachman
 Gen., Sta. Mgr.....J. A. Shefrin
 Program Director.....Fred Bethel
 Chief Engineer.....H. E. Kane

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Federal Bcstg. System, Inc.
 Business-Studio Address.....328 Main St. E.
 Phone Number.....Baker 4870
 News Service.....INS
 Representative.....Walker
 Pres., Gen. Mgr.....Gordon P. Brown
 Station Director.....John Hill

W V E T

ROCHESTER—1947—ABC

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Veterans Bcstg. Inc.
 Address.....17 Clinton Ave So.
 Phone Number.....Hamilton 4820
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....The Bolling Co., Inc.
 Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke



ROCHESTER, NEW YORK

THE BEST IN MUSIC

AM — All Day Long

FM — All Day & Evening

5 MUSIC LIBRARIES

1. Thesaurus
2. Standard
3. Associated
4. Sesac
5. Capitol

Jack Shefrin

General Manager

Fred Bethel

Program Director

A BACHMAN ENTERPRISE

"Rochester's Prestige Station"

Nationally Represented By STARS NATIONAL, INC.

In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods
72
(that's all there is)

NIELSEN 1952

WSYR FIRST
by 47% to 212%

SAMS 1952

WSYR FIRST
by 29.8% to 239%

WSYR ACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or
Ask Headley-Reed

WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

Radio Sales Mgr. Elmer J. Walz
 Gen. Sales Mgr. Arthur Murrellwright
 Program Director Paul C. Louthier

W K A L**ROME—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Bcstg. Corp.
 Business-Studio Address Capitol Theatre Bldg.
 Phone Number 3616-7
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership BAB
 President Myron J. Kallet
 General Manager Charles King
 Commercial Manager Joseph Trela
 Program Director Louis Barile
 Chief Engineer James Delaney

W N B Z**SARANAC LAKE—1927—ABC**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Upstate Bcstg. Corp.
 Business-Studio Address 88 Main St.
 Phone Number 1320
 Air Time 7:15 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Wm. G. Rambeau
 Membership NARTB
 Pres., Gen. Mgr. Jacques DeMattos
 Chief Engineer H. Berwind Williams

W G Y**SCHENECTADY—1922—NBC**

Frequency: 810 Kc. Power: 50,000 Watts
 Owned-Oper. By General Electric Co.
 Business-Studio Address 1 River Rd.
 Phone Number Schenectady 7-2261
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Henry I. Christal
 Membership NARTB, BAB
 General Manager R. B. Hanna, Jr.
 Station Operations Mgr. R. W. Welpott
 Supervisor of Sales Robert F. Reid
 Promotion Mgr. James Cobb
 Spvr. of Programs A. G. Zink
 Mgr. of Engineering W. J. Purcell

W S N Y**SCHENECTADY—1942**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Western Gateway Bcstg.
 Business-Studio Address 619 State St.
 Phone Number 3-3622
 News Service AP
 Transcription Service Lang-Worth
 Membership BAB
 President, Gen. Mgr. Winslow Leighton
 Comm., Sls. Prom. Mgr. Thomas Seeley
 Chief Engineer Irving P. Beck

W A G E**SYRACUSE—1941—ABC**

Frequency: 620 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By WAGE, Inc.
 Business-Studio Address Loew Bldg.
 Phone Number 2-0277
 Air Time Full Time
 News Service AP
 Representative O. L. Taylor
 Pres., Gen. Mgr. Frank G. Revoir
 Commercial Mgr. L. N. Parmentier
 Program Director George Drisko
 Chief Engineer Donald F. Langham

W F B L**SYRACUSE—1922—CBS**

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By Onondaga Radio Bcstg.
 Bus.-Studio Address 433 S. Warren St.
 Phone Number 2-1147
 Air Time Full Time
 News Service UP
 Representative Free & Peters
 Membership NARTB, BAB
 President Oscar F. Soule
 General Manager Samuel Woodworth
 Commercial Mgr. Charles Phillips
 Sales Prom. Mgr. Lennox White

W N D R**SYRACUSE—1946**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Syracuse Bcstg. Corp.
 Address Box 1212
 Phone Number 72-3366
 Gen., Sta. Mgr. Arthur C. Kyle, Jr.
 Comm., Prom. Mgr. Melvyn Silvius

W O L F**SYRACUSE—1940**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Bcstg. Corp.
 Bus.-Studio Address Kirkpatrick & Van
 Rensselaer Sts.
 Phone Number 2-7211
 Air Time Full Time
 Transcription Service Standard
 Representative Walker
 President, General Mgr. T. Sherman Marshall
 Sta. Mgr., Prog. Dir. Hamilton M. Woodle
 Chief Engineer Don Muir

W S Y R**SYRACUSE—1926—NBC**

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Central N. Y. Bcstg.
 Phone Number SY 3-7111
 Bus.-Studio Address 224 Harrison St.
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed

Membership NARTB, BAB
 Pres., Gen. Mgr. E. R. Vadeboncoeur
 Director of Sales W. R. Allford, Jr.
 Sales Prom. Mgr. Thomas McCollum
 V.P., Pgm. Dir. Bill Rothrum
 V.P., Chief Engineer Armand Bell Isle

WTRY

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Troy Bcstg. Co., Inc.
 Business-Studio Address 92 Fourth St.
 Phone No. Albany 4-2500, Ashley 4-1100
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol
 Representative Headley-Reed
 Membership NARTB, BAB
 President H. C. Wilder
 General Manager W. W. Carter
 Commercial Manager E. M. Sleighel
 Sales Prom. Mgr., Pub. Dir. James F. Baker, Jr.
 Program Director Randolph English
 Chief Engineer A. H. Chismark

WGAT

UTICA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Central Bcstg. Co.
 Phone Number 2-9231

President J. Eric Williams
 General Manager John C. Davies
 Chief Engineer William Routh

WIBX

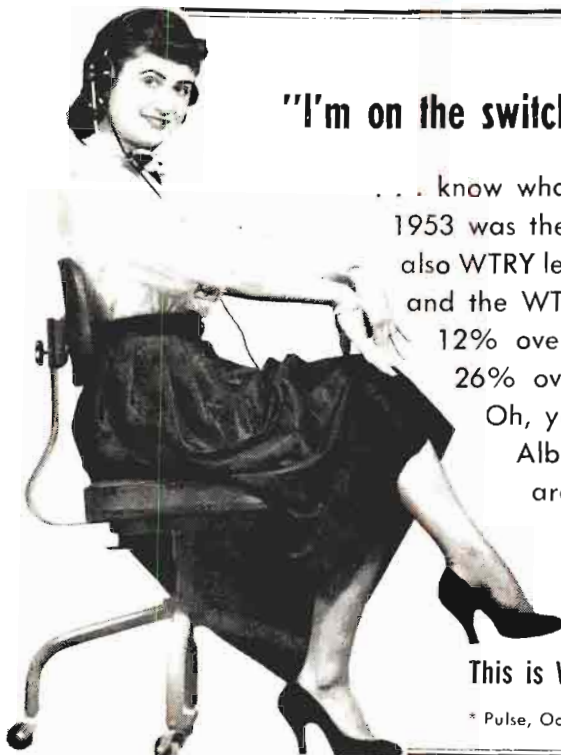
UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By WIBX, Inc.
 Address First Bank Bldg.
 Phone Number 2-2101
 News Service UP
 Transcription Service World
 Reps. Colton, Bannan, Biddick, Clark
 Membership NARTB, BAB
 Pres., Gen. Mgr. Mrs. Margaret B. Stevens
 Exec. V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart
 Production Director Betty Cushing Griffin
 Comm. Mgr., Pub. Dir. Nathan W. Cook
 Merchandising Mgr. F. C. Bowen
 V.P., Secretary Gladys P. Moore
 Chief Engineer John T. Dowdell

WRUN

UTICA—ROME—1948—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Rome Sentinel Co.
 Business-Studio Address 136 N. James St.
 Phone Number 4-2245
 Representative Avery-Knodel
 President Bradley C. Barnard
 General Manager Fritz S. Updike



"I'm on the switchboard at Station WTRY

... know what they're all talking about?
 1953 was the best year for WTRY sales,
 also WTRY leads 45 of 72 daily ¼ hours,*
 and the WTRY audience has increased:
 12% over 1952 in the daytime,
 26% over 1952 in the night time.
 Oh, yes! Retail sales per home in
 Albany, Troy and Schenectady
 are over 50% above national
 average ...

Worth talking about, isn't it?

This is WTRY, the CBS Radio Network"

* Pulse, Oct. '53

Program Director.....Edward M. Stemmler
Sta., Comm. Mgr.....Richard A. Clark
Chief Engineer.....George S. Woods

W D L A

WALTON—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg.
Address.....Bear Spring Mt.
Phone Number.....1270
Representative.....Rambeau
Pres., Gen. Mgr.....E. Ogden Bush
Chief Engineer.....Robert Devine

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Phone Number.....2424
Transcription Service.....Standard, SESAC
Membership.....NARTB
Pres., Gen. Mgr.....G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Phone Number.....4120
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....Weed
Membership.....NARTB, BAB

President.....John B. Johnson
General-Comm. Mgr.....Louis Saiff, Jr.
Chief Engineer.....M. B. Davis

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....8 Church St.
Phone Number.....White Plains 9-6400
Air Time.....Unlimited
News Service.....AP
Trans. Service.....Associated, Capitol, SESAC
Representative.....Headley-Reed
Membership.....NARTB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer.....Frank A. Seltz
Program Director.....Randall Kaler

W W R L

WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address.....41-30 58th St.
Phone Number.....DE 5-1600
Air Time.....Full Time
News Service.....AP
Transcription Service.....Associated, SESAC
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Chief Engineer.....Benton R. Bartlett

In WESTCHESTER

a \$¾ billion market
equivalent to the
37th state

Agency-placed business on
WFAS increased

214%
in '53 over '52.

The answer is proven audience
penetration. Ask for a copy
of current surveys.

WFAS and WFAS-FM

8 Church Street
White Plains, N. Y.

Represented by
Headley-Reed Company

WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest

Market at the Lowest Cost

• • •

TOPS in New York

for the

NEGRO MARKET

SPANISH

GERMAN

• • •

1600 Kc DEFender 5-1600

NORTH CAROLINA

Pop. Feb. 1, 1954 (Est.) 4,224,000 — Families 1,130,000
Radio Homes 984,000 — TV Homes 398,000 — Stations in State 107

WRCS

AHOSKIE—1948—KBS

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Roanoke-Chowan Bcstg.
 Co., Inc.
 Business Address: P. O. Box 89
 Phone Number: 3101
 News Service: UP
 Transcription Service: World
 President: Charles H. Jenkins
 Gen., Comm. Mgr.: P. G. Sewell
 Program Director: Bill Smith
 Chief Engineer: W. G. Barnes

WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Radio Station WABZ, Inc.
 Business-Studio Address: Box 226
 Phone Number: 1100
 News Service: AP
 Representative: Dodson
 President: S. R. Williams
 General Manager: W. J. Page
 Commercial Manager: J. T. Newman
 Program Director: L. W. Kinard
 Chief Engineer: J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Asheboro Bcstg. Co., Inc.
 Business-Studio Address: 303 E. Salisbury St.
 Phone Number: 2187
 News Service: UP
 Transcription Service: Thesaurus
 Membership: BAB
 President: Roy Cox
 Gen., Sta., Comm., Prom. Mgr.: J. R. Marlowe
 Program Director: A. B. Brown
 Chief Engineer: W. H. Trogdon

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.
 1000 n.
 Owned-Operated By: Radio Station WISE, Inc.
 Address: 100 College St.
 Phone Number: 3-5381-3
 Air Time: Unlimited
 News Service: AP
 Representative: Bolling Co.
 Pres., Gen. Sta. Mgr.: Harold H. Thoms
 Commercial Mgr.: Loyd B. Leonard
 Program Director: Dick Harshaw
 Publicity Dir.: Skeeter Moore
 Chief Engineer: John Randolph

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By: Skyway Bcstg. Co.
 Business-Studio Address: Battery Park Hotel
 Phone Number: 2-2431
 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Venard, Inc.
 Executive Vice President: Charles B. Britt
 Production Mgr.: Charles E. Newcomb
 Commercial Mgr.: Bradley H. Roberts
 Program Director: R. Fred Brown Jr.
 Chief Engineer: C. Sumner

WSKY

ASHEVILLE—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Radio Asheville, Inc.
 Business-Studio Address: 12 Church St.
 Phone Number: 3-4451
 Air Time: 5:30 a.m.-M.
 News Service: AP
 Representative: Rambeau
 Pres., Gen., Sta. Mgr.: Zeb Lee
 Commercial Manager: Hal Edwards
 Sls. Prom. Mgr., Pub. Dir.: J. W. Young
 Chief Announcer: Henry Varner
 Chief Engineer: Bill Clements

WWNC

ASHEVILLE—1927—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By: Asheville Citizen-Times Co.
 Business-Studio Address: 14 O'Henry Ave.
 Phone Number: 5611
 Air Time: Full Time
 Newspaper Affiliation: Asheville Citizen-
 Times
 News Service: AP, UP
 Transcription Service: Associated, Thesaurus
 Representative: Headley-Reed
 Membership: NARTB, BAB
 President: Don S. Elias
 Gen., Sta., Prom. Mgr.: Cecil B. Hoskins
 Program Director: William F. Melia
 Chief Engineer: William H. Hamrick

WATA

BOONE—1950—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Wilkes Bcstg. Co.
 Phone Number: 467
 News Service: AP
 President: Doris B. Brown
 General Manager: Roland Potter
 Commercial Manager: Ralph Tugman

Program Director.....Dwight Larick
Chief Engineer.....Bob Daugherty

W P N F

BREVARD—1950—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
Phone Number.....3-2611
News Service.....AP
News, Affil....."Transylvania Times"
Representative.....Continental Radio Sls.
President.....Ed M. Anderson
Gen., Comm. Mgr.....Jack Hammette
Sales Prom. Mgr.....John Dellinger
Chief Engineer.....William Pascal

W B B B

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Operated By Alamance Bcsta. Co., Inc.
Business-Studio Address.....318½ S. Main St.
Phone Number.....6-6376
News Service.....AP
Transcription Service.....Associated
Membership.....NARTB
General Manager.....E. Z. Jones
Commercial Manager.....Robert Ray
Program Director.....Ed Brooks
Chief Engineer.....Berry Tysor

W F N S

BURLINGTON—1946—TOBACCO

Frequency: 1150.....Power: 1000 Watts d.
Owned-Oper. By Burlington-Graham Bcstg Co.
Address.....113 W. Andrews St.
Phone Number.....4261
News Service.....UP
Transcription Service.....World
Representatives.....Sears & Ayer, Clayton
President.....L. E. Neese
Gen., Sta. Mgr.....G. C. Starnes
Comm., Prom. Mgr.....Wally Mack
Program Director.....Frank Candelario
Chief Engineer.....Charles D. Chandler

W C H L

CHAPEL HILL—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Village Bcstg. Co.
Address.....Box 338
Phone Number.....9-2261
News Service.....AP
Transcription Service.....Langworth, SESAC
Pres., Gen. Mgr.....R. McClamroch, Jr.
Commercial Mgr.....Harold L. Nall
Program Director.....C. Scott Jarrett
Chief Engineer.....Fritz Thurston

W A Y S

CHARLOTTE—1942—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Inter-City Advertising Co.

Business-Studio Address.....3229 S. Blvd.
Phone Number.....3-7173
Air Time.....Full Time
News Service.....UP
Representative.....Bolling Co.
Membership.....NARTB
President.....George W. Dowdy
Gen., Sta. Mgr.....J. P. Poston
Sales Prom., Pub. Dir.....Don Matney
Chief Engineer.....B. C. Stewart

W B T

CHARLOTTE—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Jefferson Standard Bcstg.
Address.....Wilder Building
Phone Number.....3-8833
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....World
Representative.....CBS Radio Spot Sales
Membership.....NARTB, BAB
President.....J. M. Bryan
General Manager.....Charles H. Crutchfield
Asst. Vice-President.....Robert Covington
Program Director.....William Melson
Publicity Director.....Nelson Benton
Chief Engineer.....M. J. Minor

W G I V

CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Charlotte Radio & TV Corp.
Business Address.....2520 Toomey Ave.
Phone Number.....2-6669, 5-4829
News Service.....AP
Representative.....Forjoe
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Francis M. Fitzgerald
Promotion Manager.....John G. Surratt
Commercial Mgr.....Ray Ervin
Program Director.....C. E. Friar
Sales Promotion Mgr.....James Fokes
Chief Engineer.....S. K. Lineberger

W I S T

CHARLOTTE—1951—MBS

Frequency: 930 Kc.....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....Liberty Life Bldg.
Phone Number.....6-3511
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Free & Peters
President.....B. C. Hipp
General Manager.....G. R. Shafto
Managing Director.....Guy Vaughan
Program Director.....Fred Vinroot
Chief Engineer.....John N. Parker

W S O C

CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.



Phone Number 2-7138
 News Service AP
 Representative H-R Reps
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sis. Prom. Mgr., Pub. Dir. ... Charles M. Marshall
 Program Director Armand F. Bodie
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg.
 Phone Number 2354
 President W. R. Roberson, Sr.

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Own-Oper. By Cabarrus Bdstg. Co.
 Business-Studio Address P. O. 527
 Phone Number 2-6000
 News Service AP
 President A. W. Huckle
 General Manager Elizabeth Huckle
 Pgm., Comm. Dir. Howard McCurry
 Chief Engineer Kenneth R. Kennedy

WCKB

DUNN—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By No. Car. Cent. Bcstrs.
 Business-Studio Address Box 431
 Phone Number 3133-4
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Membership BAB
 President Lefton A. Tart, Sr.
 Sta., Gen. Mgr. A. Lincoln Faulk
 Commercial Manager Carl Lamm
 Sales Prom. Mgr. John Ciccone
 Program Director E. L. Burwell
 Publicity Director Hershell Barbour
 Chief Engineer Joseph Kottas

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Durham Radio Corp.
 Bus.-Studio Address 138½ E. Chapel Hill St.
 Phone Number 6155
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President C. C. Council
 V.P., Gen. Mgr. J. Frank Jarman
 Office Manager Sue Germino
 Commercial Mcnager C. James Woodhouse

Program Director E. R. Higgins, Jr.
 Chief Engineer G. W. Bartlett

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Public Information Corp.
 Address Box 1168
 Phone Number 6919-6910
 Air Time 6 a.m.-12 M.
 News Service INS
 Transcription Service Capitol
 President Tom Sawyer
 General Manager Wm. Kirby
 Program Director C. Cook
 Chief Engineer Edward Norman

WTIK

DURHAM—1946—ABC

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Durham Bcstg Enter., Inc.
 Address 205½ W. Main St.
 Phone Number 6101
 News Service AP
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr. H. L. Duncan
 Station Manager Floyd Fletcher
 Commercial Mgr. Mike Thompson
 Program Director Ed Coles
 Chief Engineer Arlis White

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Albemarle Bcstg. Co., Inc.
 Address E. Colonial Ave.
 Phone Number 4370
 President Joseph A. Gill

WGAI

ELIZABETH CITY—1947

Frequency: 560 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By WGAI Radio Co., Inc.
 Business-Studio Address Box 426
 Phone Number 4371-2
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Membership BAB
 President C. Alden Baker
 Commercial Mgr. Ray Jones, Jr.
 Prom., Pub. Dir. Don Owens
 Program Director Gene Marshall
 Chief Engineer Goodrich Williams

WIFM

ELKIN—1949—MBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By James B. Childress
 Address 1141 Elk Spur St.



Phone Number 739
 Air Time.....Daytime
 News Service UP
 Transcription Service Langworth
 Representative Continental
 President.....John A. Hinshaw
 Program Director.....Claude White

W F M O**FAIRMONT—1953**

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carolinas Bcstg. Corp.
 Address Box 125
 Phone Number 4781
 President.....Cutlar Moore
 General Manager.....Allen N. Vause
 Commercial Mgr.....Billy Hodges
 Program Director.....Ray Godwin
 Chief Engineer.....J. F. Milazzo

W F A I**FAYETTEVILLE—1951—CBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Rollins Bcstg., Inc.
 Bus-Studio Add.....Huske Bldg.
 Phone Number 2-8131
 Air Time.....Full Time
 News Service AP
 Transcription Service.....RCA Thesaurus
 Representative.....Thomas F. Clark
 President.....O. Wayne Rollins
 General Manager.....James H. Mayes, Jr.
 Publicity Director.....Winnie Stevenson
 Program Director.....Dick Perry
 Chief Engineer.....Bob Money

W F L B**FAYETTEVILLE—1948—ABC**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.
 Address P. O. Box 512
 Phone Number 2-7136
 Air Time 5:30 a.m.-M.
 News Service AP
 Representative Burn-Smith
 Membership NARTB, BAB
 General Manager.....L. W. Allen
 Commercial Manager.....W. D. Bailey
 Sales Prom. Mgr.....W. B. Belche
 Chief Engineer.....Richard Madson

W F N C**FAYETTEVILLE—1940****MBS—TOBACCO NET**

Frequency: 1390 Kc.....Power: 5000 W. d.
 1000 W. n.
 Owned-Oper. By.....Cape Fear Bcstg. Co.
 Business-Studio Address.....Box 1230
 Phone Number 2-4848
 Air Time.....Full Time
 News Service UP
 Representative Walker
 Membership BAB
 Pres., Gen. Mgr.....Victor W. Dawson
 Commercial Manager.....Tom Harrell

Program Director.....Mac Stamps
 Chief Engineer John Ikner

W B B O**FOREST CITY—1947**

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

W F V G**FUQUAY SPRINGS—1949—KBS**

Frequency: 1460 Kc.....Power: 1000 Watts a.
 Owned-Oper. By.....WFVG Bdcstg. Co.
 Business-Studio Address.....Box 1230
 Phone Number 333
 News Service UP
 President.....J. M. Stephenson
 Gen., Sta. Mgr.....Robert E. Stephenson
 Comm., Prom. Mgr.....Rupert Weathers
 Chief Engineer.....Harry Stephenson

W G N C**GASTONIA—1939—ABC**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Catherine T. McSwain
 Phone Number 8501
 News Service UP
 Transcription Service Lang-Worth
 Representative.....Continental Radio Sales
 Owner.....Catherine T. McSwain
 General Manager.....Pat McSwain
 Commercial Manager.....F. C. Abernathy
 Program Director.....Fred Gray
 Chief Engineer.....W. C. Groves, Jr.

W L T C**GASTONIA—1948—KBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Gastonia Bcstg. Serv., Inc.
 Address P. O. Box 1010
 Phone Number 5-1280
 News Service UP
 Transcription Service World
 Representative.....Thomas F. Clark
 Pres., Gen. Mgr.....James B. Petty
 Commercial Manager.....Boyce C. Morrow
 Chief Engineer.....Don Voigt

W F M C**GOLDSBORO—1951—KBS**

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Southern Radio & TV Corp.
 Address Box 655
 Phone Number Trucklane 117
 News Service UP
 President Hayden Stuart

General Manager.....Charles S. Carter
Chief Engineer.....William W. Bridges

W G B R

GOLDSBORO—1938—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1924
Phone Number.....3730
Air Time.....Full Time
News Service.....AP
Transcription Service.....Assoc.
President.....A. T. Hawkins
General Manager.....V. Gerald Balkcum
Chief Engineer.....Daniel B. Trueblood
Commercial Manager.....Nat Royster
Program Director.....Norman D. Satterthwaite

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Phone Number.....2-6125
Studio Address.....O. Henry Hotel Bldg.
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....George P. Hollingbery
Membership.....NARTB
Gen., Prom., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....William P. Mitchell
Publicity Director.....Virginia Neese
Program Director.....Dan Griffin
Chief Engineer.....William H. Malone

W C O G

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number.....3-6925
Air Time.....Full Time
News Service.....UP
Representative.....The Bolling Co.
Membership.....NARTB, BAB
President.....George W. Dowdy
General Manager.....Gilbert M. Hutchison
Commercial Manager.....Jack Rimmer
Prog., Pub. Dir.....John E. Parker
Chief Engineer.....Joseph L. Lamb, Jr.

W G B G

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number.....3-3631
Air Time.....Full Time
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....B. George Barber, Jr.
Publicity Director.....Earl O. Sullivan

Program Director.....H. Marie Craven
Chief Engineer.....Fred S. Smith

W G T C

GREENVILLE—1940 TOBACCO—MBS

Frequency: 1590 Kc....Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By...Carolina Bdcstg. Sys., Inc.
Address.....P. O. Box 898
Phone Number.....6181
News Service.....UP
Transcription Service.....World,
Capitol Associated
Representative.....John E. Pearson Co.
President.....Earl Westbrook
General Manager.....A. Hartwell Campbell
Commercial Manager.....John G. Clark, Jr.
Program Director.....Bill Durwell
Chief Engineer.....Hank Tribbley

W H N C

HENDERSON—1945—MBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....Norlina Road
Phone Number.....7136
Air Time.....Daytime
News Service.....AP
Transcription Service.....Thesaurus, World,
Langworth
Pres., Gen., Prom., Comm. Mgr...Nathan Frank
Program Director.....Tommy Powell
Publicity Director.....Bob Harrison
Chief Engineer.....James Mayo

W H K P

HENDERSONVILLE—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Address.....Chimney Rock Road
Phone Number.....9061
Air Time.....5:45 a.m.-M.
News Service.....UP
Transcription Service...McGregor, Keystone,
Standard
Representative.....Donald Cooke
President.....Beverly Middleton
Station Manager.....Kermit Edney
Commercial Manager.....Robert Smith
Chief Engineer.....Charles Renfrow

W H K Y

HICKORY—1939—ABC

Frequency: 1290 Kc....Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address.....Radio Bldg.
Phone Number.....2294
Representative.....Walker
Transcription Service.....World
News, Afilil....."Daily Record"
Membership.....NARTB
News Service.....UP

President.....Carl V. Cline
General Manager.....Edmund S. Long
Comm., Prom. Mgr.....James W. Batts
Program Director.....Stowe W. Hoyle
Publicity Director.....Laura Hall
Chief Engineer.....Thomas E. Long

WIRC

HICKORY—1948—TOBACCO NET

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By Foothills Bdcstg., Inc.
Address 329 1st Ave.
Phone Number 2124
News Service AP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NARTB
President Margaret A. Smith
General Manager.....E. H. Smith, Jr.
Sta. Mgr., Chief Engr.....Elmer Troutman
Commercial Manager Lee Douglas
Program Director.....Mattie I. Padgett

WHPE

HIGH POINT—1946—KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Oper. By.....High Point Enterprise, Inc.
Business-Studio Address.....307 N. Main St.
Phone Number 4560
News Service AP
Transcription Service World
Membership NARTB
President R. B. Terry
Sec'y & Treas., Comm. Mgr.....Walter Hester
Chief Engineer.....Robert Moore

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Radio Station WMFR, Inc.
Business Studio Address.....164 S. Main
Phone Number 4593
Air Time Full Time
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership BAB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Prom., Publ. Dir.....Gerald D. Sullivan
Program Director.....Max Meeks
Publicity Director.....Bill Smith
Chief Engineer.....Robert P. Boyd

WNOS

HIGH POINT—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By.....North State Bcstg. Co.
Address Box 1448
Phone Number 8900
Pres., Gen. Mgr.....W. H. Currie
Commercial Mgr.....Clayton Steele
Program Director.....Harold Craven
Chief Engineer.....J. M. Stewart

WJNC

JACKSONVILLE—1945 MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Lester L. Gould
Address Box "E"
Phone Number 7707-7708
Air Time Full Time
News Service UP, AP
Transcription Service World
Membership NARTB, BAB
Pres., Gen. Mgr.....Lester L. Gould
Sta., Comm. Mgr.....Rodric L. Jones
Pub., Sales Prom. Mgr.....Myron Zabner
Program Director.....Dorothy R. Gould
Chief Engineer.....Rod O. Dorsey

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address Box 997
Phone Number.....Kannapolis 8700
News Service UP
Transcription Service.....Lang-Worth, World
Membership NARTB
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

WKMT

KINGS MOUNTAIN—1953

Frequency: 1220 Kc. Power: 500 Watts d.
Owned-Oper. By.....Southern Radiocasting Co.
Address Box 822
Phone Number 999
Representative Dora-Clayton
Partner, Gen. Mgr.....John C. Greene Jr.
Partner.....R. H. Whiteside
Commercial Mgr.....J. K. Willis Jr.
Promotion Mgr.....Helen R. Greene
Chief Engineer.....George E. Webb

WELS

KINSTON—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Farmers Bstg. Service, Inc.
Address 1400 W. Vernon Ave.
Phone Number 5151
News Service UP
Transcription Service.....Thesaurus
Representative Devney
Membership BAB
President.....E. L. Scott
General Manager.....Jack P. Hankins
Commercial Manager.....Glen Harman
Chief Engineer.....Ed Landry

WFTC

KINSTON—1937—ABC-CBS

Frequency: 960 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.



Phone Number 4111
Air Time Full Time
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership BAB
Pres., Gen., Sta. Mgr. William S. Page
Commercial Mgr. J. Harold Vester
Publicity Director Carl B. Caudill, Jr.
Chief Engineer David E. Hardison

WISP**KINSTON—1953—MBS**

Frequency: 1230 Kc. **Power:** 100 Watts
Owned-Oper. By E. J. Schuffman
Address Oasis Bldg.
Phone Number 6161
Pres., Gen. Mgr. E. J. Schuffman
Commercial Mgr. J. L. Moseley
Program Director Robert E. Mongold
Chief Engineer S. Bruce Petteway

WEWO**LAURINBURG—1947—KBS**

Frequency: 1080 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Scotland Bcstg. Co.
Bus.-Studio Address State Bank Bldg.
Phone Number 770
News Service AP, UP
Transcription Service Thesaurus
Membership NARTB, BAB
President Edwin Pate
General Manager J. R. Dalrymple, Jr.
Commercial Manager Bill Hogan
Program Director C. W. Hagan
Chief Engineer Truman N. Brock

WLOE**LEAKSVILLE—1946—MBS-KBS**

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By WLOE, Inc.
Address Box L, Blvd. St.
Phone Number 701-2
Air Time Full Time
News Service AP
Transcription Service World
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Douglas L. Craddock
Program Director Madeline Smart
Chief Engineer Eldred Winn

WJRI**LENOIR—1947—MBS-KBS-TOBACCO**

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By John P. Rabb
Address 107 West Ave.
Phone Number 4-5361
News Service UP
Transcription Service Lang-Worth
Pres., Gen. Mgr. John P. Rabb
Commercial Manager F. Kent Atwater
Program Director K. Rabb
Chief Engineer James B. Hemphill

WBUY**LEXINGTON—1946—KBS**

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Davidson County Bcstg. Co.
Business Address P. O. Box 359
Phone Number 2716
News Service AP
Transmitter Service Thesaurus
Membership BAB
General Manager Omar G. Hilton
Station Manager John T. Cashion
Commercial Mgr. Greely N. Hilton
Program Director James Odom
Chief Engineer Fred Honeycutt

WLON**LINCOLNTON—1953**

Frequency: 1270 Kc. **Power:** 500 Watts d.
Owned-Oper. By Lincoln County Bcstg. Co.
Address Startown Rd.
Phone Number 5-2359
President J. A. Polhill
Vice-Pres., Gen. Mgr. Earl Holder
Commercial Manager Jack Brown
Chief Engineer Dennis Long

WTSB**LUMBERTON—1946—MBS**

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By Robeson Bcstg. Corp.
Business-Studio Address 112 W. Fifth St.
Phone Number 6056
News Service AP
Transcription Service World
Representative Continental Radio Sales
General Manager James MacNeil

WBRM**MARION—1949**

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

WMAP**MONROE—1947—KBS**

Frequency: 1060 Kc. **Power:** 250 Watts d.
Owned-Operated By Union Bcstg. Corp.
Business Address P. O. Box 382
Phone Number 1060
News Service UP
President Dick Marable
Chief Engineer Robert I. Smith

WHIP**MOORESVILLE—1950—KBS**

Frequency: 1350 Kc. **Power:** 1000 Watts d.

Owned-Operated By.....Wayne M. Nelson
 Address..... Mooresville, N. C.
 Phone Number..... 3-4301
 News Service.....UP
 Transcription Service.....Capitol
 Pres., Gen., Sta. Mgr..... Wayne M. Nelson
 Chief Engineer.....E. M. Stanton, Jr.

W M B L

MOREHEAD CITY—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carleret Bcstg. Co., Inc.
 Address..... Box 432
 Phone Number..... 6-3188
 News Service.....UP
 Transcription Service.....World
 Representative.....McGillvra
 Pres., Gen. Mgr.....Grover C. Munden
 Sales Prom. Mgr.....Charles Markey
 Commercial Manager.....Jimmy Wallace
 Prog. Dir., Chf. Engr.....Ray Cummins

W M N C

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nathan J. Cooper
 Phone Number..... Box 698
 Air Time..... Full Time
 News Service.....AP
 Pres., Gen. Mgr.....Nathan J. Cooper
 Com. Mgr., Chf. Eng.....Frank A. Ballew
 Program Director.....Madelyn V. Patton

W P A Q

MT. AIRY—1948—KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Ralph D. Epperson
 Phone Number..... 1400-1
 News Service.....AP
 Representative.....Thomas Clark
 Membership.....NARTB
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Manager.....Lucy Bowman
 Sales Prom. Mgr.....Bill Belton
 Program Director.....Olive P. Epperson
 Chief Engineer.....Harry A. Epperson, Jr.

W S Y D

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.
 Address..... P. O. Box 209
 Phone Number..... 581
 Pres., Gen. Mgr., Chief Engineer

Robert H. Epperson
 Commercial Manager.....Erastus F. Poore
 Program Director.....Jim Harrelson

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WHIT
 Address..... P. O. Box 551

Phone Number.....4450-4024
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....BAB
 Gen.-Sta.-Comm. Mgr.....Ray D. Williams
 Sales Prom. Mgr.....William Banks
 Program Director.....George Nelson
 Chief Engineer.....Stuart Hill

W O O W

NEW BERN—1953

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Craven Bcstg. Co.
 Address.....Glenburnie Gardens
 Phone Number.....3311
 Co-Owners.....L. T. Grantham,
 L. H. Wetherington
 General Manager.....Lester L. Williams
 Commercial Mgr.....James C. Clark
 Program Director.....Roy Williamson
 Chief Engineer.....Billy Haire

W N N C

NEWTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southern Radiocasting
 Business Address.....Box 148
 Phone Number.....930
 Transcription Service.....SESAC
 News Service.....UP
 General Manager.....J. C. Greene Jr.
 Partner.....R. H. Whitesides
 Program Director.....Jonas Bridges
 Chief Engineer.....George Webb

W K B C

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Phone Number.....633
 News Service.....AP
 Transcription Service.....Thesaurus
 Pres., Gen. Mgr.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter
 Chief Engineer.....Walter Harrold

W O X F

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oxford Bcstg. Corp.
 Address.....P. O. Box 1111
 Phone Number.....4167
 Transcription Service.....Capitol
 News Service.....UP
 President.....Charles Allen
 General Manager.....James F. Flanagan
 Promotion Manager.....Bob Smith
 Chief Engineer.....Howard Harrell

W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts d.,
 5000 Watts n.



Owned-Oper. By Sir Walter Television Co.
Address 219 So. McDowell St.
Phone Number 2-0321
Air Time Full Time
News Service AP
Transcription Service World
Representative Avery-Knodel
Membership NARTB
President John W. English
Gen., Sta. Mgr. Charles G. Baskerville
Commercial Mgr. James Simpson
Program Director Byron Davidson
Chief Engineer Pete Miller

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. **Power:** 50,000 Watts
Owned-Oper. By WPTF Radio Co.
Business-Studio Address Insurance Bldg.
Phone Number 8311
Air Time 5:30 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NARTB
Pres., Gen. Mgr. Richard H. Mason
Commercial Mgr. R. W. Youngsteadt
Program Manager Graham B. Poyner
Publicity Director Henry T. Vaden
Chief Engineer Henry Hulick, Jr.

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By Capitol Bcstg. Co., Inc.
Bus.-Studio Address 130 S. Salisbury St.
Phone Number 6411
Air Time Full Time
News Service AP
Representative Forjoe & Co.
Membership NARTB, FAB
President A. J. Fletcher
General Manager Fred Fletcher
Commercial Mgr. N. Fletcher Turner, Jr.
Sales Prom. Mgr. Jim Thomas
Program Director George Hall
Chief Engineer Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS-ABC

Frequency: 1600 Kc. **Power:** 1000 Watts
Owned-Oper. By Piedmont Carolina Bcstg.
Business-Studio Address Box 990, Gilmer St.
Phone Number 4361-2
Air Time Full Time
News Service AP
Transcription Service Thesaurus
Membership NARTB
President H. T. Williams
Gen., Sta. Mgr. Stephen F. Woodson
Sales Prom. Mgr. Page Smith
Program Director Alfred Nelson
Publicity Director Joan Smith
Chief Engineer Sam Sexton

WREV

REIDSVILLE—1948

Frequency: 1220 Kc. **Power:** 250 Watts d.
Owned-Oper. By Reidsville Bcstg. Co.
Address P. O. Box 725
Phone Number 7051
Transcription Library Standard
News Service UP
Representative Continental
Pres., Gen., Sta., Comm., Prom. Mgr.
 William M. Oliver, Sr.
Chief Engineer William M. Oliver, Jr.

WCBT

ROANOKE RAPIDS—1939—MBS-KBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By WCBT, Inc.
Address 251 Roanoke Ave.
Phone Number 7-2545
News Service UP
Transcription Service Lang-Worth, SESAC
Pres., Mgr. J. Winfield Crew, Jr.
Station Manager Jerry Elliott
Commercial Mgr. Donald O. Collins
Chief Engineer Ed. McLeod

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. **Power:** 1000 Watts a.
Owned-Operated By WAYN, Inc.
Bus.-Studio-Trans. Address Rockingham
Phone Number 4041
News Service UP
Transcription Service Capitol, World
Pres., Gen. Mgr. Wayne M. Nelson
Chief Engineer William Henley

WCEC

ROCKY MOUNT—1947

Frequency: 810 Kc. **Power:** 1000 Watts d.
Owned-Operated By E. Caro. Elec.
Bus.-Studio Address 115 N. Church St.
Phone Number 23108
News Service AP
Transcription Service Associated
Representative Pearson
President Josh L. Horne
General Manager Mel Warner
Commercial Manager Ray Thompson
Program Director Ray Wilkinson
Chief Engineer Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc. **Power:** 1000 Watts
Owned-Operated By W. A. Wynne
Address Box 752
Phone Number 2-6149
Air Time Full Time
News Service AP
Transcription Service RCA Thesaurus
Representative Burn-Smith
Gen.-Sta. Manager W. A. Wayne

Commercial Mgr. R. E. Horner
 Program Dir. Eunice Snipes
 Chief Engineer. Joe R. Morris

W R X O

ROXBORO—1949

Frequency: 1430 Power: 1000 Watts d.
 Owned-Operated By. Roxboro Bcstg. Co.
 Address Box 130
 Phone Number 6013
 News Service UP
 President. H. S. Taylor
 Program Director. John Mauti
 Chief Engineer. Lloyd Perkins

W S A T

SALISBURY—1947—ABC

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By. Mid-Carolina Bcstg. Co.
 Business-Address Drawer 99
 Phone Number 276
 Air Time. Full Time
 News Service UP
 Representative McGillvra
 Membership NARTB
 President. Charles H. Wentz
 Gen., Sta. Mgr. Harry L. Welch
 Program Director. Johnny L. Joyce
 Chief Engineer. Elbert Sherman

W S T P

SALISBURY—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Piedmont Bcstg. Corp.
 Bus.-Studio Address. Center Theatre Bldg.
 Phone Number 2121
 Air Time 6 a.m.-M.
 News Service AP
 Representative Burn-Smith
 Membership NARTB
 President. Bryce P. Beard, Sr.
 General Mgr. Robert Wallace
 Pgm., Publicity Dir. Russ McIntire
 Comm. Mgr. Katherine F. Murphy
 Chief Engineer. Carl B. Watson

W E Y E

SANFORD—1952

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Lee Bcstg. Corp.
 Address 519 Cross St.
 Phone Number 1269
 News Service AP
 Transcription Service. Associated. SESAC
 General Manager. W. W. Primm
 Program Director. W. M. Primm

W W G P

SANFORD—1946—KBS

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Sandhills Bcstg. Corp.

Address 137 So. Steele, Box 651
 Phone Number 860
 News Service UP
 Transcription Service World
 President. J. C. McIver
 Gen., Sta., Prom., Pub. Mgr.

Harry C. Barfield
 Chief Engr. Edward O. Koprivier

W O H S

SHELBY—1946—MBS-KBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By. Western Carolina Radio
 Business Address. Box 1401, Shelby
 Phone Number 6313
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 Pres., Gen., Sta. Mgr. Robert M. Wallace
 Comm., Prom. Mgr. Max P. Builer
 Program Director. Hugh Dover
 Chief Engineer. Edwin Patterson

W N C A

SILER CITY—1952

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By. Chatam Bdcstg. Co.
 Address P. O. Box 212
 Phone Number 616
 News Service UP
 Transcription Service. Lang-Worth, SESAC
 General Manager. H. Tom Morris
 Chief Engineer. W. B. Medlin

W M P M

SMITHFIELD—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Selma-Smithfield Bcstg. Co.
 Address Buffalo Rd.
 Phone Number 2434
 News Service UP
 Transcription Service Capitol
 Co-own., Gen. Mgr. John S. Townsend
 Co-Owner J. Fred Horton
 Commercial Manager. C. I. Parrish

W E E B

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Sandhill Community
 Bcstrs., Inc.
 Business Address. 113-115 E. Broad St.
 Phone Numbers. 2-2942, 2-8171
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 Pres., Gen. Mgr. Jack S. Younts
 Commercial Mgr. Joe A. Warren
 Program Director. Elizabeth M. Younts
 Chief Engineer. Melvin Kushner

WSIC

**STATESVILLE—1947—MBS
TOBACCO**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Statesville Bcstg. Co.
Address Box 1189
Phone Number 9078
Air Time Full Time
News Service AP
Transcription Service World
Representative Southern Radio Reps
Membership NARTB, BAB
Gen., Comm. Mgr. Charles D. Melton
Sales Prom. Mgr. Garrett Allen
Program Director Tom Lawrence
Chief Engineer T. K. Abernethy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc. Power: 1000 Watts d.
Owned-Oper. Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address Edgcombe Bank Bldg.
Phone Number 2191-2
News Service AP
Transcription Service World, Thesaurus
Representative Dora-Clayton
Membership NARTB
President V. E. Fountain
Gen., Sta. Mgr. J. T. Snowden, Jr.
Commercial Manager J. Porter MacNair
Program Director Ben F. Mayo
Chief Engineer G. Lee Hodges

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned By The Thomasville Bcstg. Co.
Address P. O. Box 750
Phone Number 2701
News Service UP
Transcription Service SESAC
Representative Continental
President George W. Lyles, Sr.
Gen., Sta., Comm. Mgr. Harold Harrison
Chief Engineer James McAden

WADE

WADESBORO—1923—KBS

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By. R. P. Lyon & Son
Bus.-Studio Address Radio Bldg.
Phone Number 620
News Service UP
Transcription Service Capitol
Representative Walker
President R. P. Lyon
General Mgr. J. A. Ballard
Program Director Peggy L. Mitchell
Chief Engineer Kenneth Read

WLSE

WALLACE—1953—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By. Duplin Bcstg. Co.
Address Box 449
Phone Number 6611
President Harry Kramer
General Manager Lester L. Gould
Sta., Comm. Mgr. Howard Fisher
Chief Engineer Walter Tabler

WHED

WASHINGTON—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Beaufort Bcstg. Co.
Phone Number 278
Transcription Service Lang-Worth
Representative Continental
President Lee B. Wynne
General Manager William R. Abeyolnnis
Program Director Charlie Yates
Chief Engineer John Wilroy

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By. Tar Heel Bcstg. System, Inc.
Bus.-Studio Add. Bank of Washington Bldg.
Phone Number 403
Air Time Full Time
News Service AP
Transcription Service Thesaurus
Representative Walker
Membership NARTB
Pres., Gen. Mgr. W. R. Roberson, Jr.
Station Manager T. H. Patterson
Commercial Mgr. William Abeyounis
Program Manager Merrill Daniels
Sales Prom. Mgr. Dick Stokes
Publicity Director Bob West
Chief Engineer L. E. Hiland

WHCC

WAYNESVILLE—1917—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WHCC, Inc.
Business-Studio Address Box 180
Phone Number Glendale 6-4661
Pres., Gen. Mgr. K. D. Fry
Chief Engineer Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Whiteville Bcstg. Co., Inc.
Business-Studio Address P. O. Box 700
Phone Number 2133
Transcription Service Langworth, SESAC, etc.
Representative Clark
President Josiah Maultsby
General Manager Ward A. Coleman
Commercial Manager Jerry Honeycutt
Chief Engineer Steve Hart

W I A M

WILLIAMSTON—1951

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....E. Carolina Bcstg. Co.
 Address.....115 E. Main St.
 Phone Number.....2478
 News Service.....UP
 Co.-O., Sta. Mgr., Pgm. Dir. William H. Farrior
 Co.-O., Gen., Comm., Prom. Mgr.
 Charles M. Gaylord
 Chief Engineer.....Joseph L. McFarland

W G N I

WILMINGTON—1946—MBS TOBACCO

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....New Hanover Bcstg. Corp.
 Business Address.....211 N. 2nd St.
 Phone Number.....2-2493
 News Service.....UP
 Representative.....Pearson
 President.....J. S. Brody
 General Manager.....Allen B. Jones
 Commercial Mgr.....A. V. Thompson
 Program Director.....Paul Parker
 Chief Engineer.....Arthur L. Madeley

W M F D

WILMINGTON—1935—ABC-CBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By.....R. A. Dunlea
 Phone Number.....4840
 Address.....225 Princess St.
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 General Manager.....R. A. Dunlea
 Station Manager.....R. A. Dunlea, Jr.
 Commercial Manager.....C. O'Shields
 Asst. to Manager.....Julia Mitton
 Chief Engineer.....E. I. Herring, Jr.

W G T M

WILSON—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By.....Watson Industries, Inc.
 Bus.-Studio Address.....Herring Ave. Ext.
 Phone Number.....2188-9
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Penn Thomas Watson
 General Manager.....Henry Sullivan
 Commercial Mgr.....J. Q. Wallace
 Program Director.....Bill Bunn
 Chief Engineer.....Ernie Pate

W V O T

WILSON—1948—MBS-TOBACCO

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.

Owned-Oper. By.....Wilson Radio Co., Inc.
 Address.....Wilson
 Phone Number.....5157
 President.....H. W. Anderson
 Gen., Sta. Mgr.....Harry Severance
 Commercial Mgr.....P. O. Barnes
 Sales Prom. Mgr.....Lynda Thomas
 Program Director.....Joel Lawhon
 Chief Engineer.....Dan Williams

W A A A

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Community Bcstg.
 Service, Inc.
 Address.....Box 3119
 Phone Number.....2-4121
 President.....Roger Page, Jr.

W A I R

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Radio Winston-Salem, Inc.
 Business-Studio Address.....Pepper Bldg.
 Phone Number.....2-1133
 Transcription Service.....World
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....John S. Riggs
 General Manager.....Joseph A. Pace
 Comm., Prog. Mgr.....Wallace Voigt
 Program Director.....Lawrence Patrick
 Chief Engineer.....Leo King

W S J S

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By.....Piedmont Publishing Co.
 Bus.-Studio Address.....419-21 N. Spruce St.
 Phone Number.....5-2311
 Air Time.....Full Time
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 President.....Gordon Gray
 V.P., Gen. Mgr.....Harold Essex
 Operations Manager.....Phil Hedrick
 Sales Manager.....Harry B. Shaw
 Program Manager.....John Comas
 Publicity Director.....Jean Isenhower
 Chief Engineer.....Leon Casley

W T O B

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Op. By.....Winston-Salem Bcstg. Co., Inc.
 Address.....300 S. Stratford
 Phone Number.....34353
 Transcription Service.....Thesaurus
 Representative.....H-R Reps
 President.....James W. Coan
 General Manager.....John G. Johnson
 Sales Prom. Manager.....Charles Brunt
 Chief Engineer.....Hassell Bailey

NORTH DAKOTA

Pop. Feb. 1, 1954 (Est.) 626,000 — Families 169,000
Radio Homes 164,000 — TV Homes 13,500 — Stations in State 13

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus. Studio Address 202½ Fourth St.
Phone Number 468
News Service UP
Transcription Service Thesaurus
Representative John Blair
President Mrs. P. G. Meyers
General Manager F. E. Fitzsimonds
Commercial Mgr. R. W. MacLeod
Program Director Cal Culver
Promotion Dir. Jack Swenson
Chief Engineer Ivar Nelson

KDLR

**DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS**

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

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dickinson Radio Assn.
Bus. Studio Address 119 2d Ave. W.
Phone Number 4113
News Service AP, UP
Trans. Service Standard, SESAC, World
Membership NARTE, BAB
President Dr. P. J. Weir
Gen. Sta. Mgr. Orville F. Burda
Commercial Manager E. A. Spear
Chief Engineer Benjamin G. Lockerd

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business Studio Address Box 1610
Phone Number 2-3291
News Service AP
Transcription Service Standard
Representative Bolling, Inland
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke

Pgm., Pub. Dir. Albert F. Horrigan
Chief Engineer Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business Studio Address Black Bldg.
Phone Number 5357
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Commercial Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Director Ken Kennedy
Technical Director Julius Hetland
Chief Engineer Juline Savold

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus. Studio Address First Natl. Bank Bldg.
Phone Number 4-5321
Air Time Unlimited
News Service AP
Newspaper Affiliation "Herald"
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB
Pres., Gen. Mgr. M. M. Oppegard
Commercial Manager Herman Livingston
Program Director John Doyle
Chief Engineer A. F. Petrich

KNOX

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

Frequency: 1400 Kc. Power: 5000 Watts
Owned By Community Radio Corp.
Address Grand Forks
Phone Number 4-4611
News Service UP
Membership NARTB
Representative Lawson, Walker
President Carroll E. Day
Gen., Sta. Mgr. Elmer Hanson
Program Director Robert Whyte
Promotion Manager Jack French
Chief Engineer Clifford Thomforde

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By N. Dak. Bcstg. Co., Inc.
Address 429 S. W. Second St.
Phone Number 1600
News Service UP, AP



Representative.....Weed & Co.
 President.....John W. Boler
 Commercial Manager.....Bob Ingersoll
 Sales Prom. Mgr.....Virgil Cobia
 Program Director.....Donald Kingsley
 Chief Engineer.....Robert E. Ridgway

K G C U

MANDAN—1927—MBS-ABC

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
 Owned-Oper. By.....Mandan Radio Assn.
 Bus.-Studio Address.....Mandan
 Phone Number.....MA 561
 Air Time.....6 a.m.-12 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....W. S. Russell
 Sta., Comm. Mgr.....Paul C. Gussner
 Program Director.....Merritt Bushee
 Chief Engineer.....Ray Barnett

K C J B

MINOT—1950—CBS-DRN

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....No. Dakota Bcstg. Co.
 Address.....15-A West Central Ave.
 Phone Number.....51-161
 Representative.....Weed
 Transcription Service.....Associated
 News Service.....UP
 Pres., Gen. Mgr.....John W. Boler
 Sta., Comm. Mgr.....Wm. L. Hurley
 Sales Prom. Mgr.....Casper Putnam
 Program Director.....A. Johnson
 Chief Engineer.....Joseph Main

K L P M

**MINOT—1929—ABC-MBS
 GREAT NORTHERN**

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Minot Bcstg. Co.
 Business-Studio Address.....Fairblock, So. Main
 Phone Number.....41-148
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Walker, Lawson
 General Manager.....John B. Cooley
 Sta. Mgr., Chief Engineer.....C. W. Baker

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV, Inc.
 Business-Studio Address.....135 Central Ave. S.
 Phone Number.....408-W
 Transcription Service.....Standard
 Pres., Gen., Comm. Mgr.....Robert E. Ingstad
 Program Director.....Russ Kaber
 Publicity Director.....Bob Jensen
 Chief Engineer.....Charles Sjostrom

K W B M

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....KWBM Bcstg. Co.
 Address.....Box 198, Williston
 Phone Number.....35-371
 Transcription Service.....World
 General Manager.....Charles L. Scofield
 Partner.....James C. Carson
 Sales Prom. Mgr.....W. L. Holter
 Chief Engineer.....W. A. Sebastian

OHIO

*Pop. Feb. 1, 1954 (Est.) 8,385,000 — Families 2,499,000
 Radio Homes 2,435,000 — TV Homes 2,017,500 — Stations in State 78*

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Allen T. Simmons
 Bus.-Studio Address.....WADC Bldg.
 Phone Number.....JEfferson 5-6165
 Air Time.....5:30 a.m.-1:05 a.m.
 News Service.....UP
 Transcription Service.....Standard, World
 Representative.....George P. Hollingbery
 Owner-Operator.....Allen T. Simmons
 Assistant Manager.....Robert B. Wilson
 Sales Prom. Mgr.....Doc Williams
 Program Director.....Harold H. Hagaman
 Chief Engineer.....Arnold Bock

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned By.....Summit Radio Corp.
 Operated By.....WAKR
 Bus.-Studio Address.....First Natl. Tower
 Phone Number.....HEmlock 4-6151
 Newspaper Affiliation.....Beacon Journal
 Air Time.....Full Time
 News Service.....UP
 Representative.....Weed
 President, Gen. Mgr.....S. Bernard Berk
 Station Manager.....Roger G. Berk
 Comm. Sales Prom. Mgr.....Keith Baldwin
 Pgm., Pub. Dir.....A. R. Cooper
 Chief Engineer.....Irwin L. Knopp

WCUE**AKRON—1949**

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Akron Bcstg. Corp.
 Address..... 41 S. Main St.
 Phone Number..... Fr. 6-7114
 Representative..... Forjoe
 News Service..... UP
 Transcription Service..... Associated
 President, Gen. Mgr..... Tim Elliot
 Sta., Comm. Mgr..... Jack Maurer
 Program Director..... Jack Clifton
 Chief Engineer..... George V. Paul

WHKK**AKRON—1945—MBS**

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Oper. By..... WHKK Bcstg. Co.
 Business-Studio Address..... 51 W. State St.
 Phone Number..... Bl. 7101
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Bolling
 Co-Manager..... Philip R. Herbert
 Co-Manager..... Jackson B. Maurer
 Program Dir..... B. R. Blake
 Chief Engineer..... Henry Neiderkoffler

WFAH**ALLIANCE—1953**

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... The Review Pub.
 Address..... 2720 S. Union
 Phone Number..... 1-5345
 Representative..... Rambeau
 General Manager..... D. A. Peterson
 Commercial Mgr..... Frank LaBarba
 Program Director..... R. A. Gates
 Chief Engineer..... Gene Peterman

WATG**ASHLAND—1947—MBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... Ashland-Mansfield Rd.
 Phone Number..... 2-1573
 Transcription Service..... Thesaurus
 Representative..... McGillvra
 News Service..... AP
 President..... Robert S. Burke
 General Manager..... Eugene E. Mills
 Station Manager..... Don Holzapfel
 Sales Prom. Mgr..... Harlan Cook Jr.
 Program Director..... Richard Leidy
 Chief Engineer..... Richard Matthes

WICA**ASHTABULA—1937**

Frequency: 970 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Operated By..... WICA, Inc.
 Business-Studio Address..... Jefferson Rd.
 Phone Number..... 32-126
 News Service..... UP
 Transcription Service..... World
 Representative..... Gill-Perna
 President..... D. C. Rowley
 General Manager..... John Colin
 Program Director..... John C. Strassen
 Chief Engineer..... F. N. Barnato

WATH**ATHENS—1950**

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Andrew Kovlan & James
 Sinyard
 Address..... P. O. Box 502
 Phone Number..... 3-1360
 Gen. Mgr., Chief Engr..... Andrew Kovlan
 Comm., Sls. Prom. Mgr..... J. D. Sinyard
 Program Director..... Ted Covert

WTRF**BELLAIRE—1947—MBS**

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By..... The Tri-City Bcstg. Co.
 Bus.-Studio-Transmitter Address..... The Skyline
 Phone Number..... BE 1515
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Hollingberry
 Membership..... NARTB, BAB
 President..... Thomas Bloch
 V.P., Gen. Manager..... Robert W. Ferguson
 Publicity Director..... Greg Van Camp
 Program Director..... Frank Curtis
 Sales Prom. Mgr..... William Greaver
 Chief Engineer..... Howard Daubenmeyer

WOHP**BELLEFONTAINE—1952—KBS**

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Lake Erie Radio & TV Corp.
 Phone Number..... 6681
 News Service..... AP
 President..... Ted Nelson
 Vice-President..... Pat Shannon
 General Manager..... Frank Cummins
 Chief Engineer..... Chester Terry

WILE**CAMBRIDGE—1948—KBS**

Frequency: 1270 Kc. Power: 1000 Watts a.
 Owned-Oper. By..... Land O'Lakes Bcstg. Corp.

Business-Studio Address.....917 Beatty Ave.
 Phone Number 4-5605
 News Service AP
 Transcription Service World, Standard
 President.....H. D. McClelland
 Exec. Vice-President.....Howard A. Donahoe
 Comm. Mgr.....Bruce Meighen
 Program Director.....David C. Lorimer
 Chief Engineer.....A. G. Engel

WAND

CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....P. C. Wilson
 Address 106 High Ave. N.W.
 Phone Number 68396
 Representative.....Hil F. Best
 President.....P. C. Wilson
 General Manager.....Frank Grosjean

WCMW

CANTON—1947

Frequency: 1060 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stark Bcstg. Corp.
 Bus.-Studio Address.....Hills & Dales Rd.
 Phone Number.....5-9475
 News Service INS
 Transcription Service Thesaurus, World
 Representative McGillvra
 Pres., Gen. Mgr.....S. L. Huffman
 Station Manager.....Clark L. Dozer
 Chief Engineer.....W. Waechter

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ohio Bcstg. Co.
 Business-Studio Address.....550 S. Market St.
 Phone Number 6-7166
 Air Time.....6 a.m.-1 a.m.
 News Service AP
 Newspaper Affiliation Brush-Moore
 Newspapers
 Transcription Service Associated
 Representative Taylor Co.
 Membership NARTB, BAB
 President.....Roy D. Moore
 General Manager.....Gordon G. Strong
 Director of Radio.....Eugene Carr
 Station Manager.....Robert C. Fehlman
 Commercial Manager.....Paul E. Gilmor
 Sales Prom. Mgr.....Louise Maag
 Program Director.....Robert Breen
 Chief Engineer.....Kenneth L. Sliker

WBEX

CHILLICOTHE—1947—ABC-KBS

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

Owned-Operated By.....Shawnee Bcstg. Co.
 Business-Studio Address.....27 E. Second St.
 Phone Number 3-2244
 Air Time.....Full Time
 News Service AP
 Representative.....W. S. Grant
 Membership NARTB
 President.....John Halliday
 General Manager.....Truman Morris
 Sta., Sales Prom. Mgr.....William R. Mnich
 Program Director.....James A. Eldridge
 Chief Engineer.....H. W. Dornhuber

WCIN

CINCINNATI—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Robert W. Rounsaville
 Address.....Radio Station WQXI,
 Atlanta, Ga.
 News Service UP
 Representative Forjoe, Dora-Clayton
 General Manager.....Robert W. Rounsaville
 Station Manager.....William R. Wagner
 Commercial Manager.....Ralph B. Johnson
 Sales Prom. Mgr.....Carter Jones
 Program Director.....Larry Dean Faulker
 Publicity Director.....Jimmy Carter
 Chief Engineer.....Joseph McCormick

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Bus.-Studio Address.....Hotel Sheraton Gibson
 Phone Number.....Cherry 6565
 News Service INS
 Transcription Service.....Standard, Associated
 Representative Thomas Welstead
 Membership BAB
 President, General Manager.....L. B. Wilson
 V.P., Comm. Manager, Chief
 Engineer.....C. H. Topmiller

WCPO

CINCINNATI—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Phone Number.....Capitol 0777
 Studio Address.....2345 Symmes St.
 News Service UP
 Representative Branham
 President.....Jack R. Howard
 General Manager.....M. C. Waters
 Program Director.....Earl Corbett
 Promotion Dir.....Richard Zavon
 Chief Engineer.....Paul Adams

TWO KINGS in the *Queen City* ★

WKRC-AM

WKRC-TV

Yes, when it's radio or television, your best buys in the Queen City are the Two Kings — WKRC-AM and WKRC-TV.*

Both stations enjoy the largest percentage of audience from 6 A. M. 'till midnight.**

Now you can saturate the Cincinnati area with the Number One Radio and Television Combination — WKRC-AM and WKRC-TV.

* Ask about the Tri-State Network and be sure to get complete information on the new Wendie Barrie Show heard Monday through Friday from 4 to 5 P. M.

** December Pulse.

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

Owners and Operators
of WTVN, Columbus, Ohio

CINCINNATI

REPRESENTED BY THE KATZ AGENCY • CBS RADIO AND TELEVISION NETWORKS

WKRC**CINCINNATI—1921—CBS**

Frequency: 550 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By. Radio Cincinnati, Inc.
Address-Trans. Hotel Alms
Phone Number. Woodburn 0550
News Service AP
Newspaper Affiliation Times-Star
Transcription Service SESAC
Representative Katz
Membership NARTB
President. Hulbert Taft, Jr.
General Manager. David Taft
Sales Prom. Mgr. Lila Lambert
Commercial Manager. Hubbard Hood
National Sales Mgr. Kenneth W. Church
Program Director. Byron Taggart
Chief Engineer. W. Kennedy

WLW**CINCINNATI—1922—NBC**

Frequency: 700 Kc. Power: 50,000 Watts
Owned-Oper. By. Crosley Bcstg. Corp.
Subs. of Avco Mfg.
Address. 140 W. Ninth St.
Phone Number. Cherry 1822
Air Time. Full Time
Pres., General Mgr. R. E. Dunville
V.P. in Charge Sales. Harry Mason Smith
Dir. Client Service. Fred Gregg
Program Director. Chester Herman
Publicity Director. Gilbert Kingsbury
Chief Engineer. R. J. Rockwell

WSAI**CINCINNATI—1923—ABC**

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Oper. By. Gordon Bcstg. Co.
Bus. Studio Address. 115 E. Fourth St.
Phone Number. Main 1068
Air Time. 6 a.m.-M.
News Service UP
Transcription Service World
Representative Avery-Knodel
Membership NARTB, BAB
Pres., Gen. Mgr. Sherwood R. Gordon
Sales Manager. Tom Thuman
Program Director. Charles Black
Publicity Director. Vonne Monsell
Chief Engineer. Jonas Heiser

(See Page 538)

WDOK**CLEVELAND—1950**

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By. Civic Bcstrs., Inc.
Address. 1515 Euclid Ave.
Phone Number. FL 1-1834
News Service. UP, INS
Representative Everett-McKinney
Transcription Service. SESAC, World
Membership NARTB
Pres., Gen. Mgr. R. Morris Pierce

Sales Prom., Comm. Mgr. Frederick Wolf
Prog. Dir., Chief Eng. Ralph Quay

WERE**CLEVELAND—1948**

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By. Cleveland Bcstg. Inc.
Address. 1501 Euclid Ave.
Phone Number. Superior 1-9600
News Service AP, INS
Transcription Service. Lang-Worth, World
President. Ray T. Miller
General Manager. Richard M. Klaus
Program Director. Ed Stevens
Chief Engineer. Harry Dennis

WGAR**CLEVELAND—1930—CBS**

Frequency: 1220 Kc. Power: 50,000 Watts
Owned-Operated By. WGAR Bcstg. Co.
Address. Hotel Statler
Phone Number. Prospect 1-0200
News Service. INS, UP
Transcription Service World
Representative Christal, Radio Tim Sales
Membership NARTB, BAB
President. Herbert L. Evans
General Manager. Carl E. George
Sect.-Treas. Elmer Krause
Commercial Manager. John Garfield
Sales Promotion Manager. Julius Glass
Program Director. Reg Merrildew
Publicity Director. Robert Smith
Chief Engineer. Bob Fox

WHK**CLEVELAND—1921—MBS**

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By. United Bcstg. Co.
Business Studio Address. 5000 Euclid Avenue
Phone Number. Express 1-5000
Air Time. Unlimited
News Service AP
Transcription Service. BMI, ASCAP
Representative Headley-Reed
Membership NARTB
President. H. K. Carpenter
General Manager. K. K. Hackathorn
Commercial Manager. W. K. Brusman
Sales Prom. Manager. John Wyman
Program Director. C. M. Hunter
Publicity Director. F. P. Wilhelm
Chief Engineer. R. H. DeLany

WJMO**CLEVELAND—1947**

Frequency: 1540 Kc. Power: 1000 Watts a.
Owned-Operated By. Friendly Bcstg. Co.
Address. 2157 Euclid Ave.
Phone Number. Superior 1-4424
News Service UP
Transcription Service Lang-Worth

SOUND SALES PLANNING INCLUDES

WSAI

*The
NEW SOUND
in
Cincinnati!*

NATIONAL REPRESENTATIVE: AVERY-KNOEL, INC.

Write, phone or wire for
**MORE SOUND REASONS TO BUY THE
5000 SELLING WATTS OF WSAI**

The New Sound in Cincinnati!

New Sound ENTERTAINMENT...

from big-time music to local news and homemaker views . . . supplemented by the widest variety of A B C attractions. Smart advertisers are profiting from our happy new balance of audience-pulling entertainment.

New Sound SHOWMANSHIP...

sparked by the fresh new ideas of the Gordon Broadcasting Company, salesmanship is the keynote of our showmanship . . . every personality in our talent shop is a showman . . . ready to sell for you!

New Sound MERCHANDISING..

"follow thru" at point-of-sale means more profit for you. Our complete merchandising planning department is at your service . . . to show you how to make more money out of radio!

SHERWOOD R. GORDON
Pres. and Gen. Mgr.

FOR
IMPORTANT
TELEPHONE NUMBERS
IN
NEW YORK, LOS ANGELES, CHICAGO,
WASHINGTON
SEE PAGE 100



You! A Dictator?

Were you the kind of man pictured here, we would refuse to do business with you. The kind of *power* a dictator seeks is an anathema and abomination in the minds of free Americans. But there is *another* kind of *power* you should have . . .

Broadcast power, day and night, is what we sell. Around-the-clock programming with *selling power* is our business. From Cleveland, WTAM saturates a daytime area of more than 1,212,550 radio homes. And at night, 48 states comprise the tremendous WTAM market area. You can't beat that kind of *broadcast power* developed to usefully serve both *audience* and *advertiser* on a mass scale.

When seeking *powerful* results with an advertising message, investigate WTAM *radio power* with its most distinguished record of community service.

NBC BUILDING

Cleveland 14, Ohio

Represented Nationally
by NBC Spot Sales

WTAM

"at your service day and night"

1100 kilocycles

50,000 watts

Class 1a Clear Channel





President Richard Eaton
 Station Manager Paul Nakel
 Comm. Mgr. Leonard B. Fidanis
 Chief Engineer C. C. Courtney

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By WJW, Inc.
 Business-Studio Address 1375 Euclid Ave.
 Phone Number SUperior 1-0101
 Air Time Full Time
 News Service UP
 Transcription Service Standard
 Representative H-R Representatives, Inc.
 President William M. O'Neil
 V.P., Ass't to Pres. John D. Kelly
 Vice-Pres., Gen. Mgr. William Lemmon
 Vice-Pres., Comm. Mgr. Harold W. Waddell
 Sales Prom. Mgr. Virgil Brinnon
 Program Director Bruce MacDonald
 Chief Engineer Gerald G. Roberts

W S R S

CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WSRS, Inc.
 Bus.-Studio-Transmitter Address 2156 Lee Rd.
 Phone Number ERview 1-2005
 News Service AP, INS
 Transcription Service APS, SESAC
 Representative Forjoe & Co.
 Membership NARTB, BAB
 Pres., Gen. Mgr., Pgm. Dir. S. R. Sague
 Commercial Mgr. Will Dougherty
 Chief Engineer Bob Leedham

W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By National Bcstg. Co., Inc.
 Bus.-Studio Address 815 Superior Ave.
 Phone Number CHerry 1-0942
 Air Time 5:30 a.m.-2:00 a.m.
 News Service AP, UP
 Transcription Service Thesaurus
 Representative NBC Spot Sales
 Membership NARTB, BAB
 Chairman of the Board David Sarnoff
 General Manager Lloyd E. Yoder
 Program Director Brooke Taylor
 Sales Manager Wm. P. Dix, Jr.
 Adv. & Prom. Mgr. Clement G. Scerback
 Publicity Director Frank Derry
 Engineer-in-Charge S. E. Leonard

W B N S

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By RadiOhio, Inc.
 Business-Studio Address 33 N. High St.
 Phone Number Ad. 9265
 Air Time Full Time
 News Service AP
 Representative John Blair

Membership NARTB, BAB
 General Manager Richard A. Borel
 Commercial Manager W. I. Orr
 Sales Prom. Director Jim Yenian
 Program Director Geer Parkinson
 Chief Engineer Lester H. Natzger

W C O L

COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Air Trails, Inc.
 Business-Studio Address E. Broad & Young St.
 Phone Number MAin 4581
 News Service AP
 Transcription Service World
 Representative H-R Reps., Inc.
 Membership BAB
 President Charles Sawyer
 Exec. V.P. J. P. Williams
 General Manager Adna H. Karns
 Station Manager Charles Reeder
 Program Director Michael Ryan
 Nat'l Sales Manager John Doty
 Publicity Director Mary Hart
 Chief Engineer Harold E. Beard

W H K C

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By United Bcstg. Co.
 Business-Studio Address 22 East Gay St.
 Phone Number Adams 1101
 Air Time 6 a.m.-1 a.m.

W S R S

1st PLACE
 LOCAL NEWS
 AWARD WINNER

COVERS
 CLEVELAND

W S R S
 COMMUNITY
 INFORMATION

VOICE
 OF
 CLEVELAND

W S R S
 "Best by Test"

Newspaper Affiliation....."Plain Dealer"
 News Service.....INS, UP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Sterling Graham
 Gen., Sta. Mgr.....Carl M. Everson
 Comm.-Sales Prom. Mgr.....H. H. Hoessly
 Program Director.....John B. Moses
 Publicity Director.....Ann Duffy
 Chief Engineer.....William C. Minor

WV KO

COLUMBUS—1948—BUCKEYE

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Sky Way Bcstg. Corp.
 Address.....274 S. 3rd St.
 Phone Number.....Main 5247
 News Service.....UP
 Transcription Service.....Standard, Capitol
 Representative.....Forjoe
 President.....Gustav Hirsch
 Gen., Sta. Manager.....Bert Charles
 Comm., Sales Prom. Mgr.....Joe Hill
 Chief Engineer.....William Hammett

WTNS

COSHOCOTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coshocoton Bcstg. Co.

Business-Studio Address.....114 N. 6th St.
 Phone Number.....1560, 2140
 News Service.....UP
 Pres., Gen. Mgr.....Bruce Wallace
 Commercial Mgr.....James Sigman
 Program Director.....Stanley Robinson
 Chief Engineer.....Elmer Moravecky

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Miami Valley Bcstg. Corp.
 Business-Studio Address.....45 S. Ludlow St.
 Phone Number.....Adams 2261
 News Service.....AP, UP
 Newspaper Affiliation....."Daily News"
 Representative.....Hollingbery
 Membership.....NARTB
 President.....James M. Cox, Jr.
 General Manager.....Robert H. Moody
 Commercial Mgr.....W. E. Wolaver
 Station Manager.....Wade H. Alley
 Publicity Director.....Chuck Gay
 Chief Engineer.....Ernest L. Adams

WING

DAYTON—1924—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Great Trails Bcstg. Co.
 Business-Studio Address.....121 N. Main St.
 Phone Number.....HEmlock 3773
 Air Time.....5 a.m.-1:30 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....H. R. Representative, Inc.
 President.....Charles Sawyer
 Exec. V.P.....John Pattison Williams
 General Manager.....Adna Karns
 Publicity Director.....M. A. Dell
 Chief Engineer.....Howard Ryan

WONE

DAYTON—1949

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Skyland Bcstg. Corp.
 Address.....380 West First St.
 Phone Number.....Michigan 6501
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Headley-Reed
 President.....Ronald B. Woodyard
 Nat'l Sales Manager.....C. J. Thornquest
 Commercial Manager.....Louis G. Froelich

WONW

DEFIANCE—1947

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....U. S. Route 24
 Phone Number.....32226
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Devney
 President.....Richard W. Crowell



* Pulse and Hooper put WV KO in a solid second place in a six station market.

* The only independent station in Columbus.

* Lowest cost per thousand radio homes.

Represented nationally by:
 Forjoe, Inc.



Gen., Comm. Mgr. Glenn R. Thayer
Program Director Paul R. Murphy

WJER

DOVER—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Dover Bcstg. Co., Inc.
Address 210 Blvd.
Phone Number 4-2126
Transcription Service World. Thesaurus
Representative Hil F. Best
News Service UP
President Agnes J. Reeves Greer
Gen., Sta. Mgr. W. B. Steis
Commercial Manager John C. Needs
Chief Engineer Don Graft

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By Pottery Bcstg. Co.
Address 6th and Walnut
Phone Number Main 5190
News Service AP
Representative Schepp-Reiner
Pres., Gen. Mgr. Paul Bron Saliner
Sta., Comm. Mgr. Van Lane
Chief Engineer George T. Kelly

WOHI

EAST LIVERPOOL—1949—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By East Liverpool Bcstg. Co.
Address 516 Market St.
Phone Number Main 1490
News Service AP
Transcription Service World
President, Gen. Manager. Richard V. Beatty
Comm., Prom. Mgr. George T. Farrall
Sta. Mgr., Prog. Dir. Bob Metcalfe
Chief Engineer William Siebenthal

WEOL

ELYRIA—1948

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By Elyria-Lorain Bcstg. Co.
Address Elyria Savings and Trust Bldg.
Phone Number EL 2255
News Service UP
President Roy W. Ammel
General Manager Alex Buchan
Sales Prom. Mgr. Ronald Barrett
Program Director Pat Fredericks
Chief Engineer William Albrecht

WFIN

FINDLAY—1941

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Operated By The Findlay Publ. Co.
Bus.-Studio Address 500½ South Main St.
Phone Number 1330
News Service INS, UP, AP
Transcription Service Thesaurus

Newspaper Affil. "Republican-Courier"
Membership NARTB
Representative McGillvra
President R. L. Heminger
Gen., Sta., Comm. Mgr. Harold H. Heminger
Sls. Prom. Mgr. Allen P. Dudley
Chief Engineer Edgar C. Smith

WFOB

FOSTORIA—1952—KBS

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By Seneca Radio Corp.
Address P. O. Box 589
Phone Number 5665
News Service UP
Transcription Service Capitol, SESAC
President Andrew Emerine
General Manager Mel Murray
Chief Engineer Fa rell Elsea

WFRO

FREMONT—1949

Frequency: 900 Kc. Power: 500 Watts d.
Owned-Oper. By Wolfe Bcstg. Corp.
Address 905 W. State St.
Phone Number FE 2-3951
Transcription Service Standard
Representative Hil F. Best
News Service UP
Membership NARTB, BAB
President Robert F. Wolfe
Sta., Prom., Comm. Mgr. R. C. Force
Chief Engineer Allen Kaubel

WJEH

GALLIPOLIS—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By Ohio Valley on the Air, Inc.
Address Box 244
Phone Number 1160-1
News Service UP
Transcription Service Capitol
Representative Grant
President John E. Halliday
General Manager Truman A. Morris
Station Manager Marianne Campbell
Sales Prom. Mgr. K. W. Robinson
Program Director William Watterson, Jr.
Chief Engineer Edgar Atkins

WMOH

HAMILTON—1944

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Fort Hamilton Bcstg. Co.
Bus.-Studio Address Second Natl. Bank Bldg.
Phone Number Hamilton 4-6543
News Service UP
Transcription Service Lang-Worth
Representative W. S. Grant
President Robert J. Briede
General Manager Robert L. Odson
Program Director Norm Keller
Commercial Manager Ray Motley
Chief Engineer Girard Cain

WIRO**IRONTON—1951—MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Iron City Bcstg. Co.
 Address Radio Plaza
 Phone Number 280
 Representative McGillvra
 President T. M. Nelson
 General Manager C. E. McElroy
 Vice-President Patrick Shannon
 Chief Engineer C. A. Baker

WLMJ**JACKSON—1953—KBS**

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By WLMJ Inc.
 Phone Number 850
 President Frances Moore
 General Manager Truman Morris
 Station Manager Don Hughes
 Chief Engineer Hank Dornhuber

WHOK**LANCASTER—1947**

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By Hocking Valley Bcstg. Corp.
 Address-Trans. Loc. Memorial Dr.
 Phone Number 4500
 News Service UP
 Transcription Service Thesaurus
 Representative McGillvra
 Membership NARTB
 Pres., Gen. Mgr. Dr. Nelson Embrey
 Station Manager James W. Tidd
 Comm., Prom. Mgr. Roy Stingley
 Chief Engineer Irving Brown

WIMA**LIMA—1948—ABC**

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By N.W. Ohio Bcstg. Corp.
 Business-Studio Address 223 N. Main St.
 Phone Number 32660
 News Service AP
 Representative Weed
 Membership NARTB
 President G. E. Hamilton
 General Sta. Mgr. R. W. Mack
 Commercial Mgr. C. B. Heller
 Program Dir. Easter Straker
 Chief Engineer A. J. F. Smith

WLOK**LIMA—1936—NBC**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By WLOK, Inc.
 Business Address 1424 Rice Avenue
 Phone Number 6-3411
 Transcription Service World
 Membership NARTB
 News Service UP

Representative H-R Reps., Inc.
 President L. A. Pixley
 Station Manager Robert O. Runnerstrom
 Program Director William Huffman
 Commercial Mgr. Lawrence Webb
 Chief Engineer Darrel Hunter

WMAN**MANSFIELD—1939—ABC**

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

WMOA**MARIETTA—1946—MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Marietta Bcstg. Co.
 Business Address P. O. Box 201
 Phone Number 1690
 News Service AP
 Transcription Service SESAC
 Representative McGillvra
 Membership NARTB
 President William G. Wells
 General Manager R. Sanford Guyer
 Commercial Manager Fred Reynolds
 Program Director Tom Butscher
 Chief Engineer Charles E. Clark

WMRN**MARION—1940—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address P. O. 518
 Phone Number 2-6666-7
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace Stovin, Canada
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Robert T. Mason
 Commercial Manager Arthur L. Martin
 Sls. Prom. Mgr., Pub. Dir. Majorie Williams
 Chief Engineer Francis Joseph Peters

WPFB**MIDDLETOWN—1947**

Frequency: 910 Kc. Power 1000 Watts d.
 100 Watts n.
 Owned-Operated By Paul F. Braden
 Address-Trans. Loc. Lebanon-Coles Rd.
 Phone Number 2-3625
 News Service AP

Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Paul F. Braden
 Program Director.....Tom Lummis
 Chief Engineer.....Larry Beckwith

WMVO

MT. VERNON—1953

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Mt. Vernon Bcstg.
 Address.....Coshocton Rd., Box 390
 Phone Number.....2-0946
 President.....Dr. Charles Tramoto
 General Manager.....Mrs. C. M. Zerkowitz
 Program Director.....George Bennett
 Chief Engineer.....Eugene Phillips

WCLT

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Advocate Printing Co.
 Address.....27 West Main St.
 Phone Number.....4007
 News Service.....AP
 Newspaper Affiliation.....The Advocate
 Transcription Service.....Thesaurus
 Representative.....Meeker Associates
 Membership.....NARTB, BAB
 President.....Frank W. Spencer
 Gen., Sta. Mgr.....Thomas A. Rogers
 Commercial Mgr.....Robert Pricer
 Chief Engineer.....Benjamin Windle

WPTW

PIQUA—1947

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper.....Miami County Bcstg. Co., Inc.
 Address.....1625 W. Covington Ave.
 Phone Number.....1420-1
 News Service.....AP
 Transcription Service.....World
 Pres., Gen. Mgr.....Richard E. Hunt
 Sta., Comm. Mgr.....Robert Bubb
 Chief Engineer.....Dallas Davis

WNXT

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By.....Portsmouth Bcstg. Co.
 Address.....Masonic Temple Bldg.
 Phone Number.....2-1961
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Everett-McKinney
 Pres., Gen., Sta., Comm. Mgr. Marshall Rosene
 Program Director.....Phil Phillips
 Publicity Director.....Thelma Henderson
 Chief Engineer.....Russell Newman

WPAY

PORTSMOUTH—1935—CBS

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

Owned-Oper. By.....The Scioto Bcstg. Co.
 Bus. Studio Trans. Address.....1009 Gallia St.
 Phone Number.....3-2111
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Venard
 President.....Roy D. Moore
 Station Mgr.....Gerald F. Boyd
 Program Director.....E. G. Sheridan
 Chief Engineer.....Maurice L. Myers

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Lake Erie Bcstg. Co.
 Address.....Cleveland Rd. & Huntington
 Phone Number.....5170
 News Service.....UP
 Transcription Service.....World, Thesaurus
 Representative.....Hal Holman
 Pres., General-Station Mgr.....Jay Wagner
 Commercial Manager.....Ralph S. Silver, Jr.
 Program Director.....Robert Hinners
 Sales Prom. Mgr.....Kathryn Heiser
 Chief Engineer.....Jay Leibach

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Voice of Springfield
 Trans. Address.....117 W. High St.
 Phone Number.....3-4955
 News Service.....AP
 Transcription Service.....World
 Representative.....H. R. Representative, Inc.
 President.....Charles Sawyer
 General Manager.....Adna Karns
 Program Director.....Rudolph Perez
 Sta., Comm. Mgr.....Virginia Bennett
 Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Champlon City Bcstg. Co.
 Business Address.....120 S. Limestone
 Phone Number.....3-4676
 News Service.....INS
 Representative.....McGillvra
 Transcription Service.....Associated
 President.....George R. Walker
 Gen., Sta. Mgr.....Robert Yontz
 Commercial Manager.....Vince Shannon
 Chief Engineer.....Myron Maddex

WWSO

SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Radio Springfield, Inc.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....3-6488
 News Service.....AP
 Representatives.....Gill-Perna
 President.....Bradley Kincaid



General Manager.....R. K. Wood
Chief Engineer.....Vernon B. Yeich

WSTV**STEBENVILLE—1940—MBS**

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address.....Exchange Realty Bldg.
Phone Number.....2-6265-6-7
Air Time.....Full Time
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knoedel
V.P., Gen. Mgr.....John J. Laux
Asst. General Manager.....Joseph M. Troesch
Pgm., Pub. Dir.....Roy Briscoe
Chief Engineer.....Charles S. Shepherd

WSPD**TOLEDO—1921—NBC**

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Bus.-Studio Address.....136 Huron St.
Phone Number.....Adams 3175
News Service.....INS, UP
Transcription Service.....Langworth
Representative.....Katz
President.....George B. Storer
Gen., Sta. Mgr.....Allen L. Haid
Comm. Mgr.....Westford F. Shannon
Program Director.....Emerson Kimble
Chief Engineer.....William M. Stringfellow

WTOD**TOLEDO—1946**

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address.....515 Madison Ave.
Phone Number.....Garfield 5551
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Forjoe
President.....Edward Lamb
General Manager.....Sunne Miller
Program Director.....Richard Rice
Chief Engineer.....Robert Sowers

WTOL**TOLEDO—1938—ABC**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Community Bcstg. Co.
Trans.-Address.....Bell Bldg.
Phone Number.....Adams 3291
Air Time.....Full Time
News Service.....AP, UP
Representative.....Paul H. Raymer
Membership.....NARTB
President.....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Mgr.....R. H. Edsall
Sales Prom. Mgr., Pub. Dir.....Bob Kneeghoff
Program Director.....Robert Kneeghoff
Chief Engineer.....Harold Holmes

WHHH**WARREN—1941—MBS**

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By.....Warren Tribune Radio
Station, Inc.
Business-Studio Address.....108 Main St.
Phone Number.....2212-9
Newspaper Affiliation.....The Tribune Co.
Air Time.....6:45 a.m.-M.
News Service.....AP
Representative.....Rambeau
Transcription Service.....Associated
President.....Helen Hart Hurlbert
General Manager.....Carl J. Raymond
Sales Prom., Pub. Dir.....Peter W. Mesner
Chief Engineer.....Robert E. Hardy

WCHO**WASHINGTON COURT HOUSE—
1952—KBS**

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Court House Bdcstg. Co.
Address.....113½ S. Main St.
Phone Number.....5-6211
News Service.....AP
Transcription Service.....Thesaurus, SESAC
Membership.....BAB
President.....W. N. Nungesser
Program Director.....Ron Arnold
Chief Engineer.....Carl Egbert

WKOV**WELLSTON—1952**

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....S. H. Kovalan
Address.....P. O. Box 190
Phone Number.....546
News Service.....UP
President.....Stephen H. Kovalan
General Manager.....Parks Robinson
Program Director.....John E. Wilson

WWST**WOOSTER—1947**

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wooster Republican Ptg. Co.
Phone Number.....760-1
News Service.....AP
Transcription Service.....Thesaurus, SESAC,
World
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty
Chief Engineer.....Burton L. Bowman

WRFD**WORTHINGTON—1947**

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Peoples Bcstg. Corp.
Phone Number.....FR 2-5342
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Geo. W. Clark, Inc.
Membership.....NARTB, BAB

President.....M. D. Lincoln
 General Manager.....Herbert E. Evans
 Sta., Comm. Mgr.....Joseph D. Bradshaw
 Program Director.....Bob Geis
 Chief Engineer.....Harold Schaaf

W B B W**YOUNGSTOWN—1949—ABC**

Frequency: 1240 Kc.....Power: 250 Watts
 Owner.....Mahoning Valley Bcstg. Corp.
 Address.....Warner Theatre Bldg.
 Phone Number.....Riverside 44421
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Station Representative.....Forjoe & Co.
 Membership.....NARTB
 President, Ch. Eng.....John Cherpack, Jr.
 Vice-Pres., Gen.-Comm. Mgr.....Gene Trace
 Program Director.....Tony Ross
 Publicity Director.....Marilyn Noble

W F M J**YOUNGSTOWN—1939—NBC**

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFMJ Bcstg. Co.
 Business-Studio Address.....101 W. Boardman
 Phone Number.....Riverside 3-4121
 News Service.....AP, UP
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....William F. Maag, Jr.
 Comm., Sales Prom. Mgr., Leonard E. Nasman
 Program Director.....Ronald W. Richards
 Chief Engineer.....Frank A. Dieringer

W K B N**YOUNGSTOWN—1926—CBS**

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Phone Number.....Sterling 2-1145
 Air Time.....Full Time
 Address.....3930 Sunset Blvd.
 News Service.....UP, AP
 Newspaper Affiliation.....Plain Dealer
 Transcription Service.....World, Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station Manager.....J. Lothair Bowden
 Program Director.....Don Brice
 Public Relations Director.....Jim Smith
 Chief Engineer.....B. T. Wilkins

W H I Z**ZANESVILLE—1924—NBC**

Frequency: 1240 Kc.....Power: 250 Watts
 Owner.....Southeastern Ohio Bcstg. System, Inc.
 Business-Studio Address.....Lind Arcade Bldg.
 Phone Number.....2-5431
 Newspaper Affiliation.....Zanesville Publ. Co.
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President.....Clay Littick
 Sales Prom. Mgr., Pub. Dir.....Bill Eberle
 Gen., Station Manager.....Vernon A. Nolte
 Dir. of Sales.....Nate Milder
 Chief Engineer.....William A. Hunt

OKLAHOMA

Pop. Feb. 1, 1954 (Est.) 2,280,000 — Families 650,000
Radio Homes 582,000 — TV Homes 32,000 — Stations in State 46

K A D A**ADA—1934—ABC-KBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KADA Bcstg., Inc.
 Business Address.....Box 642
 Phone Number.....12-3
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 President.....Dr. C. C. Morris
 General Manager.....Billy T. Hoover
 Station Manager.....Brown Morris
 Program Director.....Nadine Mullinax
 Chief Engineer.....George Miller

K W H W**ALTUS—1946—MBS**

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

Owned-Operated By.....Altus Bcstg. Co., Inc.
 Phone Number.....1405
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Representative.....Hil F. Best
 Newspaper Affiliation....."Times-Democrat"
 Membership.....NARTB
 Pres., Gen. Mgr.....Frank E. Wimberly
 Chief Engineer.....Ernest Baucum

K V S O**ARDMORE—1935—ABC****OKLA. NET**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John F. Easley
 Bus.-Studio Address.....112 N. Washington
 Phone Number.....3030
 Air Time.....Full Time
 News Service.....AP
 Newspaper Affiliation.....Daily Ardmorelle
 Transcription Service.....World, SESAC

Representative.....The Taylor Co.
 General Manager.....Albert Riesen
 Comm. Mgr.....J. E. Riesen
 Program Director.....Dolly Dutton
 Publicity Director.....Galy Varnell
 Chief Engineer.....William E. Kolb

KWON

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bartlesville Bcstg. Co.
 Business-Studio Address.....Dewey Rd.
 Phone Number.....1400
 News Service.....AP
 President, Gen., Sta. Mgr.....J. Fred Case
 Commercial Mgr.....John Collins
 Chief Engineer.....Cecil Tanner

KBWL

BLACKWELL—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Star Bcstg. Co., Inc.
 Phone Number.....309
 News Service.....AP
 Transcription Service.....Thesaurus
 General Manager.....R. L. McCarrell
 Chief Engineer.....Charles Hobbs

KWCO

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc.....Power: 1000 Watts d.;
 250 Watts n.
 Owned-Oper. By.....Washita Valley Bcstg. Corp.
 Address.....KWCO Bldg.
 Phone Number.....2898
 News Service.....AP
 Co-Owner, Gen. Mgr.....P. D. Jackson
 Commercial Manager.....Hoyt Caldwell
 Program Director.....Lorine Null
 Chief Engineer.....Neal M. Allen

KWOE

CLINTON—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Western Okla. Bcstg. Co.
 Address.....Box 558
 Phone Number.....617
 News Service.....UP
 Transcription Service.....SESAC
 Station Representative.....Hil F. Best
 General Manager.....V. M. Preston
 Commercial Mgr.....Leo Tremblay
 Chief Engineer.....Hubert Gaston

KWHP

CUSHING—1952

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....W. H. Payne
 Address.....Box 791
 Phone Number.....922
 News Service.....AP
 Representative.....Hil F. Best

Transcription Service.....Thesaurus
 General Manager.....William H. Payne
 Commercial Manager.....James Kirkpatrick
 Program Director.....Jim Waites
 Chief Engineer.....Charles F. Hebard

KRHD

DUNCAN—1947—MBS-KBS

Frequency: 1350 Kc.....Power: 250 Watts d.,
 100 n.
 Owned-Operated By.....Duncan Bcstg. Co.
 Address.....Box 1192
 Phone Number.....1350
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Hil F. Best
 Membership.....NARTB
 President.....R. H. Drury
 Gen., Sta. Mgr.....W. M. Brubaker
 Comm., Sales Prom. Mgr.....Lester Agee
 Program Director.....Tommy Richardson
 Publicity Dir.....John Moen

KSEO

DURANT—1947

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

KASA

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Co.
 Address.....North Randall St.
 Phone Number.....730
 Manager.....Lonnie J. Preston
 Program Director.....Alice Howenstine
 Chief Engineer.....Robert Hemphill

KCRC

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Enid Radiophone Co.
 Bus.-Studio Address.....Broadway Tower
 Phone Number.....447
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 News, Affil., "Morning News," "Daily Eagle"
 Representative.....O. L. Taylor Co.
 Membership.....NARTB
 President.....Milton B. Garber
 General Manager.....Guy B. Farnsworth
 Commercial Mgr.....H. P. Hale
 Program Director.....B. Napier
 Chief Engineer.....Murray D. Coleman

K G W A**ENID—1949—MBS**

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Public Bcstg. Service, Inc.
 Address 115½ E. Broadway
 Phone Number 4230
 News Service UP
 Transcription Service Standard
 Representative Pearson
 President George E. Failing
 General Manager H. J. Godschalk
 Sta., Comm. Mgr. Tom Belcher
 Chief Engineer William Teitzel Jr.

K T A T**FREDERICK—1948—KBS**

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Frederick Bcstg. Co.
 Address Main & Grand
 Phone Number 1010
 News Service UP
 Transcription Service Capitol
 Representative Hil F. Best
 General Manager J. D. Jones, Jr.
 Partner Ronald W. Wheeler
 Program Director Mary Wheeler

K G Y N**GUYMON—1948**

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address P. O. Box 38
 Phone Number 888
 News Service UP
 Transcription Service World, Thesaurus
 Representative Hil F. Best
 President, Gen. Mgr. T. M. Raburn, Jr.
 Chief Engineer Herbert L. Noyes

K T J S**HOBART—1947—KBS**

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner
 Address 315 E. 11th St.
 Phone Number 1070
 News Service AP
 President, Ch. Eng. T. J. Shriner
 Promotion Dir. May Jo Shriner

K I H N**HUGO—1948**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address P. O. Box 248
 Phone Number 1140
 News Service AP
 Transcription Service SESAC
 President George Malone
 Co-Manager James Gerity Jr.
 Chief Engineer Dalton E. Jones

K B E L**IDABEL—1953**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Idabel Bcstg. Co.
 Address Box 1072
 Phone Number 892
 Pres., Gen. Mgr. Winston O. Ward
 Commercial Mgr. J. P. Stanley
 Program Director Lee Mars
 Chief Engineer Cliff Taylor

K S W O**LAWTON—1941****ABC-OKLA. NET**

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 406½ D Ave.
 Phone Number 1380
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative The Taylor Co.
 Membership NARTB, BAB
 President R. H. Drewry
 Gen., Sta. Mgr. Leo R. Morris
 Prom. Mgr., Pub. Dir. Mrs. L. B. Goochey
 Program Director Lyle Gaston
 Chief Engineer Willard Cochran

THOSE WHO KNOW**FAMOUS BRANDS**

Says KHGB Manager John
 Whitt at Okmulgee, Okla.:

"Sponsors and prospects know
The Associated Press—and
 know it well, and favorably."

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

KNED**McALESTER—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By: Pittsburg Bcstg. Co., Inc.
 Address: Box 73
 Phone Number: 1460
 News Service: UP
 Transcription Service: World, Thesaurus
 Representative: Pearson
 Pres., Gen. Mgr.: Ray Van Hooser
 Commercial Manager: Phil Reed
 Chief Engineer: Dexter Ferry

KTMC**McALESTER—1946—ABC-OKLA.**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: McAlester Bcstg. Co.
 Business-Studio Address: Box 157
 Phone Number: 2411
 News Service: AP
 Representative: The Taylor Co.
 Membership: NARTB, BAB
 President: William Young
 Gen., Sta. Mgr.: Bob Baggett
 Program Director: Walter Freeman
 Chief Engineer: Harold Duncan

KGLC**MIAMI—1948—KBS**

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Miami Bcstg. Co.
 Address: Box 511
 Phone Number: 3303
 News Service: AP
 Representative: Adam Young
 President: Kenyon Brown
 General Manager: Charles L. Unger, Jr.
 Chief Engineer: Louis Stone

KBIX**MUSKOGEE—1936—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Okla. Press Pub. Co.
 Address: 214-216 Wall St.
 Phone Number: MU 2-1331
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Venard
 President: Tams Bixby, Jr.
 General Manager: Walter W. Weber
 Commercial Mgr.: George Lanham
 Program Director: Howard Whitely
 Chief Engineer: Eugene Edwards

KMUS**MUSKOGEE—1948—GRASS ROOTS**

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By: Eastern Okla. Bcstg. Corp.
 Business-Studio Address: 412½ Court St.
 Phone Number: MU 2-3341
 News Service: UP
 Transcription Service: World

Representative: Pearson
 President: R. M. Mountcastle
 Gen., Station Mgr.: Jimmie Barry
 Program Director: George Overton
 Chief Engineer: James Keitel

KNOR**NORMAN—1949**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Cleveland County
 Bcstg. Co.
 Address: P. O. Box 542
 Phone Number: 474
 News Service: UP
 Transcription Service: World
 Gen. Mgr. (Ptnr.): William S. Morgan
 President: Tol Dickenson
 Program Director: Gene Stansberry
 Chief Engineer: Gene Morris

KBYE**OKLAHOMA CITY—1947**

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By: State Bcstg. Co.
 Bus. Studio Address: 108 N.W. 9th
 Phone Number: FO 5-2323
 News Service: UP
 Membership: NARTB, BAB
 President: A. Earl Cullum
 Chief Engineer: Charles Shaeffer

KLPR**OKLAHOMA CITY—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Okla. City Bcstg. Co.
 Business Address: 128½ W. Commerce St.
 Phone Number: Central 2-1341
 News Service: AP
 Owner, Pres., Gen. Mgr.: Byrne Ross
 Promotion Mgr.: Grant Ladd
 Program Director: Mrs. Kathleen Burkett
 Chief Engineer: Jay Davis

KOCY**OKLAHOMA CITY—1938—MBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Plaza Court Bcstg. Co.
 Business-Studio Address: Plaza Court Bldg.
 Phone Number: Forest 5-4333
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard
 Representative: Pearson
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: M. H. Bonebrake
 Sta., Comm. Mgr.: George Collisson
 Program Director: I. L. Marquiss
 Chief Engineer: J. S. Merryman

KOMA**OKLAHOMA CITY—1931—CBS**

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By: KOMA, Inc.
 Business-Studio Address: 7300 Lincoln Blvd.

Phone Number.....Victor 3-6641
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....John Toole Griffin
 General-Station Mgr.....Edgar T. Bell
 Comm., Asst. Mgr.....Ben H. Holmes
 Program Director.....Mack Fuller
 Chief Engineer.....M. W. Thomas

K TOK

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTOK, Inc.
 Business-Studio Address.....1800 W. Main
 Phone Number.....FO 5-8352
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....BAB
 President.....Wendell Mayes
 Gen., Sta. Mgr.....John Hopkins
 Commercial Mgr.....Tom Johnson
 Chief Engineer.....Clifford Easum

K TOW

OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sooner Bcstg. Co.
 Business-Studio Address.....Liberty Bank Bldg.
 Phone Number.....CE 2-6367
 News Service.....AP
 Representative.....Rambeau
 Membership.....NARTB
 President.....Ralph Ball
 Gen., Sta. Mgr.....Rex M. Lester, Jr.
 Chief Engineer.....Thomas F. Lindsey

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WKY Radiophone Co.
 Business-Studio Address.....Box 8668
 Phone Number.....TRinity 8-2161
 Air Time.....Unlimited
 News Service.....UP
 Newspaper Affiliation.....Oklahoman, Times
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NARTB
 President.....E. K. Gaylord
 Manager.....P. A. Sugg
 Commercial Manager.....Robert E. Chapman
 Program Director.....Paul Brawner
 Public Relations Mgr.....Wally Kinnan
 Chief Engineer.....H. J. Lovell

K H B G

OKMULGEE—1937—MBS

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

Business Address.....Times Bldg.
 Phone Number.....3646
 News Service.....AP
 Representative.....Pearson
 President.....Don Reynolds
 Station Manager.....John R. Trotter
 Program Director.....Gladys LeGrand
 Chief Engineer.....John Brennerman

KVLH

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KVLH Bcstg. Co.
 Business Trans. Address.....P. O. Box 610
 Phone Number.....1470
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Hil F. Best
 President.....James T. Jackson
 General Manager.....Phil Crenshaw
 Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Ponca City News
 Address.....3rd & Cleveland
 Phone Number.....RO 5-3311
 Air Time.....Full Time
 Newspaper Affiliation.....The News
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Clyde E. Muchmore
 Sta., Gen. Mgr.....Cy Casper
 Commercial Mgr.....Larry Nolan
 Prom., Pub., Pgm. Wir.....William G. Maugans
 Chief Engineer.....Chuck Chaney

KOLS

PRYOR—1950—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Lakes Area Bcstg. Co.
 Address.....Fifth & S. Mill Sts.
 Phone Number.....1263
 Transcription Service.....SESAC
 News Service.....AP
 Representative.....Continental
 General Manager.....L. L. Gaffaney
 Commercial Manager.....Mrs. L. L. Gaffaney
 Program Director.....Merle Caldwell

KGFF

SHAWNEE—1930

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Bcstg. Co., Inc.
 Address.....Hotel Aldridge
 Phone Number.....4390
 News Service.....AP
 Newspaper Affiliation.....Stauffer Publ. Inc.
 Transcription Service.....World
 President.....Oscar S. Stauffer
 Gen., Sta. Manager.....Willford C. Dickson
 Chief Engineer.....Earl R. Ward

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc. Power: 250 Watts d.
Owned-Oper. By... Stillwater Publishing Co.
Business Address... P. O. Box 231
Phone Number... 311
Newspaper Affiliation... News-Press
Transcription Service... Standard
General Manager... L. F. Bellatti
Program Director... J. R. Bellatti
Chief Engineer... Paul McCollum

KAKC

TULSA—1946

Frequency: 970 Kc. Power: 1000 Watts d.
500 n.
Owned-Oper. By... Public Radio Corp.
Bus.-Studio Address... American Airlines Bldg.
Phone Number... 4-2401
News Service... AP
Representative... Walker
President-Treas... S. E. Avey
V.P., General Manager... James L. Neal
Commercial Mgr... John B. Wheeler
Program Director... Rusty Kirk
Chief Engineer... M. M. Donley

KFMJ

TULSA—1946—MBS

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By... Fred Jones Bcstg. Co.
Business-Studio Address... 13th & Boston
Phone Number... 5-5555
News Service... UP
Representative... Bolling
President... Fred Jones
General Manager... Lawson Taylor

KOME

TULSA—1938

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By... Oil Capital Sales Corp.
Business-Studio Address... Kome Bldg.
Phone Number... 3-4121
News Service... AP
Transcription Service... Associated
Representative... Gill-Perna
President... John E. Brown Jr.
General Manager... Charles W. Grim, Jr.
Chief Engineer... Roy Brown

KRMG

TULSA—1949—ABC

Frequency: 740 Kc. Power: 50,000 Watts d.,
25,000 n.
Owned-Operated By... All Oklahoma Bcstg. Co.
Business-Studio Address... 311 So. Denver Ave.
Phone Number... 54-4291
Representative... John Blair
News Service... AP
Membership... NARTB, BAB
President... Robert S. Kerr
General Manager... Frank S. Lane

Program Director... Keith Bretz
Chief Engineer... William H. Bradley

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By... Tulsa Bcstg. Co.
Business Address... Boulder-on-the-Park
Phone Number... 2-3191
News Service... UP
Transcription Service... World
Representative... Avery-Knodel
President... John T. Griffin
V.P. & Gen. Mgr... L. A. Blust, Jr.
Commercial Mgr... William D. Swanson
Sales Prom. Mgr... George Ketcham
Program Director... Karl Janssen
Chief Engineer... Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
Owned-Oper. By... Southwestern Sales Corp.
Bus.-Studio Address... Philtower Bldg.
Phone Number... 2-3281
Transcription Service... Standard, World
Representative... Edward Petry
President... W. G. Skelly
V.P., General Mgr... William B. Way
Commercial Manager... Gustav K. Brandborg
Sales Prom. Mgr... W. T. McClarin
Program Director... Sam Schneider
Chief Engineer... John Bushnell

KWSH

WEWAKA—1951—ABC-KBS

Frequency: 1260 Kc. Power: 1,000 Watts
Owned-Operated By... Tri Cities Bcstg. Co., Inc.
Address... Box 1260
Phone Number... 1260-1261
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... Standard
Representative... Taylor
President... Dr. C. C. Morris
General Manager... Bill Hoover
Station Manager... Pat Murphy
Commercial Manager... Roy Judge
Sales Prom. Mgr... Gladys Williams
Publicity Director... Jay Harmon
Prog. Dir., Chief Engr... Warren W. Abbott

KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Woodward Bcstg. Co.
Address Trans. Loc... 22 & Cedar Sts.
Phone Number... 1450
News Service... AP
Transcription Service... Capitol, Thesaurus
Representative... Hil F. Best
Pres., Gen. Mgr... Edward A. Ryan
Program Director... Lenora W. Ryan
Chief Engineer... George Archer

OREGON

Pop. Feb. 1, 1954 (Est.) 1,854,000 — Families 620,000
Radio Homes 604,000 — TV Homes 187,000 — Stations in State 47

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By.... Central Willamette Bcstg.
 Bus.-Studio-Trans. Loc.... Queen Ave. & Elm
 Phone Number 1234-5
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service World
 Newspaper Affiliation.... "Democrat Herald"
 Representative Moore-Lund, Ayers
 Membership NARTB, BAB
 President..... R. R. Cronise
 General Manager..... Chet Wheeler
 Commercial Manager..... Johnny Birrel
 Station Manager..... Warren Stoffer
 Sales Prom. Mgr..... Mal Waltman
 Program Director..... LeRoy Jolley
 Publicity Director..... Ken McCoy
 Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.... Rogue Valley Bcstg. Co.
 Address..... 1160 Helman Rd.
 Phone Number 2-4381
 Air Time..... 6:30 a.m.-11 p.m.
 President..... Dick Maguire
 Station Manager..... Alan Abner
 Chief Engineer..... Don Smith

KAST

**ASTORIA—1936—MBS-KBS
 DON LEE**

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By..... Astoria Bcstg. Co.
 Bus.-Studio Address..... 1006 Taylor Ave.
 Phone Number 95
 News Service UP
 Transcription Service Standard
 Representative Moore-Lund, Ayers
 Membership BAB, NARTB
 President..... Robert B. Chessman
 Gen., Sta. Mgr..... R. D. Holmes
 Program Director..... Mrs. Mary Ristola
 Commercial Manager..... Irving Steinbock
 Chief Engineer..... Jay Bruce Whitwell

KVAS

ASTORIA—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Wm. Ohlmann
 Address..... 612 Commercial St.
 Phone Number 41
 Representative Moore

Transcription Service World
 News Service UP
 Receiver Wm. Ohlmann

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Inland Radio, Inc.
 Bus.-Studio Address..... 2030 Auburn Sts.
 Phone Number 140
 News Service UP
 Transcription Service World
 Gen., Comm. Mgr..... Kenneth B. Lockwood
 Program Dir..... Kenneth Holden
 Chief Engineer..... Charles Harland

KBND

BEND—1937—MBS-DON LEE

Frequency: 1110 Kc. Power: 1000 Watts
 Owned-Oper. By.... Central Oregon Bcstg. Co.
 Bus.-Studio Address..... Coble Bldg.
 Phone Number 848
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative..... W. S. Grant, Moore-Lund
 Membership NARTB
 Pres., Gen., Sta. Mgr..... Frank H. Loggan
 Comm. Mgr..... Doug Gaines
 Pgm. Dir..... Kessler Cannon
 Chief Engineer..... Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... KOOS, Inc.
 Address Box 777
 Phone Number..... Congress 7-2121
 Air Time..... Day Time
 News Service UP
 Representative Moore-Lund
 President..... Sheldon F. Sackett
 General Manager..... Fred F. Chitty
 Station Manager..... Phil Waters

KWRO

COQUILLE—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... KWRO, Inc.
 Address P. O. Box 396
 Phone Number 3961
 News Service AP
 Transcription Service..... Capitol, World
 Membership NARTB
 Sect.-Treas..... W. E. Walsh
 General Manager..... Lynn C. Thomas
 Program Director..... Robert Eubanks

**KRUL****CORVALLIS—1947**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific States Radio Co.
 Address Trans. Lot 1221 So. 15th St.
 Phone Number 3-3322
 News Service AP
 Transcription Service Capitol. SESAC
 Representative Keystone
 Membership NARTB. BAB
 President J. C. Haley
 Gen., Sta. Mgr. Loyal H. Vickers
 Sales Prom. Mgr. Jack Gallant
 Program Director Ted C. Carlson
 Chief Engineer Wm. C. Martin

KSGA**COTTAGE GROVE—1953**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Coast Fork Broad Co.
 Phone Number 1285
 President W. Gordon Allen
 General Manager Anthony Maucione
 Program Director Jack Vaughn
 Promotion Mgr. Walter Dodd
 Chief Engineer Bob Kennedy

KODL**THE DALLAS—1947—ABC**

Frequency: 1230 Kc. Power: 250 d., 100 n.
 Owned-Oper. By Western Radio Corp.
 Address Kodl Bldg.
 Phone Number 2300
 News Service UP
 Transcription Service MacGregor
 Pres., General Manager V. B. Kenworthy
 Station Manager Paul E. Walden
 Promotion Director Monte DeVon
 Chief Engineer Bruce Elliott

KASH**EUGENE—1947—ABC-KBS**

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Air Ways, Inc.
 Address P. O. Box 1600
 Phone Number 5-3357
 Air Time 5:30 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Capitol
 Representative Donald Cooke
 Pres., Gen. Mgr. E. L. Kincaid
 Commercial Manager Paul N. Plank
 Program Director Laura Plank
 Asst. Mgr., Pub. Dir. Clare Mattingly
 Chief Engineer Norville M. Packard

KERG**EUGENE—1949—CBS**

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Guard Pub. Co.
 Address P. O. Box 506
 Phone Number 5-4304

Air Time 6 a.m.-M.
 News Service AP
 Newspaper Affiliation "Register-Guard"
 Transcription Service Standard
 Representative Weed & Co.
 Membership NARTB. BAB
 President Alton F. Baker
 Gen., Sta. Mgr. L. W. Trommlitz
 Commercial Manager Herb Michael
 Publicity Director Jack Craig
 Prom. Mgr., Prog. Dir. Robert Fulton
 Chief Engineer Calvert Applegate

KORE**EUGENE—1927—MBS-DON LEE**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lane Bcstg. Co.
 Business Address P. O. Box 1032
 Phone Number 4-4214
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Everett-McKinney
 Membership NARTB. BAB
 Pres., Gen. Mgr. Lee Bishop
 Commercial Mgr. Virgil Parker
 Program Director Harry Kirk
 Publicity Director Bob Davis
 Chief Engineer Floyd Viken

KUGN**EUGENE—1946—NBC**

Frequency: 590 Kc. Power: 1000 Watts d.:
 1000 Watts n.
 Owned-Operated By KUGN, Inc.
 Business Address P. O. Box 112
 Phone Number 4-6216
 Air Time 6 a.m.-M.
 News Service AP
 Representative Meeker
 Membership NARTB
 Pres., Gen., Sta. Mgr. C. O. Fisher
 Commercial Manager E. W. Karl
 Program Director Reg Roos
 Chief Engineer George Hathaway

KRWC**FOREST GROVE—1950**

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Irving G. Schmidtke
 Address Rt. 2, Box 245
 Phone Number Forest Grove 6091
 Representative Wm. Ayres
 Transcription Service Standard. SESAC
 News Service AP
 Pres., Gen. Mgr. Irving V. Schmidtke
 Commercial Mgr. James Forsythe

KUIN**GRANTS PASS—1939—MBS
DON LEE**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Southern Oregon Bcstg. Co.

Business Address.....Redwood Hwy.
Phone Number.....4477
News Service.....AP
Transcription Service.....World, McGregor
Representative.....W. S. Grant
Membership.....NARTB, BAB
President.....A. E. Voorhies
General Manager.....E. A. Malone
Commercial Mgr.....M. K. Ball
Program Director.....Dave Allen
Chief Engineer.....N. L. Williams

K I H R

HOOD RIVER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore-Wash. Bcstrs.
Address.....P. O. Box 207
Phone Number.....8561
President.....C. H. Fisher
Station Manager.....Don McCutcheon
Chief Engineer.....James H. Platz

K F J I

KLAMATH FALLS—1923—MBS DON LEE

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....KFJI Bcstrs., Inc.
Address.....P. O. Box 692
Phone Number.....22551
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....W. S. Grant, Moore-Lund
Membership.....NARTB
President.....W. D. Miller
Gen., Sta. Mgr.....Dick Maguire
Comm. Mgr., Pgm. Dir.....Bob McVay

K F L W

KLAMATH FALLS—1946—ABC-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Phone Number.....8115
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Everett-McKinney
Membership.....NARTB, BAB
President.....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Aaron Boe
Chief Engineer.....Bill Grimes

K L B M

LA GRANDE—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Phone Number.....2201
News Service.....UP
Transcription Service.....Standard
Representative.....Moore & Lund
Membership.....NARTB, BAB
Gen., Comm. Manager.....Ken Lillard
Program Director.....Judy Holman
Chief Engineer.....Len Sedar

K G A L

LEBANON—1950

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 341
Phone Number.....8631
News Service.....AP, INS
Transcription Service.....Langworth, SESAC
President, Gen. Mgr.....W. Gordon Allen
Station Manager.....John Trunan
Commercial Manager.....Don Wellman
Program Director.....Nate Bridges
Chief Engineer.....Danny Bridges

K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Phone Number.....3811
Transcription Service.....World
News Service.....AP
President.....Jack B. Bladine
Gen., Comm. Mgr.....Glasco Branson
Chief Engineer.....Jack Adkins

K M E D

MEDFORD—1922—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone Number.....2-4000
News Service.....UP
Transcription Service.....Thesaurus, MacGregor
Station Representative.....Meeker Assoc.
President.....Vern Robinson
General, Sta. Manager.....Jennings Pierce
Commercial Manager.....Bill Hansen
Sales Prom. Mgr.....Norm Oberst
Program Director.....Russ Jamison
Chief Engineer.....Ray Johnson

In the
prosperous Pacific Northwest

KGW

is your best buy

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Portland, Oregon

Affiliated with NBC

Represented nationally by Edward Petry & Co.

KYJC

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Medford Printing Co.
Trans. Address. 27 North Fir St.
Phone Number 2-5277
News Service UP
Newspaper Affiliation. Mail Tribune
Representative Grant
Transcription Service Langworth
President Robert W. Ruhl
Gen., Sta. Mgr. Jimmy Dunlevy
Comm., Sales Prom. Mgr. Tom MacLeod
Pgm. Dir. John Ahern
Chief Engineer. Dick Woods

KNPT

NEWPORT—1948

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By. Yaquina Radio, Inc.
Business Address. Box 276
Phone Number 560
News Service AP
Transcription Service World
Representative. Wm. A. Ayres
Pres., Gen. Mgr. Tom R. Becker
Commercial Manager. Dan Kirch
Sales Prom. Mgr., Prog. Dir. Ed Warmoth

KFIR

NORTH BEND—1951—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Bay Bcstg. Co.
Address. Box 905
Phone Number. SK 9-7351
Air Time. Full Time
News Service AP
Transcription Service Standard
Representative. W. S. Grant.
Keating, Natl. Rep
Pres., Gen. Mgr. Josephine Edwards
Station Manager. Glenn Nickell
Sales Prom. Mgr. Charles Lee
Chief Engineer. Arthur Schuldt

KSRV

ONTARIO—1946

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By. Inland Radio, Inc.
Address. Box 540
Phone Number 212
News Service UP
Representative. Pac. Northwest. Moore-Lund
Transcription Service Standard
Membership NARTB
General Manager. Gordon L. Capps
Commercial Manager. Robert Humphreys
Chief Engineer. Charles E. Harland

KGON

OREGON CITY-PORTLAND—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Clackamas Bcstrs.

Business Address. Box 391
Phone Number. OR 5249
News Service AP
Transcription Service. World, Associated
Representative. Robt. Meeker
President. Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr. Irwin S. Adams
Chief Engineer. Edward G. Saxe

KWRC

PENDLETON—1941—AEC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Western Radio Corp.
Business Address. P. O. Box 178
Phone Number 1425
News Service UP
Pres., Gen. Mgr. V. B. Kenworthy
Station Manager. Lea Phillips
Program Director. Denmane Dayton
Chief Engineer. Douglas Whipple

KGW

PORTLAND—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. Pioneer Bcstrs, Inc.
Bus. Studio Address. 1320 S.W. Broadway
Phone Number. BEacon 6364
Air Time. 6 a.m.-12 M.
News Service AP
Representative Edward Petry
Membership NARTB
President George Orput

MORE

Local Advertisers

MORE

Network Programs

MORE

For Your Money
ON

KYJC

Favorite Station
Oregon's 4th Market

CBS

ABC

Represented by

W. S. GRANT INC.

NEW YORK — CHICAGO
SAN FRANCISCO — LOS ANGELES



General Manager.....H. Quenton Cox
Program Director.....Donald Whitman
Chief Engineer.....Harold C. Singleton

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio
Address.....1230 SW Main St.
Phone Number.....CApital 1881
Air Time.....5:30 a.m.-2:00 a.m.
News Service.....UP, INS
Transcription Service.....Associated
Membership.....BAB
Station Representative.....Free & Peters Inc.
President.....Chris Witting
General Manager.....Joseph E. Baudino
Station Manager.....J. B. Conley
Commercial Manager.....Robert H. Prigmore
Sales Promotion Manager.....Charles L. Burrow
Program Director.....Mel Bailey
Chief Engineer.....Tom Ely

KLIQ

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mercury Bdcstg. Co.
Address.....3908 N.E. Sandy Blvd.
Phone Number.....Webster 1290
Pres., Gen. Mgr.,
Prog. Dir.....Gordon E. Bambricks

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....Mt. Hood Radio-TV Bcstg.
Corp.
Business Address.....P. O. Box 1031
Phone Number.....ATwater 3333
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....World. Standard
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....Ted Gamble
Vice President.....C. H. Lane
Gen. Mgr.....Harry H. Buckendahl
Promotion Director.....George Wann
Program Manager.....Willard Mears
Nat'l Adv. Mgr.....J. L. Palmer
Dir. of Engineering.....Louis S. Bookwalter

KPAM

PORTLAND—1951

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
Phone Number.....ATwater 0106
News Service.....AP
Membership.....NARTB
Transcription Service.....Associated, World
Pres., Comm., Gen. Mgr.....Stanley M. Goard
Program Director.....Douglas Ducklow
Chief Engineer.....Charles K. Dickson

KPDQ

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Bus.-Studio-Trans. Address. 1008 S.W. 6th Ave.
Phone Number.....CA 9209
News Service.....AP
Pres., Gen. Mgr.....Jack W. Davis
Commercial Manager.....Dave Jack
Program Director.....Hal Starr
Chief Engineer.....Bob Beattie

KPOJ

PORTLAND—1932—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....Journal Publ. Co.
Phone Number.....Broadway 3484
Studio Address.....1019 S.W. 10th
News Service.....UP
Newspaper Affiliation.....Oregon Journal
Transcription Service.....Thesaurus
Representative.....John Blair
Membership.....NARTB, BAB
President.....Wm. W. Knight
General-Station Manager.....R. M. Brown
Commercial Manager.....Robert C. La Bonte
Program Director.....Jack Moys
Chief Engineer.....Richard R. Pooley

KWJJ

PORTLAND—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone Number.....Atwater 4393
News Service.....INS
Representative.....Burn-Smith
Membership.....NARTB
Pres., Gen., Sta. Mgr.....Rod F. Johnson
Prog. Dir.....Jerry Speerstra
Chief Engineer.....Les Windes

KXL

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Box 5886
Phone Number.....BR. 6451
News Service.....UP, AP
Transcription Service.....Associated
Representative.....Walker, Pacific Northwest
Pres., Gen., Comm. Mgr.....H. S. Jacobson
Program Director.....Ric Thomas
Chief Engineer.....Len Garrett

KRCO

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Phone Number.....6-239
Representative.....Grant, Best, Keating
News Service.....UP



Pres., Gen. Mgr.....Norbert A. Miksche
Comm. Mgr., Chief Engr.....C. R. Matheny

KJUN**REDMOND—1952—ABC**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Juniper Bcstrs., Inc.
Address.....P. O. Box 1240
Representative McGillvra
President Harold Singleton
General Manager.....F. G. Lieser
Sales Prom. Mgr.....Jack Leutjen
Chief Engineer.....Don Gay

KRNR**ROSEBURG—1935—CBS**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Address.....134 N. Jackson
Phone Number 3-5551
News Service AP
Transcription Service.....Standard
Newspaper Affiliation.....News Review Co.
Representatives Keating, Grant
Membership NARTB, BAB
President Frank Jenkins
Gen., Sta. Mgr.....Leroy Hiatt
Commercial Mgr.....Warren Ward
Program Director Lyle Fenner
Chief Engineer Max Dick

KRXL**ROSEBURG—1950—MBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....1640 Medford St.
Phone Number 3-4464
President.....Donn Radabaugh
General Manager.....Iris Rice Helliwell
Commercial Manager.....Lon D. Hunt
Chief Engineer.....Leo Reetz

KGAE**SALEM—1951**

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KGAE, Inc.
Address.....Box 768
Phone Number 3-7121
News Service AP
President.....W. Gordon Allen
General Manager.....Robert Bruce
Program Director.....Jean McLean
Chief Engineer.....John Truhan

KOCO**SALEM—1947**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. 1426 Edgewater St.
Phone Number 3-3108
News Service UP
Transcription Service.....Standard, Associated
Representative.....William G. Rambeau

Pres., Gen. Mgr.....Loring Schmidt
Program Director Carl Ritchie
Commercial Manager.....Seth Smith
Chief Engineer.....Robert Suing

KSLM**SALEM—1934—MBS—DON LEE**

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Phone Number 3-4831
Representative Everett, McKinney
Air Time.....24 Hours
News Service UP
Transcription Service.....World, Lang-Worth
Membership NARTB, BAB
President, Gen. Mgr.....Glenn McCormick
Sales Prom., Sta. Mgr.....Dave Hoss
Commercial Manager.....Bruce Brown
Publicity Director.....D. S. Hoss
Chief Engineer.....Clyde Carlton

KTIL**TILLAMOOK—1947**

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By.....Tillamook Bcstg. Co., Inc.
Business Address.....Box 227
Phone Number Victor 2-4422
Representative Continental
President.....F. H. Guyton
Manager Tom Hoover
Chief Engineer.....Larry Brunen

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?
AP

PENNSYLVANIA

Pop. Feb. 1, 1954 (Est.) 11,223,000 — Families 3,145,600
Radio Homes 3,001,000 — TV Homes 2,375,000 — Stations in State 117

W A E B

ALLENTOWN—1948—ABC

Frequency: 790 Kc. Power: 500 Watts d.
1000 Watts n.
Owned-Oper. By: WAEB, Inc.
Address Center Square
Phone Number Hemlock 4-9364
News Service UP
Representative George P. Hollingbery Co.
President Howard Wasserman
Commercial Mgr. P. Robert Ackley
Chief Engineer William Gottshall

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Allentown Bcstg. Corp.
Phone Number HE 4-4801
Air Time 7 a.m.-M.
News Service UP
Transcription Thesaurus
Representative Robert Meeker
Membership NARTB, BAB
President Charles G. Helwig
Sta. Mgr., Pgm. Dir. J. F. Chambers
Publicity Director Syd Paul
Chief Engineer Gerald B. Werst

W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts
Operated By: WKAP, Inc.
Bus.-Studio Address P. O. Box 689
Phone Number Hemlock 3-3166
News Service AP
Transcription Service Associated
Representative Weed
President N. Joe Rahall
Sta., Gen. Mgr. O. R. Davies
Chief Engineer C. Frank Cordaro

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By: Lehigh Valley Bcstg. Co.
Bus.-Studio Address 39-41 N. Tenth St.
Phone Number Hemlock 4-9511
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative Headley Reed
General Manager B. Bryan Musselman
Sta., Comm. Mgr. Olivia M. Barnes
Dir. of Programs George Y. Snyder
Chief Engineer Revel H. Musselman

W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Gable Bcstg. Co.
Phone Number 6467
Air Time Full Time
News Service AP
Transcription Service World
Representative H-R Reps., Inc.
Membership NARTB
President George P. Gable
General Manager John M. Snyder
Sta., Sales Prom. Mgr. James R. Gates
Chief Engineer George Burgoon

W R T A

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Thompson Bcstg. Co.
Address 1421 12th Ave.
Phone Number 6646
Air Time Full Time
News Service UP
Transcription Service Associated
Representative Robert Meeker
Membership NARTB



WHOL

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market. . . 3rd in Pennsylvania . . . 42nd in the Nation.

The last census showed approximately 302,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than \$350,000,000 . . . and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you. Together with WHOL, WAZL, WHLM, WIDE and WVDJ are under the supervision of Victor C. Diehn, radio pioneer and executive.

CHAS. G. HELWIG, Esq.
President
Rep. ROBERT MEEKER



Pres., Gen. Mgr.....Roy T. Thompson
Sta., Comm., Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompson
Publicity Director.....Dave Deniston
Chief Engineer.....George Shaffer

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
Phone Number.....8127
News Service.....UP
Transcription Service.....Standard
Representative.....Weed & Co.
President.....Emanuel S. Leopold
Manager.....Will Ketner
Comm., Prom. Mgr.....Will Union
Chief Engineer.....Bernard Bopp

WAVL

APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
News Service.....UP
General Manager.....Cecil F. Clifton
Chief Engineer.....H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc.....Power: 500 Watts d.



WHLM

BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to \$117,316,000. Add to this \$21,817,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."

Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company; to mention just a few with good, big payrolls. Together with WHLM, WAZL, WHOL, WIDE and WDVA are under the supervision of Victor C. Dietz, radio pioneer and executive.

HARRY L. MAGEE

Owner and Operator

Owned-Oper. By.....No. Cambria Bcstrs.
Phone Number.....1010
Transcription Service.....Thesaurus, World
News Service.....UP
Pres., Pub. Mgr.....Harris G. Breth
General Manager.....W. J. Thomas
Program Director.....William R. Raihall
Chief Engineer.....Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WBVP, Inc.
Business-Studio Address...1216 Seventh Ave.
Phone Number.....4100
News Service.....UP, AP
Transcription Service.....Standard, World
Pres., Gen. Mgr.....Frank R. Smith, Jr.
Commercial Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Chief Engineer.....Frank W. Schaefer

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehem's Globe
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number.....University 6-3074-5
News Service.....UP
Transcription Service.....Capitol, Thesaurus
Membership.....NARTB
President.....Rolland L. Adams
General Manager.....Ellis Service
Station Manager.....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Chief Engineer.....Edwin L. Rybak

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Columbia-Montour
Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number.....1700
News Service.....AP
Gen. Mgr.....Ed Darlington
Chief Engineer.....Robert Fulton

WHLM

BLOOMSBURG—1948

Frequency: 690 kc.....Power: 1000 Watts a.
Owned-Oper. By.....Harry L. Magee
Address.....Hotel Magee
Phone Number.....1800-1
News Service.....AP
President.....Harry Magee
General Manager.....Robert R. Williams
Commercial Mgr.....Pat Campbell
Sales Prom. Mgr.....Ray Calabrese
Prog. Dir.....James K. Stock
Chief Engineer.....Anthony Hogg

WLOA

BRADDOCK—1947

Frequency: 1550 Kc. Power: 1000 Watts d.
Owned-Operated By: Matta Bcstg. Co.
Business-Studio Address: 1233 Braddock Ave.
Phone Number: Electric 1-1100
News Service: UP
President: William G. Matta
Commercial Manager: George Matta
Chief Engineer: Elmer L. Heess

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: WESB
Business Address: 43 Main St.
Phone Number: 3173
Air Time: 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
News Service: AP
Transcription Service: Thesaurus
Representative: Burn-Smith
Membership: NARTB
Gen. Mgr., Sls. Prom., Pub. Dir.: J. M. Cleary
Commercial Manager: Frederick P. Tascone
Program Dir.: Lloyd P. Gordon
Chief Engineer: Dean Merry

WBUT

BUTLER—1949

Frequency: 1580 Kc. Power: 500 Watts d.
Owned-Oper. By: J. Patrick Beacom
Phone Number: 75-778
News Service: AP
President: J. Patrick Beacom
Gen., Comm. Mgr.: Kenneth E. White
Program Director: Rick Hanna
Chief Engineer: Gerald L. Coleman

WISR

BUTLER—1941—TRI-STATE

Frequency: 680 Kc. Power: 250 Watts d.
Owned-Oper. By: The Butler Bcstg. Co., Inc.
Business-Studio Address: 357 N. Main St.
Phone Number: Butler 4701-2
Air Time: 6:30 a.m.-Sunset
Membership: PAB
News Service: UP
President: Joel W. Rosenblum
General Manager: Robert Kaufman
Program Director: Warren Ihlenfeld
Chief Engineer: Paul Rex

WCDL

CARBONDALE—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Carbondale Bcstg. Co., Inc.
Address: 127 Salem Rd.
Phone Number: Carbon. 1230
News Service: UP
Transcription Service: World
Representative: Donald Cooke, Inc.
Membership: NARTB
President: William H. Ware

General Manager: John R. Kreiger
Comm. Mgr.: Frank T. Bailey
Chief Engineer: Walter F. Rude

WHYL

CARLISLE—1952

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By: Richard Field Lewis, Jr.
Business Address: Holly Pike
Phone Number: 1785
News Service: UP
President: Richard F. Lewis, Jr.
General Mgr.: Winslow T. Porter
Chief Engineer: Jack Simmons

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: Chambersburg Bcstg. Co.
Bus.-Studio Address: Craft Press Bldg.
Phone Number: 1110
News Service: AP
Transcription Service: Thesaurus, Standard
Representative: Forjoe
Membership: NARTB, BAB
President: C. M. Cassell
General Manager: John S. Booth
Sta., Comm. Mgr.: Earl P. Strine
Chief Engineer: James McCurdy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc. Power: 250 Watts d.
Owned-Oper. By: Monongahela Valley Bcstg.
Business-Studio Address: Fifth St.
Phone Number: Charleroi 3-6551
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Thesaurus
President: Dr. A. S. Sickman
Gen. Mgr.: C. R. Duvall
Program Dir.: George Gailey
Chief Engineer: Sylvio Garfalo

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Lou Poller
Business Address: 3500 Edgmont Ave.
Phone Number: 4-4321
News Service: UP
Membership: NARTB, BAB
Gen., Sta. Mgr.: Lou Poller
Commercial Manager: Cy Swingle
Chief Engineer: Harry Simmington

WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By: James M. Tisdale
Bus.-Studio Address: Wolf Bldg., Market Sq.
Phone Number: Chester 2-8861
News Service: UP
Pres., Gen., Comm. Mgr.: James M. Tisdale
Program Director: Robert A. Hibbert, Jr.

WCPA CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Clearfield Bdcsters, Inc.
Address 215 Church St.
Phone Number 3-5541
Newspaper Affiliation Clearfield Progress
News Service UP
Transcription Service Thesaurus, Lang-Worth
Membership NARTB, BAB
President W. K. Ulerich
General Manager W. J. Thomas
Sta., Comm. Mgr. Joseph Milsop
Chief Engineer Lewellyn Duck

WCOJ COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Chester Co. Bcstg. Co.
Address 703 E. Chestnut St.
Phone Number 2100
Transcription Service SESAC
News Service UP
Representative Grant Webb
Membership NARTB
Pres., Gen. Mgr. William S. Halpern
Comm., Prom. Mgr. Donald Kimes
Sta. Mgr., Secy., Chief Eng. Louis N. Seltzer

WCVI CONNELLSTOWN—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Connelstown Bcstrs., Inc.
Bus.-Studio Address 126 W. Crawford Ave.
Phone Number Connelstown 2700
News Service UP
Transcription Service SESAC, World
President Raymond Galiardi
Gen., Sta. Mgr. Jack Craddock
Chief Engineer Paul Queer

WFRM COUDERSPORT—1953

Frequency: 600 Kc. Power: 500 Watts d.
Owned-Oper. By Farm & Home Bcstg. Co.
Address 9 N. Main St.
Phone Number 611
President C. H. Simpson
Vice-Pres., Gen. Mgr. John A. Fay
Sales Manager George A. Clark
Commercial Mgr. David W. Hammond
Chief Engineer Maurice Sherman

WBUX DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Charles M. Meredith
Business-Studio Address Hart Bldg.
Phone Number 220
News Service AP
Transcription Service World
Representative Indie Sales, Inc.
President Charles M. Meredith

Gen., Sta., Comm. Mgr. William A. Lynch
Program Director Robert Fretz
Chief Engineer P. Robert Wright

WCED DUBOIS—1941—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Tri-County Bcstg. Co.
Business-Studio Address 80 N. Park Pl.
Phone Number 1700
News Service UP
Transcription Service SESAC
Representative McGillvra
President Harold Gray
General Mgr. Jason S. Gray
Commercial Manager George Williams
Promotion Mgr. Ken Johnson
Chief Engineer Bernard Guewich

WEST EASTON—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Associated Bcstrs., Inc.
Bus.-Studio Address 516 Northampton St.
Phone Number 6131
Air Time Full Time
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Executive Clair R. McCollough
Station Manager Theodore W. Pierce
Natl. Sales Manager J. Robert Gullick
Program Director Eugene Bethman
Technical Director J. E. Mathiot

WIKK ERIE—1949—ABC

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By Community Service Bcstg.
Bus.-Studio Address 1021 State St.
Phone Number 23-248
News Service AP
Transcription Service World
President Edward Lamb
Gen., Sta. Mgr. Charles R. Kinney
Commercial Mgr. William George
Promotion Director Jack Shumaker
Program Director James Hurley
Chief Engineer Ken Husband

WJET ERIE—1951

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Jet Bcstg. Co.
Address 1635 Ash St.
Phone Number 4-6013
News Service AP
Transcription Service Standard
Representative Forjoe
Membership NARTB
Pres., Gen., Sta. Mgr. Myron Jones
Commercial Manager Lou Skelly
Chief Engineer William Fleckenstein



NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?
PA



◆ ◆ ◆ PENNSYLVANIA ◆ ◆ ◆

W E R C

ERIE—1941—NBC-QUAKER

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By..... Presque Isle Bcstg. Co.
Bus.-Studio Address 121 W. 10 St.
Phone Number 46367
News Service UP
Representative Weed
President..... Jacob A. Young
General Manager..... Arthur M. Ingram
Program Director..... J. Jacob Young
Chief Engineer..... Ken Hestor

W L E U

ERIE—1933

MBS-QUAKER-KEYSTONE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Commodore Perry
Bcstg. Service, Inc.
Bus.-Studio-Trans. Add.... 212 Commerce Bldg.
Phone Number..... 23-327, 22-129
Air Time Full Time
News Service AP
Representative..... Adams J. Young Jr.
President..... Owen K. Murphy
General Manager..... Philip B. Hirsch
Chief Engineer..... William P. Sepenick

W E R C

ERIE PENNSYLVANIA'S
LEADING REGIONAL STATION
GIVES YOU OUTSTANDING
MERCHANDISING

Pluses



5000 WATTS
1260 KC

BUS CARDS
TAXI POSTERS
DIRECT MAIL
POINT OF SALE
POSTERS
THEATER SCREEN
PROMOTION

Represented by
WEED & CO.

WGET

GETTYSBURG—1950—KBS

QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Address.....P. O. Box 28
Phone Number.....850
News Service.....AP
Transcription Service.....World
Gen., Sta., Comm., Prom. Mgr.
Murray L. Goldsborough
Program Director.....C. W. Baker, III
Chief Engineer.....Lester Blair

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d.,
500 n.
Owned-Oper. By.....Pittsburgh Radio Supply
House
Business-Studio Address...128 N. Penn Ave.
Phone Number.....Greensburg 3740
News Service.....UP
Transcription Service.....Lang-Worth
President.....H. Kenneth Brennen
General-Comm. Mgr.....G. J. Podeyn
Chief Engineer.....L. L. Allen

WHVR

HANOVER—1948—MBS

Frequency: 1280 Kc....Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address.....Hanover Rd.
Phone Number.....3831
Air Time.....Full Time
News Service.....UP
Transcription Service.....World
Pres., Sta. Gen. Mgr.....John D. Bare
Program Director.....Ned Rutledge
Publicity Director.....Ed John
Chief Engineer.....Phillip Rohrbaugh

WCMB

HARRISBURG—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Business-Studio Address.....228 Court St.
Phone Number.....4-3005
Air Time.....24 Hours
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Donald Cooke, Inc.
Membership.....NARTB
President.....Edgar T. Shepard, Jr.
General Manager.....Ed K. Smith
Commercial Mgr.....Rudolph O. Marvoux
Sales Prom. Mgr.....Gilbert Brown
Program Director.....John Archer
Chief Engineer.....J. Howard Bair

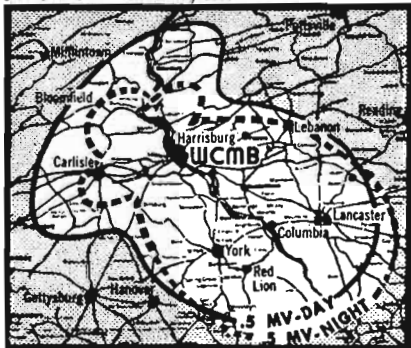
WCMB

means BUSINESS in
HARRISBURG

POWER 5000 watts day and night covers the ENTIRE
Harrisburg Market.

PROGRAMS Top News, Sports, Local and MBS
Features.

PROMOTION Window displays, bus cards, theater
screens, etc.



MUTUAL FOR HARRISBURG
5000 WATTS 24 HOURS DAILY

AND NOW
TELEVISION

ON

WCMB-TV

Following the successful formula of
WVCMB-Radio with selected special-
ty shows from a quality talent
roster.

Priced less than you'd expect for
the companion station to one of the
nation's most alert and progressive
radio operations.

HARRISBURG
WCMB-TV

Harrisburg—

Pennsylvania's Best LARGE Market

WHP & WHP-TV

Best Buy In Pennsylvania's Capital City.

The most powerful advertising medium for tapping this high Per Capita income market, plus the rich South Central Pennsylvania area.

It gives you the insurance of a well established audience for your sales message. The staff of WHP and WHP-TV has the showmanship and experience to present your sales story in the most effective way possible in this top quality market of Pennsylvania. The stability gained through 30 years of service to the Harrisburg area makes this the outstanding medium for making sales.

The same audience loyalty which WHP has enjoyed through the past 30 years also prevails in television — and the results of the two mediums tied together are inevitable.

The tested medium for selling Harrisburg and the South Central Pennsylvania area is WHP and WHP-TV. It's your best buy.

WHP
AND
WHP-TV

Key Stations of the
Keystone State

Harrisburg, Pa.

Represented by The Bolling Co.

CBS Radio and Television Affiliates

W H G B

HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address.....112 Market St.
Phone Number 4-4988
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Capitol
Representative Weed
Membership NARTB, BAB
Pres., Gen. Mgr.....Herbert Kendrick
Station Manager.....Jack Hooper
Pub. Dir.....Red McCarthy
Chief Engineer.....William Kuntz

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number 4-3211
Air Time Unlimited
News Service.....AP, UP
Transcription Service.....Standard, Associated
Representative The Bolling Co.
Membership NARTB
Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Potteiger
Program Director.....Dick Redmond
Publicity Dir.....John Price
Chief Engineer.....E. Daniel Leibensperger

W K B O

HARRISBURG—1922—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone Number 4-0191
Air Time Full Time
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....Henry M. Traugh
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Seibert D. Eberly
Technical Director.....J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Bus.-Studio Address.....708 Hazleton Natl.
Bank Bldg.
Phone Number.....Gladstone 4-3511
Air Time Unlimited
News Service AP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Pres., Gen., Sta. Mgr.....Victor C. Diehm
Sales Prom. Mgr.....Thomas Tito

Program Director.....Bill Graham
Publicity Dir.....Betty Mulligan
Chief Engineer.....Elwood Tito

W H O D

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. Eighth Ave.
Phone Number.....HO 1-0172
News Service UP
Representative Forjee
General Manager.....Roy Ferree
Station Mgr.....Leonard Walk
Promotion Dir.....Sid Dickler
Chief Engineer.....James Herbert

W H U N

HUNTINGDON—1947—KBS

Frequency: 1150 Kc.....Power: 500 Watts
Owned-Oper. By.....Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Phone Number 1291
Newspaper Affiliation....."Daily News"
News Service UP
Transcription Service.....SESAC, World
Representative Indie Sales
President.....John H. Biddle
General Manager.....William E. Germann
Chief Engineer.....Ernest A. Craig



W A Z L

HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.
Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average... \$6,570.00 per family and they use it to buy the products advertised on WAZL.
Here is a station that will deliver to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.
Together with WAZL, WHOL, WIDE, WHLM and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
President and Gen. Mgr.
Rep. ROBERT MEEKER



WDAD

INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By WDAD Inc.
Address 673 Philadelphia St.
Phone Number 5-5511
News Service UP
President W. K. Ulerich
General Manager Winsor Brown
Commercial Mgr. Jonas Termin
Chief Engineer Stanley Graziadio

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Central Bcstg. Co., Inc.
Business-Studio Address Porch Bldg.
Phone Number 81-216
News Service UP
Transcription Service World
Representative Weed
President Paul Short
General Manager George D. Gartland
Station Manager Robert R. Nelson
Chief Engineer Millard C. Coleman

WCRO

JOHNSTOWN—1947—ABC-MBS
QUAKER

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Century Bcstg. Corp.
Bus.-Studio Address Fort Stanwix Hotel
Phone Number 9-1187
Air Time 6 a.m.-1 a.m.
News Service INS
Representative Radio-TV Reps
President John J. Keel
General Manager Stewart W. Phillips
Asst. to Manager Jane Smith
Chief Engineer Earl Castine

WJAC

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WJAC, Inc.
Bus.-Studio Address 329 Main St.
Phone Number 4-1267
Newspaper Affiliation Tribune-Democrat
News Service AP
Transcription Service Lang-Worth
Representative Young
Membership NARTB
President W. W. Krebs
Station Manager John P. Foster
Comm. Mgr. Park Claycomb
Publicity Director Edward T. Bunn
Chief Engineer Theodore E. Campbell

WACB

KITTANNING—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By The Armstrong County
Bcstg. Corp.
Bus.-Studio Address 325 Market St.

Phone Number 43-1381
News Service AP
Transcription Service Thesaurus
President J. B. Moore
General Manager Edward J. Hirschberg
Station Manager Clyde W. Cranmer
Commercial Mgr. Albert Dame
Chief Engineer Joseph Pelletier

WGAL

LANCASTER—1922—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By WGAL, Inc.
Business-Studio Address 8 W. King St.
Phone Number 5251
News Service UP
Transcription Service World
Representative Robert Meeker
President Clair R. McCollough
Station Manager Maynard W. Thomas
Nat. Sales Mgr. J. Robert Gulick
Program Mgr. Kenneth Kreider
Technical Director J. E. Mathiot

WLAN

LANCASTER—1946
ABC—QUAKER

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By The Peoples Bcstg. Co.
Bus.-Studio Address 252 N. Queen St.
Phone Number 7261
News Service AP
Transcription Service Lang-Worth, Capitol
Representative Headley-Reed
Pres., Gen. Mgr. Frank H. Altdorfer
Vice-President S. M. Altdorfer
Commercial Mgr. Stanley Baker
Promotion Dir. Bernie De Paul
Program Dir. Ted Pollack

WLSH

LANSFORD—1952

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By Miners Bcstg. Service, Inc.
Address P. O. Box D
Phone Number 1440
News Service UP
Transcription Service Associated, Thesaurus
Representative Everett-McKinney
President Joseph L. Maguire
Station Manager John W. Angst
Commercial Manager J. C. Lindvay
Program Director Bud Angst
Chief Engineer Milton W. Seltzer

WAKU

LATROBE—1951

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Clearfield Bcstrs. Inc.
Address Depot St.
Phone Number 2348
Transcription Service Thesaurus, World
President W. K. Ulerick
General Manager W. J. Thomas
Chief Engineer Bernard Guidos

W L B R

LEBANON—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....8th & Cumberland Sts.
Phone Number 2-7651
News Service AP
Transcription Service World
Representative Burn-Smith
President.....H. Raymond Stadium
Prog. Dir.....Henry Homan
Chief Engineer.....M. Leonard Savage

W K V A

LEWISTOWN—1949—ABC

Frequency: 920 Kc.....Power: 1000 Watts a
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....19 S. Wayne St.
Phone Number 6771
News Service UP
Representative Gill-Perna
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Pgm. Dir.....Lynn Bloom
Promotion Dir.....Reed Gray
Sales Prom. Mgr.....Robert Hyle
Chief Engineer.....Robert Steltzer

W M R F

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Lewistown Bcstg. Co.
Business-Studio Address.....Monument Square
Phone Number 6757
Air Time.....6 a.m.-M.
News Service AP
Representative Burn-Smith
Membership NARTB
President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Prom., Pub. Director.....James Keyes
Chief Engineer.....Kenneth Callahan

W B P Z

LOCK HAVEN—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number 4038
Air Time.....Full Time
News Service.....AP. UP
Transcription Service.....Thesaurus, Langworth
Representative.....Joseph Hershey McGillvra
Membership NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipetz
Prog., Publ. Director.....Dave King
Chief Engineer.....Kenneth C. Caum

W E D O

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....Box 810
Phone Number McKeesport 4-7167,
Homestead 1-3113

News Service AP
Trans. Service Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Chief Engineer.....Wilkes E. Hurley

W M C K

McKEESPORT—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
Phone Number 8-8888
News Service UP
Transcription Service.....Lang-Worth, World
President.....Robert M. Cox
Gen., Prom. Mgr.....Gene Kline
Station Manager.....Sam Vidnovic
Chief Engineer.....Charles White

W M G W

MEADVILLE—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address 1st National Bank Bldg.
Phone Number 46-723
Air Time 6:30 a.m.-12 M.
News Service UP
Transcriptoin Service World
Membership NARTB, BAB
President.....H. C. Winslow
Station Manager.....Robert Trace
Commercial Manager.....Douglas M. Rose
Program Director.....James Strickler
Chief Engineer.....Jack Harvey

W P E L

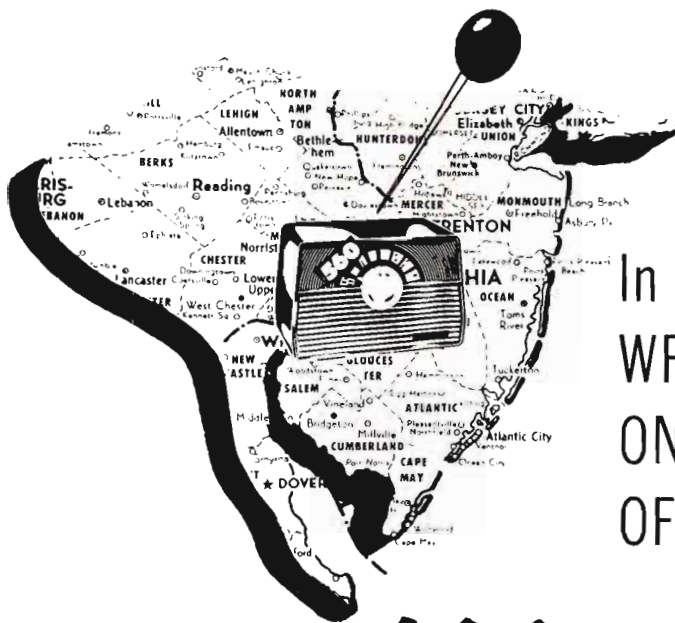
MONTROSE—1953

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Montrose Bcstg.
Address.....Lake & Locust St.
Phone Number 397
President.....W. Douglas Roe
General Manager.....Loren F. Bridges
Chief Engineer.....Chales Hallinan

W H W L

NANTICOKE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone Number.....Nanticoke 1332
News Service UP
Transcription Service Capitol
Representative ForJoe
President.....Henry W. Lark
General Manager.....Jones Evans



In
WFIL-adelphia
ONE POINT
OF SALE FOR

7,407,400
Good Customers

WFIL is the station that increases the dimensions of the Philadelphia Market—gives you the greatest one-medium coverage of a 4-state area almost TWICE THE SIZE of the Philadelphia Retail Trading Zone.

WFIL-adelphia is the area—37 counties in Pennsylvania, New Jersey, Delaware, New York—where a population of 7½-million annually has \$13-billion to spend.

For Philadelphia's top radio coverage . . . most effective promotion . . . most complete merchandising—Philadelphia advertisers place more spot advertising with WFIL than any other station.

◀ Source:
Broadcast Advertisers
Report, Sept. '53

WFIL

The Philadelphia Inquirer Station

ABC AFFILIATE • Represented by JOHN BLAIR & COMPANY

570

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business-Studio Address.....Lincoln Ave.
 Phone Number.....Oliver 4-5501
 Air Time.....Full Time
 News Service.....UP
 Representative.....Everett-McKinley
 President, General Mgr.....S. W. Townsend
 Station Manager.....A. W. Graham
 Comm., Sales Prom. Mgr.....I. A. Eubanks
 Program Dir.....Harry Reith
 Publicity Dir.....Al Francis
 Chief Engineer.....Donald Dout

W K P A

NEW KENSINGTON—1940

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Allegheny-Kiski Bcstg. Co.
 Business-Studio Address.....810 Fifth Ave.
 Phone Number.....Edison 7-3588
 News Service.....AP
 Transcription Service.....World
 Representative.....Continental Radio Sales
 President.....C. R. Cooper
 Gen., Sta. Mgr.....E. J. Kroen
 Commercial Manager.....Melvin Goldberg
 Chief Engineer.....W. W. Neely

W N A R

NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By.....Norristown Bcstg. Co.
 Bus.-Studio Address.....115 W. Main St.
 Phone Number.....Norristown 8-7600
 News Service.....AP
 Transcription Service.....SESAC
 Membership.....NARTB
 President.....N. Joe Rahall
 Gen. Mgr.....Ogden R. Davies
 Station Manager.....John M. Banzhoff
 Chief Engineer.....Julius Kosik

W K R Z

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....WKRZ, Inc.
 Business-Studio Address.....201 Fair Bldg.
 Phone Number.....4-1269
 News Service.....UP
 Transcription Service.....World
 Pres., Gen. Mgr.....Kenneth E. Rennekamp
 Commercial Mgr.....Catherine McLaughlin
 Promotion Mgr.....Mary Freed
 Program Director.....Ruth Siembadi
 Chief Engineer.....David McElhatten
 Publicity Director.....Patrick Nuhfer

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts

Owned-Oper. By.....Westinghouse Radio
 Stations, Inc.
 Business-Studio Address.....1625 "K" Street, N.W.
 Phone Number.....Sterling 3-0903
 Air Time.....Full Time
 News Service.....INS, UP
 Transcription Service.....Thesaurus
 Representative.....Free & Peters
 Membership.....BAB
 President.....Chris J. Witting
 General Manager.....Joe Baudino
 Station Manager.....Franklin A. Tooke
 Commercial Manager.....R. H. Teter
 Prom. Mgr., Publ. Dir.....Paul I. Woodland
 Program Director.....Gordon Davis
 Chief Engineer.....J. N. Ensey

W C A U

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By.....WCAU, Inc.
 Address.....City & Monument Ave.
 Phone Number.....Greenwood 7-8300
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Lang-Worth
 Representative.....CBS Radio Spot Sales
 Pres., Gen. Mgr.....Donald W. Thornburgh
 Exec. Vice-President.....Jos. L. Tinney
 Commercial Manager.....John S. DeRussy
 V.P., Prog. Director.....Jos. T. Connolly
 V.P., Prom. Dir.....Robert N. Pryor
 V.P., Director of Engr.....John G. Leitch

W D A S

PHILADELPHIA—1924

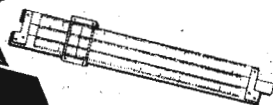
Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Max M. Leon, Inc.
 Business-Studio Address.....223 Arch St.
 Phone Number.....Market 7-8484
 News Service.....AP
 Representative.....ForJoe
 Membership.....NARTB
 President.....Max M. Leon
 Gen., Comm. Mgr.....Robert A. Klein
 Program Director.....Fred H. Greene
 Prom. Mgr.....Louis Palens
 Chief Engineer.....Frank W. Unterberger

W F I L

PHILADELPHIA—1922 ABC-QUAKER

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By.....Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business-Studio Address.....46th & Market
 Phone Number.....Evergreen 2-4700
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated, World
 Representative.....Katz
 Membership.....NARTB
 General Manager.....Roger W. Clipp
 Operations Asst. to Gen. Mgr.
 John D. Scheuer, Jr.
 Executive Assistant.....George A. Koehler

how do you measure a radio station?



Our advertisers measure by
results!

That's why more advertisers
use WIP than any
other Philadelphia net-
work radio station, to
sell their products
and services.

National Representatives
EDWARD PETRY & CO., INC.

WIP

610 KC

PHILADELPHIA 7, PA.

PHILADELPHIA'S PIONEER VOICE

Promotion Mgr. Joe Zimmermann
 Program Dir. Felix Meyer
 Publicity Dir. John J. Hyland
 Chief Engineer. Henry Rhea

W H A T

PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Independence Bcstg. Co.
 Business-Studio Address 1505 Walnut St.
 Phone Number Rittenhouse 6-2058
 Representative Indie Sales
 Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Chief Engineer Charles Lehmann

W I B G

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Seaboard Radio Bcstg.
 Corp.
 Business-Studio Address 1425 Walnut St.
 Phone Number Rittenhouse 6-2300
 News Service UP
 Representative Radio Reps.
 President Paul F. Harron
 Vice-Pres. Joseph Lang
 Gen.-Sta.-Comm. Mgr. Edward D. Clery
 Sales Prom., Publ. Dir. Rupe Werling
 Technical Director John H. Henninger
 Chief Engineer George Hooper

W I P

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Pennsylvania Bcstg. Co.
 Business-Studio Address 35 S. 9th St.
 Phone Number Walnut 2-6800
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Edward Petry
 Membership BAB
 Pres., Gen., Sta. Mgr. Benedict Gimbel, Jr.
 Dir. of Sales Ralph Brent
 Loc. Sales Mgr. Clyde Spitzner
 Program Director Varner Paulsen
 Prom. Mgr., Pub. Dir. Edward Wallis
 Technical Director Clifford C. Harris

W J M J

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address 2043 Locust St.
 Phone Number Locust 4-2300
 News Service AP
 Transcription Service SESAC
 Representative McGillvra
 Gen., Sta. Mgr. Patrick J. Stanton
 Commercial Mgr. Charles Stahl
 Prog. Dir. Michael Deegan
 Chief Engineer Alec Felton Iles

WIBG

PHILADELPHIA

RUPE:
 WE DID IT AGAIN!
 SO RUN THIS SAME
 AD AGAIN. E. D. C.

CARRIED MORE NATIONAL SPOT BUSI-
 NESS IN THE PAST YEAR THAN EVER
 BEFORE IN OUR HISTORY — AND WE
 STARTED BACK IN '25.

10,000 WATTS OF SPORTS, NEWS AND MUSIC
 NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES

W P E N

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: William Penn Bcstg. Co.
Bus.-Studio Address: 2212 Walnut St.
Phone Number: Locust 4-6000
News Service: AP, UP
Representative: Gill-Perna
Membership: BAB
President: William Sytk
Gen., Sta. Mgr.: William B. Caskey
Asst. Sta. Mgr.: Murray Arnold
Commercial Mgr.: Erwin Rosner
Chief Engineer: Charles W. Burtis

W T E L

PHILADELPHIA—1925

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By: Foulkrod Radio Engineering Co.
Business-Studio Address: 4312 N. Broad St.
Phone Number: Davenport 4-4310
Pres., Pgm. Dir.: E. Douglass Hibbs
General Manager: Henry N. Cocker
Chief Engineer: John Field

K D K A

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: Grant Bldg.
Phone Number: Grant 1-4200
Air Time: Unlimited
News Service: AP, UP
Representative: Free & Peters
Membership: BAB
President: Chris J. Witting
V.P., General Manager: Joseph E. Baudino
Station Manager: L. R. Rawlins
Commercial Manager: John Stilli
Promotion Manager: David N. Lewis
Program Manager: Robert E. White
Publicity Manager: Lee Curran
Chief Engineer: Theodore C. Kenney

K Q V

PITTSBURGH—1919—CBS

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By: Allegheny Bcstg. Corp.
Bus.-Studio Address: 800 Chamber of Commerce Bldg.
Phone Number: Atlantic 1-9100
Air Time: Unlimited
News Service: UP
Representative: Weed
Exec. Vice President: Gunnar O. Wiig
Gen., Sta. Mgr.: J. F. Murray
Comm. Mgr.: Chris Salmon
Prom., Pub. Dir.: Owen Simon
Program Dir.: John Gibbs
Chief Engineer: James J. Schultz

W C A E

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: Carlton House
Phone Number: Atlantic 1-6900
Air Time: 5:45 a.m.-1 a.m.
News Service: INS
Representative: Katz
Membership: NARTB, BAB
Pres., General Manager: Leonard Kapner
Gen., Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Carl M. Dozer
Prom. Mgr., Pub. Dir.: William Thiemann
Chief Engineer: James Greenwood

W J A S

PITTSBURGH—1921—MBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address: 411 Seventh Ave.
Phone Number: Grant 1-4860
Air Time: 6 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Hollingbery
Pres., Gen. Mgr.: H. K. Brannen
Comm.-Sales Prom. Mgr.: John H. Buchholt
Program Director: William Babcock
Publicity Director: Caley E. Augustine
Chief Engineer: Walter W. McCoy

W P G H

PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By: Pittsburgh Bcstg. Co.
Bus.-Studio Address: 220 N. Highland Ave.
Phone Number: EMerson 1-5000
News Service: AP
Transcription Service: Lang-Worth
President: George M. Harton
General Manager: Howard Lazarus
Chief Engineer: Ralph L. Ketterer

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: WPIT, Inc.
Business-Studio Address: 213 Smithfield St.
Phone Number: Atlantic 1-1900
News Service: UP
Representative: Forjoe
President: John J. Laux
V.P., Gen., Sta., Comm. Mgr.: Don Ioset
Chief Engineer: Mike Komichak

W W S W

PITTSBURGH—1932

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By: WWSW, Inc.
Bus.-Studio Address: Sheraton Hotel

Phone Number.....GRant 1-5200
 News Service.....UP
 Representative.....John Blair
 Membership.....NARTB
 President, Gen. Manager.....O. M. Schloss
 Station Manager.....Ben W. Muros
 Chief Engineer.....Henry R. Kaiser

WPAZ

POTTSTOWN—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pottstown Bcstg. Co.
 Address.....247 High St.
 Phone Number.....5000
 News Service.....UP
 Representative.....Indie Sales
 Membership.....BAB
 Pres., Gen. Mgr.....Herbert Scott
 Commercial Manager.....Clifford M. Chafey
 Chief Engineer.....Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS-KBS
 QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Miners Bcstg. Serv., Inc.
 Business-Studio Address.....Box 629
 Phone Number.....Pottsville 5050
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Everett-McKinney

President.....Joseph L. Maguire
 General Mgr.....Louis H. Murray
 Comm. Mgr.....Frank L. Tamulonis
 Program Director.....Horace Richards
 Chief Engineer.....Milton Seltzer

WPPA

POTTSVILLE—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Pottsville Bcstg. Co.
 Bus-Studio Address.....8 So. Second St.
 Phone Number.....Pottsville 4744
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Owner, Gen. Mgr.....A. V. Tidmore
 Commercial Manager.....Ralph L. Price, Jr.
 Chief Engineer.....A. V. Tidmore

WPME

PUNXSUTAWNEY—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Punxsutawney Bcstg Co.
 Address.....103 N. Gilpin St.
 Phone Number.....1221
 President.....Sheridan Pruett
 Vice-Pres., Gen. Mgr.....C. M. Erhard Jr.
 Commercial Mgr.....Michael Catanzarito
 Program Director.....C. Robert Shaw
 Chief Engineer.....Joseph Pelletier

THOSE WHO KNOW FAMOUS BRANDS

Says General Manager Harris Lipez, WBPZ, Lock Haven,
 Pa.: "**Associated Press** makes it easier to offer a
 salable program to any sponsor."

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

WPXY

PUNXSUTAWNEY—1953—MBS

Frequency: 130C Kc. Power: 1000 Watts d.
Owned-Oper. By Jefferson Bcstg.
Address 110 N. Findley
Phone Number 2080
Representative McGillvra
President C. H. Simpson
Gen., Comm. Mgr. Richard Bower
Program Director Jim Crummy
Chief Engineer Kenneth Bowers

WEEU

**READING—1932
ABC—QUAKER**

Frequency: 850 Kc. Power: 1000 Watts
Owned By Hawley Bcstg. Co.
Business-Studio Address 433 Penn St.
Phone Number 6-7335
Air Time 6:15 a.m.-12 M.
Newspaper Affiliation "Eagle Times"
News Service UP
Transcription Service Associated
Representative Headley-Reed
Membership NARTB, BAB
President Hawley Quier
General Manager Thomas Martin
Commercial Mgr. K. Richard Creftz
Program Director George Carroll
Chief Engineer David J. Miller, Jr.

WHUM

READING—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Eastern Radio Corp.
Business-Studio Address Berkshire Hotel
Phone Number Reading 4-4805
News Service AP
Representative H-R Reps.
Pres., Gen., Sta. Mgr. Humboldt J. Greig
Sales Mgr. Dick Paisley
Program Director Alan Lane
Chief Engineer Louis Littlejohn

WRWW

READING—1922—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Reading Bcstg. Co., Inc.
Business-Studio Address 19 N. Fifth St.
Phone Number Reading 7173
News Service UP
Transcription Service World
Representative Robert Meeker
Station Executive Clair R. McCollough
Station Manager Frank J. Voss
Nat'l. Sales Mgr. J. Robert Gulick
Program Director Saul Miller
Technical Director J. E. Mathiot

WGCB

RED LION—1950

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Oper. By Red Lion Bcstg. Co.

Phone Number 3-3471
Address Box 88
News Service UP
President Rev. John M. Norris
Gen., Sta. Mgr. John H. Norris
Commercial Mgr. Vincent A. Freeman
Chief Engineer Geary Russel

WKBI

ST. MARYS—1950—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Elk Cameron Bcstg. Co.
Address 41 Erie Ave.
Phone Number 4-2821
Transcription Service Standard
News Service AP
Membership NARTB, BAB
General Manager C. H. Simpson
Commercial Manager R. H. Knouse
Program Director John A. Fay
Promotion Manager Herbie Martin
Chief Engineer Gilbert H. Wogan

WATS

SAYRE—1950—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By Susquehanna Val. Bcstg. Co.
Address 110 N. Elmer Ave.
Phone Number Turner 2-2401
Transcription Service Thesaurus, World
Representative Indie Sales
Membership NARTB, BAB
News Service UP
Owner T. K. Cassel
General Manager Walter D. Knowles
Program Director William J. Miller
Chief Engineer Benjamin A. Franklin

WARM

SCRANTON—1939—ABC

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By Union Bdcst. Co.
Address Bowman Bldg.
Phone Number 4-1148
Air Time 6 a.m.-1 a.m.
News Service UP
Representative Hollingbery Co.
Transcription Service Thesaurus
Membership BAB
President Martin F. Memolo
Gen., Sta. Manager William M. Dawson
Sales Prom. Mgr., Pub. Dir. Donald S. Preven
Program Director Joseph H. Salsburg
Chief Engineer Roswell J. Parker

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Scranton Bcstrs., Inc.
Business-Studio Address 1000 Wyoming Ave.
Phone Number SC 2-0296
Air Time 6 a.m.-1:05 a.m.
News Service AP
Representative John Blair

Membership NARTB
President. Mrs. M. E. Megargee
Vice-President. Mrs. Douglas Holcomb
Gen., Comm., Sales Prom. Mgr.
George D. Coleman
Station Manager. Robert E. McDowell
Program Director. Frank McNaghan
Chief Engineer. Kenneth R. Cooke

News Service AP
Transcription Service Lang-Worth
Representative Headley-Reed
Pres., Gen., Comm. Mgr. David M. Baltimore
Program Director. Barry Sherman
Chief Engineer. Willard Shimsky

WQAN

SCRANTON—1923

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By The Scranton Times
Address Trans. Loca. 149 Penn Ave.
Phone Number 2-9151
News Service UP, AP
Transcription Service. Standard, Langworth
Membership NARTB, BAB
Gen., Sta., Prom. Mgr. Cecil Woodland
Comm. Mgr. Frank McCaffery
Program Director. Hugh Connor
Chief Engineer. Guy Rauer

WSCR

SCRANTON—1947—NBC

Frequency: 1320 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By. Lackawanna Valley Bcstg.
Co.
Business-Studio Address. 116 Adams Ave.
Phone Number 7-3388
Air Time. Full Time

WISL

SHAMOKIN—1947—MBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By. Radio Anthracite, Inc.
Bus.-Studio Address. Rock & Sunbury Sts.
Phone Number 8-6831
Air Time. 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative ForJoe
Membership NARTB
President. Henry W. Lark
General Manager. Charles R. Petrie
Program Director. Dick Owens
Chief Engineer. Ray Williard

WPIC

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By. Sharon Herald Bcstg. Co.
Business Address. P. O. Box 541
Phone Number 4113
News Service UP
Transcription Service. Associated, World
Representative. Adam J. Young, Jr.
Pres., Gen. Mgr. John Fahnlne, Jr.

ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION

COUNTIES: Luzerne, Lackawanna, Wyoming, Carbon, Northumberland, Schuylkill, Columbia, Monroe, Sullivan.

<i>Total Retail Sales</i>	<i>Radio Families</i>	<i>Population</i>
\$1,031,174,000	276,470	1,172,900

— Data from 1953 Consumer Markets—SRDS —

FOOD \$217,722,000	FILLING STATIONS 38,581,000
GENERAL MERCHANDISE. 101,169,000	BUILDING MATERIALS—
APPAREL 72,815,000	HARDWARE 53,752,000
HOME FURNISHINGS 55,657,000	EAT-DRINK 73,825,000
AUTOMOTIVE 146,815,000	DRUG 19,662,000
	FARM INCOME 60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

SEE
 FORJOE & COMPANY

New York — Chicago — Atlanta — Los Angeles — San Francisco

WISL

RADIO ANTHRACITE, INC.

WHWL

1000 W . . . 1480 Kc
 Full Time . . . Mutual

Rock and Sunbury Sts.
 Shamokin, Penna.

1000 W . . . 730 Kc
 Day Time . . . Independent

Program Director.....Marc McCulloch
Chief Engineer.....A. C. Heck

WVSC

SOMERSET—1951—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Phone Number.....4186
News Service.....UP
Transcription Service.....Standard
Representative.....Indie Sales
Gen., Comm. Mgr.....T. H. Oppegard
Station Mgr.....Carl R. Lee
Chief Engr., Sta. Mgr.....Carl R. Lee

WM AJ

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....P. O. Box 888
News Service.....AP
Transcription Service.....World
Co-Owner.....R. J. Kennard
Co-Owner.....W. K. Ulerich
Commercial Manager.....Miriam Krebs
Program Director.....W. J. Morris
Chief Engineer.....Douglas Beman

WVPO

STROUDSBURG—1948

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone Number.....Stroudsburg 1102
News Service.....UP
Transcription Service.....Associated
Representative.....Radio Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Comm. Mgr.....Chester S. Miller
Station Manager.....Elton Hall
Managing Director.....Francis H. Brinkley
Chief Engineer.....Ernest Transue

WKOK

SUNBURY—1933—CBS-QUAKER

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Phone Number.....Sunbury 1325-6
News Service.....AP
President.....Harry H. Haddon
Gen., Sta. Manager.....Homer R. Smith
Commercial Manager.....C. Donald Walther
Program Director.....Michael J. Kane
Publicity Director.....Malcolm E. Arter
Chief Engineer.....John W. Keller

WMBS

UNIONTOWN—1936

CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bdcstg. Corp.

Address.....F. Natl Bldg.
Phone Number.....8-3900, 8-3909
Air Time.....7 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....SESAC
Representative.....Meeker Asso., Inc.
Pres., Gen. Mgr.....J. C. Burwell
Station Manager.....James Gismondi
Prom., Pgm. Dir.....C. H. Underwood
Publicity Director.....Anne Kovar
Chief Engineer.....William Henzly

WNAE

WARREN—1946

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....N. Allegheny Bdcstg. Co.
Address.....First Natl. Bank Bldg.
Phone Number.....3032
News Service.....AP
Transcription Service.....Thesaurus
Pres., Gen. Mgr.....David Potter
Commercial Manager.....James W. Potter
Program Director.....Leroy Schneck
Chief Engineer.....Homer M. Haines

WJPA

WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone Number.....4870
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Managing Director.....A. Boyd Siegel
Gen., Prom. Manager.....John L. Merdian
Commercial Mgr.....Peter Stanton
Program Director.....G. Robert Johnson
Chief Engineer.....Chris E. Langhurst

WAYZ

WAYNESBORO—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis Jr.
Address.....21 W. Main St.
Phone Number.....1900
President.....Richard Field Lewis Jr.
General Manager.....Sam Hanshaw
Program Director.....John Geiger
Chief Engineer.....Fred Brabandt

WBAX

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
Phone Number.....VA 3-0198
Air Time.....6:45 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative.....Burn-Smith
Licensee.....Anna Stenger
General Manager.....John H. Stenger, III
Program Director.....Ed Kuzma
Chief Engineer.....Milan Krupa

W B R E

WILKES-BARRE—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Louis G. Baltimore
 Bus. Studio Address 62 S. Franklin St.
 Phone Number Valley 3-3101
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transportation Service Langworth
 Representative Headley-Reed
 Membership NARTB, BAB
 Owner Louis G. Baltimore
 General Manager David M. Baltimore
 Operations Director Franklin D. Coslett
 Chief Engineer Charles Sakoski, Sr.

W I L K

**WILKES-BARRE—1947
 ABC-QUAKER**

Frequency: 980 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Wyoming Valley Bcstg. Co.
 Bus. Studio Address 88 No. Franklin St.
 Phone Number VA 4-4666
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Mitchell Jenkins
 Exec. V.P., Gen. Mgr. Roy E. Morgan
 Treasurer Thomas P. Shelburne

Commercial Manager Luther Strittmatter
 Program Director Tom Bigler
 Chief Engineer Theodore French

W L Y C

WILLIAMSPORT—1949

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By Lycoming Bcstg. Co.
 Address 331 Pine St.
 Phone Number 24676
 Transcription Service Thesaurus
 President John T. Keliher
 Gen., Sta. Mgr. W. Richard Carlson
 Promotion Manager Harry Wagner

W R A K

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WRAK, Inc.
 Address 244 West 4th St.
 Phone Number 2-6116
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative Everett McKinney
 Membership NARTB, BAB
 Pres., Gen. Mgr. George E. Joy
 Comm. Mgr. J. Wright Mackey
 Pgm. Mgr. Leon E. Kelly
 Production Mgr. Irving Berndt
 Promotion Manager Everett W. Rubendall
 Chief Engineer Glen L. Sherman

IN NORTH CENTRAL PENNA.

The right combination for a
 REAL selling campaign in the
 Williamsport market.



NATIONAL REPRESENTATIVE
 EVERETT-MCKINNEY, INC.
 NEW YORK • CHICAGO
 LOS ANGELES

Since 1930, The Pioneer Broadcasters in Williamsport

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River - New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE

An "active" audience responsive to a rich variety of TOP-RATED local and CBS-Radio programs — RESULTFUL programs consistently hitting the mark of PRIMARY listening attention. Listeners who LISTEN are buyers who BUY!

IN NEW ENGLAND

MORE PEOPLE LISTEN

TO WPRO THAN ANY

OTHER RHODE ISLAND

STATION.

**to reach the
most buyers...**

BUY BASIC...



WPRO AM & FM

PROVIDENCE • 630 KC • 5000 W

Represented by John BLAIR & COMPANY

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Williamsport Radio Bcstg.
 Assoc., Inc.
 Address. 330 Government Pl
 Phone Number 7119
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 President Harry J. W. Kiessling
 Gen., Sta. Manager Woodrow W. Ott
 Program Director Louis C. Cate
 Sales Prom. Mgr. Phil Lane
 Publicity Director John B. Willmann
 Chief Engineer Carl Steinbacher

W N O W

YORK—1948—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By. Helm Coal Co.
 Business-Studio Address 25 S. Duke St.
 Phone Number 8-2911, 8-2952
 News Service AP
 Transcription Service Associated
 General Manager Lowell W. Williams
 Commercial Manager John O. Border
 Program Director H. E. Daugherty

Sales Promotion Manager Edwin L. Jay
 Chief Engineer Glenn Winter

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By. York Bcstg. Co.
 Business-Studio Address 13 S. Beaver St.
 Phone Number 8629
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Station Executive Clair R. McCollough
 Station Manager Clare I. Miller
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Glenn M. Brillhart
 Technical Director J. E. Mathlot

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By. Susquehanna Bcstg. Co.
 Address 53 N. Duke St.
 Phone Number YO 82678-81308
 News Service UP
 Transcription Service World
 Representative Radio Reps. Inc.
 Membership NARTB, BAB
 President Louis J. Appell
 Comm., Sales Prom. Mgr. Philip K. Eberly
 Chief Engineer Llewellyn Jones

RHODE ISLAND

Pop. Feb. 1, 1954 Est.) 816,000 — Families 303,000
 Radio Homes 299,000 — TV Homes 230,000 — Stations in State 11

W A D K

NEWPORT—1948—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Aquidneck Bcstg. Corp.
 Business-Studio Address 217 Reservoir Rd.
 Phone Number 4673
 News Service AP
 Transcription Service World
 Representative Deveny & Co.
 Pres., Gen. Mgr. Milton E. Mitler
 Chief Engineer Jos. Britto

W P A W

PAWTUCKET—1950—KBS

Frequency: 550 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Roger Williams Bcstg. Co.
 Address 34 N. Union St.
 Phone Number PA 5-9000
 Transcription Service MacGregor
 News Service UP
 Representative Rambeau
 President Dominick Hysko
 Gen., Comm. Mgr. Allen Jones
 Chief Engineer James Bonney

W E A N

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By. General Teleradio, Inc.
 Business-Studio Address Crown Hotel
 Phone Number Temple 1-0800
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative H-R Reps.
 President William O'Neil
 General Manager Mowry Lowe
 Asst. Sta. Mgr. Tod Williams
 Program Director Nancy Hogan
 Chief Engineer Harry Tilley

W H I M

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Intercity Bcstg. Co.
 Business-Studio Address 144 Westminster St.
 Phone Number Union 1-4211
 News Service AP



Representative... Headley-Reed, Kettel-Carter
President, Gen. Sta. Mgr. Robert T. Engles
Chief Engineer..... Carroll Philbrook

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Narragansett Bay B. Co.
Address..... 1111 N. Main St.
Phone Number Jackson 1-6565
News Service UP
Transcription SESAC
Representative Rambeau
President..... Louis A. R. Pieri
Gen., Sta. Mgr..... Sumner Pearl
Sales Prom., Comm. Mgr..... John F. Crohan
Chief Engineer..... Oliver R. Adams

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By..... The Outlet Co.
Business-Studio Address.... 176 Weybosset St.
Phone Number Gaspee 1-8521
Air Time..... Full Time
Transcription Service World
News Service..... AP, INS
Representative Weed, Bannan
Membership NARTB
Vice Pres., Treas..... George O. Griffith
General Mgr..... John J. Boyle
Station Manager..... Sothorn Abbott
Chief Engineer..... Thomas C. J. Prior

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned..... Providence Journal Co.
Address..... 75 Fountain St.
Phone Number..... Dexter 1-0600
Station Representative Borgatti
President..... George P. Metcalf
General Manager..... H. William Koster
Sales Promotion Manager... Arthur E. Lathrop
Program Director..... Don Morton
Chief Engineer..... George W. Sharpe

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By.... Cherry & Webb Bcstg. Co.
Bus-Stud. Add. 24 Mason St., WPRO Bldg.

Phone Number..... Plantations 1-9776
Air Time..... Full Time
News Service..... AP, UP
Representative Blair
Membership NARTB
President..... William S. Cherry, Jr.
General Manager..... Arnold F. Schoen, Jr.
Commercial Mgr..... Kenneth Curto
Program Director..... John A. Owen
Chief Engineer..... John V. Ferri
(See Page 580)

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By..... R. I. Bcstg. Co.
Bus-Studio Address..... Narragansett Hotel
Phone Number..... Union 1-4512
News Service UP
Transcription Service Associated
Representative Forjoe
President..... Frank Rao
General Manager..... Nicholas Ruggieri
Chief Engineer..... Fred Weiss

WERI

WESTERLY—1949—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned Oper. By Radio Westerly, Inc.
Address..... 34 Main St.
Phone Number..... WE 2263
Air Time..... Full Time
News Service UP
Transcription Service Lang-Worth
Representative Walker, Bannon
President Richard G. Moore
Gen., Sta. Mgr..... Warren M. Greenwood
Commercial Mgr..... Melvin H. Lahr
Prog., Publ. Director..... Brud Warren
Chief Engineer..... Anibal Martins

WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Woonsocket Bcstg. Co.
Business-Studio Address..... 99 Main St.
Phone Number 1240
News Service AP
Transcription Service World
President..... Mrs. Andrew P. Palmer
General Manager..... Mitchell F. Stanley
Program Director..... Eugene C. Roussau
Chief Engineer..... Harold Belknap

HELP THE RED CROSS

SOUTH CAROLINA

Pop. Feb. 1, 1954 (Est.) 2,181,000 — Families 530,000
Radio Homes 441,000 — TV Homes 195,000 — Stations in State 51

WAKN

AIKEN—1952

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 Address Box 811
 Phone Number 774242
 News Service AP
 Transcription Service World, Capitol
 Membership NARTB, BAB
 President B. T. Whitmire
 General Manager John Mare
 Station Manager Randy Davidson
 Chief Engineer Allen Askins

WAIM

ANDERSON—1935—CBS
PALMETTO NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton E. Hall
 Address-Trans. Loca. 1 Martin St.
 Phone Number 3800-1
 Air Time Full Time
 News Service INS
 Newspaper Affiliation Independent, Daily
 Mail
 Transcription Service World, Lang-Worth
 Representative Burn-Smith
 President Wilton E. Hall
 General Manager Glenn P. Warnock
 Commercial Mgr. G. P. Browne
 Sales Prom. Mgr. V. Barath
 Program Director Marshall Gailliard
 Chief Engineer John Willis

WANS

ANDERSON—1949—MBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Carolina Bcstrs.
 Address Box 211
 Phone Number 3262
 Transcription Service Standard
 Representative Devney
 News Service UP
 President C. R. Johnson
 General Manager R. E. Liverance
 Commercial Mgr. Robert S. Fant
 Chief Engineer Alfred W. Pratt

WBAW

BARNWELL—1953

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Blue Ridge Bcstg. Co. Inc.
 Address Jackson St. Ext.
 Phone Number 3507
 News Service UP
 Transcription Service Thesaurus
 President J. A. Gallimore
 Comm., Sta. Mgr. Joe Wilder
 Program Director Frank Harmon
 Chief Engineer Marion P. Jones

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By Bennettsville Bcstg. Co.
 Business-Studio Address Box 639
 Phone Number 1080
 Air Time Full Time
 News Service AP
 Representative Joseph Hershey McGillvra
 President John W. Orvin
 General Manager Malcolm A. Young
 Prog., Publ. Director Neil Terrell
 Chief Engineer John Gronert

WACA

CAMDEN—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcstg. Co.
 Address Camden
 Phone Number 80
 News Service UP
 Transcription Service World
 President Haygood S. Bowden
 General Manager Tom Richards
 Chief Engineer Angelo Amodio

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By WCSC, Inc.
 Address Francis Marion Hotel
 Phone 2-7611
 News Service UP
 Transcription Service World
 Representative Free & Peters
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Program Director Robert Tamblyn
 Sales Prom. Pub. Dir. Alma D. Davis
 Chief Engineer Wilbur Albee

WHAN

CHARLESTON—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address 152 Market St.
 Phone Number 3-1643
 News Service UP
 Transcription Service Capitol
 Representative Headley-Reed
 General Manager E. H. Keown
 Commercial Manager G. R. Connor
 Chief Engineer William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palmetto Bdcstrs., Inc.
 Business-Studio Address 149 Wentworth St.

Phone Number 3-6428-9
 Representative Forjoe, Dora-Clayton
 President George G. Weiss
 General Manager Laurens Moore
 Commercial Mgr. Bob Chrystie
 Program Director Louise Withrock
 Chief Engineer Gunnar Sundeen

W T M A

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone Number 2-2961
 Air Time Full Time
 News Service AP
 News Affil. Evening Post, News & Courier
 Transcription Service Thesaurus
 Representative Hollingbery
 Membership NARTB
 President Edward Manigault
 Gen., Sta. Mgr. Douglass M. Bradham
 Comm. Mgr. Grange S. Cuthbert, Jr.
 Program Director Newton S. Smyth
 Chief Engineer Gordon Knight

W U S N

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Address Box 154
 Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.-M.
 Transcription Service Standard
 Representative Interstate
 Pres., Gen., Sta., Comm. Mgr.

J. Drayton Hastie

Promotion Manager Dean Callahan
 Program Director Henry Hoppe
 Publicity Director Edith Crosby
 Chief Engineer Walter Nelson

W C R E

CHERAW—1953

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By Chesterfield Bcstg. Co. Inc.
 Phone Number 7500
 Representative Sherman
 President Dr. R. D. Baxley
 Gen., Comm. Mgr. D. A. Baxley
 Vice-President R. D. Meisheimer
 Program Director Frank Martin
 Chief Engineer W. L. Hipp

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bcstg. Co.
 Address 128 Main St.
 Phone Number 2171
 News Service AP
 President Morgan J. Craig
 Gen., Sta., Comm. Mgr. George P. Cobb
 Promotion Director James Kennedy

W C O S

COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Address Cornet Arms Bldg.
 Phone Number 2-2177
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles W. Pittman
 Commercial Manager Law Epps
 Program Director John Ropp
 Chief Engineer Robert D. Lambert, Jr.

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Air Time Full Time
 News Service AP, UP
 Transcription Service SESAC, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun Hipp
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig
 Local Sales Mgr. W. Miller Montgomery
 Program Director Frank Harden
 Chief Engineer Herbert G. Eidson, Jr.

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By WMSC Radio, Inc.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative H.R. Representatives
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr. C. Wallace Martin
 Prog., Pub. Dir. Charles Wickensberg
 Chief Engineer C. E. Stone

W N O K

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address 1811 Main St., Box 5307
 Phone Number 39401
 News Service AP
 Representative Raymer
 Membership NARTB
 General Manager H. Moody McElveen
 Commercial Manager W. C. Bochman
 Program Director David Campbell
 Chief Engineer Don Willoughby

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Coastal Bcstg. Co.
 Business-Studio Address P. O. Box 497
 Phone Number 340
 Representative Joseph Hershey McGillvra

WDSC

DILLON—1946—ABC

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Border Bcstg. Co., Inc.
 Address Box 231
 Phone Number 470-1
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 Pres., Gen. Sta. Mgr. Joseph Martin
 Commercial Manager Adelaide C. Monroe
 Prog., Sales Prom. Mgr. Lee Lumpkin
 Publicity Director Johnny Quick
 Chief Engineer Ray Allen

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Pickens County Bcstg. Co.
 Address Box 522
 Phone Number 9388
 News Service UP
 Representative Indie Sales
 Membership BAB
 Pres., Gen. Mgr. Cleatus Brazzell
 Chief Engineer H. O. McDonald, Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Atlantic Bcstg. Co., Inc.
 Business Address P. O. Box 1211
 Phone Number 6351
 Air Time Full Time
 News Service UP
 Transcription Service World, Thesaurus
 Representative Walker
 President Eugene E. Stone
 Gen., Sta. Mgr. Paul H. Benson, Jr.
 Chief Engineer Frank Jenne

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Florence Bcstg. Co., Inc.
 Business-Studio Address 151 S. Dargan St.
 Phone Number 3271-2
 News Service UP
 Transcription Service SESAC
 Representative Southern Radio Rep
 Pres., Gen. Mgr. Melvin Purvis
 Sta., Comm. Mgr. A. P. Skinner

Program Director Don Gray
 Chief Engineer W. A. Pritchett

WFGN

GAFFNEY—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Cherokee Radio Co., Inc.
 Address P. O. Box 759
 Phone Number 4795-6
 News Service UP
 Transcription Service Lang-Worth, SESAC
 President A. Ray Godshall
 Gen., Sta. Mgr. Morton E. Green
 Promotion Mgr. Mrs. E. Stacy
 Program Director B. Gibbons
 Chief Engineer J. E. Parker

WGTV

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Georgetown Bcstg. Co.
 Address, Trans. Loc. 216 Fraser St.
 Phone Number 3-3421
 Pres., Gen. Manager J. B. Delzell
 Commercial Manager Al Webster
 Chief Engineer A. D. Nix

WAKE

GREENVILLE—1950—CBS

Frequency: 1440 Kc. Power: 500 Watts DA 2
 Owned-Oper. By Piedmont Bcstg. Co., Inc.
 Address 3 College St.
 Phone Number 5-7406
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Pearson
 President V. D. Ramsey
 Gen. Mgr., Prog. Dir. J. F. McDonough
 Traffic Director Inez Anders
 Sales Mgr. John Westbrook
 Chief Engineer H. A. Morris

WESC

GREENVILLE—1947

Frequency: 660 Kc. Power: 5000 Watts d.
 Owned-Operated By Greenville Bcstg. Co.
 Business-Studio Address 1 College St.
 Phone Number 2-8241
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau, Dora-Clayton
 President (Mrs.) James Meade
 General Manager Buddy E. Starcher
 Commercial Manager James G. Meade
 Chief Engineer F. B. Bailey

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By WMRC, Inc.
 Business-Studio Address Poinsett Hotel
 Phone Number 5-8525
 Air Time Full Time

News Service UP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
President R. A. Jolley, Sr.
Gen., Sta., Comm. Mgr. Kenneth Beachboard
Sales Prom. Mgr. Keener Garrett
Program Director William T. Arrington
Publicity Director Lidie Walters
Chief Engineer Burton T. Anderson

W M U U

GREENVILLE—1949

Frequency: 1260 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Bob Jones Univ.
Address Greenville
Phone Number GR 2-6711
Air Time Day Time
News Service AP, INS
Transcription Service SESAC, Associated
Membership BAB
President Dr. Bob Jones, Jr.
General Manager R. K. Johnson
Station Manager Jim Ryerson
Commercial Manager Glen Schunk
Sales Prom. Mgrs. D. Yearick, J. Baehre
Program Director Paul Schultz
Publicity Director Virginia Patterson
Chief Engineer Paul Mathew

W C R S

GREENWOOD—1941—NBC

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Grenco, Inc.
Address P. O. Box 868
Phone Number 4300
News Service AP
Transcription Service Thesaurus, Associated,
 World
Representative Thomas Clark, Ayers
Membership NARTB, BAB
President Douglas Featherstone
General Manager Dan Crosland
Commercial Manager Ralph Norman
Chief Engineer Charlie Sparks

W G S W

GREENWOOD—1953—MBS

Frequency: 1350 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Radio Greenwood Inc.
Address Edward Arms Bldg.
Phone Number 9-7372
News Service UP
Representative Indie
President W. C. Woodall Jr.
General Manager C. H. Grider
Commercial Mgr. Vernon C. McCarthy
Station Manager Olyn L. Gee
Chief Engineer Eddie Rose

W E A B

GREER—1949—KBS

Frequency: 830 Kc. **Power:** 250 Watts d.

Owned-Oper. By Greer Bcstg. Co.
Address P. O. Box 151
Phone Number 1057-8
News Service UP
Transcription Service Lang-Worth
Co.-O., Gen., Comm. Mgr. E. A. Burch
Co-Owner W. Ryan Frier
Program Director Betty Beers
Chief Engineer Joe Cole

W H S C

HARTSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Hartsville Bcstg. Co., Inc.
Business-Studio Address College Ave.
Phone Number 1450
Air Time Full Time
News Service AP
Transcription Service Capitol
President Charles H. Campbell
General Manager Raymond Caddell
Commercial Manager George Brandon
Program Director Earl Caton
Chief Engineer Donald A. Brienon

W D K D

KINGSTREE—1949

Frequency: 1300 Kc. **Power:** 1000 Watts d.
Owned-Operated By Palmetto Bcstg. Co.
Address Kingstree
Phone Number 6761
News Service AP
Transcription Service World
General Manager E. G. Robinson, Jr.
Program Director Carroll Godwin
Chief Engineer Dan Owen

W J O T

LAKE CITY—1953

Frequency: 1260 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Lake Bcstg. Corp.
Address 10 S. Acline Ave.
Phone Number 7631
President James Olin Tice Jr.
General Manager J. O. Tice Sr.
Commercial Mgr. Wofford McCutcheon
Program Director Ralph Bramlett
Chief Engineer Walter Turner

W L C M

LANCASTER—1951

Frequency: 1360 Kc. **Power:** 1000 Watts d.
Owned-Operated By Royal Bcstg. Co.
Address 103 S. Catawba St.
Phone Number 2051
News Service AP
Transcription Service Thesaurus, World
President Charles Connelly
General Manager William Coble
Program Director Joann McManus
Chief Engineer Robert Shikenjanski

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By WLBG, Inc.
 Business Address Box 642, Laurens
 Phone Number 2-2331
 News Service UP
 Transcription Service World
 President James C. Todd
 General Manager Richards Todd
 Program Director Carrol Sexton
 Chief Engineer Jack Taylor

WJAY

MULLINS—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mullins & Marion Bcstg. Co.
 Address Box 41
 Phone Number 3901
 News Service UP
 Transcription Service Langworth
 President W. G. Smith
 Gen., Sta., Comm. Mgr. James F. Ramsey
 Chief Engineer George Magera

WMRA

MYRTLE BEACH—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Elizabeth Evans
 Address Ocean Forest Hotel
 Phone Number 5061
 Pres., Gen. Mgr. Elizabeth Evans
 Commercial Manager S. W. Monroe
 Program Director Crosby Brunson
 Chief Engineer W. C. Evans

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Newberry Bcstg. Co., Inc.
 Address, Trans. 11 Radio Dr., Box 211
 Phone Number 143
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta. Mgr. James F. Coggins
 Commercial Mgr. Emory Bedenbaugh
 Chief Engineer Ray Gilliam

WDIX

**ORANGEBURG—1946—ABC
MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By WDIX, Inc.
 Bus. Addr.-Trans. Loc. Orangeburg, S. C.
 Phone Number 1420
 Air Time Unlimited
 News Service AP
 Membership BAB
 President Charles S. Henery
 General Manager Frank B. Best
 Asst. Manager Frank Best, Jr.
 Program Director Joe Phillips
 Commercial Mgr. Norman M. Matthews
 Chief Engineer Gus Browning

WTND

ORANGEBURG—1948

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By WTND, Inc.
 Phone Number 1600
 Transcription Service World
 Representative Thos. F. Clar., Dora-Clayton
 Gen., Sta. Mgr., Pres. J. I. Sims
 Program Director Richard R. Rhame
 Chief Engineers Larry W. Styles,
 Perry Herrington

WRHI

ROCK HILL—1944—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By York Co. Brcdg. Co.
 Address Rock Hill Nat. Bk. Bldg.
 Phone No. 2085
 Transcription Service World
 Representative McGillvra
 Gen. Mgr., Chf. Eng. James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir. Wm. C. Beaty
 Commercial Manager Harper S. Gault

WTYC

ROCK HILL—1948

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-County Bcstg. Co.
 Bus.-Studio Address Box 1091
 Phone Number 3175
 President T. Lamar Simmons
 Gen., Sta. Mgr. Marshall T. Pack
 Chief Engineer Robert Bolin

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Blue Ridge Bcstg. Co., Inc.
 Address Seneca
 Phone Number 8234
 News Service UP
 Transcription Service Lang-Worth, World
 Pres., Gen. Mgr. J. A. Gallimore
 Program Director Virginia Gallimore
 Commercial Mgr. Chet Munson
 Chief Engineer Herbert Hosea

WJAN

SPARTANBURG—1953—ABC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Spartanburg Bcstg. Co.
 Address 101 Schuyler Bldg.
 Phone Number 3-1400
 News Service AP
 Owner, Gen. Mgr. W. Ennis Bray
 Commercial Mgr. Charles Goodyear
 Program Director Bob Way
 Chief Engineer James Tate

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc. Power: 1000 Watts

Owned-Oper. By. **The Spartan Radiocstg. Co.**
 Business-Studio Address. 291 E. Main St.
 Phone Number 3-2711
 Air Time Full Time
 News Service AP
 Representative Hollingbery
 Membership NARTB, BAB
 Transcription Service Thesaurus
 President Walter J. Brown
 Manager John W. Kirkpatrick
 Commercial Mgr. J. H. Callaway
 Program Director Oles C. Womick
 Chief Engineer Clyde J. Burdette

W S P A

SPARTANBURG—1930—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By. Bcsting. Co. of the So.
 Business-Studio Address. 224 E. Main St.
 Phone Number 33621
 News Service UP
 Transcription Service Standard
 Representative Blair, Cummings
 Managing Director Roger A. Shaffer
 Commercial Manager Ross M. Holmes
 Program Director Ed McGrath
 Chief Engineer H. R. Beckholt

W F I G

SUMTER—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station WFIG, Inc.
 Business-Studio Address. Box 30
 Phone Number 1340
 News Service AP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Pres., Comm. Mgr. Fulton B. Creech
 General Manager T. Doug Youngblood
 Commercial Mgr. Fulton B. Creech, Jr.

Program Director Paul Reidy
 Chief Engineer Richard Elam

W S S C

SUMTER—1953—ABC

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By. Radio Sumter
 Address E. Calhoun Ext.
 Phone Number 1498
 President J. A. Gallimore
 General Manager Ed Damron
 Commercial Manager Hiram Bray
 Program Director Ann Davidson
 Promotion Manager Harry Fowler
 Chief Engineer Leon Webb

W B C U

UNION—1949—MBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By. Bcstg. Co. of Union, Inc.
 Address 210 East Main St.
 Phone Number 1200
 Air Time 6:00 a.m. to 12:00 M.
 News Service UP
 Transcription Service World
 Station Repr. Keystone
 Pres., Gen. Mgr. Edward L. B. Osborne
 Program Director Noel Belue
 Chief Engineer T. W. Weathers

W A L D

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Walterboro Bcstg. Co.
 Studio Address Box 12
 Phone Number 6262
 News Service AP
 President R. M. Jefferies
 General Manager Louis M. Neale, Jr.
 Program Director Peggy Ballentine

SOUTH DAKOTA

Pop. Feb. 1, 1954 (Est.) 666,000 — Families 231,000
Radio Homes 221,000 — TV Homes 18,500 — Stations in State 14

K A B R

ABERDEEN—1952

Frequency: 1220 Kc. Power: 250 Watts a.
 Owned-Operated By. Aberdeen Bcstg. Svc.
 Address Hwys. No. 281 N.
 Phone 2686
 News Service UP
 Pres., Gen. Mgr., Chief Eng. D. T. Hunt

K S D N

ABERDEEN—1948—ABC

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By. Aberdeen News Co.
 Phone Number 4573

Air Time 6 a.m.-12 M.
 News Service AP
 Representative Weed
 Membership NARTB
 President Henry J. Schmitt
 Sta., Gen. Manager Byron McElligott
 Commercial Manager Russa Osborne
 Program Director E. C. Pieplow
 Chief Engineer George Crocker

K D S J

DEADWOOD—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By. Heart of the Black Hills Sta.
 Address 745 Main

Phone Number 186
 Transcription Service World
 News Service UP
 Gen. Mgr., Chief Engr. Eli Daniels
 Commercial Manager Harry Daniels
 Program Director Bonnie Laughlin

KIJV

HURON—1947—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. James Valley Bcstg. Co., Inc.
 Bus.-Studio Address 1726 Dakota Ave., S.
 Phone Number 765
 Transcription Service Thesaurus
 Pres., Gen. Mgr. Max F. Staley
 Comm. Mgr. Dwight Coursey
 Program Dir. Dale Larson

KORN

MITCHELL—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Mitchell Bcstg. Assn.
 Bus.-Studio Address 217-219 N. Main
 Phone Number 621
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 Gen., Sta. Mgr. Raymond V. Eppel
 Comm., Sales Prom. Mgr. M. Johnson
 Chief Engineer J. R. Doherty

K G F X

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
 Owned-Oper. By. Estate of Dana McNeil
 Bus.-Studio Address 203 W. Summit Ave.
 Phone Number 2351
 Air Time 9:30 a.m.-sunset
 News Service UP
 Representative Larson
 President Ida A. McNeil

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By. Black Hills Bcstg. Co. of
 Rapid City
 Business Address 1819 W. St. Joe St.
 Phone Number 2000
 Air Time Full Time
 News Service UP
 Representative Headley-Reed, Bulmer &
 Johnson
 Transcription Service World, Capitol
 Membership NARTB, BAB
 President Robert J. Dean
 Gen., Sta., Comm. Mgr. Abner H. George
 Chief Engineer Robert Musfeldt

KRSD

RAPID CITY—1953—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Heart of the Black Hills Sta.

Address 816 Kansas City St.
 Phone Number 6050
 News Service UP
 President John Daniels
 General Manager Eli Daniels
 Commercial Manager Stan Lieberman
 Program Director Truman Walrod

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By. Midcontinent Bcstg. Co.
 Bus.-Studio Address Phillips Ave.—8th St.
 Phone Number 4-5841
 Air Time 5:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol, Standard
 Representative Taylor
 President, Gen. Mgr. Joe Floyd
 Station Manager Evans Nord
 Program Director Wip Robinson III
 Publicity Director Julie Wilds
 Chief Engineer Lester Froke

KIHO

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By. Big Sioux Bcstg. Co., Inc.
 Address 218 South Main Ave.
 Phone Number 4-7736
 News Service UP
 Representative Paul H. Raymer Co.
 President Dr. J. D. Conner
 General Manager David J. Kempkes
 Commercial Manager Richard C. Morenus
 Program Director Fred W. Schweikher

KISD

SIOUX FALLS—1948—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. KISD, Inc.
 Bus.-Studio Address KISD Bldg., W. 12th
 Phone Number 4-5571
 News Service AP
 President H. R. Alton
 Gen. Mgr., Prog. Dir. Verl Thomson
 Commercial Manager Gabe Caffrey
 Sales Prom. Mgr. Bob Printup
 Chief Engineer John Vick

KSOO

SIOUX FALLS—1927

Frequency: 1140 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By. Sioux Falls Bcstg. Asso., Inc.
 Address 317 S. Phillips Ave.
 Phone Number 4-5601
 News Service AP
 Transcr. Service RCA, Thesaurus
 Station Representative Avery-Knodel, Inc.
 President Morton Henkin
 Vice Pres., Gen. Mgr. George R. Hahn
 Station Manager George "Bill" Rohn
 Commercial Manager Rollie R. Williams
 Chief Engineer Max Pierce

K W A T

WATERTOWN—1926—KBS

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By. **Midland Natl. Life Ins. Co.**
Address **Watertown**
Phone Number **777**
News Service **AP**
Transcr. Service **Standard**
Representative **Walker**
Membership **NARTB, BAB**
President **John Ehrstrom**
General Manager **Ross E. Case**
Sales Prom. Mgr. **Bernard Kinney**
Chief Engineer **Francis Alwin**

W N A X

YANKTON—1923—CBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By. **Cowles Bcstg. Co.**
Bus. Studio Address **WNAX Bldg.**
Phone Number **YA 442**
Air Time **5:30 a.m.-M.**
News Service **AP, UP**
Transcription Service **Capitol**
Representative **Katz**
Membership **NARTB, BAB**
President **Gardner Cowles**
General Manager **Robert R. Tincer**
Advertising Director **Donald D. Sullivan**
Promotion Mgr. **Larry Butler**
Program Director **Roland Peterson**
Chief Engineer **Clifton M. Todd**

TENNESSEE

Pop. Feb. 1, 1954 (Est.) 3,424,000 — Families 884,000
Radio Homes 768,000 — TV Homes 391,000 — Stations in State 65

W L A R

ATHENS—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. **Athens Bcstg. Co.**
Business-Studio Address **N. Jackson St.**
Phone Number **1450**
News Service **UP**
Transcription Service **Thesaurus**
President **Lowell F. Arterburn**
General Manager **Buell J. Charles**
Program Director **E. Max Robinette**
Commercial Manager **Leonard Dawson**
Chief Engineer **J. W. Turner**

W O P I

BRISTOL—1929—NBC

(See Also Bristol, Va.)

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. **Radiophone Bcstg. Station.**
WOPI, Inc.
Business-Studio Address **310 State St.**
Phone Number **South 3730**
Air Time **5:30 a.m.-12:05 a.m.**
News Service **AP**
Transcription Service **Lang-Worth**
Representative **Burn-Smith**
Membership **NARTB, BAB**
Pres., Gen., Sta. Mgr. **W. A. Wilson**
Commercial Mgr. **James C. Wilson**
Publicity Director **Margaret Lewis**
Chief Engineer **George Guertin**

W A G C

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. **Tenn. Valley Bcstg. Co.**
Address **Hotel Patten**

Phone Number **7-1128**
Air Time **5:55 a.m. to 12 M.**
News Service **AP**
Transcription Service **Langworth**
Representative **Walker**
General Manager **Vann Campbell**
Comm. Mgr. **Cliff Bowers**
Program Director **Bill Giddens**
Chief Engineer **George McMurtrie**

W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By. **WAPO Bcstg. Service**
Business-Studio Address **Read House**
Phone Number **6-6141**
Air Time **5:00 a.m.-12M.**
News Service **AP**
Transcription Service **Thesaurus**
Representative **Avery-Knodel**
Membership **NARTB**
Pres., Gen., Sta. Mgr. **R. G. Patterson**
Program Director **Frances Harley**
Prom., Pub. Dir. **Helen Patterson**
Chief Engineer **B. B. Barnes**

W D E F

CHATTANOOGA—1941—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By. **WDEF Bcstg. Co.**
Bus. Studio Address **420 Volunteer Bldg.**
Phone Number **6-5664**
Air Time **5:00 a.m.-M.**
News Service **UP**
Transcription Service **Capitol**
Representative **Branham**
Membership **NARTB**

President.....Carter M. Parham
General Manager.....Ken Flenniken
Sales Prom. Mgr.....Warren Herring
Program Director.....Morris Quave
Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Phone Number.....6-5117
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....Standard, World
Representative.....Paul H. Raymer
Membership.....NARTB
Pres., Gen., Sta. Mgr.....Earl W. Winger
Commercial Manager.....Norman A. Thomas
Publicity Director.....Byron J. Bush
Program Director.....Frank F. Hubbs
Chief Engineer.....James E. Walker

W D X B

CHATTANOOGA—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WDXB, Inc.
Address.....Dome Bldg.
Phone Number.....6-1114
Representative.....Forjoe
Transcription Service.....SESAC
Membership.....NARTB, BAB
News Service.....AP, UP
President.....Joseph Bloom
General Manager.....B. E. Fincher
Commercial Mgr.....Carl Harden
General Manager.....J. M. Brown
Chief Engineer.....E. E. East

W M F S

CHATTANOOGA—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....215 W. Ninth St.
Phone Number.....6-4145
News Service.....AP
Representative.....Pearson
Pres., Gen. Sta. Mgr.....Brody Timm
Program Director.....Fred Webb

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Campbell & Sheftall
Business-Studio Address.....411 Madison St.
Phone Number.....6414
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NARTB, BAB
Pres., Gen. Sta. Mgr.....E. T. Campbell
Commercial Manager.....Parry Sheftall
Prom. Mgr., Pgm. Dir.....Clay Cline, Jr.

Publicity Dir.....David J. Muhlstein
Chief Engineer.....John Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Box 677
Phone Number.....62
Air Time.....6:00 a.m.-10:30 p.m.
News Service.....UP
General Manager.....R. W. Rounsaville
Station Manager.....Thad F. Fitch
Program Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

W K R M

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Middle Tennessee
Bcstg. Co., Inc.
Bus. Studio-Transmitter Address.....P. O. Box 71
Phone Number.....1340
News Service.....AP
Transcription Service.....World
Pres., Gen. Sta. Comm. Mgr.....R. M. McKay, Jr.
Sales Prom. Mgr.....Mel Dugger
Program Director.....Al Knott
Chief Engineer.....Cameron McKay

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus. Studio Address.....315 E. Spring St.
Phone Number.....789
News Service.....UP
Representative.....Continental Radio Sales
Membership.....NARTB, BAB
General Manager.....M. L. Medley
Station Director.....Joe Mabry
Publicity Director.....Stacey Mott
Chief Engineer.....Claude Haston

W A E W

CROSSVILLE—1953

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....WAEW, Inc.
Address.....10th & School Sts.
Phone Number.....334
News Service.....UP
President.....Arthur Wilkerson

W D S G

DYERSBURG—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....State Gazette Bcstg. Co., Inc.
Address.....Box 58
Phone Number.....77
Transcription Service.....World
News Service.....AP
General Manager.....Frank Armstrong



Commercial Manager.....Wendell Vaughan
Program Dir.....Bill Ward
Chief Engineer.....Dave Ross

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert Rounsaville &
George Clark
Business-Studio Address.....Elk Ave.
Phone Number.....2-1241
News Service.....UP
Senior Partner & Mgr.....R. W. Rounsaville
Station Manager.....Frazier Cochrane
Commercial Mgr.....Frank Ryan
Program Director.....Bill Hale
Chief Engineer.....M. C. Bowers, Jr.

W E K R

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Phone Number.....1240
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Teddy Barnes
Chief Engineer.....Ernest Tucker

W A G G

FRANKLIN—1953

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Williamson County Bcstg.
Address.....Mallory Rd.
Phone Number.....982
Representative.....Best
Pres., Gen. Mgr.....William Ormes
Commercial Mgr.....A. B. Thomas
Program Director.....Bob Holland
Promotion Mgr.....Ralph Emery
Chief Engineer.....Ellis F. Jones Jr.

W H I N

GALLATIN—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sumner County Bcstg. Co.
Address.....Box 811
Phone Number.....1010
News Service.....UP
President.....A. B. Perkins
Gen., Sta., Prog. Mgr.....J. B. Thomas
Commercial Manager.....Charles Brewer
Chief Engineer.....Lee Raines Jr.

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address.....Depot St.
Phone Number.....4147
News Service.....UP
Transcription Service.....Capitol

Pres., Gen. Mgr.....Paul Metcalfe
Commercial Manager.....Hugh Pickel
Program Director.....Bill Moore
Chief Engineer.....Laile Hampton

W H B T

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....The Harriman Bcstg. Co.,
Inc.
Bus-Studio Address.....Harriman
Phone Number.....661
Air Time.....6:15 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Continental
Membership.....BAB
Owner, Gen. Mgr.....F. L. Crowder
Comm., Sales Prom. Mgr.....Walter Scarbrough
Pgm. Dir., Chief Ann.....Carl Williams
Chief Engineer.....Reggie Honey

W I R J

HUMBOLDT—1949—MID-SOUTH
KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Phone Number.....740
News Service.....UP
Transcription Service.....Thesaurus
President.....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Chief Engineer.....Gerald Hicks

W D X I

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc.....Power: 5000 Watts d.,
1000 n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Phone Number.....7-9611
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith, Dora-Clayton
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Aaron B. Robinson
Station Manager.....Bill Winsett
Commercial Mgr.....Jack Murphy
Program Director.....Larry Crenshaw
Publicity Director.....Al Craven
Chief Engineer.....James S. Thomas

W T J S

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus-Studio Address.....Jackson
Phone Number.....7-3316
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....World, Thesaurus

Representative Branham
 Membership NARTB, BAB
 Exec. V.P., Gen. Mgr. A. A. Stone
 Station Manager Frank S. Proctor
 Publicity Dir. Peggy McKinnie
 Program Director Douglas Maxwell
 Chief Engineer Robert M. Gordon

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WJHL, Inc.
 Business-Studio Address 145 W. Main St.
 Phone Number 2780
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 President W. H. Lancaster, Sr.
 General Manager W. H. Lancaster, Jr.
 Publicity Director W. K. Matthews
 Program Director William Shell
 Chief Engineer O. K. Garland

W E T B

JOHNSON CITY—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Press, Inc.
 Business Address Main St.
 Phone Number 2993
 News Service AP
 Representative McGillivra
 Transcription Service World
 President Carl A. Jones
 General Manager Arthur Kelsey
 Program Director Bernard Burleson
 Chief Engineer U. G. Jones

W K I N

KINGSPORT—1951

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By WKIN, Inc.
 Address Wexler & E. Mkt. Sts.
 Pres., Gen. Mgr. Cy N. Bahakel
 Sta. Mgr., Chief Eng. John Strong

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kingsport Bcstg. Co., Inc.
 Business-Studio Address 222 Commerce St.
 Phone Number Circle 5-4161
 Transcription Service Thesaurus
 Representative Burn-Smith, Dora-Clayton
 Membership NARTB, BAB
 President C. P. Edwards, Jr.
 Gen., Sta. Manager Paul L. Overbay
 Commercial Mgr. Phil Weaver
 Program Dir. Martin Karant
 Publicity Dir. Jim Davis
 Chief Engineer Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WBIR, Inc.
 Business-Studio Address 618 S. Gay St.
 Phone Number 4-3321
 Air Time 5:30 a.m.-M.
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB, BAB
 Pres., Gen. Mgr. John P. Hart
 Program Director Neal Branch
 Publicity Director Ted Brosseau
 Chief Engineer J. Rex Horton

W I V K

KNOXVILLE—1953

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kick Bcstg. Co.
 Co-Owners James M. Dick,
 Marilyn M. Dick

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WGN Bcstg. Co.
 Bus.-Studio Address Park Natl. Bank Bldg.
 Phone Number 4-0766
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB
 Pres., Gen., Sta. Mgr. Clarence Beaman
 Commercial Mgr. J. Horton Davis
 Program Director John Ward
 Chief Engineer Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Scripps-Howard Radio, Inc.
 Business-Studio Address 110 S. Gay St.
 Phone Number 3-3171
 Air Time 5 a.m.-1:05 a.m.
 Newspaper Affiliation "News Sentinel"
 News Service UP
 Transcription Service Standard
 Representative Branham
 President Jack R. Howard
 General Manager R. B. Westergaard
 Comm.-Sales Prom. Mgr. O. L. Smith
 Program Dir. C. A. McMahon
 Chief Engineer Ray Evans

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Mountcastle Bcstg. Co.
 Business-Studio Address 612 Gay St.
 Phone Number 2-7111
 Air Time Full Time
 News Service UP
 Transcription Service World



Representative Avery-Knodel
Membership NARTB, BAB
President Paul Mountcastle
Gen., Sta. Mgr. W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir. J. H. Reese
Prom., Pub. Dir. H. W. Hudson
Chief Engineer.....Fred Andrews

W D X E

LAWRENCEBURG—1951—MBS
KEYSTONE

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Lawrenceburg Bcstg. Co.
Address Locke Bldg.
Phone Number 4462
News Service UP
Transcription Service.....SESAC, World
Representative Burn-Smith
President.....Aaron B. Robinson
General Manager.....George Eubanks
Program Director.....Ken Marston
Promotion Manager.....Bud Sawyer
Chief Engineer.....Phillip Kemper

W C O R

LEBANON—1949—KBS

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Operated By Lebanon Bcstg. Co., Inc.
Address 106½ S. Cumberland Ave.
Phone Number 1540
News Service AP
Pres., Gen. Mgr. Theo. F. Exell, Jr.
Comm. Mgr. Michael R. Freeland
Chief Engineer.....William Johnston

W L I L

LENOIR CITY—1950

Frequency: 730 Kc. Power: 1000 Watts d.
Owner WLIL, Inc.
Address 406 E. Broadway
Phone Number 1095
Membership NARTB, BAB
News Service UP
Pres., Gen. Mgr. Arthur Wilkerson
Chief Engineer.....Allen Breazeale

W J J M

LEWISBURG—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Estate of James J. Murray
Address Box 20
Phone Number 780
News Service AP
General Manager.....Louis D. Lingner
Chief Engineer.....J. E. Sowell

W G A P

MARYVILLE—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned By Aluminum Cities Bcstg. Co.
Address Blount Natl. Bank Bldg.
Phone Number 2490

Membership NARTB, BAB
News Service AP
Transcription Service Thesaurus
Co-owners F. H. Corbett, H. C. Weaver
General Manager.....F. H. Corbett
Commercial Manager.....Horace McGill
Chief Engineer.....Mark Murphy

W M M T

McMINNVILLE—1947—MBS
KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By McMinnville Brdg. Co., Inc.
Address McMinnville
Phone Number 401
President.....Dr. Sam J. Albritton

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
Owned By Bluff City Bcstg. Co.
Operated By John Pepper, Bert Ferguson
Business-Studio Address.....2074 Union Ave.
Phone Number 36-2703
News Service UP
Representative Pearson, Dora-Clayton
Membership NARTB, BAB
Gen. Mgr. Bert Ferguson
Commercial Manager.....Harold F. Walker
Chief Engineer.....Henry N. Fones

W C B R

MEMPHIS—1952

Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Oper. By Chickasaw Bcstg. Co.
Address Exchange Building
Phone 5-7545
Representative Gill-Perna
General Manager.....Charles DeVois

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Harding College
Bus.-Studio Address Hotel Chisca
Phone Number 8-6868
Air Time.....Full Time
News Service UP
Transcription Service Associated
Representative John Blair
Membership NARTB, BAB
President.....Dr. George S. Benson
Gen., Sta. Mgr. John Cleghorn
Commercial Mgr. Tom W. Ragland
Program Director.....Lee N. McEachern
Sales Prom. Mgr. Tom W. Ragland
Publicity Director.....Leslie Birchfield
Chief Engineer.....Welton Roy

W H H M

MEMPHIS—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Mid-South Bcstg. Corp.

Business-Studio Address.....433 Sterick Bldg.
 Phone Number 37-4422
 News Service UP
 Representative.....O. L. Taylor
 Membership NARTB
 President.....P. E. Furlow
 Gen., Sta. Mgr.....C. K. Beaver
 Commercial Mgr.....Allan Avery
 Chief Engineer.....William Marsh

W M C

MEMPHIS—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Memphis Publishing Co.
 Bus.-Studio Address..Goodwyn Institute Bldg.
 Phone Number 8-7464
 News Service UP
 Transcription Service..Thesaurus, Lang-Worth
 Representative Branham
 Gen., Sta. Mgr.....H. W. Slavick
 Commercial Mgr.....Richard Voorhis
 Program Director.....Ott Roush
 Chief Engineer.....E. C. Frase, Jr.

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.:
 5000 Watts n.
 Owned-Operated By.....WMPS, Inc.
 Business-Studio Address.....Radio Center
 Phone Number 5-2663
 Air Time.....5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Radio Representatives
 Membership NARTB
 Pres., Gen. Mgr.....Harold R. Krelstein
 Sales Prom. Mgr.....Brent Roper
 Program Dir.....W. E. Crump
 Chief Engineer.....J. G. Deaderick

W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WREC Bcstg. Service
 Business-Studio Address.....Hotel Peabody
 Phone Number 5-1313
 News Service UP
 Transcription....World, Lang-Worth, SESAC
 Representative Katz
 Owner, General Manager...Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program Director.....Roy Wooten
 Chief Engineer.....Wilson Raney

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address..Radio Center
 Phone Number 1450
 News Service AP
 Transcription Service Lang-Worth
 Representative Hal Holman
 President.....Herbert S. Walters

General Manager.....Howell Ashford
 Program Director.....John Frank McCrary
 Chief Engineer.....James R. Redden

W G N S

MURFREESBORO—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WGNS, Inc.
 Address.....P. O. Box 456
 Phone Number 1450
 News Service AP, UP
 Representative Holman
 Transcription Service.....World, Langworth
 Pres., Gen. Mgr.....Cecil Elrod, Jr.
 Program Director.....John D. Hood
 Chief Engineer.....Paul Howell

W M T S

MURFREESBORO—1953

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Murfreesboro Bcstg. Co.
 Address.....122 N.W. Broad
 News Service UP
 President.....Arthur D. Smith Jr.
 General Manager.....Virgil Trimm
 Commercial Mgr.....Charles Snoddy
 Program Director.....Jim Edwards
 Chief Engineer.....Eugene Covington

W K D A

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....DBA Bcstg. Co.
 Bus.-Studio Address..1st American Natl. Bank
 Bldg.
 Phone Number 4-0511
 News Service AP
 Transcription Service.....Capitol, Standard
 Representative Bolling
 Membership NARTB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager.....T. B. Baker, Jr.
 Chief Engineer.....Oscar C. Griffin, Jr.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Life & Casualty Insurance
 Co. of Tennessee
 Bus.-Studio Address...Third Natl. Bank Bldg.
 Phone Number 6-0161
 Air Time.....5 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Katz
 Membership NARTB, BAB
 Gen. Mgr.....F. C. Sowell
 Commercial Manager.....E. G. Blackman
 Promotion Manager.....Frank Gonzales
 Program Director.....Paul Oliphant
 Chief Engineer.....F. D. Binns

WMAK

NASHVILLE—1948—MBS

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By. Volunteer State Bcstg. Co.
Address. Maxwell House Hotel
Phone Number 4-3411
President. Frank W. Mayborn
General Manager. George B. Faulder
Sales Prom. Mgr. Robert Cooper
Chief Engineer. Charles W. Stokely

WNAH

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By. Hermitage Bcstg. Corp.
Address. James Robertson Hotel
Phone Number 4-7611
News Service UP
Representative Continental
Pres., Gen., Comm. Mgr. Van T. Irwin, Jr.
Program Director. Donn C. McInturff
Chief Engineer. Harold Woodard

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By. Louis B. Draughon
Address Nashville Trust Building
Phone Number 5-5431
Aire Time 5:00 a.m. to 12:00 M.
News Service AP
Transcription Service World
Station Representative. George P. Hollingbery
Membership NARTB, BAB
Gen., Sta. Mgr. Louis R. Draughon
Comm., Prom. Manager. E. S. Tanner
Program Director. Jack Simpson
Chief Engineer Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc. Power: 50,000 Watts
Owned-Operated By. Nat'l Life & Acc. Ins. Co.
Bus. Studio Address. 301 7th Ave. N.
Phone Number 6-7181
News Service AP, INS
Transcription Service Thesaurus
Representative Edward Petry
Membership NARTB, BAE
Chairman of Board. E. W. Craig
President. John H. DeWitt, Jr.
Commercial Manager. Irving C. Waugh
Dir. of Publicity. Wm. R. McDaniel
Program Director. Jack Stapp
Chief Engineer. George A. Reynolds

WSOK

NASHVILLE—1951

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By. Nashville Bcstg. Co.
Address. 419 Fourth Ave. N.
Phone Number 42-0489
Representative Forjoe

Pres., Gen., Sta. Mgr. H. C. Young, Jr.
Comm., Prom. Mgr. Norman Stewart
Chief Engineer. Arthur Viaches

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. WATO, Inc.
Address. Municipal Market Bldg.
Phone Number Oak Ridge 5-3535
Air Time Unlimited
News Service AP
Transcription Service World
Representative H.R. Representatives
President Ross Charles
Gen., Sta. Mgr. Samuel P. Thrower, Jr.
Program Director. Thearon O. Atkins
Chief Engineer. Hal Tompkins

Woke

OAK RIDGE—1951—KBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By. Air Mart Corp.
Address Box 391
Phone Number 5-1333
News Service AP
Representative Continental
President. Harry C. Weaver
Commercial Mgr. O. E. O'Brien
Program Director. William E. Sorrell
Chief Engineer. Henry McDonald

WTPR

PARIS—1947—KBS-MBS

Frequency: 710 Kc. Power: 250 Watts d.
Owner. Paris Bcstg. Co.
Address Davis Bldg.
Phone Number 1700
General Manager. J. M. Cecil
Commercial Manager. B. C. Kilgore
Chief Engineer. Don Somerville

WKSR

PULASKI—1947—ABC

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By. The Richland Bdcstg. Co.
Address Jones Bldg.
Phone No. 1066-67
News Service UP
Transcription Service. World, SESAC
President. J. R. Stephens
Commercial Mgr. Mrs. J. R. Stephens
Pgm. Dir., Chief Anncr. George Martin
Chief Engineer. N. G. Morgan

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Shelbyville Bcstg. Co., Inc.
Phone Number 1400
News Service UP
V.P., Gen. Mgr. Charles Christian
Chief Engineer. Tim Marsh

WSMT

SPARTA—1953

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Sparta Bcstg. Co. Inc.
Address.....Box O
Phone Number.....3751
President.....Sam J. Albritton
General Manager.....B. L. Upchurch
Commercial Mgr.....Van L. Slack
Program Director.....William Round Jr.
Chief Engineer.....I. D. Byars

WDBL

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464
Phone Number.....1287
Transcription Service.....World
News Service.....UP
Gen., Sta. Mgr.....Walter A. Duke
Comm. Mgr.....Howard M. Peters
Chief Engineer.....Ann Duke

WJIG

TULLAHOMA—1947

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By.....WJIG Bcstg.
Business Address.....West End Drive
Phone Number.....2607-8

News Service.....UP
Transcription Service.....World
Pres., Gen. Mgr....Col. Raymond L. Prescott, Jr.
Chief Engineer.....William Dunn

WENK

UNION CITY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Union City Bcstg. Co.
Phone Number.....1240-1
Air Time.....5 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith
President.....Aaron B. Robinson
Station Manager.....Louis C. Wrather
Commercial Mgr.....Edwin A. Kallenberg
Program Director.....Virginia L. Osborne
Chief Engineer.....Charles Holland

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Arthur D. Smith, Jr.
Address.....Box 1103
Phone Number.....2201
News Service.....UP
Pres., Gen. Mgr.....Arthur D. Smith, Jr.
Commercial Manager.....Harry W. Sullivan
Program Director.....Hank Murray
Chief Engineer.....James F. Spencer

THOSE WHO KNOW FAMOUS BRANDS

Reports Station WDOD at Chattanooga, Tenn.: "AP has shown us that in addition to a superior news report, behind the famous name of **Associated Press** is a store of cooperation and service."

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BRAND IN NEWS IS **AP**

TEXAS

Pop. Feb. 1, 1954 (Est.) 8,986,000 — Families 2,793,000
Radio Homes 2,463,000 — TV Homes 1,129,000 — Stations in State 191

K R B C

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By. Reporter Bcstg. Co.
 Business Address. Windsor Hotel
 Phone Number 4-6255
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative John E. Pearson
 President Dale Ackers
 General Manager Howard Barrett
 Comm., Sales Prom. Mgr. Forest Lane
 Chief Engineer Troy Mallon

K W K C

ABILENE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Citizens Bcstg. Co.
 Bus. Studio Address. 2500 Butternut
 Phone Number 3-2545
 News Service AP, UP
 Transcription Service World
 Representative Venard
 President W. P. Wright
 Gen., Prom. Mgr. A. C. Elter
 Commercial Manager Tyler Stewart
 Program Director Leonard Johnson
 Chief Engineer Forrest Tipton

K B K I

ALICE—1947—MBS

Frequency: 1070 Kc. Power: 1000 Watts
 Owned-Operated By. Alice Bcstg. Co.
 Business Address. Box 731
 Phone Number 4-4324
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB
 President E. G. Lloyd, Jr.
 Gen., Sta. Mgr. A. C. Lloyd, Jr.
 Commercial Manager Bob Grimes
 Sales Prom. Mgr. Irma Salas
 Program Dir. J. Allen Frye
 Publicity Director Gloria Sanchez
 Chief Engineer Charles M. Boyd

K V L F

ALPINE—1947—MBS-KBS-CACTUS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Big Bend Bcstrs.
 Business Address. P. O. Box 779
 Phone Number 2144
 News Service UP
 Representative Hil F. Best
 Transcription Service Thesaurus
 President Jack Hawkins

Gen. Sta., Comm. Mgr. Gene Hendryx
 Program Director Bill Height
 Chief Engineer Sherman Newsom

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By. Top of Texas Bcstg. Co.
 Address 1301 Polk St.
 Phone Number 2-6543
 Representative Forjoe
 Transcription Service Thesaurus
 News Service AP
 Gen., Sta. Mgr. R. D. Houck
 Commercial Manager Jess Richardson
 Program Director Webb Smith
 Publicity Director Johnny Hathcock
 Chief Engineer Stewart Parsons

K F D A

AMARILLO—1939—ABC

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By. Amarillo Bcstg. Co., Inc.
 Business Studio Address. Box 1400
 Phone Number 4-5343
 News Service UP
 Representative Branhan Co.
 Membership BAB
 President Wendall Mayes
 General Manager Stan Wilson
 Commercial Mgr. Ed Moore
 Program Director Warren Anderson
 Publicity Director Ruth Holt
 Chief Engineer W. B. Spiller

K G N C

AMARILLO—1922—NBC-TQN

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Oper. By. Plains Radio Bdcstg. Co.
 Address P. O. Box 751
 Phone Number 3-4242
 Air Time Full Time
 News Service UP, AP
 Transcription Service World
 Representative Katz
 Membership NARTB, BAB
 President B. E. Walker
 General Manager Tom Kritser
 Business Manager Calvin Handy
 Sta., Mgr., Prog. Dir. Bob Watson
 Prom. Mgr., Pub. Dir. Marianne Johnson
 Chief Engineer W. H. Torrey

K L Y N

AMARILLO—1949—CBS

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Oper. By. Plains Empire Bdcstg. Co.
 Address 1014 West Seventh



Phone Number 2-6773
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative John Blair & Co.
 Membership NARTB, BAB
 President R. G. Hughes
 Gen., Comm. Mgr. Howard Roberson
 Publicity Director.....Mae Dorsey
 Chief Engineer Gene Fennimore

K B U D

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Oper. By. Henderson County Bcstg. Co.
 Business Address.....Box 309
 Phone Number 2277
 Transmitter Location Highway 19
 Transcription Service.....Langworth
 News Service UP
 Sta., Gen. Mgr. J. B. McNutt, Jr.
 Consulting Engr. Merl Saxon

K A L T

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Ark-La-Tex Bcstg. Co.
 Phone Number 900
 Transcription Service World
 News Service AP
 Representative.....Hill F. Best
 President.....Herman H. Wommack, Jr.
 Gen., Sta. Mgr. David A. Wommack
 Commercial Manager.....A. N. Dowd
 Chief Engr. James L. Waites

K N O W

AUSTIN—1927—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address. Capitol Natl. Bank Bldg.
 Phone Number 2-6213
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB, BAB
 President.....Wendell W. Mayes
 Station Manager.....Louts R. Cook
 Commercial Mgr. Mitt Coleman
 Program Director.....Frank Bissett
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—1939—CBS

Frequency: 590 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Texas Bcstg. Corp.
 Bus.-Studio Address.....P. O. Box 717
 Phone Number 2-2424
 News Service UP
 Transcription Service World
 Representative Taylor Co.

President.....Claudia T. Johnson
 Gen., Sta. Mgr.....J. C. Kellam
 Sales Prom. Mgr.....Harry Voelker
 Program Director.....Richard S. Pryor
 Chief Engineer.....A. B. Hearn

K T X N

AUSTIN—1949

Frequency 1370 Kc. Power: 1000 Watts d..
 Owned-Oper. By.....Radio Station KTXN
 Address.....P. O. Box 1102
 Phone Number 74476
 Representative...Oakes, Clayton, Nat'l Time
 Sales
 President.....Ed C. James, Sr.
 Gen., Sta., Comm. Manager....Frank Stewart
 Sales Promotion Manager.....Larry Jones
 Chief Engineer.....Paul Lindhorn

K V E T

AUSTIN—1946—MBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By.....Austin Bcstg. Co.
 Business-Studio Address.....113 West 8th
 Phone Number 8-8521
 Air Time Full Time
 News Service UP
 Representative Forjoe
 Membership NARTB, BAB
 President.....John B. Connally
 Gen., Sta. Mgr.....Willard Deason
 Commercial Manager.....Charles Howell
 Program Director.....Dave Smith
 Chief Engineer.....Willis Morter

K R U N

BALLINGER—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Runnels County Bcstg. Co.
 Address Box 351
 Phone Number 3151
 News Service AP
 Representative Best
 President.....Walter G. Russell
 Gen., Comm. Mgr.....R. F. McGarvey
 Chief Engineer.....W. C. Kelley

K I O X

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By.....Bay City Bcstg. Co.
 Business Address.....Box 1391
 Phone Number.....4642-3
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative.....Hil F. Best
 President.....J. G. Long
 General Manager.....Bryan Powell
 Station Manager.....Vernon Townsend
 Commercial Manager.....Boyd Porter
 Chief Engineer.....Sam Sitterlee

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc. Power: 250 Watts d.
Owned-Operated By Bay Bcstg. Co.
Address Box 629
Phone Number 8251
News Service AP
President W. D. Christmas
Gen. Mgr., Chief Engr. M. J. Tavery

KREL

BAYTOWN—1947

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Tri-Cities Bcstg. Co.
Business Address Decker Drive
Phone Number 8211-2
News Service UP
Transcription Service World
Representative Richard O'Connell
President Robert Matherne
General Manager Patt McDonald
Commercial Mgr. Don Lilly
Program Director Jay Shepherd
Chief Engineer Mack S. Malpee

KFDM

BEAUMONT—1924—ABC

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Beaumont Bdcstg. Corp.
Address P. O. Box 2950
Phone Number 2-7758
Air Time Full Time
News Service UP
Transcription Service Lang-Worth
Representative Free & Peters, Inc.
Membership NARTB
President D. A. Cannan
Gen., Sta., Comm. Mgr. C. B. Locke
Program Director Dave Russell
Pub. Dir., Sales Prom. Mgr. H. F. Caldwell
Chief Engineer Harold W. Bartlett

KJIM

BEAUMONT—1947

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By KPBX Bcstg., Inc.
Address 2295 Calder Ave.
Phone Number 2-0201
Representative For Joe
News Service AP
Transcription Service Capitol
Chairman of Board Joe B. Carriagan
Pres., Gen. Mgr. James King Smith
V.P., Comm. Mgr. Les Ryder
Chief Engineer Fred Reiner

KRIC

BEAUMONT—1938

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By The Enterprise Co.
Bus.-Studio-Trans. Address 380 Walnut
Phone Number 4-3311
News Service AP

Transcription Service World
Newspaper Affiliation "Enterprise & Journal"
Representative Branham
Membership BAB
President O. Eugene Davis
General Mgr. E. C. Davis
Commercial Mgr. Jim Saxon
Chief Engineer Marvin J. Easterwood

KTRM

BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
Owned-Operated By KTRM, Inc.
Business-Studio Address 230 Orleans St.
Phone Number 2-8478
News Service UP
Representative Adam Young
Pres., Gen. Mgr. Jack Neil
Station Manager Joseph S. Trum
Commercial Mgr. Bill McRae
Sales Prom. Mgr. Luther K. Woods
Chief Engineer Ben F. Hughes

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By Bee Bdcstg. Co.
Address P. O. Box 650
Phone Number 1490
News Service AP
Transcription Service World
President (Partnership) John D. Rossi,
V. L. Rossi
General Manager John D. Rossi
Station Manager James V. Rossi
Commercial Mgr. Fred Strong
Chief Engineer James Egbert

KBST

**BIG SPRING—1936—ABC
TEXAS STATE**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Big Spring Bcstg. Co.
Bus.-Studio Address 702 Johnson St.
Phone Number 4-6391
News Service AP
Transcription Service Standard
Representative Pearson
Pres., Gen., Sta. Mgr. William J. Wallace
Commercial Manager William L. Cox
Pub., Pgm. Dir. J. N. Young, Jr.
Chief Engineer Andrew M. Jones

KTXC

BIG SPRING—1949—KBS

Frequency: 1400 Kc. Power: 100 Watts
Owned-Oper. By Big State Bdcstg. Co.
Address Big Spring City Park
Phone Number 3300
Transcription Service World
News Service UP
Representative Hil F. Best
Pres., Gen. Mgr. V. T. Anderson