

WGN

CHICAGO—EST. 1924

MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By: WGN, Inc.
 Business-Studio Address: 441 N. Michigan Ave.
 Phone Number: Superior 0100
 Transmitter Location: Roselle, Ill.
 Air Time: 19½ hrs. daily
 News Service: AP, INS, UP, Reuters
 Transcription Service: Standard
 Representative: Keenan & Eickelberg
 Membership: BMB
 President: Col. Robert R. McCormick
 Manager: Frank P. Schreiber
 Asst. Manager: Paul C. Brines
 Commercial Manager: Wm. A. McGuineas
 Sales Promotion Manager: Wm. C. Meyers
 Program Supervisor: Buckingham Gunn
 Commercial Pgm. Dir.: Walter J. Preston
 Production Manager: Edmund F. Kahn
 Public Relations Director: Bruce W. Dennis
 Supervisor of Annrcs.: Raymond Taylor
 Musical Director: Henry Weber
 Director of Engineering: Carl J. Meyers
 Farm Editor: Harold Totten

(See Page 398)

WIND

CHICAGO—EST. 1927

MIDWEST BASEBALL NETWORK

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: Johnson Kennedy Radio Corp.
 Business-Studio Address: 400 N. Michigan Ave.
 Phone Number: Whitehall 2170
 Transmitter Location: Gary, Ind.
 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Standard
 Representative: John E. Pearson
 Membership: NAB
 President: Paul V. Harper
 General-Station Manager: Ralph L. Atlass
 Commercial Manager: John T. Carey
 Sales Promotion Manager: Alex V. Tellis
 Program Director: Howard A. Miller
 Chief Engineer: Kenneth C. Shirk

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Operated By: Field Enterprises, Inc.
 Business-Studio Address: 230 N. Michigan Ave.
 Phone Number: State 5466
 Transmitter Location: DesPlaines, Ill.
 Air Time: 4:00 a.m.—Salt Lake City sundown
 News Service: UP
 Transcription Service: Associated, Cole, Capitol
 Representative: Avery-Knodel

Membership: NAB, BMB
 President: Marshall Field
 General-Station Manager: Arthur F. Harre
 Commercial Manager: Fred G. Harm
 Sales Promotion, Publicity Director: Ed Short
 Program Director, Production Manager: Mark Russell
 Chief Announcer: Frank Sweeney
 Musical Director: Ken Nelson
 Chief Engineer: Walt Myers
 Farm Editor: Russ Salter

WLS

CHICAGO—EST. 1924

ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned By: Prairie Farmer Publishing Co.
 Operated By: Agricultural Bcstg. Co.
 Business-Studio Address: 1230 W. Washington Blvd.
 Phone Number: Monroe 9700
 Transmitter Address: Tinley Park, Ill.
 Air Time: 14 hrs. daily, shares time with WENR
 News Service: AP, INS, Transradio, UP
 Transcription Service: Standard
 Representative: John Blair
 Membership: NAB, BMB
 President: Burrige D. Butler
 General Manager: Glenn Snyder
 Treasurer: George Cook
 Sales Manager: C. M. Freeman
 Commercial Manager: Harold Safford
 Sales Promotion Manager: Donald Finlayson
 Program Director: John Baker
 Production Manager: Al Boyd
 Publicity Director: Wilma Gwilliams
 Chief Announcer: Jack Holden
 Musical Director: O. Westley
 Chief Engineer: Tom Rowe
 Farm Editor: Arthur C. Page

(See Page 396)

WMAQ

CHICAGO—EST. 1922

NBC

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By: National Bcstg. Co.
 Business-Studio Address: 222 W. North Bank Drive.
 Phone Number: Superior 8300
 Transmitter Location: Elmhurst, Ill.
 Air Time: Sun.—8 a.m.—1 a.m.; Mon.—5:30 a.m.—1 a.m.; Tues. thru Sat.—5:30 a.m.—2 a.m.
 News Service: AP, INS, UP
 Transcription Service: Thesaurus, Standard
 Representative: NBC National Spot Sales
 Membership: NAB, BMB
 President (NBC): Niles Trammell
 General-Station Manager: I. E. Showerman
 Commercial Manager: Oliver Morton
 Program Director: Jules Herbuveaux
 Production Manager: Arthur Jacobson

Publicity Director..... John F. Ryan
 Chief Announcer..... William Kephart
 Musical Director..... Joseph Gallicchio
 Chief Engineer..... Howard C. Luttgens
 Farm Editor..... Everett Mitchell

W M B I
 CHICAGO

Frequency: 1110 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Moody Bible
 Institute of Chicago
 Business Address..... 153 Institute Pl.
 Phone Number..... Michigan 1570
 News Service..... UP
 Representative..... World
 President..... Dr. William Culbertson
 General Manager..... Robert L. Constable
 Program Director..... Robert Parsons
 Chief Engineer..... A. P. Frye

W S B C
 CHICAGO—EST. 1925

Frequency: 1240 Kc..... Power 250 Watts
 Owned-Operated By..... Radio Station WSBC
 Business-Studio Address: 2400 W. Madison St.
 Phone Number..... Monroe 9060
 Transmitter Location..... 2400 W. Madison St.
 Air Time: 6 a.m.-8:30 a.m.; 10 a.m.-11 a.m.; 2-
 3:30 p.m.; 8 p.m.-10 p.m.; 11 p.m.-12 M.
 News Service..... UP
 Transcription Service. SESAC, Cole, MacGregor,
 Associated.
 Representative..... Forjoe
 General-Station Manager, Program
 Director..... Robert O. Miller
 Commercial-Sales Promotion
 Manager..... Julius Miller
 Publicity-Musical Director..... Arnold B. Miller

W H F C
 CICERO—EST. 1926

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHFC, Inc.
 Address..... 6138 W. Cermok Rd.
 Transmitter Location..... 6138 W. Cermak Rd.
 Air Time..... 7:00 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Lang-Worth, SESAC
 Membership..... NAB

W H O W
 CLINTON—EST. 1947

Frequency: 1520 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Cornbelt Bcstg. Co.
 Business Address..... 401½ S. Side Sq.
 Phone Number..... 305
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Cooke
 President..... Keith Rhea

General Manager..... H. E. Rhea
 Program Director..... Fred Harrison
 Chief Engineer..... H. O. Trummel

W D A N
 DANVILLE—EST. 1938
 CBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By: Northwestern Publishing
 Co.
 Business-Studio Address: Hotel Wolford, 202
 N. Hazel St.
 Phone Number..... 1700-1
 Transmitter Location: Woodlawn & Washing-
 ton Sts.
 Air Time..... 6:45 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... J. P. McKinney
 Membership..... NAB, BMB
 General Manager..... E. C. Hewes
 Station-Commercial-Sales Promotion
 Manager..... Robert J. Burow
 Program Director..... Honore E. Ronan
 Chief Announcer..... Max Shaffer
 Chief Engineer..... T. G. Magin

W S O Y
 DECATUR—EST. 1924
 CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By: Commodore Bcstg., Inc.
 Business-Studio Address: 351-357 N. Main St.
 Phone Number..... 5371
 Transmitter Location: 1891 N. Oakland Ave.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service. Lang-Worth, Associated
 Representative..... Weed & Co.
 Membership..... NAB, BMB
 President..... F. W. Schaub
 General-Station Manager..... Merrill Lindsay
 Commercial-Sales Promotion
 Manager..... Chas. F. Bruce
 Program Director..... Bernard J. Johnson
 Publicity Director..... Jane Logan
 Chief Engineer..... Milburn H. Stuckwisch

W L B K
 DE KALB—EST. 1947

Frequency: 1360 Kc..... Power: 500 Watts d.
 Owned-Operated By..... DeKalb Radio Studios
 Business Address..... 153½ N. Third St.
 Phone Number..... 2677
 News Service..... AP
 Transcription Service..... Thesaurus, Cole
 Owners..... Roland Wallem, T. A. Lanes
 Business Manager..... Roland Wallem
 Commercial Manager..... T. A. Lanes
 Program Director..... T. A. Lanes
 Chief Engineer..... Charles Green

WTMV

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: On the Air, Inc.
 Address: Broadview Hotel, 5th and Broadway
 Phone Number: East 4390 and Bridge 3424
 Studio Address: Broadview Hotel, East St.
 Louis, Mo.; Arcade Bldg., St. Louis, Mo.

Transmitter Location: Broadview Hotel, 5th and Broadway

Air Time: Full Time
 News Service: UP
 Transcription Service: World, Cole
 Representative: Weed
 Membership: NAB, BMB
 Owners: Clarence Leich, Henry B. Walker
 Gen.-Commercial Mgr.: Frank J. Prendergast
 Asst. Gen. Mgr.: Elmer Willrich
 Prom. Mgr.: Henry Hoffman
 Program Director: Paul M. Enright
 Chief Engineer: Erle E. White

WCRA

EFFINGHAM—EST. 1947

Frequency: 1090 Kc. Power: 250 Watts
 Owned-Operated By: Effingham Bcstg. Co., Inc.
 Business Address: Box 568
 Phone Number: 1090
 Studio Address: 112½ N. Banker St.
 Transmitter Location: SW of city
 Air Time: Daytime only

News Service: UP
 Transcription Service: Lang-Worth
 Representative: Hal Holman
 Membership: NAB, BMB
 President: Willard L. Thompson
 General-Station Manager: Willard L. Thompson
 Commercial Manager: Joseph E. McNaughton
 Program Director: Mabel L. Thompson
 Chief Announcer: Andy James
 Chief Engineer: Scott Franklin
 Farm Editor: Willard L. Thompson

WRMN (CP)

ELGIN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Elgin Bcstg. Co.
 Partners: George A. Ralston, Jerry C. Miller

WNMP

EVANSTON—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By: Evanston Bcstg. Co.
 Business-Studio Address: 2201 Oakton St.
 Phone Number: Greenleaf 1590
 Transmitter Location: 2201 Oakton St.
 Air Time: Daytime

News Service: INS
 Transcription Service: Standard
 Membership: NAB
 President: Fred S. Newton
 General-Station Manager: Angus D. Pfaff
 Program Director: Wayne Griffin
 Publicity Director: Jack Angeil
 Chief Engineer: Schnedorf

WFRL

FREEMONT—EST. 1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Freemont Bcstg. Co.
 Business-Studio Address: 9 N. Chicago Ave.
 Phone Number: State 436-437
 Transmitter Location: 1½ miles N.E. of Center of town.

Air Time: Local sunrise-local sunset.
 News Service: AP
 Transcription Service: World, Thesaurus
 Representative: Donald Cook
 Membership: NAB, BMB
 Owners: Vincent S. Barker & Gladys J. Barker
 General-Station Manager, Chief

Engineer: Dave Taylor
 Program Director, Production Manager, Chief Announcer: Bud Houghton
 Publicity Director: Dick Carroll
 Musical Director: Gladys Barker
 Farm Editor: Cyril Nelson

WGIL

GALESBURG—EST. 1938

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Galesburg Bcstg. Co., Inc.
 Business Address: 312 Hill Arcade
 Phone Number: 4626
 Transmitter-Studio Location: Hill Arcade
 Air Time: 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.

News Service: UP
 Transcription Service: Standard, SESAC
 Representative: Donald Cooke
 Membership: NAB, BMB
 President-Owner: Mrs. L. A. Pritchard
 General-Station-Sales Promotion

Manager: E. J. Huber
 Sales or Commercial Manager: Lee Kramer
 Program Director: Betty Harler
 Chief Announcer: Dwight B. Olson
 Chief Engineer: Lee Rector

WEBQ

HARRISBURG—EST. 1923

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harrisburg Bcstg. Co.
 Business-Studio Address: 100 E. Poplar St.
 Phone Number: Harrisburg 28
 Air Time: 6 a.m.-10 p.m.

News Service.....UP
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....Inglis M. Taylor
 Sales Promotion-Production
 Manager.....Ken Hamilton
 Program Director.....Wanda R. Owen
 Publicity Director.....Eddie Wise
 Chief Engineer.....Joseph R. Tate
 Farm Editor.....Tom Land

W J P F

HERRIN—EST. 1940

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business Address.....P. O. Box 179
 Phone Numbers.....382-3
 Studio Address.....Herrin, Ill.
 Transmitter Location.....2.2 mi. N. of Herrin
 Air Time.....17 hrs., 15 min. daily
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 Owner.....Orville W. Lyerla
 General-Station Manager.....Chas. R. Cook
 Commercial Manager.....Fred Simmons
 Program Director.....Doug Hadley
 Publicity Director.....Fred Reinhardt
 Chief Engineer.....Gino Monaco

W L D S

JACKSONVILLE—EST. 1941

KBS

Frequency: 1180 Kc.....Power: 1000 Watts
 Owned-Operated By: Milton Edge & E. J. Korsmeyer.
 Business-Studio Address: Fox-Illinois Theater Bldg.
 Phone Number.....1180
 Transmitter Location: One and a half mi. E. of Jacksonville.
 Air Time.....Local sunup to local sundown
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hal Holman
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....E. J. Korsmeyer
 Production Manager.....T. J. Fairburn
 Musical Director.....Virginia Colwell
 Chief Engineer.....G. J. Cassens

W J O L

JOLIET—EST. 1926

KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Joliet Bcstg. Co.
 Operated By.....R. L. Bowles

Business-Studio Address.....601 Walnut St.
 Phone Number.....4761
 Transmitter Location.....601 Walnut St.
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 Vice-President, General-Station Manager, Program Director, Production Manager.....R. L. Bowles
 Commercial-Sales Promotion
 Manager.....J. B. Kirby
 Publicity Director.....Harry Spurrier
 Musical Director.....Joseph Lyons
 Chief Engineer.....Robert Schmidt
 Farm Editor.....Jack Swart

W K A N

KANKAKEE—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By: Kankakee Daily Journal Co.
 Business-Studio Address: 183 N. Schuyler Ave.
 Phone Number.....Main 6500
 Transmitter Location.....RR 1
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....NAB
 President.....Leslie C. Small
 Vice-President.....Burrell Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Morris Mindel
 Program Director.....Wayne Center
 Chief Engineer.....Robert Harrell

W L P O

LA SALLE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By La Salle County Bcstg. Co.
 Business Address.....Medical Arts Bldg.
 Phone Number.....3100
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Partners.....F. F. McNaughton, Louis F. Leurig
 Gen. Commercial Mgr.....William Holm
 Promotion Mgr.....Joseph A. Terrando
 Program Director.....Don Grantham
 Chief Engineer.....J. Harold White

W K A I

MACOMB—EST. 1947

KBS

Frequency: 1510 Kc.....Power: 250 Watts
 Owned-Operated By.....The Macomb Bcstg. Co.
 Business-Studio Address.....113 E. Carroll St.
 Phone Number.....1350
 Transmitter Location.....¼ mi. E. of Macomb
 Air Time.....Daytime

• • • ILLINOIS • • •

News ServiceUP
 Transcription Service.....Thesaurus, SESAC
 Membership NAB
 President.....James C. Bailey
 Act'g General Manager.....J. C. Bailey
 V. P.-Commercial Manager...Lyle B. Landis
 Program Director, Chief
 Announcer.....Eugene F. Spry
 Musical Director.....Anne Graham
 Chief Engineer.....Leo Wilson
 Farm Editor.....John McCaughey

WLBH

MATTOON—EST. 1946

Frequency: 1170 Kc.....Power: 250 Watts
 Owned-Operated By.....Mattoon Bcstg. Co.
 Business-Studio Address: 17th & Broadway Av.
 Phone Number.....3800
 Transmitter Location: ¼ Mi. N. of Matton on
 Highway 45.

Air Time.....Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Standard, SESAC
 MembershipNAB
 General-Station Manager.....J. R. Livesay
 Commercial Manager.....Rolland O. Looper
 Program Director.....Robert F. LaMere
 Musical Director.....Ken Jakle
 Chief Engineer.....Ray Livesay
 Farm Editor.....Roy Freeman

WQUA

MOLINE—EST. 1946

MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Moline Bcstg. Corp.
 Business-Studio Address.....1319 5th Ave.
 Phone Number.....7000
 Transmitter Location.....7th St. Ext.
 Air Time.....17½ hrs. daily

News Service.....AP
 Transcription Service.....World
 Representative.....Taylor-Howe-Snowden
 MembershipNAB
 President, General-Station-Sales
 Promotion Manager, Publicity
 Director.....Bruff W. Olin, Jr.
 Sales Commercial Manager,
 Vice-President.....Marvin L. Rosene
 Production Manager.....Don Stevens
 Chief Engineer.....Larry Lynch

WMIX

MT. VERNON—EST. 1946

Frequency: 940 Kc.....Power: 1000 Watts d.
 Owned-Operated By: Mt. Vernon Radio &
 Television Co.
 Business-Studio Address...121½ N. Ninth St.
 Phone Number3500
 Transmitter Location.....Salem Rd.

Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World, Standard
 Representative.....John E. Pearson
 MembershipNAB
 President.....John Russell Mitchell
 General-Station-Sales Promotion
 Manager, Publicity
 Director.....Art Milward
 Commercial Manager.....Sam Virts
 Program Director, Production
 Manager.....William Miller
 Chief Announcer.....Dudley Townsend
 Musical Director.....Aline Benoist
 Chief Engineer.....Adrion Miller
 Farm Editor.....Ed Brooks

WVLN

OLNEY—EST. 1947

Frequency: 740 Kc.....Power: 250 Watts
 Owned-Operated By.....Olney Bcstg. Co.
 Business Address.....302 E. Main St.
 Phone Number.....935
 News Service.....AP
 Transcription Service.....Capitol, Keystone
 Representative.....Holman
 President-General Mgr.....Marshall A. Poole
 Commercial Mgr.....Harry A. Bauer
 Promotion Manager.....Sidney Faulkerson
 Program Director.....John Henkes, Jr.
 Chief Engineer.....Leander A. Smith

WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pekin Bcstg. Co.
 Business-Studio Address.....Arcade Bldg.
 Phone Numbers.....1747, 1539
 Transmitter Location: Route 98, 4 mi. N. of
 Pekin.

Air Time.....6:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Standard, SESAC
 Representative.....Sears & Ayer
 MembershipNAB, BMB
 President, General-Station
 Manager.....W. Kenneth Patterson
 Commercial Manager.....Ed Henry
 Sales Promotion Mgr., Publicity
 Director.....George Udry
 Program Director, Production Mgr., Musical
 Director.....Chuck Timm
 Chief Announcer.....Lee Rothman
 Chief Engineer.....Emil Prandoni
 Farm Editor.....Lee Driscoll

WEEK

PEORIA—EST. 1947

NBC

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

Owned-Operated By . . . West Central Bcstg. Co.
 Business-Studio Address . . . 1001 Commercial
 National Bank Bldg.
 Phone Number 3-3688
 Transmitter Location Bartonville, Ill.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Capitol
 Representative Katz Agency
 President E. K. Gaylord
 General Manager Edgar T. Bell
 Station Manager Fred C. Mueller
 Commercial Manager Fred L. Vance
 Sales Promotion Mgr. Montez Tjaden
 Program Director Harry Eldred
 Musical Director Herman Hampy
 Chief Engineer Alden F. Wooster

W I R L
 PEORIA—EST. 1947
 ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By . . . Illinois Valley Bcstg. Co.
 Business-Studio Address . . . 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location Tazewell County
 Air Time . . . 6:30 a.m.-12 M.; 8 a.m.-12M., Sun.
 News Service UP
 Representative Avery-Knodel
 Membership NAB
 President Timothy W. Swain
 General-Station-Commercial
 Manager Robert B. Jones, Jr.
 Chief Engineer Rudolph Luukinen

W M B D
 PEORIA—EST. 1927
 CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By . . . Peoria Bcstg. Co.
 Business-Studio Address . . . 1st National Bank
 Bldg.
 Phone Number 7133
 Transmitter Location . . . 2 mi. S. of Groveland,
 Ill.
 Air Time 19¼ hrs. daily; 18 hrs. Sun.
 News Service AP, UP
 Transcription Service . . . Thesaurus, Lang-Worth
 Representative Free & Peters
 Membership NAB, BMB
 President-Owner Edgar L. Bill
 Executive Vice President . . . Charles C. Caley
 Commercial Manager Donald D. Kynaston
 Sales Promotion Manager, Publicity
 Director J. Kent Saunders
 Program Director Charles E. Barnhart
 Chief Announcer Robert Carlton
 Musical Director Ozzie Osborne
 Chief Engineer A. James Ebel
 Farm Editor Emil Bill

W M M J
 PEORIA—EST. 1946
 MBS

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Mid-State Bcstg. Co.
 Business-Studio Address 408 Fulton
 Phone Number 9164
 Transmitter Location High Point Rd.
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Standard, SESAC
 Representative John Pearson
 Membership NAB
 President, General Mgr. William Kutsch
 Station-Commercial Mgr. Joseph Raber
 Program Director, Production
 Mgr. Berne Enterline
 Publicity Director Jim Craigie
 Chief Announcer, Farm Editor Bob Snow
 Musical Director Cary Robards
 Chief Engineer Ted Giles

W W X L
 PEORIA—EST. 1947

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Central Ill. Radio Corp.
 Business-Studio Address Jefferson Hotel
 Phone Number 9106
 Transmitter Location E. Stewart St.,
 Creve Coeur
 Air Time Local sunrise-local sunset
 News Service INS, UP
 Transcription Service Associated, SESAC
 Representative Burn-Smith
 Membership NAB
 President Joseph H. Giddan
 General Manager, Program
 Director George W. Cremeens
 Commercial-Sales Promotion Mgr., Publicity
 Director A. B. Kershenbaum
 Musical Director, Farm Editor Bob Mohr
 Chief Engineer Carl Horine

W G E M
 QUINCY—EST. 1947

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Quincy Bcstg. Co.
 Business Address Hotel Quincy
 Phone Number 7760
 News Service AP, UP
 Transcription Service . . . Thesaurus, Lang-Worth
 Representative Taylor-Howe-Snowden
 President-General Mgr. Donald E. Fischer
 Sales Manager Joseph S. Bonansinga
 Promotion Manager John A. Arnston
 Program Director Richard E. Fischer
 Actg. Chief Engineer Roger S. Whitlock

WTAD
QUINCY—EST. 1922
 CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... Lee Bcstg., Inc.
 Business-Studio Address... WCU Building
 Phone Number... 6200
 Transmitter Location... Melrose Township
 Air Time... 5:45 a.m.-12:05 a.m.
 News Service... AP, UP
 Transcription Service... Standard
 Representative... Weed & Co.
 Membership... NAB, BMB
 President... Lee P. Loomis
 Co-Mgrs... George Arnold, Jr., W. T. Burghart
 Local Sales Mgr... W. T. Burghart
 Sales Promotion Manager... Gerald Staten
 Program Director... Merritt Milligan
 Production Mgr., Farm Editor... Dick Faler
 Publicity Director... H. B. Hook
 Chief Announcer... Jim Woods
 Musical Director... Jean Fessler
 Chief Engineer... Urlin Whitman

WROK
ROCKFORD—EST. 1923
 ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By... Rockford Bcstrs., Inc.
 Business-Studio Address... Rockford Newstower
 Phone Number... 2-6621
 Transmitter Location... Kilburn Ave. Rd.
 Air Time... 6 a.m.-12M.; 8 a.m.-12 M., Sun.
 News Service... UP
 Transcription Service... Standard
 Representative... Headley-Reed
 Membership... NAB
 P. esident... Albert B. Simms
 General Manager... Walter M. Koessler
 Commercial Manager... John J. Dixon
 Sales Promotion Mgr... Betty L. Thro
 Program Director... Maurice P. Owens
 Chief Announcer... Bob Earle
 Musical Director... Lorna Lane
 Chief Engineer... Wilfred A. Smith
 Farm Editor... Roland Spongberg

WHBF
ROCK ISLAND—EST. 1925
 ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By... Rock Island Bcstg. Co.
 Business-Studio Address... 1800 3rd Ave.
 Phone Number... Rock Island 918
 Transmitter Location... 52nd St., 23rd Ave.,
 Moline, Ill.
 Air Time... 6 a.m.-12 M.; 7 a.m.-12M., Sun.
 News Service... AP, UP
 Transcription Service... Associated

Representative... Avery-Knodel
 Membership... NAB, BMB
 Vice Pres., Gen-Station Mgr... Leslie C. Johnson
 Commercial Manager... Maurice J. Corken
 Program Director... Forest W. Cooke
 Publicity Director... Fern Hawks
 Chief Announcer... Charles F. Harrison, Jr.
 Chief Engineer... Robert J. Sinnett

WCVS
SPRINGFIELD—EST. 1922
 ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WCVS, Inc.
 Business-Studio Address... 523 E. Capitol Ave.
 Phone Number... 9855
 Transmitter Location... 3000 S. 4th St.
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... World
 Representative... Sears & Ayer
 Membership... NAB, BMB
 President... H. L. Dewing
 General-Station-Commercial-Sales Promotion-
 Production Mgr., Publicity Dir... C. W. Neeld
 Program Director... John Geil
 Chief Announcer... James W. Mitchell
 Chief Engineer... Harold L. Dewing

Top ABC Shows
 plus features of
LOCAL INTEREST
 give
WROK
 *33.7% of the Listening Audience
 in the
ROCKFORD, ILLINOIS AREA
 (A \$345,440,000 Market)
 ✓ Ask Headley-Reed
 *Coulon Survey—May 18-25, 1947

WTAX

SPRINGFIELD—EST. 1930

CBS

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By.....WTAX, Inc.
 Business-Studio Address.....Reisch Bldg.
 Phone Number.....2-4441
 Transmitter Location.....Reisch Bldg.
 Air Time.....18 hrs.; 17 hrs. Sun.
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President, General Mgr.....Oliver J. Keller
 Sales Promotion Mgr.....Shelby T. Harbison
 Program Director.....Lee Phillips
 Production Manager.....Gladys McGrew
 Chief Announcer.....Glen Farrington
 Chief Engineer.....Eli Swaringen

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By.....WDZ Bcstg. Co.
 Business-Studio Address.....McNeill Bldg.
 Phone Number.....431

Transmitter Location.....Tuscola, Ill.
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Edgar L. Bill
 Exec. Vice-Pres.....Charles C. Caley
 Station Manager.....R. L. Stufflebam
 Program Director.....Shirl Evans, Jr.
 Musical Director.....J. Hubert Doerr
 Chief Engineer.....A. James Ebel
 Farm Editor.....Lawrence E. McDonald

WILL

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 Watts d.
 Owned-Operated By.....Univ. of Illinois
 Business Address.....1010 S. Wright St.
 Phone Number.....7-5461
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....George D. Stoddard
 General Manager.....Joseph F. Wright
 Program Director.....Frank E. Schooley
 Chief Engineer.....John R. Brugger

For the best in news quality . . .

AP

Membership!

INDIANA

Estimated Population 3,858,000—% Increase +12.6—Radio Homes 1,009,348
Farms with Radios 147,417—Stations in State 37

WCBC

ANDERSON—EST. 1947

Frequency: 1470 Kc. Power 1000 w. d. only
Owned-Operated By: Civic Broadcasting Corp.
Address: 116 W. 12th St.
Phone: 822
Transmitter Location: Junction of State
Route 9 and 67
News Service: AP
Transcription Service: World
Representative: McGeehan & O'Mara
General Manager: Donald W. Cogley
Commercial Manager: John J. Garrett, Jr.
Program Director: Sid Grieb
Promotion Manager: Charles Bailey
Chief Engineer: Charles Robinson

WHBU

ANDERSON—EST. 1923

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Anderson Bcstg Corp.
Business-Studio Address: 640 Citizens
Bank Building
Phone Number: 7791
Transmitter Location: 1110 Meridian St.
Air Time: 6:30 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service: UP
Transcription Service: Standard
Representative: Hal Holman Co.
Membership: NAB, BMB
President: C. Bruce McConnell
General Manager: John R. Atkinson
Program Director: E. R. McCord
Chief Announcer-Musical Dir.: Chas. H. Powell
Chief Engineer: L. M. Shroyer

WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1,000 Watts d.
Owned-Operated By: Radio Station WSUA, Inc.
Bus.-Studio Address: 117½ W. Kirkwood
Phone Number: 7277
Transmitter Location: 2½ mi. s. of Bloomington
on State Rd. No. 37
Air Time: Local Sunrise-Local Sunset
News Service: UP
Transcription Service: World, Standard
Representative: Burn-Smith
Membership: NAB
General-Station Mgr.: Warren G. Davis
Commercial Manager: Lyle Warrick
Chief Announcer: Ted McKay
Chief Engineer: James Rolfe
(See Following Page)

WTOM

BLOOMINGTON—EST. 1946

KBS

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Fred O. Grimwood
Bus. Studio Address: 3rd & Washington Sts.
Phone Number: 2593, 7871
Transmitter Location: RFD 5
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Sears & Ayers
Membership: NAB
President-Owner: Fred O. Grimwood
General Manager: T. G. Grimwood
Program Director: Ward Glenn
Chief Engineer: Robert A. Thomason
Farm Editor: Maurice Latimer

WTTS (CP)

BLOOMINGTON

Frequency: 1370 Kc. Power: 1000 d. soon
Owned-Operated By: Sarkes & Mary Tarzian
Business Address: Bloomington, Ind.

WCNB (CP)

CONNERSVILLE

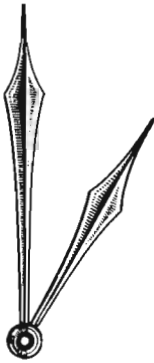
Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By: News Examiner Co.
Business Address: 406 Central Ave.

WTRC

ELKHART—EST. 1931

KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Truth Publishing Co., Inc.
Business-Studio Address: 116 S. Second St.
Phone Number: 1340
Transmitter Location: 1 Mi. S. of Elkhart on
Oakland Ave. Rd., RFD 1
Air Time: 18 hrs. daily
News Service: UP
Transcription Service: Standard, World
Representative: Burn-Smith, Inc.
Membership: NAB, BMB
President: C. D. Greenleaf
General Manager: R. R. Baker
Commercial Manager: Dick Holloway
Sales Promotion Manager: Hank Davis
Program Director: Darrell Dunham
Chief Announcer: Louis Glass
Chief Engineer: L. W. Zellmer
Farm Editor: R. C. Stangland



The Clock Struck One...

EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

But the award was not for isolated promotion of a single sponsored show. Rather for WSUA's ability to draw from the community concerted community response to a WSUA objective. (We'll do it for your product, too.)

Southern Indiana's most important event since the war was the Centennial Celebration of the Monon Railroad. WSUA was the only Southern Indiana station selected to cooperate in furthering its success. WSUA worked in Bloomington. It worked in towns up and down the railroad. In short, the power and progressiveness of WSUA was felt in *all* its eleven primary area counties. Counties which spent, in 1946, \$143,470,000 for retail purchases.*

We don't consider award winning an end in itself. Rather, an indication of what a young station with able management, sincere blending of all its skill and energy, can do to encourage community response. Response? We got it. And before the clock struck one.

* *Sales Management, Survey of Buying Power, May, 1947.*



WSUA
BLOOMINGTON, INDIANA

1000 WATTS AT 1010



WARREN G. DAVIS, Pres.-Gen. Mgr.
BURN SMITH, National Representative

W E O A

EVANSVILLE—EST. 1936
CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WFBM, Inc.
Business Studio Address: 24 N. W. Third St.
Phone Number: 4-9215
Transmitter Location: 203 N. W. Fifth St.
Air Time: 6:00 a.m.-12:05 a.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: The Katz Agency
Membership: NAB, BMB
President: Harry M. Bitner, Jr.
General-Station-Com. Manager: Don Menke
Program-Publicity Director: William R. Fall
Chief Engineer: Robert Wilson
Farm Editor: Courtney Smith

W G B F

EVANSVILLE—EST. 1923
NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: On The Air, Inc.
Business Studio Address: 519 Vine St.
Phone Number: 21171
Transmitter Location: Burkhardt Rd.
Air Time: 5:30 a.m.-12 m.
News Service: UP
Transcription Service: World
Representative: Weed & Co.
Membership: NAB, BMB
General Manager: Clarence Leich
Operations Manager: Martin L. Leich
Commercial Manager: Guy Crecelius
Program-Musical Director: Pat Roper
Publicity Director: Del Greenwood
Chief Announcer: Fred Rollison
Chief Engineer: Erwin P. Schoeny

W I K Y

EVANSVILLE—EST. 1946

Frequency: 820 Kc. Power: 250 Watts d.
Owned-Oper. By: South Central Bcstg. Corp.
Business Studio Address: Mt. Auburn Rd.
Phone Number: 48284
Transmitter Location: Mt. Auburn Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Associated, Capitol
Representative: Burn-Smith
Membership: NAB, BMB
President-General-Station
Manager: John A. Engelbrecht
Chief Engineer: George F. Stoltz

W J P S (CP)

EVANSVILLE

Frequency: 1330 Kc. Power: 5,000 d, 1,000 n.
Owned-Operated By: WJPS, Inc.
Business Address: 411 American Bldg.

W A N E (CP)

FT. WAYNE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Radio Ft. Wayne, Inc.
Business Address: Lincoln Bank Tower

W F T W

FT. WAYNE—EST. 1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Operated By: Ft. Wayne Bcstg, Inc.
Business Studio Address: 220 E. Jefferson St.
Phone Number: A 2295
Transmitter Location: Getz Rd.
Air Time: Local Sunrise-Local Sunset
News Service: UP
Transcription Service: Associated, Thesaurus
Representative: Burn-Smith
Membership: BMB
President-General-Station Mgr.: Ed. G. Thoms
Commercial Manager: Wm. R. Aldrich
Program Director: Rex Moad
Musical Director: Wm. P. Jellison
Chief Engineer: Eugene A. Chase

W G L

FORT WAYNE—EST. 1924

NBC

Frequency: 1250 Kc. Power: 1000 Watts
Owned By: Farnsworth Television & Radio
Corp.
Operated By: Bcstg. Div. of Farnsworth Tele.
& Radio Corp.
Business Address: 3702 E. Pontiac St.
Phone Number: Anthony 5201
Studio Address: 201½ W. Jefferson St.
Transmitter Location: Lower Huntington Rd.,
Waynedale, Ind.
Air Time: 6 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service: AP, UP
Transcription Service: Standard, Lang-Worth
Representative: Headley-Reed
Membership: NAB, BMB
President: E. A. Nicholas
General-Station-Com. Mgr.: Pierre Boucheron
Sales Promotion Manager-Program-
Publicity Director: Norm Widenhofer
Chief Announcer: Paul Price
Chief Engineer: Don Holzappel
Farm Editor: Guy Harris

WKJG

FORT WAYNE—EST. 1947

MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Northeastern Bcstg. Co., Inc.
 Business Studio Address: 3802 S. Calhoun St.
 Phone Number: Harrison 6111
 Transmitter Location: Decatur & Maples Rd., Highway 27, S.
 Air Time: 6 a.m.-12 m.; 7 a.m.-12 m., Sun.
 News Service: AP, UP
 Transcription Service: World
 Representative: Paul H. Raymer
 President: William A. Kunkel, Jr.
 General-Station Manager: Hilliard Gates
 Commercial Manager: Norman H. Stewart
 Program Director: Calo O. Mahlock
 Chief Engineer: Tom Copeland

WOWO

FORT WAYNE—EST. 1925

ABC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owned-Operated By: Westinghouse Radio Stations, Inc.
 Business Address: WRS—1619 Walnut St., Phila. 3, Pa.
 Phone Nos.: Philadelphia: RIttenhouse 6-6870; Fort Wayne: Anthony 2136
 Transmitter Location: Junction Route Nos. 30, 33
 Air Time: 5 a.m.-1 a.m.; 7 a.m.-12 m., Sun
 News Service: UP
 Transcription Service: Capital
 Representative: Free & Peters

Membership: BMB
 President: Walter Evans
 Vice-President: Walter E. Benoit
 General Manager: J. B. Conley
 Station Manager: Robert G. Duffield
 Sales Manager: Paul E. Mills
 Advertising-Sales Promotion Supervisor:
 Publicity Rep.: Hilda C. Woehrmeyer
 Program Manager: Carl Vandagriff
 Producers: Fred Freeland, Arthur L. Zapel
 Musical Director: Carl Vandagriff
 Chief Engineer: Bruce Ratts
 Agricultural Director: Jay Gould
 Educational Director: J. Edward Reich

WJOB

HAMMOND—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: South Shore Broadcasting Corp.
 Address: 449 State St.
 Phone Number: Sheffield 8400
 Air Time: 6:30 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated, SESAC
 Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 General Manager: O. E. Richardson
 Commercial Manager: R. C. Adair
 Program Director: Sem Weller
 Chief Engineer: Stanley Strasberg

WBBW (CP)

INDIANAPOLIS

Frequency: 1550 Kc. Power: 250 Watts d.
 Permittee: Associated Broadcasters, Inc.

For the best in news quality . . .

AP

Membership!

W F B M

INDIANAPOLIS—EST. 1924

CBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Business Studio Address...48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location....R. R. 13, Box 125B—
 Millersville Rd.
 Air Time.....6 a.m.-12:05 a.m. Mon-Fri.;
 6 a.m.-1 a.m. Sat.; 7 a.m.-12:05 Sun.
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....The Katz Agency
 Membership.....NAB, BMB
 Chairman of the Board-General
 Manager.....Harry M. Bitner, Jr.
 Com.-Sales Promotion Mgr....William F. Kiley
 Program Director.....Frank O. Sharp
 Chief Announcer.....Joe Pierson
 Musical Director.....Walter Reuleaux
 Chief Engineer.....Harold S. Holland
 Farm Editor.....Harry Martin

W I B C

INDIANAPOLIS—EST. 1938

MBS

Frequency: 1070 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Indiana Bcstg. Corp.
 Business Address.....30 W. Washington St.
 Phone Number.....Lincoln 2305
 Studio Address.....Indianapolis News Bldg.
 Transmitter Location...59th & Hollingsworth,
 New Augusta, Ind.
 Air Time.....5 a.m.-12:15 a.m. Mon-Fri.;
 5 a.m.-1:15 a.m. Sat.; 7 a.m.-12:15 a.m. Sun.
 News Service.....AP, UP
 Transcription Service.....World, Associated,
 Lang-Worth
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Richard M. Fairbanks
 General Manager.....Kenneth W. Church
 Sales or Commercial Mgr....Samuel R. White
 Sales Promotion Manager-Publicity
 Director.....Jane O. Flaherty
 Program Director-Production Manager-
 Farm Editor.....Ed Mason
 Chief Announcer.....Jim Shelton
 Musical Director.....Walter Jackson
 Chief Engineer.....Harry Adams

All of Indiana

CAN BE YOURS VIA
 HOOSIERLAND'S ONLY
50,000-WATT *



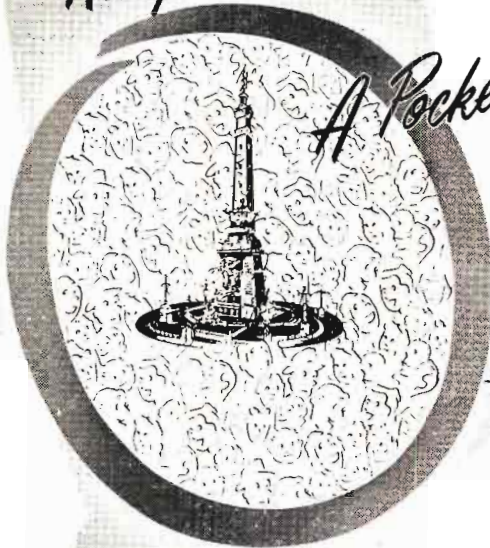
* WIBC's step-up in power, from 5,000 to 50,000 watts, is scheduled for completion by the middle of 1948. See your John Blair Man, or write direct, for new, valuable survey of WIBC's comprehensive, 50,000-watt coverage.

JOHN BLAIR AND COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS NEWS STATION

Ring around the Circle

A Pocket Full of Sales!



THE NATION'S BEST SALESMEN
PUT THE NATION'S BEST SHOWS

ON *Live* **WIRE**

to Sell the Great Hoosier Market!

★ Central Indiana— not just Indianapolis—is your primary market when your sales message is broadcast over WIRE. In the populous 44 counties that comprise this area, over 464,000

families (1,629,435 individuals) have buying power of more than one billion, seven hundred million dollars — nearly fifty percent of the entire state's!

Indianapolis, the sales Mecca of the Hoosier State, plays daily host to hundreds of purchasers who come by automobile, train, bus and air to shop in the Capital City. At home their radios—like those of Indiana's urbanites—are tuned to WIRE and NBC—the nation's most "listened to" network.

WIRE

CLAYPOOL HOTEL · INDIANAPOLIS, IND.
BASIC NBC · 5000 WATTS

NATIONALLY REPRESENTED BY
JOHN E. PEARSON COMPANY

Associated with
THE INDIANAPOLIS STAR

**CREATORS OF TOP DRAW-ER
LIVE TALENT SHOWS**

BIGGEST LOCAL BUSINESSES USE *Live* WIRE TO REACH MORE PROSPECTS

DEPARTMENT STORES: WM. H. BLOCK COMPANY · E. S. AYRES & COMPANY · H. P. WASSON & COMPANY
DRUG COMPANY · INDIANAPOLIS POWER & LIGHT COMPANY · CITIZEN GAS & COKE UTILITY · KRUGER GROCERY COMPANY
STANDARD OIL OF INDIANA · RADIO CORPORATION OF AMERICA · INDIANA BELL TELEPHONE CO. · INDIANAPOLIS RAILWAYS, INC.

WIRE

INDIANAPOLIS—EST. 1926

NBC

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By... Indianapolis Bcstg., Inc.
 Business Studio Address... Claypool Hotel
 Phone Number... Riley 1541
 Transmitter Location... 44th & Ralston Rd.
 Air Time... 6 a.m.-12 m.
 News Service... AP, UP
 Transcription Service... World, Thesaurus
 Representative... John E. Pearson
 Membership... BMB
 President... Eugene C. Pulliam
 General Manager... Willard Worcester
 Commercial Manager... Daniel C. Park
 Program Dir.-Production Mgr... Bill Dean
 Publicity Director... Ruby Anderson
 Chief Announcer... Tommy Peden
 Musical Director... John H. Winn
 Chief Engineer... Gene Alden

WISH

INDIANAPOLIS—EST. 1941

ABC

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By... Capitol Bcstg. Corp.
 Business Studio Address... 215 Board of Trade
 Bldg.
 Phone Number... Market 6345
 Transmitter Location... Post Rd.
 Air Time... 18 hrs. daily
 News Service... AP
 Transcription Service... Standard
 Representative... Free & Peters
 Membership... NAB, BMB
 President... Frank E. McKinney
 General-Station-Com. Mgr... George J. Higgins
 Sales Promotion Manager... Reid Chapman
 Program Dir.-Production Mgr... Wm. Frosch
 Musical Director... James Boyer
 Chief Engineer... Stokes Gresham

WKMO

KOKOMO—EST. 1941

CBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Kokomo Bcstg. Corp.
 Business Studio Address... 400½ N. Main St.
 Phone Number... 5871-2
 Transmitter Location... Ohio at Morgan Sts.
 Air Time... 6 a.m.-12:05 a.m.; 7 a.m.-12:05 Sun.
 News Service... UP
 Transcription Service... Lang-Worth, Standard
 Representative... Radio Adv. Co.
 Membership... NAB, BMB
 President... Dr. R. S. Taylor
 General-Station Manager... Joseph W. Jordan

Commercial Manager... Bert Julian
 Sales Promotion-Production Manager...
 Publicity Director... Frank Gregory
 Program Director... Clyde Caswell
 Chief Announcer... Jack Rab
 Musical Director... Jim Newman
 Chief Engineer... George Palmer
 Acting Farm Editor... Wayne Hoffman

WASK

LAFAYETTE—EST. 1942

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WFAM, Inc.
 Business Studio Address... 324 Ferry St.
 Phone Number... 4300
 Transmitter Location... R. R. No. 5, McCarty Lane
 Air Time... 6 a.m.-12 m.
 News Service... UP
 Transcription Service... World
 Representative... Joseph Hershey McGillvra
 Membership... NAB
 President-Commercial Mgr... O. E. Richardson
 General-Station Manager... Joe Spring
 Chief Engineer... Harry C. Garba

WBAA

LAFAYETTE—EST. 1922

Frequency: 920 Kc. Power: 5,000 d, 1,000 n.
 Owned-Operated By... Purdue Univ.
 Business Address... Hall of Music
 Phone Number... 92-2147
 News Service... UP
 Transcription Service... Thesaurus
 President... F. L. Houde
 General Mgr.-Program Dir... Jim Miles
 Production Manager... John De Camp
 Chief Engineer... Ralph Townsley
 Education Supur... John Henderson

WLOI (CP)

LA PORTE

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By... La Porte County Bcstg. Co.
 Business Address... P. O. Box 381
 Phone Number... 3675
 President-Program Dir... Hoyt H. Scott
 General Manager... Edward Young
 Commercial Manager... I. S. Rumely

WBAT

MARION—EST. 1947

Frequency: 1600 Kc. Power 500 Watts d.
 Owned-Operated By... Marion Radio Corp.
 Business Address... 303½ S. Adams St.
 Phone Number... 5500
 News Service... AP

Transcription Service.....World
 Representative.....Walker
 President-Gen.-Pro. Mgr.....John Bone
 Commercial Manager.....R. Douglas Garwood
 Program Director.....Allen I. Jeffries
 Chief Engineer.....Richard H. Mitchell

Commercial Manager-Publicity
 Director.....R. L. Nusbaum
 Program Dir.-Chief Engineer...Louis J. Duning
 Musical Director.....Sue Tucker
 Farm Director.....Mary L. Miller

WIMS

MICHIGAN CITY—EST. 1947

Frequency: 1420 Kc....Power: 1000 Watts d.
 Owned-Operated By...Northern Ind. Bcstrs., Inc.
 Business Address.....415 Franklin St.
 Phone Number.....4980
 News Service.....UP
 Transcription Service.....World
 Representative.....Lorenz & Thompson
 Membership.....NAB, BMB
 President.....O. E. Richardson
 General Manager.....E. R. Herkner
 Chief Engineer.....R. Schilling

WLBC

MUNCIE—EST. 1926

CBS—KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Studio Address.....P.O. Box 271—
 U. S. Highway 35, S. E. of Muncie, Ind.
 Phone Number.....4403
 Transmitter Location...U. S. Highway 35, S.E.
 of Muncie, Ind.
 Air Time.....6:30 a.m.-12:07 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Walker Co., Holman
 Membership.....NAB, BMB
 Owner-General-Station Manager..D. A. Burton
 Commercial-Sales Promotion Manager-
 Publicity Director.....W. F. Craig
 Program Director-Production Manager-
 Chief Announcer-Farm Editor...Lee Allerton
 Musical Director.....Bill Summers
 Chief Engineer.....Maury Crain

WKBV

RICHMOND—EST. 1926

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By....Central Bcstg. Corp.
 Business Studio Address.....25 S. Ninth St.
 Phone Number.....1156
 Transmitter Location.....25 S. Ninth St.
 Air Time.....6 a.m.-10:30 p.m.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Membership.....NAB
 General Manager.....G. F. Albright
 Asst. Manager.....A. F. Schroy

WHOT

SOUTH BEND—EST. 1944

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By...South Bend Bcstg. Corp.
 Business Studio Address...434 S. St. Joseph St.
 Transmitter Location.....434 S. St. Joseph St.
 Air Time.....6 a.m.-12 m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Weed & Co.
 Membership.....NAB
 President.....C. Bruce McConnell
 General-Station-Com. Mgr....Wm. H. Spencer
 Program Dir.-Chief Announcer...Ted Vernasco
 Sales Promotion Manager...C. J. Pajakowski
 Production Manager.....Robert Lashbrook
 Musical Director.....Violet Joy
 Chief Engineer.....David Maltby
 Farm Editor.....Ed Berryman

WJVA

SOUTH BEND—EST. 1947

Frequency: 1580 Kc....Power: 250 Watts d.
 Owned-Operated By...St. Joseph Valley Bcstg.
 Corp.
 Business Address.....214 W. Wayne St.
 Phone Number.....3-8668
 Transmitter Studio Location...Hickory Rd.
 Air Time.....Local Sunrise—Local Sunset
 News Service.....UP
 Transcription Service...Capitol, Lang-Worth,
 Standard
 Representative.....Burn-Smith
 President-General Manager....B. W. Redifer
 Vice Pres.-Program Dir....D. Carrol Reynolds
 Commercial Manager.....H. Parker Smith
 Chief Engineer.....Francis Bock

WSBT

SOUTH BEND—EST. 1922

CBS

Frequency: 960 Kc....Power: 5000 Watts
 Owned-Operated By.....South Bend Tribune
 Business Address.....South Bend 26, Ind.
 Phone Number.....3-6161
 Studio Address.....Tribune Bldg.
 Transmitter Location.....R. R. No. 6, Box 32
 Air Time...5 a.m.-12 m.; 8 a.m.-11:15 p.m. Sun.
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....Paul H. Raymer
 Membership.....BMB
 President.....F. A. Miller

General-Station Manager..... R. H. Swintz
 Commercial Manager..... N. B. Welch
 Sales Promotion Manager-Publicity
 Director..... W. A. Sweitzer
 Program Director..... Marc Boyden
 Production Manager..... Ollie Parcher
 Chief Announcer..... Morton Linder
 Musical Director..... Harlan Hogan
 Chief Engineer..... H. G. Cole
 Farm Editor..... Phillip Combs

W T C J (CP)

TELL CITY

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... James Roland Brewer

W B O W

TERRE HAUTE—EST. 1927
 NBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Banks of the Wabash, Inc.
 Business Studio Address..... 303 S. 6th St.
 Phone Number..... Crawford 5034
 Transmitter Location..... 1st & Peyton Sts.
 Air Time..... 18 hrs. daily
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Weed & Co.
 Station-Commercial Mgr... W. Ferrall Rippetoe
 Membership..... NAB, BMB
 Program-Musical Director..... Leo Baxter
 Publicity Director..... Madeline K. Barry
 Chief Announcer..... Harry E. Frey
 Chief Engineer..... Donald Aldrich

W T H I

TERRE HAUTE—EST. 1947
 ABC

Frequency: 1480 Kc..... Power: 1000 Watts
 Owned-Operated By... Wabash Valley Bcstg.
 Corp.
 Business Studio Address... 120 S. Seventh St.
 Phone Number..... C-9481
 Transmitter Location... 13th St. & Hazelburg Rd.
 Air Time..... 6 a.m.-12 m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Free & Peters
 Membership..... NAB
 President..... Anton Hulman, Jr.
 General Manager..... Joseph M. Higgins
 Program Director..... Arnold C. Johnson
 Musical Director..... Ben Falber
 Chief Engineer..... Frank Lee

W A O V

VINCENNES—EST. 1940

MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By... Vincennes Newspapers, Inc.
 Business Address..... 320 Busseron St.
 Phone Number..... 787-8
 Studio Address..... Grand Hotel
 Transmitter Location.. U. S. 41, N. of Vincennes
 Air Time... 8 a.m.-11 p.m. Sun.; 6 a.m.-11 p.m.
 Mon.; 6 a.m.-12 m. Tues.-Sat.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson
 President..... Eugene C. Pulliam
 General Manager..... Howard N. Greenlee
 Station-Sales Promotion Mgr.. Edw. R. Raasch
 Commercial Manager..... Robert Harris
 Program Director..... Vernon Paule
 Publicity Dir.-Chief Announcer... Dale Young
 Musical Director..... Byron Davidson
 Chief Engineer..... Engene E. Alden

For Prestige...

AP

Membership!

IOWA

Estimated Population 2,606,000—% Increase 2.7—Radio Homes 680,295
Farms with Radios 190,438—Stations in State 37

K B U R

BURLINGTON—EST. 1941

ABC—IOWA TALL CORN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Burlington Bcstg. Co.
Business-Studio Address... National Bank Bldg.
Phone Number 680
Transmitter Location... National Bank Bldg.
Air Time..... 6 a.m.-11 p.m.
News Service UP
Transcription Service... Thesaurus, SESAC,
Capitol

Representative TaylorHowe-Snowden
Membership NAB
President Dan T. Riley
General Manager..... Gerard B. McDermott
Sales Manager..... Robert W. Frudeger
Sales Promotion Manager... David Steinle
Program Director..... Layton K. Hurst
Chief Announcer..... Robert Matheny
Musical Director..... Constance Prusia
Chief Engineer..... John Gallino
Farm Editor..... Virgil Radtke

K C R G

CEDAR RAPIDS—EST. 1947

MBS

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Operated By... The Gazette Co.
Business-Studio Address... 104 First St., S.W.
Phone Number 4194
Transmitter Location... Cedar Rapids, Iowa
Air Time..... 18½ hrs. daily
News Service..... AP, INS
Transcription Service... Standard, Associated
Representative..... Weed & Co.
Membership NAB, BMB
Vice-Pres. & Secy..... J. F. Hladky
General Manager..... George C. Biggar
Commercial Manager..... Neil C. Conklin
Promotion-Publicity Director... Edna A. Herbst
Program-News Director..... Pat Patterson
Music Librarian..... Phyllis Rafferty
Chief Engineer..... Wayne L. Babcock
Farm Editor..... Rex Conn

W M T

CEDAR RAPIDS—EST. 1922

CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By... American Bcstg. Stations,
Inc.
Business-Studio Address... Paramount Theatre
Bldg.
Phone Number 6127
Transmitter Location... Marion, Iowa

Air Time . 5:30 a.m.-12:05 a.m.; 6:55 a.m.-12:05
a.m., Sun.

News Service..... AP, INS
Transcription Service... World, Lang-Worth,
Davis & Schwegler

Representative Katz Agency
Membership NAB, BMB
Owner Mrs. Helen Mark
Exec. Vice Pres..... Wm. B. Dolph
General Station Mgr..... Wm. B. Quarton
Commercial Manager... Donald D. Sullivan
Sales Promotion Manager... Leo F. Cole
Program Director..... Douglas B. Grant
Production Manager..... Don Alt
Publ. Directors... Bernie Kozberg, Vern Hansen
Chief Announcer..... Robert C. Leefers
Musical Director..... June Caldwell
Chief Engineer..... George P. Hixenbaugh
Farm Editor..... Charles A. Worcester

K R O S

CLINTON—EST. 1941

MBS—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Clinton Bcstg. Corp.
Business Address..... 246 Fifth Ave., S.
Phone Number 448
Transmitter-Studio Address... Jacobsen Bldg.
Air Time..... 6 a.m.-12 M.; 7 a.m.-12M., Sun.
News Service UP
Transcription Service Standard
Representative Taylor-Snow-Howden
Membership NAB, BMB
President..... W. S. Jacobsen
General-Station Manager... Morgan Sexton
Commercial Manager..... Walter Teich
Sales Promotion Mgr., Publicity

Director Verne Gielow
Program Director, Production Manager, Musical
Director..... Robert J. Bodden
Chief Engineer..... Gilbert A. Andrew
Farm Editor..... John Rohwer

K S W I

COUNCIL BLUFFS—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 1560 Kc. Power: 500 Watts d.
Owned-Operated By... Nonpareil Bcstg. Co.
Business-Studio Address... Strand Theatre Bldg.,
Council Bluffs and Livestock Natl. Bk. Bldg.,
Omaha
Phone Number... Co. Bluffs 4041 and Omaha
Jackson 7736
Transmitter Location... ½ mi. E. of the So.
Omaha Bridge on Highway 275
Air Time..... 12 hrs. daily
News Service AP

Transcription Service...Lang-Worth, Associated
 Representative...Taylor-Howe-Snowden
 Membership...NAB
 President, Sales Promotion Manager, Publicity
 Director...Robert H. O'Brien
 General-Station-Commercial
 Manager...William E. Ware
 Program Director...Terry Moss
 Production Manager...Hugh Carlyle
 Chief Engineer...Robert W. Hall
 Farm Editor...C. W. McManamy

K S I B

CRESTON—EST. 1946

KBS—IOWA TALL CORN

Frequency: 1520 Kc....Power: 1000 Watts d.
 Owned-Operated By...Southwest Iowa Bcstg.
 Co.

Business-Studio Address...Radio Center
 Phone Number...55
 Transmitter Location...Radio Center
 Air Time...Local sunrise-local sunset
 News Service...AP
 Transcription Service...Standard, SESAC
 Representative...Taylor-Howe-Snowden
 Membership...NAB
 President...Arthur Horning
 General-Station Manager, Publicity
 Director...E. M. Horning
 Commercial Manager...Charles T. Webb
 Program Director...Ray W. Heinen
 Chief Announcer Musical Dir...Cliff Stillinger
 Chief Engineer...Louis A. Polen
 Farm Editor...Ray W. Heinen

K S T T

DAVENPORT—EST. 1946

MBS

Frequency: 750 Kc....Power: 250 Watts d.
 Owned-Operated By...Davenport Bcstg. Co.,
 Inc.

Business-Studio Address...324 Main Street
 Phone Number...2-3525
 Transmitter Location...2505 Rockingham Rd.
 Air Time...Local sunrise-local sunset
 News Service...AP
 Chief Executives...Hugh R. Norman,
 A. M. McGregor
 General Manager...Hugh R. Norman
 Station Manager...A. M. McGregor
 Commercial Mgrs...John Reid, Charles Niles
 Program Director...Pat Alan
 Musical Director...Gregg Dunn
 Chief Engineer...David Breister

W O C

DAVENPORT—EST. 1922

NBC

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

Business-Studio Address...1002 Brady St.
 Phone Number...3-3661
 Transmitter Location...R. R. No. 1
 Air Time...6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service...UP
 Transcription Service...Lang-Worth, Thesaurus
 Representative...Free & Peters
 Membership...NAB, BMB
 President...Col. B. J. Palmer
 V. P., General-Station Mgr...Buryl Lottridge
 Commercial Manager...L. O. Fitzgibbons
 Sales Promotion Manager...Jane Boom
 Program Director, Production
 Manager...Charles Freburg
 Publicity Director...Bob Campbell
 Musical Director...George Sontag
 Chief Engineer...Paul Arvidson

K D E C

DECORAH—EST. 1947

MBS—IOWA TALL CORN NETWORK

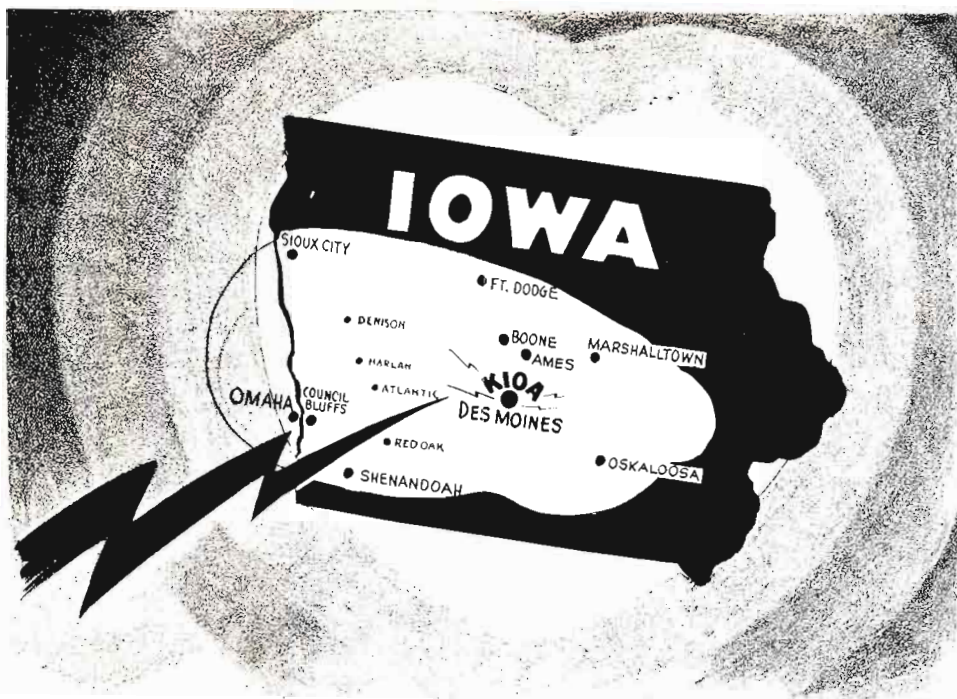
Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By...Telegraph-Herald
 Business-Studio Address...301 W. Broadway
 Phone Number...110
 Transmitter Location...Luther College Campus
 Air Time...6 a.m.-9:30 a.m.; 1:30 p.m.-12 M.;
 7:30 a.m.-9:30 a.m.; 1:30 p.m.-12 M., Sun.
 News Service...AP
 Transcription Service...Standard
 Representative...Taylor-Howe-Snowden
 Membership...NAB
 President...F. W. Woodward
 General Manager...William J. Croker
 Commercial Manager...George J. Dorrington
 Program Director, Chief Announcer...Ray Laube
 Chief Engineer...Clifford Vought
 Farm Editor...Kenneth Bjerke

K C B C

DES MOINES—EST. 1946

MBS

Frequency: 1390 Kc....Power: 10,000 Watts
 Owned-Operated By...Capital City Bcstg. Co.
 Business-Studio Address...309 Plymouth Bldg.
 Phone Number...4-3151
 Transmitter Location...E. 42nd & Dean Sts.
 Air Time...6 a.m.-2 a.m.
 News Service...AP
 Transcription Service...Lang-Worth
 Representative...Burn-Smith
 President...George O'Dea
 General-Station Manager...Sidney J. Pearlman
 Sales Manager...Allan Curnutt
 Sales Promotion Manager...Wayne Crew
 Program Director, Production
 Manager...Dale Morgan
 Musical Director...Ralph Zarnow
 Chief Engineer...Bob Brown
 Farm Editor...Dale Barton



*HIT THE HEART-
OF YOUR "MILK and MONEY" MARKET*

Sell IOWA the *KIOA* Way

**With the Midwest's Largest
Independent Clear Channel Station**

10,000 Watts Daytime

5,000 Watts Nighttime

940 on the Dial

JOHN BOLER

**President
& Gen. Mgr.**

PAUL H. RAYMER CO., INC. - National Sales Representative

***KIOA* 940
K C**

K I O A

DES MOINES—EST. 1947

Frequency: 940 Kc. Power: 10,000 Watts d.;
5,000 Watts n.

Owned-Operated By...Independent Bcstg. Co.
Business-Studio Address...Onthank Bldg., 10th
& Mulberry

Phone Number.....4-8193 and 4-8194
Transmitter Location...Ford, Iowa (20 mi. S.E.
of Des Moines)

Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30
a.m., Sun.

News Service.....INS, UP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President, General-Commercial

Manager.....John W. Boler
Sales Promotion Manager, Publicity

Director.....Mary Tucker
Program Director.....Don Alt
Production Manager.....Donn Clayton
Chief Engineer.....Lloyd R. Amoo

K R N T

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111

Transmitter Location...S.E. 22nd & Park Ave.
Air Time.....6 a.m.-12 M.

News Service.....AP, INS, UP
Transcription Service...Standard, Associated

Representative.....The Katz Agency
Membership.....NAB, BMB

President.....Gardner Cowles
General-Station Manager.....Phil Hoffman

Commercial Manager.....Robert Dillon
Sales Promotion Manager.....Joe Hudgens

Program Director.....Charles D. Miller
Production Manager.....Charles McCuen

Publicity Director.....Mary Little
Musical Director.....Wayne Ackley

Chief Engineer.....Charles Quentin
Farm Editor.....Joseph B. Ryan

K S O

DES MOINES—EST. 1932

CBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.

Business-Studio Address...Tenth and Grand
Phone Number.....3-0571

Transmitter Location...E. 38th & Broadway
Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.

News Service.....AP, UP
Transcription Service.....World

Representative.....Headley-Reed

Membership.....NAB, BMB
President.....Kingsley H. Murphy

General-Commercial Mgr...George J. Higgins
Promotion Manager.....Don V. Shoemaker

Program Director.....Edmund J. Linehan
Musical Director.....Bill Baldwin

Chief Engineer.....F. E. Bartlett
Farm Editor.....Tom Lewis

K U M B (CP)

DES MOINES

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By.....Radio Station

Des Moines, Inc.
Business Address.....Paramount Bldg.

Phone Number.....3-5175
News Service.....UP

Transcription Service.....World
President-General Mgr.....Myron J. Bennett

K W D M

DES MOINES—EST. 1947

TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By...Des Moines Bcstg. Corp.

Business Address.....407 Fifth Ave.
News Service.....AP

Transcription Service...Capital, Associated
Representative.....Taylor-Howe-Snowden

President.....George W. Webber
General Manager.....Robert L. Webber

Commercial Manager.....James L. Kelehan
Program Director.....Kenn R. Barry

Chief Engineer.....Werner Schwarz

W H O

DES MOINES—EST. 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

Transmitter Location...Mitchellville, Iowa
Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-
12:30 a.m., Sun.

News Service.....AP, INS, UP
Transcription Service...Thesaurus, Lang-Worth,

SESAC
Representative.....Free & Peters

Membership.....NAB, BMB
President.....B. J. Palmer

Executive Vice President...Ralph Evans
Vice Pres.-Resident Mgr...Paul A. Loyet

Commercial Manager...Harold Fulton
Sales Promotion Manager...Maurice McMurray

Program Director...Jack Kerrigan
Publicity Director...Woody Woods

Musical Director...Don Hovey
Chief Engineer...Reed Snyder

Farm Editor...Herb Plambeck

K D T H

DUBUQUE—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By: Telegraph Herald
 Address: 8th and Bluff
 Phone Number: 1603
 Transmitter Location: East Dubuque, Ill.
 Air Time: 6 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 President: F. W. Woodward
 General Manager: K. S. Gordon
 Commercial Manager: Robert S. Graham
 Commercial Manager: Gordon K. Downey
 Program Director: Arnie Stierman
 Chief Engineer: Charles M. Cain

W K B B

DUBUQUE—EST. 1933

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Dubuque Bcstg. Co.
 Business-Studio Address: 505 Main St.
 Phone Number: 572
 Transmitter Location: R. R. No. 2
 Air Time: 6:30 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: Radio Adv. Co.
 Membership: NAB, BMB
 Exec. Vice-Pres., General-Station-Sales Promotion Mgr., Publicity Dir.: James D. Carpenter
 Commercial Manager: Harry Hatzenbuehler
 Program Director, Production Manager, Musical Director: Scott Runge
 Chief Announcer: L. Vaughn Gayman
 Chief Engineer: John Ueyoka

K V F D

FORT DODGE—EST. 1939

MBS—IOWA TALL CORN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northwest Bcstg. Co.
 Business-Studio Address: Warren Bldg., 912 1st Ave., S.
 Phone Number: Wal. 3761
 Transmitter Location: Junction Hiways 169 & 20, 1 mi. W. of Fort Dodge
 Air Time: 18 hrs. daily
 News Service: UP
 Representative: Taylor-Howe-Snowden
 Membership: NAB
 President, General-Station Mgr.: Edward Breen
 Office Manager: Mae Challberg
 Sales Manager: Max Landes
 Program Director, Farm Editor: Drexel Peterson

Publicity Director: Kenneth Peterson
 Chief Announcer: Frank Sims
 Chief Engineer: David G. Sinclair

K X G I (CP)

FORT MADISON

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By: Hawkeye Bcstg. Co.
 Business Address: Marquette Bldg.
 Partners: Willis L. Ashby,
 Billy M. Arron, John F. Courier

K X I C (CP)

IOWA CITY

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: Johnson County Bcstg. Co.
 Business Address: Iowa City, Ia.
 President: Robert E. Snyder
 Program Director: Herbert D. Olson

K O K X

KEOKUK—EST. 1947

TALL CORN

Frequency: 1310 Kc. Power: 250 Watts d.
 Owned-Operated By: Keokuk Bcstg. Co.
 Business Address: 5th & Main Sts.
 Phone Number: 235
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Webber, Taylor-Howe-Snowden
 President: H. W. Stadler
 General-Commercial Mgr.: George B. Adkisson
 Promotion Manager: Cy Farr
 Program Director: E. J. Lessinger
 Chief Engineer: Walton W. Wilson

K F J B

MARSHALLTOWN—EST. 1923

MBS—IOWA TALL CORN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Times Republican Prtg. Co.
 Operated By: Marshall Electric Co.
 Business-Studio Address: 136 W. Main St.
 Phone Number: 3361
 Transmitter Location: 3½ m. N.W. of Studio
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M.
 News Service: UP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 President: D. W. Norris
 General Manager: Paul E. Millen
 Commercial Manager: William Theek
 Program Director, Production Manager, Musical Director: Ray P. Bennett
 Publicity Director: Paul G. Norris
 Chief Announcer, Farm Editor: Bill White
 Chief Engineer: Jim Dickens

K G L O

MASON CITY—EST. 1937

CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Lee Radio, Inc.
 Business-Studio Address: 12½ 2nd N. E.
 Phone Number: 2800
 Transmitter Location: 2 mi. W. of Mason City
 on Highway No. 18
 Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m.,
 Sun.

News Service: AP, UP
 Transcription Service: Standard
 Representative: Weed & Co.
 Membership: NAB, BMB
 President: Lee P. Loomis
 General-Station Manager: Herbert R. Ohrt
 Commercial Manager: Lloyd D. Loers
 Sales Promotion Manager, Publicity
 Director: Henry B. Hook
 Program Director: William G. Suter
 Production Manager, Chief
 Announcer: Douglas F. Sherwin
 Chief Engineer: Roger E. Sawyer
 Farm Editor: Albin Heinz

K I C N (CP)

MASON CITY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Mason City Bcstg. Co.
 Partners: Louis Wolf,
 Abbott E. Wolf, J. George Wolf, W. Robert
 Wolf

K S M N (CP)

MASON CITY

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mohawk Bcstg. Co.
 Business Address: Mason City, Ia.
 President-General Mgr.: Robert M. Carson
 Commercial Manager: N. W. Rice

K W P C

MUSCATINE—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By: Muscatine Bcstg. Co.,
 Ltd.
 Business-Studio Address: Mulberry & Houser
 Sts.
 Phone Number: 860
 Transmitter Location: Mulberry & Houser Sts.
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Thesaurus, Capitol
 Representative: Taylor-Howe-Snowden
 Membership: NAB

General-Station-Commercial

Manager: George J. Volger
 Sales Promotion Manager: Max Risinger
 Program Director: Virgil Godfrey
 Chief Announcer: John Hanlon
 Musical Director: Thelma Volger
 Chief Engineer: Elmer Christenson

K B I Z

OTTUMWA—EST. 1941

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KBIZ, Inc.
 Business-Studio Address: 115 N. Marion St.
 Phone Number: 5600-5601
 Transmitter Location: Community Gardens
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 President, General Manager: James J. Conroy
 Station Manager: Eleanor M. Haling
 Commercial-Production Mgr.: Milo Knutson
 Sales Promotion Manager: Richard Meier
 Chief Announcer: Paul Prince
 Chief Engineer: Wayne Hatchett

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By: KFNF, Inc.
 Business-Studio Address: 403 Sycamore
 Phone Number: No. 1
 Transmitter Location: 403 Sycamore St.
 Air Time: 15 hrs. daily
 News Service: AP
 Transcription Service: World, Standard
 Membership: NAB, BMB
 Owner: John Nicolson
 President: Henry Field
 General-Station-Commercial Manager, Publicity
 Director: Frank Stubbs
 Program Director: Marian Stubbs
 Production Manager: Earl Blakesly
 Chief Announcer: Mel Eyberg
 Musical Director: Ermal Dilley
 Chief Engineer: Bob Barkman
 Farm Editor: Dean Barnett

K M A

SHENANDOAH—EST. 1925

ABC—MBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: May Bcstg. Co.
 Business-Studio Address: Lowell & Elm Sts.
 Phone Number: 192
 Transmitter Location: 1 mi. N.E. of Shenan-
 doah on Highway 48
 Air Time: 5:15 a.m.-12 M.
 News Service: AP, UP

IOWA'S MOST POWERFUL ABC OUTLET

KXEL

CHANGES IOWA'S LISTENING HABITS

Exhaustive Telephone Survey of 14,083 telephone calls prepared by Robert S. Conlan and Associates, Inc., Kansas City, reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City."

DAY TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Morning	Afternoon
KXEL	38.7%	30.4%
Station A (Des Moines 50,000 Watt NBC outlet)	20.8%	32.0%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	16.8%	13.3%
Others (Over 18 stations)	23.7%	24.3%

NIGHT TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Evening
KXEL	32.1%
Station A (Des Moines 50,000 Watt NBC outlet)	36.6%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	20.7%
Others	10.6%

TOTAL OF ENTIRE SURVEY

KXEL	32.9%
Station A (Des Moines 50,000 Watt NBC outlet)	31.5%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	17.1%
Others	18.5%

These are just a few of the facts contained in the Conlan Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

50,000 Watts KXEL 50,000 Watts

Josh Higgins Broadcasting Co. • Waterloo, Iowa
Represented by Avery-Knodel, Inc.

Transcription Service.....SESAC, Cole
 Representative.....Avery-Knodel
 Membership.....NAB
 President.....Edward W. May
 General-Station Mgr.....Owen Saddler
 Commercial Manager.....H. O. Peterson
 Program Director.....Glenn E. Harris
 Musical Director.....Mabel McFarland
 Chief Engineer.....R. J. Schroeder
 Farm Editor.....M. J. Langfitt

Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World, Standard
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 Pres., General-Station Mgr.....Ben B. Sanders
 Program Director.....Mason Dixon
 Production Manager.....Tom Edwards
 Musical Director.....Carlyle Gemmer
 Chief Engineer.....Clarence Touw
 Farm Editor.....Lyle Swigart

K C O M (C P)

SIoux CITY

Frequency: 620 Kc.....Power: 10000 Watts
 Owned-Operated By...Commercial Assoc., Inc.

K S C J

SIoux CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Business-Studio Address...415 Douglas St.
 Phone Number.....5-7993
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service....World, Lang-Worth,
 SESAC, Cole
 Representative.....George P. Hollingbery
 Membership.....NAB
 President.....W. P. Perkins
 Station-Commercial Mgr....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Chief Engineer.....S. C. Dier
 Farm Editor.....Jack Elton

K T R I

SIoux CITY—EST. 1938

MBS—IOWA TALL CORN

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By...Sioux City Bcstg. Co.
 Business-Studio Address...Commerce Bldg.
 Phone Number.....8-0165
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB
 President, General-Station Mgr.. Dietrich Dirks
 Commercial Manager.....Charles Butler
 Program-Publicity Director...Sheldon Singer
 Chief Announcer.....Wayne Ross

K I C D

SPENCER—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Iowa Great Lakes Bcstg.
 Co.
 Business Address.....Box 631
 Phone Number.....45-6

K X E L

WATERLOO—EST. 1942

ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Operated By..Josh Higgins Bcstg. Co.
 Business-Studio Address.....Insurance Bldg.
 Phone Number.....3-3371
 Transmitter Location.....Dysart, Iowa
 Air Time.....5:30 a.m.-12 M.
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President, General-Station Mgr...Joe DuMond
 Commercial Manager.....A. J. DuMond
 Program Director.....Emlyn Owen
 Publicity Director.....Elizabeth M. Gahre
 Musical Director.....George Timm
 Chief Engineer.....Don E. Kassner
 Farm Editor.....Carl Roth

K A Y X

WATERLOO—EST. 1947

IOWA TALL-CORN NET.

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Waterloo Bcstg. Co.
 Business-Studio Address..620½ Lafayette St.
 Phone Number.....6851
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service..Lang-Worth, Thesaurus
 Representative.....Taylor-Howe-Snowden
 President.....C. R. Miller
 Station-Commercial Mgr.....A. W. Triggs
 Program Director.....Cole McMartin
 Chief Announcer.....Erling Jorgensen
 Chief Engineer.....Bob Moore

K W W L

WATERLOO—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Black Hawk Bcstg. Co.
 Business Address.....Russell-Lamson Hotel
 Phone Number.....2-9333
 News Service.....AP
 Transcription Service.....Associated
 President-General Mgr.....Ralph J. McElroy
 Commercial Manager.....W. Lyle Harvey

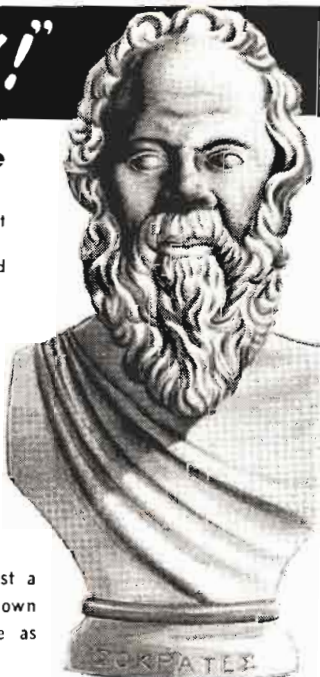
SOCRATES HAD "SOCK!"

Sound old Socrates would present time buying facts in this logical manner.

- **PREMISE I**—Kansas farmers have more money to spend than at any other time in history.
- **PREMISE II**—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.
- **CONCLUSION**—To sell more of your goods or services to more families in Kansas and adjoining states . . . use WIBW.

Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—

WIBW HAS SOCK!



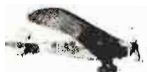
. . . selling sock, Mr. Advertiser, and here's why! For almost a quarter-century we've faithfully served a farm and small town audience. Today, we're as much a part of their daily life as their ultra-modern farm equipment.



Our buying recommendations are acted upon . . . quickly . . . because these First Families of Agriculture are rich. Years of bumper crops were climaxed in 1947 by the largest wheat crop in history sold at record prices. This staggering new purchasing power is a PLUS . . . a value over and above WIBW's ability to startle you with sales even in average times.

Carefully Planned Farm Service Builds Audience, Confidence, Sales

Long ago, our listeners learned that WIBW was always first with farm news, market reports, and sound information on advanced farming methods. WIBW cooperates closely with 4-H Clubs, county agents, and men's and women's farm organizations.



WIBW's "Flying Rooster" plane covers the Midwest, making on-the-spot tape recordings at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later, at a more convenient time. Years of such "one step ahead" service has built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.



By Logic and by Facts—It's WIBW

In Kansas and adjoining states, independent surveys show that WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.

**Serving the
First Families of Agriculture**



CBS

**BEN LUDY
Gen. Mgr.
WIBW-KCKN**

Rep.: CAPPER PUBLICATIONS, Inc.

KANSAS

Estimated Population 1,914,000—% Increase 6.3—Radio Homes 492,538
Farms with Radios 115,769—Stations in State 27

KSOK

ARKANSAS CITY—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By . . . The Traveler Publishing
Co.

Business Address . . . Home National Bank Bldg.
Phone Number 2666-7
Studio Address . . . Home National Bank Bldg.;

Southwestern College Campus, Winfield

Transmitter Location Arkansas City, Ark.
Air Time 6:30 a.m.-local sunset

News Service AP

Transcription Service Standard

Representative Lorenzen & Thompson

President Oscar S. Stauffer

General Manager George E. Lindman

Asst. Manager-Commercial

Manager S. C. Thompson

Promotion Manager, Program Director, Pro-

duction Manager Don Chadd

Chief Announcer, Musical

Director Martin Thomas

Chief Engineer Ed Howe

Farm Editor Jack Fallon

KVAK

ATCHISON—EST. 1939

MBS—SUPPLEMENTARY K STATE—KBS

Frequency: 1450 Kc. (CP 1470 Kc.) . . . Power: 250
Watts (CP 1000 Watts)

Owned-Operated By S. H. Patterson

Business Address 622½ Commercial St.

Phone Number 1420

Studio Address . . . 622½ Commercial St., Atchi-

son Ks.; Hotel Robidoux, St. Joseph, Mo.

Transmitter Location Winthrop, Missouri

Air Time 6 a.m.-12 M.; 7 a.m.-10 p.m., Sun.

News Service AP

Transcription Service Keystone, Capitol

Representative Wm. G. Rambeau

Membership NAB

President-Owner S. H. Patterson

General Manager Norwood Patterson

Station-Commercial Mgr. Leslie D. Cox, Jr.

Sales Promotion Manager, Program Director,

Production Manager, Farm

Editor Kenneth D. Goodding

Musical Director, Chief

Engineer Louden Gingery

KGGF

COFFEYVILLE—EST. 1947

ABC

Frequency: 690 Kc. Power: 1000 d.; 500 n.

Owned-Operated By . . . Midwest Bcstg. Co., Inc.

Address Journal Bldg.

Phone Number 147

Air Time Unlimited

News Service AP

Transcription Service . . . NBC Thesaurus, World

Representative Weed & Co.

President Fay N. Seaton

Chief Engineer J. Sarto Jamineto

Commercial Manager E. B. Spoonamore

Program Director Robert L. Pratt

KXXX

COLBY—EST. 1947

Frequency: 790 Kc. Power: 5000 Watts d.

Owned-Operated By . . . Western Plains Bcstg. Co.

Business Address Cooper Hotel

Phone Number 790

News Service INS

Transcription Service . . . Associated, Thesaurus

Representative Holman

President-General Mgr. John B. Hughes

Sales Manager Dan E. Bellus

Program Director George E. Nickson

Chief Engineer Urban L. Lynch

KGNO

DODGE CITY—EST. 1930

KBS

Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.

Owned-Operated By . . . Dodge City Bcstg. Co.

Business-Studio Address . . . 705 Second Ave.

Phone Number 1100

Transmitter Location W. Park St.

Air Time Unlimited

News Service AP

Transcription Service World

Representative Arthur H. Hagg & Assoc.

Membership NAB, BMB

President J. C. Denious

Station Manager N. C. Petersen

Commercial Manager Darrell Mathes

Program Director Herschel Holland

Chief Engineer Henry McClintock

KTMP (CP)

EL DORADO

Frequency: 1360 Kc. Power: 1000 Watts d.

Owned-Operated By Tom Potter

Business Address 1517 Commerce St.,

Dallas, Tex.

KTSW

EMPORIA—EST. 1939

MBS—KANSAS STATE NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts

K A N S A S

Owned-Operated By . . . Emporia Bcstg. Co., Inc.
 Business-Studio Address . . . 613 Merchant St.
 Phone Number . . . 153-4
 Transmitter Location . . . S. of City, 1 mi. in
 Sodens Grove
 Air Time . . . 6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service . . . AP
 Transcription Service . . . World, Standard
 Membership Service . . . NAB
 President . . . Sid Harris
 General Manager . . . Julian L. Hill
 Sales Manager . . . Steve Aylword
 Publicity Director, Farm Editor . . . Bob Mott
 Chief Announcer . . . Vic Peck
 Chief Engineer . . . Paul H. Daniels

K G A R (CP)

GARDEN CITY

Frequency: 1050 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . Albert B. Pyatt
 Business Address . . . 411 N. 3rd St.

K I U L

GARDEN CITY—EST. 1935

MBS—KANSAS STATE NET.—KBS

Frequency: 1240 Kc. . . . Power: 250 Watts
 Owned-Operated By . . . Telegram Publishing Co.
 Business-Studio Address . . . 509½ North Main
 Phone Number . . . 666
 Transmitter Location . . . Warner Terrace
 Air Time . . . Sun. 7 a.m.-10:15 p.m.; Mon.-Fri. 6
 a.m.-10:15 p.m.; Sat. 6 a.m.-11 p.m.
 News Service . . . UP
 Transcription Service . . . Thesaurus, Cole Library
 Membership . . . NAB
 President . . . Gervais F. Reed
 General Manager . . . Ed Lovelace
 Program Director . . . John Melcum
 Chief Announcer . . . Leo Billings
 Chief Engineer . . . Robert Bryant

K W G B

GOODLAND—EST. 1947

Frequency: 730 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . Goodland Bcstg. Co.
 Business Address . . . Box 88
 Phone Number . . . 331
 News Service . . . INS
 Transcription Service . . . World, Lang-Worth
 Owner-General Manager . . . James E. Blair
 Sales Manager . . . J. Melvin Gulick
 Program Director . . . George Bradley
 Chief Engineer . . . Ralph MacClellan

K V G B

GREAT BEND—EST. 1937

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

Business-Studio Address . . . 2103 Forest Ave.
 Phone Number . . . 1080-1081
 Transmitter Location . . . 5 M. S.W. of Great Bend,
 Kansas
 Air Time . . . 6 a.m.-12 M.
 News Service . . . UP
 Representative . . . John E. Pearson
 Membership . . . NAB
 President-Owner . . . Helen Townsley Coogan
 Gen.-Com.-Sales Pro. Mgr. . . . Clem Morgan
 Program-Musical Dir. . . . Ray Beals
 Production Mgr.-Publicity Dir. . . . Joe Neidig
 Chief Engineer . . . Chet Wallack
 Farm Editor . . . Stan Bechtel

K A Y S (CP)

HAYS

Frequency: 1400 Kc. . . . Power: 250 Watts
 Owned-Operated By . . . Kays, Inc.
 Business Address . . . 2401 Hall St.

K W B W

HUTCHINSON—EST. 1935

NBC

Frequency: 1450 Kc. . . . Power: 250 Watts
 Owned By . . . William Wyse
 Business-Studio Address . . . 101 E. Avenue A
 Phone Number . . . 5202
 Transmitter Location . . . 101 E. Avenue A
 Air Time . . . Unlimited
 News Service . . . AP
 Transcription Service . . . Lang-Worth
 Membership . . . NAB
 Owner, General Manager . . . William Wyse
 Station-Commercial Manager . . . Lee Biggs
 Asst. Mgr., Program Director . . . George Alden
 Production Manager . . . Bob Madison
 Publicity Director . . . Tommy Couser
 Chief Engineer . . . John Swafford

K W H K

HUTCHINSON—EST. 1946

KBS

Frequency: 1190 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . KWHK Bcstg. Co.
 Business-Studio Address . . . 12 W. 5th St.
 Phone Number . . . 3-100
 Transmitter Location . . . Hutchinson, Kans.
 Air Time . . . Local sunrise-local sunset
 News Service . . . AP
 Transcription Service . . . Standard
 Representative . . . Homer Griffith
 Owner . . . James E. Murray
 General Manager . . . Vern Minor
 Commercial-Sales . . . Gren Darling
 Program Director . . . Sherwood Parks
 Chief Announcer . . . Paul Cochran
 Musical Director . . . J. Bruce Murray
 Chief Engineer . . . Millard Clary

KIND (CP)
INDEPENDENCE

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By... Central Bcstg. Co., Inc.
Business Address... First Nat'l Bank Bldg.
Phone Number... 1822
President-General Mgr... J. Nelson Rupard
Commercial Manager... E. J. Barani
Chief Engineer... Harry C. Butterfield

KCKN
KANSAS CITY—EST. 1925
MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Capper Publications, Inc.
Business-Studio Address... 300 Waltower Bldg.,
Kansas City, Mo.
Phone Number... Victor 3864
Transmitter Location... 901 N. 8th St., Kansas
City, Kans.
Air Time... 7 a.m.-11 p.m.
News Service... AP, UP
Transcription Service... Lang-Worth, Standard
Representative... Capper Publications, Inc.
Membership... NAB
Owner... Senator Arthur Capper
General Manager... Ben Ludy
Station Manager... Ellis Atteberry
Commercial-Promotion Manager... Joe Story
Program Director, Production
Manager... George Stump
Chief Engineer... Max Williams

KOAM
PITTSBURGH—EST. 1937
NBC

Frequency: 860 Kc. Power: 10,000 Watts d.;
5,000 Watts n.
Owned-Operated By... The Pittsburg Bcstg. Co.
Business Address... P. O. Box 603
Phone Number... 2165
Studio Address... Commerce Bldg.
Transmitter Location... 3½ mi. E. of Pittsburg
Air Time... 6 a.m.-12 M.
News Service... AP
Transcription Service... World
Representative... John E. Pearson Co.
Membership... NAB, BMB
President, Commercial Mgr... E. V. Baxter
General-Station Manager, Program
Director... R. E. Wade
Chief Announcer... Bob Arthur
Chief Engineer... Leo Stafford

KSEK
PITTSBURGH—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Pittsburgh Publishing Co.
Business-Studio Address... Hotel Besse Bldg.
Phone Number... 742
Transmitter Location... East Quincy (extended)
Air Time... 6 a.m.-12 M.; 8 a.m.-10:15 p.m. Sun.
News Service... AP
Transcription Service... Lang-Worth, Cole
Representative... Lorenzen & Thompson
Membership... BMB
President... Oscar S. Stauffer
General Manager... James M. Griffith
Commercial Manager... Gordon Griffith
Program Director... C. M. Ganes
Musical Director... Dean Turner
Chief Engineer... W. D. Brosseau

KSAL

SALINA—EST. 1937

MBS—KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By... KSAL, Inc.
Business-Studio Address... Journal Bldg.
Phone Numbers... 100-1
Air Time... 6:00 a.m.-12 M.
News Service... AP
Transcription Service... Lang-Worth, Standard
Representative... John E. Pearson Company
Membership... NAB, BMB
President... R. J. Laubengayer
General-Commercial-Promotion
Manager... R. V. Jensen
Production Manager, Chief
Announcer, Farm Editor... C. S. Peck
Publicity Director... Mrs. Dorothy Lundstrom
Musical Director... Al Thompson
Chief Engineer... N. E. Vance, Jr.

KJAY (CP)
TOPEKA

Frequency: 1440 Kc. Power: 500 d.; 1000 n.
Owned-Operated By... S. H. Patterson
Business Address... 908 Kansas Ave.
Phone Number... 8890
Representative... Rambeaux
Chief Owner... S. H. Patterson
Station Manager... David G. Roberts
Chief Engineer... N. J. Patterson

KTOP

TOPEKA—EST. 1947

MBS—KANSAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Collinson Bcstg. Co.
Business-Studio Address... 212-214 W. 6th St.
Phone Number... 2-9335
News Service... AP
Transcription Service... Capitol

• • • **K A N S A S** • • •

Representative Lorenzen & Thompson
 President-General Manager: T. Hall Collinson
 Commercial Manager Wendell Elliott
 Promotion Manager Thad Sandstrom
 Chief Engineer Chet Wallack

V. P. Gen. Commercial Mgr. Clark A. Luther
 Public Relations Director Robert Hix
 Chief Engineer Harold Newby

W I B W

TOPEKA—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address 1035 Topeka Ave.
 Phone Number 3-2377
 Transmitter Location Seven mi. w. of Topeka
 Air Time Shares time
 News Service AP, UP
 Transcription Service Standard
 Representative Capper Publications, Inc.
 President H. S. Blake
 General-Station-Commercial
 Manager Ben Ludy
 Program Director, Production Mana-
 ger, Musical Director Maude Carlson
 Chief Engineer K. G. Marquardt
 Farm Editor Gene Shipley
(See Page 426)

W R E N

TOPEKA—EST. 1926

ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By: The WREN Bcstg. Co., Inc.
 Business-Studio Address 411 Tenth St.
 Phone Number 2-0505
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President R. C. Jackman
 General Manager Verl Bratton
 Station-Sales Manager Larry Cotton
 Chief Engineer Carl Bliesner

K A K E

WICHITA

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Business Address 416 W. Douglas
 Phone Number 4-9369
 News Service AP
 Transcription Service World
 Representative Rambeau
 President Mark H. Adams

K A N S

WICHITA—EST. 1946

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Kansas Bcstg., Inc.
 Business-Studio Address 1015 N. Broadway
 Phone Number 4-2387
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 Chief Owner O. L. Taylor
 Pres. & General Manager Archie J. Taylor
 Commercial Manager H. W. Allen
 Chief Engineer Ted Heithecker

K F B I

WICHITA—EST. 1923

ABC

Frequency 1070 Kc.
 Power 10,000 Watts D.; 1,000 Watts N.
 Owned-Operated By: Farmers & Bankers Bcstg.
 Corp.
 Business-Studio Address 200 E. First St.
 Phone Number 2-1447
 News Service UP
 Transcription Service Capitol
 Representative H. P. Hollingbery
 Membership NAB, BMB
 President H. K. Lindsley
 General-Station Manager J. Wirth Sargent
 Commercial Manager D. W. McCoy
 Program Director J. B. Bradshaw
 Chief Announcer Wendell Odland
 Musical Director Verne Nydegger
 Chief Engineer K. W. Pyle
 Farm Editor Lester Weatherwax

K F H

WICHITA—EST. 1923

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 18 hrs. daily
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Edward Pety
 Membership NAB, BMB
 Vice President & Gen. Mgr.: M. M. Murdock
 Nat'l Sales & Promotion Mgr.: Frank Mathews
 Chief Engineer Amos Dadisman

KENTUCKY

Estimated Population 2,777,000—% Increase —2.4—Radio Homes 552,670
Farms with Radios 148,692—Stations in State 37

W C M I

ASHLAND—EST. 1935

CBS—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Ashland Bcstg. Co.
Business Address: 20th St., between Greenup
Ave. & Front St.
Phone Number 3010
Transmitter Location 48th & Clay St.
Air Time 18 hrs. daily; 17½ hrs. Sun.
News Service UP
Transcription Service Thesaurus, World
Representative John E. Pearson
Membership NAB, BMB
President Gilmore N. Nunn
General Manager Charles C. Warren
Publicity Director John W. Fell
Chief Announcer George Marshall
Musical Director Anna Louise Wallace
Chief Engineer Clarence Weaver
Farm Editor Ed Paulin

W K C T

BOWLING GREEN—EST. 1947

Frequency: 930 Kc. Power: 1000 Watts n.
Owned-Operated By Daily News Bcstg. Co.
Business Address 415½ Park Row
Phone Number 2640
News Service UP
Transcription Service Associated, Capitol,
SESAC
President J. Ray Gaines
General Manager Paul R. Huddleston
Commercial-Promotion Manager Jack Wilson
Program Director Joe Calloway
Chief Engineer David Dodd

W L B J

BOWLING GREEN—EST. 1940

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bowling Green Bcstg. Co.,
Inc.
Business-Studio Address 901 Fairview Ave.
Phone Numbers 1340-1
Air Time 6 am.-12 p.m.
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NAB
President Ken D. Given
Commercial Manager Elmer A. Finley
Sales Promotion Manager Wm. Kuznitzof
Program Director Ken D. Given
Chief Announcer Joe Hamilton
Chief Engineer Frank C. Bliesener

W T C O

CAMPBELLSVILLE—EST. 1947

Frequency: 1150 Kc. Power 1000 Watts d.
Owned-Operated By South Central Ky.
Bcstg. Co.
Business Address Main St.
Phone Number 250
News Service UP
President H. T. Parrott
Vice President Dr. Paul Shirley
Secty.-Treas.-Gen. Manager James Shacklette
Chief Engineer J. B. Crawley

W C T T

CORBIN—EST. 1947

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Corbin Times-Tribune, Inc.
Business Address 308 S. Main St.
Phone Number 1071
Transmitter-Studio Location: Cumberland Falls
Rd.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Thesaurus
Membership NAB, BMB
General Manager John L. Crawford
Commercial Manager S. G. Hembree
Chief Engineer Russell Henson

W Z I P

COVINGTON—EST. 1947

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By WZIP, Inc.
Business Address 6th & Madison Ave.

W H I R

DANVILLE—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Commonwealth Bcstg.
Corp.
Business Address P. O. Box 234
Phone Number 1230
News Service UP
Transcription Service World, Capitol
President-Commercial Mgr. W. T. Isaac
V.-P.-Program Director David B. Highbaugh
V.-P.-Techn. Director James D. Russell

W F K Y

FRANKFORT—EST. 1946

MBS—BLUEGRASS STATE

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

KENTUCKY

Business-Studio Address..... 104 E. Main St.
 Phone Numbers: 2509, 2510. Transmitter: 2354
 Transmitter Location..... Crutcher's Hill
 Air Time: 6 a.m.-11 p.m.; 7 a.m.-10:30 p.m., Sun.
 News Service..... AP
 Transcription Service..... World
 Membership..... NAB, BMB
 President..... Leslie W. Perkins
 General Manager..... Marshall L. Peace
 Program Director..... Earl Davis
 Chief Engineer..... Stanley Frakes

WKAY

GLASGOW—EST. 1946

KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By: Glasgow Bcstg. Co., Inc.
 Business-Studio Address..... Happy Valley Rd.
 Phone Numbers..... 598, 632
 Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service..... UP
 Transcription Service..... World, Capitol
 Representative..... Homer Griffith
 Membership..... NAB
 President..... Gordon E. Brown
 General Manager..... Russell J. Pirkey
 Chief Announcer..... Robert Proctor
 Chief Engineer..... E. C. Lockwood

WHLN

HARLAN—EST. 1941

MBS—GOOD COAL NETWORK—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Blanfox Radio Co., Inc.
 Business-Studio Address..... S. Main St.
 Phone Number..... 625
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... Standard, Cole
 Representative..... Burn-Smith
 Membership..... NAB, BMB
 Owners..... R. B. He'ems, J. Francke Fox
 General Manager..... R. B. Helms
 Commercial Manager..... C. E. Whikehart
 Program-Musical Director..... Jean Sutton
 Chief Announcer..... Jay Barlow
 Chief Engineer..... J. Francke Fox

WKIC

HAZARD—EST. 1947

MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... BMG Bcstg. Corp.
 Business Address..... Box 621

WSON

HENDERSON—EST. 1941

MBS

Frequency: 860 Kc..... Power: 500 Watts
 Owned-Operated By: Henderson Bcstg. Co., Inc.

Business-Studio Address..... Zion Rd.
 Phone Number..... 3923
 Air Time..... Specified daylight hours
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Sears & Ayers
 Membership..... NAB
 President..... Pierce E. Lackey
 General Manager..... Hecht S. Lackey
 Program Director..... Tom Fitzgibbons Murray
 Chief Announcer..... Martin E. Shaeffer
 Chief Engineer..... Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1940

CBS—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By: Hopkinsville Bcstg. Co., Inc.
 Business-Studio Address..... Cadiz Rd.
 Phone Number..... 1025
 Transmitter Location..... Cadiz Rd.
 Air Time..... 5 a.m.-12 M.
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Sears & Ayer
 Membership..... NAB
 President..... Pierce E. Lackey
 General-Station-Commercial, Sales
 Promotion Manager..... F. Ernest Lackey
 Program Director..... Katherine Peden
 Production Manager..... Vadah Cochran
 Publicity Director, Chief Announcer,
 Musical Director..... Charles W. Stratton
 Chief Engineer..... Leo Y. Wilson
 Farm Editor..... Robert McGaughey

WMT C (CP)

LAWSON

Frequency: 730 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Ky. Mt. Holiness Assn.
 Business Address..... Vanclave, Ky.

WKLX

LEXINGTON—EST. 1945

Frequency: 1300 Kc..... Power: 1000 Watts
 Owned-Operated By..... Fayette Broadcasting Co.
 Address..... Phoenix Hotel
 Phone Number..... 8115
 Transmitter Location..... Greendale Rd.
 Air Time..... 5 a.m. to 12:05 a.m.
 News Service..... AP
 Transcription Service..... Lang-Worth,
 Standard, Cole
 Representative..... Walker
 Chief Owner..... E. F. Prichard, Sr.
 General Manager..... Ted Grizzard
 Commercial Manager..... Paul Ledridge
 Program Director..... Jack Brooks
 Asst. Manager..... Phil Sutterfield
 Chief Engineer..... Bob Jones

W L A P

LEXINGTON—EST. 1928

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: American Bcstg. Corp.
 Business-Studio Address: Radio Bldg.
 Phone Number: 1721
 Air Time: 5:30 a.m.-12 M.
 News Service: UP
 Transcription Service: World, Thesaurus
 Representative: John E. Pearson
 Membership: NAB, BMB
 President: Gilmore N. Nunn
 General Manager: J. E. Willis
 Commercial Manager: Miller Welch
 Program Director: J. B. Faulconer
 Publicity Director: Doris Holtzclaw
 Chief Engineer: Sanford Hell
 Farm Editor: Charles Farmer

W L E X

LEXINGTON—EST. 1946

BLUEGRASS STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Central Kentucky Bcstg.
 Business Address: Box 985, Russell Cave Pike
 Phone Numbers: 7833, 5878, 2901, 3058
 Air Time: 5:30 a.m.-12 M.
 News Service: AP
 Transcription Service: Associated, Capitol
 President: J. Douglas Gay
 General Manager: Jean H. Clos, Jr.
 Commercial Manager: George T. Webb
 Program Director: Howard Malco'm
 Chief Engineer: Theodore Jones
 Farm Editor: Mark Halleck

**CALL LETTERS TO BE ASSIGNED
(CP)**

LOUISVILLE

Frequency: 1080 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Mid-American Bcstg.
 Business Address: Starks Bldg.

W A V E

LOUISVILLE—EST. 1933

NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: WAVE, Inc.
 Business-Studio Address: 334 E. Broadway
 Phone Number: Wabash 6543
 Air Time: 5 a.m.-12 p.m.
 News Service: AP
 Transcription Service: Thesaurus, Langworth
 Representative: Free & Peters
 Membership: NAB, BMB
 President: George W. Norton, Jr.
 General-Station Manager: Nathan Lord
 Sales or Commercial Manager: James Cox

Sales Promotion Manager: E. W. Leake, Jr.
 Program Director: George Patterson
 Chief Announcer: Burt Blackwell
 Chief Engineer: Wilbur Hudson

W G R C

LOUISVILLE—EST. 1936

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northside Bcstg. Corp.
 Business Address: Ky. Home Life Bldg.
 Phone Number: Wabash 8871
 Studio Addresses: Esby Bldg., New Albany,
 Ind.; Ky. Home Life Bldg., Louisville, Ky.
 Air Time: 6:00 a.m.-12 M.
 News Service: AP, UP
 Transcription Service: Lang-Worth, Standard
 Representative: The Walker Co.
 Membership: NAB
 Vice President-General Mgr.: Charles L. Harris
 President, Commercial Manager: J. Porter Smith
 Publicity, Promotion Manager: H. R. Hunter
 Ass't Manager in Charge of
 Programs: Ward Hatcher
 Production Manager: W. S. Lukenbill
 Chief Announcer: Gerald Fordyce
 Chief Engineer: Perry W. Esten
 Farm Editor: C. M. East

W H A S

LOUISVILLE—EST. 1922

CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned By: The Courier-Journal & Louisville
 Times Co.
 Operated By: WHAS, Inc.
 Business-Studio Address: 300 W. Liberty St.
 Phone Number: Wabash 2211
 Transmitter Location: Eastwood, Ky.
 Air Time: 19 hrs. daily
 News Service: AP, UP
 Transcription Service: World; Standard; Asso-
 ciated; Lang-Worth.
 Representative: Edward Petry
 President: Barry Bingham
 Director: Victor A. Sholis
 Commercial Manager: Joe Eaton
 Promotion Manager: Sandy Sanders
 Program Manager: Peter R. Disney
 Continuity-Production: William Aldridge
 Chief Announcer: Paul Clark
 Musical Director: Robert Hutsell
 Technical Director: Orrin W. Towner
 Agricultural Co-ordinator: Frank Cooley

W H A S
 Color Advertisement
 See Page 10

W I N N

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owner-Operated By: Kentucky Bcstg. Co.
 Business-Studio Address: Earle Hotel, 3rd and
 Jefferson.

Phone Number: Wabash 5148
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: SESAC, MacGregor, Cole
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 President, General-Station
 Manager: Harry McTigue
 Commercial Manager: G. F. Bauer
 Promotion Manager: H. E. Roberts
 Program Director: M. K. McCarten
 Production Manager: Sam Woodall
 Chief Announcer: Edwin A. Kallay
 Musical Director: Claude Fraul
 Chief Engineer: E. G. Rinn

W K Y W

LOUISVILLE—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts D.
 Owned-Operated By: Radio Kentucky, Inc.
 Business-Studio Address: 431 W. Jefferson St.
 Phone Number: Clay 4811
 Transmitter Address: River Rd., near Louisville
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Associated, Capitol,
 Standard Cole.

Representative: Burn-Smith
 Membership: NAB, BMB
 President-Treasurer: F. Eugene Sandford
 V. P. Operations: S. A. Cis'er
 V. P. Station Manager: Edwin E. S. Weldon
 Secretary: W. Scott Miller
 Program Director: David Wilburn

W L O U (CP)

LOUISVILLE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Louisville Bcstg. Corp.

W C I F

MADISONVILLE—EST. 1947

Frequency: 730 Kc. Power: 250 Watts
 Owned-Operated By: Madisonville Bcstg. Co.
 Business Address: Box 27
 Phone Number: 1297
 Transmitter-Studio Location: Hanson Rd.
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Standard
 Membership: BMB
 President, General Manager: Pierce Lackey

Station-Commercial Manager: T. E. Brewer
 Program Director: Conrad Brewer
 Chief Announcer: Dick Harris
 Chief Engineer: Evers Mick

W K T M

MAYFIELD—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mayfield Bcstg. Co., Inc.
 Business-Studio Address: Mayfield Hotel
 Phone Number: 46
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Standard
 Representative: Sears & Ayer
 Membership: NAB, BMB
 President: Frank O. Evans
 General Manager: Pierce E. Lackey
 Station-Sales Manager: Wayne R. Morgan
 Program Director: James Motheral
 Chief Announcer: Ralph Haskins
 Musical Director: James Motheral
 Chief Engineer: Ernest J. Pell
 Farm Editor: Dorothy Spahr

W N G O

MAYFIELD—EST. 1947

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operator By: West Ky. Bcstg. Co., Inc.
 Business-Studio Address: Box 39
 Phone Number: 1204
 Air Time: 5:00 a.m.-Local sunset
 News Service: AP
 Transcription Service: World, SESAC
 Representative: The Friedenber Agency
 President, General Manager: H. M. Suthard
 Station Manager: Kenneth Z. Turner
 Chief Announcer: Lynn Lemond
 Chief Engineer: James Ray Turner

W F T M (CP)

MAYSVILLE

Frequency: 1240 Kc. Power: 250 Watts
 Owned Operated By: Standard Tobacco Co.
 Business Address: Maysville, Ky.
 Phone Number: 245
 News Service: UP
 Transcription Service: World
 President: C. P. Clarke
 Secty.-Treas.: J. M. Finch, Jr.
 Gen.-Commercial Manager: J. W. Betts
 Program Director: Ross Edwards
 Chief Engineer: William Martin

W M I K (CP)

MIDDLESBORO

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By: The Middlesboro Bcstg.
 Co.
 Business Address: Box 500

W W P N (CP)

MIDDLESBORO

Frequency 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pinnacle Bcstg. Co.

W W N L (CP)

NEWPORT

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.

W O M I

OWENSBORO—EST. 1937

KBS—MBS

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

Business-Studio Address: Byars Ave. & Livermore Rd. (P. O. Box 536).

Phone Numbers.....420-1

Transmitter Location: Byars Ave. & Livermore Rd. (P. O. Box 536).

Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.

News Service.....AP

Transcription Service.....Lang-Worth

Representative.....Burn-Smith

Membership.....NAB

President.....Lawrence W. Hager

General-Station-Sales Promotion

Manager, Publicity Director..Hugh O. Potter

Program Director.....Norman Hall

Production Manager.....Patsy Roberts

Musical Director.....Cliffordean Potler

Chief Engineer.....Leslie Goodaker

Assistant Mgr., Farm Editor...Marshall Bruner

W V J S

OWENSBORO—EST. 1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By..Owensboro On the Air,
Inc.

Business Address.....320 Allen St.

Phone Number.....3408

News Service.....INS

Transcription Service.....Thesaurus, World

Representative.....Rambeau

President.....Vincent J. Steele

General Manager.....Malcolm Greep

Commercial Manager.....Jack McLean

Promotion Director.....John T. Rutledge

Program Director.....Lee C. Meredith

Chief Engineer.....Robert Earl Jagoe

W K Y B

PADUCAH—EST. 1946

MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By: Paducah Newspapers, Inc.

Business-Studio Address...504 Kentucky Ave.

Phone Number.....800

Transmitter Location.....Lone Oak, Ky.

Air Time.....Local sunrise-local sunset

News Service.....AP

Transcription Service...Standard, Associated

Representative....Burke, Kuipers & Mahoney

Membership.....NAB, BMB

President.....Edwin J. Paxton, Sr.

General Manager.....E. J. Paxton, Jr.

Commercial Manager.....Sam Livingston

Sales Promotion Manager.....Ray Hoag

Program Director.....Neil McIntyre

Publicity Director.....Marcia Richardson

Musical Director.....Pat Klein

Chief Engineer.....C. G. Sims

Farm Editor.....Andrew Parker

W P A D

PADUCAH—EST. 1930

CBS

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

Owned-Operated By..Paducah Bcstg. Co., Inc.

Business-Studio Address.....Taylor Bldg.

Phone Number.....4100

Transmitter Location.....U. S. Route 45

Air Time.....5:00 a.m.-12 M.

News Service.....AP

Transcription Service: World, Lang-Worth, Cole

Representative.....Sears & Ayer

Membership.....NAB, BMB

President, General Manager..Pierce E. Lackey

Station-Commercial Manager:W. Prewitt Lackey

Asst. Mgr. Public Relations.....Gene Peak

Program Director.....Evelyn Carroll

Chief Announcer.....Ray Mofield

Musical Director.....Lynn Wolfe

Chief Engineer.....U. C. Morris

W S F C

SOMERSET—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By..Southeastern Bcstg. Co.

Business Address.....Pinnell-Led Ford Bldg.

W V L K (CP)

VERSAILLES

MBS

Frequency: 590 Kc.....Power: 1000 watts

Owned-Operated By..Bluegrass Bcstg. Co., Inc.

Business Address...Logan-Helm Memorial Lib.

Phone Number.....654

News Service.....INS

Transcription Service.....SESAC

Representative.....Taylor-Howe-Snowden

President.....A. B. Chandler

Gen.-Commercial Mgr.....W. D. McCammish

Promotion Manager.....Margaret Middendorf

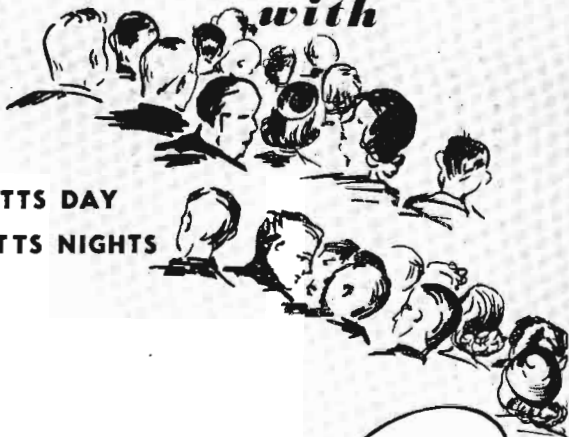
Program Director.....Edwin L. Rogers

Chief Engineer.....Henry C. Hall

All This and More Too

with

**5000 WATTS DAY
1000 WATTS NIGHTS**



M
O
N
R
O
E

L
O
U
I
S
I
A
N
A

KMLB

***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious \$103,629,000 market reached only by KMLB.



REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales, INC.*

AFFILIATED WITH

AMERICAN BROADCASTING CO.

J. C. LINER, JR., Mgr.

LOUISIANA

Estimated Population 2,549,000—% Increase +7.8—Radio Homes 468,914
Farms with Radios 63,025—Stations in State 37

K R O F

ABBEVILLE—EST. 1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Operated By . . . Abbeville Bcstg. Service,
Inc.
Business Address P. O. Box 306
Transcription Service World
President Lovelis Herbert
Gen.-Commercial Mgr. George P. Martin
Program Director Ebba Lou Martin

K A L B

ALEXANDRIA—EST. 1935

ABC—LOUISIANA NETWORK

Frequency 580 Kc.
Power 5000 Watts d.; 1000 Watts n.
Owned-Operated By . . . Alexandria Bcstg. Co.
Business-Studio Address . . . Fifth & Johnson Sts.
Phone Number 3335
Air Time 18½ hrs. daily
News Service UP
Transcription Service World
Representative Weed & Co.
Membership NAB, BMB
President W. H. Allen
Secretary-Treasurer T. B. Langford
General Manager Willard L. Cobb
Station Director Fred Ohl
Sales Manager Walter D. Melson
Production Manager Harper L. Clark
Publicity Director Josephine Miller
Chief Engineer Jesse R. Sexton
Farm Editor Mildred Gatlin

K P D R

ALEXANDRIA—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Central La. Bcstg. System
Business-Studio Address . . . 1710 Jackson St.
Phone Number 9568
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Capitol
Membership BMB
President Eugene Levy
General-Station Manager George I. Maston
Commercial Manager Albert Roarke
Chief Announcer Hobart Hare
Chief Engineer Glen Pebbles

K S Y L

ALEXANDRIA—EST. 1947

NBC

Frequency: 1400 Kc. Power: 250 Watts

Owned By Radio Station KSYL
Operated By: Sylvan Fox & Harold Wheelahan, Partners.

Business Address P. O. Box 1489
Phone Numbers 6611-2
Air Time 17 hrs. daily
News Service AP
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NAB, BMB
Partners Sylvan Fox, Harold Wheelahan
General-Station Manager Paul Goldman
Commercial Manager Milton Fox
Program Director Bruce Rainey
Chief Announcer, Farm Editor Paul Mitchell
Chief Engineer E. W. McDonald

K T R Y (CP)

BASTROP

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Operated By . . . Morehouse Bcstg. Co.
Business Address 217 S. Washington St.
Partners Nathan Bolton, A. R. McCleary

W A F B (CP)

BATON ROUGE

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By . . . Modern Bcstg. Co.
Business Address 302 La. Natl. Bank Bldg.

W C L A (CP)

BATON ROUGE

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By . . . Community Bcstg. Co.
Business Address Baton Rouge, La.
Partners G. T. Owen, Owen W. Ware

W J B O

BATON ROUGE—EST. 1934

NBC—LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By . . . Baton Rouge Bcstg. Co.
Business-Studio Address . . . 444 Florida St.
Phone Number 5271
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP, UP
Transcription Service World; Standard
Representative George P. Hollingbery
Membership NAB, BMB
President Charles P. Manship, Jr.
V. P.-General Manager J. Roy Dabadie
Secretary-Treasurer Douglas L. Manship
Sales Manager T. E. Gibbens
Chief Engineer Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946

ABC—LA. ASS'N BROADCASTERS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Air Waves, Inc.
 Business-Studio Address: 204 North St., P. O.
 Box 240.

Phone Numbers: 2-4411-2
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: AP, INS
 Transcription Service: Associated, Capitol.
 SESAC, M. M. Cole

Representative: Burke-Kuipers-Mahoney
 Membership: NAB, BMB
 President: Harry B. Nelson
 General Manager: Earl H. Smith
 Sales Manager: Lamar Simmons
 Publicity Director: Mildred Bland
 Chief Announcer: Quitman Hen'ey
 Chief Engineer: William H. Bland
 Farm Director: Irving Heath

WIKC

BOGALUSA—EST. 1947

MBS—LA. NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Bogalusa Bcstg. Co.
 Business Address: P. O. Box 811
 Phone Number: 1906
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Membership: NAB
 President, General-Station

Manager, Chief Engineer: I. K. Corkern, Jr.
 Commercial Manager: J. H. Knight

KSIG

CROWLEY—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Acadia Bcstg. Co.
 Business-Studio Address: 103 N. Parkerson Ave.
 Phone Number: 1450

Air Time: 6:30 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 President: Max Thomas
 General-Station Manager: B. Hillman Bailey, Jr.
 Sales Promotion Manager: Max Thomas
 Commercial Manager: Lauren R. Stagg
 Chief Engineer: Clovis L. Bailey

WIHL

HAMMOND—EST. 1947

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Operated By: Superior Enterprises
 Business Address: 500 W. Morris St.
 Partners: Joseph A. Sims, Henry A. Mentz, Jr.

WSLA

HAMMOND—EST. 1947

MBS—KBS—LOUISIANA

Frequency: 1110 Kc. Power: 250 Watts d.
 Owned-Operated By: Hammond Bcstg. Co.
 Business Address: 216 W. Thomas
 Phone Number: 888

News Service: AP
 Representative: Clark
 President-Gen. Manager: Fred Le Mieux
 Commercial Manager: H. D. Hutson
 Promotion Manager: C. M. Kiss
 Chief Engineer: Jacob Rick

KCIL

HOUMA—EST. 1946

MBS—LOUISIANA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Charles W. Lamar, Jr.
 Business Address: P. O. Box 1031
 Phone Number: 2047

Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World, Cole
 Representative: Homer Griffith
 Membership: NAB, BMB
 President: Charles W. Lamar, Jr.
 General-Station Manager: Frank Conwell
 Sales, Commercial Manager: Dick Walsh
 Sales Promotion Manager: Keith Kenney
 Chief Announcer: Tom Conwell
 Chief Engineer: Donald L. Jones
 Farm Editor: J. Arthur LeBlanc, Jr.

KVOL

LAFAYETTE—EST. 1935

NBC—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Evangeline Bcstg. Co., Inc.
 Operated By: Radio Station KVOL
 Business-Studio Address: 510 So. Buchanan St.,
 P. O. Box 1070.

Phone Numbers: 336, 2101
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus, McGregor
 Membership: NAB, BMB
 General-Station Manager: George H. Thomas
 Commercial Manager: Lowell W. McCrary
 Sales Promotion Manager: Lucille LeBlanc
 Production Manager: Mrs. Don Menard
 Publicity Director: Emily Fontenot
 Chief Engineer: Charles T. Hook

KLOU

LAKE CHARLES—EST. 1947
CBS—LOUISIANA NETWORK

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By: Frank R. Gibson
Business-Studio Address: 134 Clarence St.
Phone Numbers: 7277-8
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Associated
Representative: The Walker Co.
Membership: NAB, BMB
Owner: Frank R. Gibson
General Manager: H. Vernon Anderson
Station Manager: G. Frank Carroll, Jr.
Commercial Manager: Eugene S. Cuny
Sales Promotion Manager: Annelle H. Bulechek
Chief Announcer: James McConnell
Musical Director: Lois Carmouche
Chief Engineer: Ben C. Segrest, Jr.
Farm Editor: Robert R. Brannon

KPLC

LAKE CHARLES—EST. 1935
NBC—LOUISIANA STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By: T. B. Lanford, R. M. Dean and
L. M. Sepaugh, Partners.
Operated By: Calcasieu Bcstg. Co.
Business-Studio Address: Majestic Hotel, P. O.
Box 1521.
Phone Numbers: 2713-4
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Taylor-Howe-Snowden
Executive Partner: T. B. Lanford
General-Station Manager: David Wilson
Commercial Manager: Pelham Mills, Jr.
Sales Promotion Manager: Bob Thompson
Production Manager, Chief Engineer: A. B. Craft
Chief Announcer: J. Hampton Keathley

KWSL

LAKE CHARLES—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: A. Stanford Dudley
Business Address: P. O. Box 1399
Phone Numbers: 6-1401; 3634
Transmitter-Studio Location: Corner of Mill &
Front Sts.
Air Time: 16½ hrs. daily
News Service: UP
Transcription Service: Capitol, Cole,
Lang-Worth
Membership: NAB
Owner-General Manager: A. Stanford Dudley

Asst. General Manager-Chief
Engineer: E. C. Moses
Sales Manager: Wm. F. Hession
Production Manager: James W. Willson

KMLB

MONROE—EST. 1930
AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1440 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By: Liner's Broadcasting
Station, Inc.
Address: P. O. Box 1723
Phone Number: L. D. 25
Studio Address: Francis Hotel
Transmitter Location: Millhaven Rd.
Air Time: 5 a.m. to midnight
News Service: UP
Transcription Service: World
Representative: Taylor-Howe-Snoden
Membership: NAB, BMB
President: J. C. Liner, Sr.
Gen.-Sales Pro. Manager: J. C. Liner, Jr.
Program Director: Otto B. Green
Chief Engineer: O. L. Morgan
(See Page 436)

KNOE

MONROE—EST. 1944
NBC—LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: James A. Noe
Business-Studio Address: Bernhardt Bldg.
Phone Number: 921
Air Time: 5 a.m.-12 M.
News Service: AP
Transcription Service: Associated, Capitol
Representative: Burke-Kuipers & Mahoney
Membership: NAB, BMB
President: James A. Noe
General Manager: Robert W. Dumm
Commercial Manager: Al Donaldson
Chief Engineer: D. K. Strong

KWCJ

NATCHITOCHEs—EST. 1947
MBS—LOUISIANA NETWORK—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Natchitoches Bcstg. Co.
Business-Studio Address: Box 232
Phone Number: 2353
Air Time: 17 hrs. daily
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
President: Dr. Wm. H. Pierson
General-Station Mgr.: Charles L. Planchard
Farm Editor: Kenneth M. Dowty
Chief Engineer: Carroll G. Crew

1230 KC.

250 W.

WHERE JUSTICE BRINGS WEALTH

Down South—in NEW ORLEANS—where the mighty
Mississippi makes its crescent near the Gulf

EST. NOV. 27 — 1926

Twenty-one years of continuous service, serving a vast
invisible audience with

NEWS — SPORTS — MUSIC

Central Standard time given every thirty minutes

TIME TO ADVERTISE

For rates, call MA 3488-9, for proven results

NAT'L. REP. — RAMBEAU

N. Y.

CHICAGO

L. A.

Owned and Operated by:

C. C. CARLSON

KANE

NEW IBERIA—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...New Iberia Broad. Co.
 Address..... St. Peter St.
 Phone Number.....965
 Studio Address.....104 W. St. Peters St.
 Air Time.....7 a.m. to 10p.m.
 News Service.....UP
 Transcription Service...Standard, MacGregor
 Partners....George H. Thomas, J. J. Davidson
 General Manager.....George H. Thomas
 Manager.....I. I. Femrite
 Chief Engineer.....Joe Sweeney

WDSU

NEW ORLEANS—EST. 1923

ABC—LOUISIANA STATE—
 UNITED NATIONS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By.....Stephens Bcstg. Co.
 Business-Studio:Hotel Monteleone, 214 Royal St.
 Phone Number.....Raymond 7135
 Transmitter Location.....Algiers, La.
 Air Time.....24 hrs. daily
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....John Blair
 Membership.....NAB, BMB
 Partners: E. A. Stephens, Fred Weber, H. G.
 Wall
 General Manager.....Fred Weber
 Asst. to Manager.....Jack Flanigan
 Commercial Manager.....Charles Price
 Sales Promotion Manager, Publicity
 Director.....Sylvia Glueck
 Program Director.....Stanley Holiday
 Special Events Manager.....Jim Young
 Sports Announcer.....Byron Dowty
 Musical Director.....Joseph Schramm
 Chief Engineer.....Lindsey Riddle
 Farm Editor.....James Landry

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Charles C. Carlson
 Address.....924 Canal St.
 Phone Number.....Magnolia 3488-9
 Air Time.....6 a.m. to 1 a.m.
 News Service.....AP
 Representative.....William C. Rambeau Co.
 Transcription Service.....Capitol
 Membership.....NAB
 President-General Mgr.....Charles C. Carlson
 Coml. & Prom. Mgr.....Pat J. Shannon
 Chief Engineer.....C. C. Carlson



- 5,000 watts delivering 20,000 watts in populated areas of So. Louisiana and Gulf Coast.
- ABC Network
- Central Dialing—1280 KC
- 24-hour operation
- TV Grant Channel 6
- Showmanship of old New Orleans
- Active Local Programming
- FM Construction Permit Channel 287
- John Blair and Co. national representative

* * *

Monteleone Hotel

Royal Street in French Quarter
 New Orleans, La.

W J M R

NEW ORLEANS—EST. 1946

Frequency: 990 Kc. Power: 250 Watts
 Owned-Operated By: Supreme Bcstg. Co., Inc.
 Business-Studio Address: Jung Hotel
 Phone Number: Canal 0356
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Lang-Worth, Associated
 Representative: Adam J. Young, Jr.
 Membership: NAB
 President: William Cortada
 Co-Managers: Stanley W. Ray, Jr., George A. Mayoral.
 Commercial Manager: Stanley W. Ray, Jr.
 Promotion Manager: Henry Thiele
 Program Director: James V. Bowler
 Production Manager, Chief
 Announcer: Woodrow Leafer
 Publicity Director: Jules J. Paglin
 Musical Director: Meredith Gibson
 Chief Engineer: George A. Mayoral

W N O E

NEW ORLEANS—EST. 1926

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Governor James A. Noe
 Business Address: St. Charles Hotel
 Phone Numbers: Raymond 0423-2, 3558
 Air Time: 24 hrs. daily
 President-Owner: Governor James A. Noe
 General-Station-Commercial:
 Sales Promotion Manager: James E. Gordon
 Program Director, Production
 Manager: Beverly Brown
 Publicity Director: Larry Wilson
 Chief Engineer: A. J. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NBC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: WSMB, Inc.
 Business-Studio Address: Maison Blanche Bldg.
 Phone Number: Walnut 2937
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus, Lang-Worth
 Representative: Edward Petry
 Membership: NAB
 President: E. V. Richards, Jr.
 General-Station Manager: H. Wheelahan
 Commercial-Sales Promotion
 Manager: Ted Fontelieu
 Program Director, Production
 Manager, Publicity Director, Chief
 Announcer: Harry Arthur

Musical Director: Peter Grey
 Chief Engineer: H. G. Nebe
 Farm Editor: Hal Menton

W T P S (CP)

NEW ORLEANS

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Operated By: The Times Picayune
 Pub. Co.
 Business Address: 601 Howard Ave.
 Phone Number: Canal 5561
 News Service: AP
 Transcription Service: World
 General Manager: H. F. Wehrmann
 Commercial Manager: John R. O'Meallie
 Program Director: Bill Seymour

W W E Z

NEW ORLEANS—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By: Sky Bcstg. Service
 Business-Studio Address: Hotel New Orleans
 Phone Number: Canal 3521
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Associated
 President: A. L. Chilton
 General-Station Manager: Joe. A. Oswald
 Program Director: Bob Tompkins
 Chief Engineer: Harrison Mondy

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 50000 Watts
 Owned-Operated By: Loyola University
 Address: Roosevelt Hotel
 Phone Number: Raymond 2194-5-6-7
 Air Time: 5 a.m. to 1 a.m.
 News Service: UP, AP
 Transcription Service: Standard Radio
 and World
 Representative: The Katz Agency
 Membership: NAB, BMB
 President: Rev. Thomas J. Shields
 General Mgr.-Station Mgr.: W. H. Summerville
 Coml. Mgr.: Larry Baird
 Prom. Mgr.: Jack Halladay
 Program Director: Henry Dupre
 Chief Engineer: J. D. Bloom, Jr.

K J A N (CP)

OPELOUSAS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: The Kjan Bcstg. Co.

KSLO

OPELOUSAS—EST. 1947

MBS—LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....KSLO Bcstg. Co.
 Business Address.....P. O. Box 392
 Studio Address.....KSLO Bldg.
 Phone Number.....3776
 Air Time.....6 a.m.-11:05 p.m.
 Transcription Service.....World
 News Service.....UP
 Representative.....Sears & Ayer
 General Manager.....W. Eugene Jones
 Commercial Manager.....Frank Holifield
 Program Director.....Sidney King
 Publicity Director, Sports & News
 Editor.....Sam Tarleton
 Chief Engineer.....Henry Y. Gantt

KRUS

RUSTON—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Ruston Bcstg. Co.
 Business Address.....105 E. No. Railroad Ave.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Owner-Gen. & Com. Mgr.....C. E. Faulk, Jr.
 Station Manager.....Joel M. Hirsch
 Office Manager.....Bea Magee
 Program Dir.....Allen Hundley, Jr.
 Chief Engineer.....Henry Shean

KENT

SHREVEPORT—EST. 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.....3-3681
 Air Time.....6 a.m.-1 a.m.; Sat. 6 a.m.-1 a.m.;
 Sun. 7:30-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....The Walker Co.
 Membership.....NAB
 Owner, General Mgr.....Frank H. Ford
 Commercial Manager.....Frank H. Ford, Jr.
 Program Director.....Todd Branson
 Publicity Director.....Elsa R. Schlubach
 Musical Director.....Joe Monroe
 Chief Engineer.....L. J. Carlson

KRMD

SHREVEPORT—EST. 1928

ABC—LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD

Business-Studio Address: New Jefferson Hotel,
 P. O. Box 1712

Phone Number.....6171
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB
 President.....T. B. Lanford
 General-Station Manager.....G. V. Wilson
 Station Director.....W. L. Switzer
 Program Director.....Elizabeth V. Alford
 Publicity Director.....Jane Reed
 Musical Director.....Virginia Cromwell
 Chief Engineer.....H. H. Hargrove
 Farm Editor.....Ruth E. Mechlin

KTBS

SHREVEPORT—EST. 1928

NBC

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By.....Radio Station KTBS, Inc.
 Business Address.....P. O. Box 1121
 Phone Number.....3-3673
 Studio Address.....Commercial Bank Bldg.
 Air Time.....6:00 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....Allen D. Morris
 General-Station Manager.....C. K. Beaver
 Commercial Manager.....Neil Cline
 Program Director.....Dean Flett
 Production Manager.....David Kent
 Publicity Director.....Marie Battey
 Chief Announcer.....Mike Roppolo
 Musical Director.....Cecil Bland
 Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—EST. 1925

CBS—SOUTH-CENTRAL QUALITY
 NETWORK

Frequency: 1130 Kc. Power 50,000 Watts
 Owned-Operated By.....International Bcstg. Corp.
 Business-Studio Address: Commercial Building,
 P. O. Box 1387, Shreveport.
 Phone Number.....2-8711
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President.....John D. Ewing
 General Manager.....Henry B. Clay
 Commercial Manager.....Dean R. Upson
 Promotion Manager.....James T. Briggs
 Program Director.....Robert Atherton
 Chief Engineer.....W. E. Antony

MAINE

*Estimated Population 911,000—% Increase 7.5—Radio Homes 216,803
Farms with Radios 36,356—Stations in State 14*

WFAU

AUGUSTA—EST. 1948

MBS—THE YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... The Twin City Bcstg.
Co., Inc.
Business-Studio Address... 160 Bangor St.
Phone Number... 2540
Transmitter Location... 160 Bangor St.
Air Time... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service... AP
Transcription Service... Standard
Representative... Forjoe
Membership... NAB, BMB
President... Faust Couture
General Manager... Robert I. Payne
Program Director... Norman Gallant
Chief Engineer... Robert H. Parker

WGUY

BANGOR—EST. 1947

ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Guy Gannett Bcstg. Services
Business Address... Box 732
Phone Number... 7354-5
Transmitter-Studio Location... Mt. Hope Ave.
Air Time... 6:30 a.m.-12:05 a.m.
News Service... AP
Transmitter Service... Lang-Worth
Representative... Paul H. Raymer
President-Owner... Guy P. Gannett
Station Manager... Samuel G. Henderson, Jr.
Commercial Manager... Harvey M. Grant
Chief Announcer... Hugh J. MacKinnon
Chief Engineer... Roger W. Hodgkins

WRDO

AUGUSTA—EST. 1932

NBC—NEW ENGLAND REGIONAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... WRDO, Inc.
Business-Studio Address... 175 Water St.
Phone Number... 2285
Transmitter Location... Chelsea, Me.
Air Time... 6 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Thesaurus
Representative... Weed & Co.; Bertha Bannan
Membership... NAB, BMB
Chief Owner... Adeline B. Rines
General-Station Mgr... Jack S. Atwood
Commercial Manager... Walter Weightman
Program Dir.-Prod. Mgr... Donald K. Powers
Chief Engineer... Harold Dinsmore
Farm Editor... Linwood Brolee

WJOR

BANGOR—EST. 1946

MBS—YANKEE NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Bangor Bcstg. System, Inc.
Business-Studio Address... 22 State St.
Phone Number... 5612
Transmitter Location... Bangor, Me.
Air Time... 6:30 a.m.-12 m.; 8 a.m.-12 M. Sun.
News Service... AP
Transmitter Service... World
Representative... Forjoe
General Mgr.-Program Dir... Lawrence Slon
Chief Engineer... Stephen Velardi

WABI

BANGOR—EST. 1921

CBS

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By... Community Bcstg. Service
Business-Studio Address... 57 State St.
Phone Number... 6446
Transmitter Location... Brewer, Me.
Air Time... 6:30 a.m.-12 M.
News Service... AP
Transcription Service... Associated
Rep... Adam J. Young, Jr.-Kettell-Carter
President-Gen.-Station Mgr... F. B. Simpson
Commercial Manager... Guy Corey
Pro. Dir.-Prod. Mgr.-Musical Dir... Harold Dorr
Chief Engineer... Walter Dickson

WLBZ

BANGOR—EST. 1926

**NBC—NEW ENGLAND REGIONAL NET.
MAINE BROADCASTING SYSTEM**

Frequency: 620 Kc. Power 5000 Watts
Owned-Operated By... Maine Bcstg. Co., Inc.
Business-Studio Address... 100 Main St.
Phone Number... Bangor 6023
Transmitter Location... Outer Broadway
Air Time... 5:30 a.m.-12:05 p.m.;
8 a.m.-12:05 p.m.- Sun.
News Service... UP
Transcription Service... Thesarus
Representative... Weed & Co.; Bertha Bannan
Membership... NAB, BMB
President... William H. Rines
Sta.-Com.-Sales Pro. Mgr. Edward E. Guernsey
Program Director... Irving S. Hunter
Musical Director... Norman Lambert
Chief Engineer... John H. Wibby
Farm Editor... Linwood Brolee

W C O U

LEWISTON—EST. 1938
MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....3140
Transmitter Location.....East Ave.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service.....UP
Transcription Service.....Standard, SESAC
Representative.....Forjoe, Bertha Bannan
Membership.....NAB, BMB
Owner-Executive.....Faust Couture
General-Station Mgr.....John C. Libby
Commercial Manager.....Oscar Normand
Program Director.....Eugene Parker
Prod. Mgr.-Chief Announcer...Laverne Colton
Publicity Director.....Alberghini
Musical Director.....Marion Payne Louisfell
Chief Engineer.....Donald Mason

W L A M

LEWISTON—EST. 1947
ABC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By...Lewiston-Auburn Bcstg. Corp.
Business Address.....129 Lisbon St.
Phone Number.....6500
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Young, Kettell-Carter
Chief-Owner-Gen. Mgr.....Frank S. Hoy
Station Manager.....Elden H. Shute
Com-Prom. Mgr.....Gerald T. Higgins
Program Manager.....William Finkeldey
Technical Director.....Leslie R. Hall

W C S H

PORTLAND—EST. 1925
NBC—NEW ENGLAND REGIONAL
MAINE BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By...Congress Square Hotel
Business-Studio Address.....157 High St.
Phone Number.....2-0181
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative...Weed & Co.; Bertha Bannan
Membership.....NAB, BMB
President.....Adeline B. Rines
General Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Sales Promotion Mgr.....Rudolph O. Marcoux
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Chief Engineer.....G. Fred Crandon
Farm Editor.....Linwood H. Brofee

W G A N

PORTLAND—EST. 1938
CBS

Frequency: 560 Kc. Power 5000 Watts
Owned-Oper. By...Guy Gannett Bcstg. Services
Business-Studio Address...645a Congress St.
Phone Number.....2-7489
Trans. Location...Lane Ave., Riverton, Portland
Air Time.....6 a.m.-12:05 a.m.;
.....8 a.m.-12:05 a.m. Sun.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer Co.
Membership.....NAB
President-Owner-Gen. Mgr....Guy P. Gannett
Station Mgr.-Pub. Dir....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Program Director.....Richard E. Bates
Musical Director.....Arthur Kendall
Chief Engineer.....Roger W. Hodgkins

W M T W

PORTLAND—EST. 1946
MBS—THE YANKEE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network

Covering Central Maine
with 3 outlets

W C O U
&
WCOU-FM
93.9 MGS
of Lewiston

WFAU
of Augusta

•
MUTUAL
YANKEE
•

Represented Nationally by
Forjoe & Company
New York

• • • **MAINE** • • •

Business-Studio Address.....Falmouth Hotel
 Phone Number.....4-2649
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service.....AP, INS
 Transcription Service.....Standard, Associated
 Representative.....Edward Petry
 Membership.....NAB, BMB
 Chairman of the Board.....John Shepard, 3rd
 President.....William O'Neil
 Station Manager.....Charles Curtin
 Commercial Manager.....Linus Travers

WPOR
PORTLAND—EST. 1946
 ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Oliver Bcstg. Co.
 Business-Studio Address.....Chapman Bldg.
 Phone Number.....Portland 3-8111
 Transmitter Location.....Baxter Blvd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knobel; Elmer Kettell
 Membership.....NAB, BMB
 President-General Mgr.....Murray Carpenter
 Assistant Manager.....Gordon J. Lewis
 Sales Promotion Manager.....James H. McKnight
 Program Director.....Gordon J. Lewis
 Chief Announcer-Mus. Dir.....Richard B. Bronson
 Chief Engineer.....Roger Perry

WAGM
PRESQUE ISLE—EST. 1931
 KBS

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

Owned-Operated By...Aroostook Bcstg. Corp.
 Business-Studio Address.....180 State St.
 Phone Number.....8821
 Transmitter Location.....U. S. Route No. 1,
 4 mi. from Presque Isle.
 Air Time...6 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.
 News Service.....UP
 Transcription Service.....Cole, SESAC,
 Thesaurus, Keystone
 Representative....Cox & Tanz, Bertha Bannan
 Membership.....NAB, BMB
 Gen.-Station-Comme. cial Mgr....H. D. Glidden
 Program Dir.-Prod. Mgr.-Farm Ed....Ted Coffin
 Chief Announcer-Musical Dir....Clayton Smith
 Chief Engineer.....L. E. Hughes

WTVL
WATERVILLE—EST. 1946
 ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Phone Number.....370 and 1251
 Transmitter Location.....Winslow, Me.
 Air Time.....6:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Rep.....Radio Adv. Co.; Kettell-Carter, Inc.
 Membership.....NAB, BMB
 President-Gen.-Station Mgr..Carleton D. Brown
 Com. Mgr.-Sales Pro. Mgr....Harold L. Vigue
 Program Dir.-Prod.-Mgr..Charles F. Halsted, Jr.
 Publicity Director.....Richard S. Reid
 Chief Announcer.....Timothy C. Osborne
 Musical Director.....Paul R. Huber
 Chief Engineer.....Donald H. Sutherland
 Farm Editor.....Arthur Vaughn

For the best in news quality . . .

AP

Membership!

HOW MUCH GOLD in a minute's worth of radio?

Let's not kid ourselves another day. Radio time buying and production are going to be on the spot with advertisers in the battle for brands.

Radio is no longer a device to introduce the Sales Manager to the Hollywood stars. Radio is no longer in the business of making a show producer out of the man who can run a factory better. Time buyers can no longer buy radio station power and call letters and coverage maps and station personalities.

Radio must have an answer to the big questions when the advertiser asks: "How much does it cost to reach my listener? How much goods does my radio sell?"

And the advertiser is asking you! Every dollar of radio time has got to work harder. Reach more people. Produce more sales at lower costs.

That means radio time buying has got to be smarter if agencies are to keep accounts happy. They'll have to dig deeper for more facts. Sift the costs with a finer screen. Unscramble those 5, 6, 7, 12 and 13 station towns that have cropped up, if they're going to get the smartest return for the client's money.

The glamour has gone out of radio time buying. From here on in, it's just plain hard work!

The successful independent station in Baltimore that delivers more listeners-per-dollar-spent than any other station in town is . . .

W I T H **AM**
FM

Tom Tinsley, President

Represented by Headley-Reed

WBAL

*Means Business
in Baltimore*

Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles...manufacturing...*everything* is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MARYLAND

Estimated Population 2,215,000—% Increase 21.6—Radio Homes 551,829
Farms with Radios 31,628—Stations in State 23

WANN

ANNAPOLIS—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By: Annapolis Bcstg. Corp.
Business-Studio Address: 25 School St., P. O.
Box 749.

Phone Number: 2500
Transmitter Location: Bay Ridge Rd.
Air Time: Local sunrise-local sunset
News Service: AP, UP
Transcription Service: Long-Worth, SESAC
Membership: NAB
President, General Manager: Morris H. Blum
Station-Sales Manager: Thomas S. Carr
Chief Engineer: C. E. Franklin
Farm Editor: Jay Grayson

WASL

ANNAPOLIS—EST. 1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Operated By: Chesapeake Radio Corp.
Business Address: Box 612, Post Office Bldg.
Phone Number: 9211

ON THE RICH
EASTERN and
WESTERN
SHORES of
MARYLAND IT'S
WANN

NEWS

SPORTS

MUSIC

BETWEEN THE BALTIMORE
AND WASHINGTON MARKET

1000 W **WANN** 190 on the dial

MARYLAND'S CAPITAL STATION
ANNAPOLIS, MARYLAND

Transmitter-Studio Location: Truxton Hgts.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World
Membership: NAB
President: Robt. Blalock
General-Station-Commercial

Manager: William H. Dodderidge
Sales Promotion Manager, Program
Director, Musical Director: Harold Stephens
Publicity Director: Gordon Richards
Chief Announcer: Harrison Eagies
Chief Engineer: Joseph Griscom
Farm Editor: Bob Jones

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: 2610 N. Charles St.
Phone Number: Hopkins 3000
Transmitter Location: Winans Rd.,
Randallstown, Md.

Air Time: 19¼ hours daily,
17 hours Sunday

News Service: INS; UP & AP
Transcription Service: World, Thesaurus
Representative: Edward Petry & Co.
Membership: NAB, BMB
General Manager: Harold C. Burke
Commercial Manager: Kenneth L. Carter
Program Director: Joan Dickman
Chief Engineer: Richard D. Duncan

WBMD

BALTIMORE—EST. 1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By: Key Ccstg. Corp.
Business Address: 2 W. Eager St.
Phone Number: Vernon 8125
News Service: AP
Transcription Service: Associated
President: George E. Hull
General Manager: William R. Burrier
Program Director: Genevieve Cain
Chief Engineer: Russell H. Morgan

WCAO

BALTIMORE—EST. 1922

CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental Radio
Co.
Business-Studio Address: 1102 N. Charles St.
Phone Number: VERNON 0600

Transmitter Location: Park Heights Ave. Extended, Baltimore County.

Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Lewis M. Milbourne
 Executive Vice President, General-
 Station Manager.....L. Waters Milbourne
 Commercial-Sales Promotion
 Manager, Publicity
 Director.....Leslie H. Peard, Jr.
 Program Director.....George L. Filling
 Chief Engineer.....Martin L. Jones

W C B M

BALTIMORE—EST. 1924

MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Baltimore Bcstg. Corp.
 Business-Studio Address: Community House,
 North at Harford.

Phone Number.....UNiversity 8400
 Air Time.....6:30 a.m.-12 M.
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Weed & Co.
 Membership.....NAB
 President.....John Elmer
 General-Station Manager.....George H. Roeder
 Sales Manager.....John Elmer
 Program Director.....Charles A. Roeder
 Musical Director.....Jack Rohr
 Chief Engineer.....G. Porter Houston
 Public Service Dir.....Newell A. Warner

W F B R

BALTIMORE—EST. 1922

ABC

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: The Baltimore Radio
 Show, Inc.

Business-Studio Address.....10 E. North Ave.
 Phone Number.....Mulberry 1300
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Robert S. Maslin
 Executive Vice President.....Hope H. Barroll, Jr.
 Vice President-Treasurer.....J. H. L. Trautfelter
 Sales Manager: (National) William S. Pirie;
 (Local) William R. Dothard.
 Asst. Secretary-Asst.

Treasurer.....Robert S. Maslin, Jr.
 Publicity Director.....Guy Griffen
 Chief Announcer.....Henry Hickman
 Chief Engineer.....William Q. Ranft

WITH

BALTIMORE—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Maryland Bcstg. Co.
 Business-Studio Address.....7 East Lexington St.
 Phone Number.....Lexington 7808
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB
 President, General-Station
 Manager.....Thomas Garland Tinsley, Jr.
 Commercial-Sales Promotion
 Manager.....Robert C. Embry
 Program Director, Production
 Manager.....William J. Warren
 Publicity Director.....Mae Hughes
 Music Librarian.....Anna Ray Suter
 Chief Engineer.....James S. Duff
 Traffic Manager.....Catherine Sennott

W M A R (CP)

BALTIMORE

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. S. Abell Co.
 Business Address.....Baltimore & Charles Sts.
 Vice-President.....E. K. Jett

W S I D

BALTIMORE—EST. 1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WSID, Inc.
 Business-Studio Address.....136 Eastern Ave.
 Phone Number.....Essex 2235
 Air Time.....Local sunrise-local sunset
 News Service.....INS
 Transcription Service.....Capitol
 Representative.....Forjoe & Co.
 Membership.....BMB
 President.....Sidney H. Tinley, Jr.
 General-Station Manager,
 Chief Engineer.....Albert C. Goldbach
 Commercial-Sales Promotion
 Manager.....Armand Terl
 Program Director.....Raymond Koy
 Production Manager.....Will Koy

W B C C

BETHESDA-

CHEVY CHASE—EST. 1947

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Operated By: Broadcast Management,
 Inc.
 Business-Studio Address.....5 Wilson Lane
 Phone Number.....Oliver 2800
 Transmitter Location.....Kenwood Golf Course

• • • MARYLAND • • •

Air Time.....Local sunrise-local sunset
 News Service.....AP, UP
 Transcription Service...Associated, Lang-Worth
 Membership.....NAB
 President.....Willard D. Egolf
 Sales Promotion Manager.....John Haskell
 Program Director.....William L. Browne
 Production Manager.....R. John Hugh
 Musical Director.....Del Turner
 Chief Engineer.....Vernon Story
 Dir. of Junior Activities.....Ed Hofman

WTBO
 CUMBERLAND—EST. 1928
 NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By: Cumberland Broadcasting
 Co. (Partnership).
 Business-Studio Address.....31 Frederick St.
 Phone Number.....Cumberland 239
 Transmitter Location: Reservoir Ave., Cum-
 berland, Md.
 Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News Service.....AP, UP
 Transcription Service.....World
 Membership.....NAB, BMB
 President, Commercial-Sales Promo-
 tion Manager.....Mrs. Aurelia S. Becker
 Program Director.....Edwin F. Hinkle
 Chief Engineer.....David W. Jefferies
 Farm Editor.....Robert Rosamond

WCMD
 CAMBRIDGE—EST. 1947

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....The Cambridge Co.
 News Service.....UP
 Transcription Service.....Standard
 Partners.....James T. Littlepage,
 Thomas P. Littlepage
 Commercial Manager.....John Schneider

WCUM (CP)
 CUMBERLAND

Frequency: 1490Kc.....Power: 100 Watts
 Owned-Operated By.....The Tower Realty Co.
 Business Address.....222 S. Baltimore St.,
 Baltimore, Md.

CALL LETTERS TO BE ASSIGNED
 (CP)

EASTON

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By...Easton Bcstg. Co., Inc.
 Business Address.....Easton, Md.
 President.....John N. Critchlow, Sr.

WTBO

your

Tri-STATE

Voice



NBC
 Affiliation

Cumberland, Maryland

W F M D

FREDERICK—EST. 1936

CBS—MARYLAND NETWORK

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By: Monocacy Bcstg. Co.
 Business-Studio Address: Winchester Hall
 Phone Number: 1626
 Air Time: 6 a.m.-12:05 a.m.; 7:30-12:05 a.m., Sun.
 News Service: AP
 Transcription Service: World
 Membership: NAB, BMB
 President-Owner: Laurence Leonard
 General-Station Manager: Bill Hardy
 Ass't Mgr., Chief Engineer: James W. Robertson
 Chief Announcer, Farm Editor: Bill Sell

W A R K

HAGERSTOWN—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Antietam Bcstg. Corp.
 Business Address: 128 S. Prospect St.
 Phone Number: 4500
 Transcription Service: Thesaurus
 Representative: Radio Adv.
 President: Andrew K. Coffmann
 Gen.-Coml. Mgr.: Stewart W. Phillips
 Chief Engineer: G. Harold Brewer

W J E J

HAGERSTOWN—EST. 1932

MBS—MARYLAND

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Hagerstown Bcstg. Co.
 Business-Studio Address: Franklin Court
 Phone Number: 2323
 Air Time: 6 a.m.-12 Md.
 News Service: AP
 Transcription Service: Lang-Worth, World, SESAC
 Membership: NAB, BMB
 Chief Owner, General Mgr.: Grover C. Crilley
 Commercial Mgr.: Wm. H. Paulsgrove
 Production Manager: Robert Leshner
 Chief Announcer: D. Glenn Thomas
 Chief Engineer: George McIntire
 Farm Editor: Will Groff

W A S A (CP)

HAVRE DE GRACE

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Operated By: Chesapeake Bcstg. Corp.
 Business Address: Havre De Grasse
 President: Jayson T. Pate

W E S L

PRESTON—EST. 1947

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By: Eastern Shore Bcstg. Co.
 Business Address: Preston, Md.
 Phone Number: 2491
 Air Time: Local sunrise-local sunset

W B O C

SALISBURY—EST. 1940

MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By: The Peninsula Bcstg. Co.
 Business-Studio Address: Radio Park
 Phone Number: 2487
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Representative: Burn-Smith
 Membership: BMB
 President: John W. Downing
 General Manager: Charles J. Truitt
 Musical Director: Charles Russell Yoh
 Chief Engineer: Peter A. Alfonsi

W G A Y

SILVER SPRING—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Tri-Suburban Bcstg. Co.
 Business-Studio Address: Kemp Mill Rd.
 Phone Number: Shepherd 1050
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: World, SESAC
 President: John W. Kluge
 General-Station, Publicity
 Director: Joseph L. Brechner
 Sales-Commercial Manager: Robert W. Jonscher
 Program Director: Ernest Tannen
 Chief Announcer: Ernie Tannen
 Chief Engineer: Nick Chaconas

W O O K

SILVER SPRING—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By: United Bcstg. Co.
 Business-Studio Address: 1143 Connecticut
 Ave., N. W., Washington, D. C.
 Phone Number: National 8336
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Sears & Ayer
 Membership: NAB
 President, General-Station:
 Commercial, Sales Promotion
 Manager: Richard Eaton
 Program Director: Albert Lamphear
 Production Manager, Publicity Director
 Chief Announcer: James Stevens
 Musical Director: Omas McKim
 Chief Engineer: James Gilbert

MASSACHUSETTS

Estimated Population 4,725,000—% Increase 9.5—Radio Homes 1,225,899
Farms with Radios 33,660—Stations in State 42

W B M S

BOSTON—EST. 1946

Frequency: 1090 Kc...Power: 1000 Watts d.
Owned-Operated By...The Templetone Radio
Mfg. Corp.
Business Address.....35 Court St.

W B Z - W B Z A

BOSTON & SPRINGFIELD—EST. 1921

NBC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1030 Kc...Power: 50,000 (WBZ)
1000 (WBZA)

Owned-Operated By...Westinghouse Radio
Stations, Inc.

Business Address..WRS, Inc., 1619 Walnut St.,
Philadelphia 3, Pa.

Phone Number....Rittenhouse 6-6870 (Phila.)

Station Address....WBZ—275 Tremont St.
Boston; WBZA—Hotel Kimball, Springfield.
After June, '48: 1170 Soldiers Field Road,
Allston 34, Mass.

Station Phone Nos....WBZ—HAncock 64261;
WBZA—Springfield 6-8336. After June, '48:
HAncock 6-4261.

Transmitter Location.....Hull, Mass.—East
Springfield, Mass.

Air Time.....5:30 a.m.-1 a.m.;
Sun., 7:30 a.m.-1 a.m.

News Service.....AP, UP

Transcription Service...Thesaurus, Associated
Representative.....Free & Peters

Membership.....BMB

President.....Walter Evans

Vice President.....Walter E. Benoit

General Manager.....J. B. Conley

Station Manager.....W. C. Swartley

Sales Manager.....C. H. Massé

Ass't Sales Mgr.....Lynn Morrow

Program Mgr.....W. Gordon Swan

Production Mgr.....Stephen Burke

Publicity Representative...Wendell A. Davis

Special Events Director....Colton G. Morris

Musical Director.....Avner Rakov

Chief Engineer.....WBZ—W. H. Hauser;
WBZA—H. E. Randol

Educational Director.....Ben A. Hudelson

W C O P

BOSTON—EST. 1935

ABC

Frequency: 1150 Kc...Power: 5000 Watts
Owned-Operated By...Massachusetts Bcstg.
Corp.

Business-Studio Address....485 Boylston St.

Phone Number.....CO 7-0123

Air Time..6 a.m.-1 a.m.; Sun., 7:30 a.m.-1 a.m.

News Service.....AP, INS, UP

Transcription Service.....Standard
Representative.....Katz Agency
Membership.....NAB, BMB
President.....Gardner Cowles
General-Station Mgr.....Craig Lawrence
National Sales Mgr.....A. N. Armstrong, Jr.
Local Sales Mgr.....Harry Wheeler
Sales Promotion Mgr.....Harry D. Goodwin
Program Director.....Gene King
Production Manager.....Henry Lundquist
Publicity Director.....Harry D. Goodwin
Chief Announcer.....Ellie Dierdorff
Chief Engineer.....Roland C. Hale
Farm Editor.....George Graves

W E E I

BOSTON—EST. 1924

CBS

Frequency: 590 Kc...Power 5000 Watts
Owned-Operated By..Columbia Bcstg. System,
Inc.

Business-Studio Address.....182 Tremont St.
Phone Number.....HUBbard 2323

Air Time.....Unlimited

News Service.....AP, UP

Transcription Service.....Lang-Worth

Representative.....Radio Sales

Membership.....NAB, BMB

President, (CBS).....Frank N. Stanton

General-Station Mgr.....Harold E. Fellows

Asst. Mgr. in Charge of

Programs and Sales....Kingsley F. Horton

Asst. Sales Manager.....H. Roy Marks

Sales Promotion Mgr....Guy H. Cunningham

Asst. Program Dir....Frederick H. Carrigus

Production Manager....Raymond G. Girardin

Publicity Director.....Marie H. Houlahan

Chief Announcer.....Carlton H. Dickerman

Musical Director.....Frank Bell

Chief Engineer.....Harold A. Dorschug

Farm Editor.....Jesse H. Buffum

W H D H

BOSTON—EST. 1927

Frequency: 850 Kc...Power: 5000 Watts

Owned-Operated By...Boston Herald-Traveler

Business-Studio Address....6 St. James Ave.,

Boston 16, Mass.

Phone Number.....HANcock 5500

Air Time.....Unlimited

News Service.....AP, UP

Transcription Service...Standard, Lang-Worth,

Capitol

Representative.....John Blair

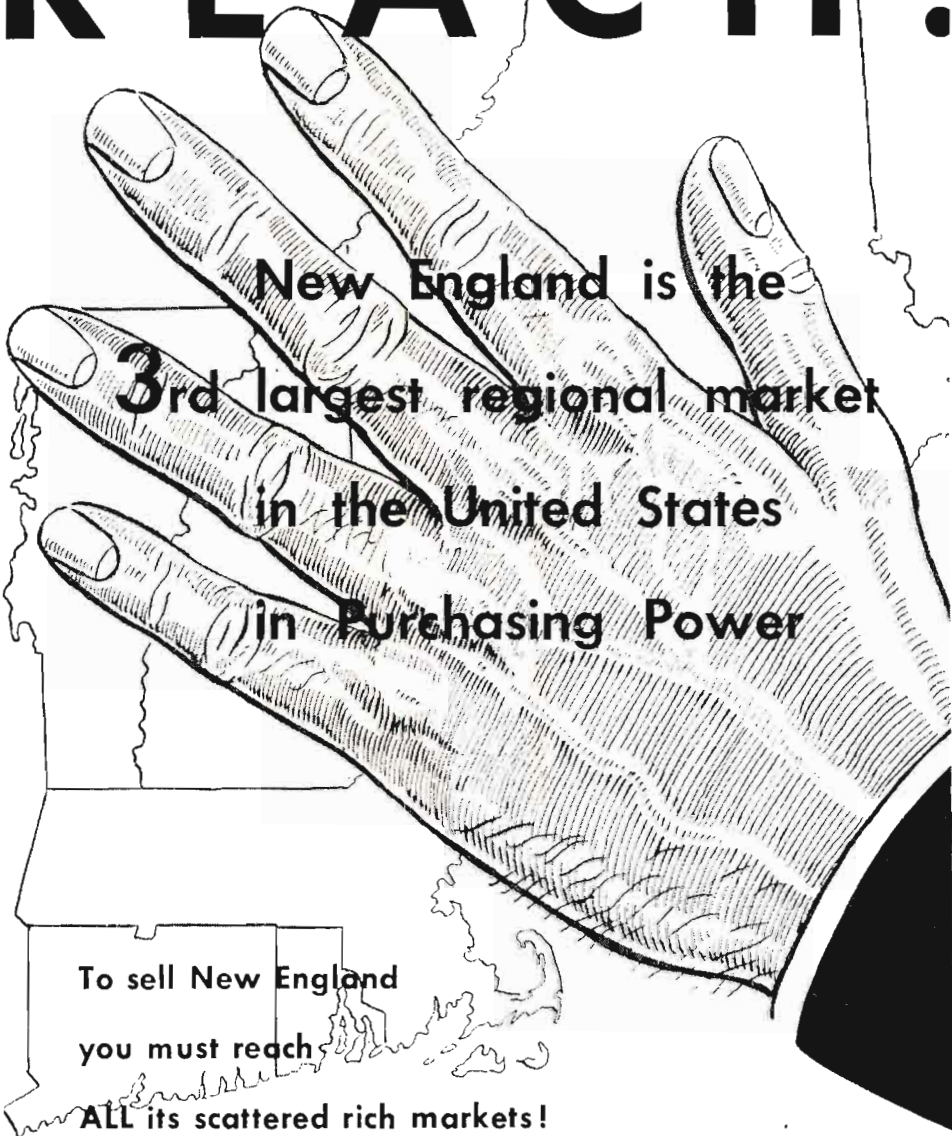
Membership.....NAB

President.....Robert B. Choate

General Manager.....William B. McGrath

Commercial Mgr.....William W. Warner

REACH!



New England is the
3rd largest regional market
in the United States
in Purchasing Power

To sell New England
you must reach

ALL its scattered rich markets!

THE YANKEE NETWORK

Member of the Mutual Broadcasting System

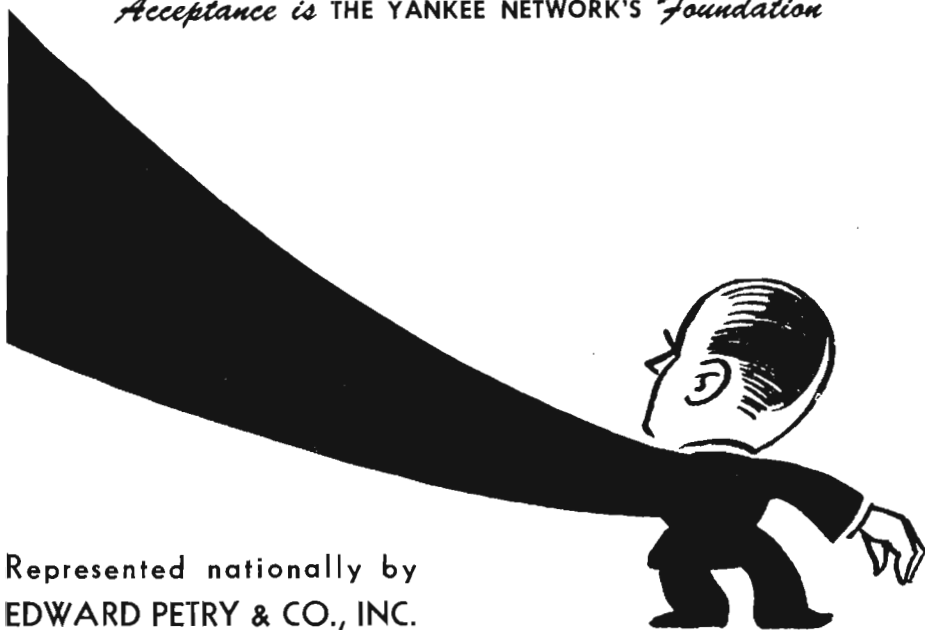
21 Brookline Avenue, Boston 15, Massachusetts

THE YANKEE NETWORK

with its 23 local home-town stations,
gives you 89.4% coverage of New
England's radio homes — the longest
reach in radio in New England to turn
purchasing power into sales.

ASK YOUR PETRY MAN

Acceptance is THE YANKEE NETWORK'S Foundation



Represented nationally by
EDWARD PETRY & CO., INC.

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS
... ON THIS!

“THE
MILLION
DOLLAR
BALLROOM”

*million dollar
talent and music
to produce
millions of sales
for YOU
in America's
richest market!*

INQUIRE NOW ABOUT OUR GUARANTEED
13 - 26 - 52 WEEK CONTRACT PLAN

WORL

BOSTON'S
BEST BUY!

BOSTON 16, MASS.

FORJÓE & CO. • NATIONAL REPRESENTATIVES

Program Director.....George M. Perkins
 Production Mgr.....George M. Watson, Jr.
 Chief Engineer.....Philip K. Baldwin

W M E X

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Northern Corp.
 Business-Studio Address.....70 Brookline Ave.
 Phone Number.....Commonwealth 6-3900
 Air Time.....7:30 a.m.-12 M.
 News Service.....INS
 Transcription Service.....Associated,
 Lang-Worth, SESAC
 Membership.....NAB, BMB
 President.....John Reilly
 General-Commercial Mgr.....William S. Pote
 Technical Director.....Alfred J. Pote
 Sales Promotion Manager.....George Kaplan
 Program Director.....John Reilly
 Chief Engineer.....John Memishian

W N A C

BOSTON—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned By.....General Tire & Rubber Co.
 Operated By.....The Yankee Network
 Business-Studio Address.....21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....AP, INS, Reuters
 Transcription Service.....Standard, Associated,
 SESAC
 Representative.....Edward Petry
 Membership.....NAB, BMB
 Chairman of the Board.....John Shepard, 3rd
 President-Owner.....William O'Neil
 Vice President-Gen. Com. Mgr.....Linus Travers
 Promotion Manager.....David F. Shurtleff
 Program Dir.-Vice Pres.....George W. Steffy
 Publicity Director.....Phyllis Doherty
 Chief Engineer.....Irving B. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Bcstg. Service
 Organization, Inc.
 Business-Studio Address.....216 Tremont St.
 Phone Number.....Liberty 4540
 Transmitter Location.....Needham, Mass.
 Air Time.....6:30 a.m.-Local Sundown
 News Service.....AP, UP
 Representative.....Forjoe
 Membership.....NAB
 President.....Harold A. Lafount
 General-Station Manager.....George Lasker
 Program Dir.-Chief Announcer.....Robert Perry
 Chief Engineer.....John W. Parker

W B E T

BROCKTON—EST. 1946

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Enterprise Publishing Co.
 Business-Studio Address.....60 Main St.
 Phone Numbers.....Brockton 7062-3
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service: Thesaurus, Lang-Worth,
 SESAC.
 Membership.....NAB
 General Manager.....Charles A. Fuller
 Commercial Manager.....Paul A. Belaie
 Production Manager.....Joseph Quill
 Technical Director.....Mark L. MacAdam

W B K A (CP)

BROCKTON

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cur-Nan Co.

W V O M (CP)

BROOKLINE

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Boston Bcstg. Corp.
 Business Address.....100 Summit Ave.
 Phone Number.....Beacon 3349
 President.....John C. Pappas
 Exec. Vice-Pres.....Benjamin Bartzoff

**CALL LETTERS TO BE ASSIGNED
 (CP)**

CAMBRIDGE

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Harvey Radio Labs.
 Business Address.....Cambridge, Mass.
 President.....Frank Lyman, Jr.
 Vice-Pres.....Jeanne S. Lyman

W A C E

CHICOPEE—EST. 1946

ATLANTIC FOOTBALL NETWORK

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Regional Bcstg. Co.
 Business-Studio Address: Hotel Worthy, Spring-
 field, 326 Chicopee St., Chicopee, Mass.
 Phone Number.....Springfield 6-1323
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGeehan and O'Mara
 Membership.....NAB
 Treasurer.....John S. Begley
 General-Station Manager.....John S. Lloyd
 Commercial Manager.....David Hayes
 Publicity Director.....Forbes Parkyn
 Chief Announcer.....Lee Smith
 Chief Engineer.....Ralph Robinson

**CALL LETTERS TO BE ASSIGNED
(CP)**

FALL RIVER

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Narragansett Bcstg. Co.
Business Address... 12 Hudner Bldg.
Partners... Mitchell G. Meyers, Ruben E.
Aronheim, Milton H. Myers

W S A R

FALL RIVER—EST. 1921

MBS—THE YANKEE NETWORK

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By... The Fall River Bcstg.
Co., Inc.
Business-Studio Address... Academy Building
Phone Number... 7-9477
Transmitter Location... South Somerset, Mass.
Air Time... 6:30 a.m.-12 M.
News Service... UP
Transcription Service... Thesaurus, Lang-Worth
Representative... Headley-Reed, Bertha Bannan
Membership... NAB, BMB
President-General Mgr... Melvin Lahr
Commercial Manager... John Harrington
Sales Pro. Mgr.-Publicity Dir... John Crowley
Program Dir.-Production Mgr... Angus Bailey
Chief Announcer... Joseph J. Welch
Musical Director... John Zmuda
Chief Engineer... John Pavao

W E I M

FITCHBURG—EST. 1941

MBS—YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned By... Mitchell G. Meyers,
Ruben E. Aronheim and Milton H. Meyers
Operated By... Radio Station WEIM
Business-Studio Address... 717 Main St.
Phone Number... 1600-1
Transmitter Location... Summer St.,
Lunenburg, Mass.
Air Time... 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service... AP
Representative... Bertha Bannan
Membership... NAB
Operating partner... Milton H. Meyers
General Mgr.-Farm Editor... Earle Clement
Commercial Mgr... Ford Billings
Program Dir.-Chief Announcer... Dick Tucker
Chief Engineer... Ted Kalin

W K O X

FRAMINGHAM—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By... Suburban Bcstg. Co.
Business-Studio Address... Smith Bldg., Irving
Sq.
Phone Number... 7400-5003
Air Time... Local sunrise-local sunset

News Service... UP
Transcription Service... Capitol, Thesaurus
Representative... Kettell-Carter, The Friedenber
Agency
Membership... NAB
General-Station Manager... Richard E. Adams
Commercial Manager... James H. Shoemaker
Program Director... Lee Emmerich
Production Manager, Publicity
Director... G. Ellis Mott
Musical Director... Merrill Smith
Chief Engineer... Francis Bartol

W H O B

GARDNER—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... The Gardner Bcstg. Co.
Business Address... 39 Pleasant St.
Phone Number... 1490
Studio Address... The Colonial Hotel
Transmitter Location... Green St.
Air Time... 8 a.m.-11:30 p.m.
News Service... AP
Transcription Service... SESAC, Thesaurus
Representative... William G. Rambeau
Membership... NAB
President-Owner, General
Manager... David M. Richman
Station Manager... Ted Jones
Program Director... George Gray
Chief Engineer... Parker Vincent

W H A I

GREENFIELD—EST. 1938

MBS—YANKEE

MBS—YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... John W. Haigis
Business-Studio Address... 356 Main St.
Phone Number... Greenfield 4301 or 4302
Air Time... 6:45 a.m.-11:30 p.m.
News Service... AP
Transcription Service... Thesaurus
Representative... Bertha Bannan
Membership... NAB
President-Owner... John W. Haigis
Manager... John W. Haigis, Jr.
Commercial Manager... H. W. Nichols
Program Director, Chief
Announcer... Lawrence A. Coney
Publicity Director... Graydon Spragg
Chief Engineer... Leland F. Wheeler

W H A V

HAVERHILL—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... The Haverhill Gazette
Co.
Business-Studio Address... 30 How St.
Phone Number... 7090

MASSACHUSETTS

Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Associated, World,
 SESAC
 Representative....Kettell-Carter, McGeehan &
 O'Mara
 Membership.....NAB
 Pres. & Treas.....John T. Russ
 General-Station Manager.....John T. Russ
 Chief Engineer.....Herbert W. Brown

Sales Manager.....P. J. Montague
 Chief Engineer.....Thomas Humphrey

W L A W

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Number.....Lawrence 4107
 Studio Address.....278 Essex St., Lawrence;
 Fairburn Bldg., Lowell
 Transmitter Location.....River Road,
 Andover, Mass.
 Air Time.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....Eagle-Tribune
 News Service.....UP
 Representative.....Weed & Company
 Membership.....NAB, BMB
 Pres. & Treas.....Irving E. Rogers
 Gen. Mgr.-Station Mgr.....Harold B. Morrill
 Sales Promotion Mgr.....Fred Sullivan
 Sales Manager.....David Kimel
 Program Director.....James T. Maloney
 Chief Engineer.....George A. Hinckley

W H Y N

HOLYOKE—EST. 1941

MBS—YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampden-Hampshire
 Corp.
 Business Address.....180 High St.
 Phone Number.....8238-9
 Air Time.....6:45 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated, Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, FMA
 President.....William Dwight
 General-Station Manager.....Charles N. De Rose

New England's
MOST POWERFUL
Radio Station

50,000
 WATTS
680 KC

ABC's basic station in Lawrence, Mass. — WLAW delivering to 4 New England states and reaching 4 million people with 4 billion \$\$\$ to spend!

W L A W

LAWRENCE, MASS.

OTHER STUDIOS: BOSTON AND LOWELL
 NATIONAL REPRESENTATIVES: WEED & CO.

WLAW-FM

93.7 Megacycles

Channel 229



W C C M

LAWRENCE-LOWELL—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . The Lawrence Bcstg. Co.
 Business Address 54 Essex St., Lawrence,
 Mass.
 Phone Number . . . (Lowell) 20580; (Lawrence)
 87171
 Studio Address . . . 11 Kearney Sq., Lowell, Mass.,
 54 Essex St., Lawrence, Mass.
 Transmitter Location Chandler Rd., West
 Andover, Mass.
 Air Time Limited
 News Service AP
 Transcription Service Thesaurus, Capitol,
 SESAC
 Representative Forjoe, Bertha Bannan
 Membership NAB
 President George H. Jaspert
 General Manager, Chief
 Engineer Gordon S. Ley
 Commercial Manager William C. Engel
 Program Director Louis J. Roche
 Production Manager Charles Tarkinson

W L L H

LOWELL-LAWRENCE—EST. 1934

MBS—YANKEE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Merrimac Bcstg. Co., Inc.
 Business Address 39 Kearney Sq., Lowell,
 Mass.
 Phone Numbers . . . Lowell 8715, Lawrence 2-2148
 Transmitter-Studio Location . . . 39 Kearney Sq.,
 Lowell, Mass., Cregg Bldg., Lawrence,
 Mass.
 Air Time 6:25 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Edward Petry
 President Gerald Harrison
 Vice-President Carl S. Wheeler
 Station Manager Dana W. Fitzgerald
 Commercial Manager Haskell Blomberg
 Chief Announcer Tom Clayton
 Chief Engineer A. G. Michaels

W L Y N

LYNN—EST. 1946

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Puritan Bcstg. Service,
 Inc.
 Business Address 7 Willow St.
 News Service UP
 Transcription Service SESAC, Associated
 President-General Manager A. M. Morgan
 Commercial Manager James B. Dunbar
 Program Director Dorothy Rich
 Chief Engineer John W. Parker

W N B H

NEW BEDFORD—EST. 1922

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Bristol Bcstg. Co., Inc.
 Business-Studio Address 588 Pleasant St.
 Phone Number 8-5228
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Wm. G. Rambeau, Bertha
 Bannan
 Membership NAB
 Vice-Pres.-Treas. Basil Brewer
 Station Manager James M. Patt
 Sales Promotion Mgr. Edward Bohgsoian
 Chief Engineer Arthur Deters

W K O B

NORTH ADAMS—EST. 1947

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Citizens Bcstg. Co.
 Business Address 20 State St.
 Phone Number 3470
 News Service UP
 Transcription Service Standard, Capitol
 Representative McGillvra
 Owners . . . John T. Ward, Jr., E. B. Cureton, Jr.,
 G. W. Fisher, Joseph R. Trott, Jr.
 Commercial Manager John T. Ward, Jr.
 Business Manager E. B. Cureton, Jr.
 Promotion Manager George W. Fisher
 Program Director Thomas M. Donlin
 Chief Engineer Bud Kordalewski

W M N B

NORTH ADAMS—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By North Berkshire
 Bcstg. Co.
 Business Address 27 Bank St.
 Partners Robert B. Clark, Robert Hardman,
 James C. Keyworth

W B E C

PITTSFIELD—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Wester Mass. Bcstg. Co.
 Business-Studio Address 30 Eagle St.
 Phone Number 8292
 Transmitter Location 30 Eagle St.
 Air Time 6:45 a.m.-12 M.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative J. P. MacKinney
 Membership NAB
 Owners L. K. Miller, D. B. Miller

General-Station Manager, Chief
 Engineer..... James L. Spates
 Commercial-Sales Promotion
 Manager..... W. Wendell Budrow
 Program Director..... Franklin Wiener
 Publicity Director..... John Williams
 Farm Editor..... Nina Graham

W B R K
 PITTSFIELD—EST. 1938
 MBS—YANKEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned By..... Greylock Bcstg. Co.
 Operated By..... Leon Podolsky
 Business-Studio Address..... 8 Bank Row
 Phone Number..... 2-1553
 Transmitter Location... Corner East & Newell
 Air Time..... 6:45 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... The Walker Co.
 Membership..... NAB, BMB
 President..... Leon Podolsky
 General-Station Mgr..... John T. Parsons
 Commercial Manager..... Robert H. Burbank
 Program Director..... Daniel Healy
 Production Manager..... Thurston Holmes
 Chief Engineer..... Leonard Lavendol
 News Chief..... Leon Beeler

W J D A
 QUINCY—EST. 1946

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... South Shore Bcstg.
 Business Address..... 29 Brackett St.
 Phone Number..... Mayflower 1300
 News Service..... AP
 Transcription Service..... World
 Owners..... Joseph H. Tobin, James D. Asher
 Station Mgr.-Program Dir..... Joseph H. Tobin
 Commercial-Promotion Mgr..... James D. Asher
 Chief Engineer..... James O. Wood

W E S X
 SALEM—EST. 1939
 KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... North Shore Bcstg. Co.
 Business-Studio Address... 49-53 Washington St.
 Phone Number..... Salem 5670
 Transmitter Locaiton... Naugus Head, Marble-
 head, Mass.
 Air Time..... 7 a.m.-10:45 p.m.
 News Service..... AP, UP
 Transcription Service..... World, Lang-Worth
 Representative..... Bertha Bannan
 President-Owner..... Charles W. Phelan

General Manager, Program
 Director..... Edmund L. Phelan
 Sales Manager..... Edward Tibbetts
 Sales Promotion Manager..... Robert Rogers
 Production Manager..... Gene Vallencourt
 Musical Director..... Lenny Powers
 Chief Engineer..... R. I. Hammond

W M A S
 SPRINGFIELD—EST. 1932
 CBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WMAS Inc.
 Business-Studio Address..... 1757 Main
 Phone Number..... 7-1414
 Transmitter Location..... Pynchon Pk.
 Air Time... 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Edward Petry
 Membership..... NAB
 President..... Gerald Harrison
 General Manager..... Robert Donahue
 Commercial Manager..... Robert Feldman
 Sales Promotion Manager..... Paul Peltier
 Program Director..... Turner Cooke
 Chief Engineer..... John Michnovetz

W S P R
 SPRINGFIELD—EST. 1936
 ABC

Frequency: 1270 Kc..... Power: 1000 Watts
 Owned-Operated By..... WSPR, Inc.
 Business-Studio Address..... WSPR Bldg.,
 63 Chestnut St.
 Phone Number..... 6-2757
 Transmitter Location... W. Springfield, Mass.
 Air Time..... 7 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... George P. Hollingbery
 Membership..... NAB, BMB
 President, General-Station
 Manager..... Quincy A. Brackett
 V. P..... Milton W. Stoughton
 Sales Promotion Manager, Publicity
 Director..... Howard S. Keefe
 Program Director, Production
 Manager..... Wayne Henry Latham
 Chief Announcer..... Robert L. Jones
 Chief Engineer..... Lawrence A. Reilly

W C R B (CP)
 WALTHAM

Frequency: 1330 Kc..... Power: 500 Watts d.
 Owned-Operated By... Charles River Ccstg. Co.
 Business Address... 206 Monroe St., Dedham,
 Mass.
 Partners..... L. P. Liles, John R. Hoffler,
 Richard C. O'Hare

WRMS (CP)

WARE

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By: Donald W. Howe
 Business Address: Gilbertville Rd.
 News Service: AP
 Transcription Service: Associated
 Owner: Donald W. Howe
 Gen.-Coml. Mgr.: Daniel J. Hyland, Jr.
 Chief Engineer: Albert Green

Business-Studio Address: Park Bldg.
 Phone Number: 6-4672
 Transmitter Location: Park Bldg.
 Air Time: 6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
 News Service: UP
 Transcription Service: Thesaurus, Capitol
 Representative: Adam J. Young, Jr.; Kettell-Carter
 Membership: NAB
 President: Paul C. Lytle
 Treasurer-General Manager: John J. Hurley
 V.P.-Commercial Mgr.: Kenneth B. Murray
 Sales Promotion Mgr.: Mrs. Dorothy Murray
 Program Director: John F. Morse
 Chief Engineer: Vernon P. Wilson

WOCB

WEST YARMOUTH—EST. 1943

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.
 Owned-Operated By: Bristol Broadcasting Co., Inc.
 Phone Number: Hyannis 502
 Transmitter Location: South Sea Ave.
 Representatives: Wm. G. Rambeau Co.
 President: Basil Brewer
 Gen., Coml. & Prom. Mgr.: Donald Sellers
 Program Director: Marion Crowell
 Chief Engineer: Arthur Deters

WORC

WORCESTER—EST. 1925

ABC

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By: Alfred Frank Kleindienst
 Business-Studio Address: 65 Elm St.
 Phone Number: 5-3101
 Transmitter Location: Auburn, Mass.
 Air Time: 7 a.m.-12:01 a.m.; 8:45 a.m.-11:15 p.m., Sun.
 News Service: INS
 Transcription Service: Lang-Worth
 Representative: Weed & Co.
 Membership: NAB
 President-Owner: Alfred Frank Kleindienst
 General-Station-Commercial Manager: Mildred P. Stanton

WAAB

WORCESTER—EST. 1931

MBS—YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By: General Tire & Rubber Co.
 Operated By: Yankee Network, Inc.
 Business-Studio Address: 34 Mechanic St.
 Phone Number: 2-5611
 Transmitter Location: Holden, Mass.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service: AP, INS
 Transcription Service: Associated, Standard
 Representative: Edward Pety
 Membership: NAB, BMB
 Chairman of the Board: John Shepard, 3rd
 President-Owner: William O'Neil
 Station Manager: Richard A. Cobb
 Commercial Manager: Linus Travers
 Program Director: Albert M. Hiorns
 Chief Engineer: Joseph E. Grahn

WTAG

WORCESTER—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: WTAG, Inc.
 Business-Studio Address: 18 Franklin St.
 Phone Number: 5-4321
 Transmitter Location: Shrewsbury St., Holden, Mass.
 Air Time: 6 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: World, Associated
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 Executive Vice-President: E. E. Hill
 Vice-President, General Mgr.: Robert W. Booth
 Commercial Manager: Herbert L. Krueger
 Local Sales Manager: Robert J. Brown
 Program Director: A. J. Brissette
 Publicity-Promotion Mgr.: Andrew C. Fuller
 Chief Engineer: E. A. Browning

WNEB

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: New England Bcstg. Co.

FOR PRESTIGE ...

Be able to tell listeners that
your station is a member of

A large, bold, black logo consisting of the letters 'A' and 'P' in a stylized, condensed font. The 'A' is tall and narrow, and the 'P' is also tall and narrow, with a curved top. The two letters are positioned side-by-side, sharing a common vertical stem.

Radio members of The AP don't buy news!
They share the news of the largest news-
gathering organization on a *cost* basis.



In Detroit . . . it's
WWJ—The Detroit News

FIRST in PUBLIC SERVICE features for more than 27 years . . . tirelessly working in the public interest, constantly retaining community confidence.

TOPS in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY



Basic NBC Affiliate

AM 950 WFDZ 4850-5000 WATTS
 FM CHANNEL 246 97.1 MHZ 0.015 W

Associate Television Station WWJ-TV

MICHIGAN

Estimated Population 6,249,000—% Increase +18.9—Radio Homes 1,518,787
Farms with Radios 154,353—Stations in State 54

W A B J

ADRIAN—EST. 1946

Frequency: 1500 Kc. Power: 250 Watts d.
Owned By The Adrian Bcstg. Co.
Operated By Gail D. Griner; Alden M. Cooper
Business Address 111 East Maumee St.
Phone Number 1599
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Thesaurus
Representative Homer Griffith
Membership NAB
Co-Owners, Co-Managers Gail D. Griner, Alden M. Cooper
Commercial Manager Alden M. Cooper
Program Director William O. Crusinberry
Chief Engineer Gordon F. Sweeley

W A T Z

ALPENA—EST. 1946

MBS—PAUL BUNYAN—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Midwestern Bcstg. Co.
Business Address Alpena, Mich.
Phone Number 1049
Air Time 7 a.m.-11 p.m.
News Service AP
Representative Hal Holman
President-Chief Engineer Les Biederman
Mgr. & Prom. Mgr. Drew McClay

W H R V

ANN ARBOR—EST. 1947

ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By Huron Valley Bcstg., Inc.
Business Address Box 160
Phone Number 2.4573
News Service AP
Transcription Service World
Representative Forjoe
President-Gen. Mgr. J. F. Hopkins
Commercial Mgr. R. S. Augustus
Program Director Sybil Krieghoff
Chief Engineer James W. Allen

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By Washtenaw Bcstg. Co.
Business-Studio Address 106 E. Liberty St.
Ann Arbor; 36 N. Washington, Ypsilanti
Phone Number 25517

Air Time Local sunrise-local sunset
News Service AP, INS
Transcription Service Associated, Standard
Representative Burn-Smith
Membership NAB
President Arthur E. Greene
General-Station Manager Edward F. Baughn
Commercial Manager Ted Turner
Program Director Edwin G. Burrows
Chief Engineer George D. Stearns
Farm Editor Howard Heath

W B C K (CP)

BATTLE CREEK

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Michigan Bcstg. Co.
Business Address Post Bldg.

W E L L

BATTLE CREEK—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Federated Publications, Inc.
Business Address 38 West State St.
Phone Number 7161-5655
Air Time 17½ hrs. daily
News Service AP
Transcription Service Standard, Lang-Worth
Representative Burn Smith
Membership NAB, BMB
General-Station Manager D. E. Jayne
Commercial Manager E. P. Mills, Jr.
Program Director Forrest F. Owen
Chief Engineer Earl J. Stone

W B C M

BAY CITY—EST. 1928

ABC

Frequency: 1440 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By Bay Bcstg. Co., Inc.
Business Address Wenonah Hotel
Phone Number 7551-2
Studio Address Wenonah Hotel
Air Time 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m. Sun.
News Service UP
Transcription Service Lang-Worth, World
Representative George P. Hollingbery
President Harley D. Peet
General-Station Mgr. Hugh A. Giesel
Program Director Charles E. Anthony
Musical Director Lionel H. DeRemer
Chief Engineer Ralph H. Carpenter
Farm Editor G. Edward Vallender

Keeping Rates
D
O
W
N
and Sponsors' Sales
U
P
in the
Detroit-Windsor Area

5,000 WATTS at
800 Kc.

MUTUAL and
CBS System

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Can. Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

W H F B

BENTON HARBOR—EST. 1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned By: Palladium Publishing Co.
 Business-Studio Address: Fairplain Ave.
 Phone Number: 5-2113
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NAB
 President: Stanley R. Banyon
 General-Station Manager: Jake P. Scherer
 Commercial-Sales Promotion
 Manager: William L. Harmon
 Program Director: Phil Molloy
 Chief Engineer: Munson U. Robinson

W A T T

CADILLAC—EST. 1945
MUTUAL—WOLVERINE—KBS—
PAUL BUNYAN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Midwestern Bcstg. Co.
 Business Address: P. O. Box 219
 Phone Number: Cadillac 1270
 Studio Address: U. S. 131 South
 Transmitter Location: Clam Lake Township
 Air Time: 7 a.m. to 11 p.m.
 Transcription Service: SESAC, Langworth
 Chief Owner: Les Biederman
 General Manager: John Cundiff
 Commercial Manager: Merritt Chandler
 Chief Engineer: Wm. H. Kiker

W K M H

DEARBORN—EST. 1946

Frequency: 1540 Kc. Power: 1000 Watts d.
 Operated By: Suburban Bcstrs.
 Business-Studio Address: WKMH Bldg.
 Phone Number: Superior 4000
 Air Time: Local sunrise-local sunset
 News Service: INS, UP
 Transcription Service: Lang-Worth
 Representative: Weed & Co.
 Membership: NAB, BMB
 General-Station Manager: Fred A. Knorr
 Commercial-Sales Promotion
 Manager: Walter Patterson
 Program Director: Kirk Knight
 Chief Announcer: Jerry Snider
 Chief Engineer: Jerrold Martin
 Farn: Editor: Tim Doolittle

C K L W

DETROIT-WINDSOR—EST. 1932
MBS (U. S. A.)
CBC (CANADA)

Frequency: 800 Kc. Power: 5000 Katts

Owned-Operated By: Essex Bcstg. Inc.
 Addresses: Guaranty Trust Bldg.
 Phone Number: 4-1155 (Windsor)
 Transmitter Location: Highway 3—6 miles from
 Windsor in Essex County
 Air Time: 5:30 a.m. to 4 p.m.
 News Service: INS, UP
 Representatives: H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U. S. A.)
 Membership: NAB, BMB
 Pres. and General Manager: J. E. Campeau
 Sales-Commercial Manager: Richard E. Jcnes
 Sales Promotion-Merchandising
 Manager: Barbara MacFarland
 Program Director: S. Campbell Ritchie
 Chief Engineer: W. J. Carter

W J B K

DETROIT—EST. 1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: Detroit Bcstg. Co.
 Affiliated with The Fort Industry Co.
 Business-Studio Address: 46 W. Kirby St.
 Phone Number: TRinity 2-2000
 Transmitter Location: 15555 Woodrow Wilson
 Ave.
 Air Time: 24 hrs. daily
 News Service: AP
 Transcription Service: World, Lang-Worth,
 Standard, Thesaurus
 Representative: Fo joe
 Membership: NAB, BMB
 President: George B. Storer
 General Manager: Lee B. Wailes
 Station Manager: Ralph G. Elvin
 Commercial Manager: George M. Millar
 Sales Promotion Manager, Publicity
 Director: Robert F. Anthony
 Program Director: Judith Lawton
 Production Manager: Larry Ruppel
 Chief Announcer: Earl Hayes
 Musical Director: Jean Smoroski
 Chief Engineer: Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Booth Radio Stations, Inc.
 Address: 3100 David Broderick
 Phone Number: Cadillac 7603
 Transmitter Location: Boulevard Bldg.
 Air Time: 24 hours
 News Service: AP
 Transcription Service: World
 Representative: Burn-Smith, Holman
 President: John Lord Booth
 General Manager: Hugh M. Gray
 Commercial Manager: Eric V. Hay
 Promotion Manager: Mitchell Jachinski
 Chief Engineer: Edward H. Clark

W J R

DETROIT—EST. 1922

CBS

Frequency: 760 Kc. Power: 50,000 Watts
 Owned-Operated By . . . WJR, The Goodwill Station, Inc.
 Business-Studio Address . . . 2208 Fisher Bldg., Detroit 2, Mich.
 Phone Number Madison 4440
 Air Time 24 hrs. daily
 News Service AP, INS, UP
 Transcription Service . . . Cole, Lang-Worth, Standard, Thesaurus, Associated
 Representative Edward Petry
 Membership NAB
 President G. A. Richards
 Asst. to Pres. Harry Wismer
 Asst. Genl. Mgr. Conrad Noll
 Sales Manager Arch Shawd
 Program Director Worth Kramer
 Production Manager Norman L. White
 Publicity Director James H. Quello
 Chief Announcer Franklin C. Mitchell
 Musical Director Paul LaVoie
 Chief Engineer G. F. Leydorf
 Farm Editor Marshall Wells

W W J

DETROIT—EST. 1920

NBC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By . . . Evening News Assoc.
 Business-Studio Address . . . 630 W. Lafayette Ave.
 Phone Number RAndolph 2000
 Transmitter Location . . . Eight Mi. & Meyers Rds., Oak Park, Mich.
 Air Time . . . Weekdays: 20½ hrs.; Sundays: 17 hrs.
 News Service AP, UP
 Transcription Service Standard
 Representative Geo. P. Hollingbery
 Membership NAB, BMB
 Dir. of Radio for
 The Detroit News W. J. Scripps
 General Manager Harry Bannister
 Asst. Gen. Mgr. Edwin K. Wheeler
 Commercial Manager Harry W. Betteridge
 Sales Promotion Manager Jake Albert
 Program Director Melvin C. Wissman
 Production Manager Stanley Swales
 Publicity Director R. S. Spencer, Jr.
 Musical Director Mischa Kottler
 Chief Engineer E. J. Love
 Farm Editor John Merrifield

(See Page 464)

W X Y Z

DETROIT—EST. 1930

ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg. Co.
 Business Address 1700 Stroh Bldg.
 Phone Number CHerry 8321
 Studio Address 8415 East Jefferson
 Transmitter Location . . . Joy Rd. & Greenfield Rd.
 Air Time 6 a.m.-12 M.
 News Service AP, INS, UP
 Transcription Service . . . Standard, Lang-Worth, World
 Representative Joseph C. Molin
 Membership NAB, BMB
 General-Station Mgr. James G. Riddell
 Commercial Manager Harold Christian
 Sales Promotion Manager, Publicity
 Director William J. Hendricks
 Program Director Jack McCarthy
 Production Manager John Pival
 Chief Announcer Porter Bourne
 Musical Director Phil Brestoff
 Chief Engineer Charles Kotcher

W D B C

ESCANABA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Delta Bcstg. Co.
 Business-Studio Address Escanaba, Mich.
 Phone Number 787
 Transmitter Location Escanaba, Mich.
 Air Time 6:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service World
 Representative Walker Co.
 Membership NAB, BMB
 President John P. Norton
 General-Station-Commercial
 Manager George D. Lindenthal
 Program Director, Production Manager, Chief
 Announcer, Musical Director Sam Ham
 Chief Engineer Jack Foster

W F U R

GRAND RAPIDS—EST. 1947

WOLVERINE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Furniture City Ccstg. Corp.
 Business Address 430 Federal Square Bldg.
 Phone Number 6-9541
 News Service AP
 Transcription Service Capitol, Lang-Worth, SESAC
 Representative Walker
 Pres.-Gen.-Station-Coml. Mgr. Simon W. Openhuizen
 Vice-President Jeannie Oppenhuizen

Treas., Asst. Mgr.-Chief Eng.: Raymond A. Plank
 Program Director: Gordon F. Kibby
 Promotion Manager: Henry G. Bosch

W J E F
 GRAND RAPIDS—EST. 1945
 CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Fetzer Bcstg. Co.
 Business Address: P. O. Box 52
 Phone Number: 6-8512
 Transmitter-Studio Location: Pantlind Hotel
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Associated, Standard
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President-Owner, General Mgr.: John E. Fetzer
 Station Manager: Edward H. Bronson
 Commercial Manager: John W. O'Harrow
 Publicity Director: Richard L. Kowalkosi
 Chief Announcer: Nathan H. Bryant, Jr.
 Chief Engineer: Carl E. Lee
 Farm Editor: Carleton W. Collin
 (See Page 472)

W L A V
 GRAND RAPIDS—EST. 1940
 ABC—MICHIGAN RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Leonard A. Versluis
 Business-Studio Address: 6 Fountain St., N.E.
 Phone Number: 6-5461
 Air Time: 7 a.m.-12 M.
 News Service: UP
 Transcription Service: Standard
 Representative: Joseph Hershey McGillvra
 Membership: BMB
 Owner: Leonard A. Versluis
 General-Commercial Manager: Hy M. Steed
 Program Director: D. Cotton
 Musical Director: Chas. Herman
 Chief Engineer: Lee Stevens

W O O D
 GRAND RAPIDS—EST. 1924
 NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Trustee Ownership: American Bcstg. Co.
 Business-Studio Address: Grand Rapids
 National Bank Bldg.
 Phone Number: 9-4211
 Air Time: 18 hrs. daily
 News Service: UP
 Transcription Service: World, SESAC,
 Lang-Worth
 Representative: Paul H. Raymer
 Membership: BMB
 General Manager: Stanley W. Barnett

Sales Manager: Lyman Anson
 Sales Promotion Manager: Lenore Little
 Program-Musical Director: Sandy Meek
 Production Manager: Robert W. Smith
 Chief Engineer: Fred Russell

W G R D
 GRAND RAPIDS—EST. 1947

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By: Music Bcstg. Co.
 Business Address: 35 Lafayette Ave., E.
 Phone Number: 9-4111
 News Service: AP
 Transcription Service: Standard, Associated
 Pres.-Gen. Mgr.: Paul F. Eichhorn
 Commercial Mgr.: George Hartman
 Program Director: Cameron Blake
 Local Sales Manager: J. C. Yeakey
 Chief Engineer: Richard Groenevelt

W F D F
 FLINT—EST. 1922
 ABC—MICHIGAN RADIO NETWORK—
 WOLVERINE

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Flint Broadcasting Co.

W B B C
 FLINT—EST. 1946
 MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned By: Booth Radio Stations Inc.
 Operated By: Booth Bcstg. Co.
 Business Address: 600 Buhl Bldg., Detroit,
 Mich.
 Phone Number: 9-8686
 Studio Address: 112 W. Water St.
 Transmitter Location: G3014 Bristol Rd.
 Air Time: 24 hrs. daily
 News Service: AP
 Transcription Service: McGregor
 Representative: Forje
 President: John Lord Booth
 General-Station Mgr.: Robert L. Balfour
 Commercial-Sales Promotion Manager:
 Publicity Director: W. Eldon Garner
 Program Director: Robert L. Mabry
 Production Manager, Chief Announcer,
 Farm Editor: George Geiger
 Musical Director: Jerry Schroeder
 Chief Engineer: G. Elwood Ryan

W M R P
 FLINT—EST. 1943

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By: Methodist Radio Parish,
 Inc.
 Business-Studio Address: 573 Mary St.
 Phone Number: 35112

**NO
NBC CONTRACT
IS COMPLETE
WITHOUT**

WTCB FLINT

... in the Nation's 62nd city

To "complete" an NBC contract . . . what does it take? For one, it takes WTCB-NBC.

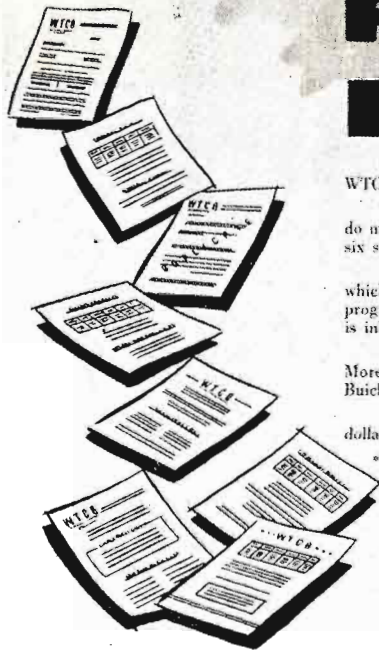
Three metropolitan trading areas, dominated by Flint, Bay City and Saginaw, do most of the business for East Central Michigan. Until WTCB, these areas and six surrounding counties had no adequate NBC coverage.

Here are over a million people . . . over 300,000 radio homes . . . most of which are tuned most of the time to WTCB. It's NBC. The long-experienced programming of Trendle-Campbell, of "Lone Ranger" and "Green Hornet" fame, is inherent in every WTCBuilt local show.

WTCB's primary area is part of the power and progress of industrial America. More automobiles are manufactured in Flint than anywhere except Detroit. Every Buick and Chevrolet starts in Flint. Effective buying income: *over a billion dollars.*

"Complete" your NBC contract with WTCB . . . completely cover this billion dollar market with its *plus* purchasing income.

** in population*



TRENDE-CAMPBELL BROADCASTING CORP., STROH BLDG.
1000 WATTS DAY • 500 WATTS NIGHT

Paul H. Raymer, Representative



DETROIT, MICH
600 KC

Transmitter Location.....3217 Lapeer Rd.
 Air Time Limited
 Transcription Service.....Standard, Capitol
 President.....Daniel M. Robins
 General-Station-Commercial-Sales Promotion
 Manager.....William H. Morford
 Program Director, Production
 Manager.....Cedric Harger
 Chief Announcer.....Pat Chamburs
 Chief Engineer.....Homer Blumerich

W T C B

FLINT—EST. 1947

NBC

Frequency: 600 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address...740 S. Saginaw St.
 Phone Number.....21136
 Transmitter Location..Box 124, Grand Blanc,
 Mich.
 Air Time..6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service.....UP
 Transcription Service.....World
 Representative.....Paul H. Rayme
 President-Treasurer.....George W. Trendle
 Vice-Pres.-Gen. Mgr.....H. Allen Campbell
 Resident Manager.....Don DeGroot
 Sales Director.....Russell H. Edsall
 Program Director.....William R. Dixon
 Chief Announcer.....John Pierce
 Chief Engineer.....Harold R. Holmes

W W O K

FLINT—EST. 1946

WOLVERINE

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned By.....Drohlich Bros.
 Operated By..Albert S. and Robert A. Drohlich
 Business-Studio.....432 N. Saginaw St.
 Phone Number.....4-1691
 Transmitter Location...Grand Blanc, Mich.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated, Cole
 Representative.....Joseph Henry McGillvra
 Membership.....NAB
 President-Owner.....Drohlich Bros.
 General-Station-Commercial
 Manager.....Robert A. Drohlich
 Sales Promotion Manager.....Ralph Dawson
 Program Director, Production Manager,
 Publicity Director.....Albert S. Drohlich
 Chief Engineer.....Edsel Forsythe

W H T C (CP)

HOLLAND

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Holland Bcstg. Co.

Business Address.....135 W. 11th St.
 News Service.....AP
 Pres.-Chief Engr.....Millard C. Westrate
 Vice-Pres.-Program Dir...Willard C. Wichers

W H D F

HOUGHTON—EST. 1929

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Upper Michigan Bcstg.
 Co.
 Business Address.....Douglass Hotel
 Phone Number.....1
 Studio Address...Douglass Hotel, Houghton;
 515 Scott St., Calumet, Mich.
 Transmitter Location.....Houghton, Mich.
 Air Time.....7 a.m.-11:30 p.m.
 Transcription Service.....World
 Representative.....The Walker Co.
 Membership.....NAB, BMB
 Executive Vice President.....John W. Rice
 Station Manager.....Albert W. Payne
 Program Director, Chief
 Announcer.....Earl Norden
 Technical Supervisor.....George L. Burgan
 Farm Editor.....Arnold Lahikainen

W I K B

IRON MOUNTAIN—EST. 1946

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..Upper Michigan-Wiscon-
 sin Bcstg. Co., Inc.
 Business Address.....Iron Mountain, Mich.
 Phone Number.....2020
 Studio Address.....Dickinson Hotel
 Transmitter Location.....West "C" St.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....The Walker Co.
 Membership.....NAB
 President.....Wm. L. Johnson
 General Mgr.-Vice-Pres.....J. W. Huss
 Sales Promotion Manager.....J. A. Marta
 Studio Manager.....Carl Casperson
 Chief Announcer.....Jim Kauper
 Chief Engineer.....Eugene Kaari

W M I Q

IRON MOUNTAIN—EST. 1947

MIDWEST BASEBALL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By..Iron Mountain-Kingsford Bcstg. Co.
 Business-Studio Address..211 E. Ludington St.,
 Iron Mountain, Mich.
 Phone Number.....2031-2
 Transmitter Location.....Pewabic Hill
 Air Time.....Indefinite
 News Service.....UP

YOU MIGHT FALL A MILE, AND STILL LIVE* —

BUT . . . “LUCK” WON’T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!



No, you just can't be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a "wall of fading" which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that—morning, noon and night—better than one out of each three sets in use is tuned to these CBS affiliates. In other words, if you were to use every other one of the 30

stations "heard" in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience!

These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knodel, Inc.

* On January 6, 1931, Capt. J. H. Healey, Chicago, fell out of an airplane at a height of 13,000 feet. At 10,000 feet the plane dived under him, and he fell back into it!

WKZO <i>first</i> IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)	WJEF <i>first</i> IN GRAND RAPIDS AND KENT COUNTY (CBS)
---	---

**BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY**

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

• • •

M I C H I G A N

• • •

Transcription Service Lang-Worth
 Representative Homer Griffith
 President William F. Russell
 General-Station Mgr. William C. Johnson
 Commercial-Sales Promotion
 Manager John S. Wallis
 Program Director, Production Manager, Pub-
 licity Director, Musical Dir. Ronald F. Bothe
 Chief Announcer Bill Mason
 Chief Engineer Robert W. Berry
 Farm Editor Frank J. Thibert

W J M S

IRONWOOD—EST. 1931

MBS—KBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By ... Upper Michigan-Wiscon-
 sin Bcstg. Co., Inc.

Business Address Ironwood, Mich.
 Phone Number 20
 Studio Address St. James Hotel
 Transmitter Location South Cary
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative The Walker Co.
 Membership NAB
 President William L. Johnson
 General Mgr.-Vice-Pres. J. W. Huss
 Studio Manager Don Hoover
 Sales Promotion Manager, Publicity
 Director J. A. Marta
 Program-Musical Director Laura Johnson
 Production Manager Don Hoover
 Chief Announcer Bert Downing
 Chief Engineer Arne Dahlbacka

W J P D

ISHPEMING

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Ishpeming Bcstg. Co.
 Business Address Jenks Block
 Phone Number 1892
 News Service AP
 Transcription Service Lang-Worth
 Pres.-Gen.-Coml. Mgr. James P. Deegan
 Promotion Manager Carl B. Tupala
 Program Director Paul C. Crowley
 Chief Engineer Bernard R. Maloney

W I B M

JACKSON—EST. 1927

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WIBM Inc.
 Business-Studio Address Hotel Hayes
 Phone Number 6121
 Transmitter Location Hotel Hayes

Air Time 7 a.m.-12 M.
 Transcription Service Thesaurus
 Representative Hal Holman, Forjoe
 Membership NAB
 President Herman Radner
 Vice-Pres. Roy Radner
 Manager-Commercial Manager ... Wm. Cizek
 Program Director, Chief
 Announcer Derwood Carn
 Production Manager Jack Underwood
 Publicity Director Dar Hollindrake
 Musical Director Paul Mason
 Chief Engineer C. W. Wirtanen
 Farm Editor S. J. Culver

W G F G

KALAMAZOO—EST. 1947

ABC—MICHIGAN RADIO NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By ... Southwestern Michigan
 Bcstg. Co.

Business-Studio Address ... State Theatre Bldg.
 Phone Number 5191
 Transmitter Location 2729 Gull Rd.
 Air Time 5:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 President-General Manager ... Harold F. Gross
 Sales Promotion Manager ... Irene A. Ginther
 Program Director, Production
 Manager Charles T. Lynch
 Musical Director Warren A. Anderson
 Chief Engineer Carl V. Stephens
 Farm Editor Harold Cessna

W K Z O

KALAMAZOO—EST. 1923

CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Fetzer Bcstg. Co.
 Business Address 124 W. Michigan Ave.
 Phone Number 3-1223
 Studio Address Burdick Hotel
 Transmitter Location R. 2, Richards Dr.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President-Owner, General-Station

Manager John E. Fetzer
 Commercial Manager John W. O'Harrow
 Program Director Willis F. Dunbar
 Production Manager, Chief
 Announcer Harold Fitzgerald
 Publicity Director Richard L. Kowalkoski
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin

WILS

LANSING—EST. 1946

MBS—WOLVERINE

Frequency: 1430 Kc. Power: 500 Watts d.
Owned/Operated By: Lansing Bcstg. Co.
Business Address: 407-11 North Washington Ave.

Phone Number: 2-1655
Transmitter Location: E. Mt. Hope Rd.
Air Time: Limited
News Service: AP
Transcription Service: Capitol, Lang-Worth
Representative: Hal Holman
Membership: NAB
President-Gen. Mgr.: W. A. Pomeroy
Commercial-Sales Promotion

Manager: R. S. Underhill
Program Director: R. E. Kauffman, Jr.
Production Manager: Alex Dillingham
Publicity Director: Bruce Elliott
Chief Announcer: Bud Kauffman
Musical Director: Robert Maunder
Chief Engineer, Farm Editor: J. C. Pomeroy

WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By: WJIM, Inc.
Operated By: Harold F. Gross
Business-Studio Address: 1501 Bank of Lansing Bldg.

Phone Number: 2-1333
Transmitter Location: 1501 Bank of Lansing Bldg.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard, Thesaurus, World

President, General-Station-Commercial
Manager: Harold F. Gross
Program Director: Howard K. Finch
Publicity Director: Kay Bergin
Chief Announcer: Richard Shubel
Musical Director: William C. Boyd
Chief Engineer: Elza Runkle

WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned/Operated By: The Liberty St. Gospel Church

WKLA

LUDINGTON—EST. 1944

MBS—WOLVERINE—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned/Operated By: Ludington Bcstg. Co.
Business Address: Stearns Bldg.

Phone Number: 842
Transmitter-Studio Location: 204 E. Ludington Ave.

Air Time: 8 a.m.-10:15 p.m.
News Service: UP
Transcription Service: SESAC, Keystone
Representative: Burn-Smith
Membership: NAB
Owners: Karl L. & Grant L. Ashbacker
General-Station-Commercial

Manager: Karl L. Ashbacker
Program Director, Production Manager:
Publicity Director: Peter A. Mars
Chief Announcer, Musical
Director: Arne Hokans
Chief Engineer: Fred Bird
Farm Editor: Le Clair Mattes

WDMJ

MARQUETTE—EST. 1931

MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
Owned/Operated By: Lake Superior Broadcasting Co.

WMMI (CP)

MARQUETTE

Frequency: 970 Kc. Power: 1000 Watts d.
Owned/Operated By: Gordon H. Brozek
Business Address: 609 E. 3rd St.

WKBZ

MUSKEGON—EST. 1926

ABC

Frequency: 850 Kc. Power: 1000 Watts
Owned/Operated By: Ashbacker Radio Corp.
Business-Studio Address: 432 Apple Ave.
Phone Number: 26-051
Transmitter Location: Pontaluna Rd. at Henry St.

Air Time: Unlimited
News Service: UP
Transcription Service: Standard, World
Representative: Burn-Smith
President: Grant F. Ashbacker
General-Station-Commercial

Manager: Fred W. Wagenvoord
Sales Promotion Manager, Publicity
Director: Robert Henderson
Program Director: Robert Quinn
Production Manager: Robert Cessna
Chief Announcer: Anson Vann
Musical Director: A. J. Vredeveld
Chief Engineer: Kenneth Pendleton

WMUS

MUSKEGON—EST. 1947

WOLVERINE

Frequency: 1090 Kc. Power: 1000 Watts d.

Owned By... Greater Muskegon Bcstrs., Inc.
 Operated By... W. C. Wester
 Business-Studio Address... 1769 Peck St.
 Phone Number... 27-608
 Transmitter Location... Giles Rd.
 Air Time... Local sunrise-local sunset
 News Service... AP, UP
 Transcription Service... Associated, Thesaurus
 President, General-Station-Commercial-Sales
 Promotion Manager... W. C. Wester
 Program Director... John C. Marshall
 Production Manager... Clinton Raymond
 Publicity Director, Chief Announcer, Musical
 Director... Chuck Bird
 Chief Engineer... N. L. Kessler
 Farm Editor... Frank Hintz

WOAP

OWOSSO—EST. 1947

Frequency: 1080 Kc... Power: 250 Watts d.
 Owned-Operated By... Argus Press Co.
 Business Address... 2300 N. Shiawassee
 Phone Number... 980
 News Service... AP
 Transcription Service... Standard
 Representative... McGillvra
 President... J. E. Campbell
 General Manager... M. H. Wirth
 Program Director... J. Hall Smith
 Chief Engineer... Stanley Bristol

WMBN

PETOSKEY—EST. 1947

MUTUAL—WOLVERINE—PAUL BUNYAN—
KBS

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... Midwestern Broad. Co.
 Phone Number... Petoskey 1150
 Studio Address... U.S. 131 South
 Transmitter Location... Bear Creek Township
 Air Time... 7 a.m. to 11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 President... Les Biederman
 General Manager... Ralph Pierson
 Commercial Manager... Merten Carter
 Program Director... Max Anspaugh
 Chief Engineer... Wm. H. Kiker

WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc... Power: 1000 Watts d.
 Owned-Operated By... WCAR, Inc.
 Business-Studio Address... Riker Bldg.
 Phone Number... 7141
 Transmitter Location... Between Square Lake &
 Telegraph Rds.
 Air Time... Local sunrise-local sunset
 News Service... AP, INS
 Transcription Service... Standard

Representative... John E. Pearson
 President, General Mgr... H. Y. Levinson

WHLS

PORT HURON—EST. 1938

MBS—KBS

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Operated By... Port Huron Bcstg. Co.
 Business-Studio Address... 932 Military St.
 Phone Number... 23151
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Lang-Worth, World
 Standard
 Representative... Gene Grant; Hal Holman
 Membership... NAB, BMB
 Co-Partners... Harmon L. & Herman L. Stevens
 General-Station Manager... Helen Nelson
 Sales Promotion Manager... V. O. Cram
 Program Director, Production Manager, Chief
 Announcer, Musical Dir... Lyle Patterson
 Chief Engineer... Leslie Conant
 Farm Editor... John M. Carman

WTTH

PORT HURON—EST. 1947

Frequency: 1360 Kc... Power: 1000 Watts d.
 Owned-Operated By... Times Herald Co.
 Business Address... 903 Sixth St.
 Phone Number... 5171
 News Service... AP
 Transcription Service... Capitol, Associated,
 SESAC
 Representative... McGillvra
 President... W. W. Ottaway
 Vice-President... L. A. Weil
 Station Manager... Herb Michael
 Commercial Promotion Mgr... Al Goetze
 Program Manager... Dick Noel
 Chief Engineer... Marion Stoer

WEXL

ROYAL OAK—EST. 1925

STANDARD

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... Royal Oak Bcstg. Co.
 Business-Studio Address... 212 W. 6th St.
 Phone Number... Elmhurst 6524
 Air Time... 24 hrs. daily
 News Service... AP, INS
 Transcription Service... Standard
 Membership... NAB
 President... George B. Hartrick
 Treasurer... Jacob B. Sparks
 Station-Commercial-Sales Promotion
 Manager... Calvert M. Hill
 Program Director, Production Manager, Chief
 Announcer... Gordon A. Sparks
 Chief Engineer... Garnet Sparks

WKNX

SAGINAW—EST. 1947
WOLVERINE

Frequency: 1210 Kc. Power: 1000 Watts
Owned-Operated By Lake Huron Bcstg. Co.
Business-Studio Address 221 S. Washington St.

Phone Number 34471-2-3
Transmitter Location Spaulding Township
Air Time 12 hrs. daily
News Service UP
Transcription Service Associated, Lang-Worth
Representative Taylor-Howe-Snowden
Membership NAB, BMB
Owners O. J. Kelchner, W. J. Edwards, H. H. Wolfe

General-Station Manager O. J. Kelchner
Commercial-Sales Promotion

Manager W. J. Edwards
Program Director H. H. Wolfe
Production Manager, Publicity Director,

Farm Editor George Reed
Chief Announcer Bob Maxwell
Musical Director Jimmy Dickens
Chief Engineer Max W. Thomas

WSAM

SAGINAW—EST. 1940
NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Saginaw Bcstg. Co.
Business-Studio Address Radio Bldg.
Phone Number 2-8161
Transmitter Location Bay at Weiss Sts.
Air Time 6:30 a.m.-1 a.m.

News Service INS
Transcription Service World, Standard
Representative Headley-Reed
Membership NAB, BMB

Pres.-General Mgr. Milton L. Greenebaum
Station-Commercial Mgr. Robert W. Phillips
Sales Promotion Manager Al Fairchild
Program Director, Production

Manager William J. Lofback
Publicity Director Jacqueline Jefferson
Chief Engineer Meredith L. Koerner

WSOO

SAULT STE. MARIE—EST. 1940
ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts d.;
100 Watts n.

Owned-Operated By Hiawathaland Bcstg. Co.
Business-Studio Address 107 W. Portage Ave.
Phone Number 3000
Transmitter Location U. S. Highway No. 2
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, SESAC
Membership NAB, BMB

President, General Mgr. Stanley H. Pratt
Station Manager Richard Y. Burnett
Commercial-Promotion Mgr. Russ Staffeld
Program Director, Production

Manager Ray Ulbrich
Publicity Dir., Chief Announcer Ed Krieger
Musical Director M. Paquin
Chief Engineer Wm. Morris

WTCM

TRAVERSE CITY—EST. 1941
MUTUAL—WOLVERINE—PAUL BUNYAN
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Midwestern Broad-
casting Company

Address Anderson Building
Phone Number Traverse City 1150
Transmitter Location Elmwood Township
Air Time 7 a.m. to 11 p.m.

News Service AP
Transcription Service Lang-Worth
Representative Hal Holman Co.
Membership BMB

President-General Manager Les Biederman
Commercial Manager R. E. Detwiler
Program Director Ken Haven
Chief Engineer W. H. Kiker

For Prestige . . .

AP

Membership!

MINNESOTA

Estimated Population 2,897,000—% Increase +3.7—Radio Homes 720,089
Farms with Radios 165,243—Stations in State 33

KATE

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Albert Lea Austin
Broadcasting Company

KAUS (CP)*

AUSTIN—EST. 1948

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By Cedar Valley Bcstg.
Co., Inc.
Business-Studio Address 405A N. Main St.
Phone Number 8836
Air Time 5 a.m.-12 M., Sun.: 8 a.m.-12 M.
News Service AP
President Harry Smith
Gen. Coml. Mgr. L. L. McCurnin
* Expects to be on air by May 1, 1948.

KBUN

BEMIDJI—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Bemidji Bcstg. Co.
Business Address 419½ Beltrami Ave.
Phone Number 10
Air Time 7 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.
Membership NAB
General Mgr., Program Dir. Robert A. Mullen
Chief Engineer Denvy Doty

KLIZ

BRAINERD—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business-Studio Address 2700 East Oak St.
Phone Number 1400
Air Time 7 a.m.-12 M.
News Service AP
Transcription Service Standard
Representative Walker Co.
Membership NAB
President, General-Station
Manager E. Thomas O'Brien
Commercial-Sales Promotion
Manager M. C. Gorham
Program Director Lucile G. Grosse
Production Manager Isabel J. Hyams
Chief Announcer Bernard H. Anderly
Chief Engineer A. L. Vandersluis
Farm Editor Howard Grant

CALL LETTERS TO BE ASSIGNED (CP)

BRECKENRIDGE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Interstate Bcstg. Corp.
President Don H. Bower
Vice-President Dr. E. A. Eberlin
Treasurer Kline E. Bower

KROX (CP)

CROOKSTON

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Crookston Bcstg. Co.
Business Address Crookston, Minn.
President D. A. McKenzie
Vice-President A. J. Jensen

KDAL

DULUTH—EST. 1936

CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Red River Bcstg. Co., Inc.
Business-Studio Address 218 Bradley Bldg.
Phone Number Mel 2628
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Standard, Lang-Worth
Representative Avery-Knodel
Membership NAB, BMB
Manager Dalton LeMasurier
Sales, Commercial Manager: Odin S. Ramsland
Sales Promotion Manager Joseph C. Cook
Program Director Richard A. Lawrence
Chief Engineer R. A. Dettman

WEBC

DULUTH—EST. 1928

NBC—ARROWHEAD NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Head of the Lakes Bcstg.
Co.
Business-Studio Address WEBC Bldg.
Phone Number Melrose 2873
Air Time Unlimited
News Service UP
Transcription Service: Associated, Thesaurus,
SESAC.
Representative George P. Hollingbery
Membership BMB
President Morgan Murphy
General Manager W. C. Bridges
Director of Operations: H. E. Westmoreland
Sales Promotion Mgr.: Leonard G. Anderson
Resident Mgr.-Program Director: Earl Henton
Production Mgr., Chief Announcer: Bill Conner

Publicity Director.....Leonard G. Anderson
 Chief Engineer.....Norman Gill
 Farm Editor.....Milton Josephson

W R E X

DULUTH—EST. 1947

MBS

Frequency.....1080 Kc.
 Power.....10,000 Watts d.; 5,000 Watts n.
 Owned-Operated By.....Lake Superior Bcstg. Co.
 Business-Studio Address.....213 East Superior St.
 Phone Number.....Radisson 1080
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 President.....Thomas M. McCabe
 General-Commercial Manager.....James R. King
 Station Mgr., Program Director.....Rolf M. Erickson
 Sales Promotion Manager.....Frank G. Watson
 Chief Announcer.....John Leslie
 Chief Engineer.....William H. Lounsberry

W X L T (CP)

ELY

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles W. Ingersoll
 Business Address.....Box 450
 Phone Number.....226
 Pres.-Gen. Mgr.....Charles W. Ingersoll
 Commercial Manager.....Anthony R. Martinson
 Promotion Manager.....Carl E. Davidson
 Program Director.....Leo J. Kuhn
 Chief Engineer.....Harold Kolari

W E V E

EVELETH—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Ridson, Inc.
 Business Address.....921 Tower Ave., Superior,
 Wisc.
 Phone Number.....4451
 News Service.....AP
 Transcription Service.....Lang-Worth
 President.....Robert B. Ridder
 General Manager.....Carl Bloomquist
 Commercial Manager.....Elden Sberg
 Chief Engineer.....J. Melvin Laskey

K D H L

FARIBAULT—EST. 1947

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lee-Smith Bcstg. Co.
 Business Address.....Faribault, Minn.
 Partners.....Herbert H. Lee, Palmer Dragsten,
 John E. Hyde, Jr.

K G D E

FERGUS FALLS—EST. 1926

MBS—GREAT NORTHERN
 BCSTG SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Fergus Radio Corp.
 Business Address.....Fergus Falls, Minn.
 Phone Number.....3986
 Air Time.....18 hrs. daily
 News Service.....AP
 Representative.....The Walker Co.
 President.....Harold L. Dell
 General Manager.....Don L. Alberson
 Station Manager.....Frederic T. Dell

K B Z Y (CP)

GRAND RAPIDS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Itasca Bcstg. Co.
 Business Address.....2 E. Third St.
 President.....Robert D. Kennedy
 Vice-President.....Larke L. Huntley

W M F G

HIBBING—EST. 1935

NBC—ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Head of the Lakes Bcstg.
 Co.
 Business-Studio Address.....Androy Hotel
 Phone Number.....1150
 Air Time.....6:25 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery
 President-Owner, Chief
 Executive.....Morgan Murphy
 General Manager.....W. C. Bridges
 Station-Commercial Manager.....Harry S. Hyett
 Sales Promotion Manager.....James McDougall
 Program Director, Production Mgr.: Ruth E. Coe
 Chief Engineer.....Norman Gill

K Y S M

MANKATO—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....F. B. Clements & Co.
 Business Studio Address.....101 North Second St.
 Phone Number.....4673
 Air Time.....19 hrs. daily
 News Service.....UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....John F. Meagher
 Sales Promotion Manager.....Bob Gardner

• • • **MINNESOTA** • • •

Program Director.....Jerry Deane
 Chief Announcer.....Glenn Reed
 Musical Director.....Maurice Piche
 Chief Engineer.....Jim Houts
 Farm Editor.....Galen Kooser

K M H L
MARSHALL—EST. 1946
 MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KMHL Bcstg. Co.
 Business Address: 1/2 mi. E. of City Highway 19
 Phone Number.....2282
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NAB
 Owner.....Harry W. Linder
 Manager.....Gilmore F. Frayseth
 Program Director.....Homer Lane
 Technical Director.....H. Willard Linder

W C C O
MINNEAPOLIS—EST. 1924
 CBS

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned-Operated By: Columbia Bcstg. System, Inc.
 Business Address: 625 Second Avenue South, Minneapolis 2, Minnesota.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Ave. South, Minneapolis 2, Minn.; 544 Hamm Bldg., St. Paul 2, Minn.
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service: Lang-Worth, Standard
 Representative.....Radio Sales
 Membership.....NAB
 General-Station Manager.....Merle S. Jones
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager, Publicity Director.....Carl Ward
 Program Director.....Gene Wilkey
 Production Manager.....E. W. Ziebarth
 Musical Director.....Wallace Olson
 Chief Engineer.....J. J. Beloungy
 Farm Editor.....Larry Haeg
 Dir. of News & Special Events: Sig Mickelson

W D G Y
MINNEAPOLIS—EST. 1923

Frequency.....1130 Kc.
 Power: 5000 Watts d.; 500 Watts (for 1 hr. after local sunset)
 Owned-Operated By.....Twin Cities Bcstg. Corp.
 Business-Studio Address.....Hotel Nicollet

Phone Numbers: Bridgeport 2271; Midway 6363
 Transmitter Location: 7401 Wayzata Blvd., St. Louis Park, Minn.

Air Time: 6 a.m.-local sunset; 1 hr. after local sunset.

News Service.....AP
 Transcription Service.....Capitol, Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President-Executive Director: Charles T. Stuart
 Vice President Station Manager: Melvin Drake
 Program Director.....B. Kendall Crane
 Chief Engineer.....Charles W. Winkler

W L O L
MINNEAPOLIS—EST. 1940
 MBS—GREAT NORTHERN
 BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By: Independent Merchants Bcstg. Co.

Business-Studio Address: 1730 Hennepin Ave.
 Phone Numbers: Atlantic 0406 & Midway 4043
 Transmitter Location: 1370 Davern, St. Paul, Minn.

Air Time.....6 a.m.-2 a.m.
 News Service.....UP
 Representative.....John Blair & Co.
 Membership.....NAB
 Chief Owner.....Ralph L. Atlas
 President-Station Manager.....Norman Boggs
 Commercial Manager.....C. T. Hagman
 Sales Promotion Manager,
 Publicity Director.....Stu Mann
 Program Director, Production
 Manager.....Robert Bouchier
 Musical Director.....Vern Rooney
 Chief Engineers: (Transmitter)—Merle Bjork;
 (Control)—Gene Brautigam.

W T C N
MINNEAPOLIS—EST. 1934
 ABC—DAIRYLAND NETWORK

Frequency.....1280 Kc.
 Power.....5000 Watts d.; 1000 Watts N.
 Owned By.....Minnesota Bcstg. Corp.
 Operated By: Minnesota Tribune-St. Paul Dispatch.

Business-Studio Address.....Wesley Temple Bldg.
 Phone Numbers: MAin 6562-3-4-5; Nestor 8661-2
 Transmitter Location: 2235 North Snelling, St. Paul 8, Minn.

Air Time.....8 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....Associated; Capitol
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....William J. McNally
 General-Station Manager: F. Van Konynenburg

Commercial Manager..... R. N. Ekstrum
 Sales Promotion Manager, Publicity
 Director..... C. J. Rian
 Program Director..... Judy Bryson
 Production Manager, Farm Editor... Max Karl
 Publicity Director..... C. J. Rian
 Chief Announcer..... Jack Bell
 Musical Director..... Bill Metchnek
 Chief Engineer..... John M. Sherman

K V O X

MOORHEAD—EST. 1937

MBS—GREAT NORTHERN BCSTG.

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... KVOX Bcstg. Co.
 Business-Studio Address..... 818 Center Ave.
 Phone Number..... 3-1523
 Transmitter Location: 12th St. & 14th Ave., So.
 Air Time..... 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service..... UP
 Transcription Service..... Capitol, SESAC
 Representative..... Walker Co.
 Membership..... NAB
 President..... E. J. McKellar
 General-Station Manager..... M. M. Marget
 Commercial-Sales Promotion
 Manager..... Arv Johnson
 Program Director, Production
 Manager..... Dale Howard
 Chief Engineer..... Don Geiken

K R O C

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Southern Minnesota
 Broadcasting Co.
 Address..... 100 First Ave. Building
 Phone Number..... 3924-5
 Transmitter Location..... Highway 14, 2 miles
 N. of Rochester
 Air Time..... 5:30 a.m. to 12 midnight;
 Sunday: 6 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... World
 Representative..... John E. Pearson Co.
 Membership..... NAB, BMB
 President-General Mgr..... Mrs. G. P. Gentling
 Commercial Manager..... G. David Gentling
 Program Director..... Cal Smith
 Promotion Manager..... Walter Bruzek
 Chief Engineer..... Fred C. Clarke

K F A M

ST. CLOUD—EST. 1938

NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Times Publishing Co.
 Business Address..... Times Bldg.

Phone Number..... 3330
 Studio Address..... Weber Bldg.
 Transmitter Location: On Highway 52 outside
 city limits.
 News Service..... AP
 Transcription Service... Thesaurus, Long-Worth
 Membership..... NAB, BMB
 President..... Fred Schilplin
 General-Station-Sales Promotion
 Manager..... Frederick C. Schilplin
 Commercial Manager..... John Krauel
 Program Director..... Avis Russell
 Production Manager, Publicity-
 Musical, Regional & Agricultural
 Director..... Cliff Sakry
 Chief Announcer..... Gene Nelson
 Chief Engineer..... Bob Witchen

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc..... Power: 50,000 Watts
 Owned-Operated By..... KSTP, Inc.
 Business Address: Radio City, Minneapolis 2,
 Minn.
 Phone Numbers: St. Paul—Cedar 5511; Minne-
 apolis—Bridgeport 3222.

*SOUTHEASTERN
 MINNESOTA'S



K R O C

SO. MINNESOTA'S OLDEST STATION

ROCHESTER

NBC AFFILIATE

*WINNER FORD THEATRE
 PROMOTION CONTEST

*Nationally Represented by
 JOHN E. PEARSON CO.

Studio Addresses: St. Paul—666 Pillsbury Ave.;
 Minneapolis—Radio City, 9th & LaSalle;
 County Rd C & Highway 61, St. Paul, Minn.
 Air Time..... 21 hrs. daily
 News Service..... AP, UP
 Transcription Service: Thesaurus, World, Lan-
 Worth, Standard.
 Representative..... Edward Pety
 Membership..... NAB
 President, General
 Manager..... Stanley E. Hubbard
 Station Manager..... Kenneth M. Hance
 Commercial Manager..... Miller C. Robertson
 Sales Promotion Manager..... Joe Cook
 Production Supervisor..... Brooks Henderson
 News Director..... Walter Raschick
 Musical Director..... Leonard Leigh
 Chief Engineer..... John N. Fricker
 Farm Editor..... Gary Wiegand

(See Page 276)

K Y D S (CP)

ST. PAUL

Frequency: 700 Kc..... Power: 1000 Watts
 Owned-Operated By..... Middle West Bcstg. Co.
 Inc.

W M I N

ST. PAUL—EST. 1936

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WMIN Bcstg. Co.
 Business-Studio Address..... 538 Hamm Bldg.
 Phone Number..... Garfield 1361
 Air Time..... 6:30 a.m.-12 M.
 News Service..... AP
 Representative..... Forjoe
 Membership..... NAB
 President, General Manager..... Edward Hoffman
 Station Manager..... Frank Devaney
 Commercial Manager..... Charles E. Michaud
 Sales Promotion Mgr..... Sam Levitan
 Chief Engineer..... Warren Fritze

K T R F

THIEF RIVER FALLS—EST. 1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Henry K. Arenson
 Address..... 237 Crocker Ave., N.

W H L B

VIRGINIA—EST. 1936

NBC—NORTHWEST & ARR'D

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By: Head of the Lakes Bcstg.
 Business-Studio Address..... Virginia, Minn.
 Phone Number..... Virginia 2000
 Air Time..... 6:25 a.m.-11:09 p.m.
 News Service..... UP
 Transcription Service..... Associated, SESAC
 Representative..... Geo. P. Hollingbery
 Membership..... NAB, BMB

President..... Morgan Murphy
 General Manager..... Walter Bridges
 Station-Commercial Manager..... O. H. Peterson
 Sales Promotion Manager..... B. J. Germ
 Chief Engineer..... Norman Gill

K W M R (CP)

WADENA

Frequency: 920 Kc..... Power: 1000 Watts
 Owned-Operated By..... Associated Bcstg., Inc.
 Business Address..... First Nat'l. Bank Bldg.
 News Service..... AP
 Transcription Service..... Capitol
 Gen. Mgr.-Chief Engr..... H. G. Alexander
 Coml. Mgr.-Program Dir..... Juanita I. Hall

K W L M

WILLMAR—EST. 1940

ABC-DAIRYLAND

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Lakeland Bcstg. Co.
 Business Address..... 307 West 6th
 Phone Number..... 1340
 Air Time..... 18 hrs. daily
 News Service..... UP
 Transcription Service..... Cole
 Representative..... John E. Pearson
 Membership..... NAB
 President-Chief Engineer..... H. Willard Linder
 Program Director, Farm Editor..... Jack Lynch

K W N O

WINONA—EST. 1938

ABC-DAIRYLAND NETWORK

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Winona Radio Service
 Business-Studio Address..... 216 Center Street
 Phone Number..... 3314
 Air Time..... 6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 President..... Max H. White
 Station Manager..... Harold A. Winther
 Program Director..... Doris Cooper
 Publicity Director..... Ethel Goetzman
 Farm Editor..... M. Given

K W O A

WORTHINGTON—EST. 1947

Frequency: 730 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Worthington Bcstg. Co.
 Business Address..... Thompson Hotel
 Phone Number..... 2-7301
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Bulmer & Johnson
 Pres. Coml. Mgr..... R. W. Olson
 Manager..... R. E. Shepard
 Chief Engineer..... Clinton Knapp

MISSISSIPPI

*Estimated Population 2,092,000—% Increase —4.2—Radio Homes 340,659
Farms with Radios 118,653—Stations in State 32*

WLOX

BILOXI—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By WLOX Bcstg. Co.
Business-Studio Address Hotel Buena Vista
Phone Number 1200
Transmitter Location Hotel Buena Vista
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Standard
Representative Wm. G. Rambeau Co.
Membership NAB
Gen.-Station Manager Gene Tibbett
Commercial Manager Carl U. Upchurch
Program Director Carl Junker
Chief Engineer Thos. Blue Majure

WVMI (CP)

BILOXI

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By Radio Associates
Partners James H. McKee,
Odes S. Robinson, G. E. Holmes

WROX

CLARKSDALE—EST. 1934

MID-SOUTH NETWORK—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By The Imes Estate
Operated By Birney Imes, Jr.
Business Address Delta Ave.
Phone Number 1566-7
Studio Address Delta Ave. (downtown)
Transmitter Location Delta Ave. (outside city
limits)
Air Time 6:30 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB
President Birney Imes, Jr.
General Manager Bob McRaney
Station Manager P. B. Hinman
Commercial Manager H. E. Gurney
Chief Announcer Bud Bird
Musical Director John Thomas
Chief Engineer James Clayton
Farm Editor Bill Dollarhite

WCJU

COLUMBIA—EST. 1947

REBEL NETWORK—MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Lester Williams

WCBI

COLUMBUS—EST. 1940

MBS—MID-SOUTH—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Birney Imes, Jr.
Business Address Columbus, Miss.
Phone Number 1313
Studio Address Gilmer Hotel
Transmitter Location Main at Tombigbee
Bridge
Air Time Unlimited
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB
Owner Birney Imes, Jr.
General Manager Bob McRaney
Station-Commercial Manager James Eatherton
Sales Promotion Manager Bob McRaney
Program Director, Production
Manager Mort Sackheim
Publicity Director Stuart Covington
Chief Announcer Glenn Walker
Chief Engineer Thomas McFerrin

WCMA

CORINTH—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By The Corinth Bcstg. Co.,
Inc.
Business-Studio Address Ray Bldg.
Phone Number 800; 1076
Transmitter Location Highway 72 East
Air Time 18 hrs. daily
News Service UP
Transcription Service World, Standard
Representative Burn-Smith
Membership NAB
President Dr. Frank Davis
General Manager, Vice
President A. B. Robinson
Station Manager William H. Winsett
Program Director, Production
Manager Jim Hoppers
Musical Director Zeke Martin
Chief Engineer Monroe Essary
Farm Editor Tom Williams

WRXL (CP)

GRANADA

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Robin Weaver
Business Address Box 236

W J P R

GREENVILLE—EST. 1939

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Services Co.,
 WJPR
 Business-Studio Address....107 S. Poplar St.
 Phone Number2434-5
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 Transcription Service...Associated, Capitol
 Representative.....Sears & Ayer, George P.
 Hollingbery
 Membership.....NAB, BMB
 President, General-Station
 Manager.....Emmet H. McMurry, Jr.
 Commercial Manager.....Frank W. Baldwin
 Sales Promotion Manager.....Charles Allen
 Production Manager.....Harry Bulow
 Chief Announcer, Musical Director..Bill McHan
 Chief Engineer.....Percy L. Kuhn
 Farm Editor.....Thomas H. Golding, Sr.

W G R M

GREENWOOD—EST. 1938

NBC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....P. K. Ewing
 Operated By.....F. C. Ewing
 Business-Studio Address.....222 Howard St.
 Phone Number1900-1
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Membership.....NAB
 President-Owner.....P. K. Ewing
 General Manager.....F. C. Ewing
 Program Director.....W. T. Shanks
 Chief Engineer.....Robert Meador

W G C M

GULFPORT—EST. 1929

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WGCM Bcstg. Co.
 Business-Studio Address..Hewes-Martin Bldg.
 Phone Number1110
 Air Time.....5:55 a.m.-11:05 p.m.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 Membership.....NAB
 General-Station-Commercial
 Manager.....Hugh O. Jones
 Sales Promotion Manager, Program Director,
 Production Manager.....C. E. Vann
 Publicity Director.....Jack Starr
 Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NBC—REBEL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Forrest Bcstg. Co.
 Business Address.....P. O. Box 312
 Phone Number1866
 Air Time.....6 a.m.-11:05 p.m.
 News ServiceUP
 Transcription Service.....World, Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NAB
 President, General-Station
 Manager.....C. J. Wright, Sr.
 Commercial Manager.....H. L. Patterson
 Production Manager.....C. J. Wright, Jr.
 Chief Engineer.....B. B. McLemore

W J D X

JACKSON—EST. 1929

NBC

Frequency: 1300 Kc.....Power: 500 Watts d.;
 1000 Watts n.
 Owned-Operated By..Lamar Life Insurance Co.
 Business-Studio Address.....P. O. Box 2171
 Phone Number2-1183
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Thesaurus, MacGregor,
 Lang-Worth, Cole
 Representative.....George P. Hollingbery Co.
 Membership.....NAB, BMB
 General-Station Manager.....Wiley P. Harris
 Sales or Commercial Mgr.....Frank Gentry
 Chief Engineer.....Percy G. Root

W J Q S

JACKSON—EST. 1946

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Mississippi Bcstg. Co.
 Business-Studio Address.....Edwards Hotel
 Phone Number39681
 Air Time.....6 a.m.-12:10 a.m.
 News ServiceAP
 Transcription ServiceStandard
 President-Gen-eral Manager...Withers Gavin

W J X N

JACKSON—EST. 1945

MISS. DIAMOND NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Ewing Bcstg. Co.
 Business-Studio Address..200 East Capitol St.
 Phone Number4-8871

Air Time.....19 hrs. daily
 News Service.....AP
 Transcription Service... Lang-Worth, Standard
 Membership.....NAB, BMB
 Partners... F. C. Ewing, P. K. Ewing, Jr., M. M.
 Ewing
 Managers..... P. K. Ewing, Jr., F. C. Ewing
 Commercial Manager..... P. K. Ewing, Jr.
 Program Director..... F. C. Ewing
 Chief Engineer..... T. W. Patterson
 Farm Editor..... Paul Simpkins

WRBC

JACKSON—EST. 1947

MBS

Frequency: 620 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By...Rebel Bcstg. Co., Inc.
 Business-Studio Address.....125 So. Lamar,
 Box 986
 Phone Number.....3-9641
 Transmitter Location.....Luckney, Miss.
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President.....T. E. Wright
 General-Station Mgr.....John H. Cleghorn
 Commercial-Sales Promotion
 Manager.....J. W. Carlier
 Program Director.....Tom Stinson
 Production Manager.....Bill Goodrich
 Farm Editor.....Frank Maye-hoff
 Musical Director.....Woodson Wall
 Chief Engineer.....G. G. Benson

WSLI

JACKSON—EST. 1938

ABC

Frequency: 930 Kc....Power: 5000 Watts
 Owned-Operated By...Standard Life Bcstg. Co.
 Business Address.....P. O. Box 1847
 Phone Number.....3-2788
 Studio Address.....Robert E. Lee Hotel
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....George W. Covington
 General-Station Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Sales Promotion Manager.....M. B. Wray
 Program Director.....B. K. Smith
 Chief Engineer.....C. A. Perkins

WKOZ

KOSCIUSKO—EST. 1947

KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Kosciusko Bcstg. Co.
 Business Address.....109 W. Jefferson St.
 Phone Number.....781
 News Service.....AP
 Partners.....James W. Arendale, Sr.,
 Cy N. Bahakel
 Commercial Manager.....Melvin C. Lee
 Chief Engineer.....J. W. Arendale, Sr.

WAML

LAUREL—EST. 1932

NBC—REBEL NETWORK—KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station Inc.
 Business-Studio Address...535½ Central Ave.
 Phone Number.....288, 1575
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service.....World, SESAC,
 Keystone
 Representative.....George P. Hollingbery
 Membership.....NAB
 President.....D. A. Matison
 General-Station Mgr.....Granville Walters
 Commercial Manager.....Morris Caver
 Program Director.....Stanley Walters
 Chief Announcer.....Ed Breland
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MBS

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By...Southland Bcstg. Co.
 Business-Studio Address...437 N. Magnolia St.
 Phone Number.....420
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 General-Station Manager.....Hugh M. Smith
 Commercial Manager.....W. C. DeHority
 Chief Engineer.....Ed Pierce

WAPF (CP)

McCOMB

Frequency: 1010 Kc....Power: 250 Watts d.
 Owned-Operated By...Southwestern Bcstg. Co.
 of Mississippi
 Business Address.....230 Michigan Ave.
 Partners.....Albert Mack Smith,
 Philip Dean Brady, Kenneth Hinton Quin,
 J. P. Melvin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...McComb Broadcasting Corp.

Business Address.....Box 111
Phone Number.....37
Studio Address.....WSKB Bldg.
Air Time.....6 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Gene Grant
Owners.....George Blumenstock.

Robert Louis Sanders
General and Commercial
Manager.....George Blumenstock
Program Dir.....Julia D. Blumenstock
Promotion Manager.....Wayne Walker
Chief Engineer.....Robert Louis Sanders

WMBC

MACON—EST. 1946

MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Mississippi Bcstg. Co., Inc.

Business-Studio Address...Thomas Jefferson Hotel
Phone Number.....310
Air Time.....6 a.m.-12:10 a.m.
News Service.....AP
Transcription Service.....Standard
President, General Manager..Withers Gavin

WCOC

MERIDIAN—EST. 1926

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 910 Kc. Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By...Mississippi Bcstg. Co., Inc.

Business-Studio Address.....Threefoot Bldg.
Phone Number.....1042
Air Time.....6 a.m.-12:10 a.m.
News Service.....UP
Transcription Service...Thesaurus, Standard
President, General Manager..Withers Gavin
Program Director.....Mrs. Withers Gavin

WMOX

MERIDIAN—EST. 1946

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....WMO Bldg.
Phone Number.....495

Air Time.....5:30 a.m.-12 M.
News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB, BMB
President-Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station-Sales Promotion Mgr.....Jerry Kerns
Commercial Manager.....Tiny Vickery
Production Manager.....Bob Whiteley
Chief Engineer.....Raymond Bates
Farm Editor.....Earl Hanna

WTOK

MERIDIAN—EST. 1946

ABC—REBEL NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.
Business-Studio Address...Citizens National Bank Bldg.

Phone Number.....5070
Air Time.....6 a.m.-12 M.
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Headley-Reed
Membership.....NAB
President, General Station

Manager.....Robert F. Wright
Commercial Manager.....William B. Crooks
Program Director.....Cecil Germany
Chief Engineer.....Joe Saxon
Farm Editor.....Ed Robertson

WMIS

NATCHEZ—EST. 1941

NBC—MISS. NETWORK—LA. NET

KBS—MISS. DIAMOND NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....Natchez Bcstg. Co.
Operated By.....P. K. Ewing, Jr.
Business-Studio Address...Walgreen Bldg.
Phone Number.....580

Air Time.....Unlimited
Transcription Service.....Lang-Worth
Membership.....NAB
President.....P. K. Ewing, Jr.
General-Station Manager...P. K. Ewing, Jr.
Commercial Manager.....Paul Schilling
Chief Engineer.....George Wilson
Farm Editor.....C. L. Barry

WHOC (CP)

PHILADELPHIA

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...William Howard Cole
Business Address.....Philadelphia, Miss.
Owner.....William Howard Cole

WELO

TUPELO—EST. 1944

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Tupelo Bcstg. Co.
 Business-Studio Address: 212 Spring St.
 Phone Number: 1400
 Air Time: 5:43 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Sears & Ayer
 Membership: NAB
 President: Birney Imes, Jr.
 General Manager: Bob McRaney
 Station Manager: Bob Evans
 Chief Engineer: LeRoy Green

WQBC

VICKSBURG—EST. 1931

MBS—KBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By: Delta Bcstg. Co., Inc.
 Business-Studio Address: Hotel Vicksburg
 Phone Number: 312
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Sears & Ayer
 Membership: NAB, BMB
 President: L. P. Cashman
 General-Station Manager: Mary Van Cashman
 Commercial Manager: O. W. Jones
 Chief Engineer: C. E. Drake

WROB

WEST POINT—EST. 1947

MBS—MID-SOUTH—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Bob McRaney, Sr.
 Business-Studio Address: WROB Bldg.
 Phone Number: 807
 Air Time: Unlimited
 Representative: Sears & Ayer
 Membership: NAB
 President-General Mgr.: Bob McRaney, Sr.
 Station Manager: Glenn Walker
 Chief Announcer, Chief Engineer: Bill Sneed

WAZF

YAZOO CITY—EST. 1947

MISSISSIPPI NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Yazoo Bcstg. Co.
 Business-Studio Address: 321 S. Main St.
 Phone Number: 1040
 Air Time: 6 a.m.-10 p.m.; 8 a.m.-10 p.m., Sun.
 News Service: AP
 Transcription Service: World
 President: H. T. Barrier
 General-Sales Promotion Mgr.: Guy Corley
 Chief Engineer: John Blackwell

WVIM (CP)

VICKSBURG

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Ewing Bcstg. Co.
 Business Address: Carrol Hotel

MISSOURI

*Estimated Population 3,854,000—% Increase +1.8—Radio Homes 968,943
 Farms with Radios 190,148—Stations in State 40*

KFVS

CAPE GIRARDEAU—EST. 1925

MBS

Frequency: 1400 Kc. (CP 960)
 Power: 250 Watts (CP 1000 d.; 500 n.)
 Owned-Operated By: Oscar C. Hirsch
 Business-Studio Address: 324 Broadway
 Phone Number: 2104-5
 Air Time: 6:30 a.m.-11:15 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service: UP
 Representative: John E. Pearson
 Membership: NAB
 President, General Manager, Chief
 Engineer: Oscar C. Hirsch
 Station Manager: Ralph L. Hirsch

KDMO

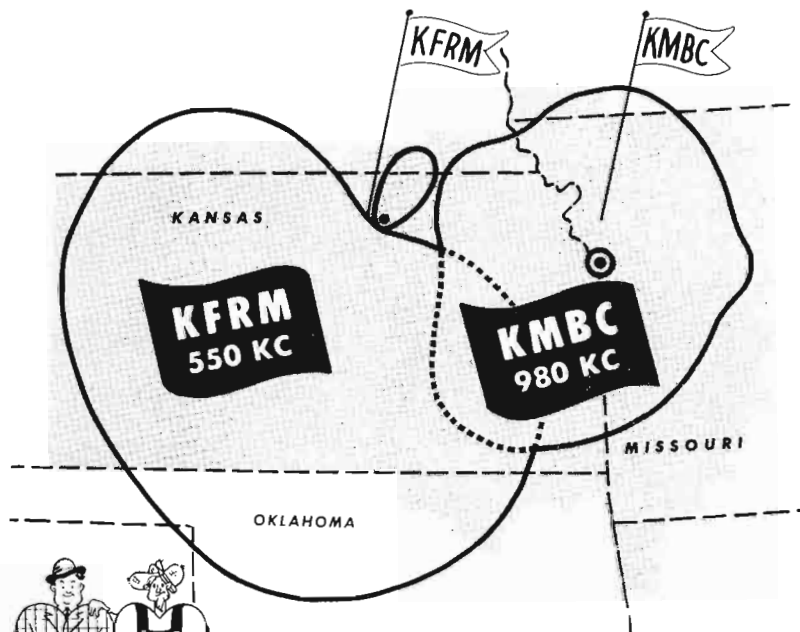
CARTHAGE—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Carthage Bcstg. Co.
 Business-Studio Address: 1201 E. Chestnut
 Phone Number: 2648
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus, Keystone
 Membership: NAB
 Partners: L. C. McKenney, John J. Daly
 General-Station Mgr.: L. C. McKenney
 Commercial Manager: John J. Daly
 Program Director: Harry Lukins
 Chief Engineer: Jack Langford

NOW FOR THE FIRST TIME

*One Kansas City Broadcaster Covers
The Entire Kansas City Trade Area*



KMBC

of Kansas City

KFRM

*for Kansas Farm
Coverage*

Represented Nationally by
FREE & PETERS, Inc.

The KMBC-KFRM Team offers simultaneous, complete coverage of the Kansas City trade area, and is the only single broadcaster to do so. The map above shows KFRM's estimated half-millivolt contour and KMBC's proved half-millivolt contour superimposed on a map of the Kansas City trade territory as surveyed by Dr. W. D. Bryant, researchist. Complete coverage. No waste.

KFRU

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....KFRU, Inc.
 Business-Studio Address.....9th & Elm
 Phone Number.....4141
 Air Time.....6:30 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Elzey Roberts
 General Manager.....Mahlon Aldridge
 Chief Engineer.....Robert Haigh
 Farm Editor.....Harold Douglas

KREI (CP)

FARMINGTON

KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Cecli W. Roberts
 Business Address.....Farmington, Mo.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Owner.....Cecil W. Roberts
 Station Manager.....Mary Burton
 Chief Engineer.....Kermit Barker

KFMO

FLAT RIVER—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned By.....Lead Belt Bcstg. Corp.
 Operated By.....Oscar C. Hirsch
 Business Address.....Flat River, Mo.
 Phone Number.....1000
 Air Time.....Unlimited
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NAB
 President, General Mgr.....Oscar C. Hirsch
 Station Manager.....James F. Collins
 Publicity Director.....Virginia Collins

KHMO

HANNIBAL—EST. 1941

MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Hannibal Courier-Post
 Publishing Co.
 Business-Studio Address.....102½ South Main St.
 Phone Number.....3450
 Air Time.....5:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World

Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....E. L. Sparks
 General-Station Mgr.....Wayne W. Cribb
 Production Manager.....Ulysses Scott Smith
 Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—EST. 1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By.....The Blue Valley Co.
 Partners.....Frank E. Fowler,
 Craig Siegfried, Cedric Siegfried, Charles
 Siegfried

KWOS

JEFFERSON CITY—EST. 1937

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address.....210 Monroe St.
 Phone Number.....4000
 Air Time.....6 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 Membership.....BMB
 President.....R. C. Goshorn
 General Manager.....Catherine Roer
 Chief Engineer.....Leroy S. Hackmann

KFSB (CP)

JOPLIN

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By.....Four State Bcstrs., Inc.
 Business Address.....Joplin, Mo.
 President.....Harry Easley
 Vice President.....George A. Spiva

KSWM

JOPLIN—EST. 1946

CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Business-Studio Address.....Hotel Connor
 Phone Number.....7260
 Air Time.....6 a.m.-12 M.
 Transcription Service.....World
 Representative.....William G. Rambeau
 Membership.....NAB
 President, General-Station Manager, Chief
 Engineer.....Austin A. Harrison
 Commercial Manager.....W. D. Lowry
 Sales Promotion Manager.....Noel Ball
 Chief Announcer.....Claude Evans

W M B H

JOPLIN—EST. 1925

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Joplin Bcstg. Co.
 Business-Studio Address: Frisco Bldg.
 Phone Number: 330-1-2-3
 Air Time: 18 hrs. daily
 News Service: AP
 Transcription Service: Standard, Thesaurus, Lang-Worth
 Representative: Sears & Ayer
 Membership: NAB, BMB
 President, General Manager: D. J. Poynor
 Commercial Manager: Abe Radunsky
 Sales Promotion Manager: Chas. David Blair
 Program Director: Roy Wilson Bilderback
 Chief Engineer: Richard P. Meek

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K F R M

KANSAS CITY—EST. 1947

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By: Midland Bcstg. Co.
 Representative: Free & Peters
 President: Arthur B. Church

K C M O

KANSAS CITY—EST. 1936

ABC

Frequency: 810 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By: KCMO Bcstg. Co.
 Business-Studio Address: 1515 Commercial
 Bldg.
 Phone Number: Victor 0900
 Transmitter Location: Nashua, Mo.
 Air Time: 20 hrs. daily
 News Service: AP, UP
 Transcription Service: Thesaurus
 Representative: John E. Pearson Co.
 Membership: NAB, BMB
 President: T. L. Evans
 General-Station Manager: E. K. Hartenbower
 Commercial Manager: C. E. Morrill
 Sales Promotion Manager, Publicity
 Director: Farrell Strawn
 Program Director: S. B. Tremble
 Production Manager: Kenneth Heady
 Chief Announcer: Dal Stallard
 Musical Director: Gene Moore
 Chief Engineer: Karl Troeglen
 Farm Editor: Jack Jackson

(See Page 490)

K M B C

KANSAS CITY—EST. 1921

CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Midland Bcstg. Co.
 Business-Studio Address: Pickwick Hotel
 Phone Number: Harrison 2650
 Transmitter Location: 50th & Bellinder Rd.
 Air Time: 5 a.m.-12:05 a.m.; 6:30 a.m.-12:05
 a.m., Sun.
 News Service: AP, UP
 Transcription Service: World
 Representative: Free & Peters
 Membership: NAB
 President, Gen. Mgr.: Arthur B. Church
 V.P., Managing Dir.: Karl Koerper
 V.P., Sales Director: Sam H. Bennett
 Program Director: Roderick Cupp
 Production Manager: Fran Heyser
 Publicity Director: Tom Rucker
 Chief Announcer: Keith Painton
 Musical Director: P. Hans Flath
 Chief Engineer: A. R. Moler

(See Page 487)

W D A F

KANSAS CITY—EST. 1922

NBC

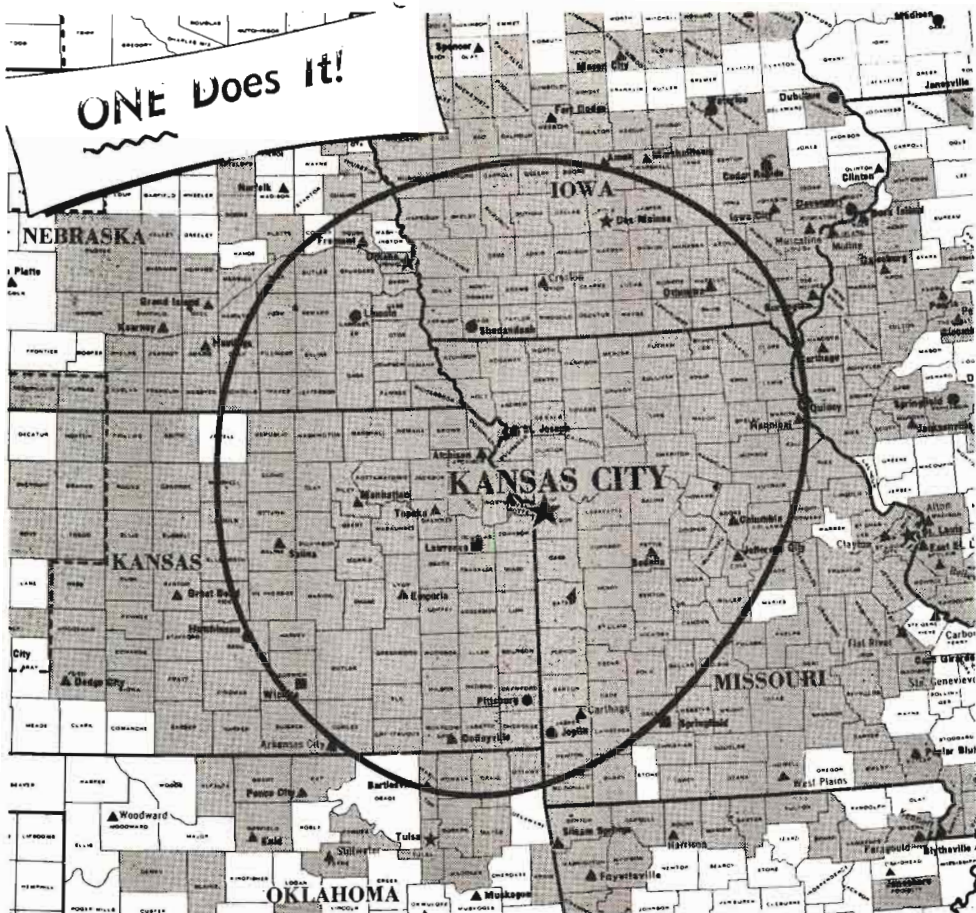
Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: The Kansas City Star
 Co.
 Business-Studio Address: 1729 Grand Ave.
 Phone Number: Harrison 1200
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: AP
 Transcription Service: Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 President: Roy A. Roberts
 General-Station Manager: Dean Fitzer
 Commercial-Sales Promotion
 Manager: Manne E. Russo
 Program Director, Production Manager,
 Musical Director: Harry J. Kaufman
 Publicity Director: Joseph Stewart
 Chief Engineer: J. A. Flaherty

W H B

KANSAS CITY—EST. 1922

MBS—KANSAS STATE NETWORK

Frequency: 710 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By: WHB Bcstg. Co.
 Business-Studio Address: Scarritt Bldg., 9th &
 Grand Ave.
 Phone Number: Harrison 1161
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Associated, Lang-Worth



**KCMO 1/2 millivolt contour map
50,000 Watts Non-Directional — Daytime
superimposed over actual mail count map***

- One station**
- One set of call letters**
- One spot on the dial**
- One rate card**

*387 COUNTIES—174 more than the 213 in the KCMO 1/2 Millivolt area—that's KCMO's mail response for the first 4 months at 50,000 watts. This includes 100 counties in Missouri, 79 in Kansas, 51 in Nebraska, 70 in Iowa, 21 in Oklahoma, 33 in Arkansas, 33 in Illinois. And mail came in from 20 other states! We'll gladly send details of this mail response. Write or call.

50,000 Watts Day . . .
10,000 Watts Nights—on 810 kc
National Representative:
John E. Pearson Co.

Base map courtesy Broadcasting Magazine



KCMO

Kansas City, Mo.—
Basic ABC for Mid-America

Representative John Blair
 Membership NAB, BMB
 President, Commercial
 Manager Donald Dwight Davis
 General-Station Manager John T. Schilling
 Program Director John R. Wahlstedt
 Publicity Director John W. Fraser, Jr.
 Chief Engineer Henry E. Goldenberg

(See Page 8)

K B O A

KENNETT—EST. 1947

Frequency: 830 Kc. Power: 100 Watts d.
 Owned-Operated By Kennett Bcstg. Corp.
 Business Address Highway 25, So.
 Phone Number 830
 News Service AP
 Transcription Service Thesaurus, SESAC
 President-General-Commercial

Manager Paul C. Jones
 Promotion Mgr., Program Dir. Ray Van Hooser
 Chief Engineer Robert L. Conner

K I R X

KIRKSVILLE—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By North Mo. Bcstg. Co.
 Business Address KIRX Bldg.
 Phone Number 86
 News Service AP
 Transcription Service Thesaurus, Capitol
 President-General Mgr. Samuel A. Burk
 Commercial Manager Richard R. Canady
 Program Director William Morgan
 Chief Engineer Leon H. Brauhn

K L W T (CP)

LEBANON

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lebanon Bcstg. Co.
 Business Address Hever Bldg.

K X E O (CP)

MEXICO

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Audrain Bcstg. Corp.
 Business Address 115 W. Monroe St.

K W O C

POPLAR BLUFF—EST. 1938

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Al McCarthy, O. A.
 Tedrick and J. H. Wolpers
 Business-Studio Address KWOC Bldg., 1801
 North Main St.

Phone Number 1310
 Transmitter Location 1801 North Main St.
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service SESAC
 Representative John E. Pearson
 Membership NAB
 President O. A. Tedrick
 General-Station-Commercial-Sales Promotion
 Mgr., Publicity Director Wm. R. Tedrick
 Program Director, Production
 Manager Byron Kearbey, Jr.
 Chief Announcer Tom Hunnicutt
 Musical Director Byron Kearbey, Jr.
 Chief Engineer Don M. Lidenton
 Farm Editor W. F. James

K T T R

ROLLA—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By "Show-Me" Bcstg. Co.
 Partners Luther W. Martin
 Wilson C. Burkhead, Martin M. Mitckum

K S G M

STE. GENEVIEVE—EST. 1947

GRIESEDECK BROS.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Donze Company
 Business-Studio Address 245 Merchant St.
 Phone Number 580
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 General Manager Elmer L. Donze
 Commercial Manager Norbert B. Donze
 Sales Promotion Manager Donald M. Donze
 Production Manager Wm. T. Bullington
 Chief Engineer Merle L. Rose
 Farm Editor Blake Taber

K F E Q

ST. JOSEPH—EST. 1923

MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Business-Studio Address KFEQ Bldg., 8th &
 Frederick Ave.
 Phone Number 4-0813
 Air Time 5:45 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 General Manager Barton Pitts
 Commercial Manager Glen G. Griswold
 Sales Promotion Manager J. Ted Branson
 Program Director R. Thompson Mabie
 Chief Engineer J. Wesley Koch

3,730 more square miles ... with **KSD's** increase in nighttime power!

Every Advertiser Whose Products Are Sold in the Greater St. Louis Area Will Be Interested in These Facts:

- 1.** Beginning on or about April 1, KSD will broadcast with a power of 5,000 watts *day and night*—on 550 kilocycles.
- 2.** KSD's new transmitter and antenna-towers are located on a 68-acre tract less than five miles from downtown St. Louis.
- 3.** KSD's new antenna system consists of four towers—each 450 feet in height.
- 4.** KSD's new 5,000-watt transmitter incorporates the latest developments for the highest quality reception.
- 5.** KSD's power increase plus the new antenna system will enable KSD's nighttime signal to cover an additional 3,730 square miles of interference-free service area.
- 6.** KSD's effective nighttime power, in the direction of the City of St. Louis, will be increased to 15,000 watts.
- 7.** KSD is the National Broadcasting Company's basic station for St. Louis. It is 225 miles to the nearest other NBC basic outlet.
- 8.** KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire.
- 9.** KSD is recognized throughout its listening area for its high standards of programming and advertising acceptance.
- 10.** Now, more than ever before, for the advertiser who has goods to sell in the Greater St. Louis Market, KSD-NBC-AP is "The Combination That Clicks."

KSD

**The ST. LOUIS POST-DISPATCH Station
KSD-TV and KSD-FM**

National Advertising Representatives:

FREE & PETERS, INC.

KRES

ST. JOSEPH—EST. 1946

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

Business-Studio Address: 113 So. 7th
Phone Number: 4-6346
Transmitter Location: Highway 59
Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
President, General Manager: Paul E. Roscoe
Asst.-Station Mgr., Chief

Engineer: Charles Wiesemann
Commercial Manager: J. J. Fitzgerald
Sales Promotion Manager: Jim Goodding
Program-Publicity-Musical
Director: Edward A. Moore
Production Manager: Alan Menefee
Chief Announcer: Joe Killgore

KBGS (CP)

ST. LOUIS

Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio St. Louis Partners
Edwin Riley Grove, III, James Henry Grove, William Blum, Jr.

KMOX

ST. LOUIS—EST. 1925

NBC

Frequency: 1120 Kc. Power: 50,000 Watts
Owned-Operated By: Columbia Bcstg. System, Inc.

Business-Studio Address: 401 So. 12th St.
Phone Number: Central 8240
Transmitter Location: Route No. 2, Granite City, Ill.

Air Time: 5 a.m.-1:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Radio Sales
Membership: NAB, BMB
General Manager: Wendell B. Campbell
Commercial Manager: Carter Ringlep
Sales Promotion Manager: Edwin M. Fisher
Program Director: T. A. Bland
Production Manager: George Clare
Publicity Director: Walter Rott
Musical Director: John Bambridge
Chief Engineer: Harry Harvey
Farm Editor: Ted Mangner

KSD

ST. LOUIS—EST. 1922

NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Pulitzer Publishing Co.

Business-Studio Address: 1111 Olive St.
Phone Number: MAin 1111
Transmitter Location: 1111 Olive St.
Air Time: 5:30 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service: AP
Transcription Service: World, Thesaurus
Representative: Free & Peters
Membership: NAB, BMB
President: Joseph Pulitzer
General Manager: George M. Burbach
Commercial Manager: Edward W. Hamlin

KWK

ST. LOUIS—EST. 1927

MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n. (CP 5000)

Owned-Operated By: Thomas Patrick, Inc.
Business-Studio Address: 9th Floor, Chase Hotel

Phone Number: ROsedale 3210
Transmitter Location: 500 Logan St., Baden, Mo.

Air Time: 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.;
7 a.m.-12 M., Sun.

News Service: UP
Transcription Service: World
Representative: Paul H. Raymer
President, General Manager: Robert T. Convey
Station Manager: Ray E. Dady
Assistant Station Manager: John W. Tinnea
Commercial Manager: V. E. Carmichael
Sales Promotion Manager: T. E. Richter
Program Director: Russell C. Kaiser
Production Manager: John Traxler
Publicity Director: Tom Dailey
Musical Director: Carl Hohengarten
Chief Engineer: N. J. Zehr

KXLW

ST. LOUIS—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Saint Louis County Bcstg. Co.

Business-Studio Address: 8135 Forsythe Blvd.
Phone Number: Delmar 1320

Transmitter Location: 9700 Old Bonhomme Rd.
Air Time: 6 a.m.-local sunset

News Service: AP, UP
Transcription Service: World
Representative: Forjoe
Membership: NAB
President, General Manager: Guy Runnion
Assistant-Sales Promotion

Manager: Edgar J. Mothershead
Sales Manager: Leslie P. Ware
Program Director: Blaine Cornwell
Chief Announcer: Bob Terry
Chief Engineer: Denis E. Volas
Farm Editor: Charlie Clements

KXOK

ST. LOUIS—EST. 1938
ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By... Star-Times Publishing Co.

Business-Studio Address... 12th & Delmar Blvds.
Phone Number... Chestnut 3700
Air Time... 5:30 a.m.-1 a.m.; 6 a.m.-1 a.m., Sun.
News Service... AP, INS, UP, Reuters
Transcription Service... Associated, Standard
Representative... John Blair
Membership... NAB, BMB
President... Elzey M. Roberts
Station Manager... C. L. Thomas
Director of Sales... V. N. Springgate
Sales Promotion Manager... Foster H. Brown
Production Manager... Elmer G. Muschany
Publicity Director... Ralph J. Gentles
Chief Announcer... Robert Holt
Musical Director... Emmett Schuster
Chief Engineer... Arthur F. Rekart
Farm Editor... Charles Stookey

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By... The St. Louis University
Business-Studio Address... 3642 Lindell Blvd.
Phone Number... Franklin 5665
Air Time... 6 a.m.-local sunset
News Service... INS
Transcription Service... World, Standard, Lang-Worth

Representative... John E. Pearson
Membership... NAB
President... Very Rev. Patrick J. Holloran, S.J.
General Manager... Nicholas Pagliara
Commercial Manager... Leonard P. Frankel
Program Director... Don Lochner
Production Manager... Syl Binkin
Publicity Director... William Moffett
Chief Announcer... O. J. McQuigg
Musical Director... Ralph Stein
Chief Engineer... Joseph A. Volk

WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Missouri Bcstg. Corp.
Business-Studio Address... 3601 Lindell Blvd.
Phone Number... Jefferson 8403
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Lang-Worth, MacGregor
Representative... Wm. G. Rambeau
Membership... NAB

President... L. A. Benson
Vice-President, General Mgr... C. W. Benson
Commercial Manager... H. R. Hansen
Program Director... Neil Norman
Publicity Director... Mel Kampe
Chief Engineer... Edward Goodberlet

KDRO

SEDALIA—EST. 1939
MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Milton J. Hinlein
Business-Studio Address... 2100 W. Broadway
Phone Number... 4004-5
Air Time... 6 a.m.-10 p.m.; 7 a.m.-10 p.m., Sun.
News Service... UP
Representative... Forjoe & Co.
Membership... NAB
President... Milton J. Hinlein
General Manager... Herbert W. Brandes
Commercial Manager... Harry Trotman
Sales Promotion Manager... Milton J. Hinlein
Program Director... Maxine Fisher
Chief Engineer... Wayne Pash

KSIM (CP)

SIKESTON

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sikeston Community Bcstg. Co.
Business Address... 210 W. North St.

KGBX

SPRINGFIELD—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By... Springfield Bcstg. Co.
Address... 602 St. Louis St.
Phone Number... 3-3200
Air Time... 6:30 a.m. to 12 midnight
News Service... AP
Transcription Service... NBC Thesaurus
Representative... George P. Hollingberry Co.
Membership... NAB
President... Tams Bixby, Jr.
General-Commercial Mgr... J. Gordon Wardell
Program Director... Carl Fox
Promotion Manager... Dudley Morris
Chief Engineer... E. Dennis White

KTTS

SPRINGFIELD—EST. 1941
CBS—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Independent Bcstg. Co.
Business-Studio Address... Chamber of Commerce Bldg.

MISSOURI-MONTANA

Phone Number 4303
 Transmitter Location... Chamber of Commerce Bldg.
 Air Time... 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m. Sun.
 News Service AP
 Transcription Service World
 Representative..... Sears & Ayer
 Membership BMB
 President..... J. H. G. Cooper
 General-Station Manager... G. Pearson Ward
 Sales Manager..... Bob Burke
 Sales Promotion Manager..... G. P. Ward
 Program Director..... Wendel Smith
 Chief Engineer..... William F. Curry

K W T O
 SPRINGFIELD—EST. 1933
 ABC

Frequency: 560 Kc. Power: 5000 Watts d.; 1000 Watts n.
 Owned-Operated By..... Ozarks Bcstg. Co.
 Business-Studio Address... 606 St. Louis St.
 Phone Number 3-2800
 Transmitter Location..... South Fremont Rd.
 Air Time... 5 a.m.-12 M.; 6:30 a.m.-12 M., Sun.
 News Service UP

Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President, General Mgr..... Ralph D. Foster
 Vice-President, Treasurer... C. Arthur Johnson
 Assistant Manager, National
 Sales Manager..... Leslie L. Kennon
 Promotion Director..... Bill Bailey
 Program Director..... Bill Ring
 Production Manager..... Lou Black
 Musical Director..... Virgil Phillips
 Chief Engineer..... Fritz Bauer

K W P M
 WEST PLAINS—EST. 1947
 CARDINAL BASEBALL—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Robert Neathery
 Business Address..... P. O. Box 446
 Phone Number 700
 Transmitter-Studio Location..... Highway 80
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service... Standard, Keystone
 President-Owner Robert Neathery
 Commercial Manager..... Fritze Dixon
 Program Director..... Nola Langston

MONTANA

*Estimated Population 494,000—% Increase —11.7—Radio Homes 126,181
 Farms with Radios 31,744—Stations in State 25*

K A N A
 ANACONDA—EST. 1946

Frequency: 1230 Kc. Power: 5000 Watts
 Owned-Operated By..... Mosby's Inc.
 Business Address..... Anaconda, Mont.
 Phone Number..... Anaconda 136
 Transmitter-Studio Location..... Lincoln St.
 Air Time... 7 a.m.-11 p.m.; 9 a.m.-11 p.m., Sun.
 News Service UP
 Transcription Service... Lang-Worth, MacGregor
 Representative..... Weed & Co.
 Membership NAB
 President..... Arthur J. Mosby
 General-Station Manager..... Don Jones
 Commercial Manager..... Robert Brazill
 Chief Engineer..... Charles Currie

Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 President..... R. E. Mulvaney
 General-Station Mgr..... Franz J. Robischon
 Commercial-Sales Promotion Mgr... Ken Nybo
 Program-Publicity Director... Leroy Swecker
 Chief Announcer..... Charles Du Bois
 Chief Engineer..... Richard Kaiser

K G H L
 BILLINGS—EST. 1928
 NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By..... Northwestern Auto Supply Co., Inc.
 Address..... Fifth and North Broadway
 Phone Number..... 2222
 Transmitter Location... 6 miles west of Billings
 Air Time..... 6 a.m. to midnight; Sundays, 7 a.m. to midnight
 News Service..... UP
 Transcription Service..... Standard, NBC
 Thesaurus, World, SESAC

K B M Y
 BILLINGS—EST. 1946
 MBS—INTERMOUNTAIN—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... Billings Bcstg. Co.
 Business Address..... Box 1101
 Phone Number 3838
 Transmitter-Studio Location... West of Billings

Representative.....The Katz Agency
 Membership.....NAB, BMB
 President.....C. O. Campbell
 General Manager.....Ed Yocum
 Station Mgr.-Program Dir....M. V. Braunberger
 Sales Promotion.....June Leff
 Chief Engineer.....Jeff Kiichli

KXLQ

BOSEMAN—EST. 1939

NBC—PACIFIC NORTHWEST BSTRS.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRBM Bcstrs., Inc.
 Business Address.....Bozeman, Mont.
 Phone Number.....1420
 Transmitter-Studio Location.....2½ mi. E. of
 Bozeman
 Air Time.....16½ hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker Co.
 Membership.....NAB
 President, General-Station Manager, Musical
 Director.....Ernest A. Neath
 Commercial Manager.....J. Ray Bridges
 Program Director, Production
 Manager.....Tom Robischon
 Publicity Director, Chief
 Announcer.....Duane Parker
 Chief Engineer.....Jack Provis
 Farm Editor.....George Wooley

KBOW

BUTTE—EST. 1947

CBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Copper City Radio Co.
 Business Address.....P. O. Box 1932
 Phone Number.....7429
 Transmitter-Studio Location.....720 Yale Ave.
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Gene Grant
 Membership.....NAB
 President-Owner, Commercial
 Manager.....Frank Reardon
 Acting Manager, Program-Musical
 Director.....Robert Athearn
 Chief Announcer.....Don Anderegg
 Chief Engineer.....Bert Davis

KOPR

BUTTE—EST. 1947

ABC—ROCKY MT. BCSTG. SYSTEM.

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Copper Bcstg. Co.
 Business-Studio Address.....Hotel Finlen
 Transmitter Location.....S.W. of Butte
 Air Time.....6 a.m.-12 M.

News Service.....UP
 Transcription Service.....World
 Representative.....The Katz Agency
 Membership.....NAB, BMB
 President, General Mgr....Frank C. Carman

KXLF

BUTTE—EST. 1929

NBC—Z NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Business-Studio Address.....Box 1956
 Phone Number.....2-2344
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, MacGregor
 Representative.....Walker Co., Tracy Moore
 Membership.....NAB, BMB
 President, General Manager.....E. B. Craney
 Station Manager.....A. E. Anzjon
 Commercial Manager.....J. S. Schile
 Sales Promotion Manager...George Webber
 Chief Engineer.....W. J. Provis

KYES (CP)

BUTTE

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By...Treasure State Bcstg. Co.

KFBB

GREAT FALLS—EST. 1922

CBS

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By...Buttrey Broadcast, Inc.
 Business-Studio Address...607 First National
 Bank Bldg.
 Phone Number.....4377
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....Fred Birch
 Manager, Commercial Mgr....J. P. Wilkins
 Program Director.....W. J. Towner
 Chief Engineer.....Wilbur L. Myhre

KGFM (CP)

GREAT FALLS

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mosby's, Inc.

KMFR (CP)

GREAT FALLS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mont. Farmer Bcstg.
 Corp.

K M O N (CP)

GREAT FALLS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By Sun River Bcstrs., Inc.

K X L K

GREAT FALLS—EST. 1947

NBC—Z NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Great Falls Bcstg. Co.
Business-Studio Address Park Hotel
Phone Number 2-2453
Transmitter Location Park Hotel
Air Time 7 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.
President J. R. Larcombe
General-Station Mgr. K. O. MacPherson
Commercial Manager Carl F. Argabrite
Program Director Pat Larkin
Musical Director Elizabeth Drapes

K A V R

HAVRE—EST. 1946

KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAVR, Inc.
Business Address P. O. Box 672
Phone Number 888
Transmitter-Studio Location ¼ mi. E. of
Havre on U. S. No. 2
Air Time 6:30 a.m.-11:15 p.m.; 8 a.m.-10:15
p.m., Sun.
News Service UP
Transcription Service World
Representative W. S. Grant
Membership NAB
President Jessica L. Longston
Vice President Vicki Zaser
Station Manager, Program
Director Larry Gordon
Commercial Manager Bill Murphy
Chief Engineer F. W. Smith

K O J M

HAVRE—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By North Montana Bcstg.
Co., Inc.
Business Address Box 70
Phone Number 1096
Studio Address 426½ First St.
Transmitter Location Shepard Rd., N.E. of
Havre
Air Time Local sunrise-local sunset
News Service AP
Transcription Service MacGregor, Long, Cole,
Associated

Representative Homer Griffith
Membership NAB, BMB
President Dr. F. W. Aubin
Vice-Pres., Sec.-Treas. E. J. Pepin
Sales Promotion-Production Mgr. Bud Richards
Program Director, Chief

Announcer Jim Saenger
Publicity Director E. J. Pepin
Chief Engineer George H. Bauer
Farm Editor Ray Porter

K X L J

HELENA—EST. 1937

NBC—Z BAR NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Peoples Forum of the Air
Address 1306 Eleventh Ave.
Phone Number 1240
Transmitter Location Helena
Air Time 8 a.m. to 12 midnight
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.
President A. T. Hibbard
General Commercial Mgr. Bob Rutter
Program Director Paul A. Hatton, Jr.

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Donald C. Treloar
Business-Studio Address 203 First Ave. E.
Phone Number 332 or rural 3220
Transmitter Location 2½ mi. S. on Highway
No. 93
Air Time 7 a.m.-10 p.m.; 9 a.m.-7 p.m., Sun.
News Service UP
Transcription Service World, SESAC
Membership NAB, BMB
President, General-Station-Commercial
Manager Donald C. Treloar
Program Director Maurice Driscoll
Musical Director Les Sterling
Chief Engineer William H. Patterson
Farm Editor Glenn Millhouse

K X L O

LEWISTON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Capital Bcstg. Co.
Business-Studio Address East Main St.
Phone Number 1210
Transmitter Location East Main St.
Air Time 6:30 a.m.-10:30 p.m.; 8 a.m.-9:30
p.m., Sun.
News Service AP
Transcription Service Standard
Membership NAB
President, General-Station
Manager George Bennett
Commercial Manager Robert Z. Gray

Program Director..... Lee Belding
 Chief Announcer..... Wm. Weest
 Chief Engineer..... Wm. R. Parker

K P R K

LIVINGSTON—EST. 1947

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Yellowstone Amuse. Co.
 Business Address..... Box 952
 Phone Number..... 1000
 Transmitter-Studio Address..... East Park St.
 Air Time..... 6:30 a.m.-10:15 p.m.; 9:30 a.m.-7:30 p.m., Sun.
 News Service..... AP
 Transcription Service..... Lang-Worth, SESAC
 Representative..... Homer Griffith
 Membership..... NAB
 President, General-Station
 Manager..... Paul B. McAdam
 Commercial-Sales Promotion
 Manager..... Jack Hinman
 Program-Musical Director..... Robert Greer
 Production Manager, Chief
 Announcer..... Brooks Read
 Publicity Director..... Jean Morrison
 Chief Engineer..... Bill Wren
 Farm Editor..... Bob Alves

K R J F

MILES CITY—EST. 1941
 MBS—INTERMOUNTAIN—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Star Printing Co.
 Business Address..... 13 North 5th
 Phone Number..... 60
 Transmitter-Studio Location..... Haynes Ave.
 Air Time..... 7 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NAB, BMB
 President..... W. F. Flinn
 General-Station-Commercial
 Manager..... Don Tannehill
 Sales Promotion Manager, Publicity
 Director..... Norm Ingstrom
 Program Director, Production
 Manager..... Bob Wilson
 Chief Announcer..... Ron Barkley
 Chief Engineer..... Charles Scofield
 Farm Editor..... A. E. Kegal

K G V O

MISSOULA—EST. 1931
 CBS

Frequency: 1290 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Mosby's Inc.
 Business Address..... 127 East Main
 Phone Number..... 2155
 Studio Address..... 132 West Front

Transmitter Location..... Highway 93, 3 mi. W.
 of Missoula
 Air Time..... 6:30 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Lang-Worth, MacGregor,
 Associated
 Representative..... Geo. P. Hollingbery
 Membership..... NAB
 President-Owner..... A. J. Mosby
 Commercial-Sales Promotion
 Manager..... Marion E. Dixon
 Program Director, Production
 Manager..... W. C. Blanchette
 Chief Announcer, Musical
 Director..... William Strothman
 Chief Engineer..... Lawrence Smith
 Farm Editor..... Dick Wright

K M S U (CP)
 MISSOULA

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Missoula Radio Assn.
 Business Address..... 218 N. Higgins
 Phone Number..... 6882
 President..... Robert B. Cummins
 Vice President..... Oakley E. Coffee

K X L L

MISSOULA—EST. 1947
 NBC—Z NETWORK—PNB

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Western Montana
 Associates
 Business-Studio Address..... Orchard Homes,
 River Rd.
 Transmitter Location..... Orchard Homes,
 River Rd.
 Air Time..... 7 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Walker Co.
 General Manager..... Pat M. Goodover
 (Staff Not Completed at Press Time)

K I Y I

SHELBY—EST. 1947
 KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Tri-County Radio Corp.
 Business Address..... Shelby, Mont.
 Phone Number..... 560
 Transmitter-Studio Location..... North Marias,
 Mont.
 Air Time..... 17½ hrs. daily
 News Service..... UP
 Transcription Service..... World, Keystone,
 SESAC
 Representative..... Wm. Grant
 President..... John J. Hurley
 Sec.-Treas..... Cedor Aronow
 General Manager..... Frank Krshka
 Commercial Manager..... Lawrence Wing

Program Director..... George Potter
 Chief Engineer..... Richard C. Velo

KGCX

SIDNEY—EST. 1926

MBS—GREAT NORTHERN BCSTG.—KBS
 Frequency: 1480 Kc..... Power: 1000 Watts
 Owned-Operated By..... E. E. Krebsbach
 Business-Studio Address.. 109 So. Central Ave.,
 Sidney & Masonic Bldg., Williston, N. D.

Phone Number 408
 Transmitter Location..... 4 mi. N. of Sidney
 Air Time..... 6 a.m.-10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative The Walker Co.
 Membership NAB, BMB
 President, General Mgr..... E. E. Krebsbach
 Station Manager..... E. Clair Krebsbach
 Chief Announcer..... G. Mel King
 Chief Engineer..... Oscar H. Halvorsen

NEBRASKA

*Estimated Population 1,301,000—% Increase —1.1—Radio Homes 326,497
 Farms with Radios 94,635—Stations in State 18*

KJSK (CP)

COLUMBUS

Frequency: 900 Kc..... Power: 1000 Watts d.
 Owned-Operated By... George Basil Anderson
 Business Address..... Columbus, Nebr.
 News Service..... AP
 President-Gen. Mgr... George Basil Anderson
 Chief Engineer..... Harold Hardy

Transmitter Location..... Phillips, Nebr.
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service..... World, Cole
 Representative Headley-Reed
 Membership NAB, BMB
 President Don Searle
 General-Station Manager..... Wick Heath
 Commercial Manager..... Bill Martin
 Sales Promotion Manager, Publicity
 Director Herb Clark
 Program: Director, Production Manager, Chief
 Announcer Orie Kerwood
 Musical Director..... Dick Stahl
 Chief Engineer..... Norval Larsen
 Farm Editor..... George Kister

KORN

FREMONT—EST. 1939

MBS—NEBR. WIRELESS NETWORK—KBS
 Frequency: 1340 Kc..... Power: 100 Watts
 Owned-Operated By..... Inland Bcstg. Co.
 Business-Studio Address..... 118 East 5th St.
 Phone Number 1060
 Transmitter Location..... East 16th St.
 Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Weed & Co.
 President..... John K. Morrison
 General Manager..... Paul R. Fry
 Station-Sales Promotion
 Manager..... William H. Baldwin
 Commercial Manager..... G. E. Bentz
 Program Director, Production
 Manager..... Ray Arvin
 Publicity Director..... Helen Norwood
 Chief Announcer, Farm Editor..... Bill Wood
 Musical Director..... Harry Gehrett
 Chief Engineer..... Percy Ziegler

KHAS

HASTINGS—EST. 1940

MBS—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Nebraska Bcstg. Co.
 Business-Studio Address..... Tribune Bldg.
 Phone Number 1745-6
 Transmitter Location..... Tribune Bldg.
 Air Time..... 7 a.m.-12 M.
 News Service INS
 Transcription Service Capitol
 Membership NAB, BMB
 President..... Fred A. Seton
 General-Station-Sales Promotion
 Manager..... Duane L. Watts
 Commercial Manager..... Ed Kihn
 Program Director, Production Manager,
 Publicity Director..... Warren Mowder
 Musical Director..... Charles Wright
 Chief Engineer..... Duane Allison

KMMJ

GRAND ISLAND—EST. 1925

ABC

Frequency: 750 Kc..... Power: 100 Watts d.
 Owned-Operated By..... KMMJ, Inc.
 Business-Studio Address... Cedar & Division
 Phone Number 703-4

KGFW

KEARNEY—EST. 1930

MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts

Owned-Operated By... Central Nebraska Bcstg. Corp.
 Business-Studio Address... Federal Annex Bldg.
 Phone Number... 23541; 31551
 Transmitter Location... Lakeside
 Air Time... 6:30 a.m.-11 p.m.
 News Service... UP
 Transcription Service... Keystone
 Membership... NAB
 President, General Mgr... Lloyd C. Thomas
 Station-Commercial-Sales Promotion Manager... E. Anson Thomas
 Program Director... Peg Biber
 Publicity Director... Bob Holt
 Chief Announcer... Lew Jeffery
 Chief Engineer... Jack Lewis
 Farm Editor... Floyd Kalber

KFOR

LINCOLN—EST. 1930
ABC

Frequency: 1240 Kc... Power: 250 Watts
 Owned-Operated By... Cornbelt Bcstg. Corp.
 Address... Stuart Bldg.
 Phone Number... 2-6965
 Transmitter Location... 48th & Vine Sts.
 Air Time... 6 a.m. to 12 midnight
 News Service... INS; AP
 Transcription Service... Standard Radio.
 Capitol Representative... Edward Petry & Co., Inc.
 Membership... NAB, BMB
 President... Charles T. Stuart
 Station Mgr.-Commercial Mgr... Harry D. Peck
 Program Director... Jack Huston
 Promotion Manager... Gladyce Gale
 Chief Engineer... Charles W. Winkler

KILM (CP)

LINCOLN

Frequency: 1480 Kc... Power: 1000 Watts
 Owned-Operated By... Lincoln Bcstg. Corp.
 Business Address... 510 Barkley Bldg.

KOLN

LINCOLN—EST. 1947
MBS—INLAND GROUP

Frequency: 1400 Kc... Power: 250 Watts
 Owned-Operated By... Inland Bcstg. Co.
 Business-Studio Address... 211 Federal Securities Bldg.
 Phone Number... 2-7218
 Transmitter Location... 40th & W Sts.
 Air Time... 6:30 a.m.-12 M.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Weed & Co.
 Membership... NAB, BMB
 President... John K. Morrison

Vice-President, General Manager... Paul R. Fry
 Station Manager... Hugh E. Bader
 Local Commercial Mgr... William B. Waugh
 Promotion Manager... Edwin T. Smith
 Production Manager... Robert Parkins
 Chief Announcer... Bud Levinson
 Engineering Supervisor... Marvin J. Korinek

KBRL

McCOOK—EST. 1947

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Operated By... The McCook Bcstg. Co.
 Business Address... J. St. & Highway No. 83
 Phone Number... 1450
 News Service... AP
 Transcription Service... Thesaurus, Capitol
 Representative... Friedenberg
 General Promotion Mgr... William J. Cox
 Commercial Manager... Arthur V. Henri
 Program Director... Edward Cooper
 Chief Engineer... LeRoy W. Lenwell

WJAG

NORFOLK—EST. 1922

Frequency: 780 Kc... Power: 1000 Watts d.
 Owned-Operated By... Norfolk Daily News
 Business-Studio Address... Norfolk Ave. & 6th St.
 Phone Number... 432
 Transmitter Location... West Norfolk Ave.
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... The Walker Co.
 Membership... NAB, BMB
 General-Station Manager... Art Thomas
 Commercial Manager... Bob Thomas
 Sales Promotion, Production Manager, Farm Editor... Hollis Francis
 Program Director... Lloyd Farlee
 Publicity Director... Bob Thomas
 Chief Announcer... Lloyd Farlee
 Musical Director... Wayne Larson
 Chief Engineer... Frank Weidenbach

KODY

NORTH PLATTE—EST. 1930
NBC—KBS

Frequency: 1240 Kc... Power: 250 Watts
 Owned-Operated By... WOW, Inc.
 Business-Studio Address... 1521 W. 12th St.
 Phone Number... 382
 Transmitter Location... 1521 W. 12th St.
 Air Time... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service... AP, UP
 Transcription Service... Standard, Lang-Worth
 Representative... John Blair
 Membership... NAB, BMB
 President... John J. Gillin, Jr.