

Address.....1140 Yellowstone Ave.
 Phone Number.....1240
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB
 President.....F. M. Bisline
 Gen., Comm. Mgr.....Louis F. Haller
 Pgm. Dir., Prom. Mgr.....Doris MacBride
 Chief Engineer.....Julian Dennis

KSEI

POCATELLO—1926
NBC-UTAH-IDAHO NET

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Service Corp.
 Business-Studio Address.....Hotel Whitman
 Phone Number.....4000
 Transmitter Location.....Pocatello
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription.....Standard, Lang-Worth, Cole
 Representative.....Walker
 Membership.....NAB, BMB, BAB
 President.....O. P. Soule
 Gen., Comm. Mgr.....Henry H. Fletcher
 Publicity Dir.....Olive M. Leoney
 Program Director.....Ruth A. Fletcher
 Chief Engineer.....Ellis W. Call
 Consulting Engineer.....Comm. Radio Eqpt. Co.

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Voice of The Rockies, Inc.
 Business-Studio Address.....17 North St.
 Phone Number.....600
 Transcription Service.....Lang-Worth, Associated
 President.....Leon Smith
 Gen., Sta. Mgr.....Rulon Dunn
 Commercial Mgr.....N. Pratt Smith
 Program Dir.....Bob Gregg
 Chief Engineer.....Kenneth F. Smith

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bauer Bcstg. Co.
 Business Address.....Sandpoint
 Phone Number.....555
 News Service.....UP
 Transcription Service.....Standard
 Partners.....Norman E. Bauer, Ione N. Bauer
 General Mgr.....Norman Bauer
 Asst. & Comm. Mgr.....Jack Hatch
 Program Dir.....Ione N. Bauer
 Promotion Mgr.....Marie Rossmiller
 Chief Engineer.....Carl I. Hill

KLIX

TWIN FALLS—1946—KBS
ABC-GEM STATE-ROCKY MT.

Frequency: 1310 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By....Southern Idaho Bcstg.
 & Television Co.
 Business-Studio Transmitter... Elizabeth Blvd.
 Phone Number.....2484
 Air Time.....5 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service....Capitol, MacGregor,
 RCA, Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NAB
 V.P., Gen. Mgr., Prom., Pub. Dir.

Frank C. McIntyre

Commercial Mgr.....Juneau H. Shinn
 Program Director.....Earl Daphstrom
 Asst. Mgr., News Dir.....Ian Elliott
 Production Director.....Eddie Gish
 Chief Engineer.....Lloyd James
 Farm Editor.....Don Flinders
 Publicity Director.....F. C. McIntyre
 Consulting Engineer.....McNary & Wrathall

KTFI

TWIN FALLS—1928
NBC-UTAH-IDAHO

Frequency: 1270 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Business-Studio Address.... 241 Main Ave. W.
 Phone Number.....2400
 Transmitter Location.....Curry
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Weed
 Membership.....NAB, BMB, BAB
 President.....O. P. Soule
 Gen.-Station-Comm. Manager...F. M. Gardner
 Pgm., Pub., Prod. Dir.....Richard Bingham
 Music Director.....Bud Beachwood
 Chief Announcer.....Jack Farrar
 News Director.....Bonnie Baird
 Chief Engineer.....Marvin Hartley
 Consulting Engineer.....McIntosh & Inglis

KVMV

TWIN FALLS—1946
MBS-INTERMOUNTAIN-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Sales Corp.
 Business Address.....P. O. Box 511
 Phone Number.....2002
 Studio-Transmitter.....Blue Lakes Blvd. N
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB, BMB

President..... Spencer D. Grow
 Exec. Vice-Pres., Chief Eng. Arch L. Madsen
 Sta., Comm. Mgr..... Dewain Sylvester
 Prom., News Dir..... Jack Hughes
 Pgm., Pub. Dir., Chief Anncr..... Al Lee
 Music Director..... Don Chandler

General Manager..... Robert G. Binyon
 Program Director..... W. Mondell Spencer
 Chief Engineer..... G. Turner Dreher

K W A L

WALLACE—1939—MBS-KBS

Frequency: 620 Kc..... Power: 1000 Watts
 Owned-Operated By..... Silver Bcstg. Co.
 Business Address..... Box 930
 Phone Number..... 2111
 Studio Address..... Wallace; Kellogg
 Transmitter Location..... Osburn
 Transcription Service..... World, SESAC
 Representative..... Holman
 Membership..... BMB
 President..... Dr. J. R. Binyon

K W E I

WEISER—1947—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Inland Bcst. Co.
 Business-Studio Address..... Box 791
 Phone Number..... 700
 Transmitter... 1 Mi. S. Weiser, Hwy. No. 30
 Air Time..... 6 a.m.-11 p.m.
News Service..... AP
 Transcription Service... Lang-Worth, Standard
Membership..... NAB
 President..... Frank Gwilliam
 Gen., Sta. Mgr..... Claude W. Cain
 Pgm., News Dir., Chief Engr..... Don Jones
 Commercial Manager..... Walter Lake
 Chief Anncr., Farm Editor..... Leo Ellsworth

AP SELLS

For Stations and Sponsors —

For instance . . . WMLS

"70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

CURTIS O. LILES,
 General Manager,
 WMLS, Sylacauga, Ala.

ILLINOIS

Population 8,712,176—Increase + 10.3% ('40-'50)—Radio Homes 2,359,500
Families—2,420,000—Stations in State 72

WOKZ

ALTON—1948

Frequency: 1570 Kc. Power 1000 Watts
Owned-Operated By WOKZ, Inc.
Address Hotel Stratford
Phone Number 3-5506
Transmitter Location .. Rt. 100 Jerseyville Rd.
Air Time Sunrise-Sunset
News Service AP
Transcription Service Standard
Station Rep. Joseph Hershey McGillyra
President Edward A. Wheeler
General Manager Ray L. Watton
Commercial Manager Bill Burch
Pub. Dir., Sales Prom. Mgr. Virginia Stewart
Chief Anncr., Pgm. Dir. John O'Hara
Music, Prod. Director Ralph Reynolds
News Director Bob Linn
Chief Engineer William Garcia

WMRO

AURORA—1938—KBS

Frequency: 1280 Kc. Power: 250 Watts, d.
Owned-Operated By Martin R. O'Brien
Business-Studio Address 184 S. River
Phone Number 4215
Transmitter Location Hurd's Island
News Service INS
Transcription Service Lang-Worth
Pres., Gen., Sta. Mgr. Martin R. O'Brien
Sales Prom. Mgr. Vincent G. Cofey
Program Director Jeanne M. Doran
Production Director Michael O'Brien
Publicity Director Carol Kling
Chief Announcer James O'Brien
Musical Director Elaine Hayden
Chief Engineer John Kitner
Farm Editor Bill Randles

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc. Power: 250 Watts, d.
Owned-Operated By Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address . 2100 W. Main
Phone Number 5000
News Service AP
Transcription Service Thesaurus, World
Representative Hal Holman
Gen. Station Mgr. Paul A. Wnorwski
Comm. Mgr. Marshall True
Sales Prom. Mgr. Lloyd C. Smith
Pro. Dir.-Chief Announcer. Russell W. Wagner
Production Director Bobby A. Boaz
Publicity Director John W. Lewis
Chief Engineer Marvin M. Mollring
Farm Editor Joseph W. Quinlan

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By ... Bloomington Bcstg. Corp.
Phone Number 5281
Transmitter Location R.R. No. 2
Air Time 6 a.m.-12 m.
News Service UP
Transcription Service ... Lang-Worth, SESAC
Representative John E. Pearson
Membership NAB
President Loring C. Merwin
General Manager Warner C. Tidemann
Commercial Manager Harry Swift
Program Director Fred Muxfeld
Chief Engineer Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Oscar C. Hirsch
Business Address Box 311
Phone Number 1490
Studio-Transmitter Location Paterdale
Air Time 6 a.m.-11 p.m.
News Service UP
Representative John E. Pearson
Membership NAB, BAB
Owner Oscar C. Hirsch
Gen.-Station-Comm. Mgr. Merrill C. Currier
Program Director Charles Housewright
Chief Engineer Oscar C. Hirsch

WBYS

CANTON—1947—KEYSTONE

Frequency: 1560 Kc. Power: 250 Watts, d.
Owned-Operated By ... Fulton Co. Bcstg. Co.
Business-Studio-Transmitter E. Linn St.
Phone Number 1677
Air Time Sunrise-Sunset
News Service AP
Transcription Service ... Lang-Worth, World
Representative Sears & Ayer
President H. R. Winsor
General Manager William Richardson
Chief Engineer Gene Ribas

WCIL

CARBONDALE—1946

Frequency: 1020 Kc. Power: 1000 Watts, d.
Owned-Operated By ... Southern Illinois Bcstg.
Business-Studio Address 218 W. Main St.
Phone Number 167, 765
Transmitter Location .. 1 Mi. W. of Carbondale
News Service AP
Transcription Service Capitol

YOU'LL KNOW HOW

to buy more tuned-in homes per dollar in the rich
Chicago market when you get the WCFL Cost Story.
Ask your Bolling Company representative or write
WCFL, 666 Lake Shore Drive, Chicago 12, Illinois.

ILLINOIS

RepresentativeHarlan Oakes
MembershipNAB, BMB
President-Gen.-Station Mgr....Paul F. McRoy
Comm.-Sales Promotion Mgr....Walter Schafer
Chief Anncr., Musical Dir.....Jim Bolen
Chief Engineer.....Marion Sawyer

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc.Power: 1000 Watts
Owned-Oper. ByCarmi Bdcstg Co.
Address101 South Walnut Street
Phone Number4161
Trans. Loca.U. S. Hgy 460, 1 M. W. of Carmi
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeSears & Ayer, Inc.
MembershipNAB
PresidentRoy Clippinger
General ManagerThomas S. Land
Station ManagerKen Boultinghouse
Commercial ManagerHoward M. Reedy
Program DirectorGarnet Williams
News DirectorJohn W. Berry
Chief EngineerHarold Vandament
Farm EditorLouis Glass

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By . . .Superior Bcstg. Service, Inc.
Business-Studio Address.502 Wabash Ave.
Phone Number520
Air TimeDaytime
RepresentativeHolman
PresidentBob Compton
ManagerJohn Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc.Power: 1000 Watts, d.
Owned-Operated ByWCNT, Inc.
Business-Studio-Transmitter.....Hwy. 51 N.
Phone Number5151
News ServiceUP
Transcription ServiceStandard
RepresentativeSears & Ayer
PresidentGeorge F. Isaac
Comm., Sta. Mgr.Merle G. Rogers
Program DirectorW. R. O'Donnell
Publicity DirectorPete Brown
Chief EngineerDwight North
News DirectorDick Berry
Musical DirectorBill Staser

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner.The Champaign News Gazette, Inc.
Business Address48 Main St.

Phone Number6-1855
Studio-Transmitter.....1.3 mile S. of city
Air Time7 a.m.-10.45 p.m.
News ServiceUP
Transcription ServiceWorld
Representative...Robert Meeker & Associates
MembershipNAB
General Manager.....J. A. McDermott
Station Manager.....Marc Howard
Chief Engineer.....Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....836 Exchange Ave.
Phone NumberRandolph 6-1932
Studio Address.....LaSalle-Wacker Bldg.
Transmitter Location..Exchange Bldg., Union
Stock Yards
Air Time.....6 a.m.-local sunset
News ServiceUP
Transcription ServiceStandard
RepresentativeJohn E. Pearson Co.
MembershipNAB
PresidentWard A. Neff
General Manager.....W. E. Hutchinson
Comm., Sta. Mgr.....Thomas L. Davis
Promotion ManagerCharles Pratt
Program DirectorDel Hester
Publicity DirectorHelen McKinley
Chief EngineerCarl W. Ulrich
Chief Anncr., News Dir.Bill Bauer
Consulting Engineer.....McNary & Wrathall

WAIT

CHICAGO—1941

Frequency: 820 Kc....Power: 5000 Watts, d.
Owned-Operated By.....Gene T. Dyer
Bus.-Studio Address...360 No. Michigan Ave.
Phone Number.....Franklin 2-0660
Transmitter LocationElmhurst
Air TimeDaytime
News ServiceUP
Transcription Service.....Capitol, Standard
RepresentativeRadio Representatives
Executive Dir.....Gene T. Dyer
Gen., Sta., Comm. Mgr.....Sil M. Aston
Program DirectorRosemary Petru
Musical Director.....Joseph Rudolph
Chief Engineer.....Edward W. Jacker

WCFL

CHICAGO—1926—ABC

Frequency: 1000 Kc....Power: 50,000 Watts
Owned-Operated By..Chicago Federation of
Labor
Business-Studio Address..666 Lake Shore Dr.
Phone Number.....MOhawk 4-2400
Transmitter Location.....Downers Grove
Air TimeUnlimited
News ServiceUP

Not **ONE** . . . But **TWO** Organizations

Say WGN reaches more homes
than any other Chicago Station!

First . . .

the 1949 BMB showed WGN reached more homes
than any other Chicago station.

Next . . .

the March-April, 1950, A. C. Nielsen annual report
showed WGN reached more homes.



If your problem is sales . . .

how can you afford not to be on WGN



WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

• • • **ILLINOIS** • • •

Transcription Service Standard
 Representative Bolling
 Pres., Gen. Mgr. William A. Lee
 Commercial Manager George Isaac
 Program Director Robert A. Platt
 Production Director Louis J. Ronder, Jr.
 Publicity Director Frank McGivern
 Musical Director Jack Kelly
 Chief Engineer Charles Willett
 Consulting Engineer Walter Kean

W B B M
CHICAGO—1923

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Oper. By CBS, Inc.
 Address 410 N. Michigan Ave.
 Phone Number Whitehall 4-6000
 Transmitter Location Itasca
 Air Time Sunrise-Unlimited
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative CBS Radio Sales
 Pres., Gen. Mgr. H. Leslie Atlas
 Station Manager E. H. Shomo
 Commercial Manager Ralph Brent
 Sales Promotion Manager Dave Kimble
 Program Director Al Morey
 Publicity Director Dave Moore
 News Director Julian Bentley
 Musical Director Caesar Petrillo
 Chief Engineer George Sherman
 Farm Editor Harry Campbell

W C B D
CHICAGO—1947

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Oper. By Christian Catholic Church
 Business Address Administration Bldg., Zion
 Phone Number 521
 Studio Address c-o Station WAIT
 Transmitter Location Elmhurst
 Air Time Share Time with WAIT
 Chief Exec. Michael J. Mintern

W C R W
CHICAGO—1926

Frequency: 1240 Kc. Power: 100 Watts, d.
 Owned-Operated By Clinton R. White
 Address 2756 Pine Grove Ave.
 Phone Number EAstgate 7-6860
 Pres.-Owner-Chief Engr. Clinton R. White
 General Manager J. A. White

W E D C
CHICAGO—1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Emil Denmark, Inc.
 Address 3860 W. Ogden Ave.
 Phone Number CRawford 7-4100

Air Time Unlimited
 News Service UP
 President Emil Denmark
 Gen.-Station-Comm. Mgr. Frank J. Kotmour
 Prom., Pgm., Prod., Pub. Dir. Chief Anncr.,
 News Dir. Bill Mack
 Musical Director William P. Brady
 Chief Engineer Thomas F. Korn

W E N R

CHICAGO—1924—ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Operated By American Bcstg. Co.
 Business-Studio Address 20 N. Wacker Dr.
 Phone Number ANdover 3-7800
 Transmitter Location Tinley Park
 News Service AP, INS, UP
 Transcription Service Standard
 Representative ABC Spot Sales
 Membership NAB, BMB
 President (ABC) Mark Woods
 Vice Pres. Gen. Div. ABC. John H. Norton, Jr.
 General Mgr. James L. Stirton
 Station-Comm. Mgr. Roy McLaughlin
 Sales Promotion Manager Karl R. Sutphin
 Program Director Harold Stokes
 Production Director Burr E. Lee
 Publicity Director Ell W. Henry
 News & Sports Events Con O'Dea
 Musical Director Rex Maupin
 Chief Engineer Ed Horstman

W G E S

CHICAGO—1924

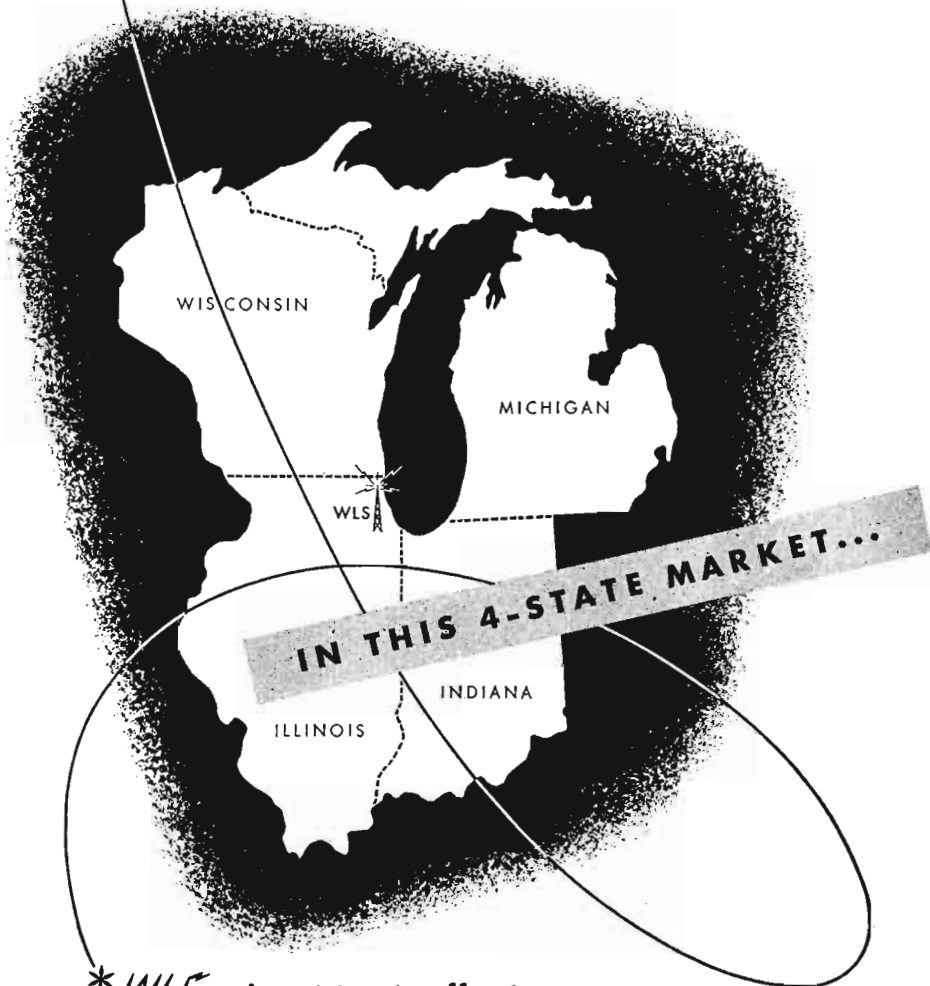
Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WGES
 Business-Studio Address 2708 Wash. Blvd.
 Phone Number SAcramento 2-1700
 Transmitter Location 8601 South Kedzie
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Associated
 Membership NAB
 Station Manager John A. Dyer
 Commercial Mgr. Elizabeth M. Hinzman
 Sales Promotion Manager K. P. Freda
 Program Director Herbert Rudolph
 Chief Engineer Ellery Plotts

W G N

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By WGN, Inc.
 Bus.-Studio Address 441 N. Michigan Ave.
 Phone Number SU 7-0100
 Transmitter Location Roselle
 Ar Time 24 hrs.
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Keenan & Eickelberg
 President Col. Robert R. McCormick
 General Sta. Manager Frank P. Schreiber

"Effective buying income" buys your product
only when effective advertising sells it . . .



* **WLS** advertising is effective
because of the confidence
millions of people have in WLS.

A Clear Channel Station



890 KILOCYCLES · 50,000 WATTS · ABC AFFILIATE · REPRESENTED BY JOHN BLAIR & CO.

Commercial Manager.. William A. McGuineas
 Sales Promotion Manager .. Charles A. Wilson
 Program Director..... Bruce Dennis
 Production Director Glenn Ransom
 Publicity Director..... James Hanlon
 Supervisor of Annrcs. William Jolly
 News Director Robert F. Hurlleigh
 Musical Director..... Henry Weber
 Chief Engineer..... Carl J. Meyers
 Farm Editor Norman Kraeft

WIND
 CHICAGO—1929
 MIDWEST BASEBALL

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Johnson Kennedy Radio Corp.

Bus.-Studio Address... 400 N. Michigan Ave.
 Phone Number..... WHitehall 4-2170
 Transmitter Location..... Gary, Ind.
 Air Time Unlimited
 News Service..... AP, UP
 Transcription Service Standard
 Representative Katz
 President..... John S. Knight
 General-Station Mgr..... Ralph L. Atlass
 Commercial Manager..... John T. Carey
 Prom. Mgr., Pgm. Dir. H. Leslie Atlass, Jr.
 Production Director Walter Rubeus, Jr.
 News Director Jim Dale
 Chief Engineer..... Kenneth C. Shirk
 Consulting Engineer..... E. C. Page

WJJD
 CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Operated By... Field Enterprises, Inc.
 Bus.-Studio Address... 230 N. Michigan Ave.
 Phone Number STate 2-5466
 Transmitter Location..... Desplaines
 Air Time..... 4 a.m.-sundown
 News Service UP
 Transcription Service..... Standard, Capitol.
 Associated, World

Representative Avery-Knodel
 Membership NAB, FMA
 President..... Marshall Field
 Gen.-Sta. Mgr., Pgm. Dir..... Arthur F. Harre
 Commercial Manager..... Frederick G. Harm
 Sales Prom. Mgr., Pub. Dir..... Edwin G. Short
 Chief Annrc., Prod. Dir..... Carl Warner
 Musical Director..... Don E. Lavery
 Chief Engineer..... Walter F. Myers
 Farm Editor Randy Blake

WLS
 CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Operated By... Agricultural Bcstg. Co.
 Business Address... 1230 Washington Blvd.
 Phone Number MO 6-9700
 Air Time Share Time with WENR

Transmitter Location Tinley Park
 News Serv. .AP, Transradio, UP, Overseas N.
 Transcription Service Standard
 Representative John Blair
 Membership NAB, BAB
 President..... James E. Edwards
 Gen. Sta. Mgr..... Glenn Synder
 Commercial Manager.... Charles M. Freeman
 Sales. Prom. Mgr. Warren W. Middleton
 Program Director..... Harold Safford
 Publicity Director John Drake
 Chief Announcer Thomas Rowe
 Musical Director..... Osgood Wesley
 Chief Engineer..... Thomas Rowe
 Farm Editor..... Arthur Page
 Consulting Engineer..... Jansky & Bailey

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

Still leading
the field...

in RADIO and TELEVISION in Chicago

WMAQ . . .

✓ **AUDIENCE**—The station more people listen to daily than any other Chicago station (BMB Study No. 2)

✓ **SALES**—After almost 30 years (WMAQ went on the air April 13, 1922), still keeping sponsors happy. Witness the Chicago and North Western Railway, Richman Brothers, Skelly Oil Company, Wieboldt Stores, Inc., and Shell Oil Company who have sponsored WMAQ programs for 10 years or longer

✓ **PROGRAMS**—Still building award-winning programs like "Destination Freedom"; still featuring Chicago's top radio personalities like Norman Ross, Wed Howard, Everett Mitchell; still prepared to build quality programs to fit any advertising budget

. . . WNBQ

✓ **AUDIENCE**—Month after month still attracting more viewers day or night than any other Chicago television station (American Research Bureau)

✓ **SALES**—Still the TV master of the nation's No. 2 market. American Research Bureau surveys prove the audience is ours; any sponsor will tell you our audience buys—sometimes too well (have you heard the Home Container Corporation Fresherator story?)

✓ **PROGRAMS**—Where such stars as Dave Garroway, Wayne King, Clifton Utley, Clint Youle first hit TV stardom.

When you "buy Chicago" . . . Buy



NATIONAL BROADCASTING COMPANY

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By National Bcstg. Co., Inc.
 Business-Studio Address Merchandise Mart
 Phone Number Superior 7-8300
 Transmitter Location Elmhurst
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus
 Representative NBC
 Membership NAB
 V.P. Chg. Gen. Div. I. E. Showerman
 Sales Manager Oliver Morton
 Sales Prom. Mgr. Harold A. Smith
 Program Director Arthur Jacobson
 Production Director Homer Heck
 Manager of Press Dept. John F. Ryan
 Announcer Supervisor W. M. Kephart
 Music Supervisor Donald A. Marcotte
 Chief Engineer Howard C. Luttaens
 Farm Director Everett Mitchell

WSBC

CHICAGO—1925

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WSBC
 Business-Studio Address 2400 W. Madison St.
 Phone Number Monroe 6-9060
 Transmitter Location 2400 W. Madison St.
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC
 Representative ForJoe
 Gen. Mgr., Pgm. Dir. Robert O. Miller
 Commercial Manager Julius Miller
 Musical Director Richard Feinberg

WHFC

CICERO—1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WHFC, Inc.
 Address 2136 S. 61st Court, Cicero 50, Ill.
 Phone Number Townhall 3-6305
 Trans. Loca. 3350 S. Kedzie Ave., Chicago
 Air Time 7 a.m.-12 m.
 News Service UP
 Transcription Service Capitol, Lang-Worth
 President Richard W. Hoffman
 General Manager Marie E. Clifford
 Program Director John P. Odell
 Musical Director Frank Linhart
 Tech. Super. Elmer P. Hayes

WHOW

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Operated By Cornbelt Bcstg. Co.
 Business Address 401½ E. Side Sq.
 Phone Number 305
 Transmitter Location Rt. 51, 4 Mi. S. City

News Service UP
 Representative Holman
 President J. R. Livesay
 Vice Pres., Gen. Sta. Mgr. Rolland O. Looper
 Comm. Mgr. James Williams
 Program Director Frank C. Jennings
 Chief Announcer John Barton
 Chief Engineer R. O. Looper

WDAN

DANVILLE—1938—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Pub. Co.
 Address 1500 N. Washington Ave.
 Phone Number 1700-1
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Everett-McKinney, Inc.
 Membership NAB, BAB
 General Manager E. C. Hewes
 Sta.-Comm.-Sales Prom. Mgr. Robert J. Burow
 Program Director Honore E. Ronan
 Chief Announcer Max Shaffer
 Chief Engineer T. G. Magin

WDZ

DECATUR—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By WDZ Bcstg. Co.
 Business-Studio Address 265 S. Park St
 Transmitter 4 Mi. SW of Decatur, RR No. 4
 Phone Number 3-9744
 News Service UP
 Transcription Service World, Capitol
 Representative Free & Peters
 Membership NAB, BAB
 President Charles C. Caley
 Gen., Sta. Mgr. Frank C. Schroeder, Jr.
 Commercial Manager Howard G. Bill
 Program Director William F. Miller
 Chief Annr. Hugh Gray
 News Director Wick Evans
 Chief Engineer A. James Ebel
 Farm Editor Marty Roberts
 Consulting Engineer Craven, Lohnes & Culver

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Illinois Bcstg. Co.
 Business Address (Sales) 351 N. Main St.
 Phone Number 5371, 5151
 Studio-Transmitter Route 58 at N. Jasper St.
 Air Time 5:45 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Weed
 Membership NAB, BAB
 President Frederick W. Schaub
 General Manager Merrill Lindsay

Prom., Comm. Mgr. Charles F. Bruce
 Program Director Bernard J. Johnson
 Technical Director Milburn H. Stuckwish
 Consulting Engineer Kear & Kennedy

WLBK

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By DeKalb Radio Studios, Inc.
 Business-Studio Address 153½ N. Third St.
 Phone Number 2677
 Transmitter Location N. First St. Rd.
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Ra-Tel
 Pres., Gen., Sta. Mgr. Ted. A. Lanes
 Pgm., Prod., Pub. Dir. Robert C. Brown
 Musical Director Murray Followill
 Chief Engineer Clayton DeWitt

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By On the Air, Inc.
 Business-Studio-Transmitter Address Hotel
 Broadview, East St. Louis, Ill.
 Phone Number Bridge 4625, Upton 4-4390
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB
 Gen. Mgr. Secty. Treas. Clarence Leich
 Station Mgr. Frank J. Prendergast
 Program Director Avery Busch
 Salesman-Publicity Director Tom Riggs
 Chief Announcer Byron Scott
 Musical Director Edwin League
 Chief Engineer Erle E. White
 Farm-News Editor John Sabin

WCRA

EFFINGHAM—1947—KEYSTONE

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By Effingham Bcstg. Co.
 Business-Studio Address 110 N. Banker St.
 Phone Number 1090-1
 Transmitter Location 1 m. S. of Effingham
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Cole
 Membership NAB, BAB
 President Joseph E. McNaughton
 Sta., Comm. Mgr. Joseph M. Sutter
 Prog., Prod., Pub. Dir. Stuart N. Sanders
 Chief Announcer James W. Claar
 News Director Jona B. Davis
 Chief Engineer Richard H. Tolmie
 Farm Editor James W. Claar

WRMN

ELGIN—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By The Elgin Bcstg Co.
 Address 156 Division Street
 Phone Number 6930
 Transmitter Location Route 58
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey MyGillvra
 Partners Geo. A. Ralston - Jerry C. Miller
 Gen., Sta., Comm. Mgr. George A. Ralston
 Program Director Lester Boese
 News Director Bob Ferguson
 Chief Engineer George A. Ralston

WNMP

EVANSTON—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Evanston Bcstg. Co.
 Business-Studio-Transmitter 2201 Oakton St.
 Phone Number Greenleaf 5-1590
 Transmitter Location Rear 2201 Oakton St.
 Air Time Sunrise-sunset
 News Service INS
 Transcription Service Thesaurus
 Membership NAB, BAB
 President Fred S. Newton
 Gen., Comm. Mgr. Angus D. Pfaff
 Production Director Walter S. Burr
 Chief Announcer Jack Shellenberger
 Musical Director Julia Norris
 Chief Engineer L. J. Schnedorf
 Consulting Engineer A. J. Cruentz

WFRL

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Freeport Bcstg. Co., Inc.
 Business-Studio Address 9 N. Chicago Ave.
 Phone Number State 436
 Transmitter Location 1¼ Mi. NE of Freeport
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership BMB
 Pres., Gen. Mgr., Chief Engr.

Vincent S. Barker
 Comm.-Sales Prom. Mgr. Dave Taylor
 Prog. Dir., Chief Announcer Arthur Hanstrom
 Chief Engineer Vincent S. Barker

WGIL

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Galesburg Bcstg. Co., Inc.
 Transmitter Address 312 Hill Arcade
 Phone Number 4626

• • • **ILLINOIS** • • •

Air Time..... 6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWm. G. Rambeau
 MembershipBMB
 PresidentMrs. O. N. Custer
 Sta., Gen. Mgr.Robert W. Frudeger
 Comm., Sales Prom. Mgr.Roger L. Hoffman
 Program DirectorCy Nelson
 Chief Announcer.....Dwight B. Olson
 News Director.....George Fox Thoma
 Chief EngineerDouglas H. Horner
 Farm Editor.....A. R. Kemp
 Consulting Engineer.....James Ebel

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Business-Studio-Transmitter....100 E. Poplar St.
 Phone Number28
 Air Time.....6 a.m.-10 p.m.
 News ServiceUP
 RepresentativeGeorge O. Sutton
 MembershipNAB
 PresidentJ. M. Pruett
 Gen.-Station-Comm. Mgr.....Ingalls M. Taylor
 Sales Prom. Mgr., Farm Editor, Ken Hamilton
 Program Dir.....Norma Alexander
 Production, Music Director.....Naomi Rice
 Chief AnnouncerEd Wise
 Chief Engineer.....Elmer L. Gladson
 Consulting Engineer.....John B. Caraway

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business-Studio Address.....P. O. Box 179
 Phone Number382-3
 Transmitter Location.....2.2 Mi. N. of Herrin
 Air Time.....5:30 a.m.-10:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....John E. Pearson
 MembershipNAB
 Owner.....Orville W. Lyerla
 Gen.-Station-Comm. Mgr.....Charles R. Cook
 Local Sales ManagerFred Simmons
 Musical Director.....Frank E. Elders
 Chief Engineer.....Rayburn Yandell

W L D S

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Milton Edge &
 E. J. Korsmeyer
 Business-Studio.....Fox Illinois Theatre B'dg.
 Phone Number1180
 Transmitter Location.....1.7 Mi. E. of Jacksonville
 on Old State Rd.
 Air TimeSunrise-sunset

News ServiceUP
 Transcription ServiceStandard
 RepresentativeHal Holman
 MembershipNAB
 Gen., Sta., Comm. Mgr.....E. J. Koremeyer
 Program Director.....T. J. Fairburn
 Musical Director.....Virginia Colwell
 News DirectorT. J. Fairburn
 Chief Engineer.....G. J. Cassens
 Farm Editor.....E. H. Garlich
 Consulting Engineer.....Fred O. Grimwood

W J O L

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Bcstg. Co.
 Business-Studio-Transmitter....601 Walnut St.
 Phone Number4761
 Air Time.....7 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Joseph Hershey McGilvra
 PresidentCalvin Wilson
 Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
 Prom. Mgr., Pub. Dir.....Marion Warner
 Pgm. Dir., Farm EditorEileen Caron
 Chief Announcer.....Scott Dilworth
 News DirectorGlenn Logan
 Musical Director.....Gregg Phillips
 Chief Engineer.....Lester DeCosta
 Consulting EngineerAndrews

W K A N

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kankakee Daily Journal Co.
 Business-Studio Address.....183 N. Schuyler Ave.
 Phone Number3-6633
 Transmitter LocationR. R. 1
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription Service.....World, Standard
 RepresentativeHal Holman
 MembershipNAB
 President.....Leslie C. Small
 General ManagerBurrel Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Robert Hawkins
 Program Director.....Orren Allain
 News DirectorJohn Allen
 Chief EngineerRichard Eckels

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....The La Grange Bcstg. Co.
 Address.....613 S. 7th Ave.
 Partner, Gen. Mgr., Pgm. Dir., Chief Eng.
 Russ Salter
 Partner, Comm., Prom. Mgr., News Dir.
 Charles Sebastain

WLPO

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By... La Salle County Bcstg. Co.
 Bus. Ad. P. O. Box 215-Med. Arts Bldg.
 Phone Number 3100
 Transmitter Location..... Near Oglesby
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BAB
 President Mrs. R. M. Miller
 General-Commercial Mgr. William Holm
 Prod., Pgm. Dir. Joseph Terrando
 News Director Laverne Waltman
 Musical Director Harrison Leurig
 Chief Engineer Lawrence McCann
 Farm Editor William Kostellic
 Consulting Engineer..... Fred O. Grimwood

WPRC

LINCOLN—1949

Frequency: 1370 Kc. Power: 500 Watts
 Owned-Oper. By Prairie Radio Corp.
 Address P. O. Box 427
 Phone Number 209
 Trans. Location Stringer Ave. & Route 66
 Air Time Sunrise-Sunset only
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Pres., Gen. Mgr. Ray F. Knochel
 Comm., Sales Prom. Mgr. John H. Deal
 Pgm. Pub. Dir. William M. Brady
 Prod., News Dir. James E. Crowell
 Chief Anncr., Mus. Dir. Byron Emerson
 Chief Engineer Ray F. Nnochel
 Farm Editor Thomas Campbell

WSMI

LITCHFIELD—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mid-Illinois Bcstg. Co.
 Phone Number 100
 Representative Lincoln
 News Service AP
 President, Farm Editor... Hayward L. Talley
 Exec. V.P., Chief Engr. Thomas F. Payton, Jr.
 Studio Manager..... Owen Lackey, Jr.

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By The Macomb Bcstg. Co.
 Business-Studio Address... 113 E. Carroll St.
 Phone Number 1350
 Transmitter McDonough Co. Fair Grounds
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus
 Representative Devney
 Membership NAB

President..... James C. Bailey
 Gen., Sta. Mgrs..... J. C. Bailey, L. B. Landis
 Program Director Pete Stenger
 Chief Announcer John Mason
 News Director Caryl Carsteus
 Musical Director Ann Graham
 Chief Engineer John Meyer
 Consulting Engineer..... Fred O. Grimwood

WGGH

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Operated By..... Marion Bcstg. Co.
 Business Address R. R. No. 4
 Phone Number 824
 News Service AP
 Transcription Service Associated
 Partner, Gen. Mgr. Hartley Grisham
 Partner, Chief Engr. George W. Dodds
 Program Dir..... John O. Weaver

WLBH

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By..... Mattoon Bcstg. Co.
 Bus.-Studio Address... 17th & Broadway Ave.
 Phone Number 3800
 Transmitter Location..... Hwy. 45
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Capitol
 Representative Holman
 Membership NAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager..... Rolland O. Looper
 Sales Promotion Manager.... Dwain Bower
 Program Director..... Robert F. LaMere
 Chief Announcer..... Charles R. Guess
 Musical Director..... Ken Jakle
 Chief Engineer..... Ray Livesay
 Farm Editor..... Alvin Pigg

WMOK

METROPOLIS—1951

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By Fort Massac Bcstg. Co.
 Address Natl. State Bank Bldg.
 Phone Number 544
 Transcription Service Thesaurus
 New Service UP
 Gen., Prom. Mgr., News Dir. James H. Firmin
 Commercial Manager..... C. A. Rohl
 Program Director..... J. R. Wetherington
 Chief Engineer..... Stephen C. Wolf

WQUA

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By ... Moline Bdcstg Corporation

ILLINOIS

Address 1319 5th Avenue
 Phone Number 7000
 Transmitter Location 7th Street Ext.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Geo. P. Hollingberry Co.
 Membership NAB
 President Dalton A. LeMasurier
 Exec. V. P., Gen. Mgr. G. LaVerne Flambo
 Commercial Manager W. John Grandy
 Pgm. Dir., Farm Editor Verne Glewwe
 Production Director Jack Davis
 News Director Dan Rafferty
 Chief Engineer Larry Lynch

WVMC

MOUNT CARMEL—1948

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By ... Mt. Carmel Bcstg. Co.
 Address 114½ W. 4th St.
 Phone Number 927
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Owner, President Charles Vandever
 Gen., Comm. Mgr., Pgm. Dir. Jerrell Henry
 Chief Engineer Raymond E. Luth

WMIX

MT. VERNON—1946

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Mt. Vernon Radio & Tel. Co.
 Address No. 2 Radio Center Bldg.
 Phone Number 3500
 Trans. Location ... Route 37, No. of Mt. Vernon
 Air Time 6:30 a.m.-9:15 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 Membership NAB, BAB
 President John Russell Mitchell
 Gen., Sta., Comm. Mgr. Richard C. Barnes
 Sports Director James Purser
 Prom. Mgr., Pub. Dir. David Berlo
 Pgm. Dir., Chief Anncr. William C. Bailey
 News Director Robert E. Brown
 Musical Director Mildred McGill
 Chief Engineer Neill R. Westerdale
 Farm Editor Robert E. Brown

WOPA

OAK PARK—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 General Manager William L. Klein
 Commercial Manager Egmont Sonderling
 Chief Engineer Bryan Wright

WVLN

OLNEY—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Business-Studio Address 302½ E. Main St.
 Phone Number 935
 Transmitter Location 1 Mi. S. of Olney
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Pres., Gen. Mgr. Marshall H. Poole
 Sta. Mgr. Edward Raasch
 Commercial Manager Al McKelfresh
 Program Director James Butler
 News Director Bert DeBarr
 Chief Engineer Adron Miller
 Farm Editor Edward J. Barnes
 Consulting Engineer Worthington C. Lent

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 Phone Number 1747, 1539
 Transmitter Midway bet. Pekin & Peoria
 Air Time 6 a.m.-local sunset
 News Service AP
 Representative Hal Holman
 Membership NAB, BAB
 Pres., Gen.-Sta. Mgr. W. Kenneth Patterson
 Commercial Manager Robert Schumm
 Sales Prom. Mgr., Pub. Dir. George Udry
 Program Director Robert R. Snow
 Production Director Phillip Strand
 Musical Director Charles Timm
 Chief Announcer Gerald Hansen
 Chief Engineer Emil Prandoni
 Farm Editor Fearn Wilson
 Consulting Engineer Fred O. Grimwood

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By ... West Central Bcstg. Co.
 Phone Number 3-3688
 Transmitter Location Bartonville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BAB
 President Robert S. Kerr
 Gen., Sta. Mgr. Fred C. Mueller
 Comm., Prom. Mgr., Pgm. Dir. Geo. Cremeens
 Production Director Leonard Elliott
 News Director Larry Finley
 Chief Engineer Wayne Lovely
 Consulting Engineer McIntosh & Inglis

W I R L

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By... Illinois Valley Bcstg. Co.
 Business-Studio Address... 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location ... Groveland Township
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 President Timothy W. Swain
 General Manager Tom Gavin
 Chief Engineer Rudolph Luukinen
 Pgm., Prod. Dir. Jack Gordon
 Publicity Dir. Jack Lawrence
 Farm Editor Dick Herm
 Chief Announcer Robyn Weaver
 News Director Phillip Wilson

W M B D

PEORIA—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By... Peoria Brcstg Co.
 Address 212 South Jefferson Street
 Phone Number 6-0711
 Transmitter Location .. 1 Mi. S. of Groveland
 Air Time 5:30 a.m.-12:30 a.m.
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NAB
 Vice Pres., Gen. Mgr. Charles C. Caley
 Commercial Manager Don D. Kynaston
 Dir. of Prom. and Pub. Rel. . Marvin H. Hult
 Program Director Charles Barnhart
 Production Director Charles Miller
 Chief Announcer Robert Carlton
 News Director Brooks Watson
 Musical Director Harold Osborne
 Dir. of Engineering A. James Ebel
 Farm Director Emil Bill
 Continuity Director Charles Stephen

W P E O

PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By... WPEO, Inc.
 Address P. O. Box 1229
 Representative Pearson
 Manager T. E. Brewer

W W X L

PEORIA—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By... Central Illinois Radio Corp.
 Business-Studio Address... Hotel Jefferson
 Phone Number 9106
 Transmitter Location... Creve Coeur
 Air Time 8 a.m.-M.

News Service INS
 Representative Burn-Smith
 President Joseph Giddan
 Gen., Sta. Mgr. Michael Henry
 Commercial Manager Dodd Boyer
 Program Dir. Patricia Zimmerle
 Sales Prom., Prod. Dir. Paul M. Enright
 Publicity Dir. Charlotte Sutton
 Chief Announcer Lee Rothman
 Farm Editor, News Dir. Todd Fallon
 Musical Director Justin Wollstoneholm
 Chief Engineer Carl Horine

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By... Quincy Bcstg. Co.
 Business-Studio Address... Hotel Quincy
 Phone Number 6840
 Transmitter Location... Ellington Township
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, BMB, BAB
 President T. C. Oakley
 Sta., Gen. Mgr. Joseph S. Bonansinga
 Program Dir. Paul McClelland
 Musical Director Mary Harvey
 Chief Engineer Edmund Derhake
 News Director Gene Terry

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... Lee Bcstg., Inc.
 Business-Studio Address... W.C.U. Bldg.
 Phone Number 6200
 Transmitter Location... Melrose Township
 Air Time 5:45 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative Weed & Co.
 Membership NAB, BAB
 President Lee P. Loomis
 General Manager Walter Rothschild
 Nat. Sales Mgr. (Lee Stas.) . Walter Rothschild
 Commercial Manager Lloyd Loers
 Sales Prom. Mgr. John Phillips
 Program Dir. Merritt Milligan
 News Editor Don Nicholson
 Musical Dir. Jean Fessler
 Chief Engineer Urlin Whitman
 Farm Editor Dick Falter
 Consulting Engineer E. C. Page

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By... Rock Island Bcstg. Co.
 Business-Studio Address 321 18th St.
 Phone Number 8-5441

ILLINOIS

Transmitter.....52nd St., 23rd Ave., Moline
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeAvery-Knodel
 MembershipNAB, BAB
 President.....Ben H. Potter
 Vice Pres., Gen.Sta. Mgr.Leslie C. Johnson
 Commercial Manager.....Maurice Corken
 Promotion ManagerFern Hawks
 Local Sales ManagerTed Arnold
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnott
 Prod., News Dir.C. F. Harrison

W R O K

ROCKFORD—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By....Rockford Bcstrs., Inc.
 Bus.-Studio Address....Rockford Newstower
 Phone Number2-6621
 Transmitter LocationGullford
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeHeadley-Reed
 President.....Albert B. Simms
 Gen., Sta. Mgr.....Walter M. Koessler
 Commercial Manager.....John J. Dixon
 Publicity Dir.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Production DirectorLee Hauptman
 Farm EditorDon Bowton
 Musical Director.....Lorna Lane
 Chief Engineer.....Wilfred A. Smith
 News DirectorBill Fisher

W C V S

SPRINGFIELD—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Phone Number9855
 Transmitter Location3000 So. 4th St.
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipBAB
 President.....H. L. Dewing
 Comm., Prom., Gen., Sta. Mgr.C. W. Neeld
 Program, Music Dir.John Geil
 Prod., Pub. Dir.Mary Bruemmer
 News DirectorJames H. Mitchell
 Chief Engineer.....R. Ashenfelter
 Farm EditorKen Spengler

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By....Lincoln Bcstg. Co., Inc.

Address.....526 Reisch Bldg.
 Phone Number6963
 Transmitter LocationRiverton
 Air Time.....5:30 a.m.-M.
 News ServiceUP
 Transcription Service.....RCA, Thesaurus
 Representative....H-R Representatives, Inc.
 Pres., Gen. Mgr.....Gordon Sherman
 Program Director.....Syl Binkin
 Chief Announcer.....Robert Irving
 News Director.....Alex Buchan
 Chief Engineer.....Melvin Feldman
 Farm Editor.....Bill Price
 Consulting Engineer.....Weldon and Carr

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Co.
 Address.....418 Reisch Bldg.
 Phone Number6963
 Representative....H-R Representatives, Inc.
 Transcription ServiceThesaurus
 News ServiceUP
 General Manager.....Gordon Sherman
 Program Director.....Syl Binkin
 Promotion Manager.....Alexander Buchan
 Chief Engineer.....Melvin Feldman
 Farm Editor.....Bill Price

*Look at the Record!**

W R O K

Rockford's Only Station

Leads in Listening

In This \$426,000,000 Market

| | | |
|-----------|---------|-------|
| Morning | - - - - | 42.5% |
| Afternoon | - - - - | 44.5% |
| Evening | - - - - | 34.6% |

*Results of a New Conlan
 Taken Week of Jan. 28, 1951

An ABC Affiliate

H-R REPRESENTATIVES, INC.

Nat'l. Reps.

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WTAX, Inc.
 Address Route 66 & E. Cook St.
 Phone Number 2-4441
 Trans. Location U. S. Rt. 66 & E. Cook St.
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed
 Membership NAB, BAB
 President, General Manager Oliver J. Keller
 Sales Prom. Manager Shelby T. Harbison
 Program Director John W. Midgely
 Production Director John Beque
 News Dir., Chief Anncr. Glen Farrington
 Chief Engineer E. C. Swaringen
 Farm Editor Spizz Singer

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By Blackhawk Bdcstg. Co.
 Address Lawrence Bldg.
 Phone Number 3400
 News Service UP
 Transcription Service Standard
 Membership NAB, BAB
 Pres., Gen. Sta. Mgr. Sam Bartlett
 Comm., Sales Prom. Mgr. Lillian Bartlett
 Pgm., Prod. Dir. John Rohwer
 News Director Bob Edell
 Chief Engineer Ed Fisher
 Farm Editor Sam Bartlett

WKID

URBANA—1948—LINCOLN NET

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By Kemper-Fabert, Inc.
 Address P. O. Box 192
 Phone Number 75431
 Transmitter Location 1/2 Mi. S. E. Urbana
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey Malgilyra
 Membership NAB
 President Elwood Fabert
 General Manager Frank Strand
 Station Manager Jim Strand
 Commercial Manager Bob Eaton
 Chief Announcer Stewart Cochran
 Musical Director Marilyn Holley
 Chief Engineer Joseph Swingle

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By New Sun Bcstg. Co.
 Business Address P. O. Box 500
 Phone Number ONtario 9000
 News Service AP
 Transcription Service World, Standard
 Representative McGillvra
 President Frank H. Just
 General Mgr. Joseph B. Kirby
 Commercial Mgr. Donald DeThorn
 Program Dir. Fritz Sorenson
 Chief Engineer M. D. Hunnicutt, Jr.

INDIANA

Population 3,934,224—Increase +14.8% ('40-'50)—Radio Homes 1,054,550
 Families 1,092,800—Stations in State 46

WCBC

ANDERSON—1946

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Civic Bdcstg Corp.
 Address 204 Tower Building
 Phone Number 8822
 Transmitter Location State Roads 9 and 67
 News Service AP
 Transcription Service World, SESAC
 Representative Hal Holman
 Membership NAB, BAB
 President L. B. Gallimore
 Gen., Comm. Mgr. William Travis
 Sales Promotion Manager Harry Neff
 Program Director Lorraine Travis
 Chief Announcer Morie Kirk
 News Director Al Woodridge
 Farm Editor, Musical Dir. Sid Grieb
 Chief Engineer Kenneth Routh

WHBU

ANDERSON—1923—ABC—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Anderson Bcstg. Corp.
 Business-Studio 640 Citizens Bank Bldg.
 Phone Number 7791
 Transmitter Location 1110 Meridian St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Bolling Co.
 Membership NAB, BAB
 President C. Bruce McConnell
 General Manager John R. Atkinson
 Program Director E. R. McCord
 Chief Engineer L. M. Shroyer
 Consulting Engineer A. D. Ring & Co.

41% GAIN in SALES
over 1949

50% INCREASE in
Mail Response*

200 NEW Local and
Regional Advertisers

BONUS Coverage of Indiana's
FIRST MARKET

Success Stories Galore

Super-Markets, Drug Chains, Meat Packers,
Lumber Dealers, Furniture Dealers! Honest
down-to-earth, documented success stories.
PROVING WCBC SELLING POWER! Details
on request.

Anderson is Indiana's FIFTH Market.

*2000 letters weekly in peak 1950 months.

WCBC, with 1000 EFFECTIVE watts, is in the
CENTER of Indiana's HEAVIEST CONCENTRATION
of population. Mail TELLS the
story: Indianapolis, only 22 air miles distant,
accounts for 17.5% of WCBC mail. Muncie,
only 11 air miles distant, accounts for nearly
20% of WCBC mail. Obviously, WCBC pro-
vides EFFECTIVE SUPPLEMENTAL COVER-
AGE of "Metropolitan Central Indiana."

WCBC

That SUCCESSFUL Independent
ANDERSON, INDIANA

Wm. TRAVIS
Gen. Manager

An L. B. Gallimore
Radio Enterprise

Represented by
Hal Holman

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Bedford, Inc.
 Address Radio Farm, P. O. Box 169
 Phone Number 4421-4422
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service ... Capitol & Lang-Worth
 Representative ... Martin H. McGeehan, Chic.
 Pres., Gen. Sta. Mgr. ... William C. Smith, Jr.
 Commercial Manager Louis E. Gaines
 Sales Promotion Manager ... Larry Incollingo
 Pgm., Prod. Dir., Chief Anncr. ... James D. Baker
 News Dir. ... Warren Thomas & L. Incollingo
 Musical Director Michael Sargant
 Chief Engineer Carl J. Finger
 Farm Editor James D. Baker
 Consulting Engineer Harold B. Rothrock

WTOM

BLOOMINGTON—1945—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fred O. Grimwood
 Business Address Quincy
 Transmitter Location Allen St.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Membership NAB
 Pres., Gen. Mgr. Fred O. Grimwood
 Gen. Sta. Mgr. Maurice Latimer
 Comm., Prom. Mgr. Paul Lennon
 Program Director George Willeford
 Prod., Pub. Dir. John Taylor
 Chief Announcer William Fraser
 Musical Director Jack Gilbert
 News Director Dave Smith
 Chief Engineer Keith Nvfeler
 Farm Editor Maurice Latimore
 Consulting Engineer James Rolfe

WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc. Power 5000 Watts d.;
 500 Watts n.
 Owned-Oper. By Sarkes Tarzian
 Business-Studio Address ... 535 S. Walnut St.
 Phone Number 2-3366
 Transmitter Location ... 2½ Mi. SE of City
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service ... Associated, World
 Representative ... Robert Meeker Assoc., Inc.
 Membership NAB
 Owner Sarkes Tarzian
 General Mgr. Glenn Van Horn
 Commercial Manager Robert Lemon
 Program Director Steve Briggs
 Publicity Dir. Lyle Warrick
 Chief Engineer Morton Welgel
 Consulting Engineer Kear & Kennedy

WBNL

BOONVILLE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Henry C. Sanderst,
 Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By Syndicate Theatres, Inc.
 Address WCSI Bldg.
 Phone Number 3397
 Transcription Service ... Associated, World
 News Service AP
 President Joseph P. Finneran
 General Manager Richard L. Pyles
 Commercial Manager Dick Jewel
 Program Director Ernie Kerns
 Promotion Manager Virgil Royer
 Chief Engineer Paul Kelley
 News Dir., Farm Editor Charles Powell

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By News Examiner Co.
 Business-Studio Address ... 406 Central Ave.
 Phone Number 1950
 Transmitter Location ... Summit Ave.
 Air Time 7 a.m.-local sundown
 News Service UP
 Transcription Service ... World, Capitol
 Representative Burn-Smith Co., Inc.
 General Mgr. G. S. Tatman
 Sta., Comm. Mgr. E. M. Jackson
 Pgm., Pub. Dir. Ralph T. Underwood
 Chief Engineer James C. Wulliman
 Chief Announcer Harold H. Heekin

WTRC

ELKHART—1931—NBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owner-Oper. By The Truth Publishing Corp.
 Business-Studio Address ... 116 S. Second St.
 Phone Number 3-1960
 Transmitter Location ... Oakland Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service ... World, Standard,
 Representative ... John E. Pearson Co.
 Membership NAB, BAB
 General Mgr. Richard W. Holloway
 Commercial Mgr. Donald McFall
 Publicity Director Dorothy Fleck
 Program Director Boyd Lawlor
 Chief Announcer Jack Whalen
 Chief Engineer Lester Zellmer
 News Director Phillip Haines

W E O A

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WFBM, Inc.
 Business-Studio Address: 24 N.W. 3rd St.
 Phone Number: 4-9215
 Transmitter Location: 5th & Vine Sts.
 Air Time: 6 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Katz
 President: Harry M. Bitner, Jr.
 General-Station-Commercial Mgr.: Don Menke
 Prod., Pgm.-Pub. Dir.: Bill Fall
 News Director: Courtney Smith
 Chief Engineer: William Schultz
 Farm Editor: Eddie Duncan

W G B F

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By: On The Air, Inc.
 Business-Studio Ad.: 1001 Diamond Ave.
 Phone Number: 21171
 Transmitter Location: Burkhardt Rd.
 News Service: UP
 Transcription Service: World
 Representative: Weed & Co.
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: World
 Representative: Weed
 Membership: NAB, BAB
 General Manager: Clarence Leich
 Operations Manager: Martin L. Leich
 Local Sales: Guy R. Crecelius
 Prom., Pub. Mgr.: Del Greenwood
 Pgm., Prod. Dir.: Mrs. Pat Roper
 Chief Engineer: Erwin P. Schoeny
 Chief Anncr., News Dir.: Fred Rollison
 Musical Director: R. A. Schmalz
 Farm Editor: Al Bishea

W I K Y

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By: South Central Bcstg. Corp.
 Address: Mt. Auburn Rd. P. O. Box 148
 Phone Number: 4-8284
 Trans. Loca.: Mt. Auburn Rd. & Bismark St.
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: Independent
 Pres., Gen.-Sta. Mgr.: John A. Engelbrecht
 Commercial Mgr.: John Barrett
 News Director: John Munger
 Musical Director: Ken McCutchan
 Chief Engineer: George F. Stoltz
 Consulting Engineer: Harold B. Rothrock

W J P S

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By: WJPS, Inc.
 Business-Studio Address: 206 Main St.
 Phone Number: 5-2221
 Transmitter Location: Mohr Rd. Bet. 1st &
 St. Joseph Ave.
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Standard
 Representative: Walker Co.
 Membership: NAB
 President: Robert S. Davis
 Gen., Sta., Comm. Mgr.: Robert J. McIntosh
 Sales Prom. Mgr., Pub. Dir.: Betty Sparkman
 News, Pgm., Prod. Dir.: Jack McLean
 Chief Announcer: Vern Paule
 Musical Director: Dorothy Roeder
 Chief Engineer: Gilbert Hoffman

W A N E

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Radio Fort Wayne, Inc.
 Trans. Add.: 1205 Ft. Wayne Bank Bldg.
 Phone Number: Anthony 6212
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard
 Representative: Boiling
 President: C. Bruce McConnell
 Gen., Comm. Mgr.: Charles E. Kennedy
 Program Director: Paul Murphy
 Chief Engineer: William Wallace Warren

W G L

FT. WAYNE—1924—ABC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: News-Sentinel Bcstg. Co., Inc.
 Business-Studio Address: 201 W. Jefferson St.
 Phone Number: E-3366
 Transmitter Location: Lower Huntington Rd.
 Air Time: 6 a.m.-M. (Sunday, 7 a.m.-M.)
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Headley-Reed
 President: Helene R. Foellinger
 Gen., Sta. Mgr.: Pierre Boucheron
 Commercial Mgr.: Merrill C. Johnson
 Prom. Mgr., Pub. Dir.: Richard M. Katt
 Pgm., Prod. Dir.: Norman Widenhofer
 Chief Engineer: Don Holzapfel
 Consulting Engineer: A. D. Ring

W K J G

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owner: Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Add.: 220 E. Jefferson St.

Phone Number Anthony 2295
 Transmitter Location Decatur & Maple Rds.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Raymer
 President Clarence L. Schus.
 General Manager Edward G. Thoms
 Asst. to Mgr. Hillard Gates
 Commercial Manager Edward G. Thomas
 Program Dir. Calo O. Mahlock
 Chief Engineer Eugene A. Chase

W O W O

FT. WAYNE—1925—ABC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owner Westinghouse Radio Stations, Inc.
 Business-Studio Address 925 S. Harrison St.
 Phone Number Anthony 2136
 Transmitter Location Routes 30 & 33
 Air Time Unlimited
 News Service UP
 Transcription Service RCA Thesaurus
 Representative Free & Peters
 Station Manager Robert G. Duffield
 Commercial Manager Paul E. Mills
 Sales Prom. & Pub. Mgr. Hilda C. Woehrmeyer
 Program Director Carl Vandegrift
 Chief Engineer Bruce H. Ratts

W G R Y

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By WGRY, Inc.
 Address 2489 La. St.
 Phone Number 3-8516
 News Service UP
 President, Chief Engr. George Whitney
 General Manager Bert Mulroy
 Commercial Manager George Brenard
 Program Director Don O'Connor

W W C A

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By Lake Bdcastg Co., Inc.
 Address Hotel Gary
 Phone Number 9171
 Transmitter Location 50th and Chase Streets
 Air Time 6 a.m.-2:05 a.m.
 News Service AP, Transradio
 Transcription Service Standard
 Representative Hal Holman Co.
 Membership NAB, BAB
 Pres., Gen., Sta., Comm. Mgr. Dee O. Coe
 Sales Promotion Manager Roy G. Parry, Jr.
 Pgm., Prod. Dir. Todd Branson
 Chief Announcer Mike Rapchak
 News Director Morrison Schwartz
 Musical Director Henry Roddiger
 Chief Engineer Victor Voss
 Farm Editor Bill Foster

W J O B

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By South Shore Bcstg. Corp.
 Business-Studio Address 449 State St.
 Phone Number Sheffield 8400
 Transmitter Location 6425 Indianapolis Blvd.
 News Service UP
 Transcription Service Associated, World,
 SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, General Manager. Robert C. Adair
 Station Manager L. B. Weller
 Commercial Manager Al Halus
 Prom. Mgr., Publicity Dir. Glen Thomas
 Program Director Wilbert Wobus
 Chief Announcer Jack Popper
 Musical Director Leona Manis
 Chief Engineer Jess Peters
 News Director Wm. Warrick

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By WFBM, Inc.
 Business-Studio Address 48 Monument Circle
 Phone Number Lincoln 8506
 Transmitter Location Millersville Rd.
 News Service AP, INS
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 Pres., Gen., Sta. Mgr. Harry M. Bitner, Jr.
 Commercial Manager William F. Kiely
 Prom. Mgr., Pub. Dir. David F. Milligan
 Program Dir. Frank O. Sharp
 Chief Announcer Lyell Ludwig
 News Director Gilbert Forbes
 Chief Engineer Harold Holland
 Farm Editor Harry Martin

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 d.;
 10,000 n.
 Owned-Operated By WIBC, Inc.
 Business-Studio Address 30 W. Washington St.
 Phone Number Lincoln 2305
 Transmitter Location E. 86th St., Zionsville
 Air Time 24 Hrs.
 News Service AP
 Transcription Service SESAC
 Representative John Blair
 Membership NAB, BAB
 President Richard M. Fairbanks
 V.P., General Mgr. Kenneth W. Church
 Program Director William L. Dean
 News Director Gordon Graham
 Chief Engineer Harvey Aderhold
 Farm Editor Jack Morrow

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Indianapolis Bcstg., Inc.
 Business-Studio Add... 307 N. Pennsylvania St.
 Phone Number... Ri. 1541
 Transmitter Location... 44th St. & Knollton Rd.
 News Service... AP, UP
 Transcription Service... World
 Representative... John E. Pearson
 Membership... BMB
 President... Eugene C. Pulliam
 V.P., Gen.-Station Mgr... Willard C. Worcester
 Commercial Manager... Daniel C. Park
 Prom. Mgr., Pub. Dir... James N. Willingham
 Pgm., Prod. Dir... M. Wayland Fullington
 Chief Anncr., Farm Editor... Thomas Peden
 Chief Engineer... Eugene E. Alden

WISH

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 n.
 Owned-Oper. By... Universal Bcstg. Co., Inc.
 Business-Studio Address... 1440 N. Meridian St.
 Phone Number... Riley 4595
 Transmitter Location... Post Rd. & Rawls Ave.
 News Service... AP
 Transcription Service... Standard
 Representative... Free & Peters
 Membership... NAB, BAB
 President... C. Bruce McConnell
 Vice-Pres., Gen. Mgr... Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir... Reid Chapman
 Station Manager... William H. Spencer
 Prod., Pgm. Dir... William E. Frosch
 Chief Engineer... Stokes Gresham, Jr.
 Farm Editor... Howdy Carlson
 News Director... Bill Folger

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Indianapolis, Inc.
 Transmitter Address... 3003 Kessler Blvd.
 Phone Number... Highland 6494
 News Service... UP
 Transcription Service... Capitol
 Representative... Metropolitan
 President... John C. Appel
 Gen., Sta. Mgr... Robert D. Enoch
 Comm., Sales Prom. Mgr... Parker Smith
 Pgm., Prod., Pub. Dir... Shirl K. Evans, Jr.
 Chief Engineer... Edward C. Lockwood

WITZ

JASPER—1948—PBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By... Jasper on the Air Inc.
 Phone Number... Jasper 678

Transmitter Address... Highway 45
 Air Time... Sunrise-Sunset
 News Service... UP
 Transcription Service... Associated Pgm. Serv.
 Representative... Sales Division PBS
 President... Dr. Gilbert E. Metzger
 General Manager... F. A. Higgins
 Commercial Manager... Dennis Keller
 Sales Promotion Manager... George Foulkes
 Pgm., Prod. Dir... Carl Van Sittert
 Publicity Director... Patricia Frezon
 Chief Announcer... Robert Bolby
 Musical Director... Frank Martin
 Chief Engineer... Donald Ruyle

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owner... North Central Indiana Bcstg. Corp.
 Business-Studio Address... Radio Center
 Phone Number... 6194
 Transmitter... Rd. 26, E. of State Rd. 31
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Standard
 Representative... Weed
 Membership... NAB
 President... Richard Blackledge
 V.P., Gen., Sta. Mgr... John Cary Jeffrey
 Program Director... James E. Muse
 News Director... Robert Bruner
 Chief Engineer... Chester Rector
 Farm Editor... Dixon Harper
 Consulting Engineer... Gillette

WASK

**LAFAYETTE—1941
 MBS—MIDWEST**

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By... WFAM, Inc.
 Business-Studio Address... McCarty Lane
 Phone Number... 4300
 Transmitter Location... McCarty Lane
 Air Time... 6 a.m.-12:30 a.m.
 News Service... UP
 Representative... Ra-Tel
 Transcription Service... World
 Membership... NAB, BAB
 Pres., Gen., Comm. Mgr... O. E. Richardson
 Station Manager... E. R. Herkner
 Pgm. Dir., Chief Announcer... Richard Fraser
 Chief Engineer... Harry Garba
 Consulting Engineer... Frank McIntosh

WLOI

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By... La Porte County Bcstg. Co.
 Business-Studio Address... Rumely Hotel
 Phone Number... 3734
 Transmitter Location... Holton Rd.

News ServiceINS
 Transcription ServiceCapitol
 PresidentHoyt H. Scott
 TreasurerDr. Edward Young
 Gen., Sta. Mgr.....William A. Whitlock
 Chief Announcer.....Gene LaGrange
 Chief Engineer.....Raymond Mould
 Farm Editor.....Ralph Beyers

W S A L

LOGANSPORT—1949

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By ..Logansport Bdg. Corp.
 AddressP. O. Box 399
 Phone Number4261
 Transmitter LocationMain at Hamilton
 Air Time6 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceAssociated
 MembershipNAB, BAB
 PresidentJohn C. Cotner
 Pub. Dir., Gen. Sta., Comm., Sales Prom. Mgr.
 Sam Searfoss
 News, Pgm., Prod. Dir.Dick Aker
 Chief AnnouncerJohn Dalzell
 Chief EngineerEarl Nelson

W B A T

MARION—1947

Frequency: 1600 Kc.Power: 500 Watts d.
 Owned-Operated ByMarion Radio Corp.
 Business-Studio AddressResnick Bldg.
 Phone Number5500
 Transmitter Location ... ¼ Mi. So. Roseburg
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeHal Holman Co.
 MembershipNAB
 Pres., Gen.-Sta. Mgr., Pub. Dir.....J. H. Bone
 Comm.-Sales Prom. Mgr.Kermit A. Botkin
 Pam., Prod. Dir.Lenora Fuller
 Chief EngineerChas. E. Westfall
 Chief Announcer, News Dir.....William Fowler
 Farm EditorGuy Harris

W I M S

MICHIGAN CITY—1947

Frequency: 1420 Kc.Power: 1000 Watts d.
 (CP 500 n.)
 Owned-Oper. By ..Northern Indiana Bcsters.
 Inc.
 Business-Studio Address415 Franklin St.
 Phone Number4980
 Transmitter LocationKeiffer Rd.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeRa-Tel
 PresidentO. E. Richardson
 Gen., Sta. Mgr.E. R. Herkner
 Program DirectorRichard S. Olson
 News DirectorJ. H. Gleason
 Chief EngineerRobert Schilling
 Farm EditorW. C. Ashton

W L B C

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts
 Owned-Operated By ..Tri City Radio Corp.
 Business AddressP. O. Box 271
 Phone Number4403
 Studio-Trans. LocationHwy. 35 SE City
 Air Time6:45 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker, Hal Holman
 Pres., Gen. Sta. Mgr.....D. A. Burton
 Comm., Prom. Mgr.W. F. Craig
 Program Director.....Lee Allerton
 News DirectorFred M. Hinshaw
 Musical DirectorBill Summers
 Chief EngineerMaury Crain

W L R P

NEW ALBANY—1949

Frequency: 1570 Kc.Power: 1000 Watts d.
 Owned-Operated By ..Ohio Valley Bcstg. Co.
 Transmitter Add. .1216 Slate Run Rd., Box 285
 Phone Number4-2235
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceLang-Worth
 Pres., Gen., Sta. Mgr.Roy L. Hickox
 Commercial ManagerDwight L. Barr
 Pgm., Prod. Dir., Chief Anncr. ..Keith Reising
 Publicity DirectorJoe Gillman
 Chief EngineerEugene A. Fischer
 Musical DirectorRita Loesch

W P G W

PORTLAND—1950

Frequency: 1440 Kc.Power: 500 Watts
 Owned-Oper. ByGlenn West
 AddressR.R. No. 2
 Phone Number1094
 Transcription ServiceThesaurus, SESAC
 News ServiceINS
 President, Gen. Mgr.....Glenn West
 Commercial ManagerWilliam B. Thomas
 Chief EngineerMaurice J. Lamb
 Pgm., News Dir.....Robert Ehle

W R A Y

PORTLAND—1950

Frequency: 1250 Kc.Power: 1000 Watts d.
 Owned-Oper. ByM. R. Lankford

W K B V

RICHMOND—1926—MBS

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated ByCentral Bcstg. Corp.
 Bus.-Studio-Transmitter Address. .25 S. Ninth St.
 Phone Number2-1156
 Air Time6 a.m.-10:30 p.m.

INDIANA

News ServiceUP
Transcription Service.....Lang-Worth, SESAC
Representative Robert Meeker
Membership NAB, BAB
Pres., Gen., Sta. Mgr. G. F. Albright
Comm., Sales Prom. Mgr. R. L. Nusbaum
Program Dir. A. F. Schroy
News Director Spencer Danes
Musical Director Sue Tucker
Chief Engineer L. J. Duning
Farm Editor Mary Liz Miller
Consulting Engineer. Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Operated By Dr. Azra C. Baker
Address Seymour
Phone Number 1212
Transmitter 1 Mi. No. of Seymour
News Service AP
Air Time Daytime
Transcription Service Lang-Worth, SESAC
General Manager Dr. Azra C. Baker
Commercial Manager Robert E. Shippee
Chief Engineer Arnold Haun
Consulting Engineer. Kear & Kennedy

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Bus.-Studio-Transmitter Address... St. Joseph &
Monroe Sts.
Phone Number 7-1566
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Associated
Representative Bolling
Membership NAB, BAB
President C. Bruce McConnell
Gen.-Sta.-Comm. Mgr. William H. Spencer
Sales Prom. Mgr. C. J. Pajakowski
Pgm., Prod., Pub. Dir. Frank Crosiar
News Director John Andrews
Chief Engineer Ira D. Kealy

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By. St. Joseph Valley Bdstg. Corp.
Address 206 So. Main St., Misawaka, Ind.
Phone Number 5-8620
Transmitter Location N. Hickory Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service World
Representative Burn-Smith
Membership NAB, BAB
Pres., Gen. Mgr. F. R. Householder
Commercial Manager Charlie Sharpless

Program Director Vince Doyle
Chief Announcer Lou Neitzel
Chief Engineer Francis J. Bock

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address ... 223 W. Colfax Ave.
Phone Number 3-6161
Transmitter Location Ironwood Road
News Service UP
Transcrip. Serv. ... RCA Thesaurus, Standard
Representative Paul H. Raymer
Membership NAB, BAB
President F. A. Miller
Station Manager Robert H. Swintz
Commercial Manager Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director Robert J. Drain
Production Director Oliver Parcher
Chief Anncr., News Dir. Morton Linder
Musical Director Harlan Hogan
Chief Engineer Herbert G. Cole
Farm Editor Philip Combs

WTCJ

TELL CITY—1948—KBS

Frequency: 1230 Kc Power: 250 Watts
Owned-Operated By James R. Brewer
Business-Studio Address Tell City
Phone Number 740
Transmitter Address Highway 66-E
Air Time Unlimited
News Service AP
Owner, Pres., Gen. Mgr. James R. Brewer
Sales Prom. Mgr., Pub. Dir. Steve Bellinger
Pgm., Prod. Dir. Tom Allebrandi
Musical Director Ruth Baumgart
Chief Engineer James R. Brewer
Farm Editor Bill Faulkner

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address 303 S. Sixth St.
Phone Number Crawford 5034
Transmitter Location First & Peyton Sts.
News Service AP, UP
Transcription Service World
Representative Weed
Membership NAB, BAB
President Alvin Eades
Comm., Gen., Sta. Mgr. ... William F. Rippetoe
Sales Prom. Manager. Sigel A. Roush
Program Director Leo J. Baxter
Prod. Dir., Chief Anncr. Harry Frey
Publicity Director. Madeline K. Barry
News Director Howard Stevens
Chief Engineer Howard Stewart

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 120 South 7th Street
 Phone Number Crawford 9481
 Trans. Loca. 13th St., & Hasselburger Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth Library
 Representation Bolling and Co., Inc.
 Membership NAB, BAB
 President Mr. Anton Hulman, Jr.
 Gen., Sta. Mgr. Mr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Arthur V. Crary, Jr.
 Program Director Ben Falber, Jr.
 News Director Robert Kimbro
 Musical Director George Martin
 Chief Engineer Ray Felts
 Farm Editor George Martin

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address 320 Bussevan St.
 Phone Number 787
 Studio Address 320 Busseron St.
 Transmitter Location Hqwy., N. of Vincennes

Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 President Eugene C. Pulliam
 General Manager Howard N. Greenlee
 Comm., Sta., Sales Prom. Mgr. Samuel J. Dodd
 Program Director Dick Shaughnessy
 Publicity Director Don Kendall
 Chief Announcer Al Vore
 Chief Technician Ralph Baldwin
 News Dir., Farm Edit. Austin Edmondson
 Musical Director Cliff Golden
 Consulting Engineer Eugen C. Alden

WKAM

WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Kosciusko Bcstg. Corp.
 Address RFD No. 1
 Phone Number 65
 Transmitter 1 Mi. E. of City
 Air Time Daytime
 News Service AP
 Transcription Service London, Cole
 Representative Hal Holman Co.
 Pres., Gen., Sta., Comm., Prom. Mgr. J. W. Autenrieth, Jr.
 Pgm., Farm Edit., News Dir. Jack A. Luse
 Chief Engineer Charles F. Stinson
 Consulting Engineer Kear & Kennedy

AP SELLS

For Stations and Sponsors —

For instance . . . WLAM

“WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs for women and 14 others on Sports.

“We have just closed a contract with the Oldsmobile, Cadillac and Chevrolet dealers for the only AP newscast we had left—at 10 P.M., seven nights a week.

“Associated Press news programs are the easiest to sell.”

FRANK S. HOY,
 General Manager,
 WLAM, Lewiston, Me.

IOWA

Population 2,621,073—Increase +3.3% ('40-'50)—Radio Homes 725,490
Families 728,000—Stations in State 45

KASI AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Ames Bcstg. Co.
Business-Studio Address 328½ Main St.
Phone Number 3480
Transmitter Location Ontario
Air Time Daytime
News Service UP
Transcription Service Capitol
President W. S. Rupe
Gen., Sta. Mgr. Arthur A. Skinner
Program Director Robert Chase
Musical Director Richard Schory
Chief Engineer Doyle D. Kelso
Consulting Engineer A. D. Ring

KJAN ATLANTIC—1950

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By George Basil Anderson
Phone Number 1894
Representative Biddick
News Service AP
Pres., Gen. Mgr. George Basil Anderson
Commercial Manager Leslie Wally
Chief Engineer Bob Falk
News Director Bill Sander

KWBG BOONE—1950

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Boone Bcstg. Co.
Address 609 Boone Natl. Bldg.
Phone Number 2145
Transcription Service Standard. Thesaurus
News Service UP, INS
President Harold L. Fisher
Comm., Gen. Mgr. Harold W. Higby
Pgm., News Dir. Robert S. Graham
Chief Engineer Dan Garretson

KBUR BURLINGTON—1941—ABC

Frequency: 1490 Power: 250 Watts
Owned-Operated By Burlington Bcstg. Co.
Business-Studio Address National Bank Bldg.
Phone Number 680
Transmitter Location West Burlington
Air Time 6:00 a.m.-M
News Service UP
Transcription Service Standard
Representative Taylor-Borroff
Membership NAB, FMA

Pres., Gen. Mgr. Gerard B. McDermott
Prom., Comm. Mgr. David H. Steinle
Secretary-Treasurer R. H. Plock
Program Director Richard Mosena
Chief Engineer John Gallino

KCIM CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Carroll Broadcasting Co.
Address 520 N. Adams St.
Phone Number 1380
Transcription Service Lang-Worth
News Service UP
President C. Everett Bliss
Pgm., News Dir. Bill Parker
Chief Engineer Bernard Neher
Farm Editor Dale Barton

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Operated By The Gazette Co.
Business-Studio Address 104 First St., SW
Phone Number 4-4194
Transmitter Location Cedar Rapids
News Service AP, INS
Transcription Service Standard
Representative Burn-Smith
Membership NAB, BAB
Secretary, Vice-President Joseph F. Hladky
Gen., Comm. Mgr. Fred W. Wagenvoord
Sales Prom., Pub. Dir. Edna A. Herbst
Program Director Robert L. Quinn
News Director Dick Yoakam
Musical Dir. Jordon Jackr
Chief Engineer Kenneth M. Caldwell
Farm Editor Rex Conn
Consulting Engineer George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cedar Rapids Bcstg. Corp.
Business Address 211 First St., SW
Transmitter 2616 Robbins Road
Phone Number 3-8265
News Service UP
Transcription Service Capitol. Thesaurus
Representative McKinney, Meneough-Friedman
Membership NAB, BAB
President William J. Barron
Gen., Sta., Pub. Dir. Paul E. Millen
Pgm., Music, Prod. Dir. Ralph Willey
Commercial Manager Richard Huber
Chief Engineer James A. Dickens
News Director Richard Cheverton

W M T

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg. Stations, Inc.
 Business-Studio Address Para. Theatre Bldg.
 Phone Number 6127
 Transmitter Location Marion
 Air Time 5 a.m.-1 a.m.
 News Service AP, INS, UP
 Transcription Service World, Lang-Worth
 Representative Katz
 Membership NAB, BAB
 Exec. Vice-Pres. William B. Dolph
 General Manager William B. Quarton
 Commercial Manager Lew Van Nostrand
 Promotion Mgr. Leo F. Cole
 Program-Production Director Douglas B. Grant
 Publicity Dir. Dorothy Ireland
 Chief Announcer Bob Leefers
 News Director James Borman
 Musical Director Esther Rausch
 Chief Engineer George Hixenbaugh
 Farm Editor Charles A. Worcester

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc. Power: 500 Watts
 Owned-Operated By Centerville Bdcstg Co.
 Address 1910 South Main St.
 Phone Number 131, 407
 Transmitter Location 1910 South Main St.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra, Inc.
 Membership NAB
 President R. K. Beck
 Gen., Sta., Comm., Mgr. A. M. Farber
 Pgm., Prod., News, Dir. Clyde Holbrook
 Chief Engr'n., Anncr. Robert K. Reimers
 Farm Editor Warren Langflitt

K C H A

CHARLES CITY—1949

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Inland Bcstg. Corp.
 Business Address Charles City
 Phone Number 787
 Air Time Daytime
 President Dean Hollingsworth
 Chief Engineer Robert Weiry

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Bdcstg Corp.
 Address 246 Fifth Avenue South
 Phone Number 448
 Trans. Location 13th Ave., No. & Elvira Rd.
 Air Time 6 a.m.-M.

News Service UP
 Transcription Service Thesaurus
 Representative Everett, McKinney, Inc.
 Membership NAB, BAB
 President W. S. Jacobsen
 Gen., Sta., Comm. Mgr. W. J. Teich
 Sales Prom. Mgr., Pgm. Dir. Henry Dihlmann
 Production Director John Elliott
 Publicity Director Edward Rodgers
 Farm Edit., Chief Anncr. Jack Thomsen
 News Director Lee White
 Chief Engineer Gerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By Nonpareil Bdcstg. Co.
 Address P. O. Box 509
 Phone Number Co. Bluffs 4041—Ohoma:
 Jackson 7736
 Transmitter Location South Omaha Rd.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth-Associated
 Representative Everett-McKinney
 Membership NAB, BAB
 President Robert R. O'Brien
 Gen., Sta. Mgr. Robert L. Davis
 Commercial Manager Richard B. Gurney
 Program Director Harold Hughes
 Chief Announcer Don French
 News Director Robert L. Davis
 Chief Engineer Robert W. Hall
 Farm Editor C. W. McManamy

K S I B

CRESTON—1946—KBS

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southwest Iowa Bstg. Co.
 Address Radio Center
 Phone Number 55
 Transmitter Highway 34
 News Service AP
 Transcription Service Thesaurus
 Representative Everett-McKinney
 President Arthur Horning
 Gen., Sta., Prom., Comm. Mgr., Pub. Dir. E. M. Horning
 Pgm.-Prod. Dir. Dorothy Lindley
 Chief Anncr., Musical Dir. Jack Mills
 News Director Ed Helgert
 Chief Engineer Jean Poole
 Farm Editor Dick Arnold
 Consulting Engineer Comm. Rd. Equipt. Co.

K S T T

**DAVENPORT—1946
 MBS-IOWA TALL CORN**

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By Davenport Bcstg. Co. Inc.
 Business-Studio Address 324 Main St.
 Phone Number 2-3525

Transmitter Location.....Milan, Ill.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....J. P. McKinney
 President, Station Manager...Hugh R. Norman
 Commercial Mgr.Neil Conklin
 Chief Announcer.....Warren Anderson
 Musical Director.....Joe Gear
 Farm Editor.....Warren Anderson

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.Power: 5000 Watts
 Owned-Operated ByTri-City Bdcstg. Co.
 Address805 Brady Street
 Phone Number3-3661
 Transmitter LocationBennendorf
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription Service. Lang-Worth, Thesaurus
 RepresentativesFree & Peters, Inc.
 MembershipNAB, BAB
 PresidentCol. B. J. Palmer
 Gen., Sta. Mgr.Ernest Sanders
 Commercial ManagerMark Wodlinger
 Sales Promotion ManagerFred Reed
 Pgm., Prod. Dir.Charles Freburg
 Publicity DirectorPaul Ives
 News DirectorBob Redeen
 Musical DirectorGeorge Sontag
 Chief EngineerPaul Arvidson
 Farm EditorBob Frank

K D E C

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....Telegraph-Herald
 Business-Studio Address.....301 W. Broadway
 Phone Number.....1240
 Transmitter Location...600 Leiv Eiriksson Dr.
 News Service.....AP
 Transcription Service.....Standard
 RepresentativeEverett-McKinney
 MembershipNAB
 President.....F. W. Woodward
 General Manager.....William J. Croker
 Commercial Manager.....George Dorrington
 Chief EngineerArnold Zaruba

K C B C

DES MOINES—1946

Frequency: 1390 Kc.Power: 1000 Watts
 Owned-Oper. By.....Kapital City Bcstg. Co.
 Business-Studio Address.....2323 Grand Ave.
 Phone Number4-3151
 Transmitter Location.....E. 42nd & Dean Ave.
 News ServiceAP
 RepresentativeWeed
 PresidentKarl Peters
 General-Station Mgr.....Rollo H. Bergeson
 Commercial Mgr.....C. E. Grant

Operations Mgr.....J. I. Mitchell
 Chief Engineer.....Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc.Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By ...Independent Bdcstg. Co.
 Address...10th & Mulberry, Onthank Bldg.
 Phone Number2-9191
 Transmitter LocationHartford
 Air Time6 a.m.-12 M.
 News ServiceINS, UP
 Transcription ServiceWorld
 RepresentativePaul H. Raymer Co.
 PresidentRalph L. Atlass
 Gen., Sta. Mgr.Marvin L. Rosene
 Commercial ManagerJames L. Kelehan
 Program DirectorLee L. Harris
 Publicity DirectorJanice R. Hull
 News DirectorR. J. Nash
 Chief EngineerLloyd R. Amoo
 Farm EditorDon Ames

K R N T

DES MOINES—1935—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.W. 22nd & Park Ave.
 Air Time6 a.m.-M
 News Service.....AP, INS, UP
 Transcription Service...Standard, Associated
 Station Representative.....The Katz Agency
 MembershipNAB, BAB
 President.....Gardner Cowles
 General-Station Managr.....Bob Dillon
 Commercial Manager.....Paul Elliott
 Sales Prom. Mgr., Pub. Dir.Joe Hudgens
 Program DirectorDick Covey
 Musical Director.....Wayne Ackley
 Chief Engineer.....Charles Quentin

K S O

DES MOINES—1922—CBS

Frequency: 1460 Kc.Power: 5000 Watts
 Owned-Operated By.....Murphy Bcstg. Co.
 Business-Studio Address. Tenth & Grand Ave.
 Phone Number.....3-0571
 Transmitter Location...E. 38th & Broadway
 News ServiceAP
 Transcription ServiceCapitol
 Station Representative.....Headley-Reed
 RepresentativePetry & Co.
 MembershipNAB, BAB
 President.....Kingsley H. Murphy
 Gen., Comm. Mgr.S. H. McGovern
 Pub., Pgm. Dir.B. C. Baldwin
 News DirectorGlenn Goodwin
 Chief Engineer.....F. E. Bartlett

K W D M

DES MOINES—1947—TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Des Moines Bcstg. Corp.
 Business-Studio Address 407 Fifth Ave.
 Phone Number 2-8363
 Transmitter Location Levey Road
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Cole, Capitol, Associat'd
 Representative Everett-McKinney
 Membership NAB
 Pres., Natl. Sales Mgr. George W. Webber
 Station Manager Robert L. Webber
 Commercial Manager H. R. Hurd
 Program Director Edith D. Webber
 Promotion Mgr. Ira L. Johnson
 Chief Engineer Werner Schwars

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By Central Bcstg. Co.
 Business-Studio Address 914 Walnut St.
 Phone Number 3-7147
 Transmitter Location Mitchellville
 News Service AP, INS, UP
 Transcription Service Thesaurus, SESAC
 Station Representative Free & Peters
 Membership NAB, BAB
 President Col. B. J. Palmer
 V. Pres. & Resident Mgr. Paul A. Loyet
 Exec. V. Pres. Ralph Evans
 Assitant Manager W. W. Woods
 Sales Manager Harold Fulton
 Sales Promotion John Schweiker
 Program Director Jack Kerrigan
 Production Director Kenneth Gteller
 News Bureau Manager Jack D. Shelley
 Chief Engineer Reed E. Snyder
 Farm Editor Herb Plambeck
 Consulting Engineer A. D. Ring

K D T H

DUBUQUE—1941—MBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owner Dubuque Telegraph-Herald
 Bus.-Studio Address Eighth Ave. & Bluff Sts.
 Phone Number 1803
 Transmitter Location East Dubuque
 News Service AP
 Transcription Service Associated
 Station Representative Everett-McKinney
 Membership NAB
 President F. W. Woodward
 General-Station Manager K. S. Gordon
 Commercial Manager A. C. Newburgh
 Program Director Arnie Sterman
 News Director George Freund
 Chief Engineer Robert I. Hancock
 Farm Editor Gerald McAleece

W K B B

DUBUQUE—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 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Robert Meeker
 Membership NAB
 President Charles T. Landon
 General Manager James D. Carpenter
 Commercial Mgr. Harry Hatzenbuehler
 Program-Production Dir. Gleason Kistler
 Chief Anncr., News Dir. L. Vaughn Gayman
 Musical Director Ethel M. Carpenter
 Chief Engineer Barkey-Helm
 Farm Editor Gleason Kistler

K V F D

FT. DODGE—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Northwest Bcstg. Co.
 Business-Studio Address Warden Bldg.
 Phone Number Walnut 3761
 Air Time 6 a.m.-12 M.
 News Service UP, INS
 Transcription Service Lang-Worth
 Representative Everett-McKinney
 Membership NAB
 President, General Manager Edward Breen
 Office Manager Lester Person
 Commercial Mgr. Max Landes
 Sales Prom. Mgr. Wally Engelhardt
 Farm Edit., News, Pgm. Dir. Drexel Peterson
 Publicity Director Kenneth Peterson
 Chief Announcer Johnny Green
 Chief Engineer David G. Sinclair

K X G I

FT. MADISON—1948

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By Carson Radio, Inc.
 Business-Studio Address Marquette Bldg.
 Phone Number 1360
 Transmitter Location Ft. Madison
 Air Time Sunrise to sunset
 News Service AP
 Transcription Service Lang-Worth
 President A. Orrie Carson
 General Manager Robert M. Carson
 Station Manager L. R. Nuss
 Chief Engineer Hubert Marshall
 Program Director Robert Chamlee

K X I C

IOWA CITY—1948—HSN

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Johnson County Bcstg. Corp.

Bus.-Studio Address...108½ E. Washington St.
 Phone Number8-1181
 Transmitter Location...1 Mi. N. of Iowa City
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Representative.....Wm. G. Rambeau
 Transcription Service.....Lang-Worth
 Membership.....NAB, BAB
 Pres., Comm., Prom. Mgr.Robert Snyder
 Gen., Sta. Mgr., News Dir.Gene Claussen
 Chief Announcer.....Gene Philippe
 Musical Director.....Herbert D. Olson
 Chief Engineer.....Elliott Full
 Farm Editor.....G. M. Ludwig
 Consulting Engineer.....James Ebel

K O K X

KEOKUK—1947—TALL CORN

Frequency: 1310 Kc.Power: 1000 Watts d.
 500 Watts n.

Owned-Operated By.....Keokuk Bdcstg. Co.
 Address.....500½ Main Street
 Phone Number.....235
 Transmitter Location.....Hamilton, Ill.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Tallcorn
 Membership.....NAB
 President.....H. W. Stadler
 Gen., Comm., Mgr.....H. O. Totten
 Pgm., Prod., Chief Anncr.C. C. Andrews
 News Director.....Edwin H. Newcombe
 Musical Director.....Chester C. Andrews
 Chief Engineer.....James L. Mott

K F J B

**MARSHALLTOWN—1923
 MBS—TALL CORN**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Times Republican Ptg. Co.
 Operated By.....Marshall Electric Co.
 Business-Studio Address....133 E. Main St.
 Phone Number.....3361
 Transmitter Location.....Route No. 3
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Everett-McKinney
 Membership.....NAB
 President.....John W. Norris
 Station Manager.....William P. White
 Commercial Manager.....R. W. Brown
 Program Director.....Ray P. Bennett
 Publicity Director.....Allan Schrock
 Musical Dir.....D. Gattelle
 Chief Engineer.....Herbert G. Anderson
 Farm Editor.....W. Benson

K G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc.....Power: 5000 Watts

Owned-Operated By.....Lee Radio, Inc.
 Business-Studio Address....12½ 2nd St., N.E.
 Phone Number.....2800
 Transmitter Location.....Hqwy. 18
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Weed
 Membership.....NAB, BAB
 President.....Lee P. Loomis
 Exec. V.P.....Herbert R. Ohrt
 Sta., Comm Mgr.....Henry B. Hook
 Sales Promotion Manager....Donald Harrer
 Program Director.....William G. Suter
 Prod. Dir., Chief Anncr.....Robert Clausen
 Publicity Director.....Dorothy Brown
 Chief Engineer.....Roger E. Sawyer
 News Director.....Charles Hilton
 Farm Editor.....Bob Crom
 Consulting Engineer.....Esterly Page

K R I B

**MASON CITY—1948—MBS
 TALL CORN**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mason City Bcstg. Co.
 Address.....5 Second St., S.W.
 Phone Number.....5400
 Representative.....Menough
 Transcription Service.....World
 News Service.....AP
 Partners.....Louis, George, Abbott
 & Robert Wolf
 General Manager.....William Yearout, jr.
 Commercial Manager.....Joseph Simon
 Pgm., News, Farm Dir.....Paul Patrick
 Promotion Manager.....Robert Erickson
 Chief Engineer.....Larry Lawson

K S M N

MASON CITY—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Mohawk Bcstg. Co.
 Business-Studio Address....Weir Bldg.
 Phone Number.....5420
 Transmitter Location.....Hiway 18
 Air Time.....Daytime
 News Service.....UP
 Membership.....NAB
 Transcription Service.....Associated, B. Eells
 Representative.....Wm. Rembeau Co.
 Pres., General-Station Mgr....Robert M. Carson
 Comm., Sales Prom. Mgr....Norman W. Rice
 Pgm., Prod. Director.....Milten H. Cohen
 News Director.....Chuck Ney
 Chief Engineer.....Jack Duncan
 Farm Editor.....Reuben A. Hall
 Consulting Engineer.....Weldon & Carr

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts d.

Owned-Operated By.....Muscatine Bcstg. Co.
 Transmitter AddressMulberry at Houser
 Phone Number860
 Air Time.....Sunrise-sunset
 News ServiceUP
 Transcription Service.....Thesaurus, Associated
 Representative ..Everett-McKinney, Tall Corn
 Membership.....NAB
 Comm., Gen., Mgr.....George J. Volger
 Chief Anncr., Prod. Dir.Donald Wooten
 Musical Director.....Thelma Volger
 News Director.....James Ryan
 Chief Engineer.....Edward Edenson
 Farm EditorJack Butcher
 Consulting Engineer.....Chambers & Garrison

K O E L

OELWEIN—1950—LBS

Frequency: 950 Kc.....Power: 500 Watts d.
 Owned-Oper. By..Northeast Iowa Radio Corp.
 Address.....4½ W. Charles St.
 Phone Number317
 RepresentativeContinental
 Transcription ServiceLang-Worth
 News ServiceUP
 General Manager.....John O. Vick
 Program Director.....Chester T. Behrman
 Chief Engineer.....James A. Peterson
 News Director.....David Melton

K B O E

OSKALOOSA—1950

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Oskaloosa Bcstg. Co.
 Address.....117 High Ave. E.
 Phone Number301
 Transcription ServiceStandard
 News ServiceAP
 President.....E. W. Wenrick
 General Manager.....Ken Kilmer
 Sales Manager.....L. G. Stanley
 Chief Engineer.....Robert W. Moore
 News Director.....Glen Law

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....Seven Acres, 2513 N. Court Rd.
 Phone Number5600-1
 Transmitter Location.....Community Gardens
 News ServiceAP
 Transcription Service.....World
 President, General Mgr.....James J. Conroy
 Station Manager.....Eleanor M. Haling
 Commercial Mgr.....Richard Meler
 Program-Production Dir.....Del Donahoo
 Promotion Mgr.....Berg Allison
 Chief Engineer.....Wayne J. Hatchett

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Capital Bcstg. Co.
 Address407 Sycamore
 Phone Number1302
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeTaylor-Borroff
 MembershipNAB
 President.....C. J. Abbott
 General Manager.....C. Earl Williams
 Comm. Mgr., Chief Engr.....Mark W. Bullock
 Program Director.....Earl Blakesley
 Chief Announcer.....Harry Packard

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....May Bcstg. Co.
 Phone Number192
 Transmitter Location.....1 ml. NE of
 Shenadoah on Hgwy. 48
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription ServiceCapitol
 Representative.....Avery-Knodel, Inc.
 President.....Edward W. May
 Gen., Sta. Mgr.....Owen Saddler
 Comm. Mgr.....H. O. Peterson
 Sales Prom. Mgr., Pub. Dir. ...H. B. Arkoff
 Program Director.....Wayne Beavers
 Chief AnnouncerJim Kendrick
 News DirectorRalph Childs
 Musical DirectorVirginia White
 Chief Engineer.....R. J. Schroeder
 Farm EditorMell Mains
 Consulting Engineer.....Wm. L. Foss

K C O M

SIOUX CITY—1949—TALL CORN

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....KCOM Bcstg. Co.
 Address.....620 Insurance & Exchange B'dg.
 Phone Number8-0628
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceStandard
 Representative ..Everett-McKinney, Tall Corn
 President & Manager.....Dietrich Dirks
 Sales, Comm. Mgr.Sheldon Singer
 Pgm., News Dir., Ch. Anncr.....Don Solidary
 Chief Engineer.....Al Smith
 Consulting Engineer.....McIntosh & Inglis

K S C J

SIOUX CITY—1927—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.

Business-Studio Address.....415 Douglas St.
 Phone Number.....5-7993
 Transmitter Location.....Leeds
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 SESAC, Cole

Representative.....George P. Hollingbery
 Membership.....NAB, FMA
 President.....W. R. Perkins
 Station-Commercial Mgr.....E. T. Flaherty
 Program Director.....Elizabeth Sammons
 Chief Engineer.....S. C. Dier

K T R I

SIoux CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sioux City Bcstg. Co.
 Business-Studio Address.....Commerce Bldg.
 Phone Number.....8-0165
 Transmitter Location.....Dakota City, Neb.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....O. L. Taylor Co.
 Membership.....NAB, BAB
 President.....John C. Kelly
 Gen., Sta., Comm. Mgr.....E. J. Huber
 Promotion Manager.....Lennon Kelly
 Pam., Prod., News Dir., Farm Edit., Bob Hansen
 Chief Engineer.....Willard Easterly

K I C D

SPENCER—1942—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Iowa Great Lakes Bcstg. Co.
 Address.....Box 631
 Phone Number.....1240
 News Service.....AP
 Transcription Service.....Standard, Associated
 Representative.....Everett-McKinney
 Membership.....NAB
 Pres., General-Station Mgr.....Ben B. Sanders
 Comm., Sales Prom. Mgr.....Henry B. Cate
 Program Director, Farm Editor.....Mason Dixon
 Prod. Dir., Chief Annr.....Bob Steenborg
 Musical Director.....Bill Higgins
 Pub., News Director.....Chas. Lintgen
 Chief Engineer.....Eison Farago
 Farm Editor.....Lyle Swigart

K A Y L

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Business-Studio Address.....206½ Park Bldg.
 Phone Number.....1490
 Transmitter Location.....Hgwys. 5 & 71
 News Service.....AP
 Representative.....Devney & Co.
 Transcription Service.....Capitol
 Membership.....NAB, BAB
 President.....O. J. Grau
 Gen., Sta. Manager.....T. L. Shumate

Commercial Manager.....James I. McCord
 Prog. Dir., Farm Edit.....Gerald Cumming
 Chief Engineer.....Howard L. Carlson
 Farm Editor.....Norman Thomsen

K B O K

WATERLOO—1946

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Waterloo Bcstg. Co.
 Address.....620½ Lafayette St.
 Phone Number.....6851
 Representative.....McGillvra
 News Service.....UP
 Gen. Mgr. & Secty.....John M. Printup

K W W L

WATERLOO—1947—MBS

Frequency: 1330 Kc.Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....Black Hawk Bdcstg Co.
 Address.....Hotel Russell Lamson
 Transmitter Location.....Lafayette Rd., Waterloo
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....John E. Pearson Co.
 Pres., Gen., Sta. Mgr.....Ralph J. McElroy
 Comm., Sales Prom. Mgr.....Donald E. Inman
 Program Director.....Robert T. Jensen
 Prod., Music, Pub. Dir.....Raymond C. Starr
 Farm Edit., News Director.....Edwin L. Falk
 Chief Engineer.....Howard F. Burgess

K X E L

WATERLOO—1942—ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Josh Higgins Bcstg. Co.
 Business-Studio Address.....Insurance Bldg.
 Transmitter Location.....Dysart
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President, Gen.-Station Manager.....Joe DuMond
 Comm.-Sales Promotion Mgr.....A. J. DuMond
 Sales Prom. Mgr., Pub. Dir.....Elizabeth Gahre
 Program Dir.....Emlyn Owen
 Chief Engineer.....Don Kassner
 Farm Editor.....Dallas McGinnis

K J F J

WEBSTER CITY—1950

Owned-Operated By.....Land O'Corn Brdcters.
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Membership.....NAB
 President.....Charles V. Warren
 General Manager.....Lee Gordon Rasmussen
 Production Director.....Paul R. Benson
 News Directors.....Gene Piatt, G. D. Warland
 Chief Engineer.....Wayne J. Hatchett

KANSAS

Population 1,905,299—Increase +13.5% ('40-'50)—Radio Homes 517,670
Families 544,370—Stations in State 35

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. . . . Power: 1000 Watts d.
Owned-Operated By . . . The KSOK Bdcstg. Co.
Phone Number 2666
Trans. Loca. . . . 1 Mi. No. of Arkansas City
Air Time Sunrise-Sunset
News Service AP
Transcription Service Lang-Worth
President Oscar S. Stauffer
Gen., Sta. Mgr. S. C. Thompson
Pgm., Prod. Dir. Martin H. Thomas
News Director Melvin A. Haines
Musical Director George Carroll
Chief Engineer Edward H. Howe

KARE

ATCHISON—1939—KBS

Frequency: 1470 Kc. . . . Power: 1000 Watts
Owned-Oper. By . . . Griffith-Buenning Bdstg. Co.
Address Fifth & Kansas Ave., Atchison
Phone No. . . . 2447 Atchison, 4-0958 St. Joseph
Transmitter Location Halls, Missouri
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Standard Radio
Representative William G. Ramebeau Co.
Partners J. M. Griffith & P. H. Buenning
Program Director Jack Lloyd
Chief Engineer Claude Kramer

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. . . . Power: 10,000 Watts d.
5000 Watts n.
Owned-Oper. By . . . The Midwest Bcstg. Co., Inc.
Business-Studio Address 8th & Elm
Phone Number 147
Transmitter Location So. Coffeyville, Okla.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World
Representative Weed
Membership NAB, BAB
Pres., Gen. Mgr. Richard M. Seaton
Prom., Sta. Mgr. Robert L. Pratt
Commercial Manager E. B. Spoonamore
Pgm., Prod., News Dir. Bob Evans
Publicity Director Warren Mowden
Chief Announcer Dean Turner
Chief Engineer J. S. Jamineer
Farm Editor Joe Cook

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Oper. By . . . Western Plains Bcstg. Co.

Business-Studio Address Cooper Hotel
Phone Number 790-1
Transmitter Location 2 Mi. E. of Colby
Air Time Daytime
News Service INS
Transcription Service Associated, Capitol
Representative Headley-Reed
Membership NAB
President James V. Pratt
Gen., Sta. Mgr. George A. Nickson
Program Dir. William Morse
Publicity Dir. Gene McGehee
Chief Announcer Robert Kraft
Chief Engineer U. L. Lynch
Farm Editor Embert Coles

KGNO

DODGE CITY—1930—KBS

Frequency: 1370 Kc. . . . Power: 1000 Watts d.
250 Watts n.
Owned-Oper. By Dodge City Bcstg. Co.
Business Address Globe Bldg.
Phone Number 1370, 1371
Transmitter Location W. Park St.
Air Time 6 a.m.-10:30 p.m.
News Service AP
Transcription Service Lang-Worth, Capitol
Representative Art Hagg
Membership NAB, BAB
President, General Manager J. C. Denious
Program Director Herschel Holland
Sta., Comm. Mgr. W. Elliott
Chief Announcer Stan Gribble
Chief Engineer Duane Hoisington
Farm Editor Don Wilson

KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Oper. By Emporia Bcstg. Co., Inc.
Business-Studio Address 813 Merchant St.
Phone Number 153-4
Transmitter Location Soden Grove
Air Time Unlimited
News Service AP
Transcription Service World
Membership NAB
Pres., Sta. Mgr. Owen H. Balch
Sales Promotion John Heetland
Program Director Helen Klostermann
Chief Engineer Dale Allen

KGAR

GARDEN CITY—1949—LIBERTY

Frequency: 1050 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By . . . Ark Valley Bcstg. Co., Inc.

KANSAS

Business-Studio Address.....Box 878
 Phone Number.....3041
 Transmitter Location.....1½ Mi. N.W. City
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Standard, Associated
 Representative.....Hal Holman Co.
 Membership.....NAB, BAB
 President.....H. C. Sartorius
 Gen., Sta., Comm. Mgr.....Dale E. Kern
 Pgm., Prod. Dir.....Frank Frost
 Chief Engineer.....E. D. Casey
 Farm Editor.....Gail I. Banks
 Consulting Engr.....Comm. Radio Monitoring Co.

KIUL

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Telegram Publishing Co.
 Business-Studio Address.....509½ N. Main St.
 Phone Number.....4581
 Transmitter Location.....Warner Terrace
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 President.....Robert B. Reed
 General Manager.....G. F. Reed
 Station Manager.....Robert Wells
 Program-Publicity Director.....Tom Lanman
 Chief Engineer.....Bob Bryant
 Farm Editor.....Tony Jewell

KWGB

GOODLAND—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Goodland Bcstg. Co.
 Business-Studio Address.....Hotel Goodland
 Phone Number.....331
 News Service.....UP
 President, General Mgr.....James E. Blair
 Commercial Mgr.....Dick Eldridge

KVG B

GREAT BEND—1937—MBS

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Operated By.....KVGB, Inc.
 Business-Studio Address.....Cork Bldg.
 Phone Number.....4317-8
 Transmitter Location.....4 Mi. SW of Great Bend
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....BAB
 President.....Helen T. Coogan
 V.P., Gen., Sta. Mgr.....Grover C. Cobb
 Asst. Mgr.....Sherwood R. Parks
 Sales Mgr.....Bill J. Jarvis
 Mus., Pgm. Dir.....Roy H. Beals
 Chief. Anncr., News Dir.....James F. Hecton

Chief Engineer.....Chester A. Wallack
 Consulting Engineer.....John B. Heffelfinger

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Kays, Inc.
 Phone Number.....1700
 Studio-Transmitter Address.....2450 Hall St.
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Membership.....NAB
 President.....Frank Motz
 Gen., Sta. Mgr.....Bob Schmidt
 Commercial Manager.....Bud Ryan
 Program Director.....Bob Jenkins
 Promotion Manager.....Quent Bogart
 Chief Engineer.....Glen Barnett

KW B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nation's Center Bcstg. Co.
 Business-Studio Address.....101 East Ave "A"
 Phone Number.....5202
 Transmitter Location.....17th & Harding Sts.
 Air Time.....18 Hrs.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Station Mgr.....Robert E. Rives
 Prom. Mgr., Pgm. Dir.....Paul Bernard
 Chief Engineer.....John Swafford

KWHK

HUTCHINSON—1946—KBS

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KWHK Bcstg. Co., Inc.
 Business-Studio Address.....18 W. 5th St.
 Phone Number.....3-100
 Transmitter Location.....Hutchinson
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative Irene Griffith, Everett-McKinney
 President.....James E. Murray
 Sec.-Treas., Gen. Mgr.....Vern Minor
 Prom., Comm. Mgr.....Gren Darling
 Program Director.....Malcolm West
 Publicity Director.....Don Salmon
 Musical Director.....J. Bruce Murray
 Chief Engineer.....Millary Clary
 Consulting Engineer.....Earl Cullum

KIND

INDEPENDENCE—1949—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Central Bcstg., Inc.
 Bus.-Studio-Transmitter.....Professional Bldg.

KANSAS

Phone Number1010
Transmitter Location16th & Maple
Air TimeLocal sunrise-local sunset
News ServiceAP
Pres., Gen., Sta. Mgr.J. Nelson Rupard
Program DirectorCal Rains

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc.Power: 1000 Watts d.
Owned-Oper. By ..Junction City Bdcstg. Co.
Address724½ No. Washington St.
Phone NumberJunction City 1477
Trans. Loca. ...3 Mi. S. of Junction City, on
U. S. 77

Air TimeSunrise-Sunset
News ServiceUP
Transcription ServiceMicrogroove
RepresentativeHal Holman Co.
Comm., Gen. Mgr. Co-owner ..R. L. Weir, Jr.
Sales Promotion ManagerJohn R. Conley
Program DirectorVernon F. Gielow
Production DirectorGeo. P. Nelson, Jr.
Chief AnnouncerLee Vogel
News DirectorNancy Harris
Musical DirectorGene Joslin
Chief Engineer, Co-owner ...Richard P. Meek
Farm EditorBounce Nunamaker

KCKN

KANSAS CITY—1924

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated By ..KCKN Bcstg. Co., Inc.;
Capper Publications, Inc.

Business Address300 Waltower Bldg.
Phone NumberVictor 3864
Transmitter Location901 N. 8th St.
Air Time7 a.m.-11 p.m.
News ServiceAP
Transcription Service...Lang-Worth, Standard
RepresentativeCapper Publications
PresidentW. A. Bailey
General ManagerBen Ludy
Sta., Comm. ManagerJoe Story
Pgm., Prod. Dir.George Stump
Chief EngineerMax Williams

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc.Power: 500 Watts d.
Owned-Oper. By ..Leavenworth Bdcstg. Co.
Address418½ Cherokee
Phone Number3620—3621
Transmitter LocationR.F.D. No. 2
News ServiceUP
Transcription ServiceCapitol
RepresentativeHil F. Best
PresidentAlf M. Landon
Gen., Sta., Comm. Mgr.M. L. Gleason
Chief Anncr., Sales Prom. Mgr. ...Dick Behner
Program DirectorBill Willson
Pub., News DirectorMrs. Esther Norman

Musical DirectorFrances Johnston
Chief EngineerDavid L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc.Power: 1000 Watts d.
Owned-Oper. By ...Seward County Bcstg. Co.
Business-Studio AddressE. 8th St.
Phone Number3891
News ServiceUP
Transcription ServiceStandard
MembershipNAB
PresidentAlf M. Landon
General ManagerLecn S. Salatheil
Pgm. Dir., Chief Anncr.Larry Filkins
Chief EngineerWayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc.Power: 500 Watts d.
Owned-Oper. ByManhattan Bcstg. Co.
Address114 No. 4th St.
Phone Number4451
Transcription LibraryCapitol
News ServiceAP
PresidentFred A. Seaton
General ManagerRay L. Kozak
Commercial ManagerFred J. Langan
Pgm. Dir., Farm EditorFrederic D. Butcher
Chief EngineerHerbert P. Lavin
News DirectorJames H. Hendricks

KNEX

McPHERSON—1949

Frequency: 1540 Kc.Power: 250 Watts d.
Owned-Operated By...McPherson Bcstg. Co.
AddressP. O. Box 186
Phone Number1540
Transmitter Location ...2 Mi. So. of McPherson
News ServiceAP
Transcription ServiceCapitol, SESAC
PresidentEwart Mills
General ManagerHenry Dais
Commercial Mgr.Vance Archer
Chief EngineerClaude Hughes
Consulting EngineerTed Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc.Power: 1000 Watts d.
Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
Address131 E. Park Street
Phone Number1200
Trans. Loca.1 Mi. So. of Olathe
Air Time6 a.m.-Local Sunset
News ServiceAP
Transcription ServiceCapitol
RepresentativeContinental
PresidentL. H. Witherspoon
News Dir., Gen., Sta. Mgr.S. P. Madden

KANSAS

Commercial Manager John M. Henry
 Pgm. Dir., Chief Anncr. Wm. T. Sutherland
 Musical Director James V. Wear
 Chief Engineer Daniel Reed

K O F O

OTTAWA—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Ottawa Bcstg. Co.
 Transmitter Address ... 20th & So. Main Streets
 Phone Number 1045
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. J. N. Jobes
 Sta. Mgr., Farm Edit. Herbert M. Jobes
 Prom., Comm. Mgr. Tommv Ruble
 News, Pam., Prod., Pub. Dir., Chief Anncr. ...
 B. R. Hawley
 Chief Engineer Daniel W. Coltrane
 Consulting Engineer John Mullaney

K L K C

PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Business-Studio Address 1904 Broadway
 Phone Number 4050
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Thesaurus
 President Clvde M. Reed, Jr.
 General Manager Richard C. Scheele
 Program Director Ray Drenner
 Chief Engineer James L. Teats

K O A M

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.,
 5,000 n.
 Owned-Oper. By .. The Pittsburg Bcstg. Co., Inc.
 Business Address P. O. Box 603
 Phone Number 2165
 Transmitter Location ... 3½ Mi. E. of Pittsburg
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NAB
 President E. V. Baxter
 Gen., Sta., Comm. Mgr. R. E. Wade
 Chief Announcer Lou Martin
 Chief Engineer Leo Stafford

K S E K

PITTSBURG—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Pittsburg Publ. Co.
 Business-Studio Address Hotel Besse Bldg.
 Phone Number 742

Trans. Loca. E. Quincy St. (extended)
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Cooke
 President O. S. Stauffer
 General Manager Thad M. Sandstrom
 Commercial Manager C. W. Stout
 Program Director Ozzie Johnson
 Chief Engineer W. D. Brosseau

K S A L

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By KSAL, Inc.
 Bus.-Studio Address Journal Bldg.
 Phone Number 3701
 Transmitter Location E. Hiway 40
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative John E. Pearson
 Membership NAB
 President R. J. Laubengayer
 Station Mgr. R. V. Jensen
 Sales Promotion Manager J. D. Hill
 Program Director Al Thompson
 Publicity Director Bob Elias
 Chief Engineer N. E. Vance, Jr.
 Farm Editor Stewart Peck

K J A Y

TOPEKA—1947—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Transmitter Location Lake Linge
 Air Time 6 a.m.-1 a.m.
 News Service INS
 Representative Adam J. Young, Jr.
 Owner, President S. H. Patterson
 General Manager John S. Major
 Commercial Manager Wm. P. Dugdale
 Pgm., Prod. Dir. Eddie Jones
 Pub., Chief Anncr. Craig Lawson
 Sports & News Director Wait Lochman
 Chief Engineer Gale Totten

K T O P

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Bailey Axton
 Address 314 W. 6th St.
 Phone Number 4-3444
 Transmitter Location North Buchanan
 Air Time Unlimited
 News Service AP
 Representative Ra-Tel
 General Manager Bailey Axton

Sales Promotion Manager . . . Robert N. Coats
 Pgm., Prod. Dir. Jack Warren Ostrode
 Pub., Chief Anncr., News Dir. . . James D. Leek
 Musical Director Charles Christian
 Chief Engineer Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address . . . 1035 Topeka Blvd.
 Phone Number 3-2377
 Transmitter Location 7 Mi. W. of Topeka
 Air Time Unlimited
 News Service AP, UP
 Transcription Service . . . Lang-Worth, Standard
 President H. S. Blake
 General-Station Manager Ben Ludy
 Commercial Manager Hilton Hodges
 Prog., Prod. Dir. Maude Carlson
 Publicity Director Allan Young
 Chief Engineer Lewis Dickensheets
 Farm Editor Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By . . . WREN, Edcstg. Co., Inc.
 Business-Studio Address 411 W. 10th St.
 Phone Number 2-0505-6-7
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB, BAB
 President R. C. Jackman
 Business Manager Fred L. Conger
 Sales Promotion Manager Gerald K. Barker
 Program Director Max Falkenstein
 Chief Engineer Carl B. Blesner
 Publicity Director Don Heath
 News Director Allan Franklin

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . KAKE Bcstg. Co., Inc.
 Business-Studio Address . . . 418 W. Douglas Ave.
 Phone Number 4-9389
 Transmitter Location 19th & Hydraulic Sts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 Membership NAB
 Sta., Gen. Mgr. Jack Todd
 Commercial Manager Martin Bass
 Pgm., News Dir. Graeme Fletcher
 Chief Engineer Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Taylor Radio & TV
 Business-Studio Address . . . 1015 N. Broadway
 Phone Number 4-2387
 Transmitter Location 5560 W. 13th St.
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service Standard
 Representative O. L. Taylor Co.
 President O. L. Ted Taylor
 General Manager Archie J. Taylor
 Commercial Manager Dudley Tichenor
 Sales Promotion Manager Russel L. Lowe
 Program Director Vernon E. Reed
 Musical Dir. Raymond Shelley
 Chief Announcer Stan Hagan
 News Director George Gow
 Chief Engineer Ted Heithecker
 Farm Editor Vernon Reed
 Consulting Engineer Earl Cullum

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.;
 1000 Watts n.
 Owned-Operated By KFBI, Inc.
 Business-Studio Address 200 E. First St.
 Phone Number 2-1447
 Trans. Location 5 Mi. No. of Wichita
 Air Time 8 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB, BAB
 President Howard Lane
 Gen., Sta. Mgr. Hale Bondurant
 Commercial Mgr. D. W. McCoy, Sr.
 Sales Promotion Manager C. Sewell
 Program Dir. Henry Mattison
 Production Director Vic Rugh
 Publicity Director Marie MacDonald
 News Director Bob Gadberry
 Musical Dir. James Carpenter
 Chief Engineer K. W. Pyle
 Farm Editor Lester Weatherwax

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By . . . Radio Station KFH Co.
 Business-Studio Address KFH Bldg.
 Phone Number 2-4491
 Transmitter Location RR 3
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP

KANSAS-KENTUCKY

Transcription Service Lang-Worth
 Representative Edward Petry
 Membership NAB, BAB
 President John Rigby
 Exec. V.P. Marcellus M. Murdock
 General Manager Frank V. Webb
 Comm. Mgr. Robert Hix
 Sales Promotion Manager Ruth Kimbley
 Program Director Thomas Bashaw
 Chief Announcer David M. Wilson
 News Director Bob Arthur, Bob Page
 Musical Director Ruth Carnahan
 Chief Engineer T. L. Kidd
 Farm Editor Bruce Behymer

K W B B

WICHITA—1950

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By ... Wichita Beacon Bcstg. Co.
 Address 2829 Salina Ave.
 Phone Number 7-1265
 Transcription Service Capitol, Thesaurus
 News Service AP
 President Louis Levand
 General Manager J. Milton Hall
 Program Director Donald Wells
 Chief Engineer Ralph McClellan
 Secy.-Treas. Merritt Winsby

KENTUCKY

*Population 2,944,806—Increase +3.5% ('40-'50)—Radio Homes 678,000
 Families 718,240—Stations in State 41*

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Ashland Bdcstg. Co., Inc.
 Address 120 20th Street
 Phone Number 3010
 Trans. Location 48th & Clay Streets
 Air Time 6 a.m.-12 M.
 News Service UP
 Trans. Service World, Thesaurus
 Representative John E. Pearson
 Membership NAB, BAB
 President Gilmore N. Nunn
 Comm., Gen. Mgr. Charles C. Warren
 Ass't. Sales Prom. Mgr. Whitney R. Martin
 Pgm., Prod., News Dir. George Marshall
 Traffic Manager Ed Paulin
 Mus. Dir., Farm Editor James Bryne
 Chief Engineer Clarence W. Weaver

Chief Engineer Jack Hendricks
 Farm Editor Clem Cockerel

W L B J

BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Bowling Green Bcstg. Co.
 Address 901 Fairview Ave.
 Phone Number 1340-1
 Air Time 5 a.m.-M.
 News Service AP

W K C T

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. ... Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By ... Daily News Bdcstg. Co.
 Address Park Row
 Phone Number 2640
 Trans. Location Richardsville Road
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative J. H. McGillvra Inc.
 President J. Ray Gaines
 Sta., Gen. Mgr. Al Temple
 Commercial Manager Houston Griffin
 Prod., Pgm., Chief Anncr. Dee Huddleston
 Prom. Mgr., Pub. Dir. Mrs. Audrey Jackson
 News Director Al Temple

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

Transcription Service.....Capitol, Keystone
 RepresentativeBurn-Smith
 MembershipNAB
 Pres., Gen., Sta. Mgr.....Ken D. Given
 Comm.-Sales Promotion Mgr.....Elmer A. Finley
 Program-Production Dir.....William Kuznitsoi
 Publicity Dir.....Robert & Procter
 Chief Engineer.....Rondal L. Miller

WTCO

CAMPBELLSVILLE—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....South Central Kentucky
 Bcstg. Co., Inc.
 Business-Studio Address....203 E. Main St.
 Phone Number250
 Transmitter Location...On State Hwy 55, 3/4
 Mi. N. of Campbellsville

Air TimeDaytime
 News ServiceUP
 Transcription Service...Capitol, World, Cole
 MembershipNAB
 PresidentH. T. Parrott
 Gen.-Station-Comm. Mgr.....James Shacklette
 Sales Promotion Mgr....William J. Harris, Jr.
 Pgm.-Prod. Dir.....John Adkins
 Chief Engineer.....J. B. Crawley

WCTT

CORBIN—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Corbin Times-Tribune, Inc.
 Business Address308 S. Main St.
 Phone Number123-4, 1071
 Trans. Location ...Cumberland Falls Hwy.
 Air Time6 a.m.-11:15 p.m.
 News ServiceAP
 Transcription ServiceKeystone
 President.....J. Springer Robinson
 General Manager.....John L. Crawford
 Station Manager.....Kenneth Turner
 Commercial Manager.....S. G. Hembree
 Chief Engineer.....Russell Henson

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WZIP, Inc.
 Bus.-Studio Address...Sixth & Madison Aves.
 Phone NumberJuniper 5300
 Transmitter Location.....Eighth & Horton Sts.
 Air TimeDaytime
 News ServiceAP
 Trans. Serv.World, SESAC, Lang-Worth
 MembershipNAB, BAB
 Pres., Gen.-Comm. Mgr.....Arthur L. Eilerman
 Sta. Mgr., Pgm., Prom., Dir. Lloyd W. Baldwin
 Prod. Dir., Chief Anncr.....Stephen Crane
 News DirectorWalter Rehbaum
 Musical DirectorEarl Jenkins
 Chief EngineerEdd Toleman
 Farm EditorRay Scott

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By..Commonwealth Bcstg. Corp.
 AddressF. O. Box 234
 Phone NumberDanville 1230
 Transmitter LocationBurgin Road
 Air Time5:55 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeHal Holman Co.
 MembershipNAB, BAB
 Pres., Comm. Mgr.....W. T. Isaac
 V.P., Pgm., News Dir....David B. Highbaugh
 Chief AnnouncerHascal Jones
 Chief Engineer.....Henry C. Lovell

WIEL

ELIZABETHTOWN—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elizabethtown Bcstg. Co.
 AddressP. O. Box 524
 Phone Number5151
 Transcription Service.....Associated, World
 News ServiceUP
 PresidentJ. W. Hodges
 Gen., Comm. Mgr.....W. J. Harris, Jr.
 Pgm., News Dir.....Wendell Rex Jones
 Prom. Mgr.....Russ Honeyman
 Chief Engineer.....Thomas Moore Baldwin
 Farm Editor.....Chuck Hardin

WFKY

FRANKFORT—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Frankfort Bcstg. Co., Inc.
 Transmitter AddressKy. Ave. Extended
 Phone Number2509
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeColton
 MembershipNAB, BMB
 Pres., Gen. Mgr.W. Wallace Robinson
 Vice-PresidentR. B. Hensley
 Program DirectorT. K. Smith
 Chief AnnouncerJohn Vroman
 Secy.-Treas.....Mrs. B. G. Norris
 Chief EngineerT. K. Smith

WKAY

GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By....Glasgow Bcstg. Co., Inc.
 Transmitter AddressHappy Valley Rd.
 Phone Number598, 632
 News ServiceUP
 Transcription ServiceWorld, Standard
 President.....Gordon E. Brown
 Gen., Sta., Comm. Mgr.....Louis Rayburn
 Pgm. Dir., Chief Anncr.....Jack Eversole
 Chief Engineer.....C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Blanford Radio Co., Inc.
 Address. S. Main St.
 Phone Number 625-8
 Air Time. 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service SESAC
 Representative Burn-Smith
 Membership NAB
 President, Gen. Station Mgr. R. B. Helms
 Comm., Prom. Mgr., Pgm. Dir. J. T. Morgan
 Sports Director Murry Woroner
 News Director Bob Porter
 Chief Engineer J. Francke Fox, Jr.

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. BMG Bcstg. Corp.
 Phone Number Main 720
 Transmitter Location N. Main St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative. Thomas F. Clark Co.
 President, General Manager Fred B. Bullard
 Comm., Prom. Mgr., Pub. Dir. H. R. Dunbar
 Station Manager Richard H. Goodlette
 Chief Engineer. James C. French
 Pgm., News Dir. Charles W. Metcalf
 Chief Announcer Leslie H. Lamb

WSON

HENDERSON—1941—MBS

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Oper. By. Henderson Bcstg. Co., Inc.
 Bus.-Studio Transmitter Address. Zion Rd.
 Phone Number 3923
 News Service UP
 Transcription Service World
 Representative. Sears & Ayers
 Pres., Gen., Sta. Mgr. Hecht S. Lackey
 Local Comm., Mgr. Ewing Graham
 Program Director Martin E. Schaeffer
 Chief Engineer Vernon R. Nunn
 Mus. Dir., Farm Edit. Bob Cleveland

WHOP

HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Hopkinsville Bcstg. Co., Inc.
 Business Address. P. O. Box 539
 Phone Number 1025
 Studio-Transmitter Location. Cadiz Rd.
 Air Time. 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative. Sears & Ayer
 Membership NAB

Pres., Gen., Sta. Mgr. F. E. Lackey
 Commercial Manager Katherine Peden
 Pgm., Prom. Mgr., Pub. Dir. Charles Stratton
 Production Director Jack W. Jones
 Chief Engineer William L. Simpson
 Chief Announcer Walter Wilson
 Musical Director Jack W. Jones
 News Dir., Farm Editor Thomas B. Covington

WKLX

LEXINGTON—1946

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By. Fayette Bcstg. Co.
 Address Phoenix Hotel
 Phone Number 8115
 Transmitter Location. Greendale Rd.
 News Service AP
 Transcription Service. Lang-Worth, Standard
 Representative Walker
 President. E. F. Prichard, Sr.
 Gen., Comm. Mgr. Ted Grizzard
 Program Director. Jack Brooks
 Chief Engineer. Bill Yount

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By. American Bcstg. Corp.
 (Not ABC)
 Business-Studio Address. Radio Bldg.
 Phone Number 3-2727
 Transmitter Location Russell Cave Rd.
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Representative. John E. Pearson
 Membership NAB, BMB
 President. Gilmore N. Nunn
 General Manager J. E. Willis
 Assistant Manager Miller Welch
 Publicity Director Joe DeLong
 Program Director Henry Allin
 Technical Supervisor. Henry C. Lockler
 News Director Sue Fenimore
 Musical Director Dave Parry

WLEX

LEXINGTON—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Central Ky. Bcstg. Co.
 Business Address. P. O. Box 985
 Phone Number 3-1977
 Studio-Transmitter Location. Russell Cave Pike
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Ra-Tel
 Membership NAB
 President. J. D. Gay, Jr.
 General Manager. Carroll Gardner
 Program Dir. Bob Kimbro
 Chief Engineer. Otho Warner

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By.....WAVE, Inc.
 Business Address.....334 E. Broadway
 Phone Number.....Wabash 2201
 Transmitter Location.....Hamburg Pike
 Air Time.....5 a.m.-M.
 News Service.....AP, INS
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Free & Peters
 Membership.....NAB
 President.....George W. Norton, Jr.
 General-Station Manager.....Nathan Lord
 Commercial Manager.....La Velle Waltman
 Sales Prom. Mgr., Pub. Dir.Robert Elderman
 Program Director.....George Patterson
 Production Director.....William Hoddapp
 Chief Engineer.....Wilbur Hudson
 News Director.....James Caldwell
 Musical Director.....Earle Kecker

WGRC

LOUISVILLE—1936—MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By.....Northside Bcstg. Corp.
 Bus.-Studio Address....Ky. Home Life Bcstg.
 Phone Number.....Wabash 8871
 Transmitter Location.....Jeffersontown
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....Walker
 Membership.....NAB
 Pres., Comm. Mgr.J. Porter Smith
 Sta., Gen. Mgr.Charles L. Harris
 Pgm., Prod. Dir.Ward Hatcher
 Prom., Pub. Dir.L. DocCassidy
 Chief Engineer.....Perry Esten
 Chief Announcer.....Jerry Fordyce
 News Director.....Jack Donnell
 Farm Editor.....C. M. East

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. By.....WHAS, Inc.
 Address.....525 W. Broadway
 Phone Number.....Wabash 2211
 Trans. Location.....Eastwood, Ky.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Edward Petry & Co.
 Membership.....NAB
 President.....Barry Bingham
 Director.....Victor A. Sholis
 Sales Director.....Neil D. Cline
 Sales Prom. Mgr., Pub. Dir.R. W. Hughes
 Program Director.....Harold C. Fair
 Production Director.....William O. Aldridge
 Chief Announcer.....Paul A. Clark
 News Director.....Richard Oberlin
 Chief Engineer.....Orrin W. Towner
 Farm Editor.....Frank Cooley

WINN

LOUISVILLE—1940

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
 Bus.-Studio-Transmitter Address...Earle Hotel
 Phone Number.....Wabash 5148
 Air Time.....6:15 a.m.-1 a.m.
 News Service.....UP
 Trans. Service.....World, MacGregor
 Representative.....The Taylor Co.
 Membership.....NAB
 Pres., Gen. Sta. Mgr.Harry McTigue
 Commercial Manager...Chas. A. Schacht, Jr.
 Program Director.....M. Katherine McCartee
 Production Director.....George Partridge
 Publicity Director.....Helen E. Roberts
 Chief Announcer.....Jim McIntyre
 News Director.....Neil Savage
 Chief Engineer.....Melvin Scarsdale
 Musical Director.....Claude Fraul
 Farm Editor.....S. Hanscher

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By...Mid-America Bcstg. Corp.
 Business-Studio Address...Henry Clay Hotel
 Phone Number.....Clay 4441
 Transmitter...Daisy Lane, New Albany, Ind.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....John Blair
 President.....James F. Brownlee
 Sta., Gen. Mgr.Joe Eaton
 Commercial Manager.....Tom Underwood
 Program Director.....Russell J. Pirkey
 Production Director.....W. G. Botorff
 Publicity News Director.....Jean Clos
 Chief Engineer.....D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Radio Kentucky, Inc.
 Bus.-Studio Address.....431 W. Jefferson St.
 Phone Number.....CLay 4811
 Transmitter Address...River Rd., nr. Louisville
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Burn-Smith
 Membership.....AIMS
 President, Treasurer.....F. Eugene Sandford
 V.P.-Station Manager.....Edwin E. S. Weldon
 V.P.-Operations.....S. A. Cisler
 Commercial Manager.....W. S. Luckenbill
 Program Director.....David Wilburn
 News Director.....George Stratton
 Chief Engineer.....Nolan Pontrich

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: Louisville Bcstg. Co.
Trans. Bus.-Studio Add.: 2549 S. Third St.
Phone Number: Calhoun 3680-89
Air Time: Daytime
News Service: UP
Transcription Service: Capitol
Representative: Sears & Ayer, Inc.
Membership: NAB, BAB
Pres., Gen., Comm. Mgr.: Mrs. I. E. Messervy
News, Prod., Pgm. Dir., Oper. Mgr.: Lee Smith
Chief Engineer: Steve Dawson

WFMW

MADISONVILLE—1949—LBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By: Messenger Bcstg. Co., Inc.
Address: Box 387
Phone Number: 1885
Trans. Location: Hwyg 41-E
Air Time: Sunrise-Sunset
News Service: AP, UP
Trans. Service: Capitol, World, Standard
President: Edgar Arnold, Sr.
Sta., Gen. Mgr.: H. W. Wells
Prom., Comm. Mgr.: Elmer L. Kelley, Jr.
Program Director: Richard T. Harris
Chief Announcer: John T. Gatlin
News Director: Edgar Arnold, Jr.
Chief Engineer: Evers Mick
Farm Editor: Ernest Claytor

WKTM

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By: Mayfield Bcstg. Co.
Phone Number: 46
Studio Address: Mayfield Hotel
Transmitter Location: Fancy Farm Hwyg.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Lang-Worth
Representative: Sears & Ayer
Membership: NAB
President: Frank Evens
General Manager: Pierce Lackey
Gen., Sta., Comm. Mgr.: Wayne Morgan
Sales Promotion Manager: Edwin Morrow
Program Director: Margaret Dowdy
Pub., News Dir., Farm Editor: J. B. Fowler
Chief Engineer: Joseph M. Hargrove
Chief Announcer: Jack Neely

WNGO

MAYFIELD—1946

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By: West Ky. Bcstg. Co., Inc.
Business-Studio Address: Box 26
Phone Number: 1204

Transmitter Location: City limits, Hwyg.
No. 45, Paducah Rd.
Air Time: 5:30 a.m.-local sunset
News Service: AP
Transcription Service: Capitol
Representative: Friedenberg
President: Rev. H. M. Suthard
General Mgr.: Boyce Swann
Pgm. Dir., Prom. Mgr.: J. B. Fowler
Chief Engineer: Eural Wadlington

WFTM

MAYSVILLE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Standard Tobacco Co., Inc.
Bus. Address: 626 Forrest Ave., Tobacco Sq.
Phone Number: 1400-1
Studio-Transmitter Location: Tobacco Sq.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, Standard
Representative: W. S. Grant
Membership: NAB
President: Charles P. Clarke
Gen., Sta. Mgr.: J. W. Betts
Commercial Mgr.: Horace Simpson
Program Director: Gene Waters
Chief Announcer: Harold R. Sagraves
Musical Director: Louise Carter
Chief Engineer: Harvey Cross

WMIK

MIDDLEBORO—1948

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By: Tri-State Bcstg. Co., Inc.
Phone Number: 980
Representative: Holman
Transcription Service: World
News Service: AP
President: Dr. U. G. Brummet
General Manager: H. Webster Taylor
Comm., Prom. Mgr.: Maurice K. Henry
Chief Engineer: Tal England

WNBS

MURRAY—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Murray Bcstg. Co.
Address: P. O. Box 548
Phone Number: 1340
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Membership: NAB
President: H. T. Waldrop
Gen., Sta. Mgr.: Edward Griffin
Comm., Prom. Mgr., Prog. Dir.: Troy W. Glidwell
Chief Engineer: John Latham

WNOP

NEWPORT—1948—LBS

Frequency: 740 Kc. Power: 1000 Watts d.

KENTUCKY

Owned-Operated By.....Tri-City Bcstg. Co.
 Business-Studio Address.....606 Monmouth St.
 Phone Number.....Juniper 7100-L
 Transmitter Location.....Cold Springs
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....ForJoe
 President.....James G. Lang
 Station Manager.....Anna Mae Rolles
 News, Pgm. Dir., Chief Anncr.Doug Nunn
 Commercial Manager.....Robert W. Prigge
 Chief Engineer.....Elmer C. Drake
 Musical Director.....Robert Stuart

News Service.....AP
 Trans. Serv.Standard, Associated, Capitol
 Representative.....RaTel
 Membership.....NAB, BAB
 President.....Edwin J. Paxton, Sr.
 Gen., Sta. Mgr.E. J. Paxton, Jr.
 Pub. Dir., Bus. Sales Prom. Mgr. S. Livingston
 Program Dir.....Zack Hill
 Chief Announcer.....J. E. English, III
 Musical Director.....Lois Cooper
 Chief Engineer.....C. G. Sims

W O M I

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Owensboro Bcstg. Co., Inc.
 Business Address.....P. O. Box 536
 Phone Number.....3-1558
 Studio-Transmitter Location....Byers Ave. &
 Livermore Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith
 Membership.....NAB, KBA
 President.....Lawrence W. Hager
 Gen.-Sta. Mgr.....Hugh O. Potter
 Program Director.....Cliffordean Potter
 Musical Director.....Cliffordean Potter
 Chief Engineer.....Harold I. Peters

W V J S

OWENSBORO—1947

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Oper. By...Owensboro On The Air, Inc.
 Business-Studio Address.....324 Allen St.
 Phone Number.....3-3521, 3-3522
 Transmitter Location.....Hwy. 60 W.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....William G. Rambeau
 President.....V. J. Steele
 V.P., Gen., Sta. Mgr.Malcolm Greep
 Asst. Gen., Comm., Mgr.John T. Rutledge
 Sales Prom. Mgr.....Leola C. Hayden
 News, Pgm. Dir.Larry Adams
 Production Dir.....Charles Steele
 Chief Engineer.....Robert Earl Jago

W K Y B

PADUCAH—1946—MBS

Frequency 570 Kc. ...Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By...Paducah Newspapers, Inc.
 Business-Studio Address....504 Kentucky Ave.
 Phone Number.....800
 Trans. Loca.4 Mi. SE of City on U. S. 45
 Air Time.....6 a.m.-12 M.

W P A D

PADUCAH—1930—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
 Address.....4th & Bway—Taylor Bldg.
 Phone Number.....4100
 Transmitter Location.....1600 North 8th
 Air Time.....5 a.m.-12 M.
 News Service.....UP
 Trans. Serv.Lang-Worth & World
 Representative.....Sears & Ayer
 Membership.....NAB, BAB
 President.....Pierce E. Lackey
 General Manager.....Prewitt Lackey
 Sta. Mgr., News Dir., Chief Anncr., Pgm. Dir.
 Ray Mofield
 Comm., Sales Prom. Mgr.Linn Wolff
 Production Director.....Bill Bloss
 Publicity Director.....Jane Jones
 Musical Director.....Jim Youngblood
 Chief Engineer.....U. C. Morris
 Farm Editor.....Joe Saxon

W S I P

PAINTSVILLE—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Howes Meade
 Address.....Paintsville
 Phone Number.....1196
 News Service.....UP
 Transcription Service....Lang-Worth, Standard
 President.....W. Howes Meade
 Gen., Comm. Mgr.....Pat Mulvihill
 Program Dir.....E. F. Shadburne
 Chief Engineer.....James A. Noonan

W L S I

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Cumberland Pub. Co.
 Address.....Pikeville
 Phone Number.....161
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....W. J. Ward
 Gen., Prom. Mgr., Pgm. Dir....Meyer Layman
 Station Manager.....Frank Knutti
 Commercial Mgr.....John Ward
 Chief Engineer.....Guy N. Ferrell

WPK E

PIKEVILLE—1949—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Address Peach Orchard Rd.
 Phone Number 1280
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President Mr. Thadeus Scott
 Gen. Mgr., Pgm. Dir. Jake Shubinski
 Comm. Mgr., Pub. Dir. Edward Damson
 Chief Anncr., News Dir., Chief Eng.
 William J. Hart, Jr.

WPK Y

PRINCETON—1950

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 News Service AP
 Sta., Gen. Mgr. Leslie Goodaker
 Program Dir. Mrs. Leslie Goodaker
 Chief Announcer Wilburn Wilson
 Chief Engineer Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Transmitter Address Stanford Pike
 Phone Number 907-8
 News Service AP
 Transcription Service World
 Representative Helen Wood Colton
 Membership NAB
 President Alonzo Carter
 Gen., Sta. Mgr. Mike Layman

Commercial Manager Donald Orwin
 Program Director John A. Hartnet
 Chief Engineer Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus.-Studio-Transmitter Address Vancleve
 Phone Number 3
 Air Time Daytime
 Transmitter Location Mt. Carmel Rd.
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Willfred Fisher
 Program Director Violet Person
 Production Dir., Chief Announcer Louis Bouck
 Musical Director Rachel Picazo
 Chief Engineer M. E. Picazo

WVLK

VERSAILLES—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Bluegrass Bcstg. Co.
 Bus.-Studio Address 218 E. Main St.
 Phone No. Versailles 654; Lexington 2-7177
 Transmitter Location Leestown & Yarnalton-
 Ironworks Rds., Fayette Co.
 News Service AP
 Transcription Service SESAC
 Representative Burn-Smith, Inc.
 President A. B. Chandler
 General Manager Donald J. Horton
 Commercial Mgr. Lynn E. Knox
 Pub., Pam. Dir. O. C. Halvard, Jr.
 Chief Announcer Ray Holbrook
 Chief Engineer Paul Dunbar
 Farm Editor Bud McClain

LOUISIANA

*Population 2,683,516—Increase +13.5% ('40-'50)—Radio Homes 565,050
 Families 670,880—Stations in State 41*

KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Abbeville Bcstg. Serv. Inc.
 Business Address P. O. Box 620
 Phone Number 90
 Studio-Transmitter Location Abbeville-
 LaFayette Hwy., U. S. 157
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Membership NAB

Secy.-Treas. Gen., Sta., Comm. Mgr.
 George P. Martin
 Program-Publicity Dir. Ebba Lou Martin
 Chief Engineer George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5,000 Watts d.,
 1,000 Watts n.
 Owned-Oper. By Alexandria Bcstg. Co., Inc.
 Address Fifth and Johnston
 Phone Number 2-3335

LOUISIANA

Trans. Location 9/10 Mi. SE Pineville
 News Service AP, UP
 Trans. Serv. World, McGregor
 Representative Weed & Co.
 Membership NAB, BAB
 President Walter H. Allen
 Sec.-Treas. T. B. Lanford
 General Manager Willard L. Cobb
 Commercial Manager Walter D. Melson
 Sales Promotion Manager Enid Norred
 News Director Tom Journeay
 Chief Announcer Alex Marchand
 Sta., Prod., Pub. Dir. David Kent
 Musical Director Jane Keith
 Chief Engineer Jesse R. Sexton
 Farm Editor Charles Fellers

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By KSYL, Inc.
 Trans. Loca. Address. . . Bolton Ave., Nr. Hwy
 71 (P. O. Box 1489)
 Air Time 6 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative . . . Ra-Tel Representatives, Inc.
 Membership NAB, BAB
 Pres., Prom., Comm. Mgr. Milton Fox
 Vice President Harold M. Wheelahan
 Pgm., Prod. Dir. Bruce Rainey
 Publicity Director Jack McCall
 Chief Anncr., News Dir. Paul Mitchell
 Chief Engineer Raymond S. Schreiber, Jr.
 Farm Editor Jack McCall

KVOB

ALEXANDRIA—1946—MBS

Frequency: 970 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By . . Central La. Bdcstg. Corp.
 Address 1710 Jackson St.
 Phone Number 20481
 Transmitter Location Old Boyce Road
 News Service AP
 Transcription Service Associated
 Representative J. H. McGillvra Inc.
 President Roy O. Martin
 Prom., Sta., Gen. Mgr., Pub. Dir. . . V. G. Evans
 Commercial Manager Eleanor Wagner
 Pgm. Dir., Chief Anncr. Dean Durham
 News Director Charles Coughlin
 Chief Engineer John Crawford

KTRY

BASTROP—1948

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Morehouse Bcstg. Co., Inc.
 Bus. Studio Address. . . 215 S. Washington St.
 Phone Number 1400-01
 Transmitter Location Shelton Road

Air Time Sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President Nathan Bolton
 Gen., Sta. Mgr. Bill Davis
 Commercial Manager G. I. Johnson
 Program Director Gene Presson
 Chief Announcer Jack Stapleton
 Chief Engineer S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By . . Modern Bcstg. Co. of Baton
 Rouge, Inc.
 Address 1048 Florida St.
 Phone Number 4-8571
 Transmitter Location College Drive
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service RCA Thesaurus
 Representative Walker
 Membership NAB, BAB
 President Louis S. Prejean
 Gen., Sta. Mgr. T. E. Gibbens
 Commercial Manager. John F. Screen
 Pgm., Pub., News Dir. John Ferguson
 Prod. Dir., Chief Anncr. Ralph Burge
 Musical Director. Roland Daigre
 Chief Engineer. Donald K. Allan
 Farm Editor Gordon Loudon
 Consulting Engineer. G. Gnatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By . . G. T. Owens & O. W. Ware
 Address P. O. Box 1226
 Phone Number 49493
 Transmitter Location 600 Neosha St.
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Trans. Serv. Lang-Worth & Standard
 Representative Donald Cooke
 Membership NAB, BAB
 President G. T. Owens
 Gen., Sta. Mgr. Robert Earle
 Prom., Comm. Mgr. A. B. Netterville, Jr.
 Program Director Scott Erwin
 Production Director Malloy Warren
 Publicity Director Eve Dozier
 Chief Anncr., News Dir. Bernard Zuccaro
 Musical Director Nancy Cullom
 Chief Engineer E. E. Case
 Farm Editor Jay Barnes

WJBO

BATON ROUGE—1934

NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts

LOUISIANA

Owned-Oper. By. Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address. 444 Florida St.
 Phone Number. 2-5271
 Transmitter Location. Rosevelt Rd.
 Air Time. Unlimited
 News Service. AP, UP
 Transcription Service. World
 Representative. George P. Hollingbery
 Membership. NAB, BAB, LAB
 President. Douglas L. Manship
 V.P., General Mgr. J. Roy Dabadie
 Sales Manager. Charles C. Garvey
 Pgm., Pub. Director. Ralph H. Sims
 Production Dir. Robert H. Scarce
 Music Librarian. John Rutledge
 Chief Engineer. Vernon E. Dudley

WLCS

BATON ROUGE—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Air Waves, Inc.
 Business Address. 204 North St.
 Phone Number. 24411
 Transmitter Location. 3399 Broussard St.
 Air Time. Unlimited
 News Service. AP, INS
 Transcription Service. Associated
 Representative. Wm. G. Rambéau
 Membership. NAB, BAB
 President. R. F. Cangelosi
 General Manager. Earl Smith
 Commercial Manager. A. Lamar Simmons
 Chief Announcer. Herman A. Nelson
 News Director. Charles Lee Coney
 Chief Engineer. J. Edward Van Valkenburg

WIKC

BOGALUSA—1947—MBS-LBS-KBS L.A. NET

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. I. K. Corkern, Jr.
 Business Address. Box 811
 Phone Number. 1906
 Studio-Trans. Add. 605 N. Rio Grande St.
 News Service. AP
 Transcription Service. World
 Membership. NAB, LAB
 Comm., Gen. Mgr. L. K. Corken, Jr.
 Program Director. J. A. Gatewood

K SIG

CROWLEY—1947—LBS LOUISIANA

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Acadia Bcstg. Co.
 Bus.-Studio Address. 101 N. Parkerson Ave.
 Phone Number. 1450-1
 Transmitter Location. Odd Fellow Rd.
 News Service. AP
 Representative. Joseph Hershey McGillvra
 Membership. NAB
 General Manager. B. Hillman Bailey, Jr.

Commercial Manager. Jay Hoffpauir
 Program Director. Freda S. Thomas
 News Director. Alden Sonnier
 Chief Engineer. Clovis L. Bailey

WIHL

HAMMOND 1947—KBS L.A. NET

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By. WIHL Bcstg. Co.
 Bus.-Studio Add. 205 E. Thomas St.
 Phone Number. 960-61
 Transmitter Location. Hammond
 Air Time. Daytime
 News Service. AP
 Membership. LAB
 Partner, Gen. Manager. F. E. Curnutt
 Comm. Mgr. J. K. Ferris
 Program Director. George R. Bonnell
 Chief Announcer. Rick Webb
 Chief Engineer. F. E. Curnutt

KCIL

HOUMA—1946—MBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Charles W. Lamar, Jr.
 Business Address. P. O. Box 1031
 Phone Number. 6828
 Transmitter Location. Bayou Black Dr.
 Studio Address. Box 1031
 Air Time. 5:30 a.m.-11 p.m.
 News Service. AP
 Transcription Service. World
 Membership. NAB, BAB
 Gen., Sta. Mgr. Frank Conwell
 Commercial Mgr. Joseph S. Strada
 Sales Prom. Mgr. Frank King
 News Director. Jane Wykoff
 Prod., Pgm. Dir. Dick McMullen
 Musical Dir. Ovide Davis
 Chief Engineer. Donald L. Jones
 Consulting Engineer. Dixie B. McKey

KJEF

JENNINGS—1950—LOUISIANA

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By. Jennings Bcstg. Co., Inc.
 Address. P. O. Box 935
 Phone Number. 1155
 Pres., Prom. Mgr. Max J. Thomas
 General Manager. Cleve C. Griffin
 Commercial Manager. B. Hillman Bailey, Jr.
 Program Director. Clovis L. Bailey
 Chief Engineer. Edgar E. Barton, Jr.
 News Director. Alden C. Sonnier
 Farm Editor. G. L. Newman

KLFY

LAFAYETTE—1950

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By. Camellia Bcstg. Co.
 Address. P. O. Box 367

LOUISIANA

Phone Number4211
 Transcription ServiceStandard
 News ServiceUP
 President.....Paul H. De Clonet
 General Manager.....Stanley G. Young
 Commercial Manager.....J. W. Corcoran
 Pgm., News, Farm Dir.....Brooks Read
 Promotion Manager.....Mildred R. Bland
 Chief Engineer.....William H. Bland, Jr.

K V O L

LAFAYETTE—1935—NBC

Frequency: 1330 Kc.Power: 1000 Watts
 Owned-Oper. By..Evangeline Bcstg. Co., Inc.
 Business-Studio Address..519 S. Buchanan St.
 Phone Number.....5111-2
 Transmitter Location.....Scott Rd.
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeMeeker
 MembershipNAB, BAB
 General Manager.....George H. Thomas
 Sta., Prom, Pub. Dir.....Evan H. Hughes
 Pgm. Dir., Chief Anncr.Tommy Pears
 Chief Engineer.....Louis Pilcher
 Farm EditorAl Terry

K L O U

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Oper. By..The Pelican Bcstg. Co., Inc.
 Business-Studio Address...134 Clarence St.
 Phone Number7277-8
 Transmitter Location.....North Lake Charles,
 P .O. Box 288
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeWalker
 MembershipNAB
 President.....H. Vernon Anderson
 Comm., Sta. Mgr.John L. Vath
 Publicity Dir.....Lucille Storer
 Pgm. Dir., Chief Anncr.Sid Morse
 Musical Dir.....Jerry Barlow
 Chief Engineer.....Andrew Vargo

K P L C

**LAKE CHARLES—1935
 NBC-LA. STATE**

Frequency: 1470 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Calcasieu Bcstg. Co.
 Business Address.....P. O. Box 1521
 Phone Number2713
 Transmitter Location ... W. of Lake Charles
 Air Time.....5:30 a.m.-M.
 News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeWeed
 President.....T. B. Lanford
 Gen., Sta. Mgr.....David Wilson

Commercial Manager.....P. E. Mills, Jr.
 Sales Promotion ManagerHester Taylor
 Program DirectorRobert P. Thompson
 Publicity DirectorMargaret Petty
 Production DirectorJim Toth
 Chief Announcer.....Robert E. Weimar
 Musical DirectorFranklin Whitehead
 News DirectorDon Evans
 Chief Engineer.....A. B. Craft
 Farm EditorJimmy Bacheim

K W S L

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Alonzo Stanford Dudley
 Address.....1 Mill St.
 Phone Number6-1401
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeFriedenberg
 General Mgr.....A. Stanford Dudley
 Comm., Sales Prom. Mgr...Thomas A. Gresham
 Pgm., Prod. Dir.....Roy K. Rhodes
 Chief Engineer.....LaVance Carson

K L I C

MONROE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dr. Frank Cerniglia
 Address.....Strauss Bldg.
 Phone Number.....3518
 Transcription ServiceCapitol
 News ServiceUP
 Pres., Gen., Prom. Mgr...Dr. Frank Cerniglia
 Commercial Manager.....Robert Powell
 Program Director.....Hiller Hesdorfer
 Chief Engineer.....Henry N. Fones
 Special Events Dir.....Troy Bland

K M L B

MONROE—1930—ABC-LOUISIANA

Frequency: 1440 Kc..Power: 5000 d.; 1000 n.
 Owned-Oper. By....Liner's Bcstg. Station, Inc.
 Business Address.....P. O. Box 1723
 Phone NumberL. D. 25, 4321-2, 3952
 Studio Address.....Francis Hotel
 Transmitter Location.....Millhaven Rd.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeTaylor
 MembershipNAB
 President.....J. C. Liner, Sr.
 Gen., Sta., Comm. Mgr.....Charles Price
 Sales Prom. Mgr.....Lawrence Gibbs
 Pgm., Pub. Dir.....Marjorie Watson
 Chief Engineer.....O. L. Morgan

K N O E

MONROE—1944—NBC—LBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....James A. Noe

Maximum
Audience

at

Minimum
Cost

WDSU
NEW ORLEANS

ABC Affiliate
Represented by
JOHN BLAIR & CO.

• • • **LOUISIANA** • • •

Business-Studio Address.....Bernhardt Bldg.
Phone Number8155
Transmitter Location.....Good Hope Rd.
News ServiceAP
Transcription Service.....Associated
Representative.....Ra-Tel
Membership.....NAB, BAB
President.....James A. Noe
General Manager.....Paul H. Goldman
Commercial Manager.....Lloyd Lenand
Program Director.....Irving Zeidman
Chief Engineer.....William Hyatt

K W C J

NATCHITOCHE—1947—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number.....2353
News Service.....AP
Transcription Service.....Lang-Worth
President.....Dr. William H. Pierson
Gen., Comm. Mgr.....Charles L. Planchard
Program Dir.....Kenneth M. Dowly
Chief Engineer.....Carroll G. Crew

K A N E

NEW IBERIA—1946—MBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....New Iberia Bcstg. Co.
Phone Number.....965
Transmitter Location.....1102 W. Main St.
News Service.....UP
Transcription Service.....Capitol
General Manager.....George H. Thomas
Station Manager.....Dierrell Hamm
Prom, Comm. Mgr.....A. Hall Allen
Pgm. Dir., Chief Anncr.....Donald Bonin
Chief Engineer.....L. M. Blackmon
Farm Editor.....Kearney Escagne

K V I M

NEW IBERIA—1950

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Phone Number.....2121
Transcription Service.....Associated
News Service.....INS
President.....George H. DeClouet
Gen., Comm. Mgr.....Richard I. Gregory, Jr.
Program Director.....Val Jensen
Chief Engineer.....William H. Bland

W D S U

NEW ORLEANS—1923—ABC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By...WDSU Bcstg. Services
Business-Studio Address.....520 Royal St.
Phone Number.....Tulane 4371
Transmitter Location.....Whitney Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP

LOUISIANA

Trans. Service Associated, World
 Representative John Blair
 Membership NAB
 Partners.... Edgar B. Stern, Edgar B. Stern, Jr.
 General Manager Robert Swezey
 Commercial Manager Louis Read
 Program Dir..... Stanley Holiday
 Prom. Mgr., Pub. Dir. Marion Annenberg
 Musical Director Pete Landemann
 Chief Announcer..... Gay Batson
 Chief Engineer..... Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Mrs. Louise C. Carlson
 Business-Studio Address..... Cigali Bldg.
 Phone Number..... Ma. 3488-9
 Transmitter Location..... New Orleans
 Air Time Unlimited
 News Service..... AP, INS
 Transcription Service Capitol
 Representative W. G. Rambeau
 Membership NAB
 Gen. Mgr..... Louise C. Carlson
 Commercial Mgr..... Pat J. Shannon
 Program Dir..... James Warren
 Chief Engineer..... Charles L. Whitney

W J M R

NEW ORLEANS—1946

Frequency: 990 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Operated By... Supreme Bcstg Co., Inc.
 Address Jung Hotel, 1500 Canal Street
 Phone Number Canal 0356-0357
 Transmitter Location 1500 Canal St.
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service... Lang-Worth Associated
 Representative Forjoe & Co.
 Membership NAB, BAB
 President William Cortada
 Gen., Sta. Comm. Mgr. ... Dr. G. A. Mayoral
 Comm., Sales Prom. Mgr. Henry J. Thiele
 Pgm., Prod. Dir. W. John Bleckley
 Publicity Director George A. Mayoral
 Chief Announcer Robert Murphy
 News Director W. John Bleckley
 Musical Director Catherine Hairston
 Chief Engineer William C. Nevill
 Farm Editor Arden Schnauder

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Southland Bcstg. Co.
 Address..... 2107 Dryades St.
 Phone Number..... Tulane 4841
 Representative Pearson
 News Service UP
 Pres., Managing Dir..... Lester Kamin
 Gen., Comm. Mgr..... Mort Silverman
 Chief Engineer..... Vernon E. Bradbury

News Director..... Malcolm LaPlace
 Asst. Prom. Mgr., Pgm. Dir. Russell E. Oiffhaus

W N O E

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc... Power: 50,000 d.; 5000 n.
 Owned-Operated By..... James A. Noe
 Business-Studio Address..... St. Charles Hotel
 Phone Number Raymond 0423
 Transmitter Location Belle Chase
 Air Time Unlimited
 News Service..... AP, UP
 Transcription Service Standard SESAC
 Representative Ra-Tel
 Membership NAB
 Owner..... James A. Noe
 Pres., Gen., Sta. Mgr. James E. Gordon
 Prom., Comm. Mgr. Winston S. Dustin
 Farm Edit., Pgm. Dir. Beverly Brown
 News Director Bill Monroe
 Production Director..... Eldon Durand
 Publicity Director Ray Livzza
 Chief Announcer Larry Wilson
 Chief Engineer..... Albert Bourgeois
 Technical Director William R. Hyatt

W S M B

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc..... Power: 5000 Watts
 Owned-Operated By WSMB, Inc.
 Business-Studio Address..... 901 Canal St.
 Phone Number..... Magnolia 5921
 Representative Edward Petry
 President..... E. V. Richards
 General Manager..... H. Wheelahan

W T P S

NEW ORLEANS—1948—LBS

Frequency: 940 Kc..... Power: 1000 d.; 500 n.
 Owned-Oper. By... The Times Picayune Pub. Co.
 Business Address..... 615 North St.
 Phone Number..... Canal 5561
 Studio Address..... 601 Howard Ave.
 Transmitter Location... Hamilton Ave., Gretna
 Air Time 6-M
 News Service AP
 Transcription Service..... World, Associated,
 Capitol
 Representative Branham
 Membership NAB
 President..... L. K. Nicholson
 General Mgr..... H. F. Wehrmann
 Commercial Mgr..... J. R. O'Meallie
 Program Dir..... M. J. Clarke
 Chief Engineer..... G. W. Deblieux

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc..... Power: 5000 Watts
 Owned-Operated By..... Sky Bcstg. Service
 Bus-Studio Address..... Hotel New Orleans
 Phone Number..... Canal 3421
 Air Time Unlimited

LOUISIANA

News ServiceAP
Transcription ServiceAssociated
RepresentativeHollingbery
PresidentA. L. Chilton
Gen., Comm. Mgr.Joe A. Oswald
Program Dir.Ken Elliott
Chief EngineerHarrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.Power: 50,000 Watts
Owned-Operated ByLoyola University
AddressRoosevelt Hotel
Phone NumberRaymond 2194-5-6-7
Air TimeUnlimited
News ServiceUP, AP
Transcription ServiceStandard, World
RepresentativeKatz
MembershipNAB, BAB
PresidentRev. Thomas J. Shields
Gen.-Station Mgr.W. H. Summerville
Comm. ManagerLarry Baird
Pub., Prom. Mgr.Bob Tompkins
Prod., Pgm. Dir.E. M. Hoerner
Musical DirectorI. Vidacovich
Chief EngineerJ. D. Bloom, Jr.
Farm EditorGeorge Shannon

K S L O

OPELOUSAS—1947 MBS-LIBERTY-KBS-LA. NET

Frequency: 1230 Kc.Power: 250 Watts
Owned-Operated ByKSLO Bcstg. Co.
Business AddressP. O. Box 392
Studio AddressKSLO Bldg.
Phone Number2633
Transmitter Location1½ Mi. SW. of City
Air TimeUnlimited
News ServiceUP
Transcription ServiceWorld
RepresentativeSears & Ayer
MembershipNAB
Gen., Sta. Mgr.W. Eugene Jones
Commercial ManagerE. E. Peyton
Program DirectorByron Davidson
News DirectorFloyd Cormier
Chief AnnouncerFloyd Cormier
Chief EngineerFreddie Hebert
Farm EditorDudley Lastrape, Jr.

K R U S

RUSTON—1947—MBS

Frequency: 1490 Kc.Power: 250 Watts
Owned-Oper. ByClarence E. Faulk, Jr.
Bus.-Studio Address105 N. Railroad Ave.
Phone Number1490
Transmitter LocationHwy. 80, 2 Mi. W. of
City
Air Time6 a.m.-M.
News ServiceUP
Transcription ServiceLang-Worth
MembershipNAB
PresidentC. E. Faulk, Jr.

General ManagerLloyd A. Goodin
Program DirectorKenneth L. Whitaker
Traffic Mgr.Eloise Fowler
Chief EngineerChester Gillespie

K C I J

SHREVEPORT—1950—LBS

Frequency: 980 Kc.Power: 5000 Watts d.
Owned-Oper. BySouthland Bcstg. Co.
Address710 Milain St.
Phone Number4-8681
Transcription ServiceThesaurus
News ServiceUP
Pres., Gen. Mgr.Lester Kamin
Comm., Prom. Mgr.James Grant Greer
Program DirectorMayland Harriman
Chief EngineerJoel E. Wharton
Station ManagerMartin Kersch, Jr.
News DirectorMarjorie V. Cobb
Farm EditorMorris Twoomey

K E N T

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.Power: 1000 Watts d.;
500 Watts n.
Owned-Operated ByFrank H. Ford
Business-Studio Address311 Milam St.
Phone Number3-3681
Transmitter LocationBlanchard Rd.
Air Time6 a.m.-M.
News ServiceAP
Transcription ServiceStandard
RepresentativeWalker
MembershipNAB
Owner, General ManagerFrank H. Ford
Commercial ManagerFrank H. Ford, Jr.
Sales Prom. Mgr., Pub. Dir.Bill Monroe
Pgm., Prod. Dir.Bob Murray
Musical DirectorCharlene Pryer
Chief EngineerL. J. Carlson

K R M D

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated ByRadio Station KRMD
Bus.-Studio AddressNew Jefferson Hotel,
P. O. Box 1712
Phone Number6171
Air TimeUnlimited
RepresentativeTaylor
MembershipNAB
ManagerG. V. Wilson
Station DirectorW. L. Switzer

K T B S

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc.Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Oper. ByRadio Station KTBS, Inc.
Address312 East Kings Hwy
Phone Number7-3644
Transmitter LocationDixie
Air Time5 a.m.-12 M.

LOUISIANA-MAINE

News Service AP, UP
 Representative Petry
 Transcription Service SESAC
 President E. Newton Wray
 Gen., Sta. Mgr. C. K. Beaver
 National Sales Manager Dean R. Upson
 Local Sales Manager Chas. F. Whitesides, Jr.
 Pub. Dir., Sales Prom. Mgr. Marie B. Gifford
 Pgm., News Dir. Deane R. Flett
 Musical Director Marjorie Utt
 Chief Engineer C. H. Maddox
 Farm Editor Jack P. Timmons

K W K H

SHREVEPORT—1925—CBS-SCQN
 Frequency: 1130 Kc. Power: 50,000 Watts

Owned-Operated By .. International Bcstg. Corp.
 Business-Studio Address... Commercial Bldg.
 Phone Number 2-8711
 Transmitter Location Dixie
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NAB, BAB
 President John D. Ewing
 General Manager Henry B. Clay
 Commercial Manager B. G. Robertson
 Prom. Mgr., Pub. Dir. James T. Briggs
 Program Director Horace Logan
 Chief Announcer Frank Page
 News Director Bob Shipley
 Chief Engineer W. E. Antony

MAINE

*Population 913,774—Increase +7.9% ('40-'50)—Radio Homes 228,690
 Families—240,470—Stations in State 15*

W F A U

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By .. Twin City Bcstg. Co., Inc.
 Transmitter Address 160 Bangor St.
 Phone Number 2540-1
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 President Faust Couture
 Station Manager Norman G. Gallant
 Program Director Willard H. Blaisdell
 Chief Engineer Robert H. Parker
 Chief Announcer Larry Draper

W R D O

**AUGUSTA—1932—NBC-MAINE
 NERN**

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By WRDO, Inc.
 Address 175 Water Street
 Phone Number 2285
 Transmitter Location Chelsea, Me.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Weed, Bannon
 Membership NAB, BAB
 President Adeline B. Rines
 Sta., Gen. Mgr. Jack S. Atwood
 Commercial Manager Donald K. Powers
 Sales Promotion Manager Jack S. Atwood
 Prod., Pgm. Dir. Leslie R. Hubley
 Pub., Chief Anncr. Danny I. Kelly

News Director Frederick Kunte
 Chief Engineer Harold I. Dinsmore
 Farm Editor Linwood Brofee

W A B I

BANGOR—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By ... Community Bcstg. Service
 Business-Studio Address 57 State St.
 Phone Number 6446
 Transmitter Location Wilson St., Brewer
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Representative Young
 President Horace E. Hildreth
 Gen., Sta. Mgr. Murray Carpenter
 Comm., Sales Prom. Mgr. Leon P. Gorman, Jr.
 Pub., Pgm., Prod. Dir., Farm Editor
 Richard Bronson
 Chief Engineer Walter Dickson

W G U Y

BANGOR—1947—CBS

Frequency: 1230 Kc Power: 250 Watts
 Owned-Oper. By .. Guy Gannett Bcstg. Services
 Phone Number 7354
 Studio-Transmitter Location .. 329 Mt. Hope Ave.
 Air Time 6 a.m.-12 M.
 News Service AP
 Representative Paul H. Raymer
 President Guy P. Gannett
 General Manager Lawrence W. Stubbs
 Station Manager Samuel G. Henderson, Jr.
 Commercial Manager Harvey M. Grant
 Program Director Elisabeth A. Kihlmyre
 Chief Engineer Lauris P. MacGown

W L B Z
BANGOR—1926—NBC-NERN
MAINE

Maine B'casting System

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Maine Bcstg. Co.
 Business-Studio Address 100 Main St.
 Phone Number Bangor 6023
 Transmitter Location Outer Broadway
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NAB, BAB
 President William H. Rines
 Gen., Comm., Sta. Mgr. Edward E. Guernsey
 Program Director Irving S. Hunter
 News Director William Mincher
 Publicity Director George Chapman
 Musical Director Norman Lambert
 Chief Engineer John Wibby
 Farm Editor Jack Brofee

W I D E

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Biddeford Bdcstg. Corp.

AP SELLS
For Stations and Sponsors —

For instance WLAM

"WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs for women and 14 others on Sports.

"We have just closed a contract with the Oldsmobile, Cadillac and Chevrolet dealers for the only AP newscast we had left—at 10 P.M., seven nights a week.

"Associated Press news programs are the easiest to sell."

FRANK S. HOY,
 General Manager,
 WLAM, Lewiston, Me.

Transmitter Location Garfield St., Saco
 Air Time 7 a.m.-11:10 p.m.
 Address 234 Main St.
 Phone Number 4-4566
 News Service UP
 Transcription Service Capitol
 Representative Devney & Co.
 Membership NAB, BAB
 Pres., Gen., Sta. Mgr. Gordon J. Lewis
 Commercial Manager Carl Swanson
 Sales Prom. Mgr. Alden Jacobs
 Pgm., Prod. Dir. Harold Dyer
 Publicity Director Henry Perates
 Chief Announcer Holland Low
 News Director Henry Perates
 Chief Engineer Arthur Deters

W A B M
HOULTON—1950

Frequency: 1340 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Aroostook Bdcstg. Corp.
 Phone Number 2257
 Trans. Loca. Address 1340 North Rd.
 Air Time 5:55 a.m.-11:15 p.m.
 News Service AP
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Station Manager Alberic E. Mercier
 Commercial Manager Scott Savell
 Pgm. Dir., Farm Editor Ted Coffin
 Chief Announcer Morgan Brown
 News Director Ralph Barrett
 Chief Engineer Robert W. MacIntosh

W C O U

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Co., Inc.
 Business-Studio Address 223 Lisbon St.
 Phone Number 4-6921
 Transmitter Location Webber Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, SESAC
 Representative Forjoe
 Owner-Executive Faust Couture
 General-Station Mgr. John C. Libby
 Pgm., Prod., Pub. Dir. Herb Fontaine
 Chief Announcer Norman Card
 Musical Dir. Marion Payne Louisfelle
 Chief Engineer Donald Mason
 Farm Editor Harold Alberghini

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Lewiston-Auburn Bcstg.
 Corp.
 Business-Studio Address 129 Lisbon St.
 Phone Number 4-5401
 Transmitter Location Oakdale, Auburn
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol

Representative Everett-McKinney,
Kettell-Carter
Membership NAB, BAB
President, Station Mgr. Elden H. Shute, Jr.
General Manager Frank S. Hoy
Comm., Sales Prom. Mgr. ... Gerald T. Higgins
Program Director William Finkeldey
Production Director Norman McKinstry
Musical Director Bert Cote
News Director F. Parker Hoy
Chief Engineer Leslie R. Hall
Farm Editor Charles Eastman

W C S H
PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By ... Congress Square Hotel Co.
Business-Studio Address 157 High St.
Phone Number 2-0181
Transmitter Location Scarboro
Air Time Unlimited
News Service AP, UP
Transcription Service Thesaurus
Representative Weed, Bertha Bannan
Membership NAB
President Adeline B. Rines
General Manager William H. Rines
Station Manager Linwood T. Pitman
Commercial Manager Albert W. Smith
Prod., Pgm. Dir. Arthur Owens
Musical Director Norman Ayres
Chief Engineer Daniel B. Smith
Farm Editor Linwood H. Brofee
News Director William F. McCrary

W G A N

PORTLAND—1938—CBS-NERN

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By ... Guy Gannett Bcstg. Services
Business-Studio Address 390 Congress St.
Phone Number 2-7423
Transmitter Location Riverton
Air Time 6 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
President Guy P. Gannett
General Manager Creighton E. Gatchell
Commercial Manager Arthur K. Atherton
Sales Representative Richard E. Bates
Pgm., Pub. Dir. Francis H. Farnum, Jr.
Chief Anncr., News Dir. Russell A. Dorr
Chief Engineer Roger W. Hodgkins

W M T W

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By ... Radio Enterprises, Inc.
Address 212 Middle St.
Phone Number 4-2649
News Service AP
Transcription Service Associated
Representative Forjoe, Borgatti

President John Braybutt
Gen., Comm. Mgr. Abbott Smith
Station Manager Donald J. Curran
Chief Announcer Dick Smith
Chief Engineer Horace Ruiz

W P O R

PORTLAND—1946—ABC-PTN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Oliver Bcstg. Corp.
Business-Studio Address The Chapman Bldg.
Phone Number 3-8111
Transmitter Location Baxter Blvd.
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Standard
Representative Everett-McKinney
Kettell-Carter
Membership NAB, BAB
Pres., Sta., Gen. Mgr. Harold H. Meyer
Commercial Manager William J. Mullen
Sales Prom. Mgr. Anne Bradford
Pgm., Prod. Dir. Raymond Mercier
Chief Anncr., News Dir., Mus. Dir.
S. Blake Ellis
Chief Engineer Roger L. Perry

W A G M

PRESQUE ISLE—1931—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Aroostook Bcstg. Corp.
Business-Studio Address 180 State St., W.
Phone Number 8821
Transmitter Location U. S. Route 1
Air Time 5:55 a.m.-11:15 p.m.
News Service AP
Transcription Service Thesaurus
Representative Continental
President Harry E. Umphrey
General Manager Harold D. Glidden
Commercial Manager Forrest Craig
Farm Edit., Pub., Pgm. Dir. Ted Coffin
Chief Announcer Dick Marshall
Chief Engineer Lester E. Hughes
News Director Ralph Barrett
Musical Director Clayton Smith

W T V L

WATERVILLE—1946—ABC-NERN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Kennebec Bcstg. Co.
Business-Studio Address 36 Silver St.
Phone Number 2700-1
Transmitter Location Winslow
Air Time 6:28 a.m.-M
News Service AP
Transcription Service Standard
Representative Everett-McKinney, Kettell-Carter
Membership NAB
Pres., Gen. Station Mgr. Carleton D. Brown
Comm.-Sales Prom. Mgr. Harold L. Vigue
Pgm., News Dir., Chief Anncr. Paul Huber
Chief Engineer Donald H. Sutherland
Farm Editor Paul Willey

Think . . .

ABOUT PROGRAMMING

WBAL is affiliated with NBC. *Think* what that means in programming. Besides NBC's Big Shows . . . WBAL's fine local programs . . . with people like Al Ross, Galen Fromme and many others . . . make WBAL the BIG station.

ABOUT POWER

WBAL is the only station in Maryland with 50,000 watts. *Think* what that means in coverage. Besides the rich Baltimore and State of Maryland territory . . . WBAL is the BIG station for a great part of the middle Atlantic states.

ABOUT MERCHANDISING

WBAL boasts a complete promotion and merchandising department. *Think* what that means in selling. There's a direct tie-up with your product and WBAL . . . at the point of sale.



50,000 Watts
THINK OF WBAL RADIO BALTIMORE
NBC Affiliate

*When Trying to Reach Maryland and the Rich Middle Atlantic States
Nationally represented by Edward Petry and Co.*

MARYLAND

Population 2,343,001—Increase +28.6% ('40-'50)—Radio Homes 574,940
600,770 Families—Stations in State 25

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By Annapolis Bcstg. Corp.
Business-Studio Address 25 School St.,
P. O. Box 749
Phone Number Annapolis 2500
Transmitter Location Bay Ridge Rd.
Air Time Local sunrise-local sunset
News Service UP
President, General Mgr. Morris H. Blum
Station-Commercial Mgr. Thomas S. Carr

WASL

ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By Chesapeake Radio Corp.
Business Address P. O. Box 612
Phone Number 9211
Transmitter-Studio Location Truxton Hgts.
Air Time Local sunrise-local sunset
News Service AP, Transradio
Transcription Service World
Membership NAB
Pres., Gen. Mgr. Robert L. Blalock
Sta., Comm. Mgr., Pub. Dir. Gene Gosch
Pgm., Prod. Dir. M. E. Blalock
Chief Announcer, Farm Editor Bill Earle
Chief Engineer Stanley C. Leek

WNAV

ANNAPOLIS—1949—LIBERTY

Frequency: 1430 Kc. Power: 500 Watts d.,
500 Watts n.
Owned-Oper. By The Capital Bdcstg. Co.
Trans. Loca. Add. P. O. Box 829, Admiral's
Dr., Admiral Hgts.
Phone Number 2639, 2630, 7766
Air Time 6 a.m.-12 M.
News Service AP, Transradio
Transcription Service Capitol & Associated
Representative McGillvra, Inc.
President Albert H. MacCarthy
Sta., Gen. Mgr. H. Philip Nesbitt
Commercial Manager Wm. T. O'Connor
Sales Promotion Manager Ken Quortin
Program Director Harrison Eagles
Production Director Patricia Dugan
Publicity Director Tom Christian
Chief Anncr., News Dir. Joseph Powers
Chief Engineer Paul C. Jones
Farm Editor Joseph Powers

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts d.,
50,000 Watts n.
Owned-Operated By Hearst Radio, Inc.

Address 2610 North Charles St.
Phone Number Hopkins 3000
Trans. Loca. Winans Rd., Randallstown
Air Time Unlimited
News Service AP, INS, UP
Transcription Service Associated
Representative Edward Petry & Co., Inc.
President Charles B. McCabe
V.P., & Gen. Mgr. Tom A. Brooks
V.P., & Sta. Mgr. Harold C. Burke
V.P., (Engineering) John Wilner
Bus. Manager D. L. Provost
Commercial Manager Leslie H. Peard, Jr.
Production Manager William Rock
Publicity Director Tom White
Chief Engineer William C. Bareham
Chief Announcer Walter Linthicum
News Director Galen Fromme
Farm Director William Rock

(See Page 455)

WBMD

BALTIMORE—1947—LBS

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By Key Bcstg. Corp.
Business-Studio Address 4 W. Eager St.
Phone Number Mulberry 7095-6-7
Transmitter Location 2901 Moravia Rd.
Air Time Daytime
News Service AP
Representative Joseph Hershey McGillvra
President George E. Hull
Gen., Sta. Mgr. H. Shelton Earp, Jr.
Commercial Manager Merrill L. Carroll
Prog. Dir., Chief Announcer Tom O'Connor
Chief Engineer Russell H. Morgan

WCAO

BALTIMORE—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By Monumental Radio Co.
Business-Studio Address 1102 N. Charles St.
Phone Number Mulberry 0600-1-2-3-4
Transmitter Location Park Hgts. Ave.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Paul H. Raymer
Membership NAB, BAB
President Lewis M. Milbourne
Exec. V.P., Gen. Mgr. L. W. Milbourne
Chge. Nat'l. Sales Robert M. Richmond
Program Dir. George L. Filling
Chief Announcer Charles W. Purcell
News Director William F. Conhurst
Chief Engineer Martin L. Jones

W C B M

BALTIMORE—1924—MBS

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
 Owned-Oper. By Baltimore Bcstg. Corp.
 Bus.-Studio Address . . . Harford & North Aves.
 Phone Number Belmont 8400
 Transmitter Location Painters Mill Rd.,
 Owings Mills
 Air Time 6 a.m.-12 M.
 News Service UP, INS
 Representative Weed
 Membership NAB
 President, Comm. Manager John Elmer
 Gen., Asst. Mgr., Pgm., News Dir. G. H. Roeder
 Chief Engineer G. Porter Houston

News Service AP, UP
 Transcription Service World
 Representative John Blair & Co.
 President Robert S. Maslin
 V.P., Gen. Mgr. John E. Surrick
 V.P., & Treasurer J. H. L. Trautfelter
 Dir. of Sales, Comm. Mgr. . . . Wm. S. Pirie, Jr.
 Sales Promotion Manager . . . William B. Roche
 Prod., Pgm. Dir. Bert Hanauer
 Publicity Director Robert S. Maslin, Jr.
 Chief Announcer Henry Hickman
 News Director John M. Alderson
 Musical Director Joseph Imbrogulio
 Chief Engineer William Q. Ranft

W F B R

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By . . The Baltimore Radio Show,
 Inc.
 Address 10 E. No. Ave.
 Phone Number Mulberry 1300
 Transmitter Location 701 Waterview Ave.
 Air Time Unlimited

W S I D

BALTIMORE—1948

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.
 Business-Studio Address . . 109 W. Baltimore St.
 Phone Number Saratoga 8250
 Transmitter Location Essex
 Air Time Sunrise-sunset
 News Service AP
 President Richard Eaton
 General Manager Albert R. Lanphear
 Promotion Mgr. Helen Wherley
 Chief Engineer Leroy Reckling

**MORE POWER FOR US means
 MORE SELLING POWER FOR YOU
 NOW
 10,000 WATTS FOR WCBM**

reaching and selling a larger part of one
 of the nation's richest and best markets.

680 KILOCYCLES

a preferred place on the radio dial.

Baltimore's Listening Habit

WCBM

Mutual Broadcasting System

John Elmer, *President*

George H. Roeder,
General Manager

Exclusive National Representatives
WEED & COMPANY
 New York, Chicago, Boston, Detroit,
 Atlanta, Hollywood, San Francisco



You get a lot for a little*

See your Headley-Reed man today for the whole W-I-T-H story

*** More families-per-dollar than any Radio or TV station in Baltimore**



WITH
BALTIMORE—1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Maryland Bcstg. Corp.
Business-Studio Address 7 E. Lexington St.
Phone Number Lexington 7808
Transmitter Location 1230 Curtain Ave.
Air Time 24 Hrs.
News Service AP
Transcription Service Standard
Representative Headley-Reed
Membership NAB, FMA
Pres., Gen.-Sta. Mgr. Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr. Robert C. Embry
Program Dir. Marilee Considine
Musical Director Anna Ray Suter
Chief Engineer James S. Duff

WWIN
BALTIMORE—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Belvedere Bcstg. Co.
Address 5740 Reistertown Rd.
Phone Number Mohawk 4400
Transcription Service Associated
President Thomas F. McNulty
Commercial Manager Beatrice Y. Jarrett
Program Director Lenore Feldman
Chief Engineer H. A. Kemp

WBCC
BETHESDA—1947—MET. NET

Frequency: 1120 Kc. Power: 250 Watts d.
Owned-Oper. By Broadcast Management, Inc.
Business-Studio Address 5 Wilson Lane
Transmitter Location Kenwood Country Club
News Service UP
Transcription Service Lang-Worth, Associated
Representative Ind. Met. Sales
Membership NAB
President Willard D. Egolf
Sales Agents Bethesda Newspapers, Inc.
(c/o Comm. Mgr.—WBCC)
Pgm., Musical Dir. Grace Campbell Egolf
Farm Edit., Chief Anncr. Carl Robinson
Chief Engineer Donald Herr
News Director John Parker

WCEM
CAMBRIDGE—1947—MBS

Frequency: 1240 Kc. Power: 100 Watts
Owned-Oper. By The Shore Bcstg Co.
Bus.-Studio Address P. O. Box 333
Transmitter Location N. E. Corner Bay
St. & Queen Ann Ave.
News Service UP
Transcription Service Thesaurus
Membership NAB
President John W. Downing
General Manager Charles J. Truitt
Sta., Comm. Mgr. James H. Wood
Chief Anncr., Pgm Dir. Edward H. Brigham
Chief Engineer Jerrold P. Merritt

WCUM
CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Tower Realty Co.
Transmitter Add. Wm. Rd. P. O. Box 360
Phone Number 5400-1
Air Time 6:30 a.m.-11:35 p.m.
News Service AP
Transcription Service Thesaurus
Representative Meeker
Membership NAB
President Karl F. Steinmann
Acting Gen. Mgr., Pgm. Dir. M. Campbell, Jr.
Commercial Manager Roy S. Knotts
News Director Lawrence Merritt
Chief Engineer William Paul Clendinning

WTBO
CUMBERLAND—1928—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Cumberland Bcstg. Co.
Business-Studio Address 31 Frederick St.
Phone Number 299
Transmitter Location Cumberland
Air Time 6 a.m.-12:05 a.m.
News Service AP, UP
Sta., Comm., Prom. Mgr. Aurelia S. Becker
Chief Announcer William Loy
Chief Engineer John Ridgeway

WDYK
CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Richard A. Raese
Trans. Loca. Add. 450 Byrd Avenue
Phone Number 5001
Air Time 6 a.m.-1 a.m.
News Service AP, Sports Wire
Representative Radio Representatives, Inc.
Pres., Gen. Mgr. Richard A. Raese
Sta. Com. Mgr. George J. Kapel
Program Director William A. Vaughn
Publicity Director Phil Wilson
News Director Sid Darion
Musical Director Tom Fallon
Chief Engineer Edmund N. Sepe

WFMD
FREDERICK—1936—CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Monocacy Bcstg. Co.
Business-Studio Address E. Church St.
Phone Number 1626
Transmitter Location Jagerstown Turnpike
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service World
President Laurence Leonard
General Manager James W. Robertson
Commercial Manager William Hardy
Program Director Evelyn Leonard
Chief Engineer James W. Robertson

W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By ... United Bcstg. Co., Inc.
 Business-Studio Address ... 128 S. Prospect St.
 Phone Number ... 4500
 Transmitter Location ... Commonwealth Rd.
 Air Time ... 6 a.m.-M.
 News Service ... AP
 Membership ... NAB
 President ... Richard Eaton
 Managing Director ... Albert R. Lanphear
 General Manager ... Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor ... Hunter Reams
 Publicity Director ... Joanne Haugh
 Chief Engineer ... G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By ... Hagerstown Bcstg. Co., Inc.
 Business-Studio Address ... Franklin Court
 Phone Number ... 2323
 Transmitter Location ... Carroll Heights
 Air Time ... 6 a.m.-12:05 a.m.
 News Service ... AP, Transradio
 Transcription Service ... Lang-Worth
 Representative ... Walker
 Membership ... NAB, BAB
 Pres., Gen. Mgr. ... Grover C. Crilley
 Sta., Prom., Mgr. ... William H. Paulsgrove
 Commercial Mgr. ... Clarence Myers
 Pgm., Prod. Dir. ... Robert Leshar
 Publicity Director ... Marle Whitecraft
 Musical Director ... Patsy Miller
 Chief Anncr., News Dir. ... D. Glenn Thomas
 Chief Engineer ... George McIntire

W A S A

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Chesapeake Bcstg. Corp.
 Address ... P. O. Box 97
 Transmitter Address ... Bel Air Rd.
 Phone Number ... 800
 Air Time ... Local sunrise-local sunset
 News Service ... UP
 Transcription Service ... World
 Representative ... Schepp-Reiner
 President, General-Station Mgr. ... Jason T. Pate
 Comm.-Sales Prom. Mgr. ... Charles W. Irwin
 Mus., Pgm., Prod., Pub. Dir. ... W. E. Baekey, Jr.
 Chief Engineer ... William O. Kuntz

W B O C

SALISBURY—1940—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By ... The Peninsula Bcstg. Co.
 Bus.-Studio-Transmitter Address ... Radio Park
 Phone Number ... 6131
 Air Time ... 6 a.m.-1:30 a.m.

News Service ... AP
 Transcription Service ... World, Lang-Worth
 Representative ... Burn-Smith
 President ... John W. Downing
 Gen., Sta., Comm. Mgr. ... Charles J. Truitt
 Program Director ... John W. Downing, Jr.
 Musical Director ... Charles R. Yohe
 Chief Engineer ... Jack W. Ward

W G A Y

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Tri-Suburban Bcstg. Corp.
 Business Address ... Silver Spring
 Phone Number ... Shep. 1050
 Studio-Transmitter Location ... Kemp Mill Rd.
 Air Time ... Daytime
 News Service ... AP, Transradio
 Transcription Service ... World
 Representative ... Natl. Time Sales
 Membership ... NAB
 President ... John W. Kluge
 Gen.-Sta.-Comm.-Sales Mgr. Joseph L. Brechner
 Prod., Pub., News., Pgm. Dir. Ernest Tannen
 Chief Announcer ... Chuck Dulane
 Chief Engineer ... Nicholai J. Chaconas
 Farm Editor ... John Seybold

W O O K

SILVER SPRING—1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... United Bcstg. Co.
 Business Address ... 1143 Connecticut Ave.
 NW., Washington, D. C.
 Phone Number ... Sterling 7265
 Studio Address ... 1143 Conn. Ave., N.W., Wash-
 ington, D. C.; 8512 Georgia Ave., Silver Spg.
 Air Time ... Daytime
 Pres., Gen.-Comm. Mgr. ... Richard Eaton
 Program Director ... Arnold Bi Fort
 Chief Engineer ... Vernon V. Story

**WHY IS AP
 THE BEST**

BECAUSE—AP has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.

MASSACHUSETTS

Population 4,690,514—Increase +18.7% ('40-'50)—Radio Homes 1,220,770
Families—1,234,350—Stations in State 48

WARA

ATTLEBORO—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....Bronson Bldg.
Phone Number.....1320
Representative.....Bannan, Walker
Transcription Service.....Thesaurus
News Service.....UP
Gen. Mgr., Treas.....J. Ottmar
Station Manager.....Keith S. Field
Commercial Manager William A. Dawson, Jr.
Program Director.....Henry A. Felix
Promotion Manager.....Henry Ottmar
Chief Engineer.....Stanley A. Emery
News Director.....Jim Elliot
Farm Editor.....Stanley Morgan

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Friendly Group
Business-Studio Add.Steubenville, Ohio
Transmitter Location.....Medford
Air Time.....Sunrise-sunset
News Service.....UP
President.....Jack M. Berkman
Sta., Gen. Mgr.George Lasker
Comm. Mgr.Frederic S. Bailey
Music, Pgm. Dir.Martin Bookspan
Chief Announcer.....William Stewart
Chief Engineer.....Herbert Rattigan

WBZ - WBZA

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

Frequency: 1030 Kc. Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned-Oper. By.....Westinghouse Radio Sta-
tions, Inc. (Synchronous Operation)
Business-Studio Add. 1170 Soldiers Field Rd.
Phone Number.....Algonquin 4-5670
Transmitter Location.....WBZ, Hull, Mass.;
WBZA, East Springfield, Mass.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus, Associated
Representative.....Free & Peters
President.....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Promotion Manager.....John Stilli
Program Manager.....W. Gordon Swan

Publicity Manager.....W. A. Davis
Chief Engineer.....WBZ, W. H. Hauser;
WBZA, Harold Randol

WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By.....Massachusetts Ecstg. Corp.
Business-Studio Address.....485 Boylston St.
Phone Number.....Copley 7-0123
Transmitter Location.....Lexington
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Eells
Representative.....Katz
Membership.....NAB, BAB
President.....John Cowles
General-Station Manager.....Craig Lawrence
Commercial Manager.....A. N. Armstrong, Jr.
Sales Promotion Manager.....John Wilkoff
Local Sales Mgr.Harry Wheeler
Program Director.....Gene King
News Director.....Ron Cochran
Production Director.....Henry Lundquist
Publicity Director.....Eleanor Morrison
Musical Dir.....Louis Goldberg
Chief Announcer.....Edwin Dicodoff
Chief Engineer.....Roland C. Hale

WEEI

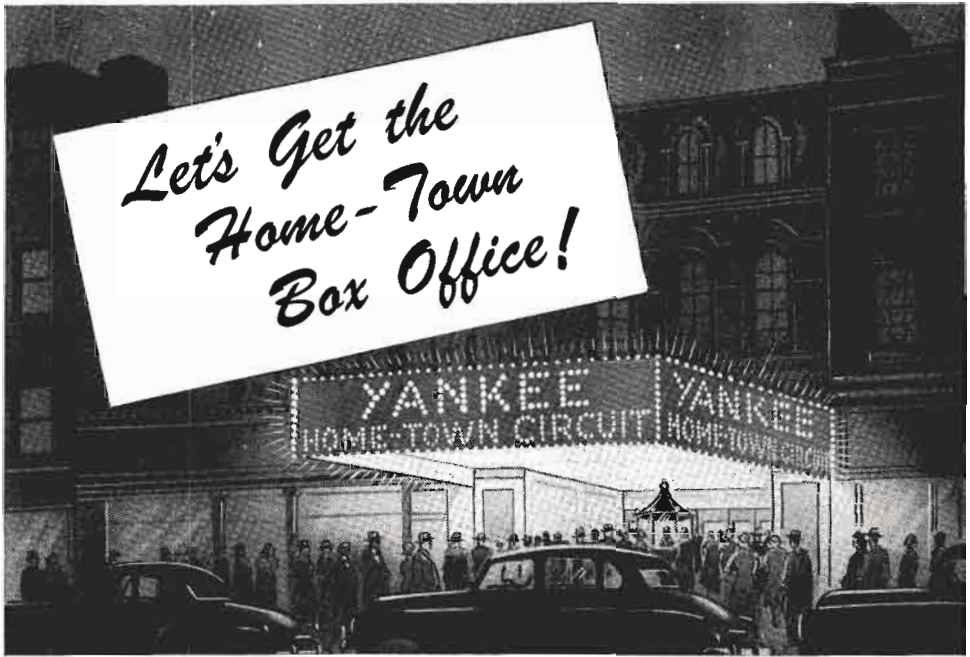
BOSTON—1924—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By.....CBS, Inc.
Business-Studio Address.....182 Tremont St.
Phone Number.....Hubbard 2-2323
Transmitter Location.....Mystic Valley Pkway.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Sales
General Manager.....Harold E. Fellows
Asst. General Mgr.Wilbur S. Edwards
Natl. Sales Dir.Guy H. Cunningham
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Thomas H. Calhoun
Publicity Director.....Marie H. Houlahan
Chief Announcer.....Carlton H. Dickerman
News Director.....Charles J. Ashley
Chief Engineer.....Harold A. Dorschug
Musical Director.....Frank Bell
Farm Editor.....Jesse H. Buffum

WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By. Boston Herald-Traveler, Corp.
Bus-Studio Address.....6 St. James Ave.



Play to New England's Largest Audience on the Yankee Home-town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles—a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local,

saturation coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the entire Yankee six-state area. It is an incomparable combination for selling all New England locally, market by market, and keeping it sold.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

MASSACHUSETTS

Phone Number.....HAncock 6-5500
 Transmitter LocationNeedham
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeJohn Blair
 MembershipNAB
 President.....Robert B. Choate
 Managing Director.....William B. McGrath
 Commercial Manager.....Arthur T. Brush
 Program Director.....George M. Perkins
 Production Director...George M. Watson, Jr.
 Publicity DirectorWilliam E. Shea
 Chief Engineer.....Philip K. Baldwin
 Chief AnnouncerRobert Clayton
 Farm Editor.....Joseph Kelly
 Musical DirectorKenneth Wilson

WMEX
 BOSTON—1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Northern Corp.
 Business-Studio Address...70 Brookline Ave.
 Phone Number.....Commonwealth 6-3900
 Transmitter Location.....71 W. Squantum St.,
 Quincy
 Air Time.....7:15 a.m.-M.
 News ServiceINS
 Transcription Service..Associated, Lang-Worth

President.....John E. Reilly
 General Manager.....William S. Pote
 Technical Director.....Alfred J. Pote
 Commercial Manager.....Lawrence Flynn
 Sales Promotion Manager.....George Kaplan
 Program Director.....John E. Reilly
 Musical Director.....John Kiley
 Chief Engineer.....John Memishian

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Yankee Network
 Bus.-Studio Address.....21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 Transmitter Location.....N. Quincy
 Air TimeUnlimited
 News Service.....AP, INS
 Transcription ServiceStandard
 RepresentativeEdward Petry
 MembershipNAB
 President.....William O'Neil
 Exec. V.P., Gen. Mgr.....Linus Travers
 V.P.....Thomas F. O'Neil
 Prog. Dir., V.P.....George W. Steffy
 Dir. of Prom.....Charles W. Curtin
 Publicity Dir.....Phyllis Doherty
 Technical Director.....Irving B. Robinson

WMEX

MEANS

EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN BOSTON

W O R L BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By. Pilgrim Bcstg. Co.
Address. 92 State St.
Phone Number. Lafayette 3-4000
News Service AP
President. Joseph A. Dunn
Gen., Comm. Mgr. Arthur E. Haley
Program Director. Norm Prescott
Promotion Manager. Robert Cabitt
Asst. Salesman. Claire Crawford
Chief Engineer. John Parker
News Director. Bernard Kamenske

W V O M BOSTON—1948

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By. The Boston Bcstg. Corp.
Address. 1 Harvard Sq., Brookline
Phone Number Beacon 2-5650
Representative McGillvra
Exec. V.P., Gen. Mgr. Benjamin Bartzoff
News Service. UP, Transradio

W B E T BROCKTON—1946

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By. Enterprise Publishing Co.
Business-Studio Address. 60 Main St.
Phone Number Brockton 7062
Transmitter Location. Cor. West & Belmont Sts.
News Service AP
Transcription Service. Thesaurus, SESAC
Representative Bannan, Colton
Membership NAB
Station Mgr. Charles A. Fuller
Commercial Mgr. Earle G. Clement
Production Director William W. Pierce, III

W T A O CAMBRIDGE—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By. Middlesex Bcstg. Corp.
Address. 439 Concord Ave.
Phone Number. Eliot 4-6745
News Service AP
Transcription Service World
Representative Cooke
President. Frank J. Lyman, Jr.
Gen., Prom. Mgr. Ted Swift
Commercial Mgr. Larry Anderson
Program Dir. Arthur Tacker
Chief Engineer. Arthur W. Richardson

W A C E CHICOPEE—1946—NEBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By. Regional Bcstg. Co.
Business Address Bridgeway Hotel

Phone Number. Springfield 6-1323,
Air Time Sunrise-sunset
News Service AP
Membership NAB, BAB
Representative IMS, Kettell-Carter-Grant
Membership NAB, BAB
President David Hayes
Sta., Comm., Gen. Mgr. Ralph J. Robinson
Program Dir. Charles J. O'Malley
News Director Robert Begley
Chief Engineer. Richard Glinka

W A L E

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Narragansett Bcstg. Co.
Address. 374 Central St.
Phone Number 4-1400
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service Associated
Representative Walker, Kettell-Carter
Pres., Gen. Mgr. George L. Sisson, Jr.
Station Manager. J. Buz Way
Program Director. Nellie F. McCain
Chief Engineer. Norman P. Guilmond

W S A R

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By. Fall River Bcstg. Co., Inc.
Business-Studio Address. Academy B'dg.
Phone Number 7-9477-8
Transmitter Location So. Somerset
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service. Standard, Lang-Worth
Representative. Headley-Reed, Bertha Bannan
Membership NAB
Treas., Gen. Mgr. Melvin Lahr
Commercial Manager Neil Sullivan
Publicity Director John Crowley
Program Dir. Angus Bailey
Chief Announcer. Joe Welch
Chief Engineer. John Pavao

W E I M

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. WEIM, Fitchburg, Inc.
Business-Studio Address. 717 Main St.
Phone Number 1600-1
Transmitter Location. Summer St., Lunenburg
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Kettell-Carter
Membership NAB
Pres., Gen., Sta. Mgr. Henry G. Molina, Jr.
Commercial Mgr. Carter S. Knight
Program Dir. James W. Chalmers
Chief Engineer. Ted Kalln

MASSACHUSETTS

WFGM

FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Wachusett Bcstg. Co.
Address..... 455 Main St.
Phone Number 6377
Representative Devney
Transcription Service Capitol
News Service INS
Pres., Gen., Comm. Mgr..... Ansel E. Gridley
Program Director..... Edward J. Penney
Chief Engineer..... Donald L. Coleman
News Director..... Loren C. Smith

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By.... Suburban Bcstg. Co.
Business-Studio Address.... Smith Bldg., Irving
Square
Phone Number Framingham 7400, 7409
Transmitter Location..... Mt. Wayte Ave.
Air Time Local sunrise-sunset
News Service UP
Representative Grant, Kettell-Carter
Station Manager Richard E. Adams
Commercial Manager .. James H. Shoemaker
Chief Announcer Lee Emmerich
News Director James H. Robbins
Chief Engineer Francis Bartol

WHOB

GARDNER—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Gardner Bcstg. Co.
Business Address..... 39 Pleasant St.
Phone Number 1490
Transmitter Location..... Green St.
Air Time 7 a.m.-10 p.m.
News Service AP
Representative..... William G. Rambeau
Membership NAB, BAB
President, General Mgr..... David M. Richman
Station Manager..... Frank Hull
Commercial Manager Fred Shulman
Program Director P. H. Vincent
Chief Anncr., News Dir. ... Robert E. Johnson
Chief Engineer P. H. Vincent

WHAI

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... John W. Haigis
Business-Studio Address..... 356 Main St.
Phone Number 4301-2
Transmitter Location..... Woodard Rd.
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service..... Thesaurus, Associated
Representative..... Bertha Bannan, Walker
Membership NAB

President..... John W. Haigis, Sr.
Gen., Sta. Mgr..... John W. Haigis, Jr.
Commercial Manager..... H. W. Nichols
Sales Promotion Manager.... Thomas J. Kelly
Pgm. Dir., Chief Anncr. Ira I. Hewey
News Director Graydon H. Spragg
Chief Engineer..... Leland F. Wheeler
Farm Editor..... Donald A. Tuttle

WHAV

HAVERHILL—1947—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Haverhill Gazette Co.
Business-Studio Address..... 30 How St.
Phone Number 4-4733
Transmitter Location... 110 Observatory Ave.
News Service AP
Transcription Service World
Representative Kettell-Carter
Membership NAB
Pres., Sta., Gen. Mgr. John T. Russ
Prom., Pub. Dir., Comm. Mgr.. Robert I. Kimel
Pgm. Prod. Dir. Kenneth Ash
Chief Engineer Eugene Gaumont

WHYN

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc. Power: 1000 Watts d.,
1000 Watts n.
Owned-Oper. By.... Hampden Hampshire Corp.
Address 180 High St.
Phone Number Holyoke 8238, 8239
Transmitter Location West Holyoke
News Service AP
Transcription Service Lang-Worth
Representative .. Walker Co. & Bertha Bannan
Membership NAB, BAB
Sta., Gen. Mgr..... Charles N. DeRose
Commercial Manager ... Patrick J. Montague
Program Director John Vendell
Chief Operator Jack Paley

WREB

HOLYOKE—1950

Frequency: 930 Kc. Power: 500 Watts d.
Owned-Oper. By..... Valley Bcstg. Corp.
Address..... 323 High St.
Phone Number 2-3296
Transcription Service Associated, SESAC
News Service AP
Gen. Mgr., Pgm. Dir..... Harold G. Robator
Treasurer Anthony DeMarco
Commercial Manager..... Albert Beupre
Chief Engineer..... Arthur Beaton
News Director..... Fran Hammel

WCCM

LAWRENCE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Lawrence Bdcstg. Co.
Address 54 Essex Street

MASSACHUSETTS

Phone Number . . . Lawrence 37171, Lowell 6359
 Transmitter Location Andover
 Air Time Sunrise-Sunset
 News Service AP
 Representative Bannan, Colton
 Membership NAB
 Pres., Gen. Mgr. Geo. H. Jaspert
 Sta., Comm., Sales Prom. Mgr. Wm. C. Engel
 Pub., Pgm. Dir. Geo. H. Jaspert
 Production Director Ernest H. Labranche
 Chief Announcer Ernest H. Labranche
 Chief Engineer Geo. H. Jaspert

W L A W

LAWRENCE—1937—ABC-NEMMG

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By Hildreth & Rogers Co.
 Business-Studio Address 278 Essex St.
 Phone Number Lawrence 4107
 Transmitter Location Burlington
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World, Standard
 Representative Paul H. Raymer
 Membership NAB, BAB
 Pres., Gen. Mgr. Irving E. Rogers
 Regional Sales Mgr. Nona Kirby
 Sales Mgr. David M. Kimel
 Program Dir. Frederick P. Luffey
 Publicity Director Fred A. Sullivan
 Chief Announcer Richard T. Hickox
 News Director Bob Moore
 Chief Engineer George A. Hinckley

W L L H

**LOWELL-LAWRENCE—1934
 MBS-YANKEE**

Frequency: 1400 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Merrimac Bcstg. Co.
 Trans. Address 39 Kearney Square, Cragg
 Bldg. (Lawrence)
 Phone Number 8715, Lawrence 2-2148
 Air Time 6:25 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Haskell Bloomberg
 President Gerald Harrison
 V. P. Carl S. Wheeler
 Sta. Mgr. Dana W. Fitzgerald
 Commercial Manager Haskell Bloomberg
 Pgm. Dir., Chief Anncr. Tom Clayton
 News Director Fred A. Simmonds
 Chief Engineer Anthony G. Michaels

W L Y N

LYNN—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By Puritan Bcst. Service, Inc.
 Business-Studio Address 7 Willow St.
 Phone Number LY. 5-6200
 Transmitter Location Heath's Court

Air Time 6:45 a.m.-Sunset
 News Service UP
 Transcription Service Associated, SESAC
 Pres., Gen. Mgr. Theodore Feinstein
 Station Manager Winslow Bettinson
 Commercial Mgr. Kenneth Strong
 Program Director Winslow Bettinson
 Chief Announcer Dave Mann
 News Director Ernest Rosenthal
 Chief Engineer John W. Parker

W B S M

NEW BEDFORD—1949—NERN

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By Bay State Bcstg. Co.
 Address Pope's Island
 Phone Number 3-1767
 Representative McGillvra
 Transcription Service MacGregor
 News Service UP
 President Joseph P. Duchaine
 General Manager Otto F. A. Arnold
 Commercial Manager Harry W. Moore
 Pgm., Farm Dir. Edward L. Merritt
 Chief Engineer Harold H. Hoover, Jr.
 News Director Frank Burgmeier

W N B H

**NEW BEDFORD—1921—MBS
 YANKEE**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons, Inc.
 Business-Studio Address County & Union Sts.
 Phone Number 8-5228
 Transmitter Location Fairhaven
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service World, Associated
 Representative Walker Co., Bertha Bannan
 Membership NAB
 Vice-President Basil Brewer
 Station Manager Paul Perreault
 Comm., Sales Prom. Mgr. David Shurtleff
 Publicity Director Conrad White
 Program Director Edward Boghosian
 News Director Oscar Glasberg
 Chief Engineer Z. V. Grobowski

W M N B

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Northern Berkshire Bcstg. Co.
 Bus.-Studio-Transmitter Address 466 Curran
 Phone Number 1230
 News Service AP
 Transcription Service World
 Representative Grant
 Membership NAB, BAB
 Part Owner, Gen. Mgr. J. Gordon Keyworth
 Commercial Rep. Richard J. O'Brien
 Program Manager Benjamin A. Hubley
 Chief Technician William B. Dailey

W N A W

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By N. W. Welch
 Address 20 State Street
 Phone Number 860-1
 Transmitter Location Curran Highway
 Air Time Sunrise-Sunset
 News Service UP
 Trans. Serv. Standard & Lang-Worth
 President Neal W. Welch
 Sta. Mgr., Chief Ann. William E. Gordon
 Sales Pro. Manager Winston Budrow
 Program Director E. Norman Bailey
 News Director Clay Perry
 Chief Engineer Gerald F. O'Grady

W H M P

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Valley Bcstg. Co.
 Address 78 Main St.
 Transcription Service Standard
 President John W. Williams
 Gen., Comm. Mgr. Alexander W. Milne

W B E C

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Western Mass. Bcstg. Co.
 Business-Studio Address 30 Eagle St.
 Phone Number 8292-3
 Transmitter Location 30 Eagle St.
 Air Time 6:45 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Everett-McKinney, Kettell-Carter
 Membership NAB, BAB
 President Donald B. Miller
 Gen., Sta., Comm., Prom. Mgr., Pub. Dir. W. Wendell Budrow
 Pgm., Prod. Dir. Harry Brown
 Chief Announcer Dana Jones
 Chief Engineer Walton Ayer
 News Director Edward Farrel, Jr.
 Farm Editor M. Haggarty
 Musical Director Robert Hennabery

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Greylock Bcstg. Co.
 Business-Studio Address 8 Bank Row
 Phone Number 2-1553
 Transmitter Location 100 East St.
 Air Time 6:40 a.m.-12 M.
 News Service UP
 Transcription Service Associated
 Representative Walker, Bannan

Membership NAB, BAB
 President Leon Podolsky
 Sta., Gen. Mgr. John T. Parsons
 Commercial Manager Walter Kearsey
 Sales Promotion Manager Robert Burbank
 Mus., Pub., Pgm. Dir. Richard Bolender
 Production Director Ted Holmes
 Chief Engineer Leonard Lavendol
 News Director Leon Beeler
 Farm Director Robert Youst

W J D A

QUINCY—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By South Shore Bcstg. Co., Inc.
 Business-Studio Address 29 Brackett St.
 Phone Number Mayflower 9-1300
 Transmitter Location Germantown
 News Service AP
 Transcription Service World
 Pres., Sta. Mgr., Pgm. Dir. Joseph H. Tobin
 Comm., Sales Prom. Mgr., Pub. Dir., Chief Engineer James D. Asher
 Chief Announcer George Erwin
 News Director Bill Edwards

W E S X

SALEM—1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By North Shore Bcstg. Co.
 Business-Studio Address 49-53 Washington St.
 Phone Number 5670
 Transmitter Naugus Head, Marblehead
 Air Time Unlimited
 Pres., Treas. Charles W. Phelan
 Manager Edmund L. Phelan
 Commercial Manager Robert Rogers

W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WMAS, Inc.
 Business-Studio Address 1757 Main St.
 Phone Number Springfield 7-1414
 Transmitter Location Pynchon Pk.
 News Service UP
 Transcription Service Associated
 Representative Edward Petry
 Membership NAB, BAB
 President Gerald Harrison
 Sales Prom., Sta. Mgr. Robert Donahue
 Commercial Manager Robert Feldman
 Program Director Turner Cooke
 News Director Noah LaMountain
 Chief Engineer John Michnovex

W S F L

SPRINGFIELD—1948

Frequency: 1600 Kc. Power: 5 KW d.
 Owned-Oper. By Springfield Bdcstg. Co.

MASSACHUSETTS

Address 137 State St.
Phone Number 2-7487
Trans. Loca. ... No. Main St. E. Longmeadow
Air Time Unlimited
News Service UP, Armstrong Sports
Representative The Bolling Co.
President G. A. Askins
Commercial Manager E. G. Hewinson
Sta. Mgr., Pgm. Dir. C. M. Manitsas
Chief Engineer E. G. Hewinson

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By WSPR, Inc.
Business 63 Chestnut St.
Phone Number ... Springfield 6-2757-B, 6-4218
Transmitter Location... Union St. & Palmer Ave.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NAB, BAB
President Quincy A. Brackett
Station Manager Alan C. Tindal
Commercial Manager ... William H. Burleigh
Sales Prom. Mgr., Pub. Dir. ... Howard S. Keeffe
Program Director Wayne H. Latham
Chief Announcer Robert L. Jones
Chief Engineer George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Silver City Bcstg. Co.
Address 174 Broadway
Phone Number 4-7528
Transcription Service Lang-Worth
News Service UP
Ptr., Pres. & Fin. Mgr. ... J. Marshall McGregor
Ptr., Gen. Mgr. James Milton Hammond
Station Manager Robert A. Brennan
Chief Engineer John B. Tracy, Jr.
News Director Paul A. McCormack

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
Owned-Oper. By Charles River Bcstg. Co.
Business-Studio Address 4 Gordon St.
Phone Number Wa 5-7080
Transmitter Location South St.
Air Time Daytime
News Service UP
Transcription Service Lang-Worth
Representative Bannan
President Richard C. O'Hare
General Manager Deuel Richardson
Station Manager Theodore Jones
Commercial Manager J. F. McArdle
Program Director Wm. Sherman

Publicity Director... Harold P. Richardson, Jr.
Chief Engineer J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By Donald W. Howe
Business-Studio Address East St.
Phone Number 1250, 1251
Transmitter Location... Atop Coy's Hill, Warren
Air Time Daytime
News Service AP
Transcription Service Associated
Membership NAB, BAB
Pres., Gen. Sta. Mgr. Donald W. Howe
Pub. Dir., Comm. Mgr. Robert S. Sinnett
Farm Edlt., Pgm. Dir. Tom Colton
News Director Bill O'Neil
Chief Engineer Fred Joslin

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Telecolor Corp.
Address 34 Sylvan St.
Phone Number 9-4768
Air Time 6:45 a.m.-12 M.
News Service INS
Transcription Service Capitol, World
Representative Cooke
Membership NAB
Pres., Gen., Prom. Mgr. L. A. Reilly
Commercial Manager ... Holland D. Cameron
Oper. Mgr., Pgm. Dir., Chief Engr. ... J. L. Spates

WOCB

WEST YARMOUTH—1940

MBS-YANKEE-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By E. Anthony & Sons
Transmitter Address South Sea Ave.
Phone Number Hyannis 502
Air Time 7 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Walker, Bertha Bannan
President Basil Brewer
Gen., Sta. Mgr. Gerald L. Staten
Commercial Manager Paul G. Collins
Chief Engineer Zigmum Grobowski
News Director William J. Torpey

WAAB

WORCESTER—1931—MBS-YANKEE

Frequency: 1440 Kc. Power: 5000 Watts
Owned By The Olin Corp.
Operated By Radio Enterprises, Inc.
Business-Studio Address 34 Mechanic St.
Phone Number 2-5811

MASSACHUSETTS

Transmitter LocationHolden
Air Time6 a.m.-12 M.
News ServiceAP
Transcription ServiceAssociated
RepresentativeEverett-McKinney
MembershipNAB, BAB
Pres., Gen., Sta. Comm. Mgr. . .B. W. Olin, Jr.
Asst. to Pres.William R. Sweeney
Traffic Manager.....Dorothy Morris

WNEB

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Trans. AddressPark Bldg., 507 Main St.
Phone Number6-4672
Air Time6 a.m.-12 M.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBolling, Kettell-Carter
President.....Paul C. Lytle
Sta., Gen. Mgr.John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
News DirectorAndrew F. Hickey
Musical Director.....Robert F. Bilske
Chief Engineer.....Vernon P. Wilson

WORC

WORCESTER—1925—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Alfred F. Kleindienst
Business-Studio Address.....65 Elm St.
Phone Number5-3101
Transmitter LocationAuburn
Air Time.....7 a.m.-M.
News ServiceINS
Transcription ServiceLang-Worth
RepresentativeWeed
MembershipNAB
Chief Owner.....A. F. Kleindienst
Gen., Sta. Mgr.M. P. Stanton

WTAG

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number5-4321
Transmitter Location..Shrewsbury St., Holden
Air Time6 a.m.-12:05 a.m.
News ServiceAP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
MembershipNAB, BAB
Vice-Pres., Gen. Mgr.....Robert W. Booth
Commercial Manager.....Herbert L. Krueger
Sales Promotion Manager...Edwin W. Quinn
Prod., Pgm. Dir.A. J. Brissette
Publicity Director.....A. C. Fuller
Chief Engineer.....E. A. Browning
Farm Editor.....H. Sidney Vaughn

AP SELLS

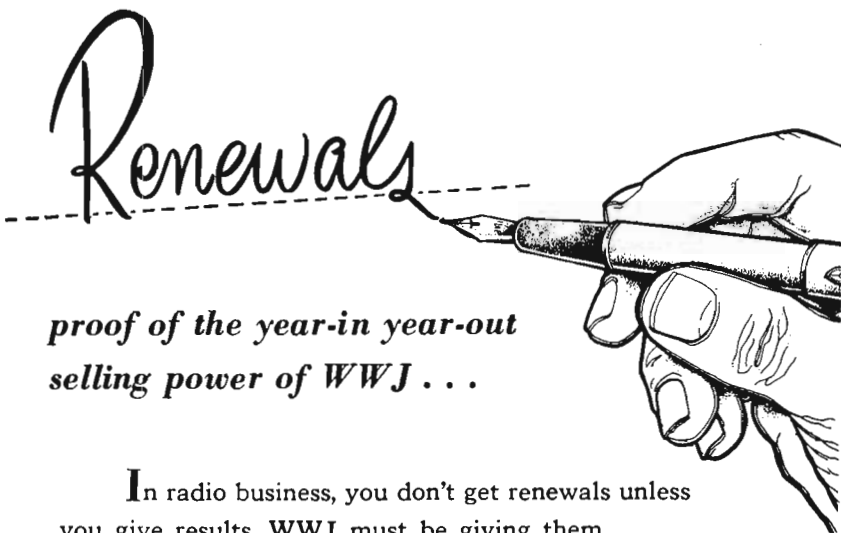
For Stations and Sponsors —

For instance . . . WMLS

"70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

CURTIS O. LILES,
General Manager,
WMLS, Sylacauga, Ala.



*proof of the year-in year-out
selling power of WWJ . . .*

In radio business, you don't get renewals unless you give results. WWJ must be giving them.

Detroit's largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men's clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers' group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ . . . NBC station in Detroit . . . now celebrating its 30th year of community leadership . . . in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit's retail stores!



Basic NBC Affiliate

**AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES**

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

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

MICHIGAN

Population 6,371,766—Increase +21.2% ('40-'50)—Radio Homes 1,686,660
Families—1,722,100—Stations in State 62

W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Oper. By James Gerity, Jr.
Address Treat Rd.
Phone Number 9000
Transmitter Location Treat Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service World
Representative Hal Holman Co.
Membership NAB, BAB
Owner James Gerity, Jr.
General Manager O. Wm. Myers
Commercial Manager Harley West, Jr.
News, Pgm. Dir. Larry Payne
Chief Announcer Phil Sanford
Chief Engineer Elwood Brown
Farm Editor Don Dean

W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By Huron Valley Bcstg., Inc.
Business Address Box 608
Phone Number 2-4573
Studio-Trans. Location 4230 Packard Rd.
Air Time 6 a.m.-2 a.m.
News Service AP
Transcription Service World
Representative For Joe
Membership NAB
President J. F. Hopkins
General Manager Douglas Campbell
Program Dir. Amy H. Wilcox
Chief Announcer Claire Linn
Chief Engineer James Allen
Consulting Engineer Lohnes & Culver

W F Y C

ALMA—1948—GLN

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By WFYC, Inc.
Address 408½ Gratiot Ave.
Phone Number 95, 157
Trans. Loca. 1 Mi. E. of City on U.S. 27
Air Time 6 a.m.-Sunset
News Service UP
Trans. Service Lang-Worth, World
President Reid Brazell
Gen., Sta., Comm., Sales Prom. Mgr.
Robert W. Cessna
Pgm., Prod., Pub. Dir. Bob Clayton
Chief Announcer David Sommerville
News Director Stan Heineman
Musical Director Lillian Curtis
Chief Engineer Irving Grove
Farm Editor Carl Bortle

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc. Power: 100 Watts d.
Owned-Operated By Washtenaw Bcstg. Co.
Bus.-Studio Address 3rd Floor, Hutzl Bldg.
Phone Number 2-5517
Transmitter Location 1795 So. Maple Rd.
Air Time Sunrise-sunset
News Service AP
Transcription Service Standard
Representative Hal Holman
Membership NAB, FMA
President Arthur E. Greene
Gen., Sta. Mgr. Edward F. Baughn
Commercial Manager A. H. Turner
Program Director Pat Quinn
Chief Announcer Albert J. Sanborn
Chief Engineer George D. Stearns
News Director Otis Hardy
Farm Editor Howard E. Heath
Consulting Engineer George C. Davis

W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Business Address Alpena
Phone Number 1049
Studio-Transmitter Location M-32 West
Air Time 7 a.m.-11 p.m.
News Service AP
Representative Hal Holman
President Les Biederman
General Manager Drew McClay
Chief Engineer William Kiker

W L E W

BAD AXE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By Saginaw Bcstg. Co.
Phone Number 1010
Representative Headley-Reed
Transcription Service Standard
News Service AP
Owner, President Milton L. Greenebaum
Oper. Dir., Gen. Mgr. Jack Parker
Commercial Manager Cliff Thomas
Program Director Earl Johnson
Facility Dir. Meredith Koerner
Chief Engineer Harold McCullen

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., Nat'l Rep.

• J. E. Campeau, President

MICHIGAN

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Michigan Bcstg. Co.
Business-Studio Address 402 Security Natl.
Bank Bldg.
Phone Number 3-5555
Transmitter Location Golden Ave.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative Burn-Smith
General Manager Robert H. Holmes
Commercial Manager F. K. Doyle
Program Director E. F. Cahill
News Director A. E. Johansen
Chief Engineer Arris J. Geranis

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Federated Publications, Inc.
Bus.-Studio-Transmitter Address Michigan
National Bank Bldg.
Phone Number 5655
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service Standard, Lang-Worth
Representative Bolling
Membership NAB
Station Manager Dan E. Jayne
Commercial Manager E. P. Mills, Jr.
Program Director Forrest F. Owen
Chief Engineer Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Bay Bcstg. Co., Inc.
Business-Studio Address Wenonah Hotel
Phone Number 7551-2
Transmitter Address Tuscola Rd., Hampton
Air Time Unlimited
News Service UP
Transcription Service World
Representative George P. Hollingbery
President Harley D. Peet
Gen.-Station-Comm. Mgr. Hugh A. Giesel
Program Director Charles E. Anthony
News Director Frank J. Walsh
Musical Director Lionel H. DeRemer
Chief Engineer Ralph H. Carpenter
Farm Editor G. Edward Vallender
Consulting Engineer Jansty & Bailey

W G R O

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
Owned-Oper. By Griner-Dillon Bcstg. Co.
Trans. Address 4451 Wheeler Rd.

Phone Number 3-1260
Air Time Daytime
News Service AP
Transcription Service Capitol
Representative Sears & Ayer
Pres., Gen. Mgr. Gail D. Griner
Commercial Manager Stanley Hommes
Program Director Edward T. Dillon
Chief Anncr., News Dir. Hal Shore
Musical Director Wilmetta Jean Resley
Chief Engineer Floyd Woody

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Oper. By Palladium Publ. Co.
Address Benton Harbor
Phone Number 5-2113
Transmitter Location Fairplain Ave.
Air Time Sunrise-Sunset
News Service AP
Transcription Service Lang-Worth & RCA
Representative Hal Holman
Membership NAB, BAB
President Stanley R. Banyon
Gen., Sta. Mgr. J. P. Scherer
Commercial Manager Ted Vernasco
Sales Prom. Mgr., Pub. Dir. Dwight Edmunds
Program Director John Pershing Chase
Production Director Cal Bollwinkel
News Director Jack Cogswell
Musical Director Lee Lockwood
Chief Engineer Munson Robinson
Farm Editor John Pershing Chase
Consulting Engineer Craven, Lohnes & Culver

W A T T

CADILLAC—1945

MBS-KBS-BUNYAN-WOLVERINE

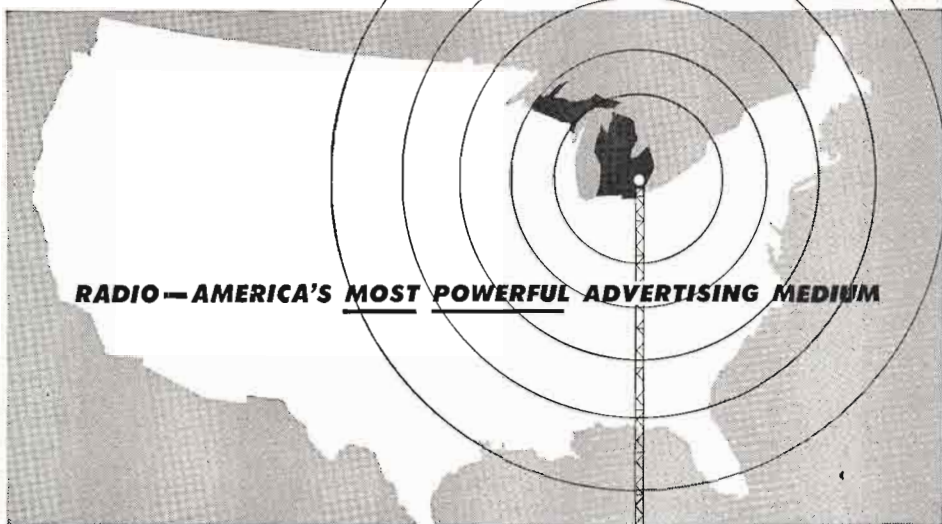
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Midwestern Bcstg. Co.
Business-Studio Address Cadillac
Phone Number 1270
News Service AP
Transcription Service SESAC, KBS
Representative Hal Holman
General Manager Les Blederman

W T V B

COLDWATER—1949—KBS

Frequency' 1590 Kc. Power: 1000 Watts
Owned-Oper. By Twin Valley Bdcstrs. Inc.
Address Box 32
Phone Number 1230
Trans. Loca. 1½ Mi. So. on U.S. 27
Air Time 6 a.m.-9 p.m.
News Service AP
Trans. Service Associated, Capitol, Cole
Representative McGillvra
President George Hosek
Board Chairman James Wilson
Station Manager E. Harold Munn, Jr.

WJR



RADIO—AMERICA'S MOST POWERFUL ADVERTISING MEDIUM

Michigan's

most powerful

Advertising

Medium



FREE SPEECH MIKE

WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS
Represented Nationally by Edward Petry & Company

MICHIGAN

Sales Promotion Manager ... Kenneth Gallant
Program Director Jack Douglas
Chief Announcer Dick DeFay
Chief Engineer E. Harold Munn, Jr.
Consulting Engineer E. Harold Munn, Jr.

W K M H

DEARBORN—1946

Frequency: 1310 Kc. Power 5000 Watts d.,
1000 n.

Owned-Operated By WKMh, Inc.
Business-Studio Address WKMh Bldg.
Phone Number Logan 2-4000
Transmitter Willow Run Express Hwy.
Air Time 6 a.m.-2 a.m.
News Service INS, UP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NAB, BAB
Pres., Sta., Gen. Mgr. Fred A. Knorr
Pgm., Prod. Dir. Walter Patterson
Comm., Prom. Mgr. George M. Miller
Chief Announcer Richard Buller
Chief Engineer Jerrold Martin
News Director Dale Marr
Musical Director Albert Gross
Farm Editor Bob Rothwell
Consulting Engineer Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932—MBS

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

Business Address. 3300 Guardian Bldg., Det.
Phone Number Woodward 1-7200
Studio Address. . . Canada Trust Bldg., Windsor
Transmitter Location. . . Harrow, Ont.
Air Time 5:30 a.m.-4 a.m.
News Service INS, UP
Transcription Service. . . Standard, World,
Lang-Worth
Representative H. N. Stovin,
Adam J. Young, Jr.
Membership NAB
President, General Mgr. J. E. Campeau
Sta. Mgr., Chief Engr. W. J. Carter
Commercial Manager. E. Wilson Wardell
Sales Prom. Mgr. Art Gloster
Pgm., Prod. Dir. S. Campbell Ritchie
News Director Val Clare
Publicity Director. H. Arthur Laing
Chief Announcer. John Gordon
Musical Director. Wally Townsend
Farm Editor. Austin Grant

See Page 472

W J B K

DETROIT—1925

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Fort Industry Co.
Business-Studio Address. 500 Temple Ave.

Phone Number Temple 3-7900
Transmitter Location. . . 15555 Woodrow Wilson
Air Time 24 Hours
News Service INS, UP
Representative Katz Agency
Membership NAB
President. George B. Storer
Gen Sta., Comm Mgr. Richard E. Jones
Prod., Pgm. Dir. Hal Hough
Prom., Pub. Dir. Joyce Chopman
Chief Engineer Paul O. Frincke
Consulting Engineer Earl Cullum

W J L B

DETROIT—1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. . . Booth Radio & TV Stas.
Business Address. 600 Buhl Bldg.
Phone Number Woodward 5-2000
Studio Address. . . 3100 David Broderick Tower
Transmitter Location. . . 375 Midland Ave.
Highland Park
News Service AP
Transcription Service World
Representative Forjoe
Pres., Gen. Mgr. John L. Booth
Prom., Comm. Mgr. Eric V. Hay
Station Manager W. J. Jory
Program Director. George Kendall
Chief Announcer. R. L. Mabry
Chief Engineer. Edward H. Clark

W J R

DETROIT—1927—CBS

Frequency: 760 Kc. Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address Fisher Bldg.
Phone Number Trinity 5-4440
Transmitter Location Trenton
Air Time 24 Hours
News Service AP, INS, UP
Trans. Service . . . Lang-Worth, Theaurus, Asso.
Representative Pety & Co.
Membership NAB, BAB
Chairman of the Board G. A. Richards
President John F. Patt
V.P., & Gen. Mgr. Worth Kramer
Sales Service Manager. . . F. A. McPhillips
Sales Promotion Manager. . . James Quello
Program Director Franklin Mitchell
Production Director Norman White
V.P. in charge of News. George Cushing
Chief Announcer Ron Gamble
News Editor Jack White
Musical Director Paul LaVoie
V.P. in chge of Engr. George Leydorf
Farm Editor Marshall Wells

W W J

DETROIT—1920—NBC

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By. . . The Evening News Assn.

MICHIGAN

Address 615 W. Lafayette
Phone Number WOODWARD 2-2000
Trans. Loca. 8 Mi. & Myers Rd.
Air Time 24 Hours
News Service AP, UP
Trans. Serv. Lang-Worth & Thesaurus
Representative ... George P. Hollingsberry Co.
Director of Radio W. J. Scripps
General Manager Harry Bannister
Station Manager Don DeGroot
Office Manager Mabel Munroe
Personnell Manager E. L. Tyson
General Program Mgr. M. C. Wissman
General Engr. Mgr. E. J. Love
Public Affairs Manager James Eberle
Night Manager Stanley Swales
Publicity Manager John Gnau
Chief Engineer Carl Wesser
Promotion Manager Jack Albert
Program Manager John Hill
News Editor Tom MacMahon
Farm Editor John Merrifield
Sales Manager Wendell Parmelee
Asst. Sales Manager ... Richard Spencer, Jr.

WXYZ

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc. Power: 5000 Watts
Owned By American Bcstg. Co.
Operated By WXYZ, Inc.
Business Address 1700 Stroh Bldg.
Phone Number WOODWARD 3-8321
Studio Address 8415 E. Jefferson Ave.
Transmitter Location ... Joy Rd. & Greenfield
Air Time 6:30 a.m.-1 a.m.
News Service INS, UP
Transcription Service ... Standard, Lang-Worth
Representative ABC Spot Sales
Pres., Gen. Mgr. James G. Riddell
Commercial Manager Harold Christian
Pub. Dir., Sales Prom. Mgr. Hal Neal
Prod., Pgm. Dir. Jack McCarthy
Musical Director Phil Brestoff
News Director Henry Alexander
Chief Engineer Charles Kocher

WDBC

ESCANABA—1941—MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Operated By Delta Bcstg. Co.
Business-Studio Address Lud. & First Sts.
Phone Number 3190-1
Transmitter Location Ski Hill Rd.
Air Time 6:30 a.m.-M.
News Service UP
Representative Walker
President John P. Norton
Gen., Sta., Comm. Mgr. George D. Lindenthal
Pgm., Prod. Dir. Anthony Flynn
Musical Director George Jaap, Jr.
Chief Engineer Jack W. Foster

WBBC

FLINT—1947—MBS

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By ... Booth Radio & TV Stations.
Business-Studio Address ... 112 W. Water St.
Phone Number Detroit, Woodward 2-0220;
Flint, 9-8686
Transmitter Location 3076, Bristol Rd.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World
Representative For Joe
President John Lord Booth
General Manager W. Eldon Garner
Program Dir. Jerry Schroeder
Chief Announcer Willard Lamb
News Director James Rush
Chief Engineer G. Elwood Ryan

WFDF

FLINT—1922—ABC-MRN

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By The Trebit Corp.
Bus.-Studio Address ... Mott Foundation Bldg.
Phone Number 2-7158
Transmitter Location Briston Road
Air Time 5:45 a.m.-1 a.m.
News Service AP
Transcription Service Capitol, Thesaurus,
Standard
Representative Katz
Membership NAB, BAB
President Harry M. Bitner, Sr.
General Mgr. Lester W. Lindow
Sales Prom. Mgr. Marvin Levey
Farm Edit., Pgm. Dir. Elmer A. Knopf
Publicity Dir. Richard Toohay
Chief Announcer Ted Taylor
News Directors Jack Lewin, Jim Corbett
Musical Director Billy Geyer
Chief Engineer Frank D. Fallain
Consulting Engineer Gillett & Assoc.

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Oper. By ... Methodist Radio Parish, Inc.
Business-Studio Address 573 Mary St.
Phone Number 3-5112
Transmitter Location 3417 Lapeer Rd.
Air Time Daytime
Transcription Service UP
Transcription Service Standard, SESAC
Representative Best
President Victor Longfield
General Manager William H. Merford
Chief Engineer Homer Blumerich
Commercial Manager Mell Moss
Chief Announcer Cliff Martin

W T A C

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.
500 Watts n.

Owned-Oper. By Trendle-Campbell Bcstg.
Corp.

Business-Studio Address 740 S. Saginaw St.
Phone Number Flint 2-1136

Transmitter Location 6171 Center Rd.,
Grand Blanc

Air Time Unlimited
News Service UP

Transcription Service Lang-Worth
Representative Paul H. Raymer

President George W. Trendle
General Mgr. H. Allen Campbell

Sta., Comm. Mgr. J. R. McKinley
Program Dir. Laurence Arnold

Musical Director Max Henderson
Chief Engineer Darrell Jones

W A T C

GAYLORD—1950—BUNYAN

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Midwestern Bcstg. Co.

Address Paul Bunyan Bldg., Traverse City
Phone Number Traverse City 2700

Representative Holman

Transcription Service Standard
News Service AP

President Lea Biederman
General Manager Mitch Gordon

Commercial Manager Johnny Cosseus
Program Director Ken Haven

Chief Engineer William Kiker
News Director Bob Durrett

W G H N

GRAND HAVEN—1951

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Grand Haven Bcstg. Co.

President Walter R. Hammel
General Manager Kerm Trimble

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Furniture City Bcstg. Corp.

Business-Studio Address 430 Federal Square
Bldg.

Phone Number GL 6-9541
Trans. Loca. Garfield & Butterworth

Air Time Sunrise-sunset
News Service AP

Trans. Serv. Lang-Worth, Thesaurus
Representative Hil F. Best

WHY IS AP THE BEST?

BECAUSE—**AP** members decide what AP shall be.
Their decision has made AP unequalled
in covering the news of the world . . .
RAPIDLY . . . TRUTHFULLY . . . FULLY
. . . ACCURATELY.

MICHIGAN

Pres., Gen., Sta. Mgr. William Kuiper
 Program Director Henry Bosch
 Chief Engineer Jack Timmer
 News Director Gordon Kibby
 Farm Editor Lee Mathews
 Musical Director Bob Beukema

General-Commercial Mgr. Hy M. Steed
 Sales Promotion Manager D. D. Knight
 Program Director Bob Kirby
 Production Director Dave Hoyle
 Musical Director Carl Bergner
 Chief Engineer Lee Stevens
 Consulting Engineer George Davis

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Add. 35 Lafayette Ave., N.E.
 Phone Number 9-4111
 Transmitter Location 1300 Plymouth Rd., N.E.
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Pres., Gen., Sta. Mgr. Paul F. Eichhorn
 News Director Joseph C. Hooker
 Chief Anncr., Pgm. Dir. . . . Robert J. Whitcomb
 Musical Director Jack Harrison
 Chief Engineer Richard Groenevelt
 Consulting Engineer Gautney, Ray & Price

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By Fetzer Bdcstg. Co.
 Address 124 W. Mich. Ave., Kalamazoo
 Phone Number Glendale 6-8512
 Transmitter Location Pantlind Hotel
 Air Time 6 a.m.-12:05 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NAB, BAB
 Pres., Gen. Mgr. John E. Fetzer
 Pub. Dir., Sta. Mgr. Martin Giaimo
 Commercial Manager John W. O'Harrow
 Sales Promotion Manager Martin Giaimo
 Production Supervisor Donald Richardson
 Dir. of Public Affairs Dr. Willis F. Dunbar
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin
 Consulting Engineer Paul F. Godley

WLA V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Leonard A. Versluis
 Trans. Loca. Add. 6 Fountain St., N.E.
 Phone Number Glendale 6-5461
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NAB
 Owner Leonard A. Versluis

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.
 5000 Watts n.
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address 1408 Grand Rapids Natl. Bank Bldg.
 Phone Number 9-4211
 Transmitter Location 633 - 60th St.
 Air Time 5:30 a.m.-1 a.m.
 Trans. Serv. Lang-Worth, World
 Representative Katz Agency
 President H. M. Bitner, Sr.
 Gen., Sta., Comm. Mgr. . . . William Schroeder
 Program Director Frank Sisson
 Production Director Rudy Pessel
 Publicity Director Howard Silbar
 News Director Bob Runyon
 Chief Engineer Robert Wilson
 Farm Editor Dick Henry

WHTC

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business-Studio Address 5 E. Eighth St.
 Phone Number 6-6610
 Transmitter Location 87 Central Avenue
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Grant
 President W. A. Butler
 Chief Engineer Millard C. Westrate
 Prom., Comm., Gen., Sta. Mgr. . . . Sandy Meek
 Production Director Robert Nelson
 Program Director Willard C. Wichers
 Publicity Director William F. Young
 Consulting Engineer Andrews Co.

WHDF

HOUGHTON—1929—MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Bcstg. Co.
 Phone Number Houghton
 Transmitter Location Hancock
 Air Time 7 a.m.-11:15 p.m.
 Transcription Service World
 Representative Walker
 Membership NAB
 Chief Owner G. L. Burgan
 General Manager Albert W. Payne
 Prog. Dir., Chief Announcer. Earl Norden
 Technical Supervisor George L. Burgan

WMIQ

**IRON MOUNTAIN
ABC-NORTHERN**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address 211 E. Ludington St.
 Phone Number 2031
 Transmitter Location Pewabic Hill
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 President Frank J. Russell
 General Manager Russell J. Staffeld
 Sta., Comm. Mgr. William C. Johnson
 Program Director Merv Baldrice
 Chief Engineer Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WIKB, Inc.
 Business-Studio Address Iron River Natl.
 Bank Bldg.
 Phone Number 102-3
 Transmitter Location Caspian
 Air Time 6:55 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker
 President William L. Johnson
 Sta., Comm., Prom. Mgr. James F. Kauper
 Prod., Pgm. Dir. Bob Serenson
 Publicity Director Judith Garrett
 Chief Announcer Raif Smith
 News Director Len Johnson
 Chief Engineer Eugene Kaari
 Consulting Engineer Andrew Engless

WJMS

IRONWOOD—1931—MBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By Upper Michigan-Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address 124 E. McLeod Ave.
 Phone Number 20
 Transmitter Location Cary, Wis.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Walker
 President William L. Johnson
 General Manager Donald R. Hoover
 Commercial Manager Eugene T. Callahan
 Music, Pgm. Dir. Laura Johnson
 News Director John LaForge
 Farm Edit., Prod. Dir., Chief Annr. Tom Kelly
 Chief Engineer Arne Dahlbacka
 Consulting Engineer Andrew F. Inglis

WJPD

ISHPEMING—1947—PBN-GOEBEL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ishpeming Bcstg. Co.
 Business-Studio Address Jenks Block
 Phone Number 1892
 Transmitter Location Hwy. 41
 Air Time 7 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr. J. P. Deegan
 Promotion Manager Carl B. Tupala
 Program Director Paul C. Crowley
 Musical Director Howard E. Swanson
 Chief Engineer Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned By WIBM, Inc.
 Transmitter Address 2511 Kibby Rd.
 Phone Number 6121
 Air Time 6:30 a.m.-M.
 Representative Hal Holman, For Joe
 President Herman Radner
 Vice President Roy Radner
 Station-Commercial Manager William Cizek
 Prog. Dir., Chief Announcer Jack Underwood
 Chief Engineer Charles Wirtanen
 Farm Editor M. K. McGregor

WGGG

KALAMAZOO—1947—ABC

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Southwestern Michigan
 Bcstg. Co.
 Business-Studio Address State Theatre Bldg.
 Phone Number 4-0111
 Transmitter Location 4154 Jennings Dr.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative H-R Reprs., Inc.
 President Harold F. Gross
 General Manager L. Joe Bolles
 Chief Engineer Carl E. Stephens
 Consulting Engineer Kear & Kennedy

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Feltzer Bcstg. Co.
 Business Address 124 W. Michigan Ave.
 Phone Number 3-1223
 Transmitter Location Route 2, Richards Dr.
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NAB, BAB

MICHIGAN

President, Gen.-Station Mgr. John E. Fetzer
 Comm.-Sales Prom. Mgr. John W. O'Harrow
 Production Supervisor Harry E. Travis
 Director Public Affairs. Dr. Willis F. Dunbar
 News Director Leonard Colby
 Chief Engineer Carl E. Lee
 Farm Editor. Carleton W. Collin
 Consulting Engineer Paul F. Godley

W I L S

LANSING—1946—MBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By Lansing Bcstg. Co.
 Bus.-Studio Address 407-11 N. Washington Ave.
 Phone Number 2-1655
 Transmitter Location Lowcroft St.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Pres., Gen., Sta., Comm. Mgr. W. A. Pomeroy
 Chief Engineer John C. Pomeroy
 Sales Prom. Mgr., Publ. Dir. Adrian Swets
 Pgm., Prod. Dir. Alex Dillingham
 Chief Announcer David Froh
 News Director Landon Young
 Musical Director Lee Tuttle
 Farm Editor Hap Horrigan

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By WJIM, Inc.
 Bus.-Studio Address Bank of Lansing Bldg.
 Phone Number 2-1333-4-5
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World, Standard
 Representative H-R Reprs., Inc.
 Comm., Sales Mgr. Roger S. Underhill
 Pres., Gen., Sta. Mgr. Harold F. Gross
 Program-Production Director. Howard K. Finch
 Publicity Director Alice Bancroft
 Musical Director Derwood Carn
 Chief Anncr., News Dir. John Maters
 Chief Engineer C. X. Castle
 Consulting Engineer Kear & Kennedy

W K L A

LUDINGTON—1944—ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By Raymond A. Plank
 Address 204 East Ludington Ave.
 Phone Number 842
 Trans. Loca. E. Ludington Ave., at city lmts.
 Air Time Unlimited
 Transcription Service UP
 Representative Burn-Smith
 Pres., Gen., Sta. Mgr. Raymond A. Plank

Sales Promotion Manager Jerry Breen
 Prod., Pgm. Dir. Peter A. Mars
 Chief Anncr., News Dir. Tom Mathews
 Chief Engineer John Petters
 Farm Editor Pete Mars

W D M J

MARQUETTE—1941—MBS NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.
 Business-Studio Address 4th & Wash. St.
 Phone Number 616-7
 Transmitter Location Garfield & Bluff Sta.
 Air Time 6 a.m.-M.
 Membership NAB, BAB
 News Service UP
 Transcription Service Capitol
 President Frank J. Russell Jr.
 General Manager Leo G. Brott
 Station Manager R. G. Ulbrich
 Comm., Sales Prom. Mgr. Robert Luke
 Program Director Eldon Wallace
 Prod., Music. Dir., Chief Anncr. John Dahl
 Pub. Dir., Farm Edit. Russ Avi
 Chief Engineer Gordon Brozek
 Consulting Engineer N. Williams, Ostosh

W M D N

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Rich Publ. House, Inc.
 Transmitter Address 298 S. Swede Rd.
 Phone Number 4000
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 President Phillip T. Rich
 Secretary-Treasurer Gordon F. Phillips
 Sta., Comm., Sales Prom. Mgr.
 Spencer Dennison
 Pgm., Prod., Pub. Dir. Richard Fansler
 Chief Engr., Farm Editor Peter A. Wolfe
 Consulting Engineer Nathan Williams

W C E N

MT. PLEASANT—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Paul A. Brandt
 Address 112½ E. Bway
 Phone Number 33-171, 21-501
 Trans. Loca. So. Mission St.
 Air Time Sunrise-Sunset
 News Service AP
 Trans. Serv. World, Standard
 Membership NAB
 Owner Paul A. Brandt
 Gen., Sta. Mgr. Robert Meskill
 Commercial Manager Ralph Garner

Sales Promotion Manager Chet Rogoza
 Program Director..... Jim Bailey
 Publicity Director Joe Cotter
 Prod., News, Music, Dir., Chief Anncr. J. Bailey
 Chief Engineer Steve Cole
 Chief Announcer..... Frank Robinson
 Farm Editor Frank Robinson

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Ashbacher Radio Corp.
 Business-Studio Address..... 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location..... Norton Township
 Air Time..... 6 a.m.-M.
 News Service UP
 Trans. Serv. Lang-Worth, Thesaurus
 Representative Forjoe
 Pres., Gen., Sta. Mgr..... Grant F. Ashbacher
 Comm., Prom. Mgr. Henry Z. Ungar
 Prod., Pgm. Dir. Robert Johnson
 Publicity Director..... B. L. Bennett
 Chief Announcer Steve Conrad
 News Director Dalton Hille
 Chief Engineer..... K. B. Pendleton
 Consulting Engineer E. C. Page

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc.... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By..... Nick Kuris
 Address Federal Square
 Phone Number 32126
 News Service UP
 Representative Best
 President..... Nicholas W. Kuris
 General Manager..... Don Mann
 Program Director..... Chuck Bird
 Promotion Manager..... Bill Wolff
 Chief Engineer..... George Krevitzky
 Farm Editor..... A. Taber
 Traffic Manager..... Bud Pickel

W M U S

MUSKEGON—1947

Frequency: 1090 Kc..... Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address..... 1769 Peck St.
 Phone Number 2-7608
 Transmitter..... 4 Mi. E. Hway. 31 on Giles Rd.
 News Service AP, UP
 Transcription Service..... Capitol, Associated
 Representative Hal Holman
 Pres., Gen., Sta. Mgr..... F. M. Van Campen
 Commercial Mgr..... Henry Veenstra
 Program Director..... Miles M. Olson
 Chief Engineer..... George Krevitzky

W O A P

OWOSSO—1948—GLN

Frequency: 1080 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Argus Press Co.
 Transmitter Address 2300 N. Shiawassee
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Joseph Hershey McGillvra
 President..... J. E. Campbell
 Prom., Gen., Sta., Comm. Mgr. ... M. H. Wirth
 News, Pgm., Prod., Pub. Dir., Chief Anncr...
 Merrill Walker
 Musical Dir., Chief Engr..... M. Carson
 Farm Editor..... J. Kinosty
 Consulting Engineer Craven, Lohnes & Culver

W M B N

PETOSKEY—1946

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 General Manager..... Les Biederman

W C A R

PONTIAC—1939

Frequency: 1130 Kc.... Power: 1000 Watts d.
 Owned-Operated By..... WCAR, Inc.
 Address..... 2146 S. Telegraph Rd.
 Phone Number..... Federal 3-7141
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Representative..... John E. Pearson
 President, General Mgr..... H. Y. Levinson

W H L S

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By..... Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Transmitter Location 540 - 32nd St.
 Air Time 6 a.m.-2 a.m.
 Transcription Service UP
 Trans. Serv. World, Lang-Worth
 Repres.... Hal Holman Co., Gene Grant & Co.
 Membership NAB, BAB
 Gen., Sta., Comm., Sales Prom. Mgr.
 John F. Wismer
 Prod., Pgm. Dir. Lyle A. Patterson
 Pub. Dir., Chief Anncr. Ernest O. Ferriby
 News Director Stanley G. Smith
 Chief Engineer Russel S. Thrun
 Farm Editor Lyle Patterson

W T T H

PORT HURON—1950

Frequency 1380 Kc. Power: 1000 Watts d.
1000 Watts n.
Owned-Oper. By The Times Herald Co.
Address 903 Sixth St.
Phone Number 5171
Transmitter Location 3800 Dove Rd.
Air Time 6 a.m.-1 a.m.
News Service AP
Trans. Serv. World, Capitol, Standard,
Thesarus
Representative Weed & Company
Membership NAB, BAB
President Louis A. Weil
Gen., Sta. Mgr. F. Granger Weil
Commercial Manager William Weil
Program Director Alice Anderson
Chief Announcer Dick Sommerville
Chief Engineer Marion Stoner
Farm Editor Frank Harmon
Consulting Engineer E. C. Page

W H A K

ROGERS CITY—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Operated By Rogers City Bcstg. Co.
Address Moltke Dr.
Phone Number 175
Air Time Daytime
News Service UP
Transcription Service World, Lang-Worth
Pres., Gen., Sta., Mgr., Chief Engr., Farm Edit.
Harvey A. Klann
Prom., Comm. Mgr. Albert Klann
Program Director H. E. Brege
News Director Ward Mayrand
Promotion Manager A. Klann
Musical Director Virginia Talaske

W E X L

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Royal Oak Bcstg. Co.
Business Address 212 W. Sixth St.
Phone Number Jordan 4-6523
Transmitter Location 2201 Woodward Hts.
Blvd., Ferndale
Air Time 6 a.m.-2 a.m.
News Service AP, INS
Transcription Service Standard
Representative Hil F. Best
Membership NAB
President George B. Hartrick
General Manager Jacob B. Sparks
Sta., Comm., Sales Prom Mgr., Pub. Dir. . .
Calver M. Hill
Pgm., News, Prod. Dir., Chief Anncr.
John Harrison
Musical Director John Harrison
Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By Lake Huron Bdcstg. Corp.
Address 221 So. Wash. Ave.
Phone Number 3-4471-2-3
Transmitter Location Bridgeport
Air Time Sunrise-Sunset
News Service UP
Transcription Service Lang-Worth
Representative Hal Holman Co.
Membership NAB, BAB
Pres., Gen. Mgr. William J. Edwards
Vice-President Donald Williams
Secy.-Treas., Sta. Mgr. Howard H. Wolfe
Production Director Don Sherman
Publicity Director Henry Scott
Chief Announcer Bob Dyer
Chief Engineer Max W. Thomas
Farm Editor Howard H. Wolfe
Consulting Engineer John Creutz

W S A M

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Saginaw Bdcstg. Co.
Address 117 West Genesee
Phone Number 2-8161
Transmitter Location 2000 Whittier
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Standard Radio
Representative Headley-Reed Co.
Membership NAB, BAB
Pres., Gen. Mgr. Milton L. Greensbaum
Commercial Manager Wm. J. Lofback
Sta., Sales Prom. Mgr. Jack D. Parker
Production Director Oscar Huff
Publicity Director Dan Lutzier
Chief Announcer Fred Krell
News Director Dan Lutzier
Director of Facilities Meredith Koerner
Chief Engineer Harold McCullen
Consulting Engineer Kear & Kennedy

W S G W

SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By Booth Radio & TV Stations
Address Mason Bldg.
Phone Number 3-4456
Representative Pearson
Transcription Service World
News Service AP
Pres., Mngng. Dir. John L. Booth
Gen. Mgr. & Salesman Robert W. Phillips
Program Director Floyd W. Clark, Jr.
Promotion Manager Lorne T. Denton
Chief Engineer John T. Travers
Local Salesman Vincent Picard
News Director Frank Wells

W S O O

SAULT STE. MARIE—1940
ABC-NORTHERN

Frequency: 1230 Kc. Power: 250 Watts d.;
100 Watts n.
Owned-Operated By . . . Hiawathaland Bcstg. Co.
Business-Studio Address . . . 107 W. Portage Ave.
Phone Number 3000
Trans. Loca. Hway. No. 2, 2 Mi. S. of City
Air Time 6:30 a.m.-12:05 a.m.
Membership NAB, BAB, MAB
President, General Manager . . . Stanley R. Pratt
Sta., Comm. Mgr. Richard Y. Burnett
Mus., Prod., Pgm. Dir., Farm Editor . Ed. Krieger
Prom., Publicity Dir. Margaret Fountaine
Chief Announcer Charles Bergeson
News Director Homer Foster
Chief Engineer William F. Morris

W T C M

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc. Power: 250 watts d.,
250 Watts n.
Owned-Oper. By Midwestern Bdcstg. Co.
Address Paul Bunyan Bldg.
Phone Number 2700-1
Transmitter Location Elmwood Township
Air Time 7 a.m.-11:30 p.m.
News Service AP
Transcription Service Langworth
Representative Hal Holman Co.
Membership NAB, BAB
President Les Biederman
General Manager R. E. Detwiler
Program Director Ken Haven
Chief Engineer Wm. H. Kiker
Consulting Engineer George C. Davis

MINNESOTA

Population 2,982,483—Increase +6.8% ('40-'50)—Radio Homes 766,160
Families 785,000—Stations in State 43

K A S M

ALBANY—1950

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Stearns Co. Bcstg. Co.
Phone Number 160
Transcription Service Thesaurus
News Service UP
President William Blattner
General Manager Urban J. Kleppers
Promotion Manager John J. Nugent
Chief Engineer Clyde A. Weivoda

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts n.,
250 Watts n.
Owner Albert Lea-Austin Bdcstg. Co., Inc.
Address 332 South Broadway
Phone Number 2338
Transmitter Location West Seventh St.
Air Time 6 a.m.-12 M.
Transcription Service UP
Representatives J. E. Pearson, Bulmer &
Johnson
Membership NAB, BAB
President Bennett O. Knudson
General Manager Anson Vann
Station Manager Margaret Haley
Program Director Jack Hoetger
Production Director Don Peterson
Chief Announcer Mel Grayson
News Dir., Farm Editor Duke Brewer
Chief Engineer Robert Holt

K X R A

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alexander Bcstg. Co.
Address Alexandria
Phone Number 1000
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Lanson & Assoc.
Membership NAB
General Manager R. C. Brown
Commercial Manager Everette Q. Walters
Program Director Kenneth Bechtel
Chief Announcer Wayne Moody
Chief Engineer Gerald Lentz
Consulting Engineer Charles Persons

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Cedar Valley Bcstg. Co., Inc.
Business-Studio Address 405A N. Main St.
Phone Number 8836
Transmitter Location 2½ Mi. S. of Austin
Air Time Unlimited
News Service AP
Transcription Service World
Membership NAB
President Harry Smith
Gen., Sta. Mgr. L. L. McCurnin
Commercial Mgr. Tom Steensland
Sales Prom. Mgr. Ken Soderberg

Pgm., Pub. Dir. Don Richardson
 Production Dir. Ken Bryant
 Chief Announcer Bob Abbott
 Musical Dir. Harold Westby, Jr.
 Chief Engineer Glen Klein

K B U N

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Butler Bcstg. Co., Inc.
 Business-Studio Address .419½ Beltrami Ave.
 Phone Number1900
 Transmitter LocationMidway Dr.
 Air Time7 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceSESAC
 RepresentativeWalker
 Pres., Gen., Sta., Comm., Prom. Mgr., Pub. Dir.
 Edward W. Butler

Pgm., Prod. Dir. Gwenyth Butler
 Chief Anncr., Mus., News Dir. Ray Wright
 Chief Engineer Art Vandersluis
 Farm Editor Irv Miller
 Consulting Engineer Nat Williams

K L I Z

BRAINER—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Brainerd Bcstg. Co.
 Business Address2700 E. Oak St.
 Phone Number4050
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNAB
 President, General Manager E. T. O'Brien
 Program Director Lucille Grosse
 Comm., Prom. Mgr. Edward J. Wilder
 Chief Engineer Arthur Vandersluis

K B M W

BRECKENRIDGE—1948

Frequency: 1450 Kc. Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By Interstate Bdcstg. Corp.
 Address Wahpeton, N. D.
 Phone Number567
 Transmitter Location Breckenridge
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceStandard
 MembershipNAB, BAB
 President Kline E. Bower
 Gen., Sta., Comm., Sales Prom Mgr.,
 Publicity Director Herbert E. Nelson
 Production Director Jack Freeborn
 News, Pgm. Dir., Chief Anncer. Geo. Kaufman
 Musical Director LeMar Olson
 Chief Engineer Grant Unkenholz
 Farm Editor Virgil Fortner
 Consulting Engineers Chambers & Garrison

K R O X

CROOKSTON—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Crookston Bcstg. Co.
 Business-Studio Address Eagles Bldg.
 Phone Number1260
 Transmitter Location1.5 Mi. N. of Crookston
 Air Time6 a.m.-2 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Representatives Donald Cook, Gene Grant,
 Lawson & Assoc.
 President D. A. McKenzie
 General Manager Garfield L. Fox
 Commercial Manager Jerome A. Dahlberg
 Sales Prom. Mgr. Ralph Melbye
 Program Director Edward J. Boh
 Publicity Director Frederick Shrimpton
 Chief Announcer Donald Mulvaney
 News Director Garry Fox
 Chief Engineer William J. Kiewel
 Musical Director Gordon Knauer
 Farm Editor Bruno Jerken
 Consulting Engineer George Bairey

K D A L

DULUTH—1936—CBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Red River Bcstg. Co., Inc.
 Business-Studio Address218 Bradley Bldg.
 Phone NumberMelrose 2-2628
 Trans. Loca.901 So. 63rd Ave. W.
 Air Time24 Hours
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 MembershipNAB, BAB
 Pres., Gen. Mgr. Dalton Le Masurier
 Commercial Manager Odin S. Ramsland
 Prom., Mgr., Pub. Dir. Jack Brockway
 Pgm., Prod. Dir. Dick Lawrence
 News Director Bill Krueger
 Chief Engineer Robert A. Dettman

W E B C

DULUTH—1924

NBC-NORTHWEST-ARROWHEAD

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address WEBC Bldg.
 Phone NumberMelrose 2-2873
 Transmitter Location3925 Tower Ave.,
 Superior, Wis.
 Air Time6 a.m.-12 M.
 News ServiceUP
 Trans. Serv. Associated, SESAC, World
 Representative Ra-Tel
 President Morgan Murphy
 General Manager W. C. Bridges
 Station Manager Greg Rouleau

MINNESOTA

Publicity Director Gail Cowles
 News Director Earl Henton
 Musical Director Gus Jackson
 Chief Engineer Norman Gill
 Farm Editor D. T. Grussendorf
 Consulting Engineer C. B. Persons

W R E X

DULUTH—1948—MBS

Frequency: 1080 Kc. ... Power: 10,000 Watts d.;
 5000 Watts n.

Owned-Oper. By Lake Superior Bcstg. Co.
 Business-Studio Address 213 E. Superior St.
 Phone Number 7-2911
 Transmitter Location McCuen St.
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Representative Weed
 President Thomas McCabe
 Commercial Manager James R. King
 Sta. Mgr., Chief Engr. William Lounsberry
 News Directory Loren Paynter

W X L T

ELY—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Ely Bcstg. Co., Inc.
 Business-Studio-Transmitter Address Ely
 Phone Number 226
 Transmitter 1/5 Mi. S. of Ely
 News Service UP
 Transcription Service SESAC, Cole
 Representative Lawson
 Air Time 7 a.m.-10 p.m.
 Gen., Sta., Sales Prom. Mgr. Don Mortwedt
 Commercial Mgr. Edward B. Nichols
 Program Dir. Marion Herrala
 Musical Dir. Ken Reckinger
 Chief Engineer Darrel Gander

W E V E

EVELETH—1947—ABC

Frequency: 1340 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By WEVE
 Address Park Hotel
 Phone Number 991
 Transmitter Location Eveleth
 Air Time Unlimited
 Transcription Service Lang-Worth
 Representative Orville Lawson
 President Carl Bloomquist
 General Manager Arthur F. Nelson
 Program Director Joe Cerar
 Chief Engineer Mel Lasky

K D H L

FARBALT—1948

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Lee-Smith Bdcstg. Co.
 Business-Studio Address 213 Central Ave.

Phone Number 2312
 Transmitter Location Hwy. 65
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Pearson, Lawson
 General Mgr. Herbert H. Lee
 Commercial Mgr. Palmer Dragsten
 Program Dir. Jergen D. Nash
 Musical Director Mera Ballis Frydenlund
 Chief Engineer John E. Hyde, Jr.

K S U M

FAIRMONT—1949—MBS

Frequency: 1370 Kc. ... Power: 1000 Watts
 Owned-Oper. By Fairmont Bdcstg. Co.
 Address 306 North Park St.
 Phone Number 1370
 Transmitter Location Lair Road
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Walker Co., Lawson
 Trans. Serv. Standard, Thesaurus
 Membership NAB
 President Leo J. Seifert
 General Manager Frank Endersbe
 Program Director Everett Ohrt
 News Director Tom Murphy
 Musical Director Lowell Stewart
 Chief Engineer Walton Wilson
 Consulting Engineer ... Chambers & Garrison

K G D E

**FERGUS FALLS—1926
 MBS-GREAT NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fergus Radio Corp.
 Business-Studio Address Fergus Falls
 Phone Number 3986
 Transmitter Location Hwy. 3
 Air Time 6 a.m.-M.
 News Service AP
 Representative Walker
 Membership NAB
 Secy-Treas., Exec. Dir. Harold L. Dell
 Station Manager Don L. Albertson
 Asst. Mgr. Frederic T. Dell
 Chief Engineer Harold E. Allen

K B Z Y

GRAND RAPIDS—1948—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Itasca Bcstg. Co.
 Phone Number 198
 Transmitter Location Grand Rapids
 Air Time 7 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 General Manager Robert D. Kennedy
 Program Director Bul Germ
 Chief Engineer Ross A. Fessenmeyer

W M F G

**HIBBING—1935—NBC-ARROWHEAD
NORTHWEST**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Head of the Lakes Bcstg. Co.
Business-Studio Address. 5th & Howard
Phone Number 1150
Air Time. 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Associated
Representative. George P. Hollingbery
President Morgan Murphy
General Manager W. C. Bridges
Commercial Mgr. Oscar H. Peterson
Pgm., Dir., Prom. Mgr. Ruth E. Coe
Chief Engineer Norman Gill

K T O E

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By. Minnesota Valley Bcstg. Co.
Phone Number 4537
News Service UP
President H. W. Linder
General Manager D. O. Linder
Program Director Wayne Mack
Chief Engineer Don Ranniger

K Y S M

**MANKATO—1938
NBC-NORTHWEST**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. F. B. Clements & Co.
Business-Studio Address. 101 N. Second St.
Phone Number 4673
Transmitter Belgrade Hill, N. Mankato
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Standard, Thesaurus
Representative John E. Pearson
Membership NAB, BAB
Gen.-Station-Comm. Mgr. John F. Meagher
Sales Promotion Manager Ernest Ashley
Pro., Pgm. Dir. Bob Gardner
Chief Announcer Chuck Pasek
Musical Director Maurice Piché
News Director Julian Hoshal
Chief Engineer James Houts
Farm Editor Don Redcliffe
Consulting Engineer George C. Davis

K M H L

**MARSHALL—1946—MBS
DAIRYLAND**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Harry W. Linder
Business-Studio Address KMHL Bldg.
Phone Number 2282-3
Transmitter Location ½ Mi. E. of City

Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson
Owner, Chief Engr. Harry W. Linder
General Manager Gilmore F. Frayseth
Program Director Homer L. Lane
Chief Announcer Bob Wagner
Chief Engineer Bill Linder
Farm Editor F. J. Meade

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc. Power: 5000 Watts d.
Owned-Operated By Family Bcstg. Corp.
Business-Studio Address 15 N. Ninth St.
Phone Number Lincoln 8451
Transmitter Location Golden Valley
Air Time 6 a.m.-Sundown
News Service AP
Transcription Service Standard
Representative Rambeau
Membership NAB, BAB
President Henry Klages
Sta., Gen. Mgr. Lee L. Whiting
Commercial Manager Harold A. Winther
Prod., Pgm. Dir. Harry Zimmerman
Musical Director James Allen
Chief Engineer Harvey V. Headen
Consulting Engineer Frank H. McIntosh

W C C O


MINNEAPOLIS—1924—CBS

Frequency: 830 Kc. Power: 50,000 Watts
Owned-Oper. By Columbia Bcstg. System, Inc.
Business-Studio Address 625 Second Ave. S.
Phone Number Main 1202
Transmitter Location Anoka
Air Time 5 a.m.-1 a.m.
News Service AP, UP
Transcription Service Lang-Worth
Representative Radio Sales
Sta., Gen. Mgr. Eugene Wilkey
Commercial Manager Carl S. Ward
Sales Prom. Mgr., Pub. Dir. Tony Moe
Program Director Robert P. Sutton
News Director Wiley S. Maloney
Musical Director Wallace Olson
Chief Engineer J. J. Beloungy
Farm Editor Larry Haeg

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc. Power: 50,000 Watts d.
25,000 Watts n.
Owned-Oper. By Twin Cities Bcstg. Corp.
Business-Studio Address Hotel Nicollet
Phone Number Bridgeport 2271, Midway 6363
Transmitter Location 103rd & Lyndale Ave. S.
Air Time 6 a.m.-M.
News Service AP



**IF KSTP WORE
SERVICE BARS
FOR RENEWALS...**

**Average Spot Contract Life on
KSTP since 1928 ... 11¹/₄ years.
Proof of KSTP's remarkable
Consumer Influence.**

KSTP-TV is the Television Service of...

**50,000 WATTS - CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.**

KSTP
MINNEAPOLIS ... ST. PAUL

MINNESOTA

Comm., Sta., Gen. Mgr.Maxine Jacobs
Operations ManagerJohn Williams
Prod., Pgm. Dir.Peter Lyman
Publicity DirectorJohn Williams
Chief Anncr., Music. Dir.Peter Lyman
Chief EngineerFred C. Clarke
Farm EditorJohn Williams
Consulting Engineer.....Fred C. Clarke

K L E R

ROCHESTER—1948—ABC

Frequency: 970 Kc.....Power: 500 Watts d.;
1000 Watts n.

Owned-Operated By....Rochester Bcstg. Co.
Business Address.....229 First Ave. S.W.
Phone Number2-2757
Transmitter LocationOrchard Acres
Air Time.....6 a.m.-M.
News ServiceUP
Transcription ServiceStandard Library
RepresentativePearson
MembershipNAB, BAB
President.....Alice P. Mayo
General ManagerWalter T. Bruzek
Commercial Manager.....Robert A. Fick
Program DirectorRobert C. Bouchier
Publicity DirectorMary Sexton
News DirectorDonald Wright
Chief Engineer.....Boynton Hagaman

K R O C

**ROCHESTER—1935
NBC-NORTHWEST**

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

Business-Studio Address....100 1st Ave. Bldg.
Phone Number3924
Transmitter Location.....Cascade Township
Air Time.....6 a.m.-M.
News ServiceUP
Transcription ServiceThesaurus
Representatives ...Bulmer & Johnson, Ra-Tel
MembershipNAB, BAB
President.....Mrs. G. P. Gentling
General ManagerG. David Gentling
Sta. Mgr., Pgm. Dir.Cal Smith
Commercial ManagerJerry Brataas
Sales Prom. Mgr., Pub. Dir.Jim Faber
Chief Announcer.....Joe Foss
Sports DirectorBernie Lusk
News DirectorRay Thompson
Musical Director.....Jerry Boyum
Chief Engineer.....Bob Cross
Farm EditorJim Faber

K F A M

**ST. CLOUD—1938
NBC-NORTHWEST**

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

Phone Number3330, 3331
Trans. Loca.Hwy. 152, 2 Mi. So. of city
Air Time6 a.m.-12 M.
News ServiceAP
Transcription ServiceThesaurus
RepresentativesPearson, Lawson
MembershipNAB, BAB
Pres., Gen. Mgr.Frederick C. Schilplin
Sta. Mgr., Pub. Dir.Cliff Sakry
Commercial ManagerJohn F. Green
SalesmanDon Orth
Sales Promotion ManagerJohn F. Green
Prom. Mgr., Pgm. Dir.Patricia M. Rieder
Prod., News Dir., Chief Anncr. ..Gene Nelson
Musical Dir., Farm EditorCliff Sakry
Chief EngineerRobert Witschen

W J O N

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Granite City Bcstg. Co.
Address.....St. Cloud Hotel
Phone Number1240
RepresentativeRa-Tel
Transcription ServiceWorld
News ServiceUP
President.....Max H. Lavine
General Manager.....W. C. Porson
Commercial Manager.....Paul T. Zaborik
Program Director.....Wallace MacBrear
Promotion Manager.....Norman Vance
News Director.....Robert Wayne
Chief Engineer.....Robert Muchow

W M I N

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address....538 Hamm Bldg.
Phone Number.....Garfield 1361
Transmitter Location.St. Anthony at Frontenac
Air TimeUnlimited
News ServiceAP
Transcription ServiceAssociated
RepresentativeRadio Reps
MembershipNAB
V.P., Gen., Sta. Mgr.....Frank M. Devaney
Commercial Manager.....N. L. Benton
Pgm. Dir., Chief Anncr.....Norman Page
Publicity Director.....Richard Stevens
Chief Engineer.....Warren B. Fritze

K S T P

ST. PAUL-MINNEAPOLIS—1928-NBC

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Phone NumberPrior 2717
Trans.County Rd. C. & Hwy. 61, St. Paul
Air Time6 a.m.-1 a.m.
News ServiceAP, UP

MINNESOTA

Transcription Service.....Thesaurus, World,
Lang-Worth
RepresentativeEdward Petry
MembershipNAB
President, Gen. Mgr.....Stanley E. Hubbard
V.P. chg. Sales.....Miller C. Robertson
Exec. V.P., Treas.....K. M. Hance
Production Supvr.....C. Brooks Henderson
Promotion-Publicity Director.....Joe Cook
Technical Supervisor.....John McMahon
Consulting Engineer.....Andrew D. Ring

W S H B

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126 S. Main St.
Phone Number.....46
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Bulmer & Johnson
General Manager.....William F. Johns, Jr.
Station Manager.....Victor Tedesco
Commercial Manager.....John Lohmer

K T R F

THIEF RIVER FALLS—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Henry K. Arneson
Address.....1313 North Main Ave.
Phone Number.....13, 14
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Bulmer & Johnson, Inc.
Membership.....NAB, BAB
General Manager.....Henry K. Arneson
Station Manager.....Wendell F. Husebo
Salesmen.....Glenn Simpson & James Bailey
Program Director.....Alverda Noel
Production Director.....Wendell Husebo
Pub., News Dir.....Katherine Barzen
Musical Director.....Elaine Thompson
Chief Engineer.....Henry J. Bothman
Farm Editor.....Katherine Barzen
Consulting Engineer.....May & Bond

W H L B

VIRGINIA—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address.....Virginia
Phone Number.....Virginia 2000
Transmitter Location.....17th & 6th Ave So.
Air Time.....6 a.m.-11:05 p.m.
News Service.....AP
Transcription Service.....World, SESAC
Representative.....Ra-Tel, Bulmer & Johnson
Membership.....NAB

President.....Morgan Murphy
General Manager.....Walter Bridges
Prod. Pub. Dir., Sta., Comm.....Chet Thurston
Pgm., Pub. Dir.....Alys Mae McBride
News Director.....Bob Mattson
Chief Engineer.....Norman Gill
Farm Editor.....August Neubauer
Consulting Engineer.....C. Persons

K W A D

WADENA—1948—MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone Number.....920-1
Transmitter Location.....5 Mi. S. City
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription.....Sesac
Representatives.....Bulmer & Johnson
President.....C. V. Phillips
Gen., Sta., Comm., Mgr.....Carl E. Holt
Pgm., Prod., Pub., News Dir.....James Buchan
Chief Engineer.....M. F. Mickelson

K W L M

WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....307 W. 6th St.
Phone Number.....1340
Transmitter Location.....Foot Lake
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Cole
Representative.....John E. Pearson
Membership.....NAB, BAB
President, Gen. Mgr.....H. W. Linder
Comm. Mgr., Prog. Dir.....Jack Lynch
Chief Engineer.....Willard Linder

K W N O

WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Winona Radio Service
Business-Studio Address.....216 Center St.
Phone Number.....3314
Transmitter Location.....Tower Bluff
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Representative.....John E. Pearson
Membership.....NAB, BAB
President.....M. H. White
General Manager.....Ken Marsh
Commercial Manager.....Red Hurd
Prom. Mgr., Pub. Dir.....David Moffitt
Chief Announcer.....Charles Williams
News Director.....Gordon Holte
Chief Engineer.....Stanley Johnson

K W O A
WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By.. Worthington Bcstg. Co., Inc.
 Phone Number..... 2-7301, 2-7311
 Transmitter Location..... 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth

Representative.....Bulmer & Johnson
 Membership NAB, BAB
 President..... R. W. Olson
 General Manager..... R. E. Shepard
 Commercial Mgr.....George Lasley
 Pgm. Dir., Chief Anncr..... Roger Russell
 News Director.....Ty Mack
 Musical Dir..... Duane Renneo
 Chief Engineer.....Clinton W. Knapp
 Farm Editor.....Mervin Gardner

MISSISSIPPI

*Population 2,178,914—Increase —0.2% ('40-'50)—Radio Homes 434,340
 Families 543,600—Stations in State 42*

W L O X

BILOXI—GULFPORT—1949—MBS
KBS—MISS.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... WLOX Bcstg. Co.
 Bus.-Studio-Transmitter Address... Buena Vista
 Hotel
 Phone Number 5581-2
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative..... William G. Rambeau
 Membership NAB
 President..... James S. Love, Jr.
 Gen.-Station Mgr., Pub. Dir..... Gene Tibbett
 Commercial Manager..... Blue Majure
 Program Director..... Doug Gabrielson
 Musical Director..... Gwenn Gollotte
 Production Director..... Ken Carleton
 Chief Engineer..... T. B. Majure
 Chief Anncr., Farm Editor... Jerry Thompson

Address..... Highway No. 45-S
 Phone Number 678
 Transcription Service Capitol
 News Service UP
 President..... E. O. Roden
 General Manager..... W. T. McClain
 Commercial Manager..... D. Brown Carter
 Program Director..... Chad Lassiter
 Chief Engineer..... L. A. Bryan

W V M I

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Radio Associates
 Address..... P. O. Box 152
 Phone Number 6961
 Representative Devney
 Transcription Service... Thesaurus, Lang-Worth
 Air Service UP
 Pres., Gen., Comm. Mgr.... Odes E. Robinson
 Chief Engineer..... Richard E. O'Donnell
 Prom. Mgr., Prod., News Dir.... Gene Allen
 Farm Editor..... Bob Campbell

W B I P

BOONEVILLE—1950

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

WHY IS AP
THE BEST?

BECAUSE—AP is faster,
 more complete,
 more accurate
 than any other
 news service.

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Brookhaven Bcstg. Co.
 Phone Number 1298
 Transmitter Location Highway 51
 News Service AP
 Air Time 6 a.m.-11 p.m.
 Transcription Service World, Lang-Worth,
 Ullman Jinglelibrary

Representative Continental
 Membership NAB, BAB
 Pres., Comm., Gen. Mgr. Tullius Brady
 Station Mgr., Prog. Prod. Dir. Guy Harris
 Chief Engineer Tom Pharris

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Birney Imes, Jr.
 Address 257½ Delta Ave.
 Phone Number 1566-2467
 Transmitter Location Delta Ave.
 Air Time 5:30 a.m.-11:30 p.m.
 Representative Radio Sales & Service
 Membership NAB, BAB
 President Birney Imes, Jr.
 General Manager Bob McRaney
 Station Manager P. B. Hinman
 Chief Engineer C. D. Graves

WCLE

CLEVELAND—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Cleveland Bcstg. Co., Inc.
 Address Trans. Highway 61, S.
 Phone Number 990
 Air Time 6 a.m.-10:00 p.m.
 News Service AP
 Transcription Service World
 Station Representative McGillvra
 Membership NAB, MBA
 President Lowry Tims
 Gen., Sta. Mgr. Melvin C. Lee
 Commercial Manager "Rusty" Pausch
 Sales Promotion Manager... Russell N. Pausch
 Program Director Dorothy Guereri
 Prod. Dir., Chief Announcer... Claude Rainey
 Musical Director Lawrence Feduccia
 Chief Engineer John J. Gilmore
 Consulting Engineer W. M. Ellington

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Lester Williams, WCJU, Inc.
 Address So. Main St.
 Phone Number 735
 Transmitter Location Hiway 24 South

Air Time 6 a.m.-10:15 p.m.
 News Service AP
 Transcription Service World, Keystone
 Membership MBA
 Pres., Gen., Comm. Mgr. Lester Williams
 Asst. Sta. Mgr. Charles E. Newman, Jr.
 Prod. Dir., Chief Anncr. Bill Barrett
 News, Musical Dir. Paul Dantin
 Chief Engineer Ray Tolar
 Farm Editor Harry Mauldin

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Miss. Bcstg. Co.
 Transcription Service Standard
 News Service UP
 Pres., Gen. Mgr. Withers Gavin

WCBI

**COLUMBUS—1940
 MBS—KBS-MID SOUTH**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Business-Studio Address Gilmer Hotel
 Phone Number 1313-1430
 Transmitter Location River Bridge

AP SELLS

For Stations and Sponsors —

For instance . . . WAML

"Our success is due largely
 to the excellent writing and
 accuracy of The Associated
 Press radio report."

GRANVILLE WALTERS,
 General Manager,
 WAML, Laurel, Miss.

MISSISSIPPI

Air Time Unlimited
 News Service AP
 Representative Mid South Network
 Membership NAB
 President Birney Imes, Jr.
 Gen., Sales Prom. Mgr. Bob McRaney
 Station-Comm. Mgr. James Eatherton
 Program Director Walter Kennedy
 Prod. Dir., Chief Announcer Dick Crago
 Publicity Director Bob McRaney
 Chief Engineer Thomas McFerrin
 Farm Editor Chuck Delaney

W C M A

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Corinth Bcstg. Co., Inc.
 Business-Studio Address Ray Bldg.
 Phone Number 5575
 Transmitter Location Hwy. No. 72 E.
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President Dr. Frank M. Davis
 General Manager Aaron B. Robinson
 Sta., Sales Prom. Mgr. John E. Bell
 Program Director William H. Mathews
 Commercial Manager Joe P. Van Dyke
 Chief Announcer Jack Dill
 Chief Engineer James D. Anderson
 Farm Editor Thomas J. Williams
 Consulting Engineer Kear & Kennedy

W G V M

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By Colton Belt Bcsting Co.
 Bus.-Studio Address 316 Washington Ave.
 Phone Number 4559
 Transmitter Location Old Leland Road
 Air Time 5 a.m.-Sunset
 News Service UP
 Transcription Service Standard
 Representative Devney, Reiss
 General Manager David M. Segal
 Prom. Comm. Sta. Mgr. Edward M. Guss
 Prod., Pub. Director Wallace D. Hoy
 Chief Engineer Welton H. Jetton
 Consulting Engr. Lee E. Baker

W J P R

GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Services Co., WJPR
 Business-Studio Address 107 So. Poplar St.
 Phone Number 9040-9049
 Transmitter Location End of Pollackover Levee
 News Service AP
 Transcription Service World

Representative Sears & Ayer
 Membership NAB
 Pres., Gen. Sta. Mgr. Emmet H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Barbee Ashley
 Sales Prom. Mgr., Pub. Dir. Pat Avery
 Production Dir. Margo Stephens
 Chief Announcer Bill McHan
 News, Musical Director Barbee Ashley
 Chief Engineer Ray Allen
 Farm Editor Thomas Golding
 Consulting Engr. Harold B. Rothrock

W A B G

GREENWOOD—1950

Frequency: 960 Kc. Power: 1000 Watts d.
 (C.P.: 1000 Watts d., 500 Watts n.)
 Owned-Oper. By Greenwood Bcstg. Co.
 Address 222 Howard St.
 Transcription Service World
 Pres., Gen. Mgr. Cy Bahakel

W G R M

GREENWOOD—1937

NBC-KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
 Operated By P. K. Ewing
 Phone Number 1900-1
 Studio-Transmitter Location Walnut St.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 President P. K. Ewing
 General Manager F. C. Ewing
 Commercial Manager Van Power

W N A G

GRENADA—1949—MBS-KBS

MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Trans. Address Barwin Hotel
 Phone Number 740
 Air Time 5:58 a.m.-11 p.m.
 Representative Mid-South Network
 General Manager Bob McRaney
 Sta., Comm. Mgr., Prog. Prod.
 Pub. Dir. Monroe Looney
 Chief Announcer Eng. Charles Aldridge
 Consulting Engr. Dixie Engineering

W G C M

GULFPORT—1929—ABC

LBS AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WGCM Bcstg. Co.
 Address Hewes-Martin Bldg.
 Phone Number 1110
 Transmitter Location Arlington Heights

MISSISSIPPI

Air Time:.....5:55 a.m.-M.
News ServiceAP
Transcription ServiceWorld
Station Representative.....Sears & Ayer, Inc.
MembershipNAB
Pres., Owner & Gen. Mgr.....Hugh O. Jones
Prog. Dir., Sta. Mgr.....C. Edwin Vann
Commercial Manager.....Mrs. O. I. Owens
Sales Promotion Manager...Dorothy Russum
Publicity Director.....Thomas Davis Berry
Chief Engineer.....Charles T. Hook
Consulting Engineer.....Ring & Clark

WFOR

HATTIESBURG—1925—KBS-REBEL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Phone Number1866
Transmitter Location..West 7th St. & 25th Ave.
Air Time.....5:30 a.m.-11:05 p.m.
News ServiceUP
Transcription ServiceWorld
Station Rep.....George P. Hollingbery Co.
MembershipNAB, BAB
Pres., Gen., Sales Mgr.....C. J. Wright, Jr.
Program Director.....Carl Anderson
Prod., Pub. Director.....Bud Norval
News Dir., Farm Edit.....Jack Dix
Musical Director.....Ed. Jenkins
Chief Engineer.....B. B. McLemore
Consulting Eng..Broadcast Engineering Service

WHSY

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....P. O. Box 1008
Phone Number3180
Transmitter Location.....Highway 11 North
News ServiceLang-Worth
Station Rep.....Joseph Hershey McGillvra Inc.
MembershipNAB, BAB
President.....Charles W. Holt
Gen., Sta. Mgr.....Vernon J. Cheek
Commercial Manager.....Frank Hollifield
Sales Promotion Manager.....Bob Robinson
Pgm., Prod. Dir.....Connie Holt
Publicity Director.....Thomas N. Kern
Chief Announcer, News Dir....Jerry Williams
Chief Engineer.....Charles Sharpling
Farm Editor.....Claud Fewell
Consulting Engineer.....C. Shelkofsky

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc.....Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By.....Lamar Life Ins. Co.

Business Address.....P. O. Box 2171
Phone Number2-1183
Air TimeUnlimited
News ServiceUP
Transcription Service..Thesaurus, MacGregor,
Lang-Worth, Cole, Capitol, World
Representative.....George P. Hollingbery
MembershipNAB, BMB
General Manager.....Wiley P. Harris
Commercial Manager.....Frank Gentry
Program Director.....Howard Langfitt
Chief Engineer.....Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone Number3-9681
Transmitter Location.....Pleasant Ave.
Air Time.....6 a.m.-12:10 a.m.
News ServiceUP
Transcription ServiceStandard
President, General Manager...Withers Gavin

WJXN

JACKSON—1945—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Jackson Bcstg. Co.
Address.....Deposit Guaranty Bank Bldg.
Phone Number2-6673
News ServiceAP
Transmitter Location.....Fair Grounds
Air Time.....6 a.m.-12 M.
RepresentativeMetropolitan
Gen., Comm. Mgr.....James T. Ownby
Sales Prom. Mgr.....Hy Davis
Chief Announcer.....Mike O'Reilly
Musical Director.....Betty Wright
Chief Engineer.....Thomas Patterson
Consulting Engr.....Claude Gray

WRBC

JACKSON—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
Phone Number5-1562
Transmitter Location.....3 Mi. NE City
Air Time.....5:30 a.m.-M.
News ServiceAP
Transcription ServiceAssociated
RepresentativeBranham
MembershipNAB, BAB
Gen., Sales Mgr.....J. W. Carlier
Prog. Dir., Farm Editor.....Forrest Cox
Production Director.....Les Birchfield
Chief Engineer.....G. G. Benson

W S L I

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By. Standard Life Bcstg. Co., Inc.
 Business Address P. O. Box 1847
 Phone Number 3-2788
 Transmitter Location Hway, 51 N.
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NAB, BAB
 President W. R. Newman
 General-Station Manager L. M. Sepaugh
 Commercial Manager F. E. Wilkerson, Jr.
 Sales Promotion Manager B. M. Files
 Prod. Prog. Director B. K. Smith
 Publicity Director M. B. Wray
 Chief Announcer Bill Lohmeier
 Musical Director Roger Noble
 Chief Engineer C. A. Perkins
 Farm Editor Jim Neal
 Consulting Engr. A. D. Ring

W K O Z

KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Kosciusko Bcstg. Co.
 Business Address P. O. Box 392
 Phone Number 782
 Studio Address Jefferson St.
 Transmitter Location Golf Course Rd.
 Air Time 5:45 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Membership NAB
 General Manager Cy. N. Bahakel
 Station Manager Melvin C. Lee
 Program Director Erlene Leach
 Chief Engineer George C. Ray

W A M L

LAUREL—1932—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Laurel Radio Station, Inc.
 Business-Studio Address 535½ Central Ave.
 Phone Number 5601, 5737
 Transmitter Location Washington Rd.
 Air Time 5:45 a.m.-11:05 p.m.
 News Service AP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BAB
 President Harold Matison
 General-Station Manager Granville Walters
 Commercial Manager M. M. Caver
 Pub. Program Director Stanley Walters
 Prod. Dir., Farm Editor Granville Walters
 Chief Announcer, News Dir. Ed Breland
 Musical Director Paul Carlisle
 Chief Engineer Clyne Graves

W L A U

LAUREL—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southland Bcstg. Co.
 Bus.-Studio Address 437½ N. Magnolia St.
 Phone Number 7227-8
 Transmitter Location Meridian Ave.
 Air Time 5:45 a.m.-11 p.m.
 News Service UP
 Membership NAB
 Pres., Comm. Mgr. C. H. Leggett
 Gen., Sta. Mgr. Jimmie Wilson
 Sales Prom. Mgr. Teck Jones
 Pgm. Dir., Chief Anncr. David Kane
 Production Director Dean Matteson
 Chief Engineer Ed Pierce

W M B C

MACON—1946—MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Address Thomas Jefferson Hotel
 Phone Number 310
 Transmitter Location Old Starkville Rd.
 Air Time 6 a.m.-M.
 News Service UP
 President, General Manager Withers Gavin

W A P F

McCOMB—1948—KBS

Frequency: 1010 Power: 250 Watts
 Owned-Operated By S. W. Bcstg. Co. of Miss.
 Address 209½ Main St., Box 604
 Phone Number 1884
 Transmitter Location Hiway 24 West
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen., Sta. Mgr. Louis Alford
 Commercial Manager Bill Tyler
 Sales Promotion Manager Philip Brady
 Program Director Carl Austin
 Production Director Mal Jones
 Publicity Director Mack Smith
 News Director Meredith Burch
 Musical Director Bonnie Sanders
 Chief Engineer Phillip Brady
 Farm Editor Mack Smith
 Consulting Engineer George B. Bairy

W S K B

McCOMB—1937—MISS.-PBS

Frequency: 1250 Kc. Power: 5000 Watts d.:
 500 Watts n.
 Owned-Operated By McComb Bcstg. Corp.
 Address P. O. Box 111
 Phone Number 37
 News Service AP
 Transcription Service Associated, Capitol
 Pres., Gen., Comm. Mgr. George Blumenstock
 Program Director Julia Blumenstock
 Promotion Manager Al Baxter
 Chief Engineer Robert Louis Sanders

MISSISSIPPI

W C O C

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc. Power: 5000 Watts d.: 1000 Watts n. Owned-Oper. By... Mississippi Bcstg. Co., Inc. Business-Studio Address... Threefoot Bldg. Phone Number... 7714 Transmitter Location... Hwy. 45 North Air Time... 6 a.m.-12:10 a.m. News Service... UP Transcription Service... Standard President, General Manager... Withers Gavin

W M O X

MERIDIAN—1946 MBS-KBS-MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts Owned-Operated By... Birney Imes, Jr. Transmitter Location... 31st Ave. S. Air Time... 5:30 a.m.-M. News Service... AP Representative... Mid-South Network Membership... NAB, BAB Owner... Birney Imes, Jr. General Manager... Bob McRaney Station Manager... Paul Mowery Commercial Mgr... Eddie Holladay Chief Engineer... Al Betmarik

W T O K

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc. Power: 250 Watts Owned-Operated By... Meridian Bcstg. Co. Bus.-Studio Add... Citizens Natl. Bank Bldg. Phone Number... 3-1441 Transmitter Location... 3rd Ave. & 20th St. Air Time... 6 a.m.-11 p.m. News Service... INS Transcription Service... Lang-Worth Representative... Headley-Reed Pres., General-Station Mgr... Robert F. Wright Comm.-Sales Prom. Mgr... William B. Crooks Pub., Pgm. Dir., Chief Anncr... Cecil Germany News Director... George Shannon Chief Engineer... Joe H. Saxon

W M I S

NATCHEZ—1941—NBC-KBS-LA. LIBERTY-MISS.

Frequency: 1240 Kc. Power: 250 Watts Owned-Operated By... Natchez Bcstg. Co. Business-Studio Address... 615 Main St. Phone Number... 2800-1 Transmitter Location... Hwy. 61 N. Air Time... 6:30 a.m.-M. News Service... AP Transcription Service... Capitol Membership... NAB President... P. K. Ewing Gen.-Prom. Mgr... P. K. Ewing, Jr.

Commercial Mgr... Paul Schilling Program Dir... Wilma Nichols Chief Engineer... George W. Wilson

W N A T

NATCHEZ—1949

Frequency: 1450 Kc. Power: 250 Watts Owned-Operated By... Old South Bcstg. Co. Business Address... Shields Lane Air Time... Unlimited News Service... UP Transcription Service... Standard Partners... H. J. Jennings, M. T. Seale General Manager... H. J. Jennings Chief Engineer... Gale Hunt

W H O C

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts Owned-Oper. By... William Howard Cole Trans. Address... Hways. 15 & 16 S. Bus. Address... P. O. Box 26 Phone Number... 740 Air Time... 6 a.m.-10:30 p.m. Summer, 5 a.m.-10 p.m. News Service... UP Transcription Service... Capitol Membership... NAB President... William Howard Cole Pub., Musical Dir... S. J. Parks Pub. Director... Kate Hemphill News, Prod., Prog. Dir... Jim Sparks Musical Directors... K. Hemphill, J. Sparks Chief Engineer... F. H. Frantz

W R J W

PACAYUNE—1949—P.B.S.

Frequency: 1320 Kc. Power: 1000 Watts d. Owned-Operated By... Moseley Bros. Business Address... Ritz Theater Phone Number... 510 Transmitter Location... State Rd. 2 Mi. E. of City Air Time... Daytime News Service... UP Transcription Service... Capitol, Lang-Worth Representative... Continental Pres., Gen. Mgr... W. L. Moseley Program Director... Archie Rushing, Jr. Cons. Engr., Chief Engineer... Don Murphy

W S S O

STARKVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts Owned-Oper. By... Starkville Bcstg. Co. Business-Studio Address... WSSO Bldg. Phone Number... 1230 News Service... AP Transcription Service... Capitol Gen., Comm. Mgr... Joe Phillips Program Director... Eva Deen Chief Engineer... Travis Palmer

W E L O

TUPELO—1944

MBS-KBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Tupelo Bcstg. Co.
 Business-Studio Address.....So. Spring St.
 Phone Number.....1400
 Transmitter Location.....Hwy. 45 So.
 News Service.....AP
 Station Representative.....Mid-South Net
 Membership.....NAB
 Owner.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Bob Evans
 Commercial Manager.....Reeves Whirley
 Program Director.....Tour Fleet
 Chief Engineer.....LeRoy Green
 Farm Editor.....Red Purnell

W Q B C

VICKSBURG—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
 Transmitter Location.....2½ Mi. E. of City
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NAB, BAB
 President.....L. P. Cashman
 General-Station Mgr.....Mary-Van Cashman
 Commercial Manager.....L. L. Miller
 Program Director.....Charlotte Kahn
 Chief Engineer.....C. E. Drake

W V I M

VICKSBURG—1947—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Radio Miss., Inc.

Bus.-Studio Add.....708 Clay St., Carroll Hotel
 Phone Number.....1920-1
 Transmitter Location.....Thompson & Floyd Sts.
 Air Time.....5:55 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 President.....James T. Ownby
 Gen., Sta., Comm. Mgr.....H. T. Duke
 S's. Prom. Mgr., Pgm. Dir...Genevieve Johnson
 Chief Announcer.....Cecil Goodreau
 Chief Engineer.....Thomas Wilson

W R O B

WEST POINT—1947

MBS-MID SOUTH-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Bob McRaney, Sr.
 Studio Address.....WROB Bldg.
 Transmitter Address.....Forrest St.
 Phone Number.....807
 Air Time.....6 a.m.-11 p.m.
 Representative.....Mid South Network
 President, General Mgr.....Bob McRaney, Sr.
 Sta., Comm. Mgr.....Bill Parkes
 Prom. Mgr., Prog. Dir.....Hugh Shankle
 Chf. Ann., Eng.....Jay Aldridge

W A Z F

YAZOO CITY—1946—MISS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....WAZF, Inc.
 Phone Number.....1300-1
 Transmitter Location.....1 Mi. No. of City
 Air Time.....5:30 a.m.-10:30 p.m.
 News Service.....AP
 Membership.....BAB, NAB
 Transcription Service.....World
 Pres., Gen. Sta. Mgr.....Guy Corley
 Prom., Comm. Mgr.....Harris L. Umstead
 Pub. Prod. Program Director.....Fred Rand
 Chief Engineer.....D. A. Flinspach

MISSOURI

*Population 3,954,653—Increase +4.5% ('40-'50)—Radio Homes 981,380
 Families 1,040,700—Stations in State 49*

K F V S

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Hirsch Bcstg. Co.
 Business-Studio Address.....324 Broadway
 Phone Number.....2104-5
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NAB, BAB
 President, General Manager...Oscar C. Hirsch
 Station Manager.....Ralph L. Hirsch

K D M O

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Carthage Bcstg. Co.
 Trans. Address.....1201 E. Chestnut
 Phone Number.....2648, 2623
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Capitol, Keystone
 Membership.....NAB
 Station Manager.....L. C. McKenney
 Commercial Manager.....J. J. Daly

Sales Promotion Manager.....Phil Hannum
Program Director.....Lee Crocker
Farm Editor.....L. C. McKenney
News, Publicity Director.....Bob Young
Chief Engineer.....Jack Langford

KCRV

CARUTHERSVILLE—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemisot Bcstrs., Inc.
Phone Number.....965
Transcription Service.....Thesaurus
News Service.....UP
President.....William R. Smith
Gen. Mgr., News, Farm Editor.....Norman Shain
Commercial Manager.....Charles Smith
Chief Engineer.....Dewey Lusk

KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cecil W. Roberts
Address.....Box 449
Phone Number.....1920
Transcription Service.....SESAC
News Service.....UP
Owner.....Cecil W. Roberts
General Manager.....Howard G. Rion
Commercial Mgr., Pgm. Dir.....Jack D. Funk
Chief Engineer.....James L. Preston

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Trans. Business Address.....U. S. 40 at U. S. 63
Phone Number.....4141
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB, BAB
President.....H. J. Waters, Jr.
Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr.....F. J. LeGrand
Program Director.....Harold Douglas
Publicity Director.....Mahlon Aldridge
News Director.....Edward Lambert
Musical Director.....Lois Todd
Chief Engineer.....Robert Haigh
Farm Editor.....Winston Martin
Consulting Engr.....John B. Heffelfinger

KREI

FARMINGTON—1947—KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Business Address.....Box 270
Phone Number.....710
Studio-Transmitter.....Burks Rd. & Webster St.
Air Time.....Sunrise-sunset
News Service.....UP

Transcription Service.....Lang-Worth
Owner.....Cecil W. Roberts
Station Manager.....Mrs. Mary Burton
Sales Manager.....Howard G. Rion
Chief Engineer.....Kermit Barker

KFMO

FLAT RIVER—1947

GRIESEDECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone Number.....1000
Transmitter Location.....U. S. Hway. 61
Air Time.....Unlimited
News Service.....UP
Representative.....John E. Pearson
President, General Manager.....Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program Director.....Virginia Collins
Chief Announcer.....Earl Whitener

KFAL

FULTON—1950

Frequency: 900 Watts.....Power: 250 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Phone Number.....1400
Transcription Service.....Capitol
News Service.....UP
Co-Owner, Gen. Mgr., Chief Engr.
Robert W. Nickles
Co-Owner, Pgm., Sta. Dir.....Roger P. Fox

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Courier-Post Publishing Co.
Business-Studio Address.....102½ S. Main St.
Phone Number.....3450
Transmitter Address.....6 Mi. S. of Hannibal
Air Time.....5:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BAB
Sec.-Treas.....E. L. Sparks
Commercial Manager.....P. H. Cunningham
Gen.-Sta.-Sales Prom. Mgr.....Wayne W. Cribb
Pgm., Prod., Pub. Dir.....Gene Hoenes
News Director.....George Allen, Jr.
Chief Engineer.....Ben Parrish
Farm Editor.....George Allen, Jr.
Consulting Engr.....Herbert L. Wilson

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Blue Valley Co.
Business-Studio Address.....310 N. Osage

Phone Number.....CL. 9810
 Transmitter Location...28th & Northern Blvd.
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeCooke
 MembershipNAB
 General Manager.....Craig Siegfried
 Program Director.....John Waddell
 Business Manager.....F. E. Fowler
 Chief Engineer.....Eldon Ryan

K W O S
JEFFERSON CITY—1937
MBS-GRIESEDIACK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address...210-212 Monroe St.
 Phone Number6-3137
 Transmitter Location.....St. Mary's Blvd.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeSears & Ayer
 President.....R. C. Goshorn
 Gen., Sta. Comm. Mgr.....Catherine Roer
 Chief Engineer.....Leroy S. Hackmann

K F S B
JOPLIN—1948

Frequency: 1310 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Four States Bcsters, Inc.
 Business-Studio Address.....1027 Main
 Phone Number1310
 Transmitter Location.....N.W. of Joplin
 News ServiceUP
 Transcription ServiceLang-Worth
 MembershipNAB
 President.....Harry Easley
 Comm., Sta. Gen. Mgr.....W. H. Clark
 Program Director.....Ed Johnson
 Chief Engineer.....Ralph Meador
 Consulting Engr.Robert Silliman

K S W M
JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Trans. Address1928 W. 13 St.
 Phone Number7260
 News ServiceUP, Transradio
 Transcription ServiceWorld
 Representative.....William G. Rambeau
 MembershipNAB
 Pres., Gen. Mgr.....Austin A. Harrison
 Sales Prom. Mgr.John D. Whitt
 Comm., Sales Prom. Mgr....Roy V. Whisnand
 Pgm., Prod. Dir.....Ronald W. Robson
 Chief Engineer.....Austin A. Harrison
 News DirectorKenneth Rowe

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone Number330
 Transmitter Location13th & Munroe
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeSears & Ayer
 MembershipNAB
 Pres., Gen.-Station-Comm. Mgr....D. J. Poynor
 Program DirectorMrs. Alyne Sheldon
 Chief AnnouncerBill Grigsby
 Musical DirectorGolda Shauance
 Chief EngineerJack Langford
 Consulting Engr....Commercial Radio Equipm't

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg., Inc.,
 Capper Pub., Inc.
 Business-Studio Address..300 Waltower Bldg.
 Phone NumberVictor 3864
 Transmitter Location...901 N. 8th St., Kansas
 City, Kan.
 Air Time7 a.m.-11 p.m.
 News ServiceAP, UP
 Transcription Service ...Langworth, Standard
 RepresentativeCapper Publications, Inc.
 President.....W. A. Bailey
 General MangerBen Ludy
 Sta., Comm., Sales Prom. Mgr.Joe Story
 Prog., Prod. Dir.George Stump
 News DirectorEric Tainter
 Technical Supervisor.....Max Williams
 Consulting Engineer...Chambers & Garrison

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....1515 Commerce Bldg.
 Phone Number.....Baltimore 1234
 Transmitter LocationNashua
 Air TimeUnlimited
 Tir Time5 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service...Thesaurus, Associated
 RepresentativeKatz
 MembershipNAB, BAB
 President.....Tom L. Evans
 Gen.-Sta. Mgr.E. K. Hartenbower
 Commercial ManagerR. W. Evans
 Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
 Program Director.....S. B. Tremble
 Production Director.....Kenneth Heady

Undisputed Leadership by The **KMBC-KFRM** Team!

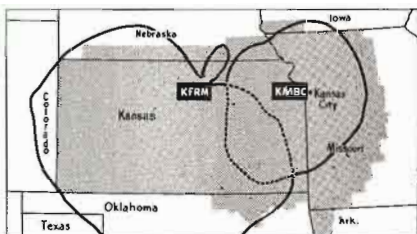
**NEW HOME
OF THE
KMBC-KFRM
TEAM**



First in Facilities . . .

The KMBC-KFRM Team in spacious new quarters has now placed in the hands of listener and sponsor alike, broadcast operational facilities that are by far the finest in the Heart of America

— and among the best in the entire nation. Typical KMBC-KFRM foresight and planning have taken care of every detail to make "The Team" *FIRST* in facilities in the Kansas City trade area.



First in Audience

A 1950 survey, conducted at the state fairs of Kansas and Missouri and the American Royal, has further confirmed KMBC-KFRM's leadership in Kansas City's trade area. 2,843 interviews with farm and small-town listeners from 142 counties revealed that The Team has far out-stripped its comfortable first-place lead of a year ago and remains *FIRST* in audience.

To Sell the whole Heart of America "WHOLEHEARTEDLY," it's...



The KMBC-KFRM Team
11th & Central, Kansas City 6, Missouri