

KJRL

POCATELLO—1946—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio & Telev. Corp. of Idaho
 Address. 1140 Yellowstone Ave.
 Phone Number. 1240
 Newspaper Affiliation. Idaho State Journal
 News Service. UP
 Transcription Service. Capitol
 Representative. CBS Radio Spot Sales
 Membership. NAB
 Pres., Gen. Mgr. Burl C. Hagadone
 Gen., Comm. Mgr. Louis F. Haller
 Prog., Pub. Dir. Dick Wright
 Chief Engineer. Julian Dennis

KSEI

POCATELLO—1926—NBC

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

KWIK

POCATELLO—1946—ABC-MBS
 INTERMOUNTAIN

Frequency: 1440 Kc. Power: 1000 Watts
 Owned By. Eastern Idaho Bcstg. & TV Co.
 Business-Studio Address. Hotel Bannock
 Phone Number. 3400
 News Service. AP
 Transcription Service. World
 Representative. Avery-Knodel
 Membership. NARTB, BAB
 President. James M. Brady
 Gen., Sta. Mgr. Charles Crabtree
 Commercial Manager. Don W. Burden
 Program Director. Earl Bingham
 Chief Engineer. Delbert Williams

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Voice of The Rockies, Inc.
 Business-Studio Address. Box 192
 Phone Number. 600
 Transcription Service. Associated
 President. Leon Smith

Gen., Sta. Mgr. Rulon Dunn
 Commercial Mgr. M. S. Stocking
 Chief Engineer. D. A. Nash, Jr.

KRXK

REXBURG—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Snake River Radio & TV Co., Inc.
 Address. Box 301
 Phone Number. 700, 701
 News Service. AP
 Transcription Service. Capitol, Thesaurus
 President. Dr. M. F. Rigby
 Gen. Mgr., Chf. Engr. Howard R. Chapman
 Program Director. James G. Clawson

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Bauer Bcstg. Co.
 Business Address. Dover Rd.
 Phone Number. 555
 News Service. UP
 Transcription Service. Standard
 Pres., Gen. Mgr. Norman Bauer
 Program Director. Bill Banks
 Chief Engineer. William Frey

KEEP

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Radio Sales Corp.
 Business Address. Blue Lakes Blvd.
 Phone Number. 3002
 Air Time. 6 a.m.-12M.
 News Service. UP
 Membership. BAB
 President. D. Spencer Grow
 Station Manager. Dewain Silvester
 Program Director. Paul Droubay

KLIX

TWIN FALLS—1946—MBS-ABC

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By. Southern Idaho Bcstg. & Television Co.
 Business-Studio Address. Elizabeth Blvd.
 Phone Number. 2820
 Air Time. 4:30 a.m.-1:00 a.m.
 News Service. AP
 Transcription Service. Capitol, MacGregor, Associated
 Representative. Avery-Knodel
 Membership. NARTB, BAB
 V.P., Gen. Sta. Mgr. Frank C. McIntyre
 Commercial Mgr. Juneau H. Shinn
 Program Director. Don Allen
 Sales Promotion Manager. Bob Weggeland
 Chief Engineer. Lloyd James

It's a fact...

Radio reaches and sells more people at far lower cost than any other medium.



It's also a fact...

WGN reaches more homes per week than any other Chicago station*... one reason why more grocery and drug advertisers buy WGN than any other major station in the second largest market in the nation!

*BMB... Study No. 2



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

K T F I

TWIN FALLS—1928—NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Business-Studio Address.....241 Main Ave. W.
 Phone Number.....2400
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....O. P. Soule
 Gen.-Station-Comm. Manager.....F. M. Gardner
 Sales Prom. Mgr.....K. W. Montgomery
 Program Director.....Jack Farrar
 Chief Engineer.....Marvin Hartley

K W E I

WEISER—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcst. Co.
 Business-Studio Address.....Box 791
 Phone Number.....700
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....BAB
 President.....M. V. Ling
 Commercial Manager.....S. B. Hale
 Sales Prom. Mgr., Ch. Eng.....Edwin C. Miller
 Program Director.....Robert Rigler

ILLINOIS

*Pop. April 1, 1953 (Est.) 9,214,000 — Total Housing Units 2,593,000
 Families April 1, 1953 (Est.) 2,579,000 — Stations in State 78*

W O K Z

ALTON—1948—KBS

Frequency: 1570 Kc. Power 1000 Watts
 Owned-Operated By.....WOKZ, Inc.
 Address.....Hotel Stratford
 Phone Number.....3-5506
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Station Representative.....Sears & Ayer
 Membership.....BAB
 President.....Edward A. Wheeler
 Gen. Sta., Comm. Mgr.....William R. Tedrick
 Prom. Mgr., Publ. Dir.....Allan Riehl
 Program Director.....Clyde Wiseman
 Chief Engineer.....C. L. Kennedy

W M R O

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Martin R. O'Brien
 Business-Studio Address.....184 S. River
 Phone Number.....4215
 News Service.....INS
 Transcription Service.....Lang-Worth
 Pres., Gen., Sta. Mgr.....Martin R. O'Brien
 Comm., Sales Prom. Mgr.....Vincent G. Cofey
 Prog., Publ. Dir.....Jeanne M. Doran
 Chief Engineer.....John Kitner

W A V A

AVA—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Johnson & Johnson
 Address.....P. O. Box 18
 Phone Number.....3311

News Service.....UP
 Transcription Service.....SESAC
 Co-o., Gen., Comm. Mgr.....Leonard M. Johnson
 Co-o., Program Director.....Leonard F. Johnson
 Chief Engineer.....Julian Emlen

W I B V

BELLEVILLE—1947

Frequency: 1080 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Belleville Bcstg. Co.
 Bus.-Studio-Transmitter Address..2100 W. Main
 Phone Number.....5000
 News Service.....AP
 Representative.....Indie Sales
 Membership.....BAB
 President.....John W. Lewis
 Gen. Mgr., Pgm. Dir.....Paul O. Godt
 Comm., Prom. Mgr., Pub. Dir.....Clarence Keller
 Chief Engineer.....Marvin Mollering

W J B C

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bloomington Bcstg. Corp.
 Address.....209 E. Washington
 Phone Number.....5281
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....Rambeau
 Membership.....NARTB, BAB
 President.....Loring C. Merwin
 General Sta., Manager.....Warner C. Tidemann
 Commercial Manager.....Harry Swift
 Program Director.....Gus Grebe
 News Director.....Keith Bright
 Chief Engineer.....Fred L. Bailey

W C F L

LOWEST COST PER THOUSAND
OF ANY 50,000 WATT STATION
IN CHICAGO

FOR DETAILS
CONTACT

PEGGY STONE
Radio-TV Representatives, Inc.
480 Lexington Ave.
New York City

MARTY HOGAN
WCFL
Chicago, Ill.

WKRO**CAIRO—1942—MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Oscar C. Hirsch
 Business Address..... Box 311
 Phone Number..... 1490
 Air Time..... Full Time
 News Service..... UP
 Representative..... John E. Pearson
 Membership..... NARTB, BAB
 Owner-Chief Engr..... Oscar C. Hirsch
 Gen.-Station-Comm. Mgr..... Merrill C. Currier

WBYS**CANTON—1947—KBS**

Frequency: 1560 Kc. Power: 250 Watts, d.
 Owned-Operated By... Fulton Co. Bcstg. Co.
 Business-Studio-Transmitter... East Lynn Limits
 Phone Number..... 1877
 Air Time..... Sunrise-Sunset
 News Service..... AP
 Transcription Service..... World
 President..... H. R. Winsor

WCIL**CARBONDALE—1946**

Frequency: 1020 Kc. Power: 1000 Watts, d.
 Owned-Operated By... Southern Illinois Bcstg.
 Business-Studio Address.... 219 W. Main St.
 Phone Number..... 167
 News Service..... AP
 Transcription Service..... Thesaurus
 Membership..... NARTB, BAB
 Gen., Sta. Mgr., Chf. Engr..... Paul F. McRoy
 Commercial Manager..... Walter Schafer

WROY**CARMI—1948—KEYSTONE**

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By..... Carmi Bdcstg Co.
 Address..... 101 South Walnut Street
 Phone Number..... 4161
 News Service..... UP
 Transcription Service.... Lang-Worth, SESAC
 Representative..... Sears & Ayer, Inc.
 Membership..... NARTB, BAB
 President..... Roy Clippinger
 General Manager..... R. W. Cartier
 Commercial Manager..... Jack Wiedemann
 Program Director..... William Baker
 Chief Engineer..... Gene McLin

WCAZ**CARTHAGE—1921**

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Superior Bcstg. Service, Inc.
 Business-Studio Address.... 502 Wabash Ave.
 Phone Number..... 520
 Air Time..... Daytime
 President..... Zola Compton

WCNT**CENTRALIA—1946**

Frequency: 1210 Kc. Power: 1000 Watts, d.
 Owned-Operated By..... Southern Illinois
 Broadcasting Corp.
 Business-Studio-Transmitter..... Centralia
 Phone Number..... 5151
 News Service..... UP
 Transcription Service..... Standard
 President..... C. W. Rodgers
 Gen., Sta., Comm. Mgr..... Merle G. Rogers
 Program Director..... Ken Scott
 Chief Engineer..... Dwight North

WDWS**CHAMPAIGN—1937—CBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owner... The Champaign News Gazette, Inc.
 Business Address..... 48 Main St.
 Phone Number..... 6-1855
 Air Time..... 7 a.m. M.
 News Service..... UP
 Transcription Service..... World
 Representative... Robert Meeke & Associates
 Membership..... NARTB
 President..... Mrs. Helen M. Stevick
 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..... 221 N. LaSalle St.
 Phone Number..... Randolph 6-1932
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Burn-Smith Co., Inc.
 President..... Ward A. Neff
 Vice-President..... W. E. Hutchinson
 Sta., Comm., Prom. Mgr..... Thomas L. Davis
 Prog., Publ. Director..... Bill Bauer
 Chief Engineer..... Carl W. Ulrich

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
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Radio-TV Reps., Inc.
 Pres., Gen. Mgr..... Arthur F. Harre
 Commercial Mgr..... Marty Hogan
 Program Director..... Robert A. Platt
 Chief Engineer..... Charles E. Willett

WAIT

CHICAGO—1941

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WAIT
 Bus.-Studio Address 75 E. Wacker Dr.
 Phone Number Franklin 2-0660
 News Service UP
 Transcription Service Standard
 Representative Young
 President Gene T. Dyer
 General Manager Earl Withrow
 Program Director Rosemary Pitru
 Chief Engineer Edward W. Jacker

WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned By CBS, Inc.
 Operated By CBS Radio Division
 Address 410 N. Michigan Ave.
 Phone Number Whitehall 4-6000
 Air Time Full Time
 News Service AP, UP
 Transcription Service Associated
 Representative CBS Radio Spot Sales
 President Frank Stanton
 Vice-Pres., Gen. Mgr. H. Leslie Atlass
 Asst. Gen. Mgr. Kenneth B. Craig
 Commercial Manager C. G. Johnston
 Program Director Al Bland
 Sales Prom. Mgr. C. W. Doebler
 Chief Engineer J. F. Hovy

WCBD

CHICAGO-ZION—1947

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Oper. By Michael J. Mintern
 Business Address 2714 Enoch Ave., Zion
 Phone Number 521
 Managing Director Michael J. Mintern
 Commercial Manager Carl Q. Lee

WCRW

CHICAGO—1926

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

WEDC

CHICAGO—1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Emil Denemark, Inc.
 Address 3860 W. Ogden Ave.
 Phone Number CRawford 7-4100
 Air Time Full Time
 News Service UP
 President Emil Denemark
 Gen.-Station-Comm. Mgr. Frank J. Kotnour

Program, Publicity Director Bill Mack
 Chief Engineer John R. Rimicci

WENR

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 3-0800
 News Service AP, UP
 Representative ABC Spot Sales
 President (ABC) Robert E. Kitner
 Vice Pres. Gen. Div. ABC John H. Norton, Jr.
 Station Manager Edward Lynch
 Promotion Manager Jim Duffy
 Program Director Burr E. Lee
 Chief Engineer Ed Horstman

WGES

CHICAGO—1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WGES
 Business-Studio Address 2708 Wash. Blvd.
 Phone Number SAcramento 2-1700
 News Service UP
 Transcription Service Associated
 General, Station Manager John A. Dyer
 Commercial Mgr. Elizabeth M. Hinzman
 Sales Promotion Maager K. P. Freda
 Program Director Herbert Rudolph
 Chief Engineer William Shunk

WGN

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
 Newspaper Affiliation The Chicago Tribune
 Air Time Full Time
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Hollingberry
 Membership NARTB, BAB
 President Col. Robert R. McCormick
 General Sta. Manager Frank P. Schreiber
 Commercial Manager William A. McGuineas
 Sales Promotion Manager Charles A. Wilson
 Program Director Bruce Dennis
 Publicity Director James Hanlon
 Dir. of Engineering Carl J. Meyers

(See Page 402)

WHFC

CHICAGO—1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WHFC, Inc.
 Address 3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone Numbers Cliffside 4-7411,
 Townhall 3-6305
 Air Time Full Time
 News Service AP
 Pres.-Gen. Mgr. Richard W. Hoffman

*The Purpose of Advertising
is to get*

RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers — and that midwest people *buy* the products they hear about on WLS.

Listener loyalty produces advertising results.

Bristol-Myers	9 yrs.	Pioneer Hibred Co.	16 yrs.	Colgate-Palmolive-Peet	10 yrs.
Ralston-Purina	12 yrs.	Chrysler Corp.	8 yrs.	Vick Chemical Co.	14 yrs.
Allied Mills	14 yrs.	Oshkosh Overall Co.	16 yrs.	Murphy Products Co.	21 yrs.
Block Drugs	9 yrs.	Procter & Gamble	16 yrs.	Groves Laboratories	10 yrs.
Campbell Cereal Co.	23 yrs.	Carter Medicine Co.	15 yrs.	Sterling Drug	9 yrs.
Consolidated Products	12 yrs.	Flex-O-Glass	16 yrs.	Keystone Steel &	
Phillips Petroleum	9 yrs.	Lever Bros.	8 yrs.	Wire Co.	21 yrs.
General Foods	9 yrs.	Hulman & Co	13 yrs.	Metropolitan Life Ins.	8 yrs.
Standard Brands	7 yrs.	Little Crow Milling Co.	14 yrs.		

50,000 WATTS
CLEAR CHANNEL



ABC NETWORK
890 KILOCYCLES

The
PRAIRIE
FARMER
STATION

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.

Station Manager..... Marie E. Clifford
 Comm., Prom. Mgr..... Flo Summers
 Program Director..... R. Kennedy
 Chief Engineer..... Elmer P. Hayes

WIND
 CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Johnson Kennedy Radio Corp.
 Bus.-Studio Address..... 400 N. Michigan Blvd.
 Phone Number..... Whitehall 4-2170
 Transcription Service..... Standard
 Air Time..... Unlimited
 News Service..... AP, UP
 Representative..... AM Radio Sales
 President, General Manager..... Ralph L. Atlass
 Commercial Manager..... John T. Carey
 Program Director..... H. Leslie Atlass, Jr.
 Sales Promotion Manager..... Walter Rubens, Jr.
 Publicity Director..... Geraldine Hanson
 Chief Engineer..... Kenneth C. Shirk

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 2-5486
 Air Time..... 4 a.m.-sundown
 News Service..... UP
 Transcription Service..... Standard, Capitol, Thesaurus, World
 Representative..... Avery-Knodel
 Membership..... NARTB, BAB
 President..... Marshall Field
 General, Station Manager..... Frederick G. Harm
 Comm., Prom. Mgr..... Robert W. Ward
 Program Director..... Peter G. Moon
 Publicity Director..... Dick McNeeley
 Chief Engineer..... Walter F. Myers

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..... Mon. thru Fri: 10 hrs., Sat., 19 hrs.
 News Service..... AP, UP, Overseas N.
 Transcription Service..... Standard
 Representative..... John Blair
 Membership..... NARTB
 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 Engineer..... Thomas Rowe
 (See Page 107)

WMAQ
 CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
 Owned-Operated By..... National Bcstg. Co., Inc.
 Business-Studio Address..... Merchandise Mart
 Phone Number..... Superior 7-8300
 Air Time..... Full Time
 News Service..... AP, INS, UP
 Transcription Service..... Thesaurus
 Representative..... NBC
 Membership..... NARTB
 President..... Joseph McConnell
 V.P.-General Manager..... Harry Kopf
 Commercial Manager..... Rudi Neubauer
 Sales Promotion Manager..... John Keys
 Program Director..... Homer Heck
 Publicity Director..... Chet Campbell
 Chief Engineer..... Howard Lutgens

WSBC
 CHICAGO—1925

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

WHOW
 CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Cornbelt Bcstg. Co.
 Business Address..... 401½ S. Side Sq.
 Phone Number..... 305
 Representative..... Holman
 President..... J. R. Livesay
 V.P., Gen., Sta. Mgr..... Rolland O. Looper
 Comm., Prom. Manager..... James Williams
 Prog., Publ. Director..... Frank C. Jennings
 Chief Engineer..... R. O. Looper

WDAN
 DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Northwestern Pub. Co.
 Address..... 17 W. North St.
 Phone Number..... 1700
 Air Time..... Full Time
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Everett-McKinney, Inc.
 Membership..... NARTB, BAB
 Gen., Sta., Comm., Prom. Mgr..... Robert J. Burow
 Program, Publicity Dir..... Honore E. Ronan
 Chief Engineer..... T. G. Magin

W D Z

DECATUR—1921

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

W S O Y

DECATUR—1925—CBS

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

W L B K

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By.....DeKalb Radio Studios, Inc.
 Business-Studio Address.....153 N. Third St.
 Phone Number.....2677
 News Service.....AP
 Transcription Service.....Capitol
 President.....George Spitz
 General Manager.....R. C. Brown
 Commercial Manager.....L. M. Still
 Program Director.....William Beauchamp
 Chief Engineer.....Robert Senne

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By.....On the Air, Inc.
 Business-Studio Address.....5th & Broadway
 Phone Number.....Upton 4-4390
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Sears & Ayer
 General Manager.....Frank J. Prendergast
 Asst. Manager.....Elmer Willrich
 Program Director.....Dan Stenqel
 Chief Engineer.....Erle E. White

W C R A

EFFINGHAM—1947

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

W R M N

ELGIN—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By.....The Elgin Bdcstg Co.
 Address.....Fox Hotel
 Phone Number.....7700-1
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey MvGillvra
 President.....Joseph E. McNaughton
 Gen., Sta., Comm. Mgr.....Dick Sutter
 Prog. Dir., Chf. Engr.....George J. Merker

W N M P

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
 Air Time.....Sunrise-sunset
 News Service.....INS
 Transcription Service.....Capitol, Standard
 Membership.....NARTB, BAB
 President.....Fred S. Newton
 Gen., Sta., Comm. Mgr.....Angus D. Pfaff
 Production Director.....Lee P. Mehlig
 Chief Engineer.....Albert Griffin

W F R L

FREEPORT—1947

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

W G I L

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Galesburg Bcstg. Co., Inc.
 Business Address.....312 Hill Arcade
 Phone Number.....4626
 Newspaper Affiliation....."Daily Register Mail"

Air Time..... 6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Wm. G. Rambeau
 President.....Mrs. O. N. Custer
 Sta., Gen. Mgr.....Robert W. Frudeger
 Commercial Mgr.....Roger L. Hoffman
 Program Director.....G. F. Thoma
 Chief Engineer.....H. H. Frederick

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Business-Studio-Transmitter.....100 E. Poplar St.
 Phone Number.....28
 Air Time.....Full Time
 News Service.....UP
 Membership.....NARTB, BAB
 Gen.-Station-Comm. Mgr.....Inglls M. Taylor
 Sales Prom. Mgr.....Ken Hamilton
 Program Director.....Dorice Turner
 Publicity Director.....Eddie Wise
 Chief Engineer.....Elmer L. Gladson

W J P F

HERRIN—1940—MBS-KBS

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

W L D S

JACKSONVILLE—1941

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

W J O L

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Bcstg. Co.
 Business-Studio-Transmitter.....601 Walnut St.
 Phone Number.....4761
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Holman
 Membership.....BAB
 President.....Calvin Wilson
 Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
 Promotion Manager.....Marion Warner
 Program Director.....Eileen Caron
 Chief Engineer.....Lester DeCosta

W K A N

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kankakee Daily Journal Co.
 Business-Studio Address.....183 N. Schuyler Ave.
 Phone Number.....3-8633
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Hal Holman
 Membership.....NARTB
 President.....Leslie C. Small
 General Manager.....Burrel Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Robert Hawkins
 Program Director.....Orren Allain
 Chief Engineer.....Richard Eckels

W K E I

KEWANEE—1952

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Kee Bcstg. Co.
 Address.....207 Baker Bldg.
 Phone Number.....4471
 News Service.....AP
 Transcription Service.....Lang-Worth
 Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....The La Grange Bcstg. Co.
 Address.....Box 408
 Phone Number.....928-W
 Air Time.....Daytime
 Gen., Sta. Mgr., Chief Engr.....Russ Salter
 Commercial Manager.....Ralph Faucher

W L P O

LA SALE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....La Salle County Bcstg. Co.

Bus. Ad. P. O. Box 215
 Phone Number 3100
 Air Time Daytime
 News Service AP
 Transcription Service RCA, Thesaurus
 Membership NARTB, BAB
 President Peter Miller
 General Commercial Mgr. William Holm
 Program Director Donald Frost
 Pub., News Director Laverne Waltman
 Chief Engineer Lawrence McCann

Owned-Operated By George W. Dodds
 Business Address P. O. Box 228
 Phone Number 824
 News Service AP
 Transcription Service Associated
 Representative Sears & Ayer
 Membership BAB
 Pres., Gen. Manager George W. Dodds
 Commercial Manager Raymond L. Hatley
 Prog. Dir., Sta. Mgr. James W. Duncan
 Chief Engineer Orville D. Jackson

W P R C

LINCOLN—1947—KBS

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By Prairie Radio Corp.
 Address P. O. Box 37
 Phone Number 1370
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership NARTB
 Pres., Gen. Sta. Mgr. Ray F. Knochel
 Commercial Manager Saunders Devine
 Sales Prom. Mgr. Earle Layman
 Program Director William H. Brady
 Publicity Director J. Evans Crowell
 Chief Engineer Donald Thompson

W L B H

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By Mattoon Bcstg. Co.
 Bus.-Studio Address 17th & Broadway Ave.
 Phone Number 6464
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Representative Holman
 Membership NARTB, BAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager Ken Wooddell
 Sales Promotion Manager Dwain Bower
 Program Director Robert Gwess
 Chief Engineer Ray Livesay

W S M I

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mid-Illinois Bcstg. Co.
 Address Box 72
 Phone Number 100
 News Service AP
 Air Time Daytime
 Membership BAB
 Pres., Gen. Mgr. Hayward L. Talley
 Chief Engineer Ralph T. Day, Jr.

W M O K

METROPOLIS—1951—KBS

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By Fort Massac Bcstg. Co.
 Address P. O. Box 721
 Phone Numbers 2106
 Transcription Service Thesaurus
 News Service UP
 Representative Indie Sales, Inc.
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. James H. Firmin
 Program Director J. R. Wetherington
 Chief Engineer Carlos Steel

W K A I

MACOMB—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By The Macomb Bcstg. Co.
 Business-Studio Address 113 E. Carroll St.
 Phone Number 1350
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 Pres., Gen. Mgr. Wm. E. Schons
 Sta., Comm. Mgr. Gene Larsen
 Sales Prom. Mgr. Wayne Kennedy
 Program Director Marvin Schulz
 Chief Engineer Victor Anderson

W Q U A

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Quad-City Bcstg. Corporation
 Address Radio Center
 Phone Number 4-6727
 Air Time Full Time
 News Service AP
 Transcription Service Capitol
 Representative Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 Gen., Comm. Mgr. G. LaVerne Flambo
 Promotion Manager Louise Murphy
 Program Director Benne Alter
 Chief Engineer Harold Higby

W G G H

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.

W V M C

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By J. R. Brewer & S. P. Bellinger
 Address P. O. Box 184
 Phone Number 1360
 Air Time Daytime
 News Service UP
 Co-owner James R. Brewer
 Co-owner & Gen. Mgr. Stephen P. Bellinger
 Asst. Manager Vernon Nunn
 Program Director Gil Wallace
 Chief Engineer Eugene D. Garrett

W M I X

MT. VERNON—1946

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.
 Address 121 1/2 N. 9th St.
 Phone Number 3500
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 President John Russell Mitchell
 General, Commercial Manager James E. Muse
 Program Director Willard J. Purser
 Sales Promotion Manager Claude E. Schoen
 Chief Engineer Alva Hulbert

W O P A

OAK PARK—1950

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

W V L N

OLNEY—1947—KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Business-Studio Address Olney
 Phone Number 935
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Pres., Gen., Sta. Mgr. Marshall H. Poole
 Prom. Mgr., Prog. Dir. Bert DeBarr
 Chief Engineer Paul Hartsey

W C M Y

OTTAWA—1952

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

W P R S

PARIS—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.
 Address 2 Mi. W. Paris on State Rd. 133
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 Pres., Gen., Sta., Comm. Mgr. Adlai C. Ferguson Jr.
 Program Director Carl E. Sunkel
 Chief Engineer William Hunt

W S I V

PEKIN—1945—MBN

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

W E E K

PEORIA—1946—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Bcstg. Co.
 Address Commercial Natl. Bank Bldg.
 Phone Number 3-3688
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President Sen. Robert S. Kerr
 Gen. Mgr. Fred C. Mueller
 Program Director Robert Fransen
 Publicity Director F. R. Oakley
 Chief Engineer Wayne Lovely

W I R L

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By... Illinois Valley Bcstg. Co.
 Business-Studio Address... 115 N. Jefferson Ave.
 Phone Number 4-9239
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Avery-Knodel
 President Timothy W. Swain
 General, Station Manager Tom Gavin
 Commercial Manager Joe Faulkner
 Prom., Publ. Dir. Lloyd Harvey
 Prog. Dir. Paul C. Brines
 Chief Engineer Rudolph Luukinen

W M B D

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By Peoria Brcstg Co.
 Address 212 South Jefferson Street
 Phone Number 6-0711
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles C. Caley
 Commercial Manager Harold V. Phillips
 Prom. Mgr., Pub. Dir. Robert M. Riley, Jr.
 Program Director Marvin H. Hult
 Chief Engineer A. James Ebel

W P E O

PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By WPEO, Inc.
 Address 225 Main St.
 News Service UP
 Membership NARTB, BAB
 President William Ware
 Gen., Sta., Prom., Comm. Mgr.
 John R. Livingston
 Prog., Pub. Dir. Gordon Joyner
 Chief Engineer Virgil Taylor

W T V H

PEORIA—1952

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Hilltop Bcstg. Co.
 Address 410 Fayette St.
 Phone Number 6-8771
 Air Time Full Time
 News Service INS
 Transcription Service Cole
 Representative Sears & Fyer
 Pres., Gen. Mgr. Hugh R. Norman

Sta., Comm. Mgr. O. H. Duewall
 Sales Prom. Mgr. Dorris Duewall
 Prog., Publ. Dir. George B. Norman
 Chief Engineer Walter F. Kean

W G E M

QUINCY—1948—ABC

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

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 5000 d.:
 1000 n.
 Owned-Operated By Lee Bcstg., Inc.
 Business-Studio Address W.C.U. Bldg.
 Phone Number 6200
 Air Time Full Time
 News Service AP, UP
 Representative Weed & Co.
 Membership NARTB, BAB
 President Lee P. Loomis
 General Manager Walter Rothschild
 Commercial Manager Lloyd Loers
 Sales Prom. Mgr. John Phillips
 Program Dir. Merritt Milligan
 Chief Engineer Urlin Whitman

W R O K

ROCKFORD—1929—ABC

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

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By...Rock Island Bcstg. Co.
 Business-Studio Address ...321 18th St.
 Phone Number6-5441
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....Standard, World
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 President.....Ben H. Potter
 Gen. Sta. Mgr.....Leslie C. Johnson
 Comm., Prom. Mgr.....Maurice Corken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnett

W C V S

SPRINGFIELD—1926—ABC-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Phone Number9855

Air Time.....Full Time
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipBAB
 President.....H. L. Dewing
 Comm., Prom., Gen. Mgr.....C. W. Neeld
 Program Director.....John Gell
 Chief Engineer.....R. Ashenfelter

W M A Y

SPRINGFIELD—1950—NBC

Frequency: 970 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Corp.
 Address711 Myers Bldg.
 Phone Number6963
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....John E. Pearson
 MembershipNARTB
 Pres., Gen., Sta., Comm. Mgr. Gordon Sherman
 Program Director.....Syl Binkin
 Prom., Publ. Dir.....Mel Kempe
 Chief Engineer.....Melvin Feldman

THESE FACTUAL DATA* WILL HELP YOU BUY
 THE QUAD-CITY MARKET

A PREFERRED MARKET
 AMONG THE 162 STANDARD
 METROPOLITAN AREAS

82ND

IN POPULATION

74TH

IN RETAIL SALES

67TH

IN BUYING POWER

11TH

IN EFFECTIVE BUYING
 INCOME per CAPITA

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas — on a recognized reliable basis — Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio and Television.

* Copyright 1952. Sales Management Survey of Buying Power

Enter Quad-Citian homes through the Front Door with

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

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
 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Oliver J. Keller
 Commercial Manager: O. J. Keller, Jr.
 Sales Promotion Manager: Bill Miller
 Program Director: John W. Midgely
 Chief Engineer: E. C. Swaringen

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By: Blackhawk Bdstg. Co.
 Address: 218 1st Ave.
 Phone Number: Main 3400
 News Service: UP
 Transcription Service: Capitol, Lang-Worth
 Membership: NARTB
 Pres., Gen. Mgr.: Sam Bartlett
 Comm. Mgr.: Lillian Bartlett
 Program Director: John Rohwer
 Chief Engineer: Ed Fisher

WTIM

TAYLORVILLE—1951

Frequency: 1410 Kc. Power: 1000 Watts d
 Owned-Operated By: Moyer Bcstg. Co.
 Phone Number: 1410
 Transcription Service: Standard, Thesaurus
 Representative: Sears & Ayer
 Co-Owners: Russell Armentrout, Roger Moyer
 Gen., Prom., Comm. Mgr.: Keith Moyer
 Program Director: James C. Hilderbrand
 Chief Engineer: Tom Mathis

WKID

URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By: Sterling Bcstg. Co.
 Address: P. O. Box 192
 Phone Number: 75431
 Air Time: Daytime
 News Service: UP
 Representative: Joseph Hershey Malgилvra
 Ptnr., Comm., Prom. Mgr.: R. E. J. Snyder
 Ptnr., Prog. Publ. Dir., Chf. Engr.: G. W. Phillippe

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By: News-Sun Bcstg. Co.
 Business Address: P. O. Box 500
 Phone Number: Delta 6-7900
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: McGillyvra
 President: Frank H. Just
 Gen., Comm. Mgr.: Joseph B. Kirby
 Sales Prom. Mgr.: Charles E. Wilson
 Chief Engineer: Stanley G. Chadwick

WFRX

WEST FRANKFORT—1951

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

WHY IS AP
THE BEST?

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

INDIANA

Pop. April 1, 1953 (Est.) 4,050,000 — Total Housing Units 1,239,000
Families April 1, 1953 (Est.) 1,165,000 — Stations in State 46

W C B C

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By Civic Bdcstg Corp.
Address 204 Tower Bldg.
Phone Number 3-5321
News Service AP
Transcription Service World, M. M. Cole
Membership NARTB
President Paul E. Billheimer
Sta., Comm. Mgr. Mel H. Krehbiel
Program Director Cedric Harger
Chief Engineer Curtis Gordon

W H B U

ANDERSON—1923—CBS-ABC

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

W B I W

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 Full Time
News Service AP
Transcription Service Lang-Worth
Representative W. S. Grant
Pres., Gen. Mgr. William C. Smith, Jr.
Sta., Comm. Mgr. Louis E. Gaines
Program Director Claude Parsons
Chief Engineer Carl J. Finger

W T T S

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc. Power 5000 Watts d.:
500 Watts n.
Owned-Oper. By Sarkes Tarzian, Inc.
Business-Studio Address 537 S. Walnut St.
Phone Number 2-3366
Air Time Full Time
News Service AP
Transcription Service World
Representative Robert Meeker Associates
Membership NARTB, BAB
President Sarkes Tarzian

General Mgr. Glenn Van Horn
Comm., Sales Prom. Mgr. Ray Bartlett
Program Director George Fleetwood
Chief Engineer Gerald Dyer

W B N L

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By Boonville Bcstg. Co.
Address Lynville Rd.
Phone Number 980
News Service UP
Transcription Service Cole
Co-O., Gen., Comm. Mgr., Chi. Engr.

H. C. Sanders
Co-O., Asst. Mgr., Pgm. Dir. Norman Hall

W C S I

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By Syndicate Theatres, Inc.
Address 427 Third St.
Phone Number 3397
Transcription Service Associated, Thesaurus
News Service AP
President Joseph Fineran
General Manager Dick Jewell
Program Director Ernie Kerns
Publicity Director Bob Doll
Chief Engineer Phil Hurlbut

W C N B

CONNEYSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By News Examiner Co.
Business-Studio Address 406 Central Ave.
Phone Number 1950
News Service UP
Transcription Service World
Representative Gill-Keefe & Perna
Secretary G. S. Tatman
General Manager E. M. Jackson
Program Director Ralph T. Underwood
Chief Engineer James C. Wulliman

W T R C

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owner-Oper. By Truth Publishing Corp.
Business-Studio Address 116 S. Second St.
Phone Number 3-1960
Newspaper Affiliation Truth
Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson Co.
Membership NARTB

Gen., Sta. Mgr.....Donald McFall
 Commercial Mgr.....Don Freed
 Program Director.....Jerry Maloney
 Chief Engineer.....Lester Zellmer

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 Number4-9215
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 President.....Harry M. Bitner, Jr.
 General-Station-Commercial Mgr.....Don Menke
 Sales Prom. Mgr., Prog., Pub. Dir.....Wm. R. Fall
 Chief Engineer.....William Schultz

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 Number21171
 Representative.....Weed & Co.
 Air Time.....Full Time
 News Service.....UP
 Membership.....NARTB
 President.....Alvin Q. Eades
 General, Station Manager.....Martin L. Leich
 Sales Prom. Manager.....Guy R. Crecelius
 Publicity Director.....Del Greenwood
 Program Director.....Mrs. Pat Roper
 Chief Engineer.....Erwin P. Schoenry

W I K Y

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
 Owned-Oper. By...South Central Bcstg. Corp.
 Address.....P. O. Box 148
 Phone Number4-8284
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....John E. Pearson Co.
 Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
 Chief Engineer.....George F. Stoltz

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 Number5-2221
 Air Time.....Unlimited
 News Service.....AP

Transcription Service.....Standard, World
 Representative.....George P. Hollingbery
 President.....Robert S. Davis
 Gen., Sta. Mgr.....Robert J. McIntosh
 Commercial Manager.....Jack McLean
 Sales Prom. Mgr., Pub. Dir.....Bob Wynn
 Program Director.....Verne Paul
 Chief Engineer.....James Jared

W A N E

FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Fort Wayne, Inc.
 Address.....Fort Wayne Nat'l Bank Bldg.
 Phone Number.....Anthony 6212
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Boiling
 President.....C. Bruce McConnell
 General Manager.....Robert McConnell
 Station Manager.....Charles E. Kennedy
 Local Commercial Manager.....Merlin Smith
 Program Director.....Robert Hill
 Comm. Mgr., Pub. Dir.....Glenn Elliot
 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 NumberEastbrook 3366
 Air Time.....Full Time
 Newspaper Affiliation.....News-Sentinel
 News Service.....UP
 Transcription Service.....Lang-worth
 Representative.....Headley-Reed
 President.....Helen R. Foellinger
 General Manager.....Pierre Boucheron
 Commercial Mgr.....Merrill C. Johnson
 Prom. Mgr., Pub. Dir.....Richard M. Katt
 Program Director.....Norman Widenhofer
 Chief Engineer.....Don Holzkapfel

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 NumberAnthony 2295
 News Service.....UP
 Transcription Service.....World
 Representative.....Raymer
 President.....Clarence L. Schust
 General Manager.....Edward G. Thoms
 Asst. to Mgr.....Hilliard Gates
 Commercial Manager.....Carl B. Evans
 Program Dir.....Calo O. Mahlock

W O W O

FT. WAYNE—1925—NBC

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

W G R Y

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By. WGRY, Inc.
 Address Lake Hotel
 Phone Number 5-5151
 News Service UP
 Transcription Service SESAC
 Representative Indie Sales
 Pres., Chief Engineer. George Whitmey
 Gen., Comm., Prom. Mgr. Bob Ross Smith
 Program Director Dan McHugh

W W C A

GARY—1949

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

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
 News Service UP
 Representative. Joseph Hershey McGillvra
 Pres., Gen. Mgr. R. C. Adair
 Commercial Manager. Ed Rozhon
 Program Director. Bill Wobus
 Chief Engineer. Jess Peters

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By. WFBM, Inc.
 Business-Studio Address 1330 N. Meridian St.
 Phone Number. Lincoln 8506
 News Service. AP, INS
 Representative Katz
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Harry M. Bitner, Jr.
 Commercial Manager. William F. Kiley
 Prom. Mgr., Pub. Dir. David F. Milligan
 Program Dir. Frank O. Sharp
 Chief Engineer. Harold Holland

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 d.;
 10,000 n.
 Owned-Operated By. WIBC, Inc.
 Business-Studio Address. 30 W. Washington St.
 Phone Number. Lincoln 2305
 Air Time Full Time
 News Service. AP, UP
 Transcription Service. Thesaurus, SESAC,
 Cole
 Representative John Blair
 Membership NARTB, BAB
 President, Gen. Mgr. Richard M. Fairbanks
 Asst. Gen. Mgr. R. J. Myers
 Commercial Manager. Gilbert I. Berry
 Program Director. William L. Dean
 Chief Engineer Robert W. Minton

W I R E

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Oper. By. Indianapolis Bcstg., Inc.
 Business-Studio Add. 307 N. Pennsylvania St.
 Phone Number. Plaza 1541
 Newspaper Affiliation. Central Newspaper
 News Service. AP, UP
 Transcription Service World
 Representative Free & Peters
 Membership BAB
 President. Eugene C. Pulliam
 V.P., Gen. Mgr. Willard C. Worcester
 Commercial Manager. Daniel C. Park
 Prom. Mgr., Pub. Dir. Ward C. Glenn
 Program Director. M. Wayland Fullington
 Chief Engineer. Eugene E. Alden

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc. Power: 5000 Watts .d;
 1000 n.
 Owned-Oper. By. Universal Bcstg. Co., Inc.
 Business-Studio Address. 1440 N. Meridian St.

Phone Number Plaza 4595
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB
 President C. Bruce McConnell
 General Manager Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir. Reid Chapman
 Station Manager William H. Spencer
 Program Director William E. Frosch
 Chief Engineer Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Indianapolis, Inc.
 Phone Number Hickory 6494
 News Service UP
 Transcription Service Capitol
 Representative John Pearson Co.
 President Lyman S. Ayres
 General Manager Robert D. Enoch
 Program Director G. A. Smith, Jr.
 Chief Engineer Bert Goetzinger

WITZ

JASPER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By Jasper on the Air Inc.
 Address P. O. Box 167
 Phone Number Jasper 678
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World
 President Dr. Gilbert E. Metzger
 General Sta. Manager F. A. Higgins
 Commercial Manager Dennis J. Keller
 Sales Prom. Mgr. Joe Salvi
 Publicity Director Vita Suefert
 Program Director Pat Bohnert
 Chief Engineer Jim Young

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owner North Central Indiana Bcstg. Corp.
 Business-Studio Address 212½ No. Main St.
 Phone Number 6194
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Richard Blackledge
 V.P., Gen., Sta. Mgr. John Carl Jeffrey
 Program Director William R. Cox
 Publicity Director Robert Bruner
 Chief Engineer Chester Rector

WASK

LAFAYETTE—1942—MBS

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By WFAM, Inc.
 Business-Studio Address McCarty Lane
 Phone Number Lafayette 2-4300
 Air Time Full Time
 News Service UP
 Representative Wm. G. Rambeau
 Membership NARTB, BAB
 President O. E. Richardson
 General Manager E. R. Herkner
 Program Director Richard W. Long
 Chief Engineer Harry Garba

WLOI

LA PORTE—1948

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

WSAL

LOGANSPORT—1949—MBS
 KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Air Time 6 a.m.-M.
 News Service AP
 Membership NARTB, BAB
 General Manager Raymond W. Baker
 Program Director Ira McCormack
 Chief Engineer Earl Nelson

WBAT

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Marlon Radio Corp.
 Business-Studio Address 303½ S. Adams St.
 Phone Number 5500
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Rambeau
 Membership NARTB
 President John Ramp
 Station Manager William Fowler
 Comm. Mgr. George McRae
 Chief Engineer Charles F. Stinson

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc. Power: 1000 Watts d.
500 n.
Owned-Oper. By . . . Northern Indiana Bcsters.,
Inc.
Business-Studio Address 415 Franklin St.
Phone Number 5-5245
News Service UP
Station Representative Wm. G. Rambeau
Pres., Gen., Sta. Mgr. William N. Udell
Commercial Managers . . . Al Halus, Robert Beel
Sales Prom. Mgr. Jean R. La Grange
Program Director Richard Olson
Chief Engineer Robert J. Schilling

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By . . Tri City Radio Corp.
Business Address P. O. Box 271
Phone Number 4403
Air Time Full Time
News Service AP
Transcription Service Standard, World
Representative Walker, Hal Holman
Pres., Gen. Sta. Mgr. D. A. Burton
Commercial Manager W. F. Crain
Program Director Lee Allerton
Chief Engineer M. M. Crain

WLRP

NEW ALBANY—1949

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

WPGW

PORTLAND—1951

Frequency: 1440 Kc. Power: 500 Watts
Owned-Oper. By Glenn West
Address R.R. No. 2
Phone Number 1094
Transcription Service SESAC
Membership NARTB, BAB
Owner, Gen. Mgr. Glenn West
Consulting Engineer Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By M. R. Lankford
Address Outer West Broadway
Phone Number 1250
News Service AP
Transcription Service Lang-Worth
Station Representative Indie Sales
President M. R. Lankford
Gen., Comm., Mgr., Chf. Engr.,
Prog. Dir. Bryan Davidson
Publicity Director Peggy Cutright

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By . . . Central Bcstg. Corp.
Bus.-Studio-Transmitter Address . . 25 S. Ninth St.
Phone Number 2-1156
Air Time 5:45 a.m.-M.
News Service UP
Transcription Service Thesaurus, SESAC
Representative Robert Meeker
Membership NARTB, BAB
President Allen McCrea
Gen., Sta. Mgr. Lester G. Spencer
Comm., Sls. Prom. Mgr. Roland L. Nusbaum
Program Director Charles L. Mitchell
Chief Engineer L. J. Duning

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Operated By Dr. Azra C. Baker
Address 1534 Ewing St. Rd.
Phone Number 1212
News Service AP
Air Time Daytime
Transcription Service World, Capitol
General Manager Azra C. Baker
Commercial Manager Robert E. Shippee
Program Director Roger W. Bradley
Chief Engineer Arnold Haun

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 Full Time
News Service AP
Transcription Service Associated
Representative Bolling
Membership NARTB, BAB
President C. Bruce McConnell
General Manager Robert B. McConnell
Station Manager Frank Crosiar
Commercial Manager C. J. Pajakowski
Program Director Jack Douglas
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
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr. F. R. Householder
 Comm., Sales Prom. Mgr. Charlie Sharpless
 Program Director Vince Doyle
 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 Tribune Bldg.
 Phone Number 3-6161
 Newspaper Affiliation South Bend Tribune
 News Service UP
 Transcrip. Serv. RCA Thesaurus, Standard
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President F. A. Miller
 General Manager Robert H. Swintz
 Commercial Manager Neal B. Welch
 Publicity Director Walter A. Sweitzer
 Program Director Robert J. Drain
 Chief Engineer Arthur R. O'Neil

WTCJ

TELL CITY—1948

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By James R. Brewer
 Business-Studio Address Tell City
 Phone Number 740
 Owner, Manager James R. Brewer

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
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Alvin Eades
 Comm., Gen., Sta. Mgr. William F. Rippetoe
 Sales Prom. Manager Bob Rhoads
 Program Director Harry Frey
 Publicity Director Ralph McHargue
 Chief Engineer Howard Stewart

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
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representation Bolling Co., Inc.
 Membership NARTB, BAB
 President Anton Hulman, Jr.
 Gen., Sta. Mgr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Lou Froeb
 Program Director Ben Falber, Jr.
 Chief Engineer Don Petit

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address Grand Hotel
 Phone Number 787

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

Terre Haute's strongest and only Home-Owned station	Represented Nationally by The Bolling Co.
---	--

WTHI
"CBS Radio"

News Service UP
 Transcription Service World
 Representative Free & Peters
 President Eugene C. Pulliam
 Gen., Comm. Mgr. Tom Peden
 Program Director Dick Shaughnessy
 Chief Technician Ralph Baldwin
 Prom. Mgr. Roy Stanley

W K A M
WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Kosciusko Bcstg. Corp.
 Address RR # 1
 Phone Number 65
 News Service AP
 Transcription Service Cole
 Representative Hal Holman Co.

President J. W. Autenrieth, Jr.
 Chief Engineer Howard Wheelock

W R S W
WARSAW—1952

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Oper. By Reub Williams & Sons, Inc.
 Address Times Building
 Phone Number 155
 News Service UP
 Trans. Service Capitol, Lang-Worth, World
 Representative Hoosier
 President Raymond B. Williams
 General Manager C. Reuben Williams
 Comm., Bus. Mgr. William Mollenhour
 Program Dir. Robert Richmond
 Prom. Mgr. Jack Essenberg
 Chief Engineer Fred Gresso

IOWA

*Pop. April 1, 1953 (Est.) 2,732,000 — Total Housing Units 819,000
 Families April 1, 1953 (Est.) 770,000 — Stations in State 50*

K A S I
AMES—1948—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Ames Bcstg. Co.
 Business-Studio Address 328½ Main St.
 Phone Number 3460
 Air Time Daytime
 Newspaper Affiliation Ames Daily Tribune
 News Service UP
 Transcription Service Thesaurus
 President W. S. Rupe
 Gen., Comm. Mgr. Arthur A. Skinner
 Program Director R. B. Tillerson
 Chief Engineer Doyle D. Kelso

Address P. O. Box 36
 Phone Number 1590
 Transcription Service World, Thesaurus
 News Service UP, INS
 Representative John E. Pearson
 Membership NARTB, BAB
 President Harold L. Fisher
 Gen., Sta. Mgr. Paul E. Millen
 Commercial Manager Robert Erickson
 Program Director Marilyn Doran
 Chief Engineer Dan Garretson

K B U R
BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
 Owned-Operated By Burlington Bcstg. Co.
 Business-Studio Address National Bank Bldg.
 Phone Number 680
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Taylor
 Membership BAB
 Pres., Gen., Sta. Mgr. Gerard B. McDermott
 Prom., Comm. Mgr. David H. Steinle
 Program Director Richard Mosena
 Chief Engineer John Gallino

K J A N
ATLANTIC—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By George Basil Anderson
 Phone Number 849
 Address 17 West 4th St.
 Representative Continental
 News Service AP
 Transcription Service World, SESAC
 Pres., Gen. Mgr. George Basil Anderson
 Station Manager Ken Stobaugh
 Commercial Manager Frank Miller
 Chief Engineer Bob Falk

K C I M
CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Carroll Broadcasting Co.
 Address 520 N. Adams St.
 Phone Number 3586
 Transcription Service Lang-Worth, Thesaurus
 News Service AP, INS

K W B G
BOONE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Boone Bcstg. Co.

Representative Pearson
 Membership NARTB
 General Manager Lynn Bickett
 Commercial Manager Warren Stout
 Program Director Howard Campbell
 Chief Engineer Eugene Reiff

K C R G

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
 Newspaper Affiliation Cedar Rapids Gazette
 News Service AP, INS
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Secretary, Vice-President Joseph F. Hladky
 Sta., Comm. Mgr. Fred W. Wagenvoord
 Sales Prom., Pub. Dir. Edna A. Herbst
 Program Director Ralph Willey
 Chief Engineer Zack Tranmer

K P I G

CEDAR RAPIDS—1950—TALL CORN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cedar Rapids Bcstg.
 Business Address Cedar Rapids
 Phone Number 3-8265
 News Service UP
 Transcription Service Capitol
 Representative Pearson
 Vice Pres. Allen H. Embury
 Commercial Manager Gene Carson
 Program Director Jordan Jacks
 Chief Engineer James Duryed

W M T

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg.
 Stations, Inc.
 Business-Studio Address 807 Barr Bldg.
 Phone Number District 2717
 Air Time Full Time
 News Service AP, INS, UP
 Transcription Service RCA, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 Co-Owner (Mrs.) Helen S. Mark
 Co-Owner & Exec. V.P. William B. Dolph
 General Manager William B. Quarton
 Commercial Manager Lew Van Nostrand
 Prom., Pub. Dir. Leo F. Cole
 Program Director Douglas B. Grant
 Chief Engineer George Hixenbaugh

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc. Power: 100 Watts

Owned-Operated By Centerville Bdcstg Co.
 Address 1910 South Main St.
 Phone Number 131, 407
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NARTB
 President R. K. Beck
 Gen., Sta., Comm. Mgr. A. M. Farber
 Program Director Margaret Ashby
 Chief Engineer Robert K. Reimers

K C H A

CHARLES CITY—1949—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Inland Bcstg. Corp.
 Business Address Charles City
 Phone Number 787
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative McGillvra
 President Dean Hollingsworth
 General Manager C. E. Wright
 Program Director Doris La Bounty
 Chief Engineer Loren Koelsing

K C H E

CHEROKEE—1952

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

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Bdcstg Corp.
 Address 246 Fifth Avenue South
 Phone Number 448
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President W. S. Jacobsen
 Gen., Sta. Mgr. B. M. Jacobson
 Comm., Prom. Manager Darline Gordon
 Prog., Pub. Dir. Ralph Stoeckel
 Chief Engineer Gerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By Nonpareil Bdcstg. Co.
 Address Nonpareil Bldg.

Phone Number..... Co. Bluffs 4041
 Air Time..... Full Time
 News Service..... AP
 Transcription Service..... Associated, RCA
 Membership..... NARTB
 Pres., Gen. Mgr..... Robert R. O'Brien
 Station Manager..... Harold Hughes
 Commercial Manager..... Harold Abramson
 Sales Promotion Manager..... Royal S. Krause
 Program Director..... R. M. Hallgren
 Publicity Director..... Marge Morris
 Chief Engineer..... Harry Hamilton

K S I B

CRESTON—1946—KBS

Frequency: 1520 Kc.... Power: 1000 Watts d.
 Owned-Oper. By... Southwest Iowa Bcstg. Co.
 Address..... Creston
 Phone Number..... 55
 News Service..... INS
 Transcription Service..... Thesaurus
 Membership..... NARTB
 Representative..... Pearson
 President..... Arthur Horning
 Gen., Comm. Mgr..... E. M. Horning
 Commercial, Promotion Manager..... Paul Ranson
 Program, Publicity Director..... Jack Mills
 Chief Engineer..... William Zollman

K F M A

DAVENPORT—1952

Frequency: 1580 Kc.... Power: 250 Watts d.
 Owned-Operated By..... KFMA Bcstg. Co.
 Address..... 415 Perry St.
 Phone Number..... 6-4407
 News Service..... UP
 Transcription Service..... Capitol
 Pres., Gen. Mgr..... A. D. Pierce
 Commercial Mgr..... Frank Frost
 Promotion Mgr..... Doris Hanner
 Chief Engineer..... L. W. Andrews

K S T T

DAVENPORT—1946—MBS

Frequency: 1170 Kc.... Power: 1000 Watts
 Owned-Operated By... Davenport Bcstg. Co. Inc.
 Business-Studio Address..... 324 Main St.
 Phone Number..... 6-2541
 Air Time..... Full Time
 News Service..... UP
 Transcription Service..... C. P. MacGregor
 Representative..... Sears & Ayer
 President..... Hugh R. Norman
 Station Mgr..... Jerry Dunphy
 Commercial Mgr..... Neil Conklin
 Production Director..... Warren Anderson
 Chief Engineer..... A. M. McGregor

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.... Power: 5000 Watts

Owned-Operated By ... Tri-City Bdcstg. Co.
 Address..... 805 Brady Street
 Phone Number..... 3-3661
 Air Time..... Full Time
 News Service..... UP
 Transcription Service..... Thesaurus
 Representatives..... Free & Peters, Inc.
 Membership..... NARTB, BAB
 President..... Col. B. J. Palmer
 V.P. & Treasurer..... D. D. Palmer
 Exec. Vice-Pres..... Ralph Evans
 Secretary..... Wm. D. Wagner
 Manager..... Ernest C. Sanders
 Sales Manager..... Mark Wodlinger
 Program Director..... Charles Freburg
 Asst. Mgr..... Fred A. Reed
 Publicity Director..... Paul Ives
 Chief Engineer..... Paul Arvidson

K D E C

DECORAH—1947—MBS-TALL CORN

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

K C B C

DES MOINES—1946

Frequency: 1390 Kc.... Power: 1000 Watts
 Owned-Oper. By..... Majestic Bcstg. Co.
 Business-Studio Address..... 2323 Grand Ave.
 Phone Number..... 4-3151
 News Service..... UP
 Representative..... Forjoe
 President..... Karl Peters
 General Manager..... Rollo H. Bergeson
 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
 Phone Number..... 2-9191
 Air Time..... 6 a.m.-12 M.
 News Service..... INS, UP
 Transcription Service..... World
 Representative..... A. M. Radio Sales Co.
 President..... Ralph L. Atlas
 General Manager..... Harold W. Cassill
 Program Director..... Lee L. Harris
 Chief Engineer..... Lloyd R. Amoo

K R N T

DES MOINES—1935—CBS

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Business-Studio Address.....715 Locust St.
 Phone Number.....3-2111
 Newspaper Affiliation.....Register-Tribune
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Standard
 Station Representative.....The Katz Agency
 Membership.....NARTB
 President.....Gardner Cowles
 General-Station Managr.....Bob Dillon
 Commercial Manager.....Paul Elliott
 Sales Prom. Mgr., Pub. Dir.Joe Hudgens
 Program Director.....Dick Covey
 Chief Engineer.....Charles Quentin

K S O

DES MOINES—1922—ABC

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

K W D M

DES MOINES—1948

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

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By.....Central Bcsta. Co.
 Business-Studio Address.....914 Walnut St.
 Phone Number.....3-7147
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC

Station Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Sales Manager.....Harold Fulton
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Kenneth Shieler
 News Bureau Manager.....Jack D. Shelly
 Chief Engineer.....Reed E. Snyder

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc. Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address.....Elghth Ave. & Bluff Sta.
 Phone Number.....3-7351
 Newspaper Affiliation.....Dubuque Telegraph-Herald
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Pearson
 Membership.....NARTB, BAB
 General-Station Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh
 Sales Prom. Mgr.....Wm. Croker
 Program Director.....Arnie Stierman
 Publicity Director.....Gerald McAleece
 Chief Engineer.....Robert I. Hancock

W D B Q

DUBUQUE—1933—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone Number.....3-8241
 Air Time.....6:15 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Robert Meeker
 Membership.....NARTB
 Exec. V.P., Gen. Sta. Mgr.....James D. Carpenter
 Commercial Mgr.....Harry Hattenbuehler
 Program-Production Dir.....Gleason Kistler
 Prom., Pub. Director.....R. E. Carpenter
 Chief Engineer.....Barker-Helm

KLIL

ESTERVILLE—1952

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By.....Esterville Bcstg. Co.
 Address.....Box 173
 News Service.....AP
 Transcription Service.....Lang-Worth, SESAC
 Pres., Gen. Mgr.....Wm. E. Schons
 Commercial Mgr.....Robert Stenberg
 Prom. Mgr., Prog. Dir.....Marvin Shuly
 Chief Engineer.....Gene Randolph

KVFD

FT. DODGE—1939—MBS
TALL CORN

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

KXGI

FT. MADISON—1947

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Operated By KXGI
Business-Studio Address Marquette Bldg.
Phone Number 1360
Air Time Sunrise to sunset
News Service AP
Transcription Service Lang-Worth
Representative George W. Clark, Inc.
President W. E. Walker
Gen., Sta. Mgr. Greg Rouleau
Comm., Sales, Prom. Mgr. R. M. Moore
Program Director Richard Lawrence
Chief Engineer Wallace Wertz

KXIC

IOWA CITY—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Johnson County Bcstg. Corp.
Bus.-Studio Address 108½ E. Washington St.
Phone Number 8-1181
News Service INS, UP
Transcription Service World
Representative Wm. G. Rambeau
Membership BAB
President A. James Ebel
Gen., Comm. Mgr. Gene Claussen
Program Director F. M. Broeders
Chief Engineer Elliott Full

KOKX

KEOKUK—1948

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

KFJB

MARSHALLTOWN—1923—MBS
TALL CORN

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

KGLO

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By Lee Radio, Inc.
Business-Studio Address 12½ 2nd St., N.E.
Phone Number 2800
Air Time 5:30 a.m.-12 M.
News Service AP, UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President Lee P. Loomis
Exec. V.P., Gen. Mgr. Herbert R. Ohrt
Comm. Mgr. C. D. Hilton
Sales Promotion Manager Donald Harrer
Program Director William G. Suter
Prod. Dir., Chief Anncr. Robert Clausen
Publicity Director Ann Good
Chief Engineer Roger E. Sawyer

KRIB

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 Pearson
Transcription Service World
News Service AP
Partners Louis Abbott, George &
William Wolf
Gen., Comm. Manager Paul E. Millen
News Director Bob Cavanaugh
Chief Engineer Richard J. Kelley

KSMN

MASON CITY—1947

Frequency: 1010 Kc. Power: 500 Watts d.
Owned-Operated By Mohawk Bcstg. Co.
Business-Studio Address Weir Bldg.
Phone Number 5420

Air Time Sunrise-Sunset
News Service UP
 Membership NARTB
 Transcription Service Associated
 Pres., General-Station Mgr., Robert M. Carson
 Comm., Prom. Manager, Norman W. Rice
 Prog., Pub. Dir., Milton H. Cohen
 Chief Engineer, Hubert J. Marshall

K W P C

MUSCATINE—1947—KBS

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

K O E L

OELWEIN—1950—TALL CORN

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By, Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120.-1
 Air Time 6 a.m.-M.
 Representative Pearson
 Transcription Service, Thesaurus, Lang-Worth,
 SESAC
News Service INS. UP
 Membership NARTB, BAB
 President, A. E. Schneider
 Gen., Sta. Mgr., W. J. Teich
 Comm. Mgr., Donald McKee
 Sales Prom. Mgr., Len Pajella
 Prog. Dir., Ed Jenkins
 Publicity Dir., Chrystal B. Julien
 Chief Engineer, Burt Murphy

K B O E

OSKALOOSA—1950

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By, Oskaloosa Bcstg. Co.
 Address P. O. Box 273
 Phone Number 301
 Transcription Service Thesaurus
News Service AP
 Representative McGillvra
 Membership NARTB, BAB
 President, E. W. Wenrick
 General, Sta. Manager, Ken Kilmer
 Chief Engineer, Robert W. Moore

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By, KBIZ, Inc.
 Address 2513 N. Court Rd.
 Phone Number 5600
News Service AP
 Transcription Service World
 President, General Mgr., James J. Conroy
 Station Manager, Alice E. Fisher
 Program Director, Larry Shepard
 Chief Engineer, Loyd Hanson

K F N F

SHENANDOAH—1924—MBS

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

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By, May Bcstg. Co.
 Address Lowell and Elm
 Phone Number 192
 Air Time Unlimited
News Service AP, UP
 Transcription Service Capitol
 Representative, Avery-Knodel, Inc.
 Membership NARTB
 President, Edward W. May
 General Manager, Owen Saddler
 Station Manager, Anthony Koelker
 Comm. Mgr., H. O. Peterson
 Sales Prom. Mgr., H. B. Arkoff
 Program Director, Warren Nielson
 Publicity Dir., Allen R. Johnston
 Chief Engineer, R. J. Schroeder

K C O M

SIOUX CITY—1949

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By, KCOM Bcstg. Co.
 Address 620 Insurance Exchange Bldg.
 Phone Number 8-0628
 Air Time Unlimited
News Service UP
 Transcription Service Standard
 Representative Pearson
 President & Manager, Dietrich Dirks
 Comm., Prom. Mgr., Sheldon Singer
 Prog. Dir., Chief Eng., E. P. Bouchier

K S C J

SIOUX CITY—1927—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: Perkins Bros. Co.
 Business-Studio Address: 415 Douglas St.
 Phone Number: 5-7993
 News Service: AP
 Transcription Service: Lang-Worth, World
 SESAC

Representative: George P. Hollingbery
 Membership: NARTB
 President: W. R. Perkins
 Station-Commercial Mgr.: E. T. Flaherty
 Program Director: Elizabeth Sammons
 Publicity Director: Jean Harraday
 Chief Engineer: Ernest Kruger

K T R I

SIOUX CITY—1938—MBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By: Sioux City Bcstg. Co.
 Business-Studio Address: Commerce Bldg.
 Phone Number: 8-0165
 News Service: UP
 Transcription Service: Thesaurus
 Representative: O. L. Taylor Co.
 President: John C. Kelly
 Gen., Sta., Comm. Mgr.: James Mitchell
 Sales Prom. Dir.: Lennon Kelly
 Program Director: Bob Hansen
 Chief Engineer: Glenn Larson

K I C D

SPENCER—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Iowa Great Lakes Bcstg. Co.
 Address: Box 631
 Phone Number: 1240
 News Service: AP, UP
 Transcription Service: Standard, Associated
 Representative: Pearson
 Membership: NARTB
 Pres., Gen., Comm. Mgr.: Ben B. Sanders
 Program Director: Mason Dixon
 Chief Engineer: Eldon Kanago

K A Y L

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By: Cornbelt Bcstg. Co.
 Phone Number: 1490
 News Service: AP
 Transcription Service: World, Capitol,
 Standard
 Membership: NARTB, BAB
 President: O. J. Grau
 Gen., Sta., Comm. Mgr.: James J. McCord
 Program Director: P. R. Benson
 Chief Engineer: Howard L. Carlson

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
 General Manager: John M. Printup
 Chief Engineer: Archie Erickson

K W W L

WATERLOO—1947—MBS

Frequency: 1330 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By: Black Hawk Bcstg Co.
 Address: Hotel Russell Lamson
 Phone Number: 4405
 News Service: AP
 Representative: Headley-Reed
 Membership: NARTB, BAB
 Pres., Gen., Sta. Mgr.: Ralph J. McElroy
 Commercial Manager: Donald E. Inman
 Sales Prom. Mgr.: Virgil D. Clark
 Program Mgr.: Warren Mead
 Publicity Dir.: Raymond C. Starr
 Chief Engineer: Leon H. Braun

AP SELLS

For Stations and Sponsors —

For instance . . . KBOE

“We’ve never been without a sponsor on an AP news-cast. And the agencies to these programs are so desirable that they make it easier to sell other programs.”

KEN KILMER,
 Manager,
 KBOE, Oskaloosa, Iowa

KXEL

WATERLOO—1942—ABC

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

KJFJ

WEBSTER CITY—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Land O'Corn Bcstg. Co.
 Address East Hiway 20
 Phone Number 1500
 Newspaper Affiliation "Freeman-Journal"
 News Service AP
 Transcription Service Thesaurus, Capitol
 Membership NARTB
 President Charles V. Warren
 Gen. Mgr. Wayne J. Hatchett
 Comm. Mgr. Cleve Foster
 Pgm. Dir. G. D. Warland
 Chief Engineer. Wayne Olsen

KANSAS

*Pop. April 1, 1953 (Est.) 2,010,000 — Total Housing Units 629,000
 Families April 1, 1953 (Est.) 580,000 — Stations in State 37*

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By The KSOK Bcstg. Co.
 Phone Number 2666
 News Service AP
 Transcription Service Lang-Worth
 President Oscar S. Stauffer
 General Manager. S. C. Thompson
 Program Director. George Carroll
 News Director. Arlan Young
 Chief Engineer. Edward H. Howe

KARE

ATCHISON-ST. JOSEPH—1939

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

KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Operated By Cecil W. Roberts
 Address Plummer & Beech Sts.
 Phone Number 434
 News Service UP
 Representative Conwell
 Owner. Cecil W. Roberts

Gen. Mgr., Chf. Engr. Jerrell Henry
 Sales Manager. Les Brecht
 Program Director. Dorothy Henry

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 1843-4
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB
 Pres., Gen. Mgr. Richard M. Seaton
 Sales Prom., Sta. Mgr.,
 Pub. Dir. Robert L. Pratt
 Commercial Manager E. B. Spoonamore
 Program Dir. Richard S. Embody
 Chief Engineer. J. S. Jaminet

KXXX

COLBY—1947

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

K G N O

DODGE CITY—1930

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

K T S W

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business Address.....Broadview Hotel
Phone Number.....3450
Air Time.....**Unlimited**
News Service.....**AP, UP**
Transcription Service.....Thesaurus
President.....Robert Reed
V.P., Gen. Mgr.....Max B. Bicknell
Secretary.....Vic Hielt
Commercial Manager.....John Wilks
Program Director.....Jim Deay
Publicity Director.....Wilma Slattery
Chief Engineer.....Everett Thompkins

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....Box 878
Phone Number.....3041
News Service.....**UP**
Transcription Service.....**Associated**
Representative.....Hal Holman Co.
Membership.....NARTB
President.....Dr. H. C. Sartorius
General Manager.....Dale E. Kern
Program Director.....Marjorie Nickum
Chief Engineer.....Robert Breeding

K I U L

GARDEN CITY—1935—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Telegram Publishing Co., Inc.
Business-Studio Address.....Garden City
Phone Number.....3251
Newspaper Affiliation....."Daily Telegram"
News Service.....**AP**
Transcription Service.....World

President.....**Robert B. Reed**
Gen., Sta. Manager.....Robert Wells
Commercial Manager.....Doug Hough
Program Director.....Tony Jewell
Publicity Director.....Ann Conrad
Chief Engineer.....Gene Conjurske

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By.....James E. Blair
Business-Studio Address.....Goodland
Phone Number.....331
News Service.....**UP**
Transcription Service.....Capitol, Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Chief Engineer.....Lyle Fick

K V G B

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By.....**KVGB, Inc.**
Business-Studio Address.....2103 Forest
Phone Number.....4317
Air Time.....Full Time
News Service.....**AP**
Newspaper Affiliation....."Daily Tribune"
Transcription Service.....Thesaurus
Representative.....John E. Pearson
Membership.....NARTB
President.....Helen T. Coogan
V.P., Gen., Sta. Mgr.....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Sales Manager.....Bill J. Jarvis
Program Director.....Ray H. Beals
Chief Engineer.....Chester A. Wallack

K A Y S

HAYS—1948—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone Number.....4-2578
Address.....2450 Hall St.
Air Time.....Full Time
Newspaper Affiliation.....Hays Daily News
News Service.....**AP**
Transcription Service.....Thesaurus, Lang-Worth
Membership.....NARTB, BAB
President.....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Jim Ayres
Publicity Director.....Janie Roth
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By... Nation's Center Bcstg. Co.
 Business-Studio Address... Box 1026
 Phone Number... 24486
 Air Time... Full Time
News Service... AP
 Transcription Service... World
 Representative... Walker
 Membership... NARTB
 President... Bess Marsh Wyse
 General Manager... Harold E. King
 Commercial Manager... Kainor Carson
 Program Director... Jack Fallon
 Publicity Director... Bob Evans
 Chief Engineer... James Riley

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc... Power: 1000 Watts d.;
 500 n.

Owned-Operated By... KWHK Bcstg. Co., Inc.
 Business-Studio Address... 18 W. 5th St.
 Phone Number... 3-100
 Air Time... Full Time
News Service... AP
 Representative... Everett-McKinney
 President... James E. Murray
 Gen., Comm. Mgr... Vern Minor
 Program Director... Jim Murray, Jr.
 Chief Engineer... Millard Clary

KIND

INDEPENDENCE—1947

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

KJCK

JUNCTION CITY—1949—KBS

Frequency: 1420 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Ralph L. Weir, Jr.
 Address... 724 No. Washington St.
 Phone Number... Junction City 1477
 Air Time... Daytime
News Service... UP
 Transcription Service... World
 Membership... NARTB, BAB
 Owner, Gen. Mgr... R. L. Weir, Jr.
 Comm., Sls. Prom. Mgr... James Platt
 Program Director... Ken Thomas
 Chief Engineer... John Webb

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... KCKN Bcstg. Co.
 Business Address... 300 Walltower Bldg.

Phone Number... Victor 3864
 Air Time... Full Time
 Newspaper Affiliation... The Kansas
 News Service... AP, UP
 Transcription Service... Lang-Worth, Standard
 Representative... Capper Publications
 Membership... NARTB
 President... W. A. Bailey
 General Manager... Ben Ludy
 Sta., Comm., Prom. Mgr... Joe Story
 Program Director... George Stump
 Chief Engineer... Lewis Dickensheets

KLWN

LAWRENCE—1951

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

KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc... Power: 500 Watts d.
 Owned-Oper. By... Midwest Bcstg. Sys.
 Address... 418 Cherokee
 Phone Number... 3620—3621
 Air Time... Day Time
News Service... UP
 Transcription Service... Lang-Worth
 Representative... Hil F. Best
 President... Cecil W. Roberts
 Gen., Sta., Comm. Mgr... William C. Whitlock
 Sales Prom. Mgr... Bob Buis
 Program Director... Chester Kozak
 Chief Engineer... David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Seward County Bcstg. Co.
 Business Address... P. O. Box 311
 Phone Number... 3891
 Air Time... Day Time
News Service... UP
 Transcription Service... Lang-Worth
 Representative... Hil F. Best
 Membership... NARTB, BAB
 President... Alf M. Landon
 General Manager... Leon S. Salathiel
 Commercial Manager... Roy Pearce
 Program Director... Larry Filkins
 Chief Engineer... Wayne Pash

KMAN**MANHATTAN—1950**

Frequency: 1350 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Manhattan Bcstg. Co.
 Address.....114 No. 4th St.
 Phone Number.....4451
 Transcription Library.....Thesaurus, SESAC
 Newspaper Affil....."Daily Mercury-Chronicle"
 News Service.....AP
 President.....Fred A. Seaton
 Gen., Sta. Manager.....Warren L. Mowder
 Comm., Prom. Manager.....Marvin W. Houtz
 Program Director.....Sam Blessing
 Chief Engineer.....Herbert P. Lavin

KNEX**McPHERSON—1949—LBS**

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By.....McPherson Bcstg. Co.
 Address.....P. O. Box 186
 Phone Number.....1540
 News Service.....AP
 Transcription Service.....SESAC
 President.....Ewart Mills
 General Manager.....Henry Dais
 Commercial Mgr.....Vance Archer
 Chief Engineer.....Claude Hughes
 Consulting Engineer.....Ted Heithecker

KOFO**OTTAWA—1949**

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By.....Ottawa Bcstg. Co.
 Transmitter Address.....P. O. Box 46
 Phone Number.....1045
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol, Lang-Worth
 Pres., Gen. Mgr.....J. N. Jobes
 Sta. Mgr., Pub. Dir.....Herbert M. Jobes
 Prom., Comm. Mgr.....Thomas F. Ruble
 Prog. Dir., Chief Eng.....Daniel W. Coltrane

KLKC**PARSONS—1948**

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

KOAM**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
 Air Time.....5:45 a.m.-M.
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NARTB
 President.....E. V. Baxter
 Gen., Sta., Comm. Mgr.....R. E. Wade
 Chief Engineer.....Leo Stafford

KSEK**PITTSBURG—1947**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....KSEK Bcstg. Co., Inc.
 Business-Studio Address.....Box 610
 Phone Number.....742
 Air Time.....Full Time
 News Service.....AP
 Newspaper Affiliation.....Headlight & Sun
 Transcription Service.....Thesaurus
 Representative.....Cooke
 Membership.....BAB
 President.....O. S. Stauffer
 General Manager.....Thad M. Sandstrom
 Commercial Manager.....Dale S. Helmers
 Chief Engineer.....Paul A. Winders

KWSK**PRATT—1952**

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By.....Pratt Bcstg. Co.
 Address.....P. O. Box 385

KSAL**SALINA—1937—MBS**

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By.....KSAL, Inc.
 Bus. Studio Address.....201 W. Iron Ave.
 Phone Number.....3701
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President.....R. J. Laubengayer
 Station Mgr.....R. V. Jensen
 Prom. Mgr., Publ. Dir.....C. R. Lamer
 Program Director.....Al Thompson
 Chief Engineer.....Donald Engelhardt

KJAY

TOPEKA—1949

Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By S. H. Patterson
Address 908 Kansas Ave.
Phone Number 3-1336
Air Time Full Time
News Service INS
Representative Forjoe
President S. H. Patterson
Station Director Norwood J. Patterson
General Manager Wilber Upchurch
Program Director Roy Vernon
Chief Engineer Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Charles B. Axton
Address Topeka
Phone Number 4-3444
Air Time Full Time
News Service AP
Transcription Service Associated
Representative John E. Pearson Co.
Owner, Gen., Sta. Mgr. C. B. Axton
Commercial Manager Allan Curnutt
Asst. Manager Marie M. McKinney
Program Director Jack Warren Ostrode
Chief Engineer 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
News Service AP, UP
Transcription Service Lang-Worth, Standard
President H. S. Blake
General-Station Manager Ben Ludy
Commercial Manager Hilton Hodges
Program Director Maude Carlson
Chief Engineer Lewis Dickensheets

WREN

TOPEKA—1926—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By WREN, Bcstg. Co., Inc.
Business-Studio Address 411 W. 10th St.
Phone Number 2-0505
Air Time Full Time
News Service UP
Transcription Service World
Representative Weed

Membership NARTB, BAB
President Alf M. Landon
Business Manager Fred L. Conger
Sales Promotion Manager Gerald K. Barker
Program Director Max Falkenstein
Technical Spvrs. Albert J. Meyer

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAKE Bcstg. Co., Inc.
Bus. Studio Address 420 W. Douglas Ave.
Phone Number 4-9369
News Service AP
Transcription Service World
Representative Radio Reps. Inc.
V.P., General Manager Jack Todd
Commercial Manager Martin Bass
Program Director Graeme Fletcher
Chief Engineer Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By Taylor Radio & TV
Business-Studio Address 1015 N. Broadway
Phone Number 4-2387
Air Time Full Time
News Service AP, UP
Transcription Service Associated
Representative O. L. Taylor Co.
Membership NARTB
President O. L. Ted Taylor
General Manager Archle J. Taylor
Commercial Manager Dudley Tichenor
Sales Promotion Manager Rusell L. Lowe
Program Director Justin Bradshaw
Chief Engineer Max Miller

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
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Avery-Knodel
Membership NARTB, BAB
President Howard Lane
Gen., Sta. Mgr. Hale Bondurant
Promotion Manager Clarence Sewell
Program Dir. George Wells
Publicity Director Marie MacDonald
Chief Engineer K. W. Pyle

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By . . . Radio Station KFH Co.
 Business-Studio Address KFH Bldg.
 Phone Number 2-4491
 Air Time Full Time
 Newspaper Affiliation "Eagle"
 News Service UP, AP
 Transcription Service Lang-Worth, Capitol
 Representative Edward Petry
 Membership NARTB, BAB
 President John Rigby
 V.P., Gen. Mgr. Frank V. Webb
 Sales Promotion Manager Beulah Roth
 Program Director Thomas Bashaw
 Publicity Director Marjory Bassett
 Chief Engineer Virgil Hinshaw

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
 Air Time 6 a.m.-M.
 Transcription Service Capitol, Thesaurus
 News Service AP
 Representative Pearson
 Membership NARTB, BAB
 President Louis Levand
 General Manager J. Milton Hall
 Comm. Mgrs. John Merrell, Dale E. Kern
 Program Director Chick Martin
 Chief Engineer Ralph McClellan

KENTUCKY

*Pop. April 1, 1953 (Est.) 3,117,000 — Total Housing Units 825,000
 Families April 1, 1953 (Est.) 765,000 — Stations in State 46*

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
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Trans. Service World, Thesaurus, SESAC
 Representative John E. Pearson
 Membership NARTB, BAB
 President Gilmore N. Nunn
 Sta., Prom. Mgr., Pub. Dir. W. R. Martin
 Comm., Gen. Mgr. Charles C. Warren
 Program Director George Marshall
 Chief Engineer Clarence W. Weaver

W L B J

BOWLING GREEN—1938—MBS

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

W K C T

BOWLING GREEN—1947—ABC

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

W L C K

CAMPBELLSVILLE—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Taylor Bcstg. Co.
 Address P. O. Box 248
 Phone Number 380
 News Service UP
 Transcription Service Lang-Worth, Cole
 Pres., Gen. Mgr. Redman Turner
 Commercial Manager Lindsey Harden
 Program Director Dean Harden
 Asst. Mgr., Chf. Engr. James B. Crawley

W T C O

CAMPBELLSVILLE—1948—KBS

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

W A I N

COLUMBIA—1951—KBS

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

W C T T

CORBIN—1947—MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Oper. By Corbin Times-Tribune, Inc.
 Business Address Kentucky Ave. & Monroe St.
 Phone Number 123-4, 1071
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, Keystone
 President J. Springer Robinson
 General Manager John L. Crawford
 Station Manager Kenneth Turner
 Commercial Manager S. G. Hembree
 Chief Engineer Russell Henson

W Z I P

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By WZIP, Inc.
 Bus.-Studio Address Sixth & Madison Aves.
 Phone Number JUniper 5300
 Air Time Daytime
 News Service AP
 Membership NARTB, BAB
 Pres., Gen., Comm. Mgr. Arthur L. Eilerman
 Program Director E. C. Toleman
 Publicity Director Walter Rehbaum
 Chief Engineers H. DeArmond, E. C. Toleman

W C P M

CUMBERLAND—1951—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Blanford Radio Co.
 Address S. Main St.
 President R. B. Helms
 Sta., Comm. Mgr. Murray Woroner
 Program Director Jean Estep
 Chief Engineer J. Francke Fox

W H I R

DANVILLE—1947—KBS

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

W I E L

ELIZABETHTOWN—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elizabethtown Bcstg. Co.
 Address P. O. Box 347
 Phone Number 5151
 Air Time Full Time
 Transcription Service Associated
 News Service UP
 Membership NARTB, BAB
 President J. W. Hodges
 Gen., Sta. Mgr. Walter T. Gaines
 Chief Engineer Thomas Moore Baldwin

W F K Y

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Frankfort Bcstg. Co., Inc.
 Phone Number 48281
 Air Time 5 a.m.-11 p.m.
 News Service UP
 Representative Burn-Smith
 Pres., Gen. Mgr. Ken Hart
 Sales Prom. Mgr., Prog. Dir. Robert Beasley
 Publicity Director Mary Flynn
 Chief Engineer Dick Goddard

W F U L

FULTON—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Ken-Tenn Bcstg. Corp.
 Address P. O. Box 482
 Phone Number 1270
 News Service UP
 Transcription Service Thesaurus
 President Dr. R. W. Bushart
 Gen. Mgr., Pgm. Dir. Jack A. Dill
 Chief Engineer Eugene Moore

WKAY

GLASGOW—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Glasgow Bcstg. Co., Inc.
 Phone Number 2141
 News Service UP
 Transcription Service SESAC
 President Gordon E. Brown
 Gen., Sta. Mgr. C. H. Hulse
 Commercial Manager J. M. Barrick
 Sales Prom. Mgr. Freeman Cherry
 Program Director Caroline Biggers
 Chief Engineer C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

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

WKIC

HAZARD—1947—MBS-KBS

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

WSON

HENDERSON—1941—MBS-KBS

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

WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkinsville Bcstg. Co., Inc.
 Phone Number 1025
 Studio-Transmitter Location Cadiz Rd.
 Air Time 5 a.m.-11:05 p.m.
 News Service UP
 Transcription Service RCA
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. F. E. Lackey
 Commercial Manager Katherine Peden
 Sales Prom. Mgr., Prog. Dir. Margaret Wyatt
 Chief Engineer Leo Y. Wilson

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Operated By American Bcstg. Corp.
 (Not ABC)
 Business-Studio Address Radio Bldg.
 Phone Number 3-2727
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Membership NARTB, BAB
 President Gilmore N. Nunn
 V.P.-General Manager J. E. Willis
 Program Director Henry Allin
 Publicity Director Joe DeLong
 Chief Engineer Henry C. Locklar

WLEX

LEXINGTON—1946—KBS

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

WVLK

LEXINGTON—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Bluegrass Bcstg. Co., Inc.
 Address Phoenix Hotel
 Phone Number 2-7177
 News Service AP
 Transcription Service Thesaurus
 Representative Burn-Smith
 President Garvice D. Kincaid
 V.P., Gen. Mgr. Donald J. Horton

Secy., Sta. Dir. Ted Grizzard
 Commercial Manager Lynn E. Knox
 Promotion Manager George T. Webb
 Program Director O. C. Halyard, Jr.
 Chief Engineer Paul Dunbar

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By WAVE, Inc.
 Business Address 334 E. Broadway
 Phone Number Wabash 2201
 Air Time Unlimited
 Transcription Service Thesaurus, Standard
 Representative Free & Peters
 Membership NARTB, BAB
 President George W. Norton, Jr.
 General-Station Manager Nathan Lord
 Commercial Manager La Velle Waltman
 Sales Prom. Mgr. Charles Hill
 Program Director James Caldwell
 Chief Engineer Wilbur Hudson

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

WHAS

LOUISVILLE—1922—CBS

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

WINN

LOUISVILLE—1940

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By ... Kentucky Bcstg. Corp., Inc.
 Bus.-Studio Address Earle Hotel
 Phone Number WABash 5148
 Air Time 7 a.m.-M.
 News Service UP
 Trans. Service World, MacGregor
 Representative The Taylor Co.
 Membership NARTB
 Pres., Gen., Sta. Mgr. Harry McTigue
 Commercial Manager ... Chas. A. Schacht, Jr.
 Program Director George Partridge
 Sales Prom. Mgr. Helen E. Roberts
 Chief Engineer Melvin Scarsdale

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Robert W. Rounsaville
 Business-Studio Address 2549 S. Third St.
 Phone Number Calhoun 3680
 Air Time Daytime
 News Service AP
 Representative Pearson
 President, Gen. Mgr. R. W. Rounsaville
 Station Mgr. William R. Wagner
 Prom., Comm. Mgr. Lee Smith
 Program Director Johnny Martin
 Chief Engineer Steve Dawson

A \$152 MILLION DOLLAR NEGRO MARKET

IS INEXPENSIVELY YOURS . . . WHEN
 YOU SELL THROUGH THESE TWO
 NEGRO-PROGRAMMED SOUTHERN
 STATIONS!

**W
L
O
U**

160,000 Negroes, with a buying
 power of \$52 million plus, make
 up a powerful market you can't
 afford to overlook! Buy it indi-
 vidualy, or in combination with
 WMBM at special package rates!

LOUISVILLE, KENTUCKY

**W
M
B
M**

150,000 Negroes, plus a tremen-
 dous audience in the Bahamas
 and along the North Cuban coast
 constitute the rich \$100 million
 market of Miami's Negro Inde-
 pendent. Write for special pack-
 age rates now!

MIAMI BEACH, FLORIDA

National Representative:
FORJOE AND COMPANY

Southern Representative:
DORA-CLAYTON AGENCY, INC.

WKLO**LOUISVILLE—1948—ABC**

Frequency: 1080 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Mid-America Bcstg. Corp.
Business-Studio Address... Henry Clay Hotel
Phone Number... Clay 4441
Air Time... Full Time
Representative... John Blair & Co.
News Service... UP
Transcription Service... Associated
President... Emanuel Levi
Sta., Gen. Mgr... Joe Eaton
Commercial Manager... Russell J. Pirkey
Program Director... Mary Louise Moore
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
Air Time... Daytime
News Service... AP
Transcription Service... Standard, Capitol
Representative... Burn-Smith
President... F. Eugene Sandford
Gen., Sta. Manager... Edwin E. S. Weldon
Commercial Manager... H. Parker Smith
Program Director... Harry Lockhart
Chief Engineer... Clovis Sadler

WFMW**MADISONVILLE—1948—KBS**

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

WKT M**MAYFIELD—1946**

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By... Mayfield Bcstg. Co.
Phone Number... 48
Studio Address... Mayfield Hotel

Air Time... Sunrise-sunset
News Service... UP
Transcription Service... Thesaurus
Representative... Sears & Ayer
Membership... NARTB
President... Frank O. Evens
Gen., Sta., Comm. Mgr... Wayne Morgan
Program Director... Joe MacNeilly
Publicity Director... Frances Finks
Chief Engineer... Joseph M. Hargrove

WNGO**MAYFIELD—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By... West Ky. Bcstg. Co., Inc.
Phone Number... 1597
Air Time... Full Time
News Service... AP
Transcription Service... Capitol
Membership... NARTB, BAB
President... H. M. Suthard
General Mgr... T. E. Brewer
Commercial Mgr... Carl Leigh
Program Director... O. L. Davis
Promotion Mgr... Bob Lee
Chief Engineer... Ben Dixon

WFT M**MAYSVILLE—1948—MBS**

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

WMIK**MIDDLEBORO—1948—KBS**

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By... Cumberland Gap Bcstg.
Phone Number... 980
Air Time... Day Time
Representative... Holman
Transcription Service... RCA
News Service... UP
Membership... BAB
President... Dr. U. G. Brummelt
General Mgr... H. Webster Taylor
Comm., Prom. Mgr... Maurice K. Henry
Chief Engineer... Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Murray Bcstg. Co.
 Address P. O. Box 548
 Phone Number 1340
 News Service AP
 President H. T. Waldrop
 Manager Edward Griffin
 Comm. Mgr., Prog. Dir. Troy Glidwell
 Chief Engineer Otis Cohoon

WNOP

NEWPORT—1948

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address 606 Monmouth St.
 Phone Number Juniper 7100-1
 Air Time Sunrise-sunset
 News Service UP
 President, Comm. Mgr. James G. Lang
 Station Manager Ann Rolles Lang
 Program Director Doug Nunn
 Chief Engineer Joshua Burtz

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.
 Business Address Livermore & Byers
 Phone Number 3-1558
 Air Time 6 a.m.-M.
 News Service AP
 Newspaper Affiliations... Messenger, Inquirer
 Transcription Service Thesaurus
 Representative Burn-Smith
 Membership NARTB, BAB
 President Lawrence W. Hager
 Gen.-Sta. Mgr. Hugh O. Potter
 Program Director Mrs. Cliffordean Potter
 Chief Engineer Harold I. Peters

WVJS

OWENSBORO—1946

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

WKYB

PADUCAH—1946—NBC

Frequency 570 Kc. ... Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By WKYB, Inc.
 Business-Studio Address ... 504 Kentucky Ave.
 Phone Number 2-1678
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. E. J. Paxton, Jr.
 Commercial Manager S. Livingston
 Program Dir. Joe P. Knight
 Chief Engineer C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By .. Paducah Bcstg. Co., Inc.
 Address 4th & Bway—Taylor Bldg.
 Phone Number 2-8231
 Air Time 5 a.m.-12 M.
 News Service UP
 Trans. Serv. Lang-Worth
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Pierce E. Lackey
 Prog., Pub. Dir. Ray Moffield
 Chief Engineer U. C. Morris

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Ptnrs.: T. A. Silvert,
 E. Chandler.
 Address Meade Bldg.
 Phone Number 1196
 News Service UP
 Transcription Service Thesaurus
 Gen., Sta. Manager Ted Arnold Silvert
 Chief Engineer Eugene Baldrige

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Phone Number 456
 Air Time Day Time
 Newspaper Affiliation Daily News
 News Service UP
 Transcription Service Lang-Worth
 President W. J. Ward
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander
 Chief Engineer Guy N. Ferrell

WPKÉ

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Phone Number 1280
 News Service AP
 Transcription Service SESAC
 Representative Continental
 President Clyde Childers Jr.
 Program Director Al Kahn
 Comm. Gen. Mgr. Edward Damron
 Chief Engineer Edwin Meek

WPRT

PRESTONBURG—1952

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Bcstg. Co.
 News Service UP
 Transcription Service MacGregar
 President D. C. Stephens
 Gen. Prom. Mgr. Rex Osborne
 Chief Engineer Edwin P. Healy

WPKY

PRINCETON—1950—MBS-KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 Phone 2072
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker

Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 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
 Phone Number 1240-41
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Colton
 Pres., Gen., Sta. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director John A. Harnett
 Chief Engineer Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus-Studio Address Vancleve
 Phone Number Vancleve 3 (Jackson exch.)
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Director Violet Person
 Chief Engineer Kenneth Amspaugh

LOUISIANA

*Pop. April 1, 1953 (Est.) 2,819,000 — Total Housing Units 784,000
 Families April 1, 1953 (Est.) 715,000 — Stations in State 45*

KROF

ABBEVILLE—1948

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

Owned-Oper. By Alexandria Bdcstg. Co., Inc.
 Address 6th and Johnston
 Phone Number 3-2543
 News Service AP, UP
 Trans. Serv. World, McGregor
 Representative Weed & Co.
 Membership NARTB, BAB
 President Walter H. Allen
 Gen. Mgr. Willard L. Cobb
 Commercial Manager Walter D. Melson
 Prom. Mgr., Publ. Dir. Vivian Close
 Prog. Dir. Alex Marchand
 Chief Engineer Jesse R. Sexton

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5,000 Watts d.
 1,000 Watts n.

KSYL

ALEXANDRIA—1947—NBC

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By KSYL, Inc.

Address.....Hwy 71 at Bolton Ave.
 Phone Number 6611-12
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Everett-McKinney
 Membership NARTB, BAB
 Pres., Comm. Mgr..... Milton Fox
 General Manager..... Virgil G. Evans
 Program Director..... Bruce Rainey
 Prom. Mgr..... Terrie Shute Raye
 Chief Engineer..... Thomas Marhefka

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Morehouse Bcstg. Co.
 Bus.-Studio Address... 217 S. Washington St.
 Phone Number 1400
 News Service UP
 Transcription Service..... World. Associated
 General Manager..... Bill Davis
 Commercial Manager G. I. Johnson
 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.
 Address 929 Government St.
 Phone Number 4-8571
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Adam Young
 Membership NARTB, BAB
 President..... Louis J. Prejean
 V.P., Gen. Mgr..... T. E. Gibbons
 Commercial Manager..... Ron Liferal
 Prog. Director..... John Ferguson
 Chief Engineer..... Donald K. Allan

WIBR

BATON ROUGE—1948

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Community Bcstg. Co.
 Address P. O. Box 1226
 Phone Number 49493
 News Service UP
 Trans. Serv. Lang-Worth & Standard
 Representative Walker
 Gen. Mgr..... Robert Earle
 Commercial Manager..... Roger Davison
 Chief Engineer E. E. Case

WJBO

BATON ROUGE—1934
NBC-LA. NET

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

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By..... Air Waves, Inc.
 Business Address..... 204 North St.
 Phone Number 24411
 Air Time Full Time
 News Service..... AP, INS
 Transcription Service Associated
 Representative Wm. G. Rambeau
 Membership NARTB, BAB
 President..... R. F. Cangelosi
 General Manager..... Earl Smith
 Commercial Manager..... Lamar Simmons
 Prog. Dir..... Herman Nelson
 Publ. Dir..... Mark O'Brien
 Chief Engineer..... Edward Van Valkenburg

WIKC

BOGALUSA—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By. Enterprise Publishing Co.
 Business Address..... Rio Grande St.
 Phone Number 36
 News Service AP
 Transcription Service World
 President..... William C. Moss
 General Manager..... Curt Siegelin
 Commercial Manager..... John H. Knight
 Prog. Dir..... Bernie Behrendt
 Chief Engineer..... Donald Quave

KSIG

CROWLEY—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Acadia Bcstg. Co.
 Bus.-Studio Address... 101 N. Parkerson Ave.
 Phone Number 1450-1
 Newspaper Affiliation..... "Daily Signal"
 News Service AP
 Membership NARTB
 President..... Max Thomas
 Gen. Mgr., Chief Eng... B. Hillman Bailey, Jr.
 Station Mgr..... Mary Grace St. John
 Commercial Manager..... Edmond M. Klein
 Chief Engineer..... G. L. Newman, Jr.

KDLA

DeRIDDER—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Sabine Bcstg. Co.
 Address Box 46
 Phone Number 7600
 Air Time Daytime
 News Service UP
 Transcription Service MacGregor
 Co-Owners Cyril W. Reddoch,
 John B. McCrary
 Commercial Manager Ralph L. Hooks
 Program Director Ted Thompson
 Publ. Dir. Ed Jones
 Chief Engineer Klien Evans

KEUN

EUNICE—1952

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tri-Parish Bcstg. Co.
 Address Box 789
 Phone Number 3041
 News Service AP
 Transcription Service World
 President Vincent Riehl
 General Manager John A. Chauvin
 Commercial Manager Chris Duplechain
 Program Director Roger Duhon
 Chief Engineer Billy Bland

WIHL

HAMMOND—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Cefalu Radio Station
 Bus-Studio Address 205 E. Thomas St.
 Phone Number 960
 News Service AP
 Owners Nicholas Cefalu, A. V. Cefalu
 Gen., Sta. Comm., Prom. Mgr. J. K. Ferris
 Program Director George Bonnell
 Chief Engineer J. R. Webb

KCIL

HOUMA—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Business Address Baton Rouge, La.
 News Service AP
 Transcription Service World, SESAC
 Membership NARTB, BAB
 Owner Charles W. Lamar Jr.
 General Manager Frank E. King, Jr.
 Comm., Sis. Prom. Mgr. Raymond A. Saadi
 Prog. Dir. Sam Eaton
 Chief Engineer Lee E. Emmons

KJEF

JENNINGS—1950

Frequency: 1290 Kc. Power: 500 Watts d.

Owned-Oper. By Jennings Bcstg. Co., Inc.
 Address 1521 Lake Arthur Ave.
 Phone Number 1155
 News Service UP
 Membership NARTB
 President Maxwell J. Thomas
 Gen. Mgr. Clovis L. Bailey
 Sta. Mgr. Jacqueline Todd Bertrand
 Comm. Mgr. Gerald Dugas
 Sales Prom. Mgr. Mildred Rhodriguez
 Prog. Dir. Albert W. Viquerie
 Chief Engineer Edgar E. Barton, Jr.

KLFY

LAFAYETTE—1950—MBS

Frequency: 1420 Kc. Power: 250 Watts d.:
 500 W. n.
 Owned-Oper. By Camellia Bcstg. Co.
 Address P. O. Box 367
 Phone Number 8-9494-5
 Transcription Service World, Capitol
 News Service UP
 Membership NARTB, BAB
 President Paul H. De Clonet
 General Manager William A. Patton
 Program Director John H. Selleck
 Prom., Pub. Dir. Sid Crocker
 Chief Engineer William H. Bland, Jr.

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Evangeline Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 1070
 Phone Number 5-6426-7
 Newspaper Affiliation "Daily Advertiser"
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Meeker
 Membership NARTB, BAB
 General Manager George H. Thomas
 Sta. Mgr. Evan H. Hughes
 Commercial Manager Thomas G. Pears
 Prog. Dir. Don Metz
 Chief Engineer Louis Pilcher

KAOK

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KAOK, Inc.
 Address P. O. Box 1399
 Phone Number 6-7541
 News Service UP
 Transcription Service Associated
 Representative Forjee
 President Jules J. Paglin
 Co-Mgr., Prom. Mgr. Tom Gresham
 Co-Mgr., Prog. Dir. Roy Rhodes
 Station Director Stanley W. Ray, Jr.
 Chief Engineer Levance Carson

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Oper. By The Pelican Bcstg. Co., Inc.
 Bus. Studio Address 203 W. Clarence St.
 Phone Number 6-7277
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Pearson
 Pres., Gen. Manager John L. Vath
 Managing Dir. Sara M. Anderson
 Publicity Dir. Josephine Moss
 Program Director Sid Morse
 Chief Engineer Ernest J. Vincent

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Calcasieu Bcstg. Co.
 Business Address P. O. Box 1521
 Phone Number 2713
 Air Time 5:30 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative Weed
 President T. B. Lanford
 Gen., Sta. Mgr. David Wilson
 Commercial Manager P. E. Mills, Jr.
 Sales Promotion Manager R. M. White
 Program Director A. B. Craft, Jr.
 Publicity Director Margaret Kunzweiler
 Chief Engineer A. B. Craft

KAPK

MINDEN—1952

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Parish Bcstg. Co.
 Address Lakeshore Dr.
 Phone Number 1985
 News Service UP
 General Manager Van F. Marshall
 Commercial Mgr. Paul Howard
 Prom. Mgr., Prog. Dir. Laura Dial
 Chief Engineer Joel E. Wharton

KLIC

MONROE—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Dr. Frank Cerniglia
 Address Strauss Bldg
 Phone Number 3-4617
 News Service UP
 Pres., Sta. Mgr. Dr. Frank Cerniglia
 Comm., Prom. Mgr. (Mrs.) Marian A. Baker
 Program Director John Lacy

KMLB

MONROE—1931

Frequency: 1440 Kc. Power: 5000 d.: 1000 n.

Owned-Oper. By Liner's Bcstg. Station, Inc.
 Business Address Hotel Frances
 Phone Number 25
 News Service AP
 Transcription Service Thesaurus
 Representative O. L. Taylor
 Gen., Sta. Mgr. Charles Price
 Comm., Prog. Mgr. James Plaisance
 Prom., Pub. Dir. I. Elliget
 Chief Engineer O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By James A. Noe
 Business-Studio Address Bernhardt Bldg.
 Phone Number 8155
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, BAB
 President James A. Noe
 Gen., Sta. Mgr. Paul H. Goldman
 Commercial Manager Earl Morin
 Program Director Irving Zeidman
 Chief Engineer Jack Ratliff

KWCJ

NATCHITOCHES—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Natchitoches Bcstg. Co.
 Business-Studio Address Box 232
 Phone Number 2353
 President Dr. William H. Pierson

KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By New Iberia Bcstg. Co.
 Address Box 383
 Phone Number 2-6726
 News Service AP
 Transcription Service Capitol
 Membership BAB
 General Manager George H. Thomas
 Station Manager Dierrell Hamm
 Commercial Manager A. Hall Allen
 Program Director Donald Bonin
 Chief Engineer Merle Case

KVIM

NEW IBERIA—1950

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Queen City Bcstg. Co.
 Address P. O. Box 50
 Phone Number 2121
 Transcription Service Associated
 Membership NARTB, BAB
 President P. M. Cochran
 Gen., Sta. Mgr. John H. Coco



★ ★ LOUISIANA ★ ★

Program Director..... Alice Lee
 Sales Prom. Mgr..... Jay Burnett
 Chief Engineer..... William H. Bland

W B O K

NEW ORLEANS—1950

Frequency: 800 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... WBOK, Inc.
 Address..... 505 Baronne St.
 Phone Number..... Tulane 5363
 News Service..... UP
 Representative..... Forjoe
 President..... Jules J. Paglin
 Gen., Sta. Mgr..... Stanley W. Ray, Jr.
 Comm. Mgr..... Fred Schwarz
 Program Director..... Earl Davis
 Chief Engineer..... John Rhodes

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc..... Power: 5000 Watts
 Owned-Operated By..... WDSU Bcstg. Corp.
 Business-Studio Address..... 520 Royal St.
 Phone Number..... Tulane 4371
 Air Time..... 6 a.m.-12:30 a.m.
 News Service..... AP, UP
 Transcription Service..... Capitol, World
 Representative..... John Blair
 Membership..... NARTB, BAB
 President..... Edgar B. Stern, Jr.
 Exec. V.P. & Gen. Mgr..... Robert Swezey
 V.P. & Comm. Mgr..... Louis Read
 Program Dir..... William Ellwell
 Prom. Dir..... Marion Annenberg
 Chief Engineer..... Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Louise C. Carlson
 Business-Studio Address..... Cigali Bldg.
 Phone Number..... Ma. 3488
 Air Time..... Unlimited
 News Service..... AP
 Representative..... W. G. Rambeau
 Membership..... NARTB
 Pres., Gen. Mgr..... Louise C. Carlson
 Sta., Comm. Manager..... Ed. Carlson
 Prom. Mgr..... George Stimmel
 Program Dir..... Jim Landry
 Chief Engineer..... Frank J. Recely
 Publicity Dir..... Jesse Lee Cave

W J M R

NEW ORLEANS—1945

Frequency: 990 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Supreme Bcstg Co., Inc.
 Address..... Jung Hotel, 1500 Canal Street
 Phone Number..... Canal 0356-0357
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Representative..... Bolling

President Chester Owens
 Exec. V.P. George A. Mayoral
 V.P. & Gen. Mgr. James E. Gordon
 Comm., Prom. Mgr. Patrick J. Shannon
 Program Dir. Tom Abbott
 Publicity Dir. Bonnie Kroll
 Chief Engineer Max Mipro

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 Gill-Keefe-Perna
 News Service UP
 Membership NARTB
 President Lester Kamin
 General Manager Mort Silverman
 Program Dir. Larry McKinley
 Chief Engineer Samuel Perkins

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 Express 2173
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC
 Representative H-R
 Membership NARTB, BAB
 Owner James A. Noe
 Gen., Sta. Mgr., Prom. Dir. Benton Paschall
 Comm. Mgr. Paul Berille
 Prog. Dir. Eldon Durand
 Publicity Dir. Bill Elliott
 Chief Engineer Ray Boyd

W S M B

NEW ORLEANS—1925

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By WSMB, Inc.
 Business-Studio Address. Maison Blanche Bldg.
 Phone Number Magnolia 5921
 President N. L. Carter
 General Manager Jack O'Meallie

W T I X

NEW ORLEANS—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Royal Bcstg. Corp.
 Address 624 Canal St.
 Phone Number CA 7250
 Air Time Full Time
 News Service UP
 Membership NARTB
 President General Hufft
 Gen., Sta. Mgr. William Ellwell

Commercial Manager A. J. Hollander
 Sales Prom. Mgr. Edna May Ellwell
 Program Director Marilyn Barnett
 Chief Engineer Morris Jones

W T P S

NEW ORLEANS—1948

Frequency: 940 Kc. Power: 1000 d.; 500 n.
 Owned-Oper. By The Times Picayune
 Business Address 615 Howard Ave.
 Phone Number Canal 5561
 Transcription Service Associated
 Representative Branham
 President John F. Tims
 General Mgr. H. F. Wehrmann
 Prog. Dir. Robert Smith
 Prom. Mgr. Martin Burke
 Chief Engineer George DeBlieux

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By WWEZ Radio Inc.
 Bus.-Studio Address Hotel New Orleans
 Phone Number Canal 3521
 News Service UP
 Representative Hollingbery
 President A. J. Chilton
 General Manager Joe A. Oswald
 Program Dir. Ken Elliott
 Chief Engineer Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. Power: 50,000 Watts
 Owned-Operated By Loyola University
 Address Roosevelt Hotel
 Phone Number Raymond 2194
 News Service UP, AP
 Transcription Service Standard, Thesaurus
 Representative Katz
 Membership NARTB
 President Rev. Patrick Donnelly
 General Manager W. H. Summerville
 Comm. Manager Larry Baird
 Publicity Manager Ray Liuzza
 Program Director E. M. Hoerner
 Chief Engineer J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KSLO Bcstg. Co.
 Studio Address KSLO Bldg.
 Phone Number 2633
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Sears & Ayer

Membership NARTB, BAB
 Pres., Gen. Mgr. W. Eugene Jones
 Commercial Manager J. R. Womack
 Sales Prom. Mgr. Stanley G. Young
 Program Director Wandell Allegood
 Chief Anncr., News Dir. Floyd Cormier
 Chief Engineer Richard M. Cole

K R U S

RUSTON—1947—MBS-KBS

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

K C I J

SHREVEPORT—1950

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

K E N T

SHREVEPORT—1947—MBS

Frequency: 1550 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By Frank H. Ford
 Business-Studio Address 311 Milam Bldg.
 Phone Number 3-3681
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. Frank H. Ford
 Commercial Manager Frank H. Ford, Jr
 Prom., Pub. Dir. Bill Monroe

K R M D

SHREVEPORT—1928—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KRMD
 Bus. Studio Address New Jefferson Hotel
 Representative Weed
 Manager G. V. Wilson
 Station Director W. L. Switzer
 Program Director Elizabeth V. Alford
 Chief Engineer Carl W. Goulden

K T B S

SHREVEPORT—1922—NBC

Frequency: 710 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Radio Station KTBS, Inc.
 Address 312 East Kings Hwy
 Phone Number 7-3644
 Air Time 5 a.m.-12 M.
 News Service AP, UP
 Representative Petry
 Transcription Service Associated
 Membership NARTB
 Pres., Gen. Mgr. E. Newton Wray
 Comm. Mgr. Alex Chesley
 Pub., Sales Prom. Mgr. Carol Vinson
 Prog. Dir. Cecil E. Bland, Jr.
 Chief Engineer C. H. Maddox

K W K H

SHREVEPORT—1925—CBS

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Operated By International Bcstg. Corp.
 Business-Studio Address Commercial Bldg.
 Phone Number 2-8711
 Newspaper Affiliation Shreveport Times
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB, BAB
 President William H. Bronson
 Exec. V.P., Gen. Mgr. Henry B. Clay
 Commercial Manager Fred Watkins, Jr.
 Prom. Mgr., Pub. Dir. James T. Briggs
 Program Director Horace Logan
 Chief Engineer W. E. Antony

MAINE

*Pop. April 1, 1953 (Est.) 963,000 — Total Housing Units 314,000
 Families April 1, 1953 (Est.) 285,000 — 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.

Address 160 Bangor St.
 Phone Number 3-3838
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard, World
 Representative Forjoe

President Faust Couture
 Gen. Sta. Mgr. Norman G. Gallant
 Comm. Mgr. Harry Simons
 Sales Prom. Mgr. Lynn Chase
 Program Director. Richard Norton
 Publicity Director. Louise Ware Patterson
 Chief Engineer. Paul Grave

WRDO

AUGUSTA—1932—NBC-MAINE
 NERN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WRDO, Inc.
 Address 175 Water Street
 Phone Number 3-4735
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 Gen., Sta., Prom. Mgr. Jack S. Atwood
 Commercial Manager Donald K. Powers
 Publ. Pgm. Dir. Leslie R. Hubley
 Chief Engineer. Harold T. Dinsmore

WABI

BANGOR—1924—ABC-MBS

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

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Guy Gannett Bcstg. System
 Address. P. O. Box 702
 Phone Number 7354
 Air Time. 6:30 a.m.-12 M.
 News Service UP
 Representative Avery-Knodel
 President. Guy P. Gannett
 General Manager. Creighton E. Gatchell
 Station Manager. Samuel G. Henderson, Jr.
 Program Director. Clifton E. Reynolds
 Chief Engineer. Roger W. Hodgkins

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts

Owned-Operated By. Maine Bcstg. Co.
 Business-Studio Address. 100 Main St.
 Phone Number. Bangor 6023
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative. Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline Rines
 General Manager. Edward E. Guernsey
 Program Director. Irving S. Hunter
 Promotion Manager. George Chapman
 Chief Engineer. John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Biddeford Bdcstg. Corp.
 Address 234 Main St.
 Phone Number 4-4566
 Air Time Full Time
 News Service UP
 Transcription Service. World
 Membership NARTB
 Pres., Gen. Mgr. Arthur Deters
 Station Manager. Chris Drivas
 Chief Engineer Arthur Deters



WIDE

BIDDEFORD-SACO, ME.
 MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781 . . . During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
 President and Gen. Mgr.

W A B M

HOULTON—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Aroostook Bdcstg. Corp.
 Phone Number 2257
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Sta., Comm. Mgr. Ted Coffin
 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
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Serv. Standard, SESAC, World
 Representative Forjoe
 President Faust Couture
 General-Station Mgr. John C. Libby
 Comm. Mgr. Oscar J. Normand
 Pgm., Pub. Dir. Herb Fontaine
 Chief Engineer Herbert Wiles

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Lewiston-Auburn Bcstg.
 Business-Studio Address 129 Lisbon St.
 Phone Number 4-5401
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Everett-McKinney
 President, Station Mgr. Elden H. Shute, Jr.
 General Mgr.-Treas. Frank S. Hoy
 Comm., Sales Prom. Mgr. Gerald T. Higgins
 Prog., Pub. Dir. F. Parker Hoy
 Chief Engineer Leslie R. Hall

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
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline B. Rines

If you want sales in Maine
 Buy **LEWISTON-AUBURN**

1st IN PAYROLLS 1951 RETAIL SALES \$70,597,000

BUY 5000 WATT
W L A M

ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE
 OF AUDIENCE



MORNINGS
 8:00 a.m. to 12 Noon
 43.1%

AFTERNOONS
 12 Noon to 6:00 p.m.
 43.0%

EVENINGS
 6:00 p.m. to 8:00 p.m.
 40.9%



Represented Nationally
 by Everett-McKinney, Inc.

C. E. HOOPER, INC. Survey
 LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented
 in New England by
 Kettell-Carter

General Manager William H. Rines
 Station Manager Linwood T. Pitman
 Commercial Manager Albert W. Smith
 Prog. Dir. Arthur Owens
 Chief Engineer Daniel B. Smith

W G A N
 PORTLAND—1938—CBS

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

W P O R
 PORTLAND—1946—ABC-YANKEE
 MBS

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

Owned-Operated By..... Oliver Bcstg. Corp.
 Business-Studio Address..... Chapman Bldg.
 Phone Number 3-8111
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney
 Louis J. Borgatti
 Pres., Sta., Gen. Mgr. Harold H. Meyer
 Commercial Manager..... William J. Mullen
 Sales Prom. Mgr..... I. McAdoo
 Program Director..... Raymond Mercier
 Chief Engineer Roger S. Perry

W A G M
 PRESQUE ISLE—1931—MBS
 YANKEE—ME.B.S.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Aroostook Bcstg. Corp.
 Business-Studio Address 180 State St.
 Phone Number 8821
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 President Harry Umphrey

American Broadcasting Company	Yankee Network	Mutual Broadcasting System
<p><i>Portland's favorite station . . .</i></p>		<p><i>. . . ask anyone!</i></p>

General Manager.....Harold D. Glidden
 Commercial Manager.....Forrest Craig
 Pgm. Dir.....Richard B. Marshall
 Chief Engineer.....Lester E. Hughes

WRKD

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knox Bcstg. Co.
 Address.....496 Main St.
 Phone Number.....74 K
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Standard
 Reps.....Everett-McKinney, Kettell-Carter
 President.....Carleton D. Brown
 Station Manager.....Paul R. Huber
 Commercial Mgr.....A. Sherman Butter

Commercial Manager.....A. Sherman Rutter
 Chief Engineer.....Donald S. Winslow

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Phone Number.....2700-1
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative Everett-McKinney, Kettell-Carter
 Membership.....NARTB, BAB
 Pres., Gen.-Station Mgr.....Carleton D. Brown
 Commercial Manager.....Harold I. Vigue
 Program Dir.....Alvo Martin
 Chief Engineer.....Don Sutherland

MARYLAND

*Pop. April 1, 1953 (Est.) 2,466,000—Total Housing Units 694,000
 Families April 1, 1953 (Est.) 639,000—Stations in State 23*

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Annapolis Bcstg. Corp.
 Business-Studio Address.....25 School St.
 Phone Number.....Annapolis 2500
 Air Time.....Local sunrise-local sunset
 President, General Mgr.....Morris H. Blum
 Chief Engineer.....Arthur P. Dietz

Transcription Service.....Capitol, Thesaurus
 Representative.....McGillivra
 President.....Albert H. MacCarthy
 Sta., Gen. Mgr.....Earle L. Boyles
 Comm., Prom. Mgr.....Norman Bergholm
 Prog. Dir.....John Hanly
 Publicity Dir.....Frank D. Grosser
 Chief Engineer.....Arnold Seltzer

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Chesapeake Radio Corp.
 Business Address.....P. O. Box 1551
 Phone Number.....9211
 News Service.....AP
 Transcription Service.....World
 Membership.....BAB
 Pres., Gen. Mgr.....Robert L. Blalock
 Comm., Prom. Manager.....Patrick W. Larkin
 Program Director.....M. E. Blalock
 Publicity Director.....John Drew
 Chief Engineer.....Joseph H. Griscom, Jr.

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Hearst Corp. (Radio & TV
 Div.)
 Address.....2610 North Charles St.
 Phone Number.....Hopkins 3000
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Pety & Co., Inc.
 V.P. and Exec. Dir.....Charles B. McCabe
 V.P., & Gen. Mgr.....D. L. Provost
 V.P., (Engineering).....John Wilner
 Station Manager.....Leslie H. Peard, Jr.
 Dir. Pub. Affairs & Educ.....Arnold Wilkes
 Program Director.....Victor F. Campbell
 Program Manager.....William N. Rock
 Local Sales Manager.....J. M. Kennedy
 Pub. Mgr.....Thomas J. White, Jr.
 Chief Engineer.....William C. Bareham

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Capital Bcstg. Co.
 Address.....P. O. Box 829, Admiral Hqts.
 Phone Number.....2639
 Air Time.....6 a.m.-12 M.
 News Service.....AP

WBMD

BALTIMORE—1947

Frequency: 750 Kc.....Power: 1000 Watts d.

YOU GET MORE COVERAGE

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

WHEN YOU BUY

RADIO BALTIMORE

WBAL

50,000 Watts · NBC in Maryland



Nationally Represented by
EDWARD PETRY & CO.

Owned-Operated By.....Key Bcstg. Corp.
 Business-Studio Address.....879 Park Ave.
 Phone Number.....Mulberry 7095
 News Service.....AP
 Representative.....Joseph Hershey McGillvra
 President.....George E. Hull
 General Mgr.....H. Shelton Earp, Jr.
 Program Director.....Tom O'Connor
 Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Monumental Radio Co.
 Business-Studio Address.....1102 N. Charles St.
 Phone Number.....Mulberry 0600-1-2-3-4
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Pres., Sta., Gen. Mgr.....L. W. Milbourne
 Comm., Prom. Mgr.....Robert M. Richmond
 Program Dir.....George L. Filling
 Chief Engineer.....Martin L. Jones

WCBM

BALTIMORE—1924—MBS

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

WFBR

BALTIMORE—1922—ABC

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

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
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Forjoe
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Dir.....Nedra Jeanne Berryman
 Publicity Director.....Mae Hughes
 Chief Engineer.....James S. Duff

WSID

BALTIMORE—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....912 N. Charles St.
 Phone Number.....Saratoga 8250
 News Service.....UP
 President.....Richard Eaton
 Gen., Sta., Comm., Prom. Mgr.....Albert R. Lamphear
 Prog., Publ. Dir.....Helen Wherley
 Chief Engineer.....Leroy Reckling

WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Belvedere Bcstg. Co.
 Address.....5740 Reistertown Rd.
 Phone Number.....Mohawk 4400
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Indie Sales
 President.....Thomas F. McNulty
 Gen. Mgr.....Lenore Feldman
 Program Director.....Chester Kiser
 Chief Engineer.....Joseph Sporney

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Broadcast Management, Inc.
 Address.....1348 You St., Wash., D. C.
 Phone Number.....HO 0011
 News Service.....UP
 Transcription Service.....Quality
 P es., Gen. Mgr.....Harold F. Sheffers
 Comm., Prom., Pub. Mgr.....Leslie W. Smith
 Chief Engineer.....Richard Reagan

... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH



ask your Forjoe man to prove it!

WCEM**CAMBRIDGE—1947—MBS**

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By The Shore Bcstg Co.
 Phone Number 1580
 News Service AP
 Transcription Service World
 President John W. Downing
 Gen. Mgr. Charles J. Truitt
 Sta. Mgr., Pub. Dir. Thomas H. Maguire, Jr.
 Comm., Prom. Mgr. Anna Flowers
 Prog. Dir. Bette B. Robbins
 Chief Engineer Jerrold P. Merritt

WCUM**CUMBERLAND—1948—CBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Tower Realty Co.
 Address P. O. Box 360
 Phone Number 5400-1
 Air Time 6:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 President Karl F. Steinmann
 Station Manager M. Campbell, Jr.
 Commercial Manager Roy S. Knotts
 Sales Prom. Mgr. Eldred Steinman
 Chief Engineer Paul E. Custer

WDYK**CUMBERLAND—1949—ABC—MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Western Md. Bcstng.
 Address 450 Byrd Avenue
 Phone Number 5001
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative Radio Representatives, Inc.
 President Richard A. Raese
 Sta., Mgr., Prog. Dir. James M. Martinson
 Commercial Manager Floyd V. Cozad
 Prom. Mgr., Publ. Dir. Robert Calvert
 Chief Engineer George Sokol, Jr.

WTBO**CUMBERLAND—1928—NBC**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Maryland Radio Corp.
 Address Commercial Bank Bldg.
 Phone Number 299
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Branham

Membership NARTB
 Pres., Gen., Sta. Mgr. Charles E. Smith
 Comm., Sales Prom. Mgr. Ray Miller
 Pgm. Dir. Michael Hurst
 Pub. Dir. Robert Rosamond
 Chief Engineer Phil Malone

WFMD**FREDERICK—1936—CBS**

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Monocacy Bcstg. Co.
 Business-Studio Address Winchester Hall
 Phone Number MONument 3-6104, 5
 Air Time 5 a.m.-M.
 News Service AP
 President Laurence Leonard
 General Manager Alan W. Long
 Program Director Evelyn Leonard
 Sales Prom., Pub. Mgr. Amelia Weinberg
 Chief Engineer Howard Fisher

WARK**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
 Air Time 6 a.m.-M.
 News Service UP
 Membership NARTB
 President Richard Eaton
 Managing Director Albert R. Lanphear
 General Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Publicity Director Betty Bupp
 Chief Engineer G. Harold Brewer

WJBJ**HAGERSTOWN—1932—MBS-ABC**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. Grover C. Crilley
 Sta., Prom., Mgr. William H. Paulsgrove
 Commercial Mgr. Clarence Myers
 Pgm. Dir. Robert Lesher
 Publicity Director Marie Hobson
 Chief Engineer George McIntire

WASA

HAVRE DE GRACE—1948

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

WINX

ROCKVILLE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.
 Address Route 240, Rockville
 Phone Number Rockville 4357
 Air Time Sunrise-Sunset
 News Service UP
 President Richard Eaton
 Gen., Sta. Mgr. Bruce Collier
 Promotion Manager Phyllis Johnson
 Prog. Dir. Bob Cossman
 Chief Engineer Arthur A. Snowberger

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By The Peninsula Bcstg. Co.
 Bus.-Studio Address Radio Park
 Phone Number 6131
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 President John W. Downing
 Gen., Sta., Comm. Mgr. Charles J. Truitt
 Program Director John W. Downing, Jr.
 Chief Engineer Jack W. Ward

W G A Y

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-Suburban Bcstg. Corp.
 Business Address 11306 Kemp Mill Rd.
 Phone Number Shep. 1050
 Air Time Daytime
 News Service AP
 Representative Forjoe, Indie Sales
 Membership NARTB, BAB
 President John W. Kluge
 Gen.-Sta. Mgr. Joseph L. Brechner
 Comm., Sls., Prom. Mgr. James E. Crismond
 Pub., Pgm. Dir. Ernest Tannen
 Chief Engineer Arthur McDougall

TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

At RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
 (Mon. thru Fri. Average)
 Source: J. A. Ward, Inc.
 9 AM - 12 Noon 69.5%
 12 Noon - 6 PM 71.6%
 6 PM - 10 PM 72.0%

MARKET DATA
 Source: Sales Management
 Population 301,700
 Radio Homes 82,500
 Retail Sales \$333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
 Charles J. Truitt, Gen. Mgr.

National Representatives:
 Burn-Smith Co., Inc.

MASSACHUSETTS

Pop. April 1, 1953 (Est.) 4,928,000—Total Housing Units 1,416,000
Families April 1, 1953 (Est.) 1,315,000—Stations in State 51

WARA

ATTLEBORO—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By Attleboro Radio Assn.
Address Bronson Bldg.
Phone Number 1320
Air Time Full Time
Representative Bannan
Transcription Service Thesaurus
News Service UP
President Howard H. Sweet
General Manager J. Ottmar
Station Manager Keith S. Field
Commercial Mgr. William A. Dawson, Jr.
Program Director David P. Mohr
Chief Engineer Charles Lynch

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By WBMS, Inc.
Business-Studio Add. Hotel Shelton
Phone Number Copley 7-3005
Air Time Sunrise-sunset
News Service UP
Representative Forjoe & Co.
President John Laux
General Manager Norman Furman
Commercial Mgr. Zangwil Lasker
Sales Prom. Mgr. Irving Wermont
Program Director Ken Malden
Publicity Director Gerald McCarthy
Chief Engineer Donald Snider

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
News Service AP, UP, INS
Transcription Service Thesaurus
Membership BAB
Representative Free & Peters
President E. V. Huggins
V.P., Gen. Mgr. J. E. Baudino
Station Manager W. C. Swartley
Sales Manager C. M. Meehan
Promotion Manager John Stilll
Program Manager Avner Rakov
Chief Engineer W. H. Hauser
Publicity Director Joseph Cullinane

WCOP

BOSTON—1935

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By WCOP Bdcstg. Co.
Business-Studio Address 485 Boylston St.
Phone Number Copley 7-0123
Air Time Full Time
News Service AP, INS
Gen. Sta. Mgr. Roy V. Whisnand
Natl. Sales Mgr. A. N. Armstrong
Program Director Irvin E. Dierdorff, Jr.
Chief Engineer Roland C. Hale

WEEI

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By CBS Radio Division
Business-Studio Address 182 Tremont St.
Phone Number HUbbard 2-2323
Air Time Full Time
News Service AP, UP
Transcription Service Lang-Worth
Representative CBS Radio Spot Sales
Membership BAB
General Manager Harvey J. Struthers
Commercial Mgr. Emmett J. Heerd, Jr.
Sales Promotion Mgr. Charles B. H. Vaill
Program Director Raymond G. Girardin
Publicity Director Marie H. Houlahan
Chief Engineer Harold A. Dorschug

WHDH

BOSTON—1926

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

WMEX

BOSTON—1934

Frequency: 1510 Kc. Power: 5000 Watts
Owned-Oper. By The Northern Corp.
Business-Studio Address 70 Brookline Ave.
Phone Number Commonweath 6-3900

Air Time Full Time
 News Service INS
 Transcription Service Lang-Worth, SESAC
 Pres., Prog. Dir. John E. Rellly
 General Station Manager William S. Pote
 Commercial Manager Lawrence Flynn
 Sales Promotion Manager Marie Mason
 Publicity Director Mary Saunders
 Chief Engineer William Ferruzzi

W N A C

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By. Yankee Net. Div., General
 Teleradio, Inc.
 Bus.-Studio Address 21 Brookline Ave.
 Phone Number Commonwealth 6-0800
 News Service Reuters, INS, UP
 Representative H-R Reps.
 President Tom O'Neil
 Exec. V.P., Gen. Mgr. Linus Travers
 Vice President George Steffy
 Commercial Manager Tom Bateson
 Sales Prom. Mgr. George Nallberg
 Program Director Dave Cox
 Publicity Director Phyllis Doherty
 Chief Engineer I. B. Robinson

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
 Air Time Sunrise-Sunset
 News Service AP
 Representative Bolling Co.
 President Joseph A. Dunn
 Gen., Sta., Comm. Mgr. Arthur E. Haley
 Program Director Norm Prescott
 Publicity Director Polly Haddad
 Chief Engineer John Parker

W V O M

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By. The Boston Bcstg. Corp.
 Address 1 Harvard Street
 Phone Number Beacon 2-5650
 Air Time Full Time
 Representative McGillvra
 News Service UP
 General Manager Benjamin Bartzoff
 Commercial Manager Ken Strong
 Chief Engineer Jerome Bartzoff

W B E T

BROCKTON—1946

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Enterprise Publishing Co.

Business-Studio Address 60 Main St.
 Phone Number Brockton 7062
 News Service AP
 Representative Bannan, Colton
 Membership NARTB, BAB
 Gen., Sta. Mgr. Charles A. Fuller
 Commercial Mgr. Earle G. Clement
 Program Director Kenneth A. Wheeler
 Technical Dir. Mark L. MacAdam

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 Elliot 4-0500
 Air Time Day Time
 News Service AP
 Representative Indie Sales
 President Frank J. Lyman, Jr.
 General Manager F. C. Bailey
 Program Dir. Edward Penney
 Chief Engineer Norman J. Graham

W A C E

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By. Regional Bcstg. Co.
 Business Address Hotel Bridgeway
 Phone Number Springfield 6-1323.
 Air Time Sunrise-sunset
 News Service AP
 Representative Indie Sales
 Membership NARTB, BAB
 President David Hayes
 Sta., Comm., Gen. Mgr. Ralph J. Robinson
 Program Dir. Charles J. O'Malley
 Chief Engineer H. R. Glinka

W A L E

FALL RIVER—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Narragansett Bcstg. Co.
 Address 374 Central St.
 Phone Number 4-1400
 News Service UP
 Representative Walker, Kettell-Carter
 Pres., Gen. Mgr. George L. Sisson, Jr.
 Chief Engineer Roland Berube

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 Bldg.
 Phone Number 7-9477
 Newspaper Affiliation Herald News, Inc.
 Air Time Full Time
 News Service UP
 Transcription Service Thesaurus

Representative. Headley-Reed, Bertha Bannan
 Membership NARTB
 President Frank W. Miller
 Treas., Gen. Mgr. Melvin Lahr
 Commercial Manager Neil Sullivan
 Publicity Director John Crowley
 Program Dir. Angus Bailey
 Chief Engineer John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By WEIM, Fitchburg, Inc.
 Business-Studio Address 717 Main St.
 Phone Number 3-3766
 Air Time Unlimited
 News Service AP
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Henry G. Molina, Jr.
 Commercial Mgr. James W. Chalmers
 Program Dir. David Rodman
 Chief Engineer Ted Kallin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wachusett Bcstg. Co.
 Address 455 Main St.
 Phone Number 3-4897
 Representative Devney, Bannan
 News Service INS
 Membership NARTB, BAB
 Pres., Gen. Mgr. Ansel E. Gridley
 Program Director Tal Hood
 Chief Engineer Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By WKOX, Inc.
 Bus.-Studio Address Mt. Wayte Ave.
 Phone Number Framingham 7409
 News Service UP
 Transcription Service World
 Representative Kettell-Carter
 General Manager Richard E. Adams
 Commercial Manager Lewis F. Sargent
 Program Director William B. Sherman
 Chief Engineer Francis Bartol

WHOB

GARDNER—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Gardner Bcstg. Corp.
 Business Number Green St., Gardner
 Phone Number 1490
 Air Time Full Time
 News Service AP
 Representative Borgatti, Inc.

President W. J. Barkley
 General Manager Wm. Rust
 Station Manager Al Maffie
 Chief Engineer Melvin Miller

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By John W. Haigis
 Business-Studio Address 354 Main St.
 Phone Number 430L-2
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Bertha Bannan, Walker
 Membership NARTB
 President John W. Haigis, Sr.
 Gen., Sta. Mgr. John W. Haigis, Jr.
 Commercial Manager H. W. Nichols
 Sales Prom. Mgr., Pub. Dir. Thomas J. Kelly
 Program Director Ira I. Hewey
 Chief Engineer Leland F. Wheeler

W H A V

HAVERHILL—1947

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

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Oper. By Hampden—Hamshire Corp.
 Address 180 High St.
 Phone Number Holyoke 8238
 Newspaper Affiliation Transcript-Telegram
 News Service UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB, BAB
 Sta., Gen. Mgr. Charles N. DeRose
 Commercial Manager Patrick J. Montague
 Chief Engineer Alexander Paley

W R E B

HOLYOKE—1950—KBS

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 ServiceAP
 MembershipBAB
 PresidentSigward Holmes
 Gen., Sta., Comm. Mgr.....John J. Broderick
 Pgm. Dir., Prom. Mgr.....Gerald Loughman
 Publicity Director.....Larry Therrien
 Chief Engineer.....Arthur P. Beaton

W C C M

LAWRENCE—1947

Frequency: 800 Kc.Power: 1000 Watts d.
 Owned-Oper. ByLawrence Bdcstg. Co.
 Address.....278 Essex Street
 Phone Number.....Lawrence 3-7171-2
 Air TimeSunrise-Sunset
 News ServiceAP
 Representative.....Bannan, Indie Sales
 Pres., Gen., Sta. Mgr.....Geo. H. Jaspert
 Comm., Sales Prom. Mgr...Daniel Ruggles, III
 Prog. Dir.....Ernest La Branche
 Chief Engineer.....John David Bodel

W L A W

LAWRENCE—1937—ABC

Frequency: 680 Kc.Power: 50,000 Watts
 Owned-Oper. ByHildreth & Rogers Co.
 Business-Studio Address.....Essex St.
 Phone Number.....Lawrence 4171
 Newspaper AffiliationEagle-Tribune
 Air Time6 a.m.-12:05 a.m.
 News ServiceUP, INS
 Transcription ServiceThesaurus
 Representative.....O. L. Taylor Co.
 MembershipNARTB
 President.....Irving E. Rogers
 Gen., Sta. Mgr.....Lambert B. Beeuwkes
 Commercial Manager.....Nona Kirby
 Program Dir.....Frederick P. Laffey
 Sales Prom. Mgr.....Kerby Cushing
 Publicity Director.....Fred A. Sullivan
 Chief Engineer.....George A. Hinckley

W C A P

LOWELL—1951

Frequency: 980 Kc.Power: 1000 Watts d.
 Owned-Operated ByNortheast Radio Inc.
 Address.....243 Central St.
 Phone Number4-0404
 News ServiceUP
 PresidentIsrael Cohen
 Gen., Sta. Mgr.....William J. Warren
 Program Director.....Ugo San Antonio
 Chief Engineer.....Theodore Cohen

W L L H

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. ByMerrimac Bdcstg. Co.

Phone Number8715, Lawrence 2-2146
 Air Time6:00 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceAssociated
 PresidentGerald Harrison
 V. P.Carl S. Wheeler
 Sta. Mgr.Dana W. Fitzgerald
 Program Director.....Tom Clayton
 Commercial ManagerHaskell Bloomberg
 Chief EngineerAnthony G. Michaels

W L Y N

LYNN—1947

Frequency: 1360 Kc.Power: 1000 Watts d.
 Owned-Oper. ByPuritan Bcst. Service, Inc.
 Business-Studio Address.....7 Willow St.
 Phone Number.....LY. 5-6200
 Air Time6:00 a.m.-Sunset
 News ServiceUP
 Pres., Gen. Mgr.....Theodore Feinstein
 Sta., Comm. Mgr., Prog. Dir.....Hank Forbes
 Chief Engineer.....Russell Bassett

W H I L

MEDFORD—1952

Frequency: 1430 Kc.Power: 500 Watts d.
 Owned-Operated ByConant Bcstg. Co.
 Address99 Revere Beach Pkwy.
 Phone Number.....Mystic 8-2250
 News ServiceUP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr.....Sherwood J. Tarlow
 Commercial Mgr.....Joseph Kruger
 Program Director.....Dave Maynard
 Chief Engineer.....Sal Fulchino

W B S M

NEW BEDFORD—1949

Frequency: 1230 Kc.Power: 100 Watts
 Owned-Oper. ByBay State Bcstg. Co.
 AddressPope's Island
 Phone Number3-1767
 RepresentativeThe Bolling Co.
 MembershipNARTB
 News ServiceUP
 PresidentJoseph P. Duchaine
 General Manager.....Otto F. A. Arnold
 Commercial Manager.....Richard C. Evans
 Program Director.....Chris Clark
 Chief Engineer.....Brownell Brightman

W N B H

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByE. Anthony & Sons, Inc.
 Business-Studio Address.....432 County Sts.
 Phone Number8-5228
 Air TimeFull Time
 News ServiceAP
 Newspaper affiliationStandard-Times
 Representative....Walker Co., Bertha Bannan

Station Manager J Thomas Mathers
 Commercial Manager Arnold Briden
 Program Director James Gleason
 Chief Engineer David Dodd

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
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 Pres., Gen. Mgr. J. Gordon Keyworth
 Program Manager Larry Truesdale
 Chief Engineer J. Gordon Keyworth

W N A W

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Cecil F. Clifton
 Address 20 State Street
 Phone Number 860
 News Service UP
 Transcription Service Associated. Cole
 Owner Mrs. Cecil F. Clifton
 Program Director Carman S. Tubby
 Chief Engineer Calvin Curtis

W H M P

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By . . . Pioneer Valley Bcstg. Co.
 Address 78 Main St.
 Air Time Full Time
 News Service AP
 Representative Louis Borgatti
 President John H. Williams
 Gen., Sta., Comm.,
 Prom. Mgr. Alexander W. Milne
 Program Director Joseph T. Fennessey
 Chief Engineer Harold Schumacher

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
 Air Time Full Time
 News Service AP
 Transcription Service Capitol
 Representative Everett-McKinney, Kettell-
 Carter

Newspaper Affil. Berkshire Evening Eagle
 Membership NARTB
 President L. K. Miller
 Gen., Sta., Comm.,
 Prom. Mgr. W. Wendell Budrow
 Pgm., Publ. Dir. Robert Henabery
 Chief Engineer Walton Ayer

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Greylock Bcstg. Co.
 Business-Studio Address 8 Bank Row
 Phone Number 2-1553
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Walker, Morgatti
 Membership NARTB, BAB
 President Leon Podolsky
 Sta., Gen. Mgr. John T. Parsons
 Commercial Manager Norman T. Simpson
 Sales Promotion Manager Robert H. Burbank
 Pub., Pgm. Dir. Richard Bolender
 Chief Engineer Leonard Lavendol

W J D A

QUINCY—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . South Shore Bcstg. Co., Inc.
 Business-Studio Address Box 373
 Phone Number Mayflower 9-1300
 News Service AP
 Transcription Service World
 Pres., Gen., Sta., Comm., Prom. Mgr.,
 Chf. Engr. James D. Asher
 Program Director Charles Glass

W E S X

SALEM—1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By North Shore Bcstg. Co.
 Business-Studio Address Salem
 Phone Number 5670
 Transcription Service World
 President Joseph H. Tobin
 Gen., Sta. Mgr. William C. Asher
 Comm., Sales Prom. Mgr. Tom Lester
 Prog., Pub. Dir. Duane Hatch
 Chief Engineer Philip Campbell

W B Z A - W B Z

(Synchronous Operation)

SPRINGFIELD-BOSTON—1921

NBC-NERN

(See Boston Listing)

WJKO

SPRINGFIELD—1948

Frequency: 1600 Kc. 5 KW d.
 Owned-Oper. By Springfield Bdcstg. Co.
 Address 137 State St.
 Phone Number 2-7487
 Air Time Day Time
 News Service UP
 Representative Gill-Keefe & Perna
 President Gerson Askinas
 Gen. Mgr., Pgm. Dir. C. M. Manitsas
 Sales Manager E. G. Hewinson, Sr.

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WMAS, Inc.
 Business-Studio Address 101 West St.
 Phone Number Springfield 7-1414
 News Service UP
 Transcription Service Associated
 Representative Edward Petry
 Membership NARTB
 President Gerald Harrison
 Station Manager Robert Donahue
 Commercial Manager Robert Feldman
 Sales Prom. Mgr. Paul Peltier
 Chief Engineer John Michnovex

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By WSPR, Inc.
 Business Address 63 Chestnut St.
 Phone Number 6-2757
 Air Time Full Time
 News Service AP
 Representative George P. Hollingbery
 Membership NARTB
 Pres., Gen. Mgr. Alan C. Tindal
 Commercial Manager J. H. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir. Howard S. Keeffe
 Program Director Wayne H. Latham
 Chief Engineer George Townsend

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Phone Number 9-4768
 Air Time 6:40 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Oper.. Mgr., Chief Engr. J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 74 Broadway
 Phone Number 4-7528
 Air Time Day Time
 Transcription Service Lang-Worth
 News Service UP
 President J. Marshall McGregor
 General Manager James Milton Hammond
 Sta. Mgr., Prog. Dir. Joseph G. Quill
 Commercial Manager Edwin Stawniak
 Chief Engineer Lawrence Prado

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charles River Bcstg. Co.
 Business-Studio Address 834 Main St.
 Phone Number Wæ 5-7080
 Air Time Daytime
 News Service UP
 Representative Bannan
 President, Gen. Mgr. Theodore Jones
 Program Director David B. Tucker
 Chief Engineer J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Central Bdcstg. Co.
 Business-Studio Address Ware
 Phone Number 1250
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Borgatti, Radio Reps.
 Gen., Sta. Mgr. T. M. Colton
 Commercial Mgr. Howard L. Chase
 Chief Engineer Joseph Bigda

WOCB

WEST YARMOUTH—1940
 MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Phone Number Hyannis 502
 Address South Sea Avenue
 Air Time 7 a.m.-11:30 p.m.
 Representative Walker, Bertha Bannan
 President Basil Brewer
 General Manager Dan B. Gaylord
 Station Manager Paul Stiles
 Program Director Joyce Johnson
 Chief Engineer Frank L. Lynch

*The
busiest
stations in
America's
automotive
center*



Today there are
1 1/2-million radio
homes and 1/2-mil-
lion auto radios in

the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiters have looked to for the best in programs, and advertisers for the best in results. *At lowest cost, too!* WWJ costs less than the average cost-per-thousand for radio time in Detroit . . . *14.5% less according to Pulse ratings!* To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station . . . WWJ.



Shortest distance between your visual sales message and the 800,000 TV sets in Detroit is through WWJ-TV, first TV station in Michigan. *Proof?* Whenever Detroit's 3 TV stations telecast the same event . . . conventions, elections, speeches, sports . . . ratings give WWJ-TV a greater audience than both other stations combined! *More proof?* Throughout the year, WWJ-TV carries most of the top-rated weekly shows! *Still more proof?* WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ . . . AM . . . FM . . . TV

BASIC NBC Affiliate

AM—960 KC
5000 WATTS

FM—87.1 MC

CHANNEL 4

THE WORLD'S FIRST RADIO STATION . . . Owned and Operated by THE DETROIT NEWS . . . National Representatives: THE GEORGE F. HOLLINGSBERRY COMPANY

W A A B

WORCESTER—1931—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned by W.A.A.B., Inc.
 Business-Studio Address 34 Mechanic St.
 Phone Number 2-5611
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney, Bannan
 Membership NARTB
 President George F. Wilson
 Commercial Mgr. George J. Kapel
 Program Dir. Don Stevens
 Chief Engineer Felix Bonvouloir

W N E B

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Address 405 Main St.
 Phone Number 6-4672
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Bolling
 President Paul C. Lytle
 Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 Chief Engineer Vernon P. Wilson

W O R C

WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Radio Worcester
 Business-Studio Address 4 Walnut St.
 Phone Number 5-3101
 Air Time 7 a.m.-M.
 News Service AP
 Representative Headley-Reed
 President C. George Taylor
 Gen., Sta., Mgr. Kenneth M. Cooper
 Comm. Mgr. Thomas M. Donlin
 Chief Engineer Carroll Philbrook

W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By WTAG, Inc.
 Business-Studio Address 18 Franklin St.
 Phone Number 5-4321
 Air Time 6 a.m.-12:05 a.m.
 Newspaper Affiliation Telegram & Evening Gazette
 News Service AP
 Transcription Service World, Associated
 Representative Paul H. Raymer
 Membership NARTB, BAB
 Vice-Pres., Gen. Mgr. Robert W. Booth
 Station Manager Herbert L. Krueger
 Commercial Manager Robert J. Brown
 Sales Promotion Manager Bernard J. La Plante
 Prod., Pgm. Dir. A. J. Brissette
 Publicity Director A. C. Fuller
 Chief Engineer E. A. Browning

MICHIGAN

Pop. April 1, 1953 (Est.) 1,669,000—Total Housing Units 1,990,000
 Families April 1, 1953 (Est.) 1,834,000—Stations in State 68

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
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Membership NARTB, BAB
 Owner James Gerity, Jr.
 General Manager O. Wm. Myers
 Commercial Manager David L. Norton
 News, Pgm. Dir. Larry Payne
 Chief Engineer Elwood Brown

W A L M

ALBION—1952

Frequency: 1540 Kc. Power: 250 Watts d.

Owned-Oper. By Calhoun Bcstg. Co.
 Address Hawes Bldg.
 Phone Number 6120
 President J. C. Bedient
 General Manager M. H. Wirth
 Program Director Lewis Shroyer
 Chief Engineer Clare Brown

W F Y C

ALMA—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By W.F.Y.C., Inc.
 Address 408½ Gratiot Ave.
 Phone Number 95
 News Service UP
 Trans. Service Lang-Worth, World
 President L. R. Kamperman
 V.P., Gen. Mgr. Robert W. Cessna
 Chief Engineer Harold Frisbee

WATZ**ALPENA—1946—MBS**

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

WHRV**ANN ARBOR—1947—ABC**

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

WPAG**ANN ARBOR—1945**

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By.....Washtenaw Bcstg. Co.
 Bus.-Studio Address.....3rd Floor, Hutzel Bldg.
 Phone Number.....2-5517
 News Service.....AP
 Transcription Service.....Standard
 Representative.....McGillvra
 Membership.....NARTB
 President.....Arthur E. Greene
 Gen. Sta. Manager.....Edward F. Baughn
 Commercial Manager.....Kenneth MacDonald
 Program Director.....Roger A. Shepard
 Chief Engineer.....D. N. Bowdish

WLEW**BAD AXE—1950**

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By.....Port Huron Bcstg. Co.
 Address.....932 Military St., Port Huron
 Phone Number.....2-8536
 Representative.....Gill-Keefe-Penna
 Transcription Service.....Standard
 News Service.....UP
 Membership.....NARTB
 Gen. Mgr.....John Wismer
 Sta. Com. Mgr.....Jim Muehlenbeck
 Prog. Dir.....Dick Estell
 Chief Engineer.....Don Clotier

WBCK**BATTLE CREEK—1948—MBS**

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By.....Michigan Bcstg. Co.
 Address.....402 Security Natl. Bank Bldg.
 Phone Number.....3-5555
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 P es., General Manager.....Robert H. Holmes
 Commercial Manager.....F. K. Doyle
 Program Director.....E. F. Cahill
 Chief Engineer.....Robert Willbur

WELL**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.....7173
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NARTB, BAB

WELL**BATTLE CREEK**

*Battle Creek's top-rated
 station*

**and the best buy
 because . . .**

- 26 years of making friends—
and sales
- Covers retail trading area of
198,299
- Affiliated with American Bcstg.
Company

Represented nationally by
JOS. HERSHEY MCGILLVRA

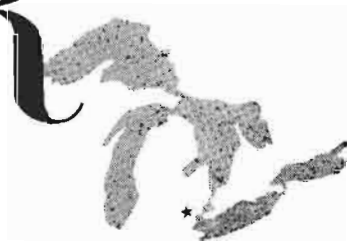
250W • 1400 WELL



J

R

the
GREAT VOICE
of the
GREAT LAKES



General 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
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership BAB
 President Harley D. Peet
 Gen. Station-Comm. Mgr. Hugh A Giesel
 Program Director Charles E. Anthony
 Chief Engineer Ralph H. Carpenter

W G R O

BAY CITY—1949—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Griner-Dillon Bcstg. Co.
 Phone Number 3-1260

Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Representative Sears & Ayer
 Membership BAB
 President James Gerity, Jr.
 Vice-Pres. O. William Myers
 Station Manager Harley West
 Program Director Phil Sanford
 Chief Engineer Edward Dillon

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.

Phone Number 5-2113
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service RCA, World
 Representative Hal Holman
 Membership NARTB, BAB
 President Stanley R. Banyon
 Vice-Pres. W. J. Banyon
 Gen. Sta. Mgr. J. P. Scherer
 Commercial Manager Ted Vernasco
 Sales Prom. Mgr. Dwight Edmunds
 Program Director John Pershing Chase
 Chief Engineer Munson Robinson

W A T T

CADILLAC—1945—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Bcstg. Co.

Business-Studio Address . P.O. Box 219, Cadillac
 Phone Number 1270
 News Service AP
 Transcription Service SESAC, KBS
 Representative Hal Holman
 Pres., Gen. Mgr. Les Biederman
 Station Manager Art Nyhus
 Commercial Manager M. L. Chandler
 Chief Engineer Bill Kikel

W T V B

COLDWATER—1949

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By Twin Valley Bdcstrs, Inc.

Address Box 32
 Phone Number 1230
 Air Time Full Time
 News Service AP
 Trans. Service World, Associated, Cole
 Representative McGillvra
 Membership BAB
 President George Hosek
 Gen., Stat. Mgr., Chief Eng. E. Harold Munn, Jr.
 Program Director James C. Macklem

W K M H

DEARBORN—1946

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

Owned-Operated By WKMH, Inc.
 Address 15001 Michigan Ave.
 Phone Number Tiffany 6-8500
 Transmitter Willow Run Express Hwy.
 News Service INS, UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Sta., Gen. Mgr. Fred A. Knorr
 Comm., Prom. Mgr. George M. Miller
 Program Director Verna Borsodi
 Production Director Clare Linn
 Chief Engineer Jerrold Martin

C K L W

DETROIT-WINDSOR—1932
MBS-CBC

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

Business Address . 3300 Guardian Bldg., Det.
 Phone Number Woodward 1-7200
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service World, Thesaurus
 Representative All Canada Facilities,
 Adam J. Young, Jr.
 Membership NARTB
 President, General Mgr. J. E. Campeau
 Sta. Mgr., Chief Engr. W. J. Carter
 Commercial Manager E. Wilson Wardell
 Sales Prom. Mgr. S. C. Ritchie
 Publicity Director Art Gloster

MUTUAL

CKLW

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

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

CKLW covers a
17,000,000 population
area in five important
states!

**50,000
WATTS
800 KC.**

Adam J. Young Jr., Inc.
National Representative

Guardian Building

Detroit 26, Mich.

J. E. Campeau, Pres.

W J B K

DETROIT—1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Storer Bcstg. Co.
 Business-Studio Address 500 Temple Ave.
 Phone Number Temple 3-7900
 Air Time 24 Hours
 News Service INS
 Representative Katz Agency
 Membership NARTB, BAB
 President George B. Storer
 Vice-Pres., Managing Dir. Gayle V. Grubb
 Commercial Manager Harry Lipson
 Sales Promotion Manager Peter Storer
 Program Director Richard Fischer
 Publicity Director Beverly Holden
 Chief Engineer Paul O. Frincke

W J L B

DETROIT—1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Booth Radio & TV Stas.
 Business Address Booth Bldg.
 Phone Number Woodward 5-2000
 News Service AP
 Membership BAB
 Representative For Joe
 Pres., Gen. Mgr. John L. Booth
 Station Manager Eric V. Hay
 Sales Prom. Mgr. Edwin E. Nyy
 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
 Air Time 24 Hours
 News Service AP, INS, UP
 Trans. Service Thesaurus, World
 Membership NARTB, BAB
 President John F. Patt
 V.P. & Gen. Mgr. Worth Kramer
 Sec'y-Treas. William G. Siebert
 Advt. & Pub. Rel. Dir. James Quello
 Sales Manager Elmer O. Wayne
 Program Director Franklin Mitchell
 Production Director Norman White
 V.P. in charge of News George Cushing
 V.P. in chge of Engr. George Leydorf
 (See Pages 264, 465)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By The Evening News Assn.
 Address 615 W. Lafayette
 Phone Number Woodward 2-2000

Newspaper Affiliation "Detroit News"
 Air Time 24 Hours
 News Service AP, UP
 Trans. Serv. Lang-Worth & Thesaurus
 Representative George P. Hollingberry Co.
 Membership NARTB
 General Manager Edwin K. Wheeler
 Station Manager Don DeGroot
 General Program Mgr. M. C. Wissman
 General Engr. Mgr. E. J. Love
 Public Affairs Manager James Eberle
 Pgm. & Prod. Mgr. Charles Penman
 Chief Engineer Carl Wesser
 Promotion Manager Jack Albert
 (See Page 462)

W X Y Z

DETROIT—1925—ABC

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

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Operated By Delta Bcstg. Co.
 Business-Studio Address P. O. Box 419
 Phone Number 3190-1
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Gen., Comm. Mgr. George D. Lindenthal
 Sta., Mgr., Pgm. Dir. Robert Wagner
 Production Director John Hagerman
 Chief Engineer Jack W. Foster

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Booth Radio & TV Stations.
 Bus.-Studio Address 3076 E. Bristol Rd.
 Phone Number Detroit, Woodward 2-0220;
 Flint, 9-8886
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership BAB
 President John Lord Booth
 General Manager W. Gerald Schroeder
 Chief Engineer G. Elwood Ryan

WCLC

FLINT—1952

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By: Adelaide L. Carrell
 Address: 1623 Utica Ave.
 Phone Number: 43381
 News Service: AP
 Transcription Service: World
 Man. Dir., Comm. Mgr.: Adelaide L. Carrell

WFDF

FLINT—1922—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: The Trebit Corp.
 Address: Garland at First Ave.
 Phone Number: 2-7158
 Air Time: Full Time
 News Service: AP
 Transcription Service: Standard, Thesaurus
 Representative: Katz
 Membership: NARTB, BAB
 President: Harry M. Bitner, Sr.
 Gen., Sta. Mgr.: Lester W. Lindow
 Sales Prom. Mgr.: Marvin Levey
 Program Director: Elmer A. Knopf
 Publicity Director: Donald Wyant
 Chief Engineer: Gerald Wolpert

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By: Methodist Radio Parish, Inc.
 Address: 3217 Lapeer St.
 Phone Number: 3-5112
 Air Time: Daytime
 News Service: UP
 Transcription Service: Standard
 Representative: Best
 President: Victor Longfield
 Gen., Sta. Mgr.: William H. Morford
 Commercial Manager: Richard Carter
 Chief Engineer: Homer Blumerich

WTAC

FLINT—1946—NBC

Frequency: 800 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
 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
 Chief Engineer: Frank Folsom

WATC

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: Les Biederman
 General Manager: Mitch Gordon
 Commercial Manager: Gerald Crittenden
 Program Director: Ken Haven
 Chief Engineer: William Kiker

WGHN

GRAND HAVEN—1951

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

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Furniture City Bcstg. Corp.
 Address: 430 Federal Square Bldg.
 Phone Number: Gl. 6-9541
 Trans. Loca.: 501 Garfield Ave., N.W.
 Air Time: Sunrise-sunset
 News Service: AP
 Transcription Service: Associated
 Representative: Hil F. Best
 Pres., Gen., Sta. Mgr.: William Kuiper
 Commercial Manager: H. J. Swlerenga
 Program Director: Henry Bosch
 Chief Engineer: Jack Timmer

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: Music Bcstg. Co.
 Business-Studio Add.: 35 Lafayette Ave., N.E.
 Phone Number: 9-4111
 Air Time: 6 a.m.-local sunset
 News Service: AP
 Representative: Gill-Keefe-Perna
 Pres., Gen., Sta. Mgr.: Paul F. Eichhorn
 Program Director: John Speer
 Publicity Dir.: Frederick Stover
 Chief Engineer: Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Felzer Bdcstg. Co.
 Address: Pantlind Hotel
 Phone Number: Glendale 6-8512
 Air Time: 6:30 a.m.-12:05 M.
 News Service: AP

Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. John E. Fetzer
 Pub. Dir., Sta. Mgr. Martin Giaimo
 Station Manager. Martin Giaimo
 Dir. of Public Affairs Dr. Willis F. Dunbar
 Chief Engineer Carl E. Lee

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Versluis Radio &
 Television, Inc.
 Address 6 Fountain St., N.E.
 Phone Number GLEndale 6-5461
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BAB
 President Leonard A. Versluis
 Vice-Pres. & Gen. Mgr. Hy M. Steed
 Program Director Bob Kirby
 Chief Engineer Lee Stevens

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address ...1408 Grand Rapids Natl. Bank Bldg.
 Phone Number 9-4125
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Katz Agency
 Membership NARTB, BAB
 President H. M. Bitner, Sr.
 Gen., S'ca., Comm. Mgr. Willard Schroeder
 Program Director Frank Sisson
 Publicity Director David Hoyle
 Chief Engineer Louis Bergenroth

W H T C

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business-Studio Address 5 E. Eighth St.
 Phone Number 9482
 Air Time Full Time
 News Service AP
 Transc. Serv. World, Lang-Worth, Thesaurus
 Representative Best
 Membership NARTB
 President W. A. Butler
 Comm., Gen., Sta. Mgr. Sandy Meek
 Program Director Larry Collins
 Publicity Director William Young
 Chief Engineer John Klungle

W H D F

HOUGHTON—1929—MBS

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

W M I Q

**IRON MOUNTAIN—1947
 ABC-NORTHERN**

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

W I K B

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Operated By Upper Mich.-Wisc. Bcstg. Co.
 Phone Number 102-3
 Air Time 6:55 a.m.?1:55 p.m.
 Transcription Service Thesaurus
 Representative Walker
 President H. H. Frailing
 General Manager James F. Kauper
 Prod., Pgm. Dir. Bob Serenson
 Chief Engineer Eugene Kaari

W J M S

IRONWOOD—1931—MBS

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

W J P D

**ISHPEMING—1947—PBN-GOEBEL
KBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number.....1892
Air Time.....7 a.m.-11:00 p.m.
News Service.....AP
Transcription Service.....World
Pres., Gen., Sta. Mgr.....J. P. Deegan
Publicity Director.....Carl B. Tupala
Program Director.....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney

W I B M

JACKSON—1927—ABC

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

W K H M

JACKSON—1951—MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Jackson Bcstng. & Tele.
Corp.
Address.....441 Wildwood
Phone.....4-7181
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Headley-Reed
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Walter Patterson
Sales Prom. Mgr.....Marcus Sharpe
Program Director.....Robert Thaw
Chief Engineer.....Paul Wright

W G F G

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station WGFG
Business-Studio Address.....State Theatre Bldg.
Phone Number.....4-0111
News Service.....UP
Representative.....H-R Reprs., Inc.
Gen., Comm. Manager.....Howard D. Steere
Sta. Mgr., Prog. Dir.....Emil J. Popke, Jr.
Chief Engineer.....Carl Stephens

W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Sales Service Director.....John W. O'Harrow
Program Director.....Harry E. Travis
Director Public Affairs.....Dr. Willis F. Dunbar
Chief Engineer.....Francis L. Morse

W I L S

LANSING—1946

Frequency: 1320 Kc.....Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number.....2-1655
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....O. L. Taylor
Pres., Gen. Mgr.....W. A. Pomeroy
Asst. Mgr., Chief Eng.....John C. Pomeroy
Commercial Manager.....Walter L. Dennis
Sales Prom. Mgr., Publ. Dir.....Walter Braeger
Pgm., Prod. Dir.....Alex Dillingham

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WJIM, Inc.
Bus.-Studio Address.....Bank of Lansing Bldg.
Phone Number.....2-1333
Air Time.....Full Time
News Service.....UP
Transcription Service.....World, Standard
Representative.....H-R Reprs., Inc.
Membership.....NARTB
Pres., Gen. Mgr.....Harold F. Gross
Station Manager.....Howard K. Finch
Commercial Manager.....Roger S. Underhill
Program Director.....Irene Ginther
Chief Engineer.....C. E. Wallace

W K L A

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Raymond A. Plank
Address.....204 East Ludington Ave.
Phone Number.....1450

Air Time Unlimited
 Transcription Service AP
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Raymond A. Plank
 Comm., Sls. Prom. Mgr. Jerry Breen
 Program Director Tom Matthews
 Publicity Director Don Hack
 Chief Engineer Chas. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Manistee Radio Corp.
 Address Radio Road
 Phone Number 1340
 News Service AP
 Transcription Service Lang-Worth
 Representative Best
 V.P., Gen. Mgr. E. J. Powell
 Commercial Manager Edward Owens
 Program Director John Sullivan
 Chief Engineer Tony Carroll

W S D C

MARINE CITY—1950

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Clair, Inc.
 Address 5300 Marine City Hwy.
 Phone Number 3471
 News Service INS
 President Jerry Coughlin
 General Manager John S. Bell
 Commercial Manager Harry Coughlin
 Chief Engineer Robert Burr

W D M J

MARQUETTE—1931—MBS KBS—NORTHERN

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.
 Business-Studio Address 4th & Wash. St.
 Phone Number 616
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 General Manager Leo G. Brott
 Station Manager E. W. Wallace
 Commercial Manager Robert Luke
 Chief Engineer Gordon Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Rich Publ. House, Inc.
 Transmitter Address 298 S. Sweede Rd.
 Phone Number 4000
 Newspaper Affiliation Midland Daily News
 Air Time 6 a.m.-M.
 News Service AP

Transcription Service Lang-Worth, Thesaurus
 President Phillip T. Rich
 Gen., Sta., Comm. Mgr. J. A. Sturgeon
 Program Director Louis Sexton
 Chief Engineer Peter A. Wolfe

W C E N

MT. PLEASANT—1949—KBS

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
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. SESAC, Standard
 President Paul A. Brandt
 General Manager Bob Clayton
 Program Director Jim Bailey
 Chief Engineer Gilbert Roberts

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. Thesaurus
 Representative Meeke
 Membership NARTB
 Pres., Gen. Mgr. Arch Shawd
 Program Director Robert Johnson
 Publicity Director B. L. Bennett
 Chief Engineer George Krivitsky

W K N K

MUSKEGON—1949—MBS

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

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address 517 W. Giles Rd.
 Phone Number 4-1672
 Air Time Daytime
 News Service UP
 Representative Hal Holman
 President R. Bunker Rogoski

Gen., Sta., Comm. Mgr. Dalton C. Hille
 Prog., Pub. Dir. William J. Merchant
 Chief Engineer Sam Lombardi

WOAP

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Operated By Cwosso Bcstg. Co.
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President J. E. Campbell
 General Manager M. H. Wirth
 Sta., Comm. Prog. Mgr. Merrill Walker
 Chief Engineer M. Carson

WMBN

PETOSKEY—1946

MBS-KBS-BUNYAN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 President Les Biederman
 General Manager Ralph Pierson
 Commercial Manager Merten Carpenter
 Program Director Ken Haven
 Chief Engineer William Kiker

WCAR

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
 Transcription Service Associated
 Representative John E. Pearson
 Pres., Gen. Mgr. H. Y. Levinson
 Commercial Manager William G. Lenhard
 Program Director Frank E. Firmschild
 Chief Engineer Wayne N. Cook

WHLS

PORT HURON—1938—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World, Standard
 Representative Gill-Perna
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. John F. Wismer
 Comm., Prom., Publ. Mgr. John L. Shepard
 Program Director Ernest O. Ferriby
 Chief Engineer George Carroll

WTTT

PORT HURON—1947—ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Times Herald Co.
 Address 903 Sixth St.
 Phone Number 5171
 Newspaper Affiliation "Times-Herald"
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. Standard, Thesaurus
 Representative Weed & Company
 Membership NARTB, BAB
 President Louis A. Weil
 General Manager F. Granger Weil
 Commercial Manager Gaylord H. Forbes
 Assistant Manager Alice Anderson
 Program Director Dick Somerville
 Chief Engineers Walter Parry, Kenneth Kunze

WHAK

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Rogers City Bcstg. Co.
 Address Moltke Dr.
 Phone Number 7751
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Best
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
 Prom., Comm. Mgr. Albert Klann
 Program Director H. E. Bregé

WEXL

ROYAL OAK—1926

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Royal Oak Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone Number Lincoln 4-2200
 Air Time 6 a.m.-2 a.m.
 News Service AP, INS
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Gordon A. Sparks
 Sales Manager Ernest Holder
 Chief Engineer Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 Air Time Sunrise-Sunset
 News Service UP
 Representative Gill-Perna
 Membership NARTB, BAB
 Pres., Gen. Mgr. William J. Edwards

Vice-President.....Alvin M. Bentley
 Secy.-Treas., Sta. Mgr.....Howard H. Wolfe
 Sales, Prom., Pub. Director.....Henry Scott
 Program Director.....Robert Dyer
 Chief Engineer.....Max W. Thomas

WSAM

SAGINAW—1935—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Saginaw Bdcstg. Co.
 Address.....Radio Building
 Phone Number.....2-8161
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Milton L. Greenebaum
 Asst. to Mgr.....Raymond G. Ulbrich
 Production Director.....Richard Hallwood
 Publicity Director.....James Rockwell
 Chief Engineer.....Harold McCullen

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts

Owned-Oper. By...Booth Radio & TV Stations
 Address.....Mason Bldg.
 Phone Number.....3-4456
 Representative.....Pearson
 Transcription Service.....NBC Thesaurus
 News Service.....AP
 Pres., Mngg. Dir.....John L. Booth
 Vice-Pres. & Gen. Mgr.....Robert W. Phillips
 Prog., Pub. Director.....Fred Krell
 Chief Engineer.....Harold Volz, Jr.

WSOO

SAULT STE. MARIE—1940
 ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By...Hiawathaland Bcstg. Co.
 Business-Studio Address.....208 Ashmun St.
 Phone Number.....3000
 News Service.....AP
 Transcription Service.....Thesaurus, SESAC
 President, General Manager...Stanley R. Pratt
 Sta., Comm. Mgr.....Richard Y. Burnett
 Program Director.....Ed Krieger
 Publicity Director.....Bruce Martyn
 Chief Engineer.....William F. Morris

WSTR

STURGIS—1951—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Operated By.....WSTR, Inc.
 Address.....P. O. Box 67
 Phone Number.....1199
 News Service.....AP
 Transcription Service.....Thesaurus, World
 Representative.....McGillvra
 President.....Dr. Clarence H. Snyder
 General Manager.....E. Harold Munn Jr.
 Sta., Comm. Manager...Charles R. Palmquist Jr.
 Program Director.....Charles L. Jones
 Chief Engineer.....Paul M. Winchester

WTCM

TRAVERSE CITY—1941
 MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bdcstg. Co.
 Address.....Paul Bunyan Bldg.
 Phone Number.....2700-1
 Representative.....Hal Holman Co.
 General Manager.....Les Biederman
 Commercial Manager.....R. E. Detwiler
 Program Director.....Ken Haven
 Chief Engineer.....W. H. Kiker

IN ANSWER TO THE QUESTION:
 "WHAT RADIO STATION
 DO YOU LISTEN TO MOST
 AT YOUR HOUSE?*"

MORE PEOPLE IN
 SAGINAW - BAY CITY

SAID "WSAM"
 THAN ANY OTHER STATION!

FOR THE **BEST** PROGRAMS
 WITH THE **MOST** LISTENERS
 AT THE **LEAST** COST

CHOOSE

A.M. **WSAM** F.M.

RADIO BLDG.

*SAGINAW MICHIGAN
 DETAILS OF THIS SURVEY, BY A DETROIT
 AGENCY, AVAILABLE UPON REQUEST

MINNESOTA

Pop. April 1, 1953 (Est.) 3,148,000—Total Housing Units 926,000
Families April 1, 1953 (Est.) 836,000—Stations in State 46

K A S M

ALBANY—1950

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Stearns Co. Bcstg. Co.
Phone Number 1150
Transcription Service Lang-Worth
News Service UP
President William Blattner
General Sta. Manager Urban J. Keppers
Comm. Mgr. Rolland Lawnsbury
Chief Engineer Clyde A. Weivoda

K A T E

ALBERT LEA—1937—ABC

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

K X R A

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alexandria Bcstg. Co.
Address Alexandria
Phone Number 1000
News Service UP
Transcription Service Lang-Worth
Representative Lawson
Pres., Gen. Mgr. R. C. Brown
Commercial Manager Everette Q. Walters
Program Director Kenneth Bechtel
Chief Engineer Kenneth Olson

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Cedar Valley Bcstg. Co., Inc.
Business-Studio Address 405A N. Main St.
Phone Number 8836
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative Pearson
Membership NARTB
President Harry Smith
Gen. Sta. Mgr. L. L. McCurnin
Pgm., Pub. Director Tom Steensland
Sales Prom. Mgr. Ken Soderberg
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 Number 1900
Air Time 7 a.m.-11:30 p.m.
News Service UP
Transcription Service SESAC
Representative Lawson
Membership BAB
Pres., Gen. Sta. Mgr. Edward W. Butler
Pgm., Prod. Dir. Gwentyth Butler
Chief Engineer Delwyn Graze

K L I Z

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address 2700 E. Oak St.
Phone Number 2853
Air Time Unlimited
News Service AP
Transcription Service Capitol
Representative Walker
Membership NARTB, BAB
President, General Manager E. T. O'Brien
Program Director Lucille Grosse
Sta., Comm., Prom. Mgr. Earl R. Johnsen
Publicity Director Miriam Hylland
Chief Engineer James Peterson

W K L K

CLOQUET—1950—KBS

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

K R O X

CROOKSTON—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By Crookston Bcstg. Co.
Business-Studio Address Eagles Bldg.
Phone Number 1050
News Service UP

Transcription Service.....Thesaurus, World
 Representatives ..Donald Cook, Gene Grant,
 Lawson & Assoc.
 President..... D. A. McKenzie
 Gen. Mgr., Chf. Engr..... William J. Kiewel

K D L M

DETROIT LAKES—1951

Frequency: 1360 Kc..... Power: 1000 Watts d.
 Owned-Operated By..Detroit Lakes Bcstg. Corp.
 Address..... 1360 Richwood Rd.
 Phone Number..... 1100
 News Service..... AP
 Transcription Service..... World
 Representative..... Lawson
 President..... R. C. Brown
 General Manager..... Gordon Hutton
 Commercial Manager..... Phil Solberg
 Program Director..... Pat Banta
 Chief Engineer..... Sumner Rasmussen

K D A L

DULUTH—1936—CBS

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Oper. By... Red River Bcstg. Co., Inc.
 Business-Studio Address... 218 Bradley Bldg.
 Phone Number..... Melrose 2-2628
 Air Time..... 24 Hours
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Avery-Knodel
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Dalton Le Masurier
 Sta., Comm. Manager..... Odin S. Ramsland
 Sales Prom. Mgr..... Dale Cowle
 Program Director..... Jack Gordon
 Chief Engineer..... Robert A. Deltman

W E B C

**DULUTH—1924
 NBC-ARROWHEAD**

Frequency: 1320 Kc..... Power: 5000 Watts
 Owned-Oper. By.. Head of the Lakes Bcstg. Co.
 Business-Studio Address..... WEBC Bldg.
 Phone Number..... Melrose 2-2873
 News Service..... UP
 Transcription Service..... SESAC, World
 Representative..... Hollingbery
 President..... Morgan Murphy
 General Manager..... W. C. Bridges
 Commercial Manager..... Clifford J. Lue
 Program Director..... Earl Henton
 Chief Engineer..... Norman Gill

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
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Weed
 Membership..... NARTB
 General Manager..... Robert J. Rich
 Program Director..... Dennis Murphy
 Chief Engineer..... Cliff Erkillia

W E V E

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Carl Bloomquist
 Address..... WEVE Building
 Phone Number..... 1340
 Air Time..... Unlimited
 Transcription Service..... Standard
 Representative..... Orville Lawson
 Membership..... NARTB
 President..... Carl Bloomquist
 General Manager..... Arthur F. Nelson
 Program Director..... Robert Daniels
 Chief Engineer..... Joe Cerar

K D H L

FAIRBAULT—1948

Frequency: 920 Kc..... Power: 1000 Watts
 Owned-Oper. By..... KDHL Bdcstg. Co.
 Business-Studio Address... 213 Central Ave.
 Phone Number..... 2312
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Lawson
 General Mgr..... Herbert H. Lee
 Commercial Mgr..... Palmer Dragsten
 Women's Director... Mera Ballis Freydenlund
 Sta. Mgr., Chief Engineer... John E. Hyde, Jr.

K S U M

FAIRMONT—1949—MBS

Frequency: 1370 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Fairmont Bdcstg. Co.
 Address..... 306 North Park St.
 Phone Number..... 1370
 Air Time..... 5:30 a.m.-12 M.
 News Service..... AP
 Representative..... Rambeau Lawson
 Trans. Serv..... Thesaurus
 Membership..... NARTB, BAB
 President..... Leo J. Seifert
 General Manager..... Frank Endersbe
 Program Director..... Robert Colburn
 Chief Engineer..... Lawrence Lawson

K G D E

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

Frequency: 1250 Kc..... Power: 1000 Watts

Owned-Operated By.....Fergus Radio Corp.
 Business-Studio Address.....Fergus Falls
 Phone Number3986
 Air Time6 a.m.-M.
 News ServiceAP
 RepresentativeWalker
 MembershipNARTB
 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

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Itasca Bcstg. Co.
 Phone Number198
 Air Time6:30 a.m.-11 p.m.
 MembershipNARTB
 Pres., General Manager... Robert D. Kennedy
 Program Director..... Bud Germ
 Chief Engineer..... Ross A. Fessenmeyer

W M F G

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By... Head of the Lakes Bcstg. Co.
 Business-Studio Address.....5th & Howard
 Phone Number3-7531
 Air Time.....6 a.m.-11:05 p.m.
 News ServiceUP
 Transcription Service..... World. SESAC
 Representative..... George P. Hollingbery
 MembershipNARTB, BAB
 PresidentMorgan Murphy
 General Manager..... W. C. Bridges
 Sta., Commercial Mgr..... Oscar H. Peterson
 Pgm., Prod., Pub. Dir..... Ruth E. Coe
 Chief Engineer..... Norman Gill

K L T F

LITTLE FALLS—1950—KBS

Frequency: 960 Kc.....Power: 500 Watts d.
 Owned-Oper. By..... Little Falls Bcstg. Co.
 Address.....105½ Broadway E.
 Phone Number367
 News ServiceUP
 Transcription Service..... Lang-Worth
 Pres., Gen. Mgr..... John H. Lemme
 Sta., Prom. Manager..... Wayne L. King
 Commercial Manager..... Richard J. Rudeck
 Program Director..... Sumner Sabean

K T O E

MANKATO—1950—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Oper. By... Minnesota Valley Bcstg. Co.
 Phone Number4537
 News ServiceUP
 Representative Pearson
 President..... H. W. Linder

Gen., Sta. Manager..... D. O. Linder
 Commercial Manager..... Willard Smith
 Program Director..... Wayne Will
 Chief Engineer..... Steve Wolf

K Y S M

MANKATO—1938
 NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By..... F. B. Clements & Co.
 Business-Studio Address.....101 N. Second St.
 Phone Number4673
 Air Time6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service..... Thesaurus
 Representative Meeker
 Membership NARTB, BAB
 Gen.-Station-Comm. Mgr..... John F. Meagher
 Sales Promotion Manager..... Bob DeHaven
 Prom. Pgm. Dir..... Bob Gardner
 Publicity Director..... Phil Harding
 Chief Engineer..... James Houts

K M H L

MARSHALL—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Harry W. Linder
 Business-Studio Address..... KMHL Bldg.
 Phone Number2282
 Air Time.....6 a.m.-M.
 News ServiceUP
 Representative..... John E. Pearson
 Owner..... Harry W. Linder
 General Manager..... Gilmore F. Frayseth
 Program Director..... Bill Farrell
 Chief Engineer..... Russ Nelson

KEY D

MINNEAPOLIS—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
 Owned-Operated By..... Family Bcstg. Corp.
 Business-Studio Address.....15 N. Ninth St.
 Phone Number..... Lincoln 8451
 Air Time.....6 a.m.-Sun-down
 News ServiceAP
 Transcription Service..... Standard
 Representative Rambeau
 Membership NARTB, BAB
 President Henry Klages
 Sta., Gen. Mgr..... Lee L. Whiting
 Commercial Manager..... Ray Tenpenny
 Production Director..... Harry Zimmerman
 Chief Engineer..... Harvey V. Headen

W C C O

MINNEAPOLIS—1924
 CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned By..... Midwest Radio-Television, Inc.

Business-Studio Address . . . 625 Second Ave. S.
 Phone Number . . . Main 1202
 Air Time . . . 5 a.m.-1 a.m.
 News Service . . . AP, UP, INS
 Transcription Service . . . Lang-Worth
 Representative . . . CBS Radio Spot Sales
 Sta., Gen. Mgr. . . Eugene Wilkey
 Membership . . . BAB
 Sta., Gen. Mgr. . . Larry Haeg
 Commercial Manager . . . Phil Lewis
 Sales Prom., Mgr. . . C. H. Smith
 Program Director . . . Bob McKinsey
 Publicity Director . . . Fred Heywood
 Chief Engineer . . . J. J. Beloungy

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc. Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By . . . Twin Cities Bcstg. Corp.
 Business-Studio Address . . . Hotel Nicollet
 Phone Number . . . Bridgeport 2271
 Air Time . . . 5:30 a.m.-1 a.m.
 News Service . . . AP
 Transcription Service . . . Standard
 Representative . . . Avery-Knodel
 Membership . . . NARTB
 Pres., Gen., Sta. Mgr. . . Clarence T. Hagman
 Commercial Manager . . . Samuel N. Nemer
 Program Director . . . Don O'Brien
 Chief Engineers . . . Kenneth Olson,
 Kenneth Larson

W L O L

MINNEAPOLIS—1940—MBS

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

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. Power: 500 Watts d.
 Owned-Oper. By . . . People's Bcstg. Co.
 Address . . . 1133 Stinson Blvd
 Phone Number . . . Granville 4356, Prior 3181
 Air Time . . . Daytime
 News Service . . . UP
 Transcription Service . . . Lang-Worth
 Representative . . . Sears & Ayer, Inc.
 Pres., Gen., Sta. Mgr. . . W. V. Stewart

Commercial Manager . . . Merle Forland
 Pgm., Prod., Pub. Dir. . . Becky Ann Stewart
 Chief Engineer . . . Leroy Myri

W T C N

MINNEAPOLIS-ST. PAUL—1934

ABC

Frequency: 1280 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By . . . Minnesota Television
 Public Service Corp.
 Business-Studio Address . . . 50 S. Ninth St.
 Phone Number . . . Lincoln 0552
 News Service . . . AP, UP
 Transcription Service . . . Associated
 Representative . . . Free & Peters
 Membership . . . NARTB
 President . . . Robert Butler
 Gen., Sta. Manager . . . Edward G. Smith
 Commercial Manager . . . Kendall M. Light
 Program Director . . . Judy Bryson
 Publicity Director . . . Nancy Siebel
 Chief Engineer . . . Myron N. Fleming

K D M A

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By . . . Midwest Bcstg. Corp.
 Address . . . West Hwy. 212
 Phone . . . 125
 Air Time . . . Unlimited
 Representative . . . Pearson
 Pres., Gen. Mgr. . . H. Willard Linder
 Chief Engineer . . . Richard Berkman

K V O X

MOORHEAD—1937

MBS-GREAT NORTHERN

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

K N U J

NEW ULM—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . KNUJ, Inc.
 Address . . . 304½ N. Minn. St.
 Phone Number . . . 905
 Air Time . . . Daytime

News Service AP
 Transcription Service..... Lang-Worth, World.
 Membership BAB
 President..... W. K. Mickelson
 Gen. Mgr., Chief Engr..... Jack H. Duncan

K O B K

OWATONNA—1950—KBS

Frequency: 1390 Kc..... Power: 500 Watts d.
 Owned-Operated By..... Owatonna Bcstg. Co.
 Address 307 Vesterby
 Phone Number 2359
 News Service UP
 Transcription Service Lang-Worth
 Membership BAB
 Pres., Comm. Mgr., Pub. Dir..... Myles H. Johns
 U. P., Sta. Mgr., Prog. Dir..... Ted Nelson
 Chief Engineer..... James Neill

K A A A

RED WING—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Red Wing Bdcstg. Co.
 Address Red Wing
 Phone Number 3512
 Air Time 6 a.m.-Local Sunset
 News Service AP
 Transcription Service..... World, Capitol
 President Fred C. Clarke
 Gen., Sta. Mgr..... Maxine Jacobs
 Comm. Mgr..... James Bailey
 Prod., Pgm. Dir..... Peter Lyman
 Publicity Director..... John Williams
 News Director..... Donald Willie

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 Number 3924
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Meeker
 Membership NARTB, BAB
 President..... Mrs. G. P. Gentling
 General Manager G. David Gentling
 Sta. Mgr., Pgm. Dir..... Cal Smith
 Commercial Manager..... Warren Miller
 Sales Promotion Director... Willard Lampman
 Chief Engineer..... Bob Cross

K F A M

ST. CLOUD—1937—NBC

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

Phone Number 3330, 3331
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. Frederick C. Schilplin
 Commercial Manager John F. Green
 Program Director..... Betty May
 Chief Engineer Robert Witschen

W J O N

ST. CLOUD—1950—ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Granite City Bcstg. Co.
 Address St. Cloud Hotel
 Phone Number 1240
 Representative Rambeau
 Transcription Service World
 News Service UP
 President..... Max H. Lavine
 General Station Manager..... W. C. Porsow
 Commercial Manager..... Paul T. Zaborik
 Program Director..... Wallace MacBriar
 Prom., Pub. Director..... Herm Schneider
 Chief Engineer..... Carl Wilford

W M I N

ST. PAUL—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WMIN Bcstg. Co.
 Business-Studio Address... 538 Hamm Bldg.
 Phone Number..... Garfield 1361
 Air Time Unlimited
 News Service AP
 Representative Forjoe
 Pres., Com. Mgr..... N. L. Bentson
 General Manager..... Frank M. Devaney
 Program Director..... Norman Page
 Publicity Director..... Harry Settegren
 Chief Engineer..... Warren B. Fritze

K S T P

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

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

WCOW

SOUTH ST. PAUL—1951

Frequency: 1590 Kc. Power: 5000 Watts d.
 Owned-Oper. By South St. Paul Bcstg. Co.
 Address W.COW Radio Bldg.
 Phone Number LaSalle 1371
 News Service AP, UP
 Membership NARTB
 Transcription Service SESAC
 Exec. Director Antonio Tedesco
 General Manager Albert S. Tedesco
 Station Manager John MacKnight
 Commercial Manager Victor Tedesco
 Program Director Donald S. Doty
 Chief Engineer Robert Muchlo

WSHB

STILLWATER—1949—KBS

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Operated By St. Croix Bcstg. Co.
 Address 126 S. Main St.
 Phone Number 46, 47
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cook, Inc.
 President William F. Johns, Jr.
 Gen., Sta. Mgr. Richard Power
 Commercial Manager James McLaughlin
 Publicity Director Anita E. Albrecht
 Chief Engineer Elmer Christianson

KTRF

THIEF RIVER FALLS—1946

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.
 Transcription Service World
 Representative Bulmer & Johnson, Inc.
 Station Manager Don Olson
 Program Director Alverda Noel
 Sales Promotion Manager Glenn Simpson
 Chief Engineer Henry J. Bothman

WHLB

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

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg.
 Address 17th St., N.
 Phone Number Virginia 2000
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery, Bulmer & Johnson
 President J. Morgan Murphy
 General Manager Walter Bridges

Sta., Comm., Sls. Prom. Mgr. H. J. Parise
 Publicity Director Alys Mae McBride
 Chief Engineer Norman Gill

KWAD

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
 Air Time 6 a.m.-12 M.
 Transcription World
 Representatives Bulmer & Johnson
 President C. V. Phillips
 General Manager Carl E. Holt
 Program Director Jim Buchan
 Chief Engineer Milton La Due

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business Studio Address 1340 N. 7th St.
 Phone Number 1340
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. H. W. Linder
 Commercial Manager Jack Lynch
 Program Director Joe Martinson
 Chief Engineer Francois Peterson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business Studio Address 216 Center St.
 Phone Number 3314
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NARTB
 President M. H. White
 General Manager Ken Marsh
 Commercial Manager H. Rod Hurd
 Chief Engineer Lewis Denes

KWOA

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 Air Time Sunrise-sunset
 Representative Bulmer & Johnson
 Membership NARTB
 President R. W. Olson
 General Manager R. E. Shepard
 Commercial Manager Arne Karhu

MISSISSIPPI

Pop. April 1, 1953 (Est.) 2,210,000—Total Housing Units 613,000
Families April 1, 1953 (Est.) 579,000—Stations in State 45

WMPA

ABERDEEN—1952

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Prairie Bdcstg. Co.
Address. P. O. Box 402
Phone Number 1050
News Service UP
Representative Stars, Inc.
Transcription Service Lang-Worth
President. T. A. Richardson
General Manager. Hal Benson
Program Director. J. M. Verges
Promotion Director. Matty Brescia

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. WLOX Bcstg. Co.
Address. Buena Vista Hotel
Phone Number 5581-2
Air Time 24 hrs.
News Service UP
Representative William G. Rambeau
Membership NARTB, BAB
President. James S. Love, Jr.
Gen.-Station Mgr. Ray Butterfield
Commercial Manager. Thomas B. Majure
Program Director. Hugh Smith
Chief Engineer. T. B. Majure

WVMI

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Associates
Address. P. O. Box 152
Phone Number 6961
Air Time Daytime
Representatives. Natl. Time Sales, Dora Clayton
Transcription Service. Thesaurus, Lang-Worth
News Service UP
Pres., Gen., Mgr. Odes E. Robinson
Station Manager. Gene Tibbett
Commercial Manager. Albert J. Thompson
Prog., Pub. Director. Robert Campbell
Chief Engineer. Robert Ware

WBIP

BOONEVILLE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Booneville Bcstg. Co.
Address. Highway No. 45-S
Phone Number 678
Air Time 5:30 a.m.-10:00 p.m.
Newspaper Affiliation. The Independent
News Service UP

Representative. Continenta Radio Sales
President, Gen. Mgr. E. O. Roden
Sta. Comm., Sales Prom. Mgr. V. K. Wroten
Program Director. Wynez Wroten
Publicity Director. Jack Gardner

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Brookhaven Bcstg. Co.
Address. W. Chicksaw St.
Phone Number 1298
News Service AP
Air Time 6 a.m.-11 p.m.
Transcription Service World
Membership NARTB, BAB
Pres., Sta., Gen. Mgr. Tullius Brady
Chief Engineer. Larry Young

WGLC

CENTREVILLE—1952—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By. Southern Bdcstg. Co.
News Service UP
Transcription Service Capitol
Phone Number 4001
Pres., Gen. Mgr. A. Sansing
Comm. Mgr., Prog. Dir. P. Simpkins
Chief Engineer. Aubrey Felder

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Birney Ines, Jr.
Address. Columbus, Miss.
Air Time Full Time
News Service AP
Transcription Service. RCA Thesaurus
General Manager. Bob McRaney
Pgm. Dir., Chief Anncr. Jack Cristil
Station Manager. P. B. Hinman
Chief Engineer. C. D. Graves

WCLD

CLEVELAND—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Cleveland Bcstg. Co., Inc.
Address Trans. Highway 61
Phone Number 990
News Service AP
Station Representative McGillvra
President Lowry Tims
General Manager. Fred Rand
Program Director. Ray A. Curtis
Chief Engineer. Richard Bullock

WCJU**COLUMBIA—1946—KBS-MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lester Williams, WCJU, Inc.
 Address P. O. Box 472
 Phone Number 755
 Air Time Full Time
 Newspaper Affiliation The Progress
 News Service AP
 Transcription Service World
 Pres., Gen. Manager Lester Williams
 Station Manager Charles E. Newman, Jr.
 Program Director Bill Barrett
 Chief Engineer Ray Tolar

WACR**COLUMBUS—1950—MISS.**

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Miss. Bcstg. Co.
 Address WACR Bldg.
 Phone 768
 Transmitter Location 1800 14th Ave. N.
 Air Time Sunrise-Sunset
 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 Columbus
 Phone Number 1430
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 President Birney Imes, Jr.
 Gen., Sales Prom. Mgr. Bob McRaney
 Station Manager James Eatherton
 Program Director Martha Puckett
 Chief Engineer Thomas McFerrin

WCMA**CORINTH—1945—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Corinth Bcstg. Co., Inc.
 Business-Studio Address Ray Bldg.
 Phone Number 5575
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB
 President Dr. Frank M. Davis
 General Manager Aaron B. Robinson
 Sta., Pub. Manager John E. Bell
 Program Director Tom Weaver
 Commercial Manager Joe P. Van Dyke
 Chief Engineer James D. Anderson

WGVM**GREENVILLE—1949**

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By Cotton Belt Bcsting Co.
 Bus. Studio Address 118 So. B'way
 Phone Number 4559
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Devney, Melville
 Pres., General Manager David M. Segal
 Comm. Sta. Mgr. Edward M. Guss
 Program Director Wallace D. Hoy
 Prod., Pub. Dir., Chief Anncr. Jack Baruth
 Sales Prom. Mgr., Pub. Dir. Jack Stull
 Chief Engineer Welton H. Jetton

WJPR**GREENVILLE—1939—MBS-KBS**

Frequency: 1330 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Radio Services Co.
 Business-Studio Address 107 So. Poplar St.
 Phone Number 9040-9049
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Gen. Sta. Mgr. Emmett H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Thomas Tiller
 Chief Engineer Percy L. Kuhn

WABG**GREENWOOD—1950**

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Greenwood Bcstg. Co.
 Address P. O. Box 414
 Phone 3010
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Cy Bahakel
 Commercial Manager Tom Reardon
 Chief Engineer Wayne A. Oliver

WGRM**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
 President P. K. Ewing
 General Manager F. C. Ewing
 Commercial Manager Don Neil
 Chief Engineer Louis Pierce

W N A G
GRENADA—1949—MBS-KBS
MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Birney Imes, Jr.
 Phone Number1400
 Air Time..... Full Time
 Representative Mid-South Network
 President..... Birney Imes, Jr.
 General Manager..... Bob McRaney
 Sta., Comm. Mgr. Monroe Looney
 Chief Engineer..... Barney Loebe

W G C M
GULFPORT—1929—ABC
AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... WGCM Bcstg. Co.
 Address Hewes-Martin Bldg.
 Phone Number1110
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative..... Sears & Ayer, Inc.
 Owner & Gen. Mgr..... Hugh O. Jones
 Station Manager..... C. Edwin Vann
 Commercial Manager..... Mrs. O. L. Owens
 Publicity Director..... Jack Starr
 Chief Engineer..... Charles T. Hook

W F O R
HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Forrest Bcstg. Co.
 Address 302 Hemphill St.
 Phone Number1866
 Air Time..... 5:30 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World
 Station Rep..... George P. Hollingbery Co.
 President..... C. J. Wright, Sr.
 General, Station Manager..... C. J. Wright, Jr.
 Program Director..... David L. Waite
 Sales Prom. Mgr..... E. M. Jenkins
 Publicity Director..... F. M. Smith
 Chief Engineer..... B. B. McLemore

W H S Y
HATTIESBURG—1948—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Hub City Bcstg. Co. Inc.
 Address Highway 11 North
 Phone Number3180
 News Service AP
 Station Representative..... Wm. G. Rambeau
 Membership NARTB, BAB
 President, Gen. Mgr..... Charles W. Holt
 Sales Promotion Manager..... Bob Robinson

Station Manager..... Connie Holt
 Commercial Manager..... William R. England
 Program Director..... Bob Pattillo
 Publicity Director..... Olga Hagler
 Chief Engineer..... Charles Sharpling

W J D X
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 Time..... Unlimited
 News Service UP
 Transcription Service..... Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative..... George P. Hollingbery
 Membership NARTB
 General Manager..... Wiley P. Harris
 Commercial Manager..... Frank Gentry
 Program Director..... Howard Langfitt
 Chief Engineer..... Percy G. Root

W J Q S
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
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 President, General Manager... Withers Gavin

W J X N
JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... Jackson Bcstg. Co.
 Address Radio Ranch, Box 786
 Phone Number2-6673
 News Service AP
 Air Time..... Full Time
 Representatives Forjoe, Clayton
 Pres., Gen. Mgr..... James T. Ownby

W R B C
JACKSON—1946—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
 Air Time..... Full Time
 News Service AP
 Transcription Service Associated
 Representative..... Branham
 Membership NARTB
 Gen., Comm. Mgr..... J. W. Carlier
 Program Director..... Forrest Cox
 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
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President W. R. Newman
 General-Station Manager L. M. Sepaugh
 Commercial Manager F. E. Wilkerson, Jr.
 Program Director B. K. Smith
 Chief Engineer C. A. Perkins

W K O Z

KOSCIUSKO—1947—KBS

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

W A M L

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . New Laurel Radio Station
 Business-Studio Address P. O. Box 950
 Phone Number 5601
 News Service AP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Harold Matison
 Gen., Prom. Manager Granville Walters
 Commercial Manager M. M. Caver
 Program Director Stanley Walters
 Chief Engineer Clyne Graves

W L A U

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Southland Bcstg. Co.
 Phone Number 7227-8
 Air Time Full Time
 News Service UP
 Representative McGillvra
 Membership BAB
 President C. T. McCallum
 Gen., Sta. Mgr. Norma H. Leggett
 Commercial Manager Teck Jones
 Sales Prom. Mgr. J. L. Collins
 Program Director David Kane
 Chief Engineer Jimmy Hilburn

W M B C

MACON—1947—MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By . . . Mississippi Bcstg. Co., Inc.
 Address WMBC Bldg.
 Phone Number 310
 Air Time 6 a.m.-M.
 News Service UP
 President, General Manager . . . Withers Gavin

W A P F

McCOMB—1948—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By . . . S. W. Bcstg. Co. of Miss.
 Address Pike Hotel, Box 604
 Phone Number 1884
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Louis Alford
 Commercial Manager Bill Tyler
 Sales Promotion Manager Mack Smith
 Program Director Carl Austin
 Publicity Director Bonnie Sanders
 Chief Engineer, Sta. Mgr. Phillip Brady

W S K B

McCOMB—1939

Frequency: 1250 Kc. Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By Lester Williams
 Address P. O. Box 111
 Phone Number 2080
 News Service AP
 Transcription Service Capitol
 Representative Dora Clayton, Rambeau
 General Manager Lester Williams
 Station Manager Jack Sanders
 Commercial Manager Wayne Walker
 Program Director Herbert Taylor
 Chief Engineer Robert L. Sanders

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
 Air Time 5:50 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.

Phone Number 2-0171
 News Service **AP**
 Representative Mid-South Network
 President Birney Imes, Jr.
 General Manager Bob McRaney
 Station Manager Joseph W. Carson
 Commercial Mgr. Eddie Holladay
 Chief Engineer Robert K. Wall

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Meridian Bcstg. Co.
 Address Citizens Nat'l Bank Bldg.
 Phone Number 3-1441
 Air Time Full Time
 News Service **INS**
 Transcription Service **SESAC**
 Representative Headley-Reed Co.
 Pres., Gen., Sta. Mgr. Robert F. Wright
 Comm., Sales Prom. Mgr. William B. Crooks
 Program Director Cecil Germany
 Publicity Director George Shannon
 Chief Engineer Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Natchez Bcstg. Co.
 Business-Studio Address Box 330
 Phone Number 8211
 Air Time Full Time
 News Service **UP**
 Membership **NARTB**
 President P. K. Ewing
 Gen., Sta. Manager P. K. Ewing, Jr.
 Sales Prom., Comm. Mgr. Ervin Parks
 Program Director H. J. Jennings
 Publicity Director Oak Duke
 Chief Engineer George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old South Bcstg. Co.
 Phone Number 4621
 News Service **UP**
 President Mrs. Laurie G. Ratcliffe
 General Manager Paul Schilling
 Commercial Manager Bill Hess
 Chief Engineer Jack Thornhill

WPMP

PASCAGOULA—1951—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Crest Bcstg. Co., Inc.
 Address P. O. Box 348
 Phone Number 83
 News Service **UP**
 Transcription Service World

Pres., Gen. Mgr. William R. Guest, Jr.
 Sta., Comm. Mgr. Felix Adams, Jr.
 Program Director Lee Smith
 Chief Engineer Donovan Murphy

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By William Howard Cole
 Address P. O. Box 26
 Phone Number 740
 News Service **UP**
 Transcription Service Capitol
 Gen., Comm. Mgr. William Howard Cole
 Program Director Mrs. Wm. H. Cole
 Publicity Director Mrs. Kate Hemphill

WRJW

PICAYUNE—1949—KBS

Frequency: 1320 Kc. Power: 5000 d.
 Owned-Operated By Mosely Brothers
 Address Picayune
 Phone Number 510
 Air Time Daytime
 News Service **AP**
 General Manager Jimmie Willson
 Prog. Dir., Chief Eng. Archie Rushing, Jr.

WSSO

STARKVILLE—1948—KBS

MID SOUTH

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

WELO

TUPELO—1944—MBS-MID SOUTH

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

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Delta Bcstg. Co., Inc.
 Business-Studio Address Post-Herald Bldg.

Phone Number312
 Newspaper Affiliation.....Post, Herald
 News ServiceAP
 Transcription ServiceCapitol
 Representative.....Sears & Ayer
 MembershipNARTB
 President.....L. P. Cashman
 General-Station Mgr.....Mary-Van Cashman
 Commercial Manager.....L. L. Miller
 Program Director.....Charlotte Kahn
 Chief Engineer.....Waverley Conway

Sales Prom. Mgr.....Frank Haines
 Chief Engineer.....Harold Townsend

WROB
WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Bob McRaney, Sr.
 Studio AddressWROB Bldg.
 Transmitter AddressForrest St.
 Phone Number807

WVIM
VICKSBERG—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Miss., Inc.
 Business-Studio Address.....Box 76
 Phone Number1920
 Air Time.....Full Time
 Transcription ServiceThesaurus
 Representative.....Indie Sales, Inc.
 President.....James T. Ownby
 Sta., Gen. Mgr.....Frank Holifield
 Commercial Manager.....Virginia Harrell

WAZF
YAZOO CITY—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WAZF, Inc.
 Phone Number1300-1
 Air Time.....5:55 a.m.-10:15 p.m.
 News ServiceUP
 Pres., Gen. Sta. Mgr.....Guy Corley
 Commercial Manager.....Al Lyons
 Prod. Program Director.....Fred Rand
 Chief Engineer.....D. A. Flinspach

MISSOURI

Pop. April 1, 1953 (Est.) 4,184,000—Total Housing Units 1,276,000
Families April 1, 1953 (Est.) 1,109,000—Stations in State 54

KFVS

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 Number5-5511
 Air Time.....Full Time
 News ServiceUP
 Representative.....John E. Pearson
 President.....Oscar C. Hirsch
 Station Manager.....Ralph L. Hirsch

Owned-Oper. By.....Carthage Bcstg. Co.
 Address.....1201 E. Chestnut
 Phone Number.....2648, 2623
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 RepresentativeMcGillvra
 MembershipNARTB
 Station Manager.....L. C. McKenney
 Commercial Manager.....J. I. Dalv
 Sales Promotion Manager.....Edith Snyder
 Program Director.....Leon Crocker
 Chief Engineer.....George Province

KGMO

CAPE GIRARDEAU—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Cape County Bcstg. Co.
 Address.....46 N. Henderson
 Phone Number3843
 General Manager.....Richard C. Brandt
 Program Director.....William C. Brandt
 Commercial Manager.....Robert L. Schultz
 Chief Engineer.....William M. Bryan

KCRV

CARTHURSVILLE—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Pemiscot Bcstg. Co.
 Address.....106 W. 3rd St.
 Phone Number965
 Transcription Service.....Thesaurus, World
 News ServiceUP
 President.....J. E. Taylor
 Gen., Sta. Mgr.....Robert L. Harrison
 Commercial Manager.....A. Simmons
 Program Director.....Harry A. Moreland
 Chief Engineer.....Earl Neal, Jr.

KDMO

CARTHAGE—1947—KBS

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

KCHI

CHILLICOTHE—1950—KBS

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

KDKD

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Clinton Bcstg. Co., Inc.
 Address P. O. Box 113
 Phone Number 233
 News Service UP
 Transcription Service World
 Representative Devney
 Pres., Gen. Mgr. David M. Segal
 Commercial Manager Bill E. Brown
 Chief Engineer Marvin Landon

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KFRU, Inc.
 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, World
 Membership NARTB, BAB
 President H. J. Waters, Jr.
 General Manager Mahlon R. Aldridge, Jr.
 Comm., Sales Prom. Mgr. F. J. LeGrand
 Program Director Shirley Bauderer
 Chief Engineer Robert Haigh

KREI

FARMINGTON—1947

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Cecil W. Roberts
 Phone Number 710
 Studio Burks Rd. & Webster St.
 Air Time Sunrise-sunset
 News Service UP
 President Cecil W. Roberts
 General Manager F. P. (Ted) Graves
 Chief Engineer Bill Westbrook

KJCF

FESTUS—1951

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By Jefferson County Radio
 & TV Co.

News Service UP
 General Manager Donald M. Donze
 Chief Engineer Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS

GRIESE DIECK

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

KFAL

FULTON—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mo. Central Bcstrs.
 Address 5th and Market
 Phone Number 1400
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 General Manager Robert W. Nickles
 Comm., Prom. Mgr. L. Reed Holt
 Program Director Roger P. Fox
 Chief Engineer J. J. Patterson

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
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service RCA Thesaurus
 Representative John E. Pearson
 Membership NARTB, BAB
 Gen.-Sta.-Sales Prom. Mgr. Wayne W. Cribb
 Commercial Manager P. H. Cunningham
 Program, Pub. Dir. Gene Hoenes
 Chief Engineer Ben Parrish

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 9815
 Air Time Daytime
 Newspaper Affiliation Independence Daily
 News, Pictorial Shopper

News Service AP
 Membership NARTB
 General Manager Craig Siegfried
 Sta., Comm., Pgm. Mgr. Harry L. Becker
 Sales Prom. Mgr. Robert Dawson
 Publicity Director Harold Ensley
 Chief Engineer Eldon Ryan

K W O S

JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Capital Bcstg. Co.
 Business-Studio Address. 210-212 Monroe St.
 Phone Number 6-3137
 Air Time Full Time
 Newspaper Affiliation News Tribune Co.
 News Service AP
 Transcription Service Thesaurus
 President. R. C. Goshorn
 Gen., Sta. Comm. Mgr. Catherine Roer
 Program Director Ralph L. Rose
 Chief Engineer Leroy S. Hackmann

K F S B

JOPLIN—1948

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

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Air Time, Inc.
 Address 1928 W. 13 St.
 Phone Number 7260
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NARTB
 Pres., Gen. Mgr., Chf. Engr.
 Austin A. Harrison
 Sta. Mgr., Pgm. Dir. Ronald Robson
 Comm., Prom. Mgr. John D. Whitt

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 Number 330
 Air Time Full Time

News Service AP
 Transcription Service Thesaurus
 Representative Sears & Ayer
 Membership NARTB
 Pres., Gen., Sta. Mgr. D. J. Poynor
 Comm. Mgr. M. E. Dunn
 Sales Prom. Mgr. David Gregg
 Program Director Golda Shaunce
 Chief Engineer Jack Langford

K C K N

KANSAS CITY—1925

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

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By KCMO Bcstg. Co.
 Address 125 E. 31st St.
 Phone Number Jefferson 6789
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Katz
 Membership NARTB, BAB
 President Tom L. Evans
 General Manager E. K. Hartenbower
 Asst. Manager C. E. Breazeal
 Commercial Manager R. W. Evans
 Sales Prom. Mgr., Pub. Dir. F. C. Strawn
 Program Director S. B. Tremble
 Chief Engineer Karl Troeglen

K F R M

KANSAS CITY—1947

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

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Bcastg. Co.
 Address 222 W. 11th St.
 Phone Number HArrison 2650
 Air Time 5:55 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service World
 Representative Free & Peters
 Membership NARTB, BAB
 President Arthur B. Church
 V.P., Managing Director George J. Higgins
 Sales Promotion Mgr. Harold W. Storm
 Program Director Rod Cupp
 Chief Engineer Ray Moler

K P R S

KANSAS CITY—1952

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

W D A F

KANSAS CITY—1922—NBC

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By The Kansas City Star Co.
 Business-Studio Address 3030 Summitt St.
 Phone Number HArrison 1200
 Air Time Full Time
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative H. I. Christal
 President Roy A. Roberts
 General Manager H. Dean Fitzer
 Station Manager V. S. Botton
 Commercial Manager Manne Russo
 Prom., Pgm., Publ. Dir. Harry J. Kaufmann
 Chief Engineer J. A. Flaherty

W H B

KANSAS CITY—1922—MBS

Frequency: 710 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Operated By WHB Bcastg. Co.
 Business-Studio Address Scarritt Bldg.
 Phone Number HArrison 1161
 News Service AP
 Transcription Service Associated
 Representative John Blair & Co.
 Pres., Comm. Mgr. Donald Dwight Davis
 Gen., Sta. Mgr. John T. Schilling
 Promotion Manager Dwight Davis
 Program Director Richard Smith
 Chief Engineer Henry Goldenberg

K B O A

KENNETT—1947

Frequency: 830 Kc. Power: 1000 Watts a.
 Owned-Operated By Kennett Bcastg. Corp.
 Business-Studio Kennett
 Phone Number 8-4616
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 President, General Manager Paul C. Jones
 Station Manager C. H. Harrison
 Commercial Manager Joe Bankhead
 Program Director John T. Reeder
 Chief Engineer Robert H. Conner

K I R X

KIRKSVILLE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By North Mo. Bcastg. Co.
 Business-Studio Address Kirksville
 Phone Number 5-3781
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Gen., Sta., Comm. Prom. Mgr. Samuel A. Burk
 Program Director Warren Hewitt
 Chief Engineer Charles Porter

K L W T

LEBANON—1948—MBS

Frequency 1230 Kc. Power: 250 Watts
 Owned-Operated By Lebanon Bcastg. Co.
 Bus.-Studio Address 221 E. Commercial St.
 Phone Number 1015
 Air Time 6a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 President Robert C. Fields
 General Manager O. R. Wright
 Commercial Manager Jack A. Sellers
 Program Director Thomas H. Miller
 Chief Engineer E. L. Hendry

K M M O

MARSHALL—1949

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned-Operated By KMMO, Inc.
 Address Marshall
 Phone Number 40
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 General Manager J. M. Silvey
 Sta., Comm., Prom. Mgr. Harold Douglas
 Pgm., Publ. Dir. Fred Linder
 Chief Engineer Bill Williams

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Audrain Bcstg. Corp.
 Phone Number: 2340-1
 Address: Box 260
 Air Time: 6:00 a.m.-12 M.
 News Service: AP
 Representative: John E. Pearson
 Membership: NARTB, BAB
 President: John Badaracco
 Gen., Sta. Mgr.: W. Earl Dougherty
 Sales Promotion Manager: Bob Sharon
 Chief Engineer: Bob Bruner

K N C M

MOBERLY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Moberly Bcstg. Co.
 Phone Number: 1600
 Representative: Conwell
 Transcription Service: Lang-Worth, Thesaurus
 News Service: AP
 Owner, Gen. Mgr.: Jerrell A. Shepherd
 Commercial Manager: John Conwell
 Program Director: James Lipsey
 Chief Engineer: T. J. Carr

K R M O

MONETT—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By: Carthage Bcstg. Co.
 Address: 1201 E. Chestnut
 Phone Number: 990
 Transcription Service: Capitol
 News Service: AP
 Representative: McGillyra
 Sta. Mgr., Pgm. Dir.: Floyd Stewart
 Comm., Prom. Mgr.: Marion Pilant
 Chief Engineer: George Province

K N E M

NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Cecil W. Roberts
 Address: Farmington, Mo.
 Air Time: Full Time
 News Service: UP
 Transcription Service: SESAC
 Representative: Hal Best
 President: Cecil W. Roberts
 Gen., Sta., Comm. Mgr.: Duane W. Hoisington
 Chief Engineer: Bob McKune

K R M S

OSAGE BEACH—1952

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owner, President: Robert M. Smith
 News Service: AP

Transcription Service: Lang-Worth
 General Manager: Ed Gardiner
 Program Director: M. T. Gardiner
 Chief Engineer: Wally Clark

K W O C

POPLAR BLUFF—1938—KBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By: Poplar Bluff Bcstg. Co., Inc.
 Transmitter Address: KWOC Bldg.
 Phone Number: 3922
 Air Time: 6:00 a.m.-10 p.m.
 News Service: UP
 Transcription Service: SESAC, World
 Representative: John E. Pearson
 President, General Manager: A. L. McCarthy
 Gen. Mgr., Prod. Dir.: Jerry J. Higley
 Chief Engineer: Donald M. Lidenton

K T T R

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By: "Show-Me" Bcstg. Co.
 Address: P. O. Box 567
 Phone Number: 380
 Air Time: 5:30 a.m.-M.
 News Service: AP
 Transcription Service: World
 Pres., Gen., Sta. Mgr.: Luther W. Martin
 Pgm., Pub. Dir.: Wilson C. Burkhead
 Sales Prom. Mgr.: Mel Lee
 Chief Engineer: Martin M. Mitchum

K F E Q

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By: KFEQ, Inc.
 Business-Studio: KFEQ Bldg.
 Phone Number: 3-2528
 Air Time: 5:30 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 Representative: Headley-Reed
 Pres., Gen., Sta. Mgr.: Barton Pitts
 Commercial Manager: Glenn G. Griswold
 Prom. Mgr., Pub. Dir.: J. Ted Branson
 Program Director: E. C. Schirmer
 Chief Engineer: J. Wesley Koch

K R E S

ST. JOSEPH—1946

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By: Missouri Valley Bcstg. Corp.
 Business-Studio Address: 113 S. 7th St.
 Phone Number: 4-5346
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Forjoe
 Membership: NARTB, BAB

President Basil L. Kaufmann
 Gen., Sta., Comm. Mgr. Robert S. Hix
 Program Director William A. Vaughan
 Publicity Director Frank Smith
 Chief Engineer Harry L. Teegarden

K M O X

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned By Columbia Bcstg. System, Inc.
 Operated By CBS Radio Division
 Business-Studio Address 401 So. 12th St.
 Phone Number Central 8240
 Air Time Full Time
 News Service AP, UP
 Transcription Service Associated,
 Lang-Worth, Muzak
 Representative CBS Radio Spot Sales
 Membership BAB
 President Adrian Murphy
 Gen., Sta. Mgr. Gene Wilkey
 Commercial Manager Robert Hyland, Jr.
 Sales Prom. Mgr. John T. Curry
 Program Director Mark Russell
 Publicity Directmor. P. S. Anderson
 Chief Engineer Harry Harvey

K STL

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Louis, Inc.
 Address 6 N. 7th St.
 Phone Number MAin 0600
 Air Time Daytime
 News Service UP
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen. Mgr. William E. Ware
 Asst. Manager Dick J. Kasten
 Commercial Manager William A. Knight
 Program Director Tony Glenn
 Sales Prom. Mgr. James D. Neiswander
 Publicity Director Dolores J. Ryan
 Chief Engineer Edward B. Bench, Jr.

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By KWK, Inc.
 Bus-Studio Address 12th & Cole St.
 Phone Number Main 9100
 Air Time 5:30 a.m.-M.
 Newspaper Affiliation St. Louis Globe-
 Democrat
 News Service AP
 Representative Katz
 President, General Mgr. Robert T. Convey
 Station Manager Ray E. Dady
 Commercial Manager V. E. Carmichael
 Program Director John W. Tinnea
 Prom., Publ. Director Fred J. Mueller
 Chief Engineer N. J. Zehr



WHY IS AP
 THE BEST?

BECAUSE—AP

is faster,

more complete,

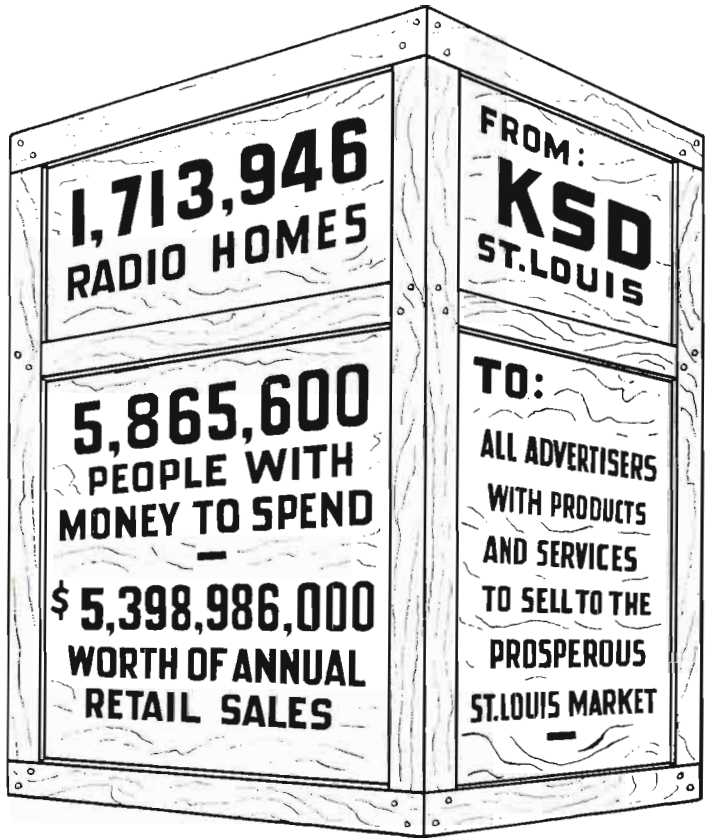
more accurate

than any other

news service.



**THE
PRIZE*
PACKAGE
OF THE
ST. LOUIS
MARKET**



**KSD has the LARGEST daytime
half-millivolt coverage area of
any radio station in ST. LOUIS!*



KSD

**5000 WATTS ON 550 KC
DAY AND NIGHT**

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK · AP NEWS · TELEVISION AFFILIATE: KSD-TV

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By...The Pulitzer Publishing Co.
 Business-Studio Address...1111 Olive St.
 Phone Number...Main 1111
 News Service...AP
 Transcription Service...World, Thesaurus
 Representative...Free & Peters
 Membership...NARTB
 President...Joseph Pulitzer
 General Manager...George M. Burbach
 Sales Manager...Arthur J. Casey
 Program Director...Harold Grams
 Commercial Manager...Edward W. Hamlin
 Promotion Manager...David Pasternak
 Chief Engineer...J. E. Risk

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By...St. Louis County Bcstg. Co.
 Bus.-Studio Address...8135 Forsythe Blvd.
 Phone Number...Delmar 1320
 News Service...UP
 Transcription Service...Lang-Worth
 Representative...Bolling
 Membership...NARTB, BAB
 President...John W. Kluge
 General Manager...Les Ware
 Commercial Manager...Edward W. Pape
 Program Director...George Wood
 Chief Engineer...Wallace E. St. Vrain

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By...KXOX, Inc.
 Business-Studio Address...12th & Delmar
 Phone Number...CHestnut 6000
 News Service...AP, UP
 Transcription Service...Associated, Standard
 Representative...John Blair
 Membership...NARTB
 President...Elzey Roberts
 General Manager...C. L. Thomas
 Asst. to Gen. Mgr...Bruce Barrington
 Sales Manager...V. N. Springgate
 Sales Promotion Manager...Foster H. Brown
 Program Director...Elmer Muschany
 Publicity Director...Mary Williamson
 Chief Engineer...Arthur F. Rekart

WEW

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By...The St. Louis University
 Address...3642 Lindell Blvd.
 Phone Number...FRanklin 5665
 News Service...UP
 Transcription Service...Lang-Worth

Representative...Gill-Keefe & Perna
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.

General Manager...Geo. A. Volz
 Commercial Manager...Ray Korpowicz
 Program Director...Lambert Kaimen
 Chief Engineer...Joseph A. Volk

WIL

ST. LOUIS—1922

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By...Missouri Bcstg. Corp.
 Business-Studio Address...Hotel Chase
 Phone Number...Rosedale 6200
 Air Time...Full Time
 News Service...AP
 Transcription Service...Lang-Worth
 Representative...John E. Pearson
 Pres., Gen. Mgr...L. A. Benson
 Station Manager...R. M. Hetherington
 Commercial Manager...Nick Pagliara
 Program Director...Edward M. Galloway
 Publicity Director...Marilyn Rohan
 Sales Prom. Mgr...Le Chapman
 Chief Engineer...L. A. Benson

KSGM

STE. GENEVIEVE—1947—KBS

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

KDRO

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Milton J. Hinlein
 Bus.-Studio Address...2100 W. Broadway
 Phone Number...4004
 Representative...Forjoe
 President...Milton J. Hinlein
 General Manager...Herbert W. Brandes
 Commercial Manager...James F. Glenn
 Chief Engineer...Robert J. Smith

KSIM

SIKESTON—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper...Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address...Hway. 60 W.
 Phone Number...1
 News Service...AP
 Transcription Service...Standard
 President...Lyman R. Bowman, Jr.
 Sta., Comm., Prom. Mgr...Richard L. Watkins, Jr.
 Commercial Manager...John W. Shain
 Chief Engineer...Ralph L. Hirsch

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Bcstg. Co.
 Bus. Studio Address 605 Boonville Ave.
 Phone Number 4-2822
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NARTB
 President T. W. Duvall
 Gen., Sta. Mgr. J. Gordon Wardell
 Commercial Manager Homer Tindle
 Program Director Carl Fox
 Pub., Prom. Dir. Dudley Morris
 Chief Engineer E. Dennis White

KICK

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kickapoo Prairie Bcstg. Co.
 Address 610 College St.
 Phone Number 4-1561
 Air Time Full Time
 News Service UP
 Transcription Service Standard. SESAC
 Representative McGilvra
 Membership BAB
 President Floyd W. Jones
 General Manager L. C. McKenney
 Commercial Manager Richard Bradley
 Asst. Mgr., Pgm. Dir. Welcome Stanton
 Sales Prom. Mgr. Robert Vinyard
 Publicity Director Richard Hatline
 Chief Engineer Charles Grayston

KTTT

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Independent Bcstg. Co.
 Address P. O. Box 1716 S. S. S.
 Phone Number 2-7474
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership NARTB

President J. H. G. Cooper
 General Manager G. Pearson Ward
 Commercial Manager Bob Burke
 Program Director Wendel Smith
 Chief Engineer William F. Curry

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By Ozarks Bcstg. Co.
 Business-Studio Address 606 St. Louis St.
 Phone Number 2-4422
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 Pres., Gen. Mgr. Ralph D. Foster
 Asst. Gen. Mgr. Leslie L. Kennon
 Commercial Manager Raymond M. Keltner
 Program Director Lou Black
 Publicity Director Bill Bailey
 Chief Engineer Fritz Bauer

KWRE

WARRENTON—1949—KBS

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Operated By W. T. Zimmerman
 Address Warrenton
 Phone Number 398
 News Service UP
 Transcription Service RCA
 Representative Continental, Conwell Co.
 Pres., Gen. Mgr. W. T. Zimmerman
 Commercial Manager Leo Waters
 Chief Engineer Bob Roberts

KWPM

WEST PLAINS—1947—KBS

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

GIVE to the RED CROSS

MONTANA

Pop. April 1, 1953 (Est.) 630,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 180,000—Stations in State 25

KANA

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Mosby's, Inc.
Business Address Box 1470, Missoula
Phone Number Missoula 7668
News Service UP
Transcription Service Lang-Worth
Membership BAB
President A. J. Mosby
Program Director Helen M. Ryan
Comm. Mgr., Ch. Engr. E. G. Rinn

KBMY

BILLINGS—1946

MBS-INTERMOUNTAIN

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

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northwestern Auto Supply Co.
Business-Studio Address 5th & N. B'way
Phone Number 2-2222
News Service UP
Trans. Serv. World, Standard, SESAC
Representative Katz
Membership BAB
President Col. Walter E. Schott
Gen., Comm. Mgr. Edward Yocum
Station Manager V. Braunberger
Sls. Prom. Mgr. Ward Crowley
Program Director Harry Turner
Publicity Director Warren Marshall
Chief Engineer Jeff A. Kiihli

KOOK

BILLINGS—1951—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By The Montana Network
Address P. O. Box 1712
Phone Number 9-5970
News Service AP

Transcription Service Thesaurus
Representative Weed
Membership NARTB
President C. L. Crist
Station Manager V. V. "Bud" Clark
Commercial Manager Jerry Moen
Program Director Ed Peiss
Chief Engineer Grant French

KBMN

BOZEMAN—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Penn Engrg. Co.
Address Box 691
Phone Number 2105
Transcription Service Associated
News Service UP
Membership NARTB
President Mrs. Lura B. Penwell
General Manager G. Norman Penwell
Commercial Manager Dan Snyder
Pub., News Dir. Ralph Evans
Chief Engineer Ed Kolman

KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KRBM Bcsters, Inc.
Business Address Bozeman
Phone Number 1420
News Service AP, UP
Transcription Service Lang-Worth
Representative Walker
Pres., General Mgr. Ernest A. Neath
Commercial Manager T. H. Peterson
Program Director Beverly Coulston
Publicity Director James M. Gidley
Chief Engineer James G. Rufus

KBOW

BUTTE—1947

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

KOPR

BUTTE—1948—ABC-MBS
INTERMOUNTAIN

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Copper Bcstg. Co.
Business-Studio Address Hotel Finlen
Phone Number 6546
Air Time 6 a.m.-11:30 p.m.
News Service UP
Transcription Service World
Representative Avery-Knodell

President..... Frank C. Carman
 General Manager..... Ed Cooney
 Commercial Manager..... G. W. Chance
 Program Director..... Jim Harrold
 Chief Engineer..... Jim Foster

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc..... Power: 5000 Watts
 Owned-Operated By..... KGIR, Inc.
 Address..... Box 1956
 Phone Number..... 2-2344
 News Service..... AP, UP
 Transcription Service..... MacGregor
 Representative..... Walker; Pacific No. West
 Pres., Gen. Mgr..... E. B. Craney
 Station, Comm. Mgr..... Arne E. Anzjon
 Promotion Manager..... Frank Field
 Publicity Director..... Vern Totten
 Chief Engineer..... W. J. Provis

KXGN

GLENDAVE—1948

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lewis Wiles Moore
 Address..... 314 McDougal
 Phone Number..... 537-J
 Transmitter Location..... S. Pearson Ave.
 News Service..... AP
 Transcription Service..... Capitol
 Owner..... Lewis Wiles Moore
 General Manager..... Daniel C. Palen
 Commercial Manager..... M. M. Schlasner
 Program Director..... Jacqueline Bartram
 Chief Engineer..... Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Buttrey Bcst., Inc.
 Bus.-Studio Address..... 607 First Natl. Bank Bldg.
 Phone Number..... 4377
 News Service..... UP
 Transcription Service..... World
 Representative..... Weed
 Membership..... NARTB, BAB
 President..... J. P. Wilkins
 Commercial Manager..... W. C. Blanchette
 Chief Engineer..... Wilbur L. Myhre

KMON

GREAT FALLS—1948—MBS
 ABC-INTERMOUNTAIN

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Montana Farmer Bcstg. Co.
 Business Address..... Tribune Bldg.
 Phone Number..... 4382
 Air Time..... Unlimited
 News Service..... AP

Transcription Service..... Lang-Worth
 Representative..... Avery-Knodel
 President..... Lester Cole
 Gen., Prom. Mgr..... Robert H. Warner
 Commercial Manager..... Frank W. Kraull
 Program Director..... Mel Hallock
 Chief Engineer..... Eugene B. Bunker

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Great Falls Bcstg. Co.
 Bus.-Studio-Transmitter Address..... Smelter Ave.
 Phone Number..... 2-2453
 Representative..... Walker
 President..... Barclay Craighead
 General Manager..... T. L. Frayling
 Chief Engineer..... Eugene Kirkkola

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... No. Montana Bcstg. Co.
 Business-Studio Address..... Box 70
 Phone Number..... 1096-7
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Cooke, Inc., Avery-Knodel
 President..... O. R. Rubie
 General, Sta. Mgr..... Charlotte H. Brader
 Commercial Manager..... Lyle Leeds
 Program Director..... James R. Saenger
 Publicity Director..... Carl Lawrence
 Chief Engineer..... George H. Bauer

KCAP

HELENA—1949—MBS-KBS

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

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Peoples Forum of the Air
 Address..... P. O. Box 797
 Phone Number..... 1240
 News Service..... UP
 President..... A. T. Hibbard
 General Manager..... Barclay Craighead
 Commercial Manager..... Carl Argabrite
 Program Director..... Gene Hogan
 Chief Engineer..... Ralph Gassler

KGEZ

KALISPELL—1927

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Donald C. Treloar
 Business-Studio Address: 7 Main St.
 Phone Number: 331-2
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, SESAC, Standard
 Membership: NARTB, BAB
 Pres., Gen. Sta. Mgr.: Donald C. Treloar
 Sales Prom. Mgr.: Robert Bennett
 Prog., Prod. Dir.: Norm Fisher
 Chief Engineer: Paul Johnston
 Consulting Engineer: Al Sparling

KXLO

**LEWISTOWN—1947—MBS
 INTERMTN. NET**

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

KLCB

LIBBY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Lincoln County Bcstrs. Inc.
 Address: P. O. Box 636
 General Manager: O. G. Coburn
 Commercial Manager: Mary Elizabeth Coburn
 Chief Engineer: William R. McCoy

KPRK

**LIVINGSTON—1947—MBS
 INTERMTN.**

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

KRJF

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

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Star Printing Co.
 Business Address: 15 N. Sixth St.
 Phone Number: 1340
 Newspaper Affiliation: "Daily Star"
 News Service: UP

President: Sarah Scanlon
 Membership: NARTB, BAB
 President: Sarah Scanlon
 Gen., Sta. Mgr.: Ian A. Elliot
 Commercial Manager: Fred B. Hunnes
 Sales Prom. Mgr.: James G. Backlin
 Program Director: Earl L. Dahlstrom
 Publicity Director: Thomas Biedrzycki
 Chief Engineer: Edwin Olmstead

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By: Mosby's, Inc.
 Bus.-Studio Address: Radio Central Bldg.
 Phone Number: 2155
 Air Time: 6 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Gill-Keefe-Perna
 Membership: NARTB, BAB
 Pres., Gen.-Sta. Mgr.: A. J. Mosby
 Commercial Manager: Roy Vance
 Program Director: Don Bradley

KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Western Montana Assoc.
 Business Address: Box 1503
 Phone Number: 4114
 Air Time: 6 a.m.-M.
 News Service: AP, UP
 Representative: Walker
 Pres., Gen., Sta. Mgr.: Pat M. Goodover
 Commercial Mgr.: Bob Gillis
 Program Director: Bill Strothman
 Chief Engineer: Bruce Hamilton

KIYI

SHELBY—1946—KBS-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Tri County Radio Corp.
 Phone Number: 560
 News Service: UP
 Representative: Cooke
 Membership: NARTB
 President: John J. Hurley
 General Manager: John Lyon
 Chief Engineer: George Potter

KGCX

SIDNEY—1926—MBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By: E. E. Krebsbach
 Phone Number: 408
 News Service: AP, UP
 Transcription Service: Capitol, Associated
 Representative: Lawson
 Pres., Gen. Mgr.: E. E. Krebsbach
 Station Manager: Keith Krebsbach
 Chief Engineer: O. H. Halvorson

NEBRASKA

Pop. April 1, 1953 (Est.) 1,412,000—Total Housing Units 419,000
Families April 1, 1953 (Est.) 381,000—Stations in State 24

K C O W

ALLIANCE—1949

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sandhills Bcstg. Corp.
Trans. Address... 1030 W. 3rd St.
Phone Number... 1300
Air Time... 6:30 a.m.-10:30 p.m.
News Service... UP
Transcription Service... World
Representative... McGillvra
Membership... NARTB
President... Hansford Jaggers
General Manager... Gene Ackerley
Program Director... Erv Jensen

K W B E

BEATRICE—1949—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Blue Valley Bcstg. Co.
Address... 112½ North 6th St.
Phone Number... 1245
News Service... AP
Transcription Service... Cole
Thesaurus
Representative... Gill-Keefe-Perna
Membership... NARTB
Comm., Sales Prom. Mgr... Bud Pertz
Program Director... Larry Prybyl
Publicity Director... Marge McGavren
Chief Engineer... Wilbur R. Emerson

K C N I

BROKEN BOW—1949

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By... Custer County Bstg. Co.
Address... Box 561
Air Time... Unlimited
Mgr., Chief Engr... Bud Crawford
Commercial Manager... Georgia A. Crawford

K J S K

COLUMBUS—1948—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By... George Basil Anderson
Business Address... Box 460
Phone Number... 5154
Air Time... Sunrise-sunset
News Service... AP
Representative... Biddick, Continental
Transcription Service... World. SESAC,
Thesaurus
Pres., Gen. Sta. Mgr... George Basil Anderson
Commercial Manager... Milo Kincaid
Program Director... Florence L. Anderson
Chief Engineer... Max Reeves

K F G T

FREMONT—1939—MBS

Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By... Walker Newspapers, Inc.
Business-Studio Address... 118 E. 5 St.
Phone Number... 1060
Membership... NARTB, BAB
Pres., Gen. Mgr... Lester A. Walker
Station Manager... James D. Milliken, Jr.

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Town & Farm Co., Inc.
Business-Studio Address... Division at Cedar
Phone Number... 703-4
Air Time... Daytime
News Service... UP
Transcription Service... SESAC, Thesaurus
Representative... H-R
President... Don Searle
V.P. & General Manager... Bill Martin
V.P. & Regional Sales Mgr... Rex Lathen
Program Director... Ed. Meyer
Sales Promotion Manager... Quintin McCredie
Chief Engineer... U. L. Lynch

K H A S

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Nebraska Bcstg. Co.
Trans. Address... Tribune Bldg.
Phone Number... 2-5101
Air Time... 6 a.m.-12 M.
News Service... INS
Transcription Service... Thesaurus
Membership... NARTB
President... Fred A. Seaton
Gen., Sta. Mgr... Duane L. Watts
Commercial Manager... Raymond Bartlett
Pub., Prod., Prog. Dir... Lloyd O. Thomas
Chief Engineer... Duane B. Allison

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Central Neb. Bcstg. Corp.
Business-Studio Address... Federal Annex Bldg.
Phone Number... Business, 2-3541
News Service... UP
Transcription Service... World
Representative... Hal Holman
Pres., Sta. Mgr... John W. Yeager, Jr.
Sales Prom. Mgr... Lyle Richardson
Program Director... Elen Selah
Chief Engineer... Jack Lewis

KRVN

LEXINGTON—1950

Frequency: 1010 Kc...Power: 25,000 Watts d.
 Owned-Oper. By.....Nebraska Rural Radio
 Address.....104 W. 8th St.
 Phone Number.....716
 Transcription Service.....Standard
 News Service.....AP
 Membership.....NARTB
 President.....Jay A. Person
 General Manager.....Max Brown
 Commercial Manager.....Dan Bellus
 Program Director.....Gary Schroeder
 Chief Engineer.....Robert Bitner

KFOR

LINCOLN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Cornbelt Bcstg. Corp.
 Business-Studio Address..Sixth Fl., Stuart Bldg.
 Phone Number.....2-6965
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....James Stuart
 Gen., Sta. Mgr.....George X. Smith
 Commercial Manager.....Robert Methany
 Prom., Pub. Dir.....Ken Greenwood

Program Director.....Avrun Bondarin
 Chief Engineer.....Charles W. Winkler

KLMS

LINCOLN—1949

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

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cornhusker Radio &
 Television Corp.
 Business-Studio Address.....212 Federal
 Securities Bldg.
 Phone Number.....2-7218
 Air Time.....8 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 President.....E. M. O'Shea
 V.P., Gen. Mgr.....Harold E. Anderson
 Comm., Sales Prom. Mgr.....Otis H. Seegler
 Program Director.....William L. Lucas
 Publicity Director.....Twila Walker
 Chief Engineer.....M. J. Korinek

A "pitch" that hits "home" everytime



Hits the Farm and City Home
 in the Rich Blue Valley...

MUTUAL BROADCASTING SYSTEM
 1450 ON EVERYBODY'S DIAL...

NATIONAL REPRESENTATIVE—
 GILL - KEEFE AND PERNA
 654 MADISON AVE., NEW YORK, N. Y.

KWBE
 BEATRICE,
 NEBRASKA...

KBRL

McCOOK—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The McCook Bcstg. Co.
 Bus.-Transmitter Address Hwy. 83 & "J" St.
 Phone Number 1450
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 Representative McGillyvra
 Membership NARTB, BAB
 Pres., Gen. Mgr. and Chief Engineer
 Le Roy W. Lenwell
 Program Director Gilbert Mitchell

WJAG

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By Huse Publ. Co.
 Bus.-Studio Address 527 Norfolk Ave.
 Phone Number 20
 Newspaper Affiliation "Daily News"
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB, BAB
 President E. F. Huse
 Station Manager Bob Thomas
 Commercial Manager Vernon Stedry
 Program Director Glen Hixson
 Prom. Mgr., Pub. Dir. Evans Meier
 Chief Engineer Frank Wiedenbach

KNBR

NORTH PLATTE—1952

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By John Townsend
 Address 212 N. Jeffers St.
 Phone Number 174
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative Indie Sales
 Owner John Townsend
 General Manager Emil Odean

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station KODY
 Bus.-Studio-Transmitter Address 1521 W. 12th
 Phone Number 382
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Meeker
 Membership NARTB
 Gen., Sta. Mgr. John Alexander
 Program Director Bill Wood
 Commercial Manager Joe di Natale
 Chief Engineer Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcstg. Co.
 Business-Studio Add. 676 World Ins. Bldg.
 Phone Number Jackson 8282
 Air Time 6:30 a.m.-12 M
 News Service AP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB
 Pres., Gen. Mgr., Chief Eng. Paul R. Fry
 Station Manager Richard E. Welna
 Commercial Manager Ernest S. Priesman

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By KFAB Bcstg. Co.
 Business-Studio Address 620 Farnam Bldg.
 Phone Number Ja. 3420
 Newspaper Affiliation "Journal & Star"
 (Lincoln)
 Air Time 24 Hrs.
 News Service AP
 Transcription Service SESAC
 Representative Free & Peters
 Membership NARTB
 Chairman of Board Joe W. Seacrest
 President Fred S. Sidles
 Gen., Sta. Mgr. Harry Burke
 Commercial Mgr. Harold Soderlund
 Prom., Pub. Mgr. Don Shoemaker
 Program Director Lyell Bremser
 Chief Engineer Art Stewart
 News Director Carl Uhlarik
 Musical Director Alene McKinney
 Transmitter Engineer Art Stewart
 Farm Editor W. E. Macdonald
 Consulting Engineer George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Central States Bcstg. Co.
 Business-Studio Address 511 So. 17th St.
 Phone Number Jackson 7626
 Air Time Full Time
 News Service AP, INS
 Transcription Service Capitol, Standard
 Representative Edward Petry
 Membership NARTB, BAB
 President James Stuart
 Gen., Sta. Comm. Mgr. Arden E. Swisher
 Sales Promotion Manager Jack Keiner
 Pgm., Pub. Dir. Bill Talbot
 Chief Engineer Charles W. Winkler